

## Request for Proposals

**Issued by:** TEAM UP Scaling and Sustainability Center

**Issue Date:** March 31, 2026

**Proposal Submission Deadline:** April 15, 2026

**Project Deadline:** May 15, 2026

**Contact:** [TEAMUPCenter@bmc.org](mailto:TEAMUPCenter@bmc.org)

### Organization Overview

The TEAM UP Center, based at Boston Medical Center, works with pediatric primary care practices and partners to support children's mental health through integrated behavioral health services. Our communications reach includes health care providers and practices, policymakers, funders, and researchers.

### Project Purpose

TEAM UP is seeking a designer to provide graphic design to redesign existing communication materials into polished, versatile design assets for use across external communications. A core requirement of this work is the ability to translate the complexity of TEAM UP's work, abstract concepts in integrated behavioral health into clear, accessible visuals that clarifies the heart of our work. The designer will collaborate with the project lead to deliver designs that align with the brand guidelines provided and project objectives.

The selected designer will:

- Collaborate with the project lead to understand requirements, design goals, and audience
- Create initial design concepts and mockups
- Revise and finalize designs based on feedback from the project lead and organizational leadership
- Deliver high-resolution, print-ready files in editable SVG and export-ready PNG
- Ensure designs are mobile and web-friendly
- Provide any necessary design assets or source files

### Scope of Work

The selected designer will redesign approximately 8-10 existing graphic assets that will be used by team members in project deliverables, reports, and other materials, including but not limited to website visuals, presentations, infographics, fact sheets, roadmaps, toolkits, and templates.

- All assets delivered as **editable SVG and export-ready PNG**
- Assets must be compatible with **InDesign, PowerPoint, Word, and WordPress**
- The designer will receive existing content, copy, and source materials at project kickoff
- All work must adhere to TEAM UP's existing brand guide (logo, fonts, colors — provided at kickoff)
- Two rounds of revisions included per asset
- Out of scope: copywriting, brand development, photography, video

## Timeline

Milestone	Target Date
RFP Issued	March 31, 2026
Proposals Due	April 15, 2026
Vendor Selected	April 30, 2026
Project Kickoff / Content Handoff	May 15, 2026
Draft Assets Delivered	June 15, 2026
Revisions Complete / Final Delivery	July 1, 2026

## Budget

Boston Medical Center is a tax-exempt organization; a copy of our tax-exemption certificate can be provided upon request.

Vendors are invited to submit a proposal. TEAM UP will evaluate pricing in context of experience and proposed approach.

## Vendor Qualifications

- Portfolio showing infographics, diagrams, or visual frameworks for **nonprofit, healthcare, or public health organizations**
- Experience translating **complex or abstract concepts** into accessible visuals for non-specialist audiences
- Proficiency delivering assets in **SVG, PNG, and editable formats** compatible with InDesign, PowerPoint, Word, and WordPress
- Familiarity with working within an established brand guide
- Strong communication and responsiveness — this project involves a primary contact with leadership feedback loop

## Proposal Requirements

Please submit the following:

1. **Portfolio** — 3–5 samples most relevant to this scope (infographics, diagrams, health/nonprofit work strongly preferred)
2. **Brief statement of approach** — How you would approach redesigning complex behavioral health concepts for a general audience (no more than one page)
3. **Pricing**
4. **References** — 2 references from nonprofit or healthcare clients
5. **Availability confirmation** — Confirm you can meet the May 15, 2026, deadline

## Deliverables & IP

- All final files delivered as SVG and PNG; editable source files included
- Full intellectual property and ownership transfers to TEAM UP upon final payment
- Designer retains right to display work in portfolio unless otherwise requested

## Submission Instructions

For questions or to submit a proposal, please contact [TEAMUPCenter@bmc.org](mailto:TEAMUPCenter@bmc.org) by **April 15, 2026**, with subject line: *TEAM UP Graphic Design RFP — [Vendor Name]*.