



## **Request for Proposals: Logo Design for the VSO Indigenous Council**

### **Background:**

Founded in 1919, the Grammy and Juno-award winning Vancouver Symphony Orchestra is the third largest orchestra in Canada, the largest arts organization in Western Canada, and one of the few orchestras in the world to have its own music school.

The orchestra presents passionate, high-quality performances of classical, popular and culturally diverse music, creating meaningful engagement with audiences of all ages and backgrounds.

The VSO is committed to Truth and Reconciliation and building stronger relationships with local Indigenous communities. In seeking reconciliation, we have established an Indigenous Council made up of the Musqueam (xʷməθkʷəy̓əm), Squamish (Sḵw̓x̓wú7mesh), and Tsleil-Waututh (səlilwətaʔ) Nations. We also have included a youth, and Urban Indigenous representative. The Indigenous Council amplifies Indigenous voices and celebrates Indigenous cultures through music and art while ensuring that the VSO's programming and initiatives honor and respect the traditions and contributions of Indigenous peoples.

### **Members of the VSO Indigenous Council:**

**Dennis Thomas (Whonoak)**, Chair (2022-)

*Tsleil Waututh Nation Representative*

**Orene Askew (Tumáliya)**

*Squamish Nation Representative*

**Charleen Grant**

*Musqueam Nation Representative*

**Rosie Johnnie-Mills**

*Urban & Youth Representative (Haida & Cowichan)*

**Suzanne Anton**

*VSO Board Representative*

**Cristian Markos**

*VSO Musician Representative*

**Angela Elster** President & CEO

*VSO & VSO School of Music*

## **Project Description:**

The Vancouver Symphony Orchestra (VSO) and its Indigenous Council are commissioning a logo created by an Indigenous artist from either Musqueam (x̣ẉməθḳẉəỵəm), Squamish (Sḳẉx̣ẉú7mesh), and Tsleil-Waututh (səlilwətaʔ) Nations. This logo will represent the VSO Indigenous Council and be utilized across various platforms, including digital and print materials, merchandise, and promotional campaigns. The logo should reflect the values of collaboration, inclusivity, and respect for Indigenous traditions while celebrating the shared connection between music and culture.

## **Project Timeline:**

- **Proposal Submission Deadline:** April 30<sup>th</sup>, 2025
- **Selection Announcement:** May 7<sup>th</sup>, 2025
- **Completion of Logo Design:** May 30<sup>th</sup>, 2025

## **Scope of Work:**

The selected artist will:

- Create a unique and original logo design that reflects the mission and values of the VSO Indigenous Council.
- Incorporate visual elements that honor the Coast Salish Nations—the Musqueam, Squamish, and Tsleil-Waututh peoples.
- Design a logo that embodies the spirit of music, creativity, and cultural celebration.
- Provide the logo in multiple formats suitable for digital and print use (e.g., vector files, PNG, JPEG).
- Ensure the design is scalable and works in both color and monochrome.

## **Submission Guidelines:**

Artists are invited to submit the following:

1. **Artist Statement:** A brief description of your artistic background, connection to Indigenous communities, and approach to this project.
2. **Portfolio:** Examples of previous work showcasing your style and experience (up to 5 pieces).
3. **Proposal Concept:** A short description or initial sketch of your concept for the logo (optional but encouraged).
4. **Contact Information:** Full name, email address, phone number, and community affiliation.

Submissions must be sent via email to Ava Shadmani, at [ava.shadmani@vancouversymphony.ca](mailto:ava.shadmani@vancouversymphony.ca). Include “VSO Indigenous Council Logo RFP” in the subject line. If you require assistance with your submission or have any questions, please contact us at the email address provided above.

**Evaluation Criteria:**

Proposals will be evaluated based on:

- Alignment with the project’s objectives and values.
- Artistic vision and originality.
- Connection to and representation of Indigenous cultures.

**Budget:**

A project fee of 3,000 CAD will be provided to the selected artist. This fee includes all design work, revisions, and transfer of rights.

**Additional Notes:**

- The selected artist will retain moral rights to their work but will grant the VSO full rights to use the logo across all platforms.
- Submissions from emerging artists are encouraged.
- All applicants will be notified of the outcome of the selection process.

**Acknowledgment:**

We gratefully acknowledge the Coast Salish peoples, Musqueam (xʷməθkʷəy̓əm), Squamish (Sḵw̱x̱wú7mesh), and Tsleil-Waututh (səlilwətaʔ) Nations, on whose unceded territories the Vancouver Symphony Orchestra operate. This project seeks to honor the rich traditions and contributions of Indigenous communities.

We look forward to receiving your submissions and thank you for sharing your creativity with us!