



CITY OF HIDDEN HILLS

REQUEST FOR PROPOSALS

DESIGN SERVICES FOR CITY NEWSLETTER,
CITYWIDE DESIGN TEMPLATES, AI LIBRARY BRANDING, AND
LAUNCH MARKETING, AND 65TH ANNIVERSARY COMMEMORATIVE MATERIALS

SECTION 1: INTRODUCTION & PURPOSE

The City of Hidden Hills is soliciting proposals from qualified and experienced graphic design firms to provide professional design services in support of four municipal communications initiatives. This Request for Proposals (RFP) invites creative and experienced firms to demonstrate their qualifications, proposed approach, and fee structure for the following scope of work:

- City Newsletter Design – Development of a refreshed, professionally designed newsletter layout for ongoing resident and stakeholder communications.
- Citywide Design Template – Creation of a cohesive, branded visual identity system for all City print and digital communications.
- AI Library Design Standards and Launch Marketing – Development of a comprehensive visual identity, design system, and marketing materials for the City's new AI Library, with a target public launch of June 2026.
- 65th Anniversary Commemorative Design – Design of celebratory materials honoring the City of Hidden Hills' 65th Anniversary milestone.

The City of Hidden Hills is a unique and distinguished community incorporated in 1961. As we celebrate 65 years of cityhood, we seek a design partner who appreciates the character, history, and values of our community and can translate that identity into visually compelling communications materials.

SECTION 2: SCOPE OF WORK

2.1 City Newsletter Design

The firm selected will design a professional newsletter layout for ongoing City communications. The newsletter design shall include, at a minimum:

- A visually engaging, branded newsletter template consistent with the City's identity
- Digital/web-compatible versions
- Editable layout files compatible with industry-standard design software (Adobe InDesign or equivalent)
- Specifications for font, color palette, and layout grid
- A minimum of two (2) design concept options presented for City review and selection

2.2 Citywide Design Template

The selected firm will develop a comprehensive design template system to standardize the visual identity of City communications. This will include, but not be limited to:

- City letterhead (print and digital versions)
- Email signature template
- Presentation/slide deck template
- Flyer and event collateral template
- Consistent use of City-approved color palette, fonts, and graphic elements
- A style guide documenting all template specifications for staff use

Brand Identity System

The Brand Identity should be consistent with the Hidden Hills' established visual identity. The design shall include, at a minimum:

- **Color Palette:** A defined primary and secondary color palette that complements the proposed design template. The palette should incorporate modern accent tones to convey innovation while maintaining civic identity. All colors must meet accessibility contrast standards. Vendor must provide color codes, RGB, CMYK, and Pantone values for all palette colors.
- **Typography:** Selection and specification of a primary typeface (for headings and display use) and a secondary typeface (for body copy and digital applications). Fonts must be web-safe or licensed for both print and digital use. The font system should include defined size scales, weight hierarchy, and line-spacing specifications for print and screen. Recommended font characteristics: clean, contemporary sans-serif primary font paired with a highly legible secondary font. All type specifications must be documented in a style guide.
- **Graphic Elements and Iconography:** A collection of branded graphic elements, icons, and patterns for use across communications materials. Icon style must be consistent and convey the City of Hidden Hills Community theme.
- **AI Library Brand Style Guide:** A comprehensive style guide documenting all design standards, including color values, typography rules, logo usage guidelines (clear space, minimum sizes, prohibited uses), and graphic element usage, formatted for use by City staff and future vendors.

2.3 AI Library Design Standards & Launch Marketing

The City of Hidden Hills is launching a new AI Library, an innovative community resource that provides residents with access to artificial intelligence tools, digital literacy programming, and technology education. The selected firm will develop a complete visual identity for the AI Library, as well as launch marketing materials, with all deliverables completed in advance of the target public launch in June 2026.

AI Library Brand Identity

The AI Library brand identity shall be modern, approachable, and consistent with the City of Hidden Hills' established visual identity. The design system shall include, at a minimum:

- **Color Palette:** A defined primary and secondary color palette that complements the proposed design template. The AI Library palette should incorporate modern accent tones to convey innovation while maintaining civic identity. All colors must meet

accessibility contrast standards. Vendor must provide color codes, RGB, CMYK, and Pantone values for all palette colors.

- **Typography:** Selection and specification of a primary typeface (for headings and display use) and a secondary typeface (for body copy and digital applications). Fonts must be web-safe or licensed for both print and digital use. The font system should include defined size scales, weight hierarchy, and line-spacing specifications for print and screen. Recommended font characteristics: clean, contemporary sans-serif primary font paired with a highly legible secondary font. All type specifications must be documented in a style guide.
- **AI Library Logo:** Design of a primary logo and alternate lockup variations (horizontal, stacked, and icon-only). Logo must work in full color, one-color, and reversed (white on dark) formats. All final files delivered in the following formats: AI, SVG, PNG, JPG, at a minimum 300 DPI for print, 72 DPI for web.
- **Graphic Elements and Iconography:** A library of branded graphic elements, icons, and patterns for use across communications materials. Icon style must be consistent and convey themes of technology, learning, and community access.
- **AI Library Brand Style Guide:** A comprehensive style guide documenting all design standards, including color values, typography rules, logo usage guidelines (clear space, minimum sizes, prohibited uses), and graphic element usage, formatted for use by City staff and future vendors.
- **AI Library Access Card:** Design of a branded resident access card, including front and back layout. The front shall feature the City of Hidden Hills AI Library logo, card holder name field, and card number. Back to include brief program description, City contact information, and any required legal/disclaimer language. Final files delivered in print-ready format at standard credit card dimensions (3.375" x 2.125").

Launch Marketing Materials – June 2026 Public Launch

All launch marketing materials must be completed and print/production-ready no later than May 15, 2026, to allow sufficient time for printing and distribution before the June 2026 launch. Deliverables shall include, but are not limited to:

- **Launch Announcement Flyer (print and digital versions):** Full-color, event flyer announcing the AI Library launch, suitable for community distribution, posting on the City website, and sharing on social media platforms.
- **Tri-Fold Brochure:** An informational brochure introducing residents to the AI Library, its available resources, programming, and access instructions. Must be provided in print-ready and digital/accessible PDF formats.
- **Email Newsletter Banner/Header:** A branded header graphic for use in the City's email newsletter to announce and promote the AI Library launch.
- **Design of AI Library Card**
- Any additional marketing materials as mutually agreed upon with City staff prior to contract execution.

2.4 65th Anniversary Commemorative Design

The City of Hidden Hills will celebrate its 65th Anniversary, and the selected firm will design commemorative materials to mark this milestone. Deliverables may include:

- 65th Anniversary logo/seal
- Print collateral (programs, invitations, commemorative materials)
- Any additional materials as mutually agreed upon with City staff

SECTION 3: PROPOSAL REQUIREMENTS

Interested firms must submit a complete proposal that addresses all of the following:

1. **Firm Overview** – A brief introduction to your firm, including years in operation, firm size, and areas of expertise.
2. **Relevant Experience** – Description of experience with similar municipal, public sector, or comparable projects, including newsletters, city branding, anniversary or commemorative campaigns, and digital/technology program branding or library launch marketing.
3. **Portfolio Samples** – Representative work samples relevant to each component of this RFP (newsletter design, branding/template systems, celebratory/anniversary design, and technology or library program branding and launch marketing).
4. **Proposed Approach & Design Process** – A description of your firm's creative process, how you approach client collaboration, and how you plan to capture the unique character of the City of Hidden Hills.
5. **Project Timeline** – A proposed timeline for completion of each project component, including key milestones and deliverable dates.
6. **Itemized Fee Structure** – A detailed, itemized cost proposal for each scope of work component (newsletter design, city template system, 65th anniversary materials, and AI Library design standards and launch marketing). Please include any assumptions related to rounds of revisions.
7. **References** – A minimum of two (2) to three (3) professional references from comparable projects, including contact name, organization, phone number, and email address.

SECTION 4: SUBMISSION INSTRUCTIONS

Proposals must be submitted no later than **April 16, 2026, at 5:00 PM PST**. Late submissions will not be accepted.

Please submit your proposal electronically to:

Amber Servin, Interim Assistant City Manager

Amber Servin, Interim Assistant City Manager

City of Hidden Hills

Email: amber@hiddenhills.gov

Phone: 818-888-9281

All proposals must be submitted in PDF format. The subject line of the email should read: "RFP Submission – Design Services Newsletter, Citywide Design Template AI Library Design Standards, Launch Marketing, and 65th Anniversary Commemorative Design – (Firm Name)."

SECTION 5: EVALUATION & SELECTION PROCESS

Proposals will be evaluated by City staff using the following criteria:

EVALUATION CRITERIA	WEIGHT
Firm qualifications and relevant public sector experience	20%
Quality and relevance of portfolio samples	25%
Proposed approach, creativity, and understanding of City identity	20%
Reasonableness of the proposed timeline	5%
Cost/fee structure	15%
Vendor Presentation	10%
References	5%

SECTION 6: VENDOR PRESENTATIONS

Firms will be invited to present their qualifications and proposed approach directly to City staff. Presentations will be held in person at Hidden Hills City Hall and are tentatively scheduled for the **week of April 27, 2026**. Please plan your availability accordingly. Additional details on the presentation format, timing, and logistics will be provided to selected vendors upon shortlisting.

SECTION 7: GENERAL CONDITIONS & DISCLAIMERS

- The City of Hidden Hills reserves the right to accept or reject any or all proposals, to waive informalities, and to select the proposal deemed most advantageous to the City.
- Issuance of this RFP does not constitute a commitment by the City to award a contract or to pay any costs incurred in the preparation of a proposal.
- All proposals submitted become the property of the City of Hidden Hills.
- The City reserves the right to request additional information or clarification from any proposer at any time during the evaluation process.
- Proposals submitted to the City may be subject to disclosure under the California Public Records Act.
- By submitting a proposal, each firm certifies that it has no conflict of interest with the City of Hidden Hills and that its submission is made in good faith without collusion or fraud with any other person or entity.

SECTION 8: INSURANCE REQUIREMENTS

The selected firm shall maintain the following minimum insurance coverage throughout the term of the agreement:

- **Commercial General Liability** – \$1,000,000 per occurrence / \$2,000,000 aggregate
- **Professional Liability (Errors & Omissions)** – \$1,000,000
- **Workers' Compensation** – Statutory limits

SECTION 9: CONTRACT INFORMATION

The selected firm will be required to enter into the City's standard Professional Services Agreement, and all work products produced under the contract shall become the property of the City of Hidden Hills.

SECTION 10: CONFLICT OF INTEREST

By submitting a proposal, each firm certifies that it has no known conflict of interest with the City of Hidden Hills, its officers, or employees, and that its proposal is made in good faith without collusion, fraud, or unlawful agreement with any other person or entity.

SECTION 11: PUBLIC RECORDS STATEMENT

Proposals submitted to the City of Hidden Hills may be subject to public disclosure under the California Public Records Act (Government Code § 6250 et seq.). Proposers are encouraged to identify any information they consider proprietary or confidential, though the City cannot guarantee the confidentiality of any submitted materials.

SECTION 12: QUESTIONS & CONTACT INFORMATION

All questions regarding this RFP must be submitted in writing via email no later than April 2, 2026. Questions and responses will be shared with all prospective proposers to ensure a fair and transparent process.

Please direct all inquiries to:

Amber Servin, Interim Assistant City Manager

City of Hidden Hills

Email: amber@hiddenhills.gov

Phone: 818-888-9281

I appreciate your interest in serving the City of Hidden Hills.

We look forward to reviewing your proposal.

PROPOSED PROJECT TIMELINE AND MILESTONES

MILESTONE	DATE
City Council Authorization of RFP Release	March 9, 2026
RFP Release Date	March 23, 2026
Questions/Clarifications Deadline	April 2, 2026
City Response to Questions Issued	April 9, 2026
Proposal Submission Deadline	April 16, 2026, at 5:00 PM PST
Proposal Review and Scoring by Staff	April 17–April 24, 2026
Vendor Presentations (In Person)	Week of April 27, 2026 (Tentative)
Award Notification	Week of May 4, 2026 (Tentative)
Contract Negotiation and Execution	Week of May 4, 2026 (Tentative)
Design Work Commences	Week of May 11, 2026 (Tentative)
AI Library Design and Launch Marketing Materials – Production-Ready Deadline	May 15, 2026 (Firm Deadline)
AI Library Public Launch	June 2026 (Firm Target)
City Newsletter Design – Final Deliverable	To Be Determined (per contract)
Citywide Design Template – Final Deliverable	To Be Determined (per contract)
65th Anniversary Commemorative Materials – Final Deliverable	To Be Determined (per contract)