



Request for Quotation

Graphic Design for Town of Okotoks 2017 Community Program Guides

The Town of Okotoks is seeking Requests for Quotation for a qualified graphic designer to update and maintain the design of the 2017 Community Guide publications.

The Town publishes this guide three times per year for Summer, Fall, and Winter/Spring. We are seeking quotations for a designer to start on the first publication for the upcoming Summer issue. The project starts the second week in January with the deadline for design completion in mid-February.

The Community Program Guide is a well-established publication with solid brand recognition. We are happy with the current design and brand of the guide so a complete re-design is not necessary, but rather we require a designer to manage the design of the publication within the existing format. However, creativity and new ideas are welcome to refresh the look.

Community Program Guide Design Specifications

- Guide size varies, but is typically 64-88 pages (including front/back cover)
- 8" w x 10.5" h, full colour with bleed
- Images and content provided by the Town, as well as previous guide design files
- Designer to send files to Town's printer (instructions will be provided by the printer)
- Designer must have experience with and use Adobe suite of products for design of guide
- All original files including design files, fonts etc. shall be provided to the Town upon completion of each guide
- Community Program Guide 2017 timelines:
 - **Summer:** content to designer from Town January 13; content from designer to printer February 16
 - **Fall:** content to designer from Town June 16; content from designer to printer July 20
 - **Winter/Spring:** content to designer from Town October 20; content from designer to printer November 23
- Click [here](#) to view all past Community Program Guides for reference

Submission Requirements

Submissions must include:

- Cover letter detailing experience and design approach you apply to projects or ideas that set you apart from others
- Company information, graphic designer resume/ qualifications/expertise, and at least 3 client references
- Cost breakdown per guide, as well as number of proofs included
- Schedule for completion of work, given supplied project timelines above
- Samples of previous work that are similar to scope of this project

Contract Period

The effective date of providing the required product(s) will be from January 2017 to December 2017, with the possibility of a one-year extension, upon the mutual agreement of the Designer and the Town.

Deadline for Submission

Responses are due by **2 pm on Tuesday, December 27, 2016**. Respondents are required to submit all responses, including samples, electronically via email. Links to online portfolios are acceptable.

Contact Information

Questions regarding this request for RFQ will be accepted until noon on Thu, December 22, 2016. Inquiries to be directed to Marni Hutchinson, Communications Specialist, at 403-995-2763 or mhutchinson@okotoks.ca, using subject line: ***Design RFQ Inquiry***.

The Process

The successful designer will work with the Town to:

1. Update the existing Community Guide layout and design using photos, graphics and other design best-practices to provide an appealing look. This includes layout of information, graphic elements and the creation of filler ads.
2. Provide continued layout services for a minimum of three publications for the calendar year.

The Town will provide general direction as to what information should appear in each section.

1. The graphic designer may need to create graphics, use stock photography, and edit copy in order to fill the layout and create a visually appealing read.
2. The designer will provide proofs to the Town for preliminary review within established timelines.
3. The designer will work closely with Town Staff to ensure timely coordination of the project, ensure the project stays on track and meets required print and distribution dates.
4. After final approval from the Town, the Designer will provide design files to the commercial printer according to the printer's specifications.
5. The designer must be available during the proofing stage with the printer to resolve any file issues that may arise.

Negotiation of Award

In the event only one (1) responsive proposal is received by the Town, the Town reserves the right to negotiate the award for the services with the bidder submitting the proposal in lieu of accepting the proposal as is. The selected bidder will be required to sign a Town Services Contract upon acceptance of the project.

Limitation

The RFQ does not commit the Town of Okotoks to award a contract, to pay any costs incurred in the preparation of a response to the RFQ, or to procure or contract for services or supplies.

The Town of Okotoks reserves the right to accept or reject any or all proposals received as a result of this RFQ, to negotiate with all qualified sources, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFQ if it is in the best interest of the Town of Okotoks and in its sole discretion to do so.

Cancellation of Award

The Town of Okotoks reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties.

Termination

For Cause: The Town of Okotoks may terminate this Contract if the Designer is in material breach of any of its terms, and such breach has not been corrected to the Town's reasonable satisfaction in a timely manner.

For Town's Convenience: The Town of Okotoks may terminate this Contract in whole or in part, without cause and for any reason including Okotoks' convenience, upon written notice to the Designer.

Ownership of designed materials

The Town of Okotoks will own all graphic designs provided by the Designer. All original files including design files, fonts etc. shall be provided to the Town upon completion of each project.