



## REQUEST FOR INFORMATION

### Custom logo graphics for new offices

#### Purpose

The Bush Foundation is seeking youth artists to develop custom logo graphics for our new offices in The 428 Building in downtown St. Paul, MN. This opportunity is open to past or current Bush grantees who work with youth in our grantmaking region.

#### Background

We are [moving our offices](#) to the fourth floor of The 428 Building in the fall of 2025. Through the years, we have acquired or commissioned various pieces of art and will be bringing all that is moveable with us to display in the new space. We also have some additional spaces and surfaces that can accommodate new artwork to represent the creativity, personality and vibrancy of our grantmaking region.

#### About us

The Bush Foundation works to inspire and support creative problem solving — within and across sectors — to make our region better for everyone. To do this, we invest in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. Learn more at [bushfoundation.org](http://bushfoundation.org).

#### Potential scope of work and approach

We are seeking youth artists who can take their style, vision and artistry, and align it with the Bush brand, purpose, operating values and other design elements in the space.

The project involves developing creative interpretations of our logos, past and present.

To do this work, we would like to partner with one or two nonprofit organizations that work with young artists. The organization(s) would promote this opportunity to young artists, gather high-resolution digital images of the artists' designs and submit them to us. We will accept as many images as the young artists want to submit. We then will purchase the right to use the selected designs in creative ways throughout our space and in future Bush visual communications.

We will provide a grant of \$10,000 to each selected organization for their role in engaging the artists and facilitating the submission of images to us. We also will pay individual youth artists \$300 for each image we select to use.

#### How to submit your information

We are curious to learn about your organization; the youths you work with; your approach and style if applicable; and anything else that you feel is helpful for us to know based on this RFI.

We are particularly interested to know how you would engage youth artists and what information you would need from us for the design and submission process to go well and be a good experience for everyone involved.

Also, if you have worked on similar projects before—including having worked with us before—we would love to know some of that as well.

If you have questions or would like to be considered for this project, please email your information to Kari Ruth, communications director, at [kruth@bushfoundation.org](mailto:kruth@bushfoundation.org).

**We will be accepting inquiries and information until Wednesday, April 30, 2025.**

### **Timing**

We will select partner organizations no later than May 15, 2025.

We hope to receive images from youth artists by July 15. We will make decisions on which designs we will purchase by August 15.

*See last page for logos, past and present, and current brand guidelines.*

## Bush logos—past and present

Please refer to our [brand guidelines](#) as a reference point for our current logos and the “b” version that we use regularly, as well as our fonts and color palette. Our [website](#) is another reference for our current brand personality.

### Current logos



### Original Bush logo with different options (A+E refers to Archie and Edyth, our founders)



### Previous Bush logo



Bush Foundation