



**Request for Qualifications (RFQ)
for graphic design services for the
Aroostook County Visitors Guide**

SUGGESTED SCOPE OF SERVICES:

PRIMARY WORK PRODUCT: Aroostook County Tourism (ACT) is requesting written qualifications to provide graphic design services for the following project:

1. Aroostook County Visitor Guide

With direction from the ACT marketing committee, design the Aroostook County Visitor Guide, which will be no more than 36 pages of 8.5 x 11, four color, front and back cover design included.

All files, (Including but not limited to page files, color pallet, icon elements, photos, edited photos, text, etc.), preferably Adobe InDesign or Illustrator, will be the property of Aroostook County Tourism and Northern Maine Development Commission, and will be required to be uploaded to a shared drive.

Please ensure your quotation includes a sufficient allotment of time associated with preliminary and ongoing discussion on design--between all parties.

Final print discussion and any additional adjustments required on effort is expected to be carried through between the designer and the printer directly. Ensure that you have allotted enough time in your quote for this purpose, as this effort will be considered within scope of your quote for the total job.

Aroostook County Tourism will provide photographs and narrative for the project, except for artistic mapping, which will be required for the middle pages of the publication.

Current visitors guide can be viewed [here](#). Due to contractual concerns content of current guide not available for new guide.

SUBMITTAL SUMMARY:

Submittals should include the following items, along with other material to demonstrate Consultant's expertise and capability:

1. A brief written description of the Consultant's approach to the project.
2. The expertise of the team assembled by Consultant to carry out the work.
3. A list of comparable projects undertaken by Consultant and/or team members.
4. Samples of comparable graphic design work.

TIMELINE OF PROJECT:

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|------------------------|--------------------------------------|
| • February 12-26, 2021 | RFQ advertised |
| • March 3, 2021 | Deadline to submit RFQ |
| • Early March | Review RFQ submissions |
| • Mid-March | Enter contract with graphic designer |
| • April | Collect photo and text assets |
| • Early May | Finalize copy |
| • Mid May | Guide delivered to printer |

Submissions:

Deadline 3 p.m. March 3, 2021

Mail to:
Northern Maine Development Commission ACT
Attn: Jon Gulliver
PO Box 779
Caribou, ME 04736

Or email jgulliver@nmdc.org.

If you would like more information on the project, contact:

Jon Gulliver
Director of Community Relations
(207) 493-5851 or by email at jgulliver@nmdc.org.

NMDC is an equal opportunity employer/lender