

Request for Quotation
Hawaii State Department of Health
Chronic Disease Prevention and Health Promotion Division
1250 Punchbowl Street, Room 422
Honolulu, Hawaii 96813

“Chronic Disease Prevention and Health Promotion Division Digital Graphic Design Services”

I. BACKGROUND AND PROJECT DESCRIPTION

The Chronic Disease Prevention and Health Promotion Division (CDPHPD) promotes wellness and improves the quality and years of life for Hawaii’s people through effective prevention, detection, and management of chronic diseases. Accordingly, the CDPHPD requires a highly skilled digital graphics designer who can assist in the production of various original creative content optimized for printing/publication, marketing purposes, and digital online presence.

This content can include, but is not limited to, the production of digital ads, posters, booklets, pamphlets, infographics, artistic illustrations, photo editing, font styling, watermarks, and any other special graphic design needs that should emerge for the CDPHPD. The goal of this solicitation is to procure digital graphic design services equal to an aggregate of three hundred (300) hours of work related to content production.

II. OFFEROR QUALIFICATIONS

Primary selection for the Award shall be based on price. However, to be considered a “Responsive Bid,” the OFFEROR placing the submission must have the following qualifications:

1. **Expertise and demonstrated professional skill in using Adobe Creative Cloud software to produce quality, major commercial or governmental artistic and graphical content.** The CDPHPD requires all content to be produced in Adobe formats (.psd, .ai, .idd, .pdf, etc.) according to compatibility needs. Therefore, as a prerequisite, the OFFEROR must have the experience and ability to produce professional content in Adobe Creative Cloud.
2. **Expertise and demonstrated professional skill in creating original, aesthetically, and culturally appropriate artwork and graphics as required in Section IV, Scope of Services.** The CDPHPD requires the development of graphic creative content. Accordingly, the OFFEROR must have a high level of artistic aptitude to produce original, aesthetically, and culturally appropriate professional content for Hawaii, which may range from simple to highly complex. The OFFEROR shall submit examples of prior work performed.
3. **Experience in public health education or health communications.** Content developed must follow public health communications best practices and guidance to ensure the products are accurate, accessible, and actionable. Therefore, the OFFEROR must have a minimum of three (3) years of experience in developing public health education or health communications content.
4. **Ability to attend in-person meetings and photoshoots.** The CDPHPD requires the OFFEROR to attend in-person meetings and photoshoots located on Oahu upon request in order to provide creative input and direction for graphic design projects.

III. TIME OF PERFORMANCE

All services and deliverables must be completed/delivered by June 30, 2028.

IV. SCOPE OF SERVICES

The CONTRACTOR shall:

1. Provide three hundred (300) hours of digital graphic design work.
2. Produce original graphic content that may include, but not be limited to:
 - a. Digital ads (static and video), including online ad banners, short video clips of less than one minute, and animated GIFs;
 - b. Poster designs (small and large, digital and printed);
 - c. Brochure and booklet designs (pamphlets, trifold, flyers, etc.);
 - d. Online graphics (social media and website elements), including transparent logos for campaigns, social media banners/posts, and simple to moderately complex illustrations;
 - e. Photo editing and enhancements, including modifications to original and stock photography, provided by the CDPHPD;
 - f. Modification of existing, pre-developed digital vector artwork in Adobe format;
 - g. Font design;
 - h. Text layout;
 - i. Watermark design; and
 - j. Other digital graphic design projects as needed by the CDPHPD.
3. Ensure all content is original and aesthetically and culturally appropriate for Hawaii. Content may range from simple to highly complex.
4. Obtain prior approval from CDPHPD for use of AI-generated or AI-edited photorealistic images.
5. Provide a minimum of one (1) proof for review, revision, and re-design at the direction of the CDPHPD on all content produced.
6. Provide electronic files of all products in Adobe format, and a final package containing all fonts, assets, and design elements shall be provided to the CDPHPD.

V. SUBMISSION REQUIREMENTS

The OFFEROR shall provide the following:

1. A quote for three hundred (300) hours, including all fees and taxes, for the services described above.
2. The completed Offeror Questionnaire (OF-1) form, along with supporting documentation demonstrating verifiable relevant experience and work products detailed in Section II, Offeror Qualifications, and examples of prior work performed.

For technical assistance with HIEPRO, please call the Hawaii Information Consortium at 808-695-4620 or e-mail hiepro@hawaii.gov.

VI. COMPENSATION AND PAYMENT

The awarded OFFEROR shall be equipped to accept State purchase orders as forms of payment upon receipt of monthly invoices for services rendered.

VII. SPECIAL TERMS AND CONDITIONS

1. Intellectual Property. The State of Hawaii and the Department of Health, with the CDPHPD acting on its behalf, shall have exclusive intellectual property rights and ownership of all finished and draft elements produced pursuant to this Scope of Services, whether published or unpublished. The CONTRACTOR shall not make use of any content that are produced in the course of the Scope of Services for CDPHPD but may present a screenshot of the content as a record of work.

2. Non-Disclosure. The CONTRACTOR shall, in good faith, regard the collaboration and development of all finished and draft elements, whether published or unpublished, as wholly proprietary processes to the State of Hawaii and the Department of Health and shall not disclose the content, methods, practices, or information employed in developing the content under this Scope of Services.

VIII. TYLER HAWAII

The OFFEROR is advised that the awarded vendor will be responsible for paying Tyler Hawaii a fee of 0.75% of the award or original estimated award amount, capped at \$5,000, within thirty (30) days. Tyler Hawaii will bill the awarded vendor directly via e-mail and the vendor can make payment online or by sending a check via regular mail.

IX. HAWAII COMPLIANCE EXPRESS (“HCE”)

The OFFEROR is advised that to be awarded a contract under this solicitation, the vendor/OFFEROR/service provider will be required to be compliant with all laws governing entities doing business in the State, including the following chapters and pursuant to Chapter 103D-310(c), Hawaii Revised Statutes. The State will verify compliance on HCE for awards \$2,500 or greater. Vendors/OFFERORS/service providers should register with HCE prior to submitting an offer at <https://vendors.ehawaii.gov>. The annual registration fee is \$12.00, and the Certificate of Vendor Compliance is accepted for both contracting and final payment. The vendor will be asked to provide a “Certificate of Vendor Compliance” from HCE or equivalent documentation by the award date, and the vendor agrees to stay in compliance until the project is completed.