



United Way of
Waco-McLennan County



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Spring 2023 Visual Artwork Design Brief

United Way of Waco-McLennan County is excited to share that we are looking for artists to collaborate with to design and produce a piece of art for our 100th Anniversary. We are excited to open this design opportunity to local artists through a call process wherein we are able to converse and collaborate throughout the process. We are seeking artists with a bold and expressive vibe and a love for our community. We are looking for adaptable artists who are willing to share their process and design with us for extensive use. This is a great opportunity to make your mark on the giving history of our community.

We were hoping to have the artwork created in a portable way. We want something that is interactive that can help tell our 100 year story of how we and our volunteers have come together over the decades to bring about change in our community. We hope this can have some element of being a piece for the community to enjoy and experience. Artists are invited to submit multiple designs due to the scope of our organization and our community and the elements that an artist may incorporate. We want to see what YOUR vision for this project is and collaborate with you on all this can be!

- Here are the things we like:
 - community
 - togetherness
 - incorporating our story/the stories of those impacted by our organization
 - McLennan County as a whole
 - the presence of people but very abstract
 - volunteerism
 - bridging the divide concept (stay away from suspension bridge)
 - giving/helping others
 - words to showcase impact, service, collaboration
 - our logo (aspects of our logo as well like the circular part etc.)
 - our tag lines (i.e. Local Giving. Local Impact./Change doesn't happen alone, etc.)
 - we want our 100th anniversary to be a part but not the center of this piece
- Here are the things we DON'T want:
 - no people or faces
 - no rainbows
 - no flowers
 - no city logo
 - no Baylor association
- We are hoping for artwork that is eye-catching on social media
- We want it to be interactive to some degree so that people can easily take pictures with it/be involved with it as a

learning piece of United Way of Waco-McLennan County History.

- We want it to draw people into our mission and vision as well as call them to get involved in our community and make a difference.
- You can find some inspirational stories from our funded partners on our [website](#).

Submission and Selection Process:

- Qualifications and concept submissions open until July 21st, at which time up to 7 designers will be invited to submit design proposals.
- Design submissions will be due no later than August 15th.
- Each selected designer will be paid a \$75 honorarium for their submissions and will be invited to share about their design process with our board and a specific committee of community volunteers.
- The designs will be evaluated, and if one is selected to move the process forward, it will be selected before September 15th. The selected designer will be offered a \$2,000 contract and invited to further develop or adapt the design as needed. We want this to be a collaborative process between the artist and UWWMC.
- Visual Artwork must be completed by October 15th.
- The opportunity to have the design (depending on the medium) on merchandise for United Way of Waco-McLennan County (for fundraising purposes) will also be open to our finalist.
- We are comfortable with our brand colors and are comfortable with a bold/funky/abstract and yet traditional vibe that communicates our message. The artwork does not have to conform to brand standards; however, we would prefer the use of our brand colors so as to maintain brand consistency and recognition.

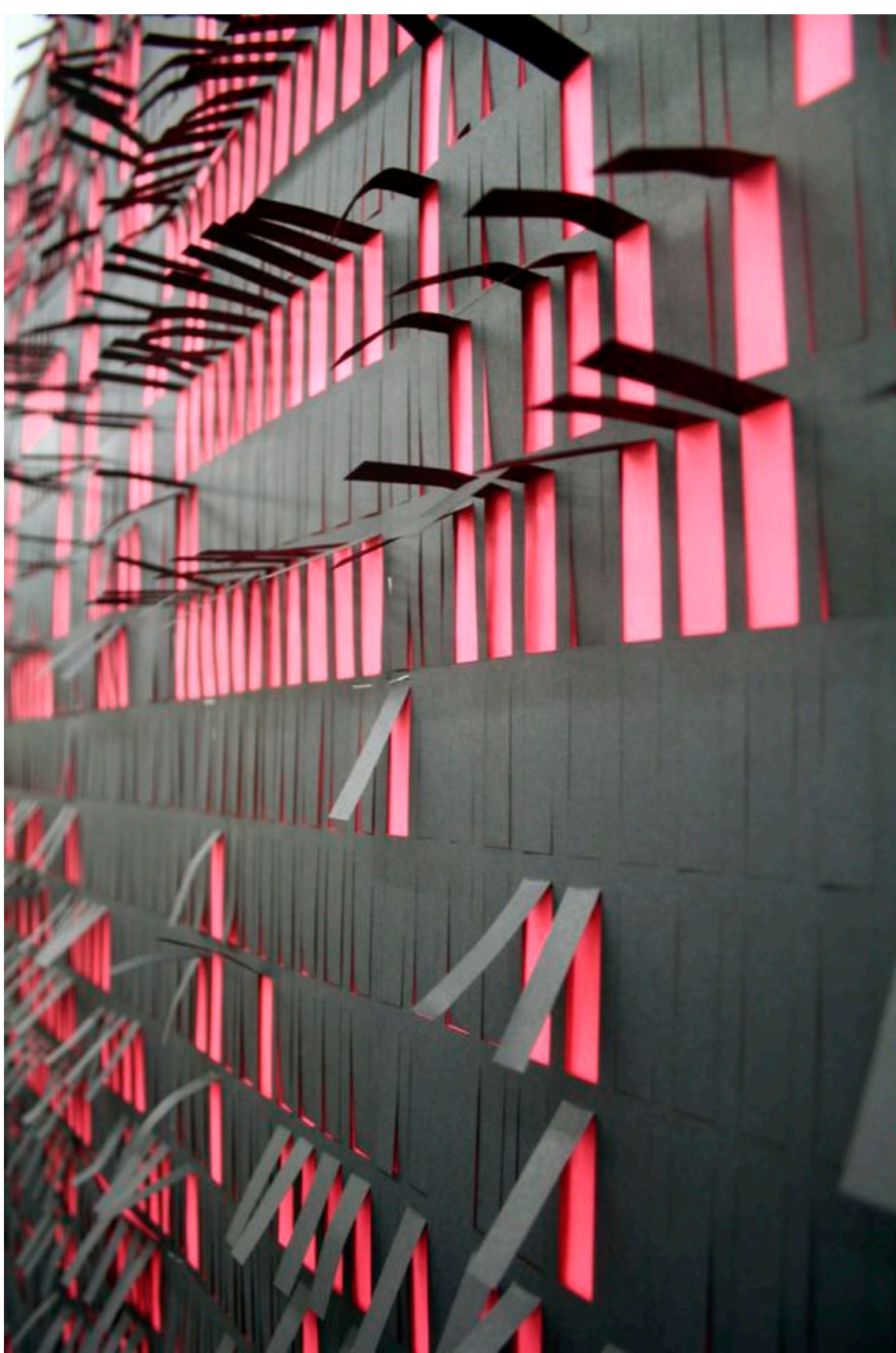
Please contact Lorena Ortiz at lorenaortiz@unitedwaywaco.org with any questions and submissions.

**Images included are intended as visual prompts to inspire and are not intended as visual direction.*













WIN BIG PRIZES
WHEEL OF FORTUNE
WE HAVE THE SECRETS TO
LIFE

RULES
1. SPIN THE WHEEL
2. DO THE DEED/THING
3. TAKE A PICTURE
AND BE MENTIONED
ON INSTAGRAM/TWITTER/
HAPPY SPINNING!

Wheel of Fortune segments (clockwise from top):

- DO A HAPPY DANCE
- HUG THE PERSON NEXT TO YOU!
- DO A "WHEELIE" LOOK HAPPY!
- T-3 BLICK
- YOU LOOK AMAZING! WING YOURSELF
- T-LOOJ
- FREE HIGH 5!
- EVE COME TO THE NEXT HIGH 5!
- SO BEYOND! TRY TO GET THE BEST PERSON! HIGH 5!
- CALL AND TELL YOUR FRIENDS YOU LOVE THEM!
- SHOUT "I LOVE MY LIFE!"
- DOE-JIU

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