



## **Request for Qualifications – Park Logo Design & Branding Guidelines**

Canalway is looking to engage a qualified freelance graphic designer, design firm, or agency to create a logo and brand identity for Canal Basin Park.

### **About Canal Basin Park**

Canal Basin Park is a property of the City of Cleveland and is the historic site where the 1832 Ohio & Erie canal met the Cuyahoga River. Canal Basin Park is in the middle of a park redesign that will celebrate its unique history, while creating an inclusive place where everyone belongs. Building upon past plans and recent park improvement projects, the park schematic designs received unanimous conceptual approval by the City Planning Commission in January of 2025. The designs for Canal Basin Park include a Cuyahoga River-themed playground, an accessible riverfront edge, and an ecological interpretation of the historic Canal Basin.

Canal Basin Park is the northern-terminus of the 90+ mile Ohio & Erie Canal Towpath Trail. It exists in part beneath the Veterans Memorial Bridge and the RTA Bridge on the edge of downtown Cleveland, on the east bank of the Flats along the Cuyahoga River.

Canalway is the main fundraising and programming partner for Canal Basin Park.

### **Project Overview & Scope**

This logo and branding project will be used to educate Clevelanders on the location, history and future of the park, create marketing and fundraising materials for a capital campaign, and to promote the park as a location for public events and activities.

Please note, wayfinding is not part of the scope of this project but the branding and colorway could potentially influence future projects.

### **Scope of work:**

- Meet with the Canalway & City team and partners to learn about the park.
- Develop a process for rounds and revisions to help set expectations for team.
- Draw inspiration from the location's past and future as well as Canalway's vision for the park to create 3 logo options.
- Utilize feedback from Canalway to refine and revise final design.
- Finalize logo and wordmark.
- Finalize branding guidelines, colorways and font to be used in conjunction with the logo.



## **Deliverables:**

- Final Logo Files – High-resolution logo files in multiple formats (EPS, PNG, JPG) for various applications (print, digital, merchandise, etc.).
- Logo Variations – Versions of the logo for different uses, including: Full-color, black-and-white, and single-color versions; Horizontal and vertical orientations; Simplified versions for small-scale use.
- Brand Guidelines Document – A comprehensive guide covering:; Logo usage rules (spacing, scaling, background restrictions); Color palette (primary and secondary colors with HEX, RGB, CMYK, and Pantone codes); Typography (primary and secondary fonts for print and digital use); Iconography and graphic elements.
- Mockups & Applications – Examples of the logo in real-world applications, such as marketing materials, merchandise, promotional materials, social media posts.

## **Budget**

Canalway has budgeted a fee of approximately \$12,000 for the deliverables above

## **Target Timeline**

- Week of 9/22/2025 - Contracting/Selection of Consultant
- Week of 9/30/2025 – Meet with Canalway team
- 9/30/2025-10/17/2025 - Development of 3 logo directions; Client to select favorite/provide feedback by 10/24
- Week of 11/10/2025 – Final review of logo, colorway, fonts and brand guidelines
- Week of 12/12/2025 – Target project completion date.

## **Application Requirements**

Interested parties should submit a written letter of interest and confirmation of the outlined scope of work, including associated costs and contingencies. Supporting documents should not exceed more ten (10) pages and include:

1. **Team Experience & Qualifications** – Provide biographies or resumes of key team members who will provide services, highlighting relevant experience.
2. **Understanding & Approach** – Describe your approach to brand development, visual identity, and design, as well as your understanding of this project.



3. **Portfolio of Work** – Provide examples of relevant work, with a particular focus on branding for parks, locations, or events, including client references.

**Submission Deadline:**

Please submit a PDF of application no later than Sept. 12, 2025 at 5 pm to Meghan Tinker Paynter Director of Communications, Canalway,  
[meghan@canalwaypartners.com](mailto:meghan@canalwaypartners.com)

**About Canalway Partners:** [Canalway Partners](#) is a 40 year-old 501(c)3 non-profit organization that serves as a catalyst for projects and programs within the Ohio & Erie Canalway National Heritage Area in Cuyahoga County. We connect people to place for the prosperity of all through community programming, preservation advocacy and placemaking support.