



Request for Proposals for Graphic Design Services

Response due: March 24, 2017, 8 pm EDT to neda@blocpower.io

BlocPower is seeking proposals from graphic designers (based in the greater New York metro area) for a set of marketing collateral to promote a program targeting building owners in New York City neighborhoods. The program helps building owners find ways to make their buildings more energy efficient. BlocPower has identified the need for the following materials to support outreach to building owners and other key stakeholders, and build awareness of the program in the target NYC neighborhoods.

Please note that the selected designer will meet with the BlocPower team bi-weekly at our office (near Grand Central Station in Manhattan) and travel expenses will not be reimbursed. The dates and times for these meetings will be mutually agreed upon between BlocPower and the designer, however we do request an initial project kick-off meeting at our office the afternoon April 3, 2017.

Requested Services

Deliverables:

The designer will conceptualize, design, and produce the following printer-ready deliverables version (the PowerPoint will be used as a digital file):

1. One-page flyer with basic program information (images and text)
2. One-pager that describes customer journey through program (text and designer to create info-graphic)
3. Two-sided postcard for direct mail campaigns or as leave-behind (images and text)
4. Branded PowerPoint template/presentation explaining the program (5-7 slides, images, text, and the same info-graphic used in the customer journey)
5. One-page client testimonial (images and text)
6. Template Client Testimonial: A template version of the above one-page client testimonial. To be customized by BlocPower staff with photos and quotes from Community Retrofit NYC clients.
7. Template Event Flyer: event flyer (images and text). To be customized by BlocPower staff for specific events.

Upon project close, all InDesign files (and any other relevant files) should be transferred to and will be the exclusive property of BlocPower.

BlocPower will provide the following materials to the designer:

- A comprehensive market research study was commissioned to inform the marketing and outreach efforts, and will be shared with the selected designer to inform their work. This research includes quantitative and qualitative analysis to identify the primary segments of building owners in the target area, and understand their primary motivations and challenges in maintaining their buildings. The study also includes focus group feedback on different branding, imagery, slogans, and taglines.
- BlocPower will provide the program's existing logo and tagline.
- BlocPower will supply all required written copy and photographs.

Project Phases: In your estimate, please assume the following project phases, milestones, and timeline:

Timeline	Description
April 3, 2017	Phase 1: Discovery. The designer and the BlocPower team will hold an in-person kick-off session (at the BlocPower office near Grand Central Station) to discuss the market research study, along with the creative and technical requirements of the project.



April 3-10, 2017	Phase 2: Concept Design. The designer will design three concept options based on the market demographics, resonant messaging, and brand visualization market research document that BlocPower will provide. These three concept options should show overall thematic direction, copy layout and type styles, general color palette, and image treatment, based on client-provided messaging.
April 10, 2017	Phase 2: Concepts due to BlocPower
April 17, 2017	BlocPower to provide initial concept feedback
April 17-20, 2017	Phase 3: Concept Refinement. Refinement will include up to three rounds of client-requested revisions to the chosen concept. BlocPower to provide daily feedback during this time.
April 18	Phase 3: Concept Refinement. First Round of Edits Due. BlocPower to provide edits.
April 19	Phase 3: Concept Refinement. Second Round of Edits Due. BlocPower to provide edits.
April 20	Phase 3: Concept Refinement. Third Round of Edits Due. BlocPower to review and provide final sign off on concept.
April 21-May 25	Phase 4: Production. For the list of deliverables mentioned above, the designer will apply the approved design concept to final client-supplied copy and photos to produce the listed deliverables. Plan for up to three rounds of optional client-requested edits, delivered as PDF files (four proofs total).
May 3	Phase 4: Production. First Draft Due
May 10	BlocPower to provide edits.
May 16	Phase 4: Production. First Round of Edits Due
May 17	BlocPower to provide edits.
May 19	Phase 4: Production. Second Round of Edits Due
May 20	BlocPower to provide edits.
May 22	Phase 4: Production. Third Round of Edits Due
May 23	BlocPower to provide edits.
May 25	Phase 5: Delivery. The designer will prepare and provide the final approved deliverables.

Submission Requirements

Please send all responses, as one PDF document, to neda@blocpower.io by 8 pm EDT on March 24, 2017.

Applicants should provide the following in PDF format:

- a brief summary of your business/firm (location, size, years operating)
- 3-5 relevant work samples,
- CVs of key personnel,
- Proposed hourly rate/estimated number of hours broken down by each deliverable.

Selection Timeline:

- March 24, 2017: submission due
- March 27-30, 2017: 30 minute phone interview and follow-up questions
- March 31, 2017: Successful respondent notified
- April 3, 2017 (afternoon- exact time TBD): Selected Firm to hold Kickoff Session with BlocPower at our office (near Grand Central Station in Manhattan)