



DC Roller Derby

Request for Proposal

Project Objective

As we head into our 19th year as a league, DC Roller Derby is looking to develop a new brand identity and logo that more accurately represents our community, our league's values, and the modern, inclusive evolution of roller derby as a sport.

I. Introduction

DC Roller Derby is the Nation's Capitol's premier flat track roller derby league. DCRD is a 501(c)3 non-profit, sports league run by skaters, officials, and other dedicated volunteers passionate about the sport of roller derby.

Founded in 2006, DC Roller Derby (formerly DC Rollergirls) is a 501(c)(3) volunteer-run, non-profit organization, and are proud members of the Women's Flat Track Derby Association (WFTDA) — the international governing body for women's amateur flat track roller derby. WFTDA is composed of skater-owned and -operated leagues worldwide that have united to lead the growing sport of roller derby.

The non-profit league is run by skaters, officials and dedicated volunteers, who contribute their free time and talents to manage all aspects of the league — everything from managing operational funds to designing promotional materials. DCRD also maintains a strong sense of community pride by partnering with local charities and participating in local events. The league's vision is to promote athleticism, diversity in roller derby, and foster self-worth, personal strength and empowerment within league skaters.

The individuals who make up the league come from all walks of life, and from all neighborhoods of the greater Washington D.C. area. The league welcomes individuals of all body types and abilities who want to challenge the mainstream idea of what athleticism looks like. And these skaters have one thing in common — they are strong, fierce, competitive athletes who are passionate about roller derby.

II. Scope of Work/Deliverables

The selected graphic designer will be responsible for:

- Three Brand Identity and Logo Concepts: Create three unique brand identities, including color schemes, fonts, logos, and in-situation mockups, such as:
 - Digital usage (DCRD website, social media posts and cover photos, etc.)
 - Merch (Player cards, logo displayed on t-shirt, stickers, etc.)
 - Jerseys (Logo/colors displayed on a jersey with space for names and numbers)
 - Print (Event fliers, editorial use, etc.)

Designers have creative leeway—we want to see designs that are bold, creative, and that will ultimately stand out on the track, online, and in-print materials. See the Moodboard for reference regarding shape, color, and content; use these concepts as a guide and springboard for designs. See also the “Dos and Don’ts” section below for guidelines.

- Preference is for traditional shapes like circles and rectangles that will be cost effective to print and versatile for merchandise production.
- Brand Style Guide: Once a brand identity and logo is chosen, the designer’s next task will be to develop a brand style guide that outlines the usage guidelines for each logo, color palette, and typography. Guidelines for creating social media templates and brochures are necessary as we will be handling day-to-day asset creation ourselves, and the League varies in its levels of design experience

Tentative Timeline (subject to change based on designer availability)

- RFP Submissions due: 10/19
- Candidate Notification: Between 10/22-10/25
- Kick-off Call/Contracts: 10/28-11/11
- Initial drafts due two weeks from date of kick-off (estimated: Week of 12/6/24)
- Feedback - Round 1: 12/11/24
- Updated Drafts Delivered: 12/18/24
- Final Feedback: 12/20/24
- Final Drafts Submitted: 1/6/25 (to account for holidays)
- Follow up check-ins to be determined as needed

III. Dos & Don'ts and Supporting/Reference Materials:

Supporting Reference Materials:

- Milanote Moodboard: <https://tinyurl.com/dcrollerderby>

Key Words:

- Striking and recognizable
- Versatile
- Powerful
- Bold
- Modern
- Recognizable to DC

Must Haves:

- "DC Roller Derby" needs to be present
- In Derby We Trust is our trademark. We would like to see it included in the full logo mock up, though not every iteration of the logo must have it.

Nice to Haves:

- Think outside the box! Lots of roller derby logos are wheels, skates, or wrenches—something different that sets DCRD apart from the rest is desirable. Likewise, DC has more to offer than just the monuments. Possible ideas but are not limited to:
 - DC's history of activism
 - Historic DC music scenes—Go-Go, jazz, punk rock, etc.
 - Local geographic features (Anacostia or Potomac rivers, Rock Creek Park, etc.)
 - The DC Flag (Stars and Bars)

Do Not Wants:

- No people: In keeping with the inclusive nature of derby, we want to avoid depictions of faces/people. Our League values inclusivity, accessibility, and the community we skate for. Derby is for everyone!
- No imagery or tropes that contain the following: racism, sexism, cultural appropriation, homophobia, transphobia, etc.
- No use of AI: The usage of AI for inspiration is fine, but we want to see your art. No AI line sketches, mockups, or final products will be accepted. Not only do AI image generators scrape the internet for other artists' work in order to fulfill a given prompt, but the usage of AI is detrimental to the environment.

IV. Submission Requirements

We seek proposals from experienced designers with strong communication skills, preferably located in the greater DC area, to assist us with a comprehensive rebrand of our logo and overall brand identity to be implemented across our merchandise, website, print, and social media. Flexibility required for day and evening calls as needed. Ideal candidate is punctual and professional, has strong time management skills, LGBTQ+ friendly, and a strong sense of social justice.

Interested parties are invited to submit proposals that include:

- **Introduction/Background** that explains who you are, why you want to be considered to work with DC Roller Derby, your approach to the project, your availability, and any initial thoughts or questions you have. Your introduction should include a resume with your full name, email address, phone number, and street address.
- **Portfolio:** A portfolio of 4 to 6 projects showcasing previous branding projects, particularly those involving logo design and brand identity development. Submit as a PDF. If you prefer to link out to a website, please include a link to your website in your PDF submission.
- **Budget/Rates:** We are a small, volunteer-run non-profit with limited funding. If you are interested in offering your services pro-bono, please note that in your proposal. Please also provide your fee structure: hours, rates, and an overall (not to exceed fee) for a project of this size. We are interested in setting up a payment structure to compensate you for your work. We may also be interested in providing non-monetary support including but not limited to, social media posts, testimonials, or other partnership opportunities.
- **References:** Contact name, phone, and email for at least two professional references from within the last two years. Branding client a plus, but not necessary.
- **Additional Information:** Additional services and/or any additional notes you wish to provide.

V. Deadline & Contact Information

Proposals must be submitted electronically in a PDF format no later than October 19, 2024.

In your submission email, please include "DCRD RFP SUBMISSION-{Your Name}" in the subject line.

Project point of contact, and for inquiries and submissions, please email: creative@dcrollerderby.org, addressed to the DCRD Creative Committee.

We look forward to receiving your proposal!

DC Roller Derby