

## **Addendum No. 1**

### **Jefferson County, WV – Graphic Design & Branding Materials RFP**

**Date:** December 18, 2025

This Addendum is issued to all vendors who have formally expressed interest in Jefferson County's Graphic Design & Branding Materials RFP. It is intended to clarify submission requirements and evaluation criteria.

#### **Clarifications**

- **Custom Samples vs. Prior Work:** Vendors must submit at least one Jefferson County–specific custom sample. Generic portfolio examples are not accepted in place of this requirement. However, vendors may reference prior government or civic branding experience through written descriptions and references. Limited, high-level examples of past work may be included for context, but they must be clearly distinguished from the required Jefferson County–specific sample.
- **Treatment of Submitted Samples:** As noted in the RFP's legal section, all proposals become part of the public record after contract award. Jefferson County will own the rights to the final selected designs. Custom samples submitted by unsuccessful proposers will remain part of the proposal record but will not be reused, adapted, or adopted by the County.
- **Basis for Proposal-Stage Logo Concept:** The intent is for vendors to present a high-level conceptual direction informed by publicly available information about Jefferson County. This is not expected to be a fully realized logo developed through stakeholder discovery, but rather a demonstration of design vision, accessibility, and civic identity.

All other terms and conditions of the RFP remain unchanged.

#### **Issued by:**

Jefferson County Commission Procurement Office

124 East Washington Street Charles Town, WV 25414