CITY OF RALEIGH
DEPARTMENT OF PARKS, RECREATION, AND CULTURAL RESOURCES
REQUEST FOR QUALIFICATIONS

Request for Qualifications: Design and Branding Services for Historic Resources and Museum Program
Project Number: N/A
Project Manager: Douglas Porter
Phone Number: (919) 996-4362
Date of Advertisement: March 11, 2015
Proposal Due Date: March 19, 2015, 4:00pm

SUMMARY

The City of Raleigh Department of Parks, Recreation, and Cultural Resources is accepting proposals to develop graphic design, style guide, and marketing publications for the Historic Resources and Museum Program (HRM Program). The graphic design, style guide, and marketing publications (such as brochures, pamphlets, letterhead, etc.) will create an identifiable and consistent program-wide aesthetic without compromising the unique identity of the HRM Program’s individual sites, museums, and attractions.

I. SCOPE OF SERVICES

Design scope to include
A. Design scope to include design and style guide
   1) HRM Program marketing material
   2) HRM Program design and style guide identifying logo usage, fonts, colors, placement, and dimensions
   3) Templates – pamphlets, brochures, letterhead, newsletter, etc.
B. Designer to provide 3 concepts for review

II. PROJECT SCHEDULE

Completing this project quickly is imperative to meet the anticipated demands on the project area in the coming months. The bidder is asked to confirm the schedule as part of their submission, and is encouraged to suggest alternative methods to expedite the completion of this project.

   Bids Due: March 19, 2015, 4:00pm
   Contract Awarded: April 1, 2015
   Kickoff meeting: Week of April 6-10
III. SUBMISSION OF BIDS

For the complete bid packet, please contact Douglas Porter, Douglas.Porter@raleighnc.gov or 919-996-4362. Three (3) complete bid packages and one (1) electronic copy in PDF format must be received at the following address by **4:00 pm on or before March 19, 2015**.

Mordecai Historic Park Visitor Center
1101 Wake Forest Road
Raleigh, North Carolina 27604
Attention: Douglas Porter
Phone: 919-996-4362