

**Berkman Center for Internet & Society at Harvard University**

**REQUEST FOR PROPOSAL: New Logo and Design Scheme**

**Deadline: January 5, 2009**



## 1. Introduction

### *1.1 Summary*

The Berkman Center for Internet & Society at Harvard University is soliciting proposals for a new logo and design scheme that will reflect the center's positions as a high-tech entrepreneurial nonprofit and a leading academic and research center. The new design scheme will be applied to most external communications, which could include brochures and other promotional materials ("swag"), signage for events, email newsletters and our website.

### *1.2 The Berkman Center for Internet & Society*

The Berkman Center for Internet & Society was founded at Harvard Law School a decade ago to explore cyberspace, share in its study, and help pioneer its development. In 2008, reflecting the interdisciplinary nature of our work, the Center was officially made a Harvard University-wide center. Berkman represents a network of faculty, students, fellows, entrepreneurs, lawyers and virtual architects working to identify and engage with the challenges and opportunities of the Internet.

Our faculty, fellows, students, and affiliates engage with a wide spectrum of Net issues, including governance, privacy, intellectual property, antitrust, content control and electronic commerce. Our diverse research interests cohere in a common understanding of the Internet as a social and political space where constraints upon inhabitants are determined not only through the traditional application of law, but, more subtly, through technical architecture ("code").

As part of our active research mission, we build, use and freely share open software platforms for free online lectures and discussions. We also sponsor gatherings—ranging from informal lunches to international conferences—that bring together members of our diverse network of participants to swap insights as they stake out their respective visions for what the Net can become. We also teach, seeking out online and global opportunities, as well as supporting the traditional Harvard Law School curriculum.

For more information see our 10<sup>th</sup> anniversary annual report on our website:  
<http://cyber.law.harvard.edu/sites/cyber.law.harvard.edu/files/Berkmanat10report.pdf>

## 2. Design Details and Expectations

### *2.1 Design Requirements*

The Berkman Center's current logo—a 3-D image of the scales of justice inside a shield—can be viewed in section 6.2 of this document and on our website:  
<http://cyber.law.harvard.edu/getinvolved/jobs/logoredesign>. While our current logo clearly reflects our position as an academic center and our connection to Harvard Law

School, it does not demonstrate the other sides of the Center—an entrepreneurial nonprofit with a high-tech startup feel; a multidisciplinary research center within the larger University; a thought- and conversation-leader within our field with a rich and diverse international network. Additionally, we lack a cohesive design scheme that can be used on different types of materials and clearly conveys our complete identity.

We would like our new logo and design scheme to reflect the multifacetedness of the Berkman Center. Additionally, we want a logo and design scheme that we, even as a rapidly growing and evolving organization, will be able to use for the next decade to build and reinforce our identity.

The new logo and design scheme will represent our brand for those who know us—our network of faculty, students, fellows, entrepreneurs, lawyers and virtual architects. It will also help introduce us to an audience that reaches beyond our traditional base at the law school to the rest of the university, and to a wider range of social scientists, journalists, technologists and policy makers.

We request designers keep the following in mind:

- The design should lend itself to easy modification for a range of likely applications, including banners, letterhead, stickers, brochures and website;
- The logo must remain effective and attractive in 1-, 2- and 4-color formats;
- The logo must work in vertical and horizontal applications;
- The logo may or may not include the Center’s full name, The Berkman Center for Internet & Society at Harvard University, or some shortened version of its name, such as Berkman or The Berkman Center; however, if the name is not included, such text should be easily incorporable into or next to the design;
- The logo and design scheme may be any color;
- The logo and design scheme will often be used in conjunction with the Harvard University crest.

## *2.2 Technical Requirements*

- The logo must be reproducible in 1-, 2- and 4-color formats;
- The selected logo will be supplied in electronic formats including JPG, TIFF, GIF, EPS, and potentially formats;
- The selected designer will provide full graphic guidelines including (but not restricted to):
  - Color information, supporting typefaces and do’s and don’ts of logo applications;
  - Examples of logo and design scheme usage on communications and collateral materials such as letterhead, envelopes, folders, brochures, posters, website;
- The designer and the Berkman Center will reach an agreement on a timeframe for submitting graphic guidelines.

### 3. Submitting Your Proposal

Please send your proposal to Lexie Koss ([lkoss@cyber.law.harvard.edu](mailto:lkoss@cyber.law.harvard.edu)) no later than **January 5, 2009**. Your proposal should include

- Examples of relevant work or links to your website/online portfolio.
- Your pricing guidelines or a budget estimate for this type of project.
- Any other information you believe will help us make our decision.

### 4. Logo Selection

#### *4.1 Method of Selection*

Our selection process will have multiple phases that are subject to change based on the number and quality of submissions we receive.

- Phase 1: Once all submissions have been received—no later than **January 5, 2009**—we will begin a review of submitted materials. We will choose a group of finalists we feel will best be able to meet our needs as laid out in the “Design Requirements” section of this RFP. We will notify the finalists by **January 15, 2009**.
- Phase 2: We will interview the finalists and further discuss our expectations and their visions.
- Phase 3: We will select a designer and work with him or her on a timeline for submitting logo and design scheme ideas and creating final products.

#### *4.2 Rights*

We require ownership of the selected logo and design scheme and the right to modify it, ourselves and in cooperation with the designer, for use on various materials. The designer will be encouraged to include the logo in his/her portfolio.

#### *4.3 Compensation*

A budget for this project has not yet been set. Please submit your rate in your proposal.

### 5. Final Product

We will begin transitioning to the new logo and design scheme almost immediately after a design has been selected and hope to be using it on our website, communications and collateral materials by mid-2009. The logo and design may be applied to

- letterhead
- envelopes

- press releases
- folders
- signage
- websites, including Berkman Center project sites
- digital media and videos
- banners
- podium placards
- name badges
- stickers
- posters
- address labels
- brochures
- “swag” such as pens, pencils, t-shirts, key chains, mugs, water bottles, etc.

The Berkman Center will collaborate with the designer when creating many of these materials. This project and collaboration may be ongoing as new materials are created. The Center will be responsible for production of the materials, unless otherwise agreed upon.

## **6. Additional Information**

### *6.1 Similar Organizations*

Similar research institutions include the Stanford Center for Internet & Society, Oxford Internet Institute, Yale Information Society Project and the Center for Social Media at American University.

Other Harvard centers include The Institute of Politics, The Harvard Stem Cell Institute and the Initiative for Innovative Computing. For the full list, visit [http://www.provost.harvard.edu/interfaculty\\_collaboration/initiatives/](http://www.provost.harvard.edu/interfaculty_collaboration/initiatives/).

Related advocacy organizations include the Electronic Frontier Foundation, Creative Commons, Amnesty International and Reporters Without Borders

## 6.2 Current Logo and Design Elements

Below is the most commonly used version of our current scales-in-shield logo (in conjunction with the Harvard University shield on the left).



## 6.3 Questions?

Please send all questions to Lexie Koss ([lkoss@cyber.law.harvard.edu](mailto:lkoss@cyber.law.harvard.edu)).