

South Central PA Buy Fresh Buy Local

2012 Local Food Guide

Request for Proposals

The Capital Resource Conservation & Development Area Council, coordinator of the South Central PA Buy Fresh Buy Local (SCBFBL) chapter, is requesting proposals for the design of the 2012 SCBFBL Local Food Guide.

Proposals must include:

- Statement of Interest (including terms)
- Previous work examples (attachments or web-link to specific pieces)
- Cost estimate to provide:
 - 3 design concepts for a complete document (cover, layout, etc.)
 - 3 revisions on design selected from the 3 concepts
 - Final populated version in three forms
 - Printer ready
 - PDF (Web distribution)
 - Adobe InDesign (CS5.5) for edits and 2013/2014 reprints
 - Design support as needed through publishing
- Design Estimate including estimated timeline for each design component listed above

Proposals must be submitted by **January 30, 2012** via email to: scfbfl@capitalrcd.org. Questions can be directed to Cheryl Burns, SCBFBL Coordinator at cburns@capitalrcd.org or 717-241-4361.

Selection of designer will take place within two weeks of proposal due date

What we will provide upon selection:

- Access to all logos and BFBL design elements in .jpg &/or vector files
- A complete style guide, a sample of which, including recommended colors & font is available on our website: http://www.capitalrcd.org/files/bfbl-files/Style_Colors.pdf
- Excel file with up-to-date entity data

