



Sept. 12, 2006

To: Graphics Services Providers

The BeltLine Partnership, a non-profit 501(c)(3) advocacy group whose mission is to help make the long-term vision for the Atlanta BeltLine become a reality, is seeking to assist the City of Atlanta in developing and sustaining an enduring identity for this important initiative.

In connection with creating a robust identity and communications program for the BeltLine, we are currently striving to identify Atlanta-based graphics firms that are capable of participating in development of key identity elements for a civic project of this scope and magnitude. So that we can evaluate and choose an appropriate and qualified graphics agency partner to move forward on this project in the coming weeks and months (4th quarter 2006), we welcome local firms with an interest in participating in this effort.

Below please find general information we are asking firms seeking consideration to provide, general information regarding the selection process, and how to find further information about the BeltLine.

Specific services needed from a graphics firm for the BeltLine identity program initiative include:

- **Logo**
- **Sub-logos (e.g., identifiers for related entities)**
- **Co-branding guidelines (logo use in connection with affiliated partner organizations such as the Trust for Public Lands)**
- **Color palette**
- **Typography**
- **Standards Manual**

To help develop and complete the above deliverables, a creative brief approved by the BeltLine's implementing leadership will be provided upon which these services can be based.

In addition, please note that firms submitting the required business information and denoting their firm's interest in being reviewed for possible selection must:

- 1) Recognize the civic nature of this initiative and, due to the public-private collaboration represented by this endeavor, acknowledge that many services are being provided at reduced cost relative to ordinary market rates and, in some cases, as a *pro bono* contribution;
- 2) Be willing to accept and execute this unique and highly visible assignment for fees below ordinary market rates for these services by as much as 50 percent;
- 3) Provide in full their creative work product(s) and relinquish all related rights for ultimate ownership by BeltLine Inc., the implementing authority developing the BeltLine on behalf of the Atlanta Development Authority.

In order to be considered, please submit three (3) copies of a document containing the following information to the address below.

- 1) **Firm information**. This should include firm name, main telephone number, fax number, URL or website for company, principal name(s) with direct telephone number(s) and email address(es). Please indicate company ownership structure and any management/ownership changes within the past two years; number of years in business in the United States and in Atlanta
- 2) **Practice focus and staff composition**. Indicate practice areas and number of full-time personnel and number of sub-contractors used; practice area leadership; senior leadership and experience in practice area and/or with firm; diversity composition of firm; and average employee retention.
- 3) **Active client list**. Please include year(s) of service to client and average client retention, a brief description of scope of work; and three current client references with contact information
- 4) **Proposed billing rates/fees**. Within the guidelines stated above, please provide projected rates for services described as needed.
- 5) **Other pertinent information**. Please provide any other additional detail or description of your firm and its capabilities that may be relevant for this type of project or your firm's ability to deliver on each of the needed services. *[Note: Please do not provide any creative/speculative work product specific to the BeltLine at this time. We will not accept any creative concepts or responsibility for receiving concepts from any parties not authorized to proceed on BeltLine identity work products through this process.]*

Firms will be evaluated based on information submitted via this process. Selection will be based on the above information and, depending on volume of interest generated, additional requests for information, proof of ability to perform and/or review of initial creative concepts to be developed by finalist firms (which will be notified).

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Additional information about the BeltLine can be found at www.beltlinepartnership.org and/or www.beltlinecommunity.com.

If you are interested in participation and consideration, please provide the above information in triplicate by no later than **5 p.m. Friday, Sept. 23, 2006** to:

Identity Project
BeltLine Partnership
31st Floor
Georgia-Pacific Center
133 Peachtree St. NE
Atlanta, GA 30303

We will also host an open house session to answer your additional questions about this project on Monday, Sept. 18, 2006 at 10 a.m. at the BeltLine Partnership office, 133 Peachtree St. N.E., [31st Floor at Georgia-Pacific Center in downtown Atlanta].

Thank you for interest in this initiative.

Sincerely,

Ken Haldin
On Behalf of the BeltLine Partnership Inc.