



Graphic Design RFQ Questions and Answers

Eligibility and participation

1. Is participation limited to vendors from a specific region?
2. Are you planning to award the contract to a single vendor or create a pool of qualified vendors?

Answer: *Participation is not limited to any region. Seed will award preferred vendor agreements to successful bidders, which is not a guarantee of a certain number of hours of work over the agreement period. Preferred vendors provide graphic design services to Seed on an as needed basis.*

Clarification requests

1. Do you mean a detailed breakdown for the 12 bulleted items listed on page 2? In order to price out some of those items, we need to know the number of pages, sizes, etc. Could you please be more specific?
2. Would it be possible to review some sample publications? This would help us better understand the design strategy and approach that aligns with Seed Global Health's expectations.
3. Are there existing design templates or past materials that vendors are expected to adapt or refresh? Or is everything created from scratch?
4. Do you have specific content or style benchmarks (e.g., other nonprofits or global brands you admire visually)?

Answer: *Many vendors provide an hourly design rate as a way to address pricing. We do not expect a detailed price breakdown for the 12 bulleted items on page 2, unless that's your preferred method for delineating cost.*

Please refer to our [2030 strategy](#) documents as well as our social media platforms to see some recent design samples. Seed Global Health has a "Brand Book," which is a comprehensive set of brand identity guidelines. The Brand Book will be provided to all successful applicants.

We have some templates on hand. Some design projects would need to be created from scratch.



If you are chosen as a preferred vendor for graphic design, Seed would reach out to you at the start of a design project and ask for a cost estimate. Your cost estimate would take into account whether the project would need to be designed from scratch or based on an existing design or template.

Contractual & budgeting details

1. How long is the preferred vendor agreement valid? Is it annual, renewable, or project-based?
2. Do you have an estimated annual budget range allocated for graphic design services, even if not guaranteed?
3. Will Seed provide purchase orders before each design request, or will work be requested via email/task-based communication?

Answer: *The preferred vendor agreement is valid for one year, with the option to renew for a second year.*

We do not share publicly our estimated annual budget range for graphic design services; however, we have a robust communications and advocacy strategy, and we value good design.

The work will be requested via email, typically asking if you/your organization has the time/interest in a particular project and your cost estimate for completion.

Evaluation criteria

1. What criteria will you prioritize most when selecting a preferred vendor, pricing, design aesthetics, speed, nonprofit/health sector experience, or other factors?
2. Can you clarify your preferred budget structure for engagements resulting from this RFQ? Specifically, are you looking for strictly hourly-based pricing, or would you be open to monthly retainer models, project-based pricing, or monthly design support packages?

Answer: *Our selection criteria are provided in the RFQ.*

Hourly pricing is most common for this kind of engagement. We are not interested in monthly retainer models or design support packages. We are open to project-based pricing.



Scope of work

1. Do you anticipate a consistent volume of work throughout the year or more episodic, campaign-based requests?
2. Will materials require translation/localization for Zambia, Malawi, Sierra Leone, and Uganda?
3. Can you provide an estimated volume of design requests per month or quarter?
4. Are there any expected turnaround timelines for design deliverables (e.g., 48 hours for social media assets, 1 week for reports)?

Answer: *Unfortunately, we're not able to estimate the volume of work or design requests for the year, quarter, or month. We plan to select more than one preferred vendor for graphic design so that we have partners with a wide range of services, capabilities, and price points. This also allows us flexibility if design partners are not able to take on a particular design project because of workload or other constraints.*

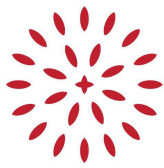
Each design project will have a different turnaround time, so it's not possible to provide such information at this time. We aim to be as flexible as possible and understand that our design partners serve other clients, too!

No materials will need translation/localization services.

Workflow & communication logistics

1. Would vendors work with a single point of contact, or multiple members of Seed's communications or program teams for creative briefing?
2. Do you expect the selected vendor(s) to attend regular meetings, or is this fully asynchronous collaboration?
3. Will there be an onboarding session or brand walkthrough for selected vendors?
4. Can you share your preferred tools for collaboration and feedback (e.g., Google Drive, Asana, Figma, PDF markup)?

Answer: *Seed Global Health has a five-member communications and advocacy team and design partners will likely interface with different members of the team. Each project will typically have one point person. We do not expect design partners to attend regular meetings, however some design*



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projects will benefit from an initial meeting to fully describe the scope of work and if additional check-ins would be beneficial for the partner or Seed, we can schedule those too.

Yes, we will have a kick-off meeting with each design vendor to introduce Seed and our brand.

We tend to collaborate via email, PDF markups, and brief calls. We are open and flexible to other options.

Confidentiality

1. We have ongoing or past engagements with certain clients whose names we are unable to disclose due to non-disclosure agreements. Would it be acceptable to describe the nature of these projects instead?

Answer: *We do not expect applicants to disclose proprietary information. Please respond to this portion of the RFQ to the best of your ability.*