Golden Crescent Regional Planning Commission

Request for Proposals: Graphic Design or Creative Services

About US

The Golden Crescent Regional Planning Commission (GCRPC) is a voluntary association of local governments and special districts located in the area encompassed by Calhoun, DeWitt, Goliad, Gonzales, Jackson, Lavaca, and Victoria counties. GCRPC is one of twenty-four Regional Planning Commissions, also known as Councils of Government, in Texas.

Objective:

The Golden Crescent Regional Planning Commission (GCRPC) is seeking graphic design/creative services for the design/development of public organization brand or logo(s) (static imagery) and style guide to be utilized in all forms of visual media (e.g., print, or electronic media). The resulting logo(s) shall effectively communicate the value, mission, and impact of our organization.

Scope of Work and Deliverables:

- Work with the GCRPC to determine brand/logo(s) elements.
- Develop final logo(s) to be used in print, web, billboards, banners, and signage.
- Develop a set of standards for the design of documents, signage, and any other brand identifier – ensuring uniformity of style and formatting wherever the brand is used to ensure no dilution of that brand.
- Develop final logo(s) to be reproduced in full color, single-color, and black and white.
- Provide high resolution EPS file format layered images of the final approved logo(s) as well as flattened jpeg and pdf formats of the final approved logo.

Budget

The budget for work outlined in this RFP is up to a maximum of $3,000.

Proposal Requirements & Response Format

The following items should be included in your proposal:

- Provide the designer/firm name address, phone number, name of principals if applicable, main contact, and website/social media links if applicable.
- Provide a minimum of two (2) examples of logo design work.
- Written explanation of one logo design sample and/or how you derived design from concept to final product.
- Provide a minimum of two (2) example of style sheet design work or graphic design samples that would be relevant to the project.
- Cost for design services per piece and/or hourly rate for design; or a comprehensive pricing and/or rate sheet for all potential services you may provide under this RFP.
- Preference for billing and payment schedule.
- Optional: résumé, references.

**Review Criteria**

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be evaluated, and an award made to the most responsible and responsive offeror whose submitted proposal is most advantageous to GCRPC. GCRPC reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of GCRPC.

Proposals will be reviewed by the GCRPC Leadership Team. Selection of an offeror for a contract will be based on:

- **Skills/Creativity;**
  - Demonstrated through portfolio samples including assignment and/or speculative projects demonstrating technical and creative execution, particularly for similar projects. Also demonstrated through documentation of full scope of services you/your firm provides.
- **Resources/Capabilities;**
  - Demonstrated through a brochure or other document outlining business experience, staff skills and experience, previous clients, projects of note, technical skills, project management methodology, and ability to meet milestones.
- **Pricing Structure/Rates;**
  - See proposal requirements.
- **References/Referrals;**
  - If provided.

**Submissions**

All proposals must be received no later than 5 P.M. on April 16, 2021.

**Send proposals to -**

Method: Sealed Proposal by mail/delivery/email.

Proposals received after the deadline will not be accepted.

For questions regarding this RFP, please contact Cherokee McGrath-Myers at (361) 578-1587 ext. 202 or by email at cherokeem@gcrpc.org.