

**Springfield Avenue Maplewood Graphic Design RFP
Questions—Supplement 1**

1. How many proposals do you expect to receive?

We have no estimate for how many proposals we will receive.

2. What does an ideal candidate look like? An independent freelance designer, small agency or larger firm?

We will give preference to a firm/individual that can give dedicated attention to this small project size.

3. What is your total budget or range for this project?

The budget range is \$4,000-\$10,000, however we will consider bids that fall outside of this (in price or recommended scope).

4. The directory map: Is this an actual street map, or a directory listing of businesses with addresses? If this requires actual mapping, the graphic will need to be created in Illustrator and imported into Canva for layout. OK? Also, will this appear as an outdoor sign or is it only to be used as a handout/downloadable PDF or both?

We are looking for a stylized version of a map of locations along the avenue. It does not need to be a fully accurate geographical rendering. Current uses being considered include our outdoor kiosks, brochures/pamphlets and as a digital PDF. It is important that the map be editable in Canva so we can make changes as businesses open and close.

5. Banner design: Are these stand-up, retractable banners, pole banners, or avenue banners?

The banners are pole banners sized 18 inches by 36 inches.
This photo shows the type of banner:

