

# **Request for Statement of Qualifications**

## **Graphic Design Services Mile High Flood District (MHFD)**

**January 2025**

### **I. Introduction**

Mile High Flood District (MHFD) invites qualified applicants to submit their qualifications to provide professional graphic design services under an annual contract. MHFD seeks a partner who can support various design projects aligned with our mission to protect people, property, and the environment through preservation, mitigation, and education.

### **About MHFD**

Mile High Flood District is dedicated to providing a comprehensive approach to floodplain and stormwater management for the Denver metro area. We collaborate with local government agencies to build projects that keep our communities safe and beautiful. Our passionate people and their applied expertise have helped us create innovative solutions that address stormwater and watershed holistically. Our mission is to protect people, property and our environment through preservation, mitigation, and education

### **II. Purpose**

The purpose of this RFQ is to select a qualified firm to support the creation of visually engaging and brand-consistent materials, including but not limited to:

- Public-facing reports and presentations.
- Event marketing materials (flyers, banners, etc.).
- Social media content
- Branded Microsoft Office Templates
- Branded Promotional giveaways
- Development of written content for marketing and team-building purposes

### **III. Scope of Work**

We are seeking an annual contract. The amount of time required will be based on project demands and will be determined as needed. The selected firm(s) or individual(s) will be expected to:

1. Collaborate with MHFD staff to conceptualize, design, and deliver materials.
2. Ensure adherence to MHFD's brand guidelines and accessibility law requirements for Colorado State and Local Governments (WCAG 2.1).
3. Provide creative input on layout, typography, and imagery for effective communication.
4. Deliver high-quality files in appropriate formats for print and digital use.

5. Meet deadlines for multiple concurrent projects.
6. Modify designs as needed based on feedback.

#### **IV. Submission Requirements**

Qualified respondents must submit the following:

1. Cover Letter: Brief introduction of the firm/individual and interest in providing services.
2. Qualifications: Summary of experience in graphic design, specifically in environmental or government sectors, if applicable.
3. A statement demonstrating your ability to meet accessibility standard WCAG 2.1, as required for Colorado State and Local Governments.
4. Portfolio: Includes a diverse range of work samples. These should highlight your creativity, attention to detail, and ability to adhere to branding guidelines. We are particularly interested in seeing samples that demonstrate your versatility across different types of projects.
5. Resume(s) for key individuals proposed for the scope of this work.

**Please submit your qualifications electronically to [rfq@mhfd.org](mailto:rfq@mhfd.org) by Friday, February 28, 2025.** Other delivery methods will not be accepted. MHFD may schedule interviews if needed to make the final selection.

#### **Clarifying Questions**

**Interested applicants are encouraged to submit any clarifying questions regarding this RFQ. To ensure a fair and transparent process, please submit your questions in writing by February 15, 2025. Responses to all questions will be compiled and shared with all interested applicants to ensure equal access to information. Please direct your questions to [rfq@mhfd.org](mailto:rfq@mhfd.org).**

#### **Learn more about MHFD:**

<https://mhfd.org/>

MHFD Brand Guide: [MHFD-8670-BrandGuide-R2c.pdf](#)

Annual Report Example: <https://mhfd.org/annual-report/>