



**Request for Information**  
**Graphic Design Services for**  
**Businesses in the City of Boston**



*Dear Design Service Professionals,*

The Small Business Department within the Mayor's Office of Economic Opportunity and Inclusion wants Boston to be the best city in the nation to start, scale, and sustain a small business, helping to unlock the economic potential of all of our communities, and build generational wealth. In order to do this, we know small business owners in Boston need additional resources and support to work on their businesses which includes expert design services.

The primary goal of this request for information is to gain information about expert providers that are experienced in providing graphic design services for signage in the following building storefront categories:

- HISTORIC BUILDINGS WITH FIRST FLOOR COMMERCIAL STOREFRONTS; MULTI-STORY BUILDINGS WITH COMMERCIAL STOREFRONTS; and LOW DENSITY/SINGLE STORY COMMERCIAL/RETAIL BUILDINGS;

We want information about your graphic design services specifically as they relate to the following categories:

- HISTORIC BUILDINGS FIRST FLOOR COMMERCIAL BUILDINGS
  - Do you provide graphic design services to buildings that are either located in historic districts, designated historic by the City of Boston's Landmarks Commission, or fall under Federal Historic regulations related to Chapter 106? Tell us about products delivered that included design scheme, cost estimate, and recommended materials.
- MULTI-STORY BUILDINGS FIRST FLOOR COMMERCIAL BUILDINGS
  - Do you provide graphic design services for buildings that contain two or more stories, including commercial/retail space on the first floor/street level? Tell us about products delivered that included design scheme, cost estimate, construction values format, and recommended materials.

- LOW DENSITY/SINGLE STORY COMMERCIAL BUILDINGS
  - Do you provide graphic design services to one-story commercial buildings that contain tenants that provide goods and services to the surrounding neighborhood and local community? Tell us about products delivered that included design scheme, cost estimate, construction values format, and recommended materials

We want further information about your skills as they relate to :

Owner Consultation:

- On site meeting with the building or business owner to review and complete an assessment of business' goals and objectives for design services for logo/signage/awning/ graphic design needs business character, strategy and development.

Design Presentation:

- Create a series of inspiration pages based on the initial assessment of the business's design intentions
- Produce black and white correctly proportioned illustrations of a minimum of 5 to 8 logo design schemes for the business
- Illustrations should reference materials, potential color palettes and mounting location
- Once final logos are chosen by clients from these choices, the design firm will colorize logos and present a number of options to the client

Final Product Presentation and Deliverables:

- Present final logo and signage designs which will include illustrations showing signage on the storefront and suggestions for fabrication and materials
- Required digital or camera-ready artwork as a vector file for final design graphics so design work can be sent to signage companies for estimating, shop drawings and fabrication
- In some cases, reviewing the sign company shop drawings for the signage, window graphics, and awnings, and product designs
- The designer may be required to explain their design to the fabricator so that the fabricated 3-dimensional signage matches what the graphic designer intended as a final product

This RFI will allow interested vendors to provide us with information about their skills, value, and experience by responding to the inquiry form (attached, below etc.).

Please note that this request for information is for informational purposes only and does not guarantee any future contracts with the City of Boston.

Upon review, the City will review the inquiry and may consider the vendor as a qualified Small Business Restore vendor for contracts. This inquiry does not guarantee any paid projects at present or in the future. Qualified vendors considered for future services will be contacted as eligible projects arise.

Sincerely,

The City of Boston

## **APPENDIX A: INFORMATIONAL RESPONSES**

Please submit your responses to the following questions via email to Aaron Schliefer at [aaron.schleifer@boston.gov](mailto:aaron.schleifer@boston.gov)

Part 1 - Tell us about your business (up to three pages)

- Please tell us about your background (and the background of your team), and in what area of graphic design assistance (be specific). We want information about all types of experience and expertise, whether academic, professional, or personal.

Part 2 - Tell us about your experience (up to five pages total)

- Please answer the questions posed above. Additionally, what type of projects have you designed and worked on in the past? Have you worked with small business owners? Do you have experience working with public sector agencies/departments? Do you have the available time to properly manage and oversee multiple projects at one time? Can you provide visual examples of positive outcomes to specific projects?
- Do you have experience providing services to women, minorities, Immigrants, Veterans, and BIOPIC Owned businesses?
- Do you have experience providing services in Boston neighborhoods? Do you have experience providing services in urban areas similar to Boston?
- Do you have proficiency in a language other than English? If so, what languages?

## **APPENDIX B: DEPARTMENT CONTACT**

Please contact Aaron Schleifer, Senior Neighborhood Business Manager, with any questions or concerns at [aaron.schleifer@boston.gov](mailto:aaron.schleifer@boston.gov)

## **APPENDIX C: TERMS & CONDITIONS**

This RFI is for information and planning purposes only and shall not be construed as a solicitation or as an obligation on the part of the City to issue any competitive procurement or award a contract.

The City will not award a contract on the basis of responses to this RFI nor otherwise pay for the preparation of any information submitted, for any vendor presentation, or the City's use of such information.

All responses to this RFI will be public record under the Massachusetts' Public Records Law, Mass. Gen. L. Ch. 66 s. 10, regardless of confidentiality notices to the contrary.

By submitting, the respondent authorizes the City of Boston to publicize, refer to, and use your response as it sees fit.