

CareerSource Central Florida (CSCF) is requesting a proposal from qualified graphic designers and/or creative firms in the Central Florida region. The responses received will be used to determine the best-qualified individual, or firm, for these services and will be the basis for executing a contract.

CSCF is a not-for-profit corporation (501C3) and has been certified by the Governor as a Regional Workforce Development Board. Our principle function is the provision of oversight of, and policy guidance to, the workforce development system in the five counties of Orange, Osceola, Seminole, Lake and Sumter. The Communications Department oversees outreach activities for the organization.

BACKGROUND

CSCF, along the entire Florida Workforce Development system, underwent a thorough branding process in 2014. The result was an integrated, state-wide, branding strategy and a complete brand charter including new mission, vision, values, pillars and promise. A new brand and graphic standards manual was created along with a new logo for CSCF. The completion of the corporate branding strategy provides a platform for CSCF to engage the community and communicate the vital role CSCF plays in the economic health of the region.

BRAND CHARTER

VISION: Make Central Florida the best destination for talent

MISSION: CareerSource Central Florida is dedicated to putting Central Florida residents to work, and finding and developing talent to help Central Florida businesses stay competitive.

VALUES:

- Business-Driven – We believe in Central Florida employers – the state’s job creators – are essential to our overall success in providing effective, market-relevant workforce solutions that drive economic growth and sustainability
- Continuous Improvement – Driven by our commitment to excellence, we respond to changing market dynamics
- Integrity – We fulfill our mission with honesty and accountability and strive in every decision and action to earn and protect the public trust
- Talent Focus – Our commitment is to make talent Central Florida’s key competitive asset
- Purpose-Driven – Our work is meaningful and through it, we can inspire hope, achievement and economic prosperity in the lives of the customers we serve.

PILLARS: Collaborate | Innovate | Lead

PROMISE: CareerSource Central Florida promises a dedicated team of professionals who possess an understanding of your needs. Uniquely positioned, we offer assets, expertise and effective partnerships to deliver seamless and efficient services, demonstrate our value to all customers through results and drive economic priorities through talent development.

SCOPE OF WORK:

CSCF is seeking to establish a contract through June 30, 2015, with an option to renew annually for up to three years, with a graphic designer or creative firm to perform the activities listed below. The extension is contingent upon the continuation of the agreed upon designs costs and a the successful completion of creative projects. The activities listed below are anticipated needs and may be re-prioritized throughout the lifespan of the contract based on economic, programmatic, legislative or budgetary factors. Work should comply with the newly established brand standards and reflect CSCF’s commitment to

professionalism. All work, including purchased photography, vector files and any other items used in completed projects, remain property of CSCF at the conclusion of the contract. The contracted amount will not surpass \$30,000 without an amendment to the initial contract. Execution of this contract, with the selected individual/agency, does not guarantee the full contracted amount will be allocated and each project will be billed on a project-by-project basis.

1. Provide general graphic design for potential new projects.
2. Design approximately eight brochures, ten fliers, ten direct mail pieces and ten print ads
3. Design flyer template for in-house use
4. Provide 24 web graphics to be used for social media efforts

Should you be interested in providing these services, please respond and include:

1. Company name
2. Company address
3. Name and title of agency owner
4. Phone number(s)
5. Name of the primary contact for this response
6. Phone and e-mail for the primary contact

Please provide a minimum of 2 examples of the following. If you do not have examples of the items requested, please respond with N/A.

- Four-color print
- Black and white print
- Direct mail
- Website graphics/ads
- Outdoor
- Custom social media photos/ads
- *If applicable: TV and Radio (Not Required)*

Finally, please answer the following questions:

1. If you bill per project, please indicate how many revisions are included per project – and what the additional charges if more revision need to be completed?
2. What are your fees for developing finished products? Do you have a standard hourly rate or a per project rate? Please specify what that rate is related to the projects listed in the scope of work.
3. Based on the projects listed under the scope of work, please estimate a turn-a-round timeframe and the estimate total hour per project.
4. If different than your standard fees, please indicate the fees associated with developing a new creative campaign?
5. Please outline what, if any, you (your company) will provide in in-kind services to this contract.

Deadline for submitting:

If interested, please respond by 4:00pm Monday, November 24, 2014 to jlietz@careersourceccf.com or by mail/in person to 707 Mendham Blvd., Suite 250, Orlando, FL 32825.