

Pico Improvement Organization

Rebranding Pico Blvd, Santa Monica

DESIGN OPPORTUNITY

The Pico Improvement Organization (PIO) is seeking someone with design experience to create a new brand for Pico Blvd, Santa Monica.

ABOUT THE PIO

The Pico Improvement Organization is a nonprofit corporation funded by the business owners located on Pico Boulevard from the eastern border of Santa Monica to the ocean. The PIO is committed to promoting commerce within the Santa Monica Pico Blvd Business Improvement area, as well as promoting goodwill between the business community and the residential areas adjacent to the Boulevard.

Position Overview

The PIO is shifting its promotional efforts to begin promoting Pico Blvd, Santa Monica as a whole to create a sense of place. We are seeking someone to design a rebrand for our organization and the boulevard. The selected applicant will be given a one-time stipend of \$1000.

Scope of Work

- New logo for Pico Blvd, Santa Monica
- Color palette (RGB codes)
 - Primary color, secondary color, acceptable shades of other colors
- Email templates
 - Regular communications and monthly newsletter
- Letterhead
- Fonts
 - Large heading, small heading, normal next, subtext
- Business card (front & back)

Qualifications

- Familiarity with Pico Blvd in Santa Monica
- Ability to complete project within 3 weeks from date of contract start
 - Must commit to 3 rounds of revisions
- Must be legally authorized to work in the U.S.
- Flexible, positive attitude!

How to Apply

Please send application and design portfolio or work samples to:

Vanessa Vucinic, Merchant Engagement Manager; picoblvdsm@gmail.com

Applicants will be notified by November 14 whether or not they are being considered for the project.

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APPLICATION

Please complete all of the below questions. If you would like to attach a separate document with your answers, you may do so.

Full Name: _____ **Date of Birth:** _____

Educational Status: _____

City of Residence: _____

1. Please describe your previous experience with graphic design (if you would like to specifically describe work examples, you may do so here):

2. Please describe your extent of familiarity with Pico Blvd, Santa Monica:

3. Please describe your qualifications and why you believe you are the best candidate to design the new Pico Blvd, Santa Monica brand: