



# Waadookodaading

*Ojibwe Language Institute*

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[www.waadookodaading.org](http://www.waadookodaading.org)

## Request for Proposal (RFP) for Logo Design

### Purpose

The Waadookodaading Ojibwe Language Institute (WOLI) is requesting proposals for a **Logo Design for Waadookodaading Ojibwe Language Institute 25th Anniversary.**

### Project Overview

Waadookodaading Ojibwe Language Institute seeks a professional logo design to symbolize and promote the 25th anniversary of Waadookodaading providing Ojibwe language education and leadership. We look forward to working with a talented designer who shares our passion for Ojibwe language and culture revitalization. Designers are invited to submit their portfolio and concept ideas to complete a human designed logo that will be used across various media, including t-shirts, posters, digital platforms, and other materials. The design will reflect the cultural significance of the Ojibwe language and incorporate the meaning of Waadookodaading “helping one another.”

### Project Objectives:

Create a distinctive, culturally significant, and visually appealing logo for the 25th Anniversary of Waadookodaading Ojibwe Language Institute.

- The logo should incorporate the Ojibwe cultural and educational significance over the direct English translation.
- AI tools (e.g., AI-powered logo generators) are not to be used in the creation of the logo.
- The design must be open-source and scalable, with a high level of versatility for use on multiple promotional items (e.g., t-shirts, posters, stickers).
- The final logo should be provided in multiple formats (AI, EPS, PNG, JPEG, Vector file) and be print-ready.

### Scope of Work

Concept Development:

- Designer to submit a concept based on the provided theme.
- The concept should incorporate both the Ojibwe language name Waadookodaading and the significance of 25 years of operation.
- The design should be informed by Ojibwe cultural elements, symbolism, or motifs relevant to language preservation, community, and education.

Design Process:

- Designer to refine the concept based on feedback and collaboration with the Waadookodaading staff.
- Finalize the logo with the requested adjustments and variations for different usage if chosen as the designer.

- A finalized logo design in multiple formats: AI, EPS, PNG, JPEG, Vector file.
- Ensure the design is open-source and flexible for various applications.

Proposal Submission Deadline: January 30, 2026

Proposal Review and Contract Award Date: February 6, 2026

Final Design Submission Deadline: February 28, 2026

Expected Time Commitment: Approximately 20 hours

### **Budget**

The total budget for the project is negotiable within a reasonable range based on the proposal and the designer's experience, but shall not exceed \$5000. We anticipate that the project will require around 20 hours of work.

### **Selection Criteria:**

Proposals will be evaluated based on the following:

- Artistic ability and creativity demonstrated in the design concept.
- Relevance to Ojibwe culture and language.
- Experience designing logos, especially for cultural or community-based projects.
- Ability to meet the project deadline and produce the final deliverables on time.

### **Submission Instructions:**

Please submit a brief proposal with the following to be considered for this project:

- A description of your design process.
- A portfolio or samples of previous logo design work, preferably with cultural or community-based projects.
- Estimated cost for the project based on the expected time commitment.
- Initial design concept idea

### **Submit proposals and questions to:**

[lisa.laronge@lcoosk12.org](mailto:lisa.laronge@lcoosk12.org) Executive Director of Waadookodaading Ojibwe Language Institute

Proposal Deadline: 5 PM January 30, 2026