



American International School of Zagreb

Accredited by the Middle States Association of Colleges and Schools
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Request for Proposal (RFP) for Graphic Design Services

Issued by: American International School of Zagreb (AISZ)

Date: October 3, 2024

Deadline for proposal: October 19, 2024, by 10.00h

1. About AISZ

The American International School of Zagreb (AISZ) is a private, non-profit educational institution that provides a comprehensive, globally-focused education for students from pre-kindergarten through Grade 12. Located in the heart of Zagreb, Croatia, AISZ serves a diverse community of international families and offers a curriculum that blends American educational standards with international perspectives.

Our mission is to inspire and equip students to engage in meaningful learning, nurturing their growth as individuals and global citizens. AISZ fosters an inclusive environment, where students are encouraged to be creative, collaborative, and forward-thinking. We are seeking a talented and experienced graphic design partner to help us visually convey this mission across multiple platforms and materials.

2. Objective

AISZ is seeking proposals from qualified and experienced graphic design service providers to develop and deliver creative visual solutions for the following list of design needs. Offerors are encouraged to demonstrate how they can meet our requirements while capturing our brand essence, values, and mission.

3. Scope of Work

The selected graphic design firm or individual will be responsible for delivering high-quality, professional designs for the following:

- [Annual report](#)
- [School profile](#)
- [Outdoor Education Guide](#)
- [LS/MS/HS Program Guide](#)



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- Graphics to be placed on the wall
- Lanyards
- Stickers
- Other items as the need arises throughout the school year

We anticipate a collaborative working relationship, where the designer will engage with our team to ensure all materials align with AISZ's branding guidelines, communication objectives, and the unique needs of our diverse audience.

4. Proposal Submission Guidelines

Please submit a proposal that includes the following components:

1. Company Overview:
 - A brief history of your company or practice, including key areas of expertise.
 - Your experience working with educational institutions or similar organizations (if applicable).
2. Portfolio:
 - Samples of previous design work that are relevant to our project.
3. Proposed Timeline:
 - Provide a project schedule with milestones that will ensure completion of all deliverables within the specified timeframe.
4. Cost Estimate:
 - A detailed cost breakdown for your services (include price per page), including any applicable taxes, fees, or additional expenses.
5. References:
 - Contact information for at least two clients for whom you have completed similar work.

5. Selection Criteria

The proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in graphic design
- Alignment of creative vision with AISZ's mission and values



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- Quality of portfolio and relevant past work
- Proposed project timeline and ability to meet deadlines
- Pricing and overall value of the services offered
- References and reputation

6. Schedule for RFP and Contact Information

Schedule for RFP is as follows:

| | |
|-----------------------------|--|
| From October 3, 2024 | Advertisement will be published on the AISZ web page and direct RFP sent |
| By October 16, 2024 | Companies could visit AISZ and request examples of previous work* |
| October 19, 2024, by 10.00h | Deadline for proposals to be sent to AISZ by email |
| By November 08, 2024 | Committee will discuss received proposals and choose the provider |

Please ensure that your proposal is submitted via email to iva.vego@aisz.hr, with the subject line "Graphic Design Proposal for AISZ" by the specified deadline.

Late submissions will not be considered.

*For any questions, or to request AISZ Brand Guidelines and examples of previous work, please contact:

Iva Vego
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AISZ looks forward to receiving your proposal and appreciates your interest in partnering with us to enhance our visual communication.