

**Overview:** The San Francisco Improv Festival is committed to building community through the art of improvisation. In the spirit of our mission, we want to expand our call for visual art to a broader community, encouraging emerging and well-established artists alike. We are looking for artwork that will go on our posters, t-shirts, and other media. Is this something you have the ability to do? If so, read on!

**Deadline: August 17**

**Payment:** ONE festival pass (\$80 value), THREE additional tickets to any show (\$60 value) to bring a friend to 3 shows, ONE t-shirt (\$15 value).

**Process:**

1. SUBMIT [IMAGE DRAFTS HERE](#)
2. Supply some samples of work that you feel demonstrate your style - if you've already mocked up some rough drafts based on our themes, feel free to share those, too.
3. Marcus & our Executive Director, Jamie Wright, will contract with an artist (or two) to develop the artwork we will use in our marketing and advertising.

**Deliverables:**

1. Logo treatment of the festival's general logo to reflect this year's theme
2. (optional) If you have graphic design abilities we would also like your help with
  - a. Poster with the lineup and details for the festival
  - b. Handbill front & back - basically a smaller, 2-sided version of the poster
  - c. T-shirt design front & back

**Themes:**

- MAIN:
  - This is our 15th SFIF
  - We are excited by the idea of Puzzle
    - Pieces fit together to make the whole
    - Build together
    - Connection
  - Tied to puzzle we have also found some excitement around the visual of a game/puzzle box and the 'improv' themes that could be included as part of the instructions and labels that game boxes included
    - Plays well with others
    - Some Assembly Required.
    - Putting it together for 15 years.
    - Over (insert number if performers) of fun!
    - Fun for ages 17+
- OTHER:
  - Additional ideas and themes that may light you up
    - Improv, can be accomplished through many methods.

- Discovering the story together.
- Let's find the solution together!
- Connection is a Must! - have two puzzle pieces very close together.
- San Francisco landmarks
- Yes, and

Reference of previous logos/media for your reference:

[2010 Poster](#)

[2013 Poster](#)

[2017 Logo treatment](#)

[2018 Postcard](#)

OUR LOGO is the black folding chair.



Questions? Excited and want to break down our door with samples? Email us at [marcus@sfimprovfestival.com](mailto:marcus@sfimprovfestival.com).