



Township of Nipigon

Request for Proposal - RFP-2025-12

Graphic Design Services

Branding, Website & Marketing Materials Refresh

The Township of Nipigon is seeking a creative, experienced & enthusiastic Graphic Designer or Agency/Firm to assist with the modernization of the Township's current marketing & media materials. The focus of this project would include redesign of the website to help increase accessibility and aesthetic, as well as marketing materials & printables for different items such as flyers, billboard advertisements, digital & print media advertisements, brochures & posters. The selected individual/firm would be responsible for the creation of a consistent, modern look to Nipigon's existing branding.

Description of Work:

- Website Design Mock-ups
- Templates we can use in Word, PowerPoint, Canva etc.
- Print ready versions of advertisements & printables such as signs, reports, flyers, billboards, & brochures.
- Modernization of the current website to increase the accessibility and aesthetic of the platform.

Applicants should be familiar and skilled with the following criteria:

- **Web Design Experience:** Demonstrated skill in responsive, accessible website design (preferably with municipal or public-sector clients).
- **Accessibility Knowledge:** Strong understanding of AODA/WCAG 2.1 standards and how to apply them.
- **CMS & Layout Skills:** Experience designing for content management systems (e.g., WordPress) and preparing mock-ups and layout files.
- **UI/UX Design:** Ability to create clean, user-friendly interfaces optimized for all devices.
- **Software Proficiency:** Skilled in Adobe Creative Suite or similar tools for digital and print design.
- **File Preparation:** Able to provide editable templates (Word, PowerPoint, Canva) and print-ready files.
- **Communication:** Comfortable working with staff, providing updates, and meeting deadlines.
- **Portfolio & References:** Include at least 3 samples of past work and 2 professional references.

Proposals should include:

- A short cover letter introducing your team or business
- An outline of your approach & a proposed timeline
- A portfolio of past work
- Estimated cost breakdown (either as a flat rate for cumulative services or an hourly rate)
- Two (2) or more references from previous clients

General Conditions:

If you require more information, call the Township of Nipigon Municipal Office, 52 Front Street, Nipigon, ON. Phone 807-887-3135 ex 228 or Fax 807-887-3564. Or email Brianna Bell at edo@nipigon.net.

Proponents shall not rely on any oral statement made by the Township, its elected officials, members of the public, its employees, or its advisors.

It is the responsibility of each proponent to ensure that they have received a complete RFP and any subsequent addendums, if any, that may be issued from time to time.

Proponents are solely responsible for conducting their own independent research, due diligence or other work necessary for the preparation of the response to this RFP.

The Township will not be responsible for any expense incurred by any and all proponents in preparing or submitting a submission to this RFP or in providing any additional information necessary for the evaluation of the submission made under this RFP. In submitting a response to this RFP, the proponent waives any right of action or claim against the Township, its employees, its elected officials or advisors.

If the RFP is withdrawn or cancelled at any time the Township shall not be liable for any costs, losses, damages, or expenses incurred in the preparation and submission of a response to the RFP.

The Township of Nipigon reserves the right to accept any, all, or none of the quotations submitted and award any, all and/or part of the work to any Proponent. To this end, the Township reserves the right to award parts of the project to different Proponent's at the sole discretion of the Township.

Any and all proposal(s) received shall become the property of the Township of Nipigon and are therefore public documents.

Deadline:

Submissions will be received by **4:00 p.m. local time, Friday, MAY 30, 2025.** Late applications will be automatically disqualified.

How to Apply:

Email Your Proposal: edo@nipigon.net with the subject line "RFP 2025-12 – Graphic Design Services"

Or

Drop it Off In Person:

52 Front Street, Nipigon, ON P0T 2J0

Monday to Friday: 8:30 am - 4:00 pm