



## Graphic Design Services Request for Proposals

The American Civil Liberties Union Foundation of Virginia (ACLU-VA or ACLU of Virginia) is seeking a professional graphic artist, design studio, or design/print firm to provide graphic design support services for our annual report and other graphic design services as requested.

### Statement of Purpose

The ACLU of Virginia is seeking to contract with a professional graphic artist, design studio, or design/print firm to provide graphic design services for our annual report and possible ongoing work.

Examples of previous annual reports can be found on our website: the 2019 Annual Report can be found here: <https://acluva.org/en/publications/aclu-va-annual-report-2019> and the 2018 Annual Report can be found here: <https://acluva.org/en/publications/aclu-va-annual-report-2018>.

The annual report's length and style can vary depending on design, content and information. Our in-house communications team will lead the design process but is open to creative design ideas. Design must comply with ACLU brand guidelines. The ACLU of Virginia in-house communications team will provide all content. This report is published in print and online and mailed to select donors, peer organizations and other ACLU affiliates.

### ACLU of Virginia Background

For over 50 years, the ACLU-VA has been the Commonwealth's guardian of liberty, working in courts, legislatures, and communities to defend and preserve the individual rights and liberties guaranteed by the Constitution, federal, and state laws for everyone in Virginia. The ACLU has filed more than 300 lawsuits in Virginia to advance freedom and equality in the Commonwealth. In addition to the ACLU's robust litigation efforts, we also educate the public, inform the media, lobby legislators, organize grassroots activists, and disseminate information to the community through our membership and supporters.

The communications team within the ACLU-VA works collaboratively with the legal, advocacy, development, and finance and administration teams to communicate strategically with external audiences in order to fulfill the affiliate's mission and organizational and policy goals. It utilizes a wide array of tactical delivery mechanisms including traditional media relations, publications, outreach and events, public speaking engagements, and digital and social media to educate, persuade and generate action.

### Scope of Work

The ACLU of Virginia will provide the graphic designer copy, photographs and other design elements, and ACLU brand guidelines. The successful graphic design firm or designer will provide the following services:

1. Work directly with the ACLU of Virginia in-house team to conceptualize, design, and produce the 2020 annual report.
2. Provide proofs to the ACLU of Virginia for final review within the established deadlines.
3. Be responsible for meeting the project timeline and staying within the agreed budget.
4. Design, materials, and concepts suitable for printing by a separate contractor.



5. A packaged InDesign working file as well as an electronic PDF version for publication on the ACLU of Virginia's website.

#### Ongoing Graphic Design Services

The ACLU of Virginia may ask the successful designer or design firm to provide additional graphic design services (at agreed rates) for work in addition to the annual report including brochures, infographics, web graphics, advertisements, and various other graphic and visual projects, as needed.

#### Intellectual Property

All work completed pursuant to the contract awarded the successful designer or design firm is a "work for hire" and all intellectual property rights will belong to the ACLU of Virginia.

### Core Competencies

- Understand the ACLU-Virginia's mission and purpose;
- Sensitivity to the cultural context and the target audience;
- Excellent graphic design skills and creativity;
- Reliability and clear, professional, communications, reasonable availability, responsiveness to messages, and adherence to deadlines and commitments;

### Deliverables

Work on the annual report is expected to begin in June 2020. Deadlines for work include:

- Aug. 4: First draft of design
- Aug. 10: Final version due

The ACLU of Virginia must meet a hard deadline of Aug. 21 to have the final annual reports printed and in hand by the time of our Annual Meeting.

### Proposal Contents

Successful proposal will include the following:

- A CV or CVs of team members
- Cover letter introducing you and/or your company and providing a summary of your qualifications as experience
- Examples of similar previous work
- 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 you.
- An itemized description of costs for all applicable invoiced items, such as design layout, edits to proofs, making sure to include the following: design services per issue of the ACLU design guide, hourly rate, and other rates based on deliverables.



## Evaluation Factors

Diversifying our vendor base is very important to the ACLU of Virginia – we will be evaluating offers based on the following factors as minimum requirements:

- Experience with similar projects and quality of work samples;
- Overall cost of the vendor’s proposal;
- Credentials of designers or agencies and proven experience working with a wide range of clients, specifically non-profit organizations;
- Designers and design agencies in Virginia or those with substantial experience in Virginia;
- Designers or agencies that are owned or operated by women or people of color.

## Process Schedule

Schedule for Evaluation Process	
RFP released publicly	May 15, 2020
Vendor question and answer period	May 15-July 2, 2020
Deadline for responses	July 03, 2020
Selection of vendor and contract negotiation	July 17, 2020

## Submission Information

Questions about this request for proposals should be sent to:

Ingrid Medrano  
[Imedrano@acluva.org](mailto:Imedrano@acluva.org)

Proposals should be submitted via email by midnight on July 03, 2020.