



PRE-QUALIFICATION REGISTRATION

2019-2020 Graphic Design Services

Invitation:

The City of Vernon (“City”) invites submissions from professional graphic designers with a minimum of five years of related experience to be included on a pre-qualified list for graphic design services as required.

The City’s graphic design standards that promote a solid and effective brand strategy must be applied, while conforming to:

- The City’s Strategic Communication Plan 2016-2018
- The City’s Logo and Tagline Policy
- The City’s Visual Identity Standards Policy

Graphic Design Services scope will differ between each project but may include:

- Graphic design services for digital and/or print formats in accordance with project briefings.
- Delivery of files that are to specifications and compatible with final product suppliers/printers requirements for use on such items as paper, vinyl, clothing, bags, and other formats.
- Liaising with print and/or web development companies to ensure high quality production of designed materials.
- Assisting with editing and development of copy to fit design.
- Sourcing imagery for projects.
- Liaising with marketing, government relations, commercial staff within the City and where applicable with the external agencies involved in these areas.
- Excellent and responsive account management and service delivered via a dedicated client service team.
- Ability to work within given brand guidelines.
- Ability to work within specified budget.

The pre-qualification documents have been posted and are available for download at:

URL: <https://vernon.bonfirehub.ca/portal>

Click the link above or type the address into your browser to go to the portal; register as a Vendor and the documents will be accessible. It is recommended to download from a PC and ensure your firewall and virus security allows downloads.

Contractors responding to the pre-qualification request must consent to the City verifying the information provided on their submission.

The City reserves the right, at its sole discretion, to pre-qualify a limited number or to pre-qualify none of the contractors applying. Pricing as submitted is binding and will be evaluated by City staff. Should rates change it is the responsibility of the Contractor to re-submit for consideration.

The scope of work may vary considerably and engagement to work on one project in no way obliges the City to choose the same provider for other work. Inclusion on the Pre-Qualified list of Contractors does not guarantee a minimum level of work. If identified to undertake services for the City, a request for written quotation to complete the work will be issued by the City.

Pre-Qualification Procedure:

1. Contractor must have a minimum of 5 years' experience as a professional graphic designers
2. Submit all required documentation via Bonfire portal:
 - Experience and Qualifications (1-2 pages) including;
 - a brief description of the respondent;
 - a description of the goods and services the respondent has previously and/or is currently delivering, with an emphasis on experience relevant to events or campaigns across multiple print and digital media.
 - Valid Business License
 - Errors and Omissions Insurance
 - Vendor Requested Information
3. The City will create a pre-qualified contractor list based the following considerations:
 - Rates
 - Work Experience
 - Availability
4. Upon call the City Work & Services General Conditions will apply. Refer to:
https://www.vernon.ca/sites/default/files/docs/financial/work_service_general_conditions.pdf

Once hired, the Contractor will supply all labour, materials and equipment necessary to complete the services. All work shall be completed as agreed upon. The Contractor may be subject to a performance evaluation. If a situation develops where performance is not acceptable or behavior is not acceptable, a review on performance may warrant a suspension or termination from the pre-qualified contractor list. Contractor warrants it shall comply with all laws, rules and regulations applicable to the location of the Work, in particular, but without limitation, those concerning safety and the City of Vernon's code of conduct.

Contact:

Larissa Fitchett, Procurement Services

lfitchett@vernon.ca

Any questions regarding the project are to be directed through the Procurement Portal – Bonfire in the Messages section: Opportunity Q & A and the designated procurement staff member will respond. Note that any questions being submitted are only available for viewing by the City of Vernon.