**Detroit Future City**

**Graphic Design Request for Proposals**

**Organizational Overview:**

The Detroit Future City (DFC) Implementation Office launched in 2013 to steward the recommendations outlined in the DFC Strategic Framework. At this time, a host of marketing materials were designed to communicate the role the organization plays in the city of Detroit, its priorities and action steps. The DFC Implementation Office became an independent non-profit organization in January 2016 and is currently developing a strategic business plan that will result in a refocused vision and operating model. The materials being requested should reflect the new operations, while adhering to the DFC Implementation Office brand guidelines.

For more information, visit [www.detroitfuturecity.com](http://www.detroitfuturecity.com).

**Required Services:**

The selected graphic design firm will provide one year of graphic design services for the DFC Implementation Office, with the materials outlined in this RFP being completed within the first three to four months. The graphic design firm will subcontract under the DFC Implementation Office’s prime contractor for communications, Van Dyke Horn Public Relations.

The materials are to follow the DFC Implementation Office’s brand guidelines, and designed to resonate with the organization’s diverse audiences including government, partners, funders, industry groups, community groups, and Detroit residents. For a copy of the brand guidelines, email Peter Van Dyke, [peter@vandykehorn.com](mailto:peter@vandykehorn.com).

**Proposal Must Include:**

All proposals must include the following:

* Cover letter
* Company information
  + Company bio
  + Address and website
  + Previous graphic design experience
* References
  + Three references of related work
* Examples of previous work
  + Provide at least three examples of previous work, with preference to non-profit or Detroit-based clients.
* Approach to scope of work
  + Design process
  + How you work with clients to achieve their design goals
  + Proposed timeline
* Budget cost
  + Graphic design fees
  + Proposed printing and material fees

**Dates:**

RFP released: August 15

Questions submitted by: August 29

Proposals due: September 2

The materials outlined in the RFP are expected to be completed by January 2017.

**Please submit all proposals to Peter Van Dyke, Van Dyke Horn Public Relations, peter@vandykehorn.com.**

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| --- | --- | --- | --- |
| **Item** | **Detail** | **Quantity** | **Notes** |
|  |  |  |  |
| **Design concepts** |  | 3 |  |
|  |  |  |  |
| **Information Packet** |  |  |  |
|  | Folder | 1 | DFC currently has folders, but a new design could be considered |
|  | Priority One Pagers | 3 | Land Use and City Systems  Community and Economic Development  Capacity Building |
|  | Signature Programs | 1 |  |
|  | Organization Biography | 1 |  |
|  | Organization Fact Sheet | 1 |  |
|  | FAQ | 1 |  |
|  | Board members & committees | 1 |  |
|  | Strategic Framework Brief | 1 |  |
|  |  |  |  |
| **Fundraising Packet** |  |  | Items from the information packet plus |
|  | Funding opportunities | 1 |  |
|  | Strategic plan brief | 1 |  |
|  |  |  |  |
| **Brochure** |  | 1 | Multi-page brochure that includes an abbreviated version of all content in the informational packet. |
|  |  |  |  |
| **Info/Rack Card** |  | 1 | Simple double-sided card with brief information about the organization. |
|  |  |  |  |
| **Annual Report** |  |  | 20+ page report |
|  |  |  |  |
| **Digital Materials** |  |  |  |
|  | E-newsletter template |  |  |
|  | Invitation template |  |  |
|  | Blog template |  |  |
|  |  |  |  |
| **Other needs** |  |  |  |
|  | Ongoing design |  | Publications  Reports |