



## **Brooklyn Bridge Park Conservancy Request for Proposal: Graphic Designer for Season Brochure**

Brooklyn Bridge Park Conservancy (“Conservancy”) is seeking a graphic designer to craft a robust, modern, and fresh design for our 2025 season brochure. We are seeking a “color block” design, possibly with some subtle pop-art elements, incorporating both photography and modern clean layouts, but welcome creative interpretation and suggestions. Project will allow for review of rough mocks prior to firm artistic direction being decided.

Brooklyn Bridge Park Conservancy plays a vital role in creating and energizing Brooklyn Bridge Park - a community-focused, world-class urban oasis on the Brooklyn waterfront. A 501(c)3 non-profit, we bring this unique park space to life with hundreds of innovative and engaging educational, cultural, fitness and recreational programs each year. Our free programming creates new and exciting opportunities for tens of thousands of NYC residents and visitors to learn, grow, and experience all that Brooklyn Bridge Park has to offer. You’ll help create the face of our 2025 season launch!

The brochure should feature an exciting bold and eye-catching cover, with the inner body featuring sections using provided categories titles and placeholder event descriptions to help share our wide range of programs and events. Emphasis will be placed on established Conservancy brand guidelines, but we have some flexibility to incorporate a select amount of additional fonts/colors each season in a tasteful and complimentary manner.

Final product is a folded multi-page brochure (fold style TBD as we select art direction with first review) provided as PDF for review, and packaged Adobe Indesign files for final delivery, along with any supporting elements. The Conservancy will have the right to re-use all art, fonts, and elements for future design needs.

**Timeline:** Project should allow for 4 rounds of review and editing. We are hoping to hire by early December and have rough design mocks by early January, with the Conservancy deciding a clear artistic direction and brochure fold at that time which will guide the designer’s work moving forward with check-ins. We seek to have final design files completed by late February.

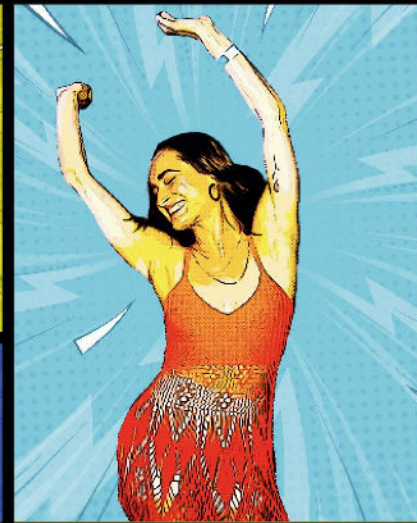
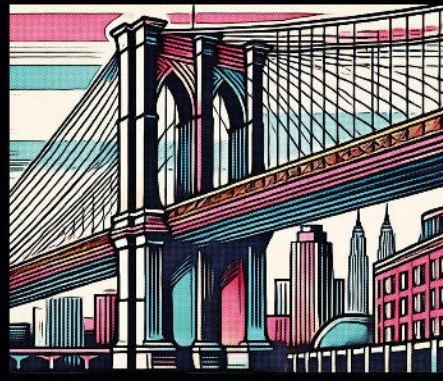
**To apply:** please submit a portfolio to [info@brooklynbridgepark.org](mailto:info@brooklynbridgepark.org) with the email subject line “Conservancy 2025 Season Brochure”. Submissions will be reviewed on a rolling basis. Please provide your hourly rate and/or rough estimated project range. Only candidates selected for an interview will be contacted.

*Please keep in mind that we are a 501(c)3 non-profit and consider providing a non-profit rate if able.*

**Rough cover concepts for inspiration and prior brochures for reference (old brochures predominantly to guide on our needs for inner layout):**

# BROOKLYN BRIDGE PARK

## 2025 SEASON



PROUDLY PART OF  
**PARK**



# OPEN MIC NIGHT

## STRINGS BAR

474 Washington Street  
Mosherville, MI 49258  
strings-bar.co

FOR MORE INFORMATION, CONTACT MARTY AT (281) 382 2201

[2024 Brooklyn Bridge Park Conservancy Season Brochure](#)

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