



## **Request for Quotation (RFQ)**

**RFQ No: C-101**

### **Graphic Design Services for Seed Global Health**

**Issuance Date:** April 21, 2023

#### **Submission Deadlines**

Submission of questions: May 1, 2023

Final submission of quotation: May 8, 2023

#### **Organization Summary**

Seed Global Health (Seed) is a nonprofit organization working out of the United States, Malawi, Sierra Leone, Uganda, and Zambia. Seed envisions a world in which every country is strengthened by a robust health workforce able to best meet the needs of its population. Seed's mission is to educate a rising generation of health professionals to strengthen access to quality health care with the goal of improving health outcomes and saving lives. Seed is unique in its approach by focusing on the education and training of doctors, nurses, and midwives. By training health care professionals and health educators, Seed seeks to empower current and future generations of health providers so that good health is not the privilege of a few, but the right of all.

Seed focuses on strengthening the education, practice, and policy of the local professional health workforce in Africa. Seed's core strategy and primary entry point centers on placing skilled and qualified educators at partner institutions for a minimum of one academic year. Seed also supports educators and partner institutions through a diverse and complementary package of services aimed at advancing health professional education in the classroom and clinical setting. By investing in long-term partnerships for improved health professional education, Seed helps to create a stronger, more sustainable health systems that are locally-led and better able to meet local health needs.

For more information, please visit [www.seedglobalhealth.org](http://www.seedglobalhealth.org)

## **Summary of Required Services**

Seed Global Health (herein referred to as “Seed”) is soliciting quotations from firms/companies/individuals for graphic design services. Seed will award preferred agreements and/or purchase orders as a result of this solicitation. Seed does not guarantee any specific quantities or amounts during the course of the agreement period.

### **Core Services**

Seed Global Health is seeking services from creative and dynamic graphic design vendors with the objective of enhancing the effectiveness and reach of Seed’s communications to global audiences through clear and compelling visual communications.

Seed Global Health has a comprehensive brand identity guide, which includes guidelines for logo use, fonts, color and color hierarchy, photography, icons, and other design elements. Seed Global Health will provide the brand identity guidelines to all preferred vendors.

Examples of Seed’s typical design needs include:

- Report design and layout
- Brochure, flyer, one- or two-pager design and layout
- Social media assets
- Presentation design in PowerPoint
- Infographics
- Icon design
- Graphic illustration
- Banner design
- Conference poster design and layout
- Template design
- Newsletter design elements (Seed uses Mailchimp software)
- Animation illustration\* (animation design services are a plus, not a necessity)

### **Core Capabilities**

Seed is interested in partnering with graphic design vendors with the following core capabilities:

- Willingness to learn and become familiar with Seed’s brand identity and to provide design products that are consistent with Seed’s brand.
- Willingness to be a thought partner with Seed on how to elevate our brand with modern, up-to-date, design-forward digital and print products.
- Experience supporting organizations that use Mailchimp, Canva, Adobe Creative Suite, and MS Office Suite is a plus.
- Animation illustration capabilities are a plus.

This RFQ requires the following materials from interested firms/companies. All submitted materials should be responsive to the service specifications as outlined in the core services and capabilities section of this RFQ.

1. Capacity statement (including description of expertise, skills, and services offered; deliverable production practices and preferences; experience with similar organizations)  
*Please also submit a design portfolio link or 3-5 examples of relevant past design work if possible.*
2. Past performance list, including two recent client references and contact information.  
*Please include NGO and/or global health clients if possible.*
3. Detailed pricing breakdown, including hourly rate for services.
4. Indication of guaranteed rate period (time frame for “locked in” rate).
5. Indication of whether your firm/company can engage Seed on an invoicing basis, with payment terms of net 30 days.

#### **Question and Quotation Submission**

Please submit your questions and quotations to **communicationsprocurement@seedglobalhealth.org** before the requisite deadline. Seed’s responses to the questions will be distributed to all applicants who have expressed interest in receiving the answers to published questions. Applicants may request answers to published questions by emailing **communicationsprocurement@seedglobalhealth.org**.