

Tarboro Development Corporation

Request for Proposals

Logo for the Tarboro Development Corporation

The Tarboro Development Corporation (TDC), an affiliate of the North Carolina Main Street Program, is currently accepting designs for a logo. The logo, which will represent the corporation as a whole, will be used on marketing and promotional material including TDC's website, social media, downtown brochures, and materials promoting events organized by the corporation such as the Summer Music Series, Hometown Homecoming, New Year's Ball Drop, and Spring Fling.

About Tarboro Development Corporation

The Tarboro Development Corporation follows the guidelines and principles of the North Carolina Main Street program for the benefit of downtown Tarboro and the greater Edgecombe County area.

The mission of the corporation is to encourage collaboration and vision throughout the community for the purpose of developing strategies that preserve the historic appeal, improve the economic vitality, and promote a diverse and vibrant Downtown Tarboro.

How We See Tarboro

Nestled between the Historic District, an alluring 15-acre Town Common, and the banks of the Tar River, Downtown Tarboro serves as the front porch to businesses and residents. The beautiful, walkable streetscape highlights Downtown's historic character and a diverse mix of specialty and service shops offering locally made, goods, art, and unique finds. The local brewery, coffee house, bakery, and restaurants offer inviting spaces, a taste of Tarboro, and a friendly atmosphere where warm welcomes and connections are made. Throughout the year, cultural festivals feature live music, dancing, a variety of foods, and the chance to connect with the community.

Logo Objectives

- Be recognizable and reflect the corporation in a friendly and inviting manner.
- Help promote the corporation's mission "to encourage collaboration and vision throughout the community for the purpose of developing strategies that preserve the historic appeal, improve the economic vitality, and promote a diverse and vibrant Downtown Tarboro."
- Embody our vision of Tarboro as a small town with big opportunities for residents, business owners, and visitors as well as a vibrant community with options for shopping and dining, experiencing arts and music, and enjoying the outdoors (land and water).

- Though there are no limitations on the colors that may be used, effort should be taken to incorporate the corporation's colors – purple, gold, green and blue. The logo should also be appealing and legible in black and white. 
- Be adaptable to different types of media including online (website and social media) and print (stationary, brochures, flyers, banners, and t-shirts) and be easily reproducible, scalable, and legible when printed at different sizes.
- Have integrity. Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published.
- Be the work of someone with a connection to Tarboro. This can be as simple as being a lifelong resident or occasional visitor but, in the end, we want the creator of our logo to be someone who has spent time in Tarboro/Edgecombe County and has experienced what it has to offer firsthand.

How to Submit a Design

- Designs will be accepted from April 15, 2019 through May 31, 2019.
- Submit directly to Megan Funk, mfunk@chg-inc.com.
- Submission should include:
 - Original source file
 - High resolution version: .jpeg (300 dpi or higher) or PDF format
 - Brief explanation of connection to Tarboro or favorite memory in Edgecombe County

Submitted designs will be reviewed by the corporation's Design Committee for recommendation to the Tarboro Development Corporation Board. The board will then review the submitted designs and the recommendations of the committee at their next board meeting.

The designer of the chosen logo will be rewarded \$300 in exchange for full rights to the logo, including but not limited to, the right to publish the logo and use it for advertising campaigns and/or marketing materials in the future. The designer will assign all ownership rights, including all intellectual property rights to the logo, to Tarboro Development Corporation. Additionally, Tarboro Development Corporation may alter, modify or revise the logo as it sees necessary to achieve the goals of the corporation. Tarboro Development Corporation reserves the right to not select a logo if, in its sole discretion, no suitable entries are received.