



Request for Proposals

Graphic Design Vendor

Issued: 05/10/2022

Responses Due: 05/31/2022 by 5:00 pm ET

Vendors may email questions and responses to the following contact:

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National Democratic Institute
455 Massachusetts Ave, NW, 8th Floor
Washington, DC 20001

I. About NDI and CEPPS

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

The Consortium for Elections and Political Process Strengthening (CEPPS) is comprised of nonprofit, nonpartisan, nongovernmental organizations dedicated to advancing and supporting democratic practices and institutions around the globe. Established in 1995, CEPPS pools the expertise of three premier international organizations dedicated to democratic development: the International Foundation for Electoral Systems, the International Republican Institute and the National Democratic Institute.

II. Introduction

CEPPS is seeking a graphic designer to assist in the production of public-facing materials. Under the new Democratic Elections and Political Processes (DEPP) Award, CEPPS will contract a vendor to assist in branding and marking of award documentation and deliverables.

III. Scope of Work

Using a Master Service Agreement (MSA), CEPPS will contract a graphic designer or graphic design firm to produce content. Under this mechanism, the MSA itself does not

authorize any work or guarantee any payment, but rather establishes agreed-upon rates for the work. The work itself is authorized and issued through task orders, which are subordinate agreements that outline a detailed scope, expected deliverables, and timeframe for a specific project. The task order also specifies the maximum number of billable hours or days and includes a cost ceiling for the project, in accordance with the rates listed in the MSA. Payment under the MSA can only be made with a fully executed task order.

Tasks may include, but are not limited to, the following:

- General image (JPG, PDF, PNG, etc.) files designed to identify and promote CEPPS entities such as: the podcast, the website, twitter and LinkedIn, and event promotion.
- Ensuring DEPP-funded deliverables are ADA compliant.
- Formatting public-facing DEPP information documents.
- Formatting short DEPP reports (including copy heavy documents).
- Creation of animated graphic videos containing DEPP deliverables.
- Creation of DEPP Word templates for internal and external use.
- Creating visual cohesion among:
 - The DEPP newsletter
 - DEPP PowerPoint templates
 - DEPP letterhead
 - Any public-facing DEPP documents

IV. Criteria for Vendor Selection

Vendors who meet the following criteria will be given preference:

- Vendor must have a high-level experience with Adobe InDesign or similar software and experience creating templates accessible in Microsoft Word and PowerPoint.
- Vendor must demonstrate knowledge of global affairs, illustrating an understanding of highlighting democracy, rights, and governance-related content.

V. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Company history and core services
- Client list, particularly any international, political or non-profit organizations
- Detailed budget containing all costs, including staff time and projected communication and travel expenses. Proposals may be priced by day or by hour. Different rates may be given for different services and/or different team roles.
- A portfolio of past work
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a

proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor.

All final proposals should be submitted via email to contact information (same as above) at the National Democratic Institute by **5:00 pm ET on 05/31/2022**.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.