Graphics Designer (Contract)

Statement of Purpose

The Indigenous Health (IH) program at the American College of Obstetricians and Gynecologists (ACOG) seeks an hourly, ad-hoc graphic designer to assist in the development of a visual identity that utilizes existing ACOG brand guidelines and identifies a treatment of the program name. The purpose of the visual identity will be to support the amplification of the program, its activities, and its impact on improving Indigenous health. This will be achieved through the program’s various digital and hardcopy material design and formatting.

Qualifications

ACOG is looking for an experienced firm or individual to:

1. Assist in the development of a visual treatment for the Indigenous Health program that uses existing ACOG brand guidelines, and
2. Identify and/or develop additional areas of need to develop graphics and other original content to support the Indigenous Health program.

ACOG has a strong preference for experience in:

- Adobe InDesign,
- Adobe Illustrator, and
- Photoshop

Background

ACOG’s Indigenous Health program is dedicated to advancing the health of Indigenous people who seek obstetric and gynecologic care through continuing education, evaluation, and advocacy. The program does this through offering high-quality continuing education to providers serving Indigenous patient populations, providing care quality assessment to Indian Health Service and Tribal facilities, and elevating the interests, needs, and strengths of Indigenous providers and patients. The program achieves much of its work through ACOG’s Committee on American Indian/Alaska Native Women’s Health and in partnership with a variety of liaisons and stakeholders. ACOG is now interested in developing a visual treatment specifically for the IH program to improve dissemination and amplification of the program’s activities and accomplishments and boosting program recognition and visibility among stakeholder audiences.

Tasks and Deliverables (Required Services)

ACOG expects the selected vendor to uphold the responsibilities outlined below (at minimum):

- Provide culturally responsive, creative interpretation of graphic requests using ACOG’s brand guidelines,
- Incorporate feedback from ACOG staff,
- Collaborate with other graphic designers supporting ACOG,
- Complete graphic requests by agreed upon, predetermined deadlines, and
- Abide by decisions made by ACOG Communications staff.
ACOG requests the following deliverables:

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<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>IH program Graphics and Visual Branding Materials guide</td>
<td>Graphics and visual branding to support IH program messaging and materials</td>
<td>To be determined</td>
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Proposal

To be considered as a subcontractor for this work, please submit a complete proposal to the portal by the deadline. A complete proposal is comprised of:

<table>
<thead>
<tr>
<th>#</th>
<th>Item</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Cover Letter</td>
<td>Limited to one page</td>
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<tr>
<td>2</td>
<td>Contact Information</td>
<td>Please include the following for each person engaged in the scope of activities: Name, Title, Address, Phone Number, Email Address</td>
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<td>3</td>
<td>Vendor Qualifications and Roles</td>
<td>Description of vendor’s qualifications to conduct the required services, including their expertise, knowledge, and experience. Experience should include examples of conducting similar or related work.</td>
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<td>4</td>
<td>Previous Work Samples</td>
<td>Please provide a portfolio of work that contains at least two (2) examples of graphic design work like the required services requested.</td>
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<td>5</td>
<td>References</td>
<td>Please provide two (2) references from your most recent clients with the following information: Primary contact name, Primary contact title, Organization name, Primary Contact email and phone number, and A brief description of services provided</td>
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Rate & Time Estimate

The proposed hourly rate for the outlined required services is $100/hour, to a total of $7,500 annually.
Please submit your proposal and total project cost to the proposal portal by Friday, January 13th, 2022. Further questions can be directed to Kat Patterson, Program Manager of Indigenous Health, at kpatterson@acog.org.