

Request for Proposal (RFP)

Pacific Northwest National Scenic Trail (PNT) Service Mark (Logo) Design

Issued by: American Indian Alaska Native Tourism Association (AIANTA), U.S. Forest Service, Pacific Northwest Trail Association (PNTA)

Date Issued: October 28, 2024

Proposal Submission Deadline: February 28, 2025

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I. Introduction

The American Indian Alaska Native Tourism Association (AIANTA), in collaborative partnership with the U.S. Forest Service and the Pacific Northwest Trail Association, is seeking proposals from Native American Indian artists, or tribally endorsed artists, to design an official service mark, or logo, for the PNT. The artist should represent a tribe(s) that have a direct connection to the PNT landscape, which spans 1,200 miles of northern Montana, Idaho, and Washington from Glacier National Park to the Pacific Ocean. The logo will serve as the primary visual identity for the PNT across various uses, including trail markers, signage, digital media, promotional and printed materials under the authority of the U.S. Forest Service.

The project partners seek a logo that represents the trail's scenic beauty and honors the cultural heritage and history of the Native American Indian tribes whose ancestral lands the trail traverses.

II. Project Background

In 2009, U.S. Congress designated the PNT a National Scenic Trail, specifying it should be a nonmotorized route that provides for the conservation and enjoyment of the scenic, natural, and cultural resources through which the route passes in some of the Pacific Northwest's most remote and stunning landscapes. Along the 1,200-mile route, which stretches from the Continental Divide in Glacier National Park (Montana) to the Pacific Ocean (Washington), visitors encounter a variety of ecosystems, including rugged shoreline, coastal rainforests, high mountain ranges, and arid inland regions. This long-distance, nonmotorized trail showcases the Northwest's diverse geology, vegetation, wildlife, land use patterns, and cultures, providing unparalleled opportunities for trail users.

The purpose of this Request for Proposed Logo Design is to ensure that the identities and contributions of the Indigenous Tribes and communities along the trail are recognized and reflected in its visual identification. The selected logo design will play a crucial role in representing both the trail's natural beauty and the cultural significance of the areas it crosses.

III. Scope of Work

The selected artist will collaborate with the project team to develop their conceptual design into a final logo through an iterative process. Key responsibilities include:

Logo Design:

- Develop a distinctive and memorable logo that embodies the cultural, ecological, and geographic aspects of the Pacific Northwest National Scenic Trail (PNT), in line with the initial concept submitted.
- Incorporate elements that reflect Indigenous experiences, traditions, and values, cultural heritage of the Native American tribes whose ancestral lands the trail crosses.
- Ensure the design is versatile for multiple uses, including trail markers, signage, digital media, and print materials.

Revisions and Finalization:

- Collaborate with the project team to refine the design concept through feedback and revisions at key stages to ensure the final logo aligns with project goals.
- The review committee may include representatives from tribal communities, the U.S. Forest Service, the Pacific Northwest Trail Association, and the American Indian Alaska Native Tourism Association.
- Refine the design into a 2-dimensional rendering suitable for logo vectoring.
- Provide the final logo design to function in various formats, including vector files, high-resolution images, and versions suitable for color and monochrome printing.

IV. Proposal Requirements

Interested applicants are invited to submit conceptual design ideas rather than finished pieces. The selected artist will work collaboratively with our team in an iterative process to refine the design into a final logo, with feedback provided to ensure alignment with project goals.

Please provide the following:

Design Concepts:

- Submit sketches, rough drafts, or concepts that reflect the cultural, ecological, and geographical aspects of the Pacific Northwest National Scenic Trail (PNT) and Indigenous communities.
- Include a written description explaining how your design concept connects to:
 - Indigenous experiences, traditions, and values along the PNT.
 - Natural landscapes, Pacific Northwest ecology, endemic species, or historic Native American travelways.

Cultural Sensitivity:

- Designs must be culturally respectful and reflect the diversity and significance of the Indigenous communities whose ancestral lands the PNT traverses.

V. Evaluation Criteria

Artist Selection:

- The artist will be selected based on an evaluation of their concept idea by the review committee.
- The design features must follow the National Trails System Official Guidelines for National Trail Markers (1997).

Proposals will be evaluated based on the following criteria:

Originality and Creativity:

- The uniqueness and innovative nature of the presented idea.

Cultural Sensitivity:

- The demonstrated understanding of and respect for the cultural heritage of the Native American tribes throughout the length of the PNT.

Versatility and Usability:

- The potential for the proposed ideas to be adaptable to various applications while maintaining visual quality and recognition across different formats, sizes, and materials.

VI. Conceptualization

When developing your logo design ideas, consider the following principles:

Simplicity and Clarity:

- The logo should be easily recognizable and understandable from a distance.

Color Palette:

- Limit the use of colors to two or three and use color to define shapes rather than relying on lines or shading transitions to define the picture.

Legibility:

- Ensure the logo is legible in both color and black-and-white versions.

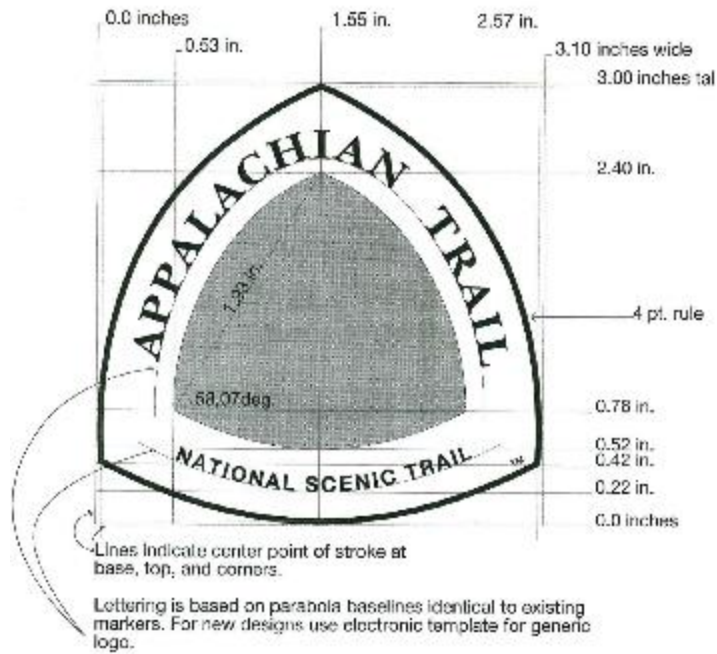
Consistency:

- Select colors according to the designated Pantone Matching System (PMS) color palette.

Logo Shape:

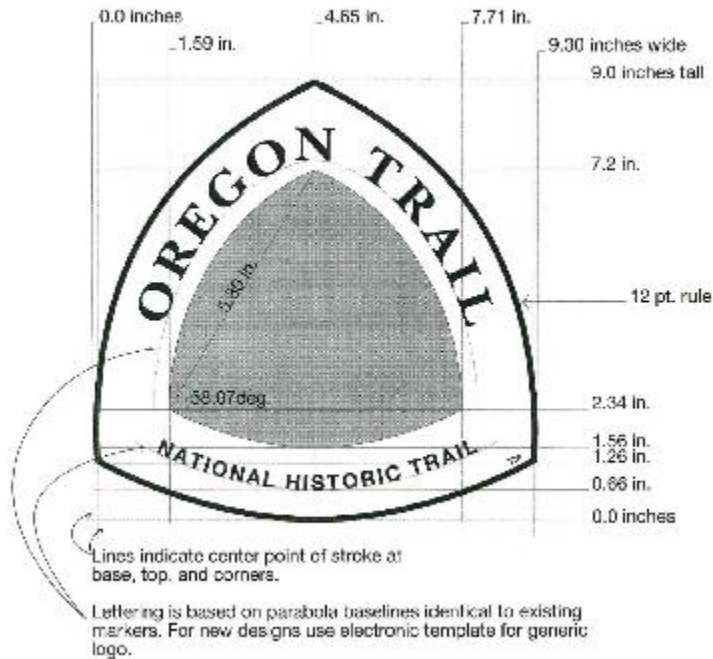
- The 3-inch service markers are triangle-shaped with rounded sides, and the logo design area is approximately 1.62 inches tall by 2.04 inches wide.

Layout Specifications for 3" Markers



- The 9-inch Service Markers are triangle-shaped with rounded sides, and the logo design area is approximately 4.86 inches tall by 6.12 inches wide.

Layout Specifications for 9" Trail Markers



Logo Lettering:

- The term "National Scenic Trail" should be uniformly set in Helvetica Neue Bold font across the base of the marker.

- The trail name should be in ITC New Baskerville Bold font, 110% horizontally scaled, centered in the white space outside the logo graphic.
- The size of the lettering will vary depending on the length of the trail name, and custom tracking will be provided for each logo.

Logo Use:

- The logo will serve as a service marker and fit various formats, including 9-inch color versions for highway signs, 3-inch versions for pathway markings and publications, and 1-inch black-and-white versions for smaller applications.
- All logos must comply with federal service marker guidelines, including proper placement and visibility along the trail and in related materials.

Logo Protection:

- The logo will be protected under the National Trails System Act and U.S. Code 18 USC 701. Without written approval from the U.S. Forest Service, its unauthorized use, manufacture, or sale is prohibited.

VII. Rules

Participant Eligibility Criteria:

- Affiliation with Tribal Communities located in the States of Washington, Idaho and Montana with direct connection to the PNT landscape (See Tribal Affiliation List).
 - Affiliation defined as a Native American Indian individual with Tribal Enrollment or an Official Tribal Endorsement Letter or Letter of Support from a Tribal Chairperson.
- Applicants must be at least 18 years of age.
- Opportunity open to professional and amateur artists.
- Selected participant must acknowledge that their work may be altered or changed to meet Service Mark specifications as a two-dimensional product.
- Selected participant must acknowledge that the U.S. Forest Service will own the copyright of the final logo design.

Disqualification:

- Disqualification decisions are at the discretion of the U.S. Forest Service.
- Applications that fail to meet the submission deadline.
- Applicants who do not meet all eligibility criteria.
- Applicants who do not provide proper Tribal Affiliation Verification.

Tribal Affiliation:

- Provide proof of membership in one of the federally recognized tribes listed below

- List of eligible Tribes with connection to PNT Ancestral Homelands and Travelways:

- Blackfeet Tribe of the Blackfeet Indian Reservation of Montana
- Coeur d'Alene Tribe
- Confederated Tribes of the Colville Reservation
- Confederated Salish and Kootenai Tribes of the Flathead Reservation
- Hoh Indian Tribe
- Jamestown S'Klallam Tribe
- Kalispel Indian Community of the Kalispel Reservation
- Kootenai Tribe of Idaho
- Lower Elwha Klallam Tribe
- Lummi Tribe of the Lummi Reservation
- Makah Indian Tribe of the Makah Indian Reservation
- Nez Perce Tribe
- Nooksack Indian Tribe
- Port Gamble S'Klallam Tribe
- Quileute Tribe of the Quileute Reservation
- Quinault Indian Nation
- Samish Indian Nation
- Sauk-Suiattle Tribe
- Spokane Tribe of the Spokane Reservation
- Stillaguamish Tribe of Indians of Washington
- Swinomish Indian Tribal Community
- Tulalip Tribes of Washington
- Upper Skagit Indian Tribe

- For an artist not enrolled in one of the listed tribes, provide a letter from a Tribal Chairperson of one of the listed tribes endorsing the artist to represent their tribal interests.

VIII. Submission Process

- Proposals must be submitted by **February 28, 2025**, to evillegas@aianta.org or via [Electronic Application](#). Please direct questions regarding this RFP or application submissions to Eric Villegas at evillegas@aianta.org.

IX. Timeline

- RFP Issued: October 28, 2024
- Proposal Submission Deadline: February 28, 2025
- Proposal Selection: Early April
- Logo Public Reveal: There may be an opportunity for a public unveiling in late 2025 or 2026, but it is still to be determined.

X. Terms and Conditions

- The U.S. Forest Service reserves the right to pursue other avenues of Service Mark (Logo) design at any time, regardless of the proposals or artwork submissions received.

- The selected artist will not retain ownership of the final design and will transfer copyright to AIANTA first; AIANTA will then assign copyrights to the U.S. Forest Service.
- This project is subject to funding availability.

XI. Resources

- Pacific Northwest National Scenic Trail Comprehensive Plan: <https://www.fs.usda.gov/main/pnt/land-resources-management/planning>
- America's National Trails: National Scenic, Historic, and Recreation Trails: <https://www.fs.usda.gov/managing-land/trails/national>
- Pacific Northwest National Scenic Trail: <https://www.fs.usda.gov/main/pnt/home>
- Pacific Northwest Trail Association: <https://www.pnt.org>
- American Indian Alaska Native Tourism Association: <https://www.aianta.org>
- National Trails System Official Guidelines for National Trail Markers (1997) (PDF): Link on AIANTA website.