



DISTRICT OF COLUMBIA BAR FOUNDATION

Graphic Designer Request for Proposals (RFP)

July 22, 2024

Submission deadline: August 19, 2024



Objective

The DC Bar Foundation (“the Foundation” or “DCBF” is requesting proposals from graphic design/marketing firms and individuals for the design and management of our Annual Report. The selected firm will work with the DCBF communications team to conceptualize visual elements for all print and digital assets, with the graphic designer being responsible for executing the final product.

Mission

The [DC Bar Foundation](#) is the leading funder of civil legal aid in the District of Columbia, committed to the vision that residents of the District have equal access to justice, regardless of income. Our mission is to fund, support, and improve legal representation of people who are financially disenfranchised or who are otherwise underserved in the District of Columbia. We seek equitable justice, which is concerned with transforming systems and must be inclusive and accessible to everyone regardless of race, wealth, gender or power. It extends beyond the law into other systems and resources.

Introduction

DCBF envisions a future where access to civil legal aid does not depend on prior knowledge of the civil legal system, power, or financial and other resources. Our Annual Report is used to represent the work the Foundation does to meet this goal. It is a collection of stories, highlights, updates, and ongoing initiatives that help tell the DCBF story and the work we are doing to achieve access to justice for DC residents.

Scope of Services

DCBF seeks to contract with a graphic design firm or individual to manage the [Annual Report](#).

On all graphic design services for the Annual Report, the Vendor shall:

- Collaborate with the communications team to establish art direction and concept design, design and production, project management, and editing. Timelines and final designs will be approved by the Director of Development and Chief Executive Officer.
- Have the ability to complete graphic design art, design work, and page design with original and stock imagery.
- Provide art direction and concept design for the Annual Report, infographic, and social media (LinkedIn, X, and Instagram) templates. The contractor is expected to provide three (3) design concepts for consideration with the final design applied to each collateral piece.
- Produce graphs and charts within the report and infographics that highlight key findings from the report. The infographic must be formatted for electronic and web use.

- Layout report of no more than 20 pages. Content will include copy, chart(s), graphic(s), and images. The vendor is expected to provide photo touch-ups for client-provided images and/or select stock photos from third parties and secure appropriate usage rights.
- Present innovative options for DCBF to display the Annual Report on its website and manage any work required for implementation if we decide to move forward. (The designer will be compensated at an agreed-upon rate for any additional work provided to execute the design ideas.)
- Produce final design, materials, and concepts that are suitable for printing.
- Have access to and directly work with a vendor that can print at least 100 copies of the report.

Bid Submissions

Vendors are asked to propose the best and most cost-effective solution to meet our requirements while ensuring a high level of service.

Proposals must include, at a minimum, the following information:

1. **Examples of Quality of Work.** Provide examples of relevant past projects and a portfolio of prior work and materials. If available, include any design work you have done for nonprofit organizations.
2. **Proposed fees/expenses.** Proposals shall clearly state all fees and expenses to be charged in the performance of all services.
3. **Experience/qualifications of the graphic designer/graphic design team.** Provide a resume for each individual who will provide services and designate the individual who will have primary responsibility for overseeing the project.

Anticipated Schedule

Request for RFP Issued:	July 22
Deadline for Proposal Submissions:	August 19
Interviews with Finalists:	Week of August 26
Selected Vendor Notified:	Week of September 2
Anticipated Start date:	October 1

RFP Response Submission Instructions

Submissions must be submitted by August 19, 2024, by 5:00 p.m. EST. Please email all submissions collateral to communications@dcbfoundation.org.

Questions About the RFP

Questions about the RFP can be submitted to communications@dcbfoundation.org.

Please note: All types of organizations (nonprofit and for-profit) are welcome to submit an RFP response. We also welcome submissions from individual design professionals.

Disclaimers

This is a Request for Proposal only and does not constitute a commitment, implied or otherwise, that the DC Bar Foundation will take procurement action in this manner. Further, DCBF is not responsible for any cost incurred in furnishing this information.

Any confidential information contained in an RFP response should be clearly marked "CONFIDENTIAL" within the document. Reasonable precautions will be taken to safeguard any part of the response identified by the respondent as being confidential.

Thank you for responding to DCBF's request for a proposal for graphic design services. We deeply appreciate your effort.