

Request For Bids – Logo and Color Scheme Design

Sprezzatura Computing, Inc.
Atlanta, GA

January 16, 2012

Sprezzatura Computing (“AGENCY”), a State of Georgia S-Corporation, is soliciting proposals for graphics design work. The period of performance of any contract awarded as a result of this solicitation is scheduled to begin on or about 2012-01-17, and be in force through 2012-01-22. The amount of the contract is \$200, with a \$50 bonus for particularly pleasing work. This bonus will be paid entirely at the discretion of AGENCY, and will in no case be paid in the event of late delivery.

The bidding is open to all individuals and organizations (“BIDDERS”) meeting the requirements to legally work in the State of Georgia, including §2 of the Georgia Security and Immigration Compliance Act of 2006 (Act 457).

The project deliverables (“WORKS”) will include:

- A vector-format logo, meeting the requirements set out below for Proposals, with the additional requirement that the final logo be delivered in SVG format.
- A rasterized version of same, of height not more than 30 pixels. While a rescaling and rasterization might suffice, it is expected that some touchup work by hand might be required for a maximally appealing rasterization.
- Rasterized “favicon” images featuring the letter S and a starburst, making use of the logo’s colorscheme, in ICO file format, in the following dimensions: 16x16, 32x32, 48x48, and 64x64.
- Rasterized “favicon” images featuring the letter S and a starburst, making use of the logo’s colorscheme, in JPEG file format, in the following dimensions: 57x57 and 114x114.
- An analogous or split-complementary color scheme definition, including the logo’s foreground color as one of its colors. A minimum of three shades ought be supplied for each of the three colors. This color scheme must be suitable as trade dress per §43(a) of the Lanham Act (15 U.S.C. §22 (1946)), and not fall afoul of that Act’s trademark law nor other copyright laws of the United States. The color scheme will be delivered as a list of tristimulus values in the sRGB (IEC 61966-2-1:1999) color space.

Proposals MUST include a wholly original “banner”-style logo, in any of JPEG, PNG, or SVG formats, of height not less than 60 nor more than 100 pixels, and having a ratio of width to height not more than 8:1 nor less than 6:1. This logo MUST prominently feature the word “SPREZZATECH”, and less prominently the phrase “ubiquitous high-performance computing”. Each phrase MUST use homogeneous letter casing, though the two phrases needn’t employ the same case. A “starburst” graphic SHOULD be integrated into the logo design. Other text MUST NOT be present. The color scheme MUST utilize a dark background, and SHOULD utilize a high-contrast blue, green, or purple primary foreground. All fonts and images MUST be original, or freely-licensed. An illustrative (i. e., non-normative) example is provided below:



Proposals MUST be mailed to Nick Black (nickblack@acm.org) by 2359 EST, 2012-01-18.

All submissions will become sole property of AGENCY. WORKS from the selected BIDDER will become sole property of AGENCY, but BIDDER may, at the sole discretion of AGENCY, be licensed to display the WORKS in marketing literature. Payment will be made in full within five (5) business days of receipt and acceptance of WORKS. No tax will be withheld.

Questions should be directed to Nick Black (nickblack@acm.org), 404-939-3265.