



Request for Proposal: Graphic Design Services

OVERVIEW

Founded in 1913, Luther College offers both secondary and post-secondary education in the liberal arts tradition through two separate campuses: a High School and University. Both campuses are distinguished by strong community and academic excellence that are rooted in a Christian context.

Luther College High School (LCHS) has a rich history of not only unsurpassed academics, but also strong athletics, fine arts, and other co-curricular activities. High academic standards and a dedicated teaching staff challenge students to excel and develop their intellectual gifts. At the heart of the High School's tradition is a belief in community and diversity. Luther students, from many different social and cultural backgrounds, have the opportunity to be part of a tightly woven community of students, parents, teachers, and staff. Luther students come from a variety of social and cultural backgrounds. Typically, 12% of the school's 450 student body originates outside of Canada. Indeed, community and diversity are key components to Luther's identity. (www.luthercollege.edu/high-school)

Luther College at the University of Regina (LCUR) is a liberal arts college and is committed to serving students of all cultures, creeds, and orientations by nurturing intellectual, emotional, and spiritual growth. LCUR provides the highest quality of teaching and fosters outstanding research within the humanities, social sciences, fine arts, and sciences while presenting and challenging a broad spectrum of values and viewpoints. The university campus' student population has over 550 registered day students, and an additional 221 students who live in residence. There is a large international presence on the campus with 50% of the residence consisting of international students. (www.luthercollege.edu/university)

We are currently looking for a graphic design individual/firm who can re-design several current Luther College materials as well as design new materials as required.

DESCRIPTION OF WORK

- Create print materials. Incorporate school identity (design, voice, logo, look & feel) for each campus (LCHS & LCUR) based on the respective website and style guide, which will be provided.
- Flexibility to design and create new graphics. Photographic images will be provided unless stock photos are requested.
- Develop template for future ad hoc flyers, brochures, posters, and PPT presentations.
- Maintain a consistent look and feel.

GENERAL REQUIREMENTS

- All final print materials will be owned by Luther College (LC) (including data files). LC needs the ability to update and maintain files (such as changing date, time, cost, etc.) for future use as needed. Please indicate the software for development; preference is for InDesign, Illustrator, or PhotoShop.
- All artwork will be owned by LC – including the ability to use artwork in additional materials (be it print, web, t-shirt designs, electronic media, etc.) if we so choose.
- LC reserves the right to reject any or all bids, and to accept or further negotiate cost, terms, or conditions of any bid determined by LC to be in our best interests even if not the lowest bid.

DELIVERABLES

This RFP is primarily for the design of the *Luther Story* as well as materials for the College's Founder's Day Dinner donor recognition event, and the High School's music department, but other materials may be considered as required.

The following is a current list of materials to be designed on a yearly basis:

- *Luther Story* (alumni magazine; bi-annual in November and April)
 - See Appendix A for Statement of Work
- Founders' Day Dinner (November)
 - Invitation, program, and/or menu card
- LCHS Music Department (December, May, and June)
 - 3 posters and 3 programs (a promotional poster and program for each of the Musical, Candlelight Service, and Home Concert)

The following is a list of potential materials and/or templates to be developed on a project by project basis as needed by the Academic, Alumni Relations/Development, Cafeteria/Conference Services, Chaplaincy, Recruitment, and Residence departments as well as faculty requests:

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| • agendas | • postcards/brochures/posters |
| • banner bugs | • social media ads |
| • billboards | • view books |
| • newspaper ad templates | • website banners |

Period of Award

The award period for this contract will be July 15, 2017 through June 30, 2018. This contract may be renewable upon mutual agreement, but at the discretion of LC.

PROPOSAL SUBMISSION

Official Communications and Inquiries

This RFP will be posted on the University Employment page at www.luthercollege.edu/university. Modifications to requirements, answers to inquiries, and clarifications will be posted on this page. Prospective bidders may submit written inquiries via e-mail to communications@luthercollege.edu to obtain clarification of the work requirements.

Contract Award and Negotiation

All proposals will be evaluated on presentation of all qualifications. Cost is only one consideration of the requirements and is not the deciding element.

The criteria will consider creativity, flexibility, cost, experience, and familiarity with secondary and post-secondary institutions. Proposals that include continued commitment to a guaranteed non-profit hourly rate for additional projects will be given preference.

LC will entertain joint/sub-contracted proposals, where appropriate proof of competence can be established. In the event that there is only one bidder on the project, LC reserves the right to negotiate for the services with the bidder submitting the proposal in lieu of accepting the proposal as is. The selected bidder will be notified no later than July 14, 2017 and will be required to sign a contract with LC upon acceptance of the project.

Response Format

The deadline to submit materials is **Monday, June 26, 2017 at 5:00 p.m.** Please send:

- one **hard copy** of the original proposal to the address below:

Graphic Design RFP

Luther College at the University of Regina

3737 Wascana Parkway

Regina, SK S4S 0A2

- a copy of the proposal with all documents to be submitted as **a single PDF** by email to recruitment@luthercollege.edu, admissions@luthercollege.edu, & lchsalumni@luthercollege.edu.

The following items are to be included in your proposal. All materials submitted will be retained except for proposals received after the deadline.

Cover Letter

- Letter should introduce the designer/firm, provide a summary of qualifications as well as any exceptions to the RFP.

Designer/Firm Information and/or Resume

- Provide the designer/firm name address, phone number, name of principals if applicable, main project contact, and website
- Year designer/firm was established and/or year began providing graphic design services

- A comprehensive list of services that the designer/firm provide
- Describe previous graphic design experience

Designer/Firm References

- Provide the names and contact information for three client references. We reserve the right to contact the references provided as well as other references without prior notification to the designer/firm. It is preferred, but not required that bidders have experience providing services to non-profit organizations.

Samples of Similar Work

- Provide three examples of previous graphic design work that includes at least one multi-page newsletter/magazine.

Approach to Scope of Work

- Briefly describe any project approaches or ideas that the designer/firm feels will separate them from other bidders.

Proposed Timelines

- Provide specific timelines or schedules that the designer/firm would require in order to have the November and April issue of the *Luther Story* ready for mailing by November 15 and April 15, respectively. Please include 10 business days lead-time at the printer as well as deadlines required to receive copy/other materials from LC and deadline for LC final approval to print.
- Describe the method of communication that the designer/firm will use with the LC *Luther Story* Editor.

Value/Cost

Provide itemized cost for the following:

- Initial layout/design revision for the *Luther Story*
- Design services per issue of the *Luther Story* (November and April). Please provide pricing for 16, 20, and 24 page publications.
- Cost for printer coordination, supervision, and print job approval.
- Cost to provide an electronic version of the *Luther Story* for the LC website and InDesign file that is PC compatible.
- Hourly rate for design of current and new LC materials.

Appendix A – Statement of Work for *Luther Story*

Luther College (LC) is seeking a graphic design individual/firm to update the design of the *Luther Story*, and to provide ongoing graphic layout for one year of the publication, 2 issues. The *Luther Story* is a 24-page (8.5" W x 11" H) magazine that is currently published and mailed/emailed twice a year to alumni and friends of LC.

The selected designer/firm will work with LC to:

1. Update the existing magazine layout and design to reflect the identity of LC. Design of the publication is to be inviting, easy to read, and will use photos, graphics, and other design techniques to make the publication appealing. This may include re-organization of sections/information, fonts, headlines, and graphic elements that will tie this publication to the website. We are looking for a connected visual presence for the organization. The current logo/symbol for LC will be used. Any existing style guides will be provided.
2. Provide continued layout services for two issues published in November 2017 & April 2018.
3. LC will provide to the designer/firm copy, in-house photographs, and other materials. The designer/firm will work directly with the Editor for the publication. LC has a process for copy editing and final approval prior to print, and will be provided to the designer/firm by the Editor.

The designer/firm may need to create graphics, use stock photography, copyrighted photo from artists or other sources, and edit copy in order to fill the layout and create a visually pleasing read.

The designer/firm will provide a proof(s) to LC for review within the established deadlines.

The designer/firm will be responsible for coordinating the project timeline, ensuring that the project stays on track, and meeting required print and mailing dates. The designer/firm is expected to make recommendations based on best practices to the Editor to improve processes for submitting copy, photos, and other elements for the publication.

After final approval from the Editor, the designer/firm will provide design files to the commercial printer according to the printer's specifications. The designer/firm will provide print standards to the printer to include elements such as paper selection, coating, saddle stitching, and the like. LC will select the commercial printing company. The designer/firm will be responsible for coordinating printer deadlines, supervising, and approval of the print production for quality in order to meet publishing dates.

LC will retain ownership of all work produced including graphic design output. The designer/firm will provide LC with a packaged InDesign PC compatible document as well as an electronic version for publication on the LC website.