



Request for Proposals: Graphic Design Work

Client Name: Just-A-Start (www.justastart.org)

Client Contact: Theresa Sullivan, Development and Communications Officer,
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Project Overview

Just-A-Start Corporation is seeking the services of a graphic designer to design and produce its FY2018 Annual Report (print and electronic).

Organizational Background

As a community development corporation (CDC), Just-A-Start (JAS) is dedicated to building the housing security and economic stability of low- to moderate-income people in Cambridge, MA and nearby communities. Through comprehensive and integrated programs, JAS serves 3,500 individuals annually by creating and maintaining affordable housing, providing housing resources and services, and offering education and workforce training for youth and adults. JAS's vision is a better future for each and every community member: a secure home, a sustaining career, and engagement in the community.

Target Audience

The audience for the annual report includes current and former participants in Just-A-Start's programs, local government officials, community members in Cambridge, and current and prospective donors (including individuals, foundations, corporations, and organizations).

Project Description

Just-A-Start celebrated its 50th anniversary in 2018, and seeks to design and produce an annual report that details both the annual program-related information as well as more commemorative, celebratory 50th anniversary content. The annual report should be produced in print and electronically and will include narrative, financial information, and images. Past annual reports have been 16 pages but JAS expects that this year's will be longer. The annual report should be modern, energetic, and designed to complement the organization's existing style guide. JAS would be happy to consider any creative sizes, formats, or features beyond the traditional folded 8.5x11 signature.

Scope of Work

The FY2017 annual report was sixteen 8.5x11 pages (four 11x17 sheets, printed on two sides). Please provide an initial quote for this scope of work, although JAS acknowledges that the size

and length of the report may change during the design process. (Examples of past annual reports can be found online at www.justastart.org/about/publications.)

Timeline

February 14, 2019: Request for quote issued

March 7, 2019: Responses due

Late March 2019: Selection of designer

April – May 2019: design and layout

June 2019: finalize and print

June 30, 2019: Target project completion date

Proposal Requirements

Please include a description of your project approach and design philosophy, as well as three work samples (prior annual reports or similar projects preferred but not required). Please also include estimated cost for work on this project.

Submission

Please contact Theresa Sullivan (theresasullivan@justastart.org) with any questions and submit your bid by March 7, 2019.