

<https://www.energytrust.org/about/work-with-us/how-to-work-with-energy-trust/contracting-opportunities/request-for-qualifications-rfq-design-professionals-pool-creative-services/>

## Request for Qualifications: Design Professionals Pool-Creative Services

Energy Trust of Oregon, Inc. (Energy Trust), an Oregon nonprofit, 501(c)(3) corporation, seeks qualifications from graphic designers, illustrators, and animators to develop visual assets and design graphics for marketing and communications materials on a periodic and as-needed basis. The selected pool of writing professionals would be engaged, as needed, for the services outlined below.

### Background

Energy Trust is a nonprofit organization selected and overseen by the Oregon Public Utility Commission to help utility customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista lower energy costs, increase energy savings and generate renewable energy. Since 2002, our cash incentives, technical support, education, and strategic partnerships have helped customers save billions of dollars on their energy bills and achieve their energy goals. Our vision is clean, affordable energy for everyone. For more information about Energy Trust and our programs, visit [www.energytrust.org](http://www.energytrust.org).

Because Energy Trust serves a broad range of customers, our graphic design needs vary as we work to create content and brand assets that appeal to a wide range of communities within our service region. In all cases, we seek to help our potential customers see themselves as reflected in our work and to understand how they can benefit from participating in Energy Trust programs.

### Scope of Services

Energy Trust has a variety of graphic design, illustration and animation needs that occur throughout the year. Effective visual assets will build trust and engage audiences to participate in Energy Trust's programs and offers.

The total and aggregate budget for all creative services covered under this scope annually is not expected to exceed \$100,000. Design professionals will be selected for the pool on a rolling basis during a two-year contract period based on relevant experience, rates and costs, and quality of samples provided.

Design professionals accepted into the pool may also respond separately to other contracting opportunities for Energy Trust. Design professionals selected through this RFQ will be eligible to receive contracts for the tasks and projects described, but contracts and project assignments are not guaranteed for any designer selected for the pool.

The selected graphic designer, illustrator or animator will be responsible for providing creative and professional graphic design services to support the organization's branding, communication, and marketing efforts. The scope of services includes, but is not limited to, the following:

#### **1. Branding and Identity Design**

- Develop and refine brand materials, including general brand assets, typography, infographics animations, and other visual elements.

- Adhere to existing Energy Trust brand guidelines to ensure consistency across all platforms and materials.

## **2. Print and Digital Collateral**

- Design brochures, event collateral, flyers, posters, signage, reports, plans, newsletters, and other print materials.
- Create digital assets such as social media graphics, email templates, website banners, presentation decks, etc.

## **3. PowerPoint Templates**

- Design new PowerPoint templates and styles for self-service use by Energy Trust staff in a variety of settings, including community, external stakeholder, and internal staff and Board meetings.

## **4. Revisions and Final Deliverables**

- Incorporate feedback and revisions based on input from Energy Trust staff and contractors.
- Provide final deliverables in appropriate formats for print, web, and social media usage.

## **5. Project Management and Communication**

- Maintain regular communication with staff and contractors to ensure timely delivery and alignment with project goals.
- Attend project meetings as needed and provide progress updates.

## **6. File Management and Licensing**

- Deliver all working files, fonts, and image assets with clear usage rights and licenses.
- Organize and clearly name files for future reference and ease of use by the Energy Trust team.

Audiences for these materials include utility customers (including homeowners, renters, commercial and industrial business owners and managers, nonprofit organizations, public and governmental entities, renewable energy developers), trade ally contractors, and other stakeholders (including state agencies, utilities, trade organizations and community-based organizations).

Energy Trust will be the sole owner of all assets created. Deliverables vary by project. Projects will be scoped and billed on a time and materials basis.

### **Qualifications**

We are seeking designers with:

- Demonstrated professional experience in graphic design, branding, or visual communications.
- Proficiency in industry-standard design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva, or similar tools.

- A strong and diverse portfolio showcasing original design work across various formats, including print, digital, branding, and campaign materials.
- Expertise in working with cross-functional teams, including marketing, communications, and web development staff.
- A track record of managing design projects that were delivered on-time, on-budget, error-free, and that were well received by the end audience.
- Experience creating design products in energy, nonprofit, or public sectors is preferred.

#### Diversity, Equity and Inclusion

Energy Trust's Inclusive Procurement Program focuses on providing opportunities for small and diverse-owned businesses. Businesses that are formally certified by the Oregon Certification Office for Business Inclusion and Diversity (COBID) and/or firms certified in one or more of the contracting assistance programs managed by the Small Business Administration (SBA) or other nationally recognized professional organizations (e.g., WBENC, NMSDC, etc.) are strongly encouraged to respond to this RFQ.

#### Submission Instructions

If you are interested in applying to the designer pool, please complete the [online submission application](#).

For questions about this RFQ, please email [brand@energytrust.org](mailto:brand@energytrust.org)

#### Review process and timeline

Statements of qualifications will be accepted on an ongoing basis. Respondent submissions will be reviewed as they are received, and respondents will be notified of next steps via email as soon as we are able to review submissions. Interviews may be scheduled.

#### RFQ Governing Provisions

By submitting a response to this RFQ, respondent represents that it is authorized to submit a response and explicitly agrees and accepts the following provisions of this RFQ and all other terms and conditions set forth in this RFQ.

#### Right to Accept or Reject This RFQ

This not an agreement to purchase goods or services. Energy Trust is not bound to enter into a contract with any qualified respondent. Energy Trust reserves the right to modify the terms of this RFQ at any time in its sole discretion. This includes the right to cancel or revise this RFQ at any time. Further Energy Trust reserves the right to waive any nonconformity in submissions received, to accept or reject any or all of the items in the submission, and award any ultimate contract in whole or in part as it is deemed in Energy Trust's best interest. No verbal agreement or conversation made or had at any time with any officer, agent, or employee of Energy Trust, nor any oral representation by such party shall add to, detract from, affect or modify the terms of the RFQ, unless specifically included in a written addendum issued by Energy Trust

#### Ownership of Responses

All materials submitted in response to this RFQ shall become the property of Energy Trust and shall not be returned to the respondent.

## Confidentiality

Respondents shall clearly identify those proprietary portions of their responses that they do not want revealed to third parties and label such portions as “Confidential Information.” Except as required under Energy Trust policy, law or for regulatory purposes, Energy Trust will maintain confidentiality of such information.

## Respondent Expenses

Respondents are solely responsible for their own expenses in preparing a response and for any subsequent negotiations. Energy Trust will not be liable to any Respondent for any claims, whether for costs or damages incurred by the respondent in preparing the response, loss of anticipated profit in connection with any final contract or any other matter whatsoever.

## Independent Contractor Status

Selected contractor(s) will be independent contractors to Energy Trust and must be in a position to act as independent contractors.

## Selection Criteria

Pool selection will be the sole responsibility of Energy Trust and will be undertaken at the sole discretion of Energy Trust. Entries may be eliminated from consideration at Energy Trust’s sole discretion for any reason, but at a minimum, including but not limited to:

- The qualifications, strengths, or experiences do not align with the objectives and requirements of this RFQ.
- The qualifications are inconsistent with Energy Trust policies or requirements.
- A conflict of interest exists.
- Proposed costs are unreasonably high, far exceed competitive market rates, or are beyond our current budget. Insufficient experience or an inadequate approach to projects and services, particularly regarding diversity, equity and inclusion.

## Waiver of Claims

Respondent waives any right it may have to bring any claim, whether in damages or equity, against Energy Trust, Energy Trust Board of Directors or any of Energy Trust’s agents, employees or contractors, with respect to any matter arising out of any process associated with this RFQ.