



JEFFERSON COUNTY COMMISSION

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Date: December 5, 2025

Subject: Request for Proposal – Graphic Design & Branding Materials

To Whom It May Concern,

Jefferson County, West Virginia invites qualified vendors to submit proposals for the design and delivery of modern, accessible, and scalable branding materials. This initiative is a cornerstone of our broader modernization strategy and reflects our commitment to accessibility, transparency, and operational excellence.

The selected vendor will be entrusted with creating a cohesive suite of design assets—including logos, letterheads, banners, and business cards—that embody Jefferson County’s civic mission and modernization goals. All designs must be **ADA-compliant** and delivered in **vector-based formats (e.g., SVG, EPS, AI) or equivalent scalable formats** to ensure that images can be resized without distortion or pixelation.

To ensure alignment with Jefferson County’s vision, all proposals must include:

- At least **one sample design or prototype** specifically envisioned for Jefferson County, WV. Generic portfolio examples will not be accepted.
- A final proposal that provides a **minimum of three (3) samples per item** (logo, letterhead, banner, business card).
- A commitment to **five (5) revisions per item** to ensure alignment with County expectations.

Upon completion of the project, **Jefferson County shall own all copyrights and intellectual property rights** to the final designs and deliverables.

We look forward to reviewing proposals that reflect innovation, fiscal responsibility, and a deep understanding of government operations. Jefferson County is committed to a transparent and collaborative selection process, and we welcome vendors who share our values of public stewardship and community empowerment.

Key dates for vendor engagement:

- Deadline to Express Interest: December 19, 2025
- Deadline to Submit Clarifying Questions: January 2, 2026
- Final Proposal Submission Deadline: January 30, 2026

Sincerely, Jefferson County Procurement Office

Table of Contents

Request for Proposal (RFP)	3
1. Introduction	3
2. Project Objectives	3
3. Scope of Work	3
4. Project Phases & Timeline Requirements	4
5. Proposal Requirements	5
6. Evaluation Criteria	5
7. Legal	5
Vendor Submission Packet	8
Vendor Scoring Rubric	8
Custom Sample Design Evaluation Sub-Rubric (30 Points)	8
Jefferson County Vendor Submission Packet	9
Cover Letter	9
Company Overview	9
Custom Sample Design Submission	9
Project Timeline & Milestones	9
Itemized Cost Breakdown	9
Design Tools & Deliverables	10
Compliance Certifications	10
Ownership & Rights	10
References	10
Vendor Checklist	10

Request for Proposal (RFP)

Jefferson County, West Virginia Graphic Design & Branding Materials

1. Introduction

Jefferson County, WV is seeking proposals from qualified vendors to design and deliver a cohesive suite of modern, accessible, and scalable branding materials. This initiative is a cornerstone of the County's broader modernization strategy and reflects our commitment to accessibility, transparency, and operational excellence.

The selected vendor will be entrusted with creating logos, letterheads, banners, and business cards that embody Jefferson County's civic mission and modernization goals. All designs must be **ADA-compliant** and delivered in **vector-based formats (e.g., SVG, EPS, AI) or equivalent scalable formats** to ensure that images can be resized without distortion or pixelation.

Upon completion of the project, **Jefferson County shall own the copyrights of all designs and deliverables** produced under this contract.

2. Project Objectives

The selected vendor will be responsible for:

- Designing a modern, professional logo that reflects Jefferson County's identity.
- Creating letterhead templates, banners, and business cards consistent with County branding.
- Delivering all images in vector format (scalable without pixelation).
- Ensuring ADA compliance in all visual materials (color contrast, typography, layout accessibility).
- Providing a minimum of **three (3) design samples per item** (logo, letterhead, banner, business card).
- Allowing a minimum of **five (5) revisions per item** to ensure alignment with County expectations.

3. Scope of Work

Vendors must provide:

A. Discovery & Planning

- Stakeholder interviews and branding needs assessment
- Accessibility and compliance review

B. Design & Development

- ADA-compliant, vector-based designs for all listed items
- Consistent branding across all deliverables
- Export options for both print and digital use

C. Samples & Revisions

- Minimum of 3 samples per item
- Minimum of 5 revisions per item

D. Final Deliverables

- Approved designs in vector format (SVG, EPS, AI)
- Exported versions for print (PDF) and digital (PNG, JPG)

E. Compliance & Accessibility

- Documentation of ADA compliance in design choices

F. Ownership & Rights

- Jefferson County shall own all copyrights and intellectual property rights to the final designs and deliverables.

4. Project Phases & Timeline Requirements

This project is time-sensitive. Vendors must include a phased implementation plan with a proposed timeline from project inception to full completion.

Each phase should include:

- Key activities and deliverables
- Estimated duration
- Milestone checkpoints
- Dependencies or risks

Jefferson County will prioritize vendors who demonstrate:

- A realistic and efficient timeline
- Clear accountability for each phase
- Flexibility to accommodate County feedback
- Commitment to meeting compliance and operational deadlines

5. Proposal Requirements

All proposals must include:

- Cover Letter: Vendor introduction and statement of interest.
- Company Overview: Legal name, headquarters, years in operation, organizational structure, key personnel.
- Relevant experience with government or civic branding projects.
- **Sample Submission:** Vendors must submit at least one sample design or prototype specifically envisioned for Jefferson County, WV. Generic portfolio examples will not be accepted.
- Detailed project timeline and milestones.
- Itemized cost breakdown (design, revisions, final deliverables).
- Description of design tools and formats used (vector compliance required).
- Compliance certifications (ADA accessibility documentation).
- References from similar projects.

6. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with Jefferson County's branding and modernization goals
- Demonstrated ADA compliance in design
- Quality and scalability of vector-based deliverables
- Creativity, usability, and civic engagement potential
- Transparency of pricing and revision process
- Responsiveness and proposed timeline
- Quality of submitted sample design for Jefferson County

7. Legal

Price is an important consideration in this process, but not the only consideration. Other factors include track record of successes at other municipalities or utilities, identification and understanding of the County's requirements as embodied in the following list of questions, and experience and qualifications of key personnel.

This will be a competitive negotiation process. The County reserves the right to reject all bids and issue another Request for Proposal (RFP). This RFP does not commit Jefferson County to reimburse vendors for proposal submission costs. During the evaluation process, the County reserves the right to request additional information or clarifications from the respondents or to allow corrections of errors or omissions.

Jefferson County reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether or not that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal, unless clearly and

specifically noted in the proposal submitted and confirmed in the contract between Jefferson County and the firm selected.

Proposals shall not be available for inspection by responders to this RFP until interviews and field visits are completed and a contract has been awarded and accepted. After contract award, all proposals become matter of public record and are available for inspection by the general public.

If, in the opinion of Jefferson County, a Quote contains false or misleading statements of references that do not support a function, attribute, capability or condition as contended by the vendor, it might be rejected.

Jefferson County reserves the right to obtain clarification of any point in a vendor's quote or to obtain additional information necessary to properly evaluate a particular quote. Failure of a vendor to respond to such a request for additional information of clarification may result in rejection of a vendor's quote.

Jefferson County will develop a contract for purchase. The bidder will supply a sample contract that will provide a guideline for Jefferson County to use in developing a contract.

The contents of the quote and all statements made within it will become, at the option of Jefferson County, a contractual obligation if a contract ensues. Failure of the successful bidder to accept this obligation may result in cancellation of the award.

All materials submitted in response to this RFP will become the property of Jefferson County. It is understood that the proposal will become part of the official file on this matter without obligation on the part of the County except as to the disclosure restrictions as identified by the respondent.

The respondent must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary.

Potential vendors are solely responsible for their own expenses, if any, in preparing a response to this Request for Proposal. This would include any costs incurred during functional demonstrations or subsequent negotiations.

The County does not anticipate providing any work space or equipment to the Respondent. Respondents should identify any work space, equipment, or general supplies needed to perform the work related to this RFP in their response.

In the event that the selected Respondent shall for any reason or through any cause be in default of the terms of the contract, The County may give the Respondent written notice of such default by certified mail/return receipt requested. Unless otherwise provided, the Respondent shall have ten (10) days from the date such notice is received to cure the default. Upon failure to cure the default, The County may immediately cancel and terminate the contract as of mailing date of the default notice, and the vendor shall be responsible for all damages resulting from such default. Upon termination, the Respondent shall cease performance of any further work under the contract and turn over to The County any work in process for which payment has been made. In the event

of violations of law, safety or health standards and regulations, the contract may be immediately cancelled and terminated by The County and provisions herein with respect to opportunity to cure default shall not be applicable.

The County may at any time, and for any reason, terminate the contract by written notice to the Respondent specifying the termination date, which shall be not less than thirty (30) days from the date such notice is mailed. Notice shall be given to the Respondent by certified mail/return receipt requested.

In the event of such termination, the Respondent shall be paid such amount as shall compensate the Respondent for work satisfactorily completed and accepted by The County at the time of termination. If The County terminates the contract, the Respondent shall withdraw its personnel and equipment, cease performance of any further work under the contract, and turn over to The County any work completed or in process for which payment has been made.

This proposal and any resulting contract shall be governed in all respects by laws of the State of West Virginia "without regard to its choice of law rules," and any litigation with respect thereto shall be brought in the Circuit Court of Jefferson County, West Virginia. The contract shall comply with all applicable Federal, State, and Town laws, rules, ordinances, and regulations, which may in any manner affect the performance of the Contract.

The proposal of any contractor or contractors who engage in collusion shall be rejected. Any contractor who submits more than one proposal in such manner as to make it appear that the proposals submitted are on a competitive basis from different parties shall be considered a collusive contractor.

Except as otherwise permitted by law, proposals shall remain irrevocable for a period of one hundred and twenty (120) calendar days pursuant to receipt of the proposal. No Respondent who is permitted to withdraw a proposal shall, for compensation, supply any material or labor to or perform any subcontract or other work agreement for the person or firm to whom the contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn proposal was submitted.

After the date and time established for receipt of proposals by the County, any contact, in regard to the proposal initiated by any Respondents with any County official, other than the Purchasing Agent and the County staff acting at the direction of the County Commission is expressly prohibited. Any unauthorized contact may be deemed grounds for disqualification of any Respondent from further review.

The County reserves the right to modify the scope after reviewing the proposals, and may request such a modified scope for the top proposal(s).

Equal Opportunity

The County complies with all federal and state Equal Opportunity Laws, orders and regulations and shall not discriminate against any applicant on the basis of age, race, color, religion, sex, disability, national origin, marital status, veteran status or sexual orientation.

Vendor Submission Packet

Vendor Scoring Rubric

Category	Description	Points
Project Understanding	Clarity of scope alignment and modernization goals	10
Government Experience	Relevant civic or county branding projects	10
Custom Sample Design Evaluation	See detailed breakdown below	30
ADA Compliance	Demonstrated accessibility in design	10
Vector Format & Scalability	Quality of scalable deliverables	10
Cost Transparency	Clear, itemized pricing with revision process	10
Timeline & Milestones	Realistic, phased plan with accountability	10
Creativity & Innovation	Unique features, civic engagement potential	10

Total: 100 Points

Custom Sample Design Evaluation Sub-Rubric (30 Points)

Subcategory	Description	Points
Design Quality & Visual Appeal	Clean, modern, mobile-responsive layout with intuitive navigation	6
ADA Compliance Implementation	Demonstrated adherence to accessibility standards (contrast, typography, legibility)	6
Scalability	Vector-based design, resizing without pixelation	6
Media Integration	Flexibility for banners, letterheads, and business cards	4
Performance & Responsiveness	Usability across print and digital formats	4
Innovation & Civic Identity	Unique features, adaptability to County growth	4

Total: 30 Points

Jefferson County Vendor Submission Packet

Graphic Design & Branding Materials RFP

Cover Letter

- Vendor introduction and statement of interest
- Confirmation of understanding of Jefferson County's scope and requirements

Company Overview

- Legal name of company
- Headquarters address
- Years in operation
- Organizational structure
- Key personnel assigned to this project
- Relevant experience with government or civic branding projects

Custom Sample Design Submission

- At least **one sample design or prototype** specifically envisioned for Jefferson County, WV (required for initial submission)
- Final proposal must include:
 - **Minimum of three (3) samples per item** (logo, letterhead, banner, business card)
 - **Minimum of five (5) revisions per item**

Project Timeline & Milestones

- Phased implementation plan
- Estimated durations for each phase
- Milestone checkpoints
- Dependencies and risks
- Accountability assignments

Itemized Cost Breakdown

- Design costs (per item)
- Revision costs (if separate)
- Final deliverables (vector exports, print/digital formats)
- Optional services or enhancements
- Total project cost

Design Tools & Deliverables

- Description of design tools/software used
- Confirmation that all deliverables will be provided in **vector format (SVG, EPS, AI)** or equivalent scalable formats
- Export options for print (PDF) and digital (PNG, JPG)

Compliance Certifications

- ADA/WCAG accessibility documentation (color contrast, typography, layout accessibility)
- Statement of compliance with Jefferson County's accessibility requirements

Ownership & Rights

- Confirmation that **Jefferson County shall own all copyrights and intellectual property rights** to the final designs and deliverables

References

- Minimum of three (3) government or civic clients
- Project summaries (scope, deliverables, outcomes)
- Contact information for references

Vendor Checklist

- ☐ Cover Letter
- ☐ Company Overview
- ☐ Custom Sample Design (minimum 1 for submission)
- ☐ Project Timeline & Milestones
- ☐ Itemized Cost Breakdown
- ☐ Design Tools & Deliverables (vector compliance)
- ☐ Compliance Certifications
- ☐ Ownership & Rights Confirmation
- ☐ References