

Request for Proposals — Call for Indigenous Illustrators, Designers, Artists

Issued by: Indigenous Marketing Solutions

On behalf of: Vancouver Secondary Teachers' Association

Opening Date: July 30, 2026, 9:00 AM PST

Closing Date: September 8, 11:00 PM PST

Compensation: \$2,500 CAD

Section 1. About the Opportunity

Indigenous Marketing Solutions (IMS) is inviting Indigenous illustrators, artists, and designers from xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations to collaborate on a project designing a new logo for the Vancouver Secondary Teachers' Association.

The Vancouver Secondary Teachers' Association (VSTA) is a local union representing approximately 1,500 secondary teachers and school psychologists in Vancouver. A subsidiary of the BC Teachers' Federation, VSTA operates across 18 high schools and is governed by a 22-person Executive Committee.

Their current logo is dated, with no intentional branding or colour palette. This project will deliver a professionally designed replacement that is culturally grounded, built for real-world application, and inclusive of the full VSTA membership.

The central design challenge is integrating First Nations artistic elements in a way that honours Reconciliation without the logo reading as an exclusively Indigenous piece. Indigenous influence should be woven into the work, not dominant, and the final mark must remain politically neutral and broadly representative.

VSTA operates on the unceded territories of the xʷməθkʷəy̓əm, Skwxwú7mesh, and səliłwətał, and local First Nations artist involvement is a priority.

Section 2. Project Details

Project Scope

The project begins with the development of 3 logo concepts based on the client's vision and themes. The initial 3 concepts will then be narrowed down to two concepts for further refinement, followed by one final, full-colour design. Required modifications to the designs are anticipated at every stage.

The selected artist will:

- Be provided the vision and theme(s) for the logo before concepts begin
- Collaborate with IMS and VSTA to develop 3 black & white logo concepts
- Work with IMS and VSTA to refine 2 black & white concepts based on feedback
- Work with IMS and VSTA to identify colour palette and typography options
- Collaborate with IMS and VSTA to deliver 1 final full-colour logo design

Please note that Indigenous Marketing will assist with digitization and vectorization of the final design, if needed, and may make minor adjustments to the designs, as needed.

Section 3. Timeline

This project has strict milestones and deadlines, as follows:

Phase	Timeline/Deadline
Call Opens	July 30, 2026
Call Closes	September 8, 2026
Client Vision & Themes Finalized	September 25, 2026
Design of 3 Logo Concepts	September 28 – November 2, 2026
Client Feedback, Reduce to 2 Designs	November 9, 2026
Design Refinement of 2 Logo Concepts	November 10 – November 26, 2026
Client Feedback, Reduce to 1 Design	December 3, 2026
Design of 1 Logo with Typography & Colours	December 4 - January 5, 2027
Final Adjustments	January 6 – January 19, 2027

Section 4. Pricing

The project will pay \$2,500 in Canadian Dollars. The selected candidate is required to submit an invoice. IMS can assist with creating an invoice, if required.

Section 5. Submission Requirements

Please submit a PDF, Word document, or short slide deck including the following:

1. Previous Work

Provide 3–5 examples of previous design work, including any logo or brand design if applicable.

For each piece include:

- Title (if applicable)
- Story or background of the design
- Images of the design in use, if applicable
- Year created (if known)

2. About You

Please include:

- Name
- Nation and community
- Background on your art practice
- Experience creating digital designs on commission (if applicable)
- Experience working with organizations, teams, or commissions (if applicable)

3. Portfolio (Optional)

You may include:

- Portfolio website
- Instagram or other art platforms

4. Confirmations

Please include a section in your submission confirming each of the following:

- Your ability to work within the proposal timeline in Section 3 and meet all milestones and deadlines.
- Your willingness to modify your concepts and designs based on feedback from IMS and VSTA throughout the course of this project. (This project is not a good fit for artists who do not feel comfortable modifying their creative work.)
- You will not use AI, or AI tools built into software, to brainstorm, inspire, create, generate, modify, or otherwise influence your designs.

Section 6. Evaluation Criteria

Submissions will be reviewed using the following criteria:

1. Connection to a Nation within the Naut'sa mawt Tribal Council
2. Quality and visual clarity of past design work
3. Artistic styles that lend well to logo and brand design
4. Cultural integrity and storytelling through design
5. Ability to meet the project timeline and deadlines
6. Ability to collaborate with IMS and VSTA, including the ability and willingness to adapt creative designs based on client feedback

Section 7. Submission Instructions

Deadline: September 8, 2026 — 11:00 PM PST

Submit To: communications@nautsamawt.com

Subject Line: VSTA Logo Design Project — [Your Name]

If you have questions, please reach out. We aim to make this process welcoming, clear, and supportive for artists.

Section 8. Selection Process

1. IMS will review all submissions after the closing date.
2. Shortlisted artists may be invited for a conversation.
3. Selected artist will be notified by September 25, 2026.