

Request for proposals - Confluence Project

Graphic Designer for Organizational Rebrand

Overview

Confluence is seeking a graphic designer to lead a comprehensive rebranding process. This work will result in a full visual identity system that reflects our mission, values, and long-standing relationships with Native communities across the Columbia River region.

The selected designer will work closely with staff and an artist advisory panel composed of Native artists and cultural leaders. This is a collaborative, community-informed process—one that prioritizes cultural respect, listening, and shared authorship.

About Confluence

Confluence connects people to the history, living cultures, and futures of the Columbia River system through Native voices. Our work spans education, storytelling, public art, and community partnerships.

We are in the early implementation stages of a new strategic plan, informed by community listening sessions. One aspect of the strategic plan is an updated organizational identity that will better align our public presence with who we are today and where we are headed as an organization.

Project Scope

The selected designer will lead the development of a complete visual identity package. This includes, but is not limited to:

- Primary logo and logo system (including variations and responsive formats)
- Visual language and design elements (patterns, iconography, textures, etc.)
- Brand guide for visual identity

The designer will participate in structured feedback processes with staff and the artist advisory panel, incorporating input throughout the design phases.

Process and Collaboration

This project is intentionally collaborative. The designer will:

- Attend regular check-ins with Confluence staff and advisory panel
- Present concepts and revisions at key milestones
- Engage with feedback from a Native artist advisory panel
- Be open to an iterative process shaped by community input

We are looking for someone who is not only a strong designer, but also a thoughtful listener who can translate shared ideas into a cohesive visual identity.

Desired qualifications

We are seeking a designer who brings:

- Demonstrated experience developing full brand identity systems
- A strong portfolio of logo and visual identity work
- Experience working with cultural organizations, nonprofits, or community-based projects
- Ability to navigate collaborative and feedback-driven processes
- Clear communication and project management skills

Preference will be given to Native artists and designers, as well as those who have established relationships with Native communities or a demonstrated history of working in culturally grounded, community-centered ways. This preference reflects the nature of our work and our commitment to ensuring Native voices and perspectives are central to how our organization is represented.

Timeline

RFP released: April 25, 2026

Proposals due: May 3, 2026

Selection and notification: Early May 2026

Project start: Mid-May 2026

Project deadline: June 2026

This project has a quick turn around for initial concepts, with the goal of presenting at our June 18 board meeting. Additional revisions may occur after that meeting, but will be limited in scope.

Budget

The budget range for this project is between \$7,000-\$12,000 dollars, with the ability to adapt for the best fit of the designer. Please pitch what you feel would be fair compensation for your work and experience, and match with RFP qualifications.

How to apply

Please submit the following:

- A brief statement of interest outlining your approach to this project
- Portfolio of relevant work (links or PDF)
- Description of your experience working with community-based or culturally specific projects
- Proposed budget
- At least two references

Send materials to: info@confluenceproject.org

Subject line: RFP – Graphic Designer Rebrand