

Request for Qualifications

JFK Terminal 6 Logo Development

JFK Terminal 6 Redevelopment Project

May 3, 2024

JFK Millennium Partners



Request for Qualifications

This request for qualifications by JFK Millennium Partners ("JMP") is for the development of a new Terminal 6 logo and related branding for the Terminal 6 Redevelopment Project ("Project"), located at John F. Kennedy ("JFK") International Airport in Queens, NY. This document serves as the first stage of JMP's upcoming Request for Proposal ("RFP"). All parties interested in submitting proposals are encouraged to submit their qualifications to JMP via the format and method outlined below. Parties that are deemed to be qualified will receive further instructions via email on how to proceed with the proposal process.

Project: JFK Terminal 6 (T6) Redevelopment

Procurement Name and Number: RFP-016

Brief Description of Work: JMP is soliciting submission of qualifications from parties that can provide:

- Branding & Visual Identity for T6
- Logo Design & Development according to specifications
- Creation of a "T6 Brand Book"
- Logo lockups (T6, Port Authority of NY & NJ, multiple airlines)
- Digital display boards for check-in, baggage claim, flight information screens, etc. (estimating up to 6 versions/sizes)
- Primary & Secondary T6 color pallet
- User Interface kit (for future website applications)
- Marketing applications/mockups
- Typography
- Photography style and brand voice guidelines

What Will Allow You to Qualify:

- 10+ years of experience in branding/marketing/graphic design
- Experience designing and developing consumer-facing logos and related brand identities
- Ability to develop and present a Terminal 6 logo concept if you are short-listed (a stipend will be provided)
- Experience developing both physical and digital assets for companies within the transportation sector, preferably within aviation.
- Capacity to begin work immediately

Instructions for Interested Parties

Expression of Interest: If interested in submitting your qualifications, please submit via e-mail to jmpcommunications@vantageairportgroup.com with the following subject line: **RFP-016-RFQ-NameOfYourOrganization**. In your email, please provide the name, title, and email addresses of all employees within your organization that will require access to the RFP package once released.

Qualification Submission Due Date: May 15

Anticipated RFP Post/Send Out Date: May 17

Anticipated Proposal Submission Due Date: June 07

Preferred Proponent will be selected by the beginning of July.

Note: *Above timelines are subject to change and timelines indicated in RFP will supersede anticipated timelines noted here.*

JMP Contact: General inquiries or questions can be made via e-mail to jmpcommunications@vantageairportgroup.com with the following subject line: RFP-016-Inquiry-NameOfYourOrganization.

Diversity Goals: In line with the PANYNJ's local, minority, and women business enterprises, and service-disabled veteran owned business (L/M/WBE & SDVOB) goals, JMP is aiming to achieve 10% local and 30% MWBE participation (20% Minority and 10% Women) for this upcoming work. Local, MWBE and SDVOB proponents are strongly encouraged to express their interest.