



YUROK TRIBE
REQUEST FOR PROPOSAL
'O REW LOGO PROJECT

Yurok Tribe
190 Klamath Blvd.
Klamath, CA 95548

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Dear Prospective Bidder:

The Yurok Tribe (the "Tribe") is seeking a **graphic designer or creative professional to create a logo for the 'O Rew Redwood Gateway Property project.** Technical questions or requests for clarification shall be directed, in writing, to the email address below. The Tribe's responses to a proposer's question(s) will be provided via return email only to the proposer asking the question(s), and not shared with other respondents.

RFP Bid Response Representative:

- Name: Springwind Marshall
- Company: Yurok Tribe
- Address: 190 Klamath Blvd.
- City, State, Zip: Klamath, CA 95548
- Telephone: 707-445-2422 x1925
- Email Address: smmarshall@yuroktribe.nsn.us

1. General Information

Key Dates:

The following table outlines the Tribe's key dates and events in this RFP process:

Date	Event
2/02/26	RFP is Available
2/02/26 – 3/02/26	Questions and Answer Period
3/02/26	Deadline for receipt of proposals to the Tribe's Office
3/09/26	Selection completed/contract negotiations begin

Proposal Submission Instructions:

Each proposal must be submitted electronically to the Bid Response Representative above, no later than 4:00 PM (PTS) on the deadline date. The subject line should read: RFP-'O REW LOGO

2. Rules Governing Proposals

Confidentiality:

The content of all proposals will be kept confidential throughout the selection process and afterward. Copies of any proposal will not be shared with other respondents.



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Late Submissions:

Proposals not received prior to the date and time specified will not be considered and will be returned to the proposer unopened.

Acceptance / Rejection of Submittal:

The Tribe reserves the right to reject any or all responses to this RFP, to waive minor irregularities in any proposal or in the RFP procedures, and to accept any proposal presented which meets or exceeds these specifications and which is deemed to be in the best interests of the Tribe. However, the requirements for timelines shall not be waived.

Proposal Evaluation:

A committee of individuals representing the Tribe will perform the evaluation of all proposals. Following this evaluation process, the committee may elect to ask certain respondents to complete an oral interview before the committee. The purpose of the interview is to allow those further selected firms expansion and discussion of their written responses.

Oral Interviews:

Oral interviews are provided at the sole discretion of the Tribe and are for the purposes of allowing the Tribe to broaden their understanding of certain selected respondents.

Final Selection:

The final selection of the successful respondent(s) is scheduled to be completed by **Monday, March 9th, 2026**.

Insurance Requirements:

Include Proof of Insurance furnished by the respondent's carrier to guarantee the respondent is properly insured. The respondent, once awarded, must file with the Tribe certificates of insurance prior to the commencement of work as additionally insured with Liability Insurance, Comprehensive General Liability insurance, and Professional Liability insurance.

Respondent shall require and verify all subcontractors, if applicable, maintain insurance, including workers' compensation insurance, subject to all of the requirements stated herein prior to work.

3. Selection Criteria

- Specialized experience, capabilities, and technical competence, which the organization may demonstrate with the organization's proposed approach and methodology to meet the project requirements.



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- Specialized and qualified project team members with an extensive list of qualifications, education, and relevant experience for each.
- Resources committed to performing the work and the proportion of the time that the organization's staff would spend on the project, including time for specialized services, within the applicable time limits.
- Records from previous projects, quality of work, ability to meet schedules, cost control and contract administration.
- If a qualified Native American-owned company comes within 5% percent of the lowest qualified bidder's total bid, that company may match the lowest bid and receive the award unless the original lowest bidder is a Native American-owned business. A Native American-owned business must be a non-profit or for-profit entity where an Indian or Indians own at least 51% interest and where such Indian or Indians have managerial and operational control of the business operations. Other factors can be found in section 4403 of the Tribal Employment Rights of the Yurok Tribe. The ordinance and other TERO documents can be found at the following link <https://www.yuroktribe.org/tero>. Any contractor claiming Native American preference shall fill out and submit the Application for Contractor/Business Certification.
- Contractors must comply with the YTC for work funded by or conducted on behalf of the Yurok Tribe, including the contractor providing the TERO Office with an Indian Preference Plan, describing how the contractor intends to meet those obligations. See [YTC4501-4602](#).
- All professional services contracts are subject to the Tribe's Employment Rights Ordinance (TERO) and policies and a 1% TERO fee will be assessed on services. See [YTC 4601-04](#).

4. Project Description

The Yurok Tribe Cultural Resources Department is seeking proposals from a creative and detail orientated graphic designer or creative professional to create a distinctive logo that reflects our brand identity, mission, and values for the 'O Rew Redwoods Gateway property, that is set to be transferred to the Yurok Tribe by April 2026.

The 'O Rew Redwood Gateway property is a 125-acre site, located a mile and a half north of Orick, CA. The Save the Redwood League has parted with the Yurok Tribe, and other organizations to provide restoration services to the site over the past five years. After decades of ecological degradation, the site has been fully revitalized, is being returned to the Yurok Tribe, and preparations are underway for its public opening. This logo will play a key role in helping the community and visitors identify the site while highlighting its ecological, historical, and culture significance.

The logo will be used across digital and print platforms, including our website, social media, signage, and promotional materials.



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The selected bidder will be responsible for the following:

- 3 – 5 initial logo concepts
- Up to 3 rounds of revisions on the chosen concept
- Final logo files in multiple formats (AI, EPS, PNG, JPG, SVG)
- Black-and-white and full-color versions
- Usage guidelines, including color palette and typography
- Primary logo design, Secondary, and alternative logo versions (e.g., horizontal, vertical, icon-only)

All final logo and brand assets shall become the exclusive property of the Yurok Tribe, which retains full rights to use, modify, and adapt the materials without restriction.

The selected bidder will coordinate with the Yurok Tribe Cultural Advisor on accuracy of traditional elements.

Site visits can be available with prior scheduling.

5. Response Format

- a) Letter of Interest
- b) Qualifications of the Respondent
- c) Presentation of the Respondent's Team
- d) Specific Project Expertise that relates to the Project Description
- e) Fee Schedule
- f) Signatures of Representatives

6. Evaluation of Criteria

The proposals will be evaluated based on the following criteria and point ranges:

Evaluation Criteria	Points
Proposed approach to scope of work	0-20
Level of experience of the individual(s) identified to work on this matter	0-20
The Offeror's experience with similar clients and legal matters	0-20



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Response from references	0-20
Cost	0-20
Native American preference	0/10
Veteran preference	0/10
Met all proposal requirements in Request for Proposal	0-10
Total:	0-110