Expressions of Interest
Graphic Design Services

Background
Council invites Expressions of Interest (EoI) for the provision of graphic design services over a two-year period for material across print, digital and signage applications. Council uses graphic design services on an as-needs basis to assist with items that vary in complexity; including posters, flyers, project-specific branding, public signage and flags and corporate stationery.

Brand
In 2012 Council adopted a new corporate brand for use in connection with our organisation and a separate brand for tourism collateral and infrastructure. Specific branding is developed from time to time for Council-backed initiatives depending on the type of project and its scale.

Given the diverse nature of Council’s business, there are a range of applications and audiences for Council’s branded materials. Across all applications, Council seeks clear and concise design that enhances our reputation as an innovative, high achieving organisation and destination.

How to submit an Expression of Interest
Please send a proposal, including a portfolio, a schedule of rates and inclusions, and two references to fionne.matthews@towong.vic.gov.au by 5pm Thursday 11 December 2014.

Further information
Please contact Fionne Matthews, Governance and Communications Officer by email fionne.matthews@towong.vic.gov.au or 02 6071 5100.