

**STATE OF HAWAII | KA MOKU'ĀINA 'O HAWAI'I
DEPARTMENT OF LAND AND NATURAL RESOURCES
KA 'OIHANA KUMUWAIWAI 'ĀINA**

P.O. BOX 621
HONOLULU, HAWAII 96813

October 15, 2026

Department of Land and Natural Resources

RFP No. 2026.2

The Department request for proposal be submitted by:

Close Time: 4:30 PM HST
Close Date: Wednesday, October 7, 2026
Location: Department of Land and Natural Resources
1151 Punchbowl Street, Room 130
Honolulu, Hawaii 96813

Questions regarding this RFP may be submitted to:

Chyloe Skizewski

Economic Development Specialist IV
Department of Land and Natural Resources

chyloe.k.skizewski@hawaii.gov

TABLE OF CONTENTS

- I. PROJECT OVERVIEW
- II. SCOPE OF WORK
- III. SUBMISSION INSTRUCTIONS
- IV. EVALUATION CRITERIA
- V. TERMS AND CONDITIONS

I. PROJECT OVERVIEW

DLNR is currently developing a 2027 campaign tentatively named “Makahiki o ke Ala Hele” or Year of Our Trails. This project will include multiple DLNR divisions, including Forestry & Wildlife (DOFAW), Aquatic Resources (DAR), State Parks (DSP), and Boating & Ocean Recreation (DOBOR).

The overall campaign celebrates trails to increase awareness of Hawai‘i’s trails for people and wildlife, including the historic, cultural ecological, and recreational contexts. The goal is to promote responsible, safe use of trails, and promote stewardship.

The department is seeking proposals from qualified vendors with a valid Certificate of Vendor Compliance to produce three (3) illustrations for this campaign.

No project budget available.

Project completion on Friday, December 4, 2026.

Provide a detailed quote and approximate time frame to complete the Scope of Work below.

II. SCOPE OF WORK

The selected vendor shall provide the following services:

Design Services

- Develop 3 original illustrations
 1. Circular logo artwork for our campaign, Makahiki o ke Ala Hele (Year of Our Trails).
 2. Webpage header.
 3. Classroom poster.
- Ensure compliance with cultural sensitivity and intellectual property standards.
- Provide at least two (2) initial design concepts per illustration.
- Revise designs (minimum two revision rounds included).

Technical Specifications

Artwork item #1 is as follows:

- A digital art piece that can be used as a 5x5” circular logo artwork for our campaign, Makahiki o ke Ala Hele (Year of Our Trails).
- Provided in a file format compatible with Adobe Photoshop or Illustrator, with the various elements of the design preserved on different layers for flexible use or modification.
- Able to be exported from the design file at a minimum of 300 dpi.
- Logo artwork should include:
 - At the top of the image, include a kōlea in flight against a blue sky.
 - For the center/middle part of the image, include a kūkini (Hawaiian foot

runner) moving along a traditional stone path near the coast. Please include mountains in the background that are recognizable.

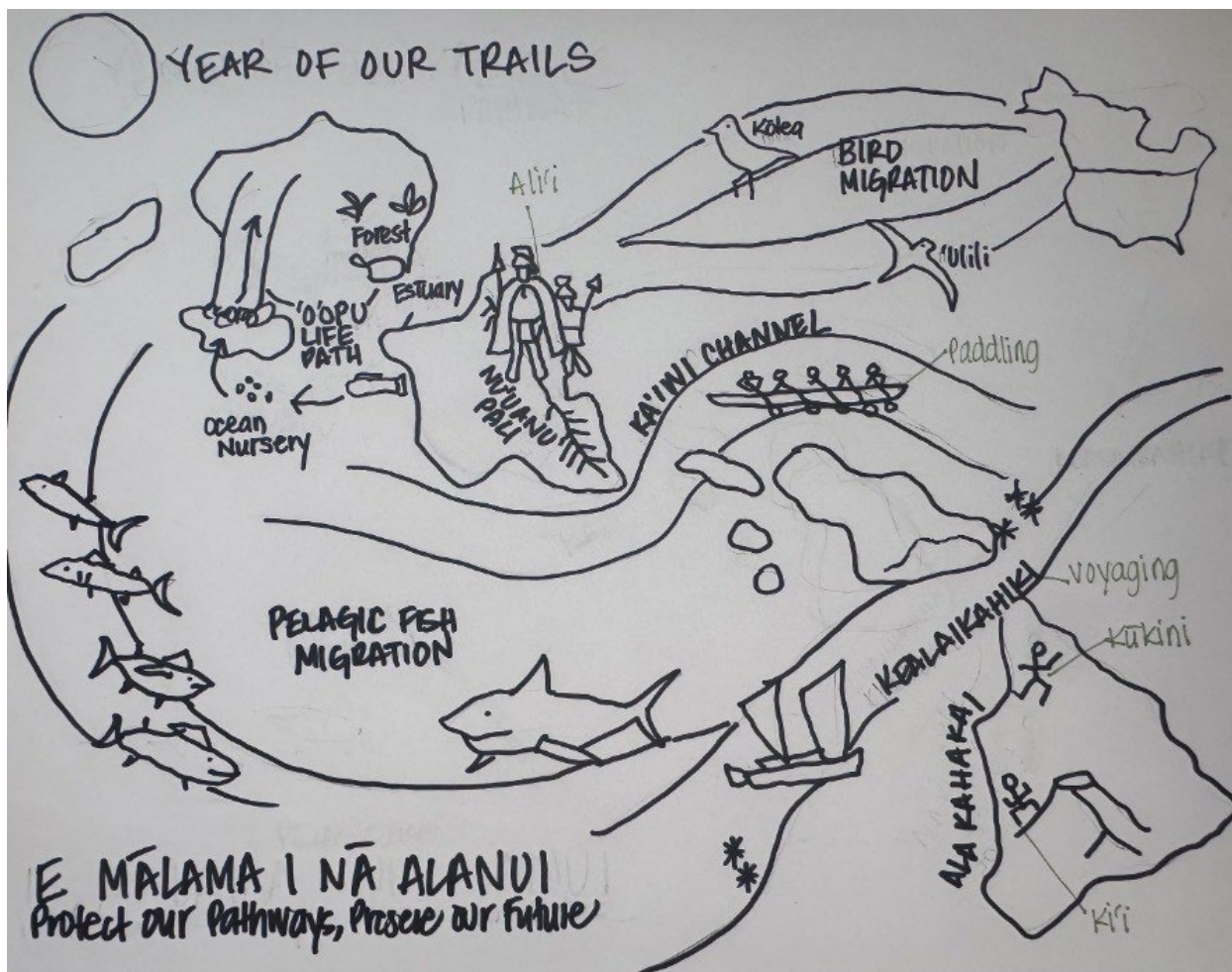
- At the bottom of the image, include ocean water, a pelagic fish, and (if possible), a paddling or voyaging canoe.
- You do not need to include text (e.g., a ring around the circular artwork with the name of the campaign). We will add that later before printing.

Artwork item #2:

- Digital art webpage header.
- Use an aspect ratio of 1280x280 pixels.
- Using the same elements from the logo artwork above is permissible but not required.
- The center third of the artwork should be devoid of foreground elements, such that we can add a layer of text with the campaign name when using it as a webpage header.
- Provided in file format compatible with Adobe Photoshop or Illustrator, with the various elements of the design preserved on different layers for flexible use or modification.
- Able to be exported from the design file at a minimum of 300 dpi.
-

Artwork item #3:

- Digital art 18x24" classroom poster.
- Provided in file format compatible with Adobe Photoshop or Illustrator, with the various elements of the design preserved on different layers for flexible use or modification.
- Able to be exported from the design file at a minimum of 300 dpi.
- Depict the main Hawaiian Islands and examples of pathways of movement for people and wildlife. Some examples to include:
 - A graphic representation of the Ala Kahakai coastal trail on west Hawai'i Island.
 - An ala loa coastal path along the coast of one of the islands.
 - A traditional voyaging canoe, placed south of Maui Nui.
 - A traditional paddling canoe, placed in or near the Ka'iwi channel.
 - A graphic representation of ali'i moving along a trail on one of the islands.
 - A graphic of a kūkini (foot runner) moving along a trail on one of the islands.
 - A graphic representation of 'o'o'pu moving up a waterfall.
 - Seabirds (e.g., kōlea, 'ulili) flying north of the islands (to represent migration routes).
 - Pelagic fish and sharks in the oceans south of Kaua'i and O'ahu.
- See the sample sketch below for an idea of how these elements could be incorporated into a poster. This is for inspiration only and does not need to be recreated exactly. Additionally, you do not need to add the text or logo placeholder in the sample sketch for "Year of Our Trails," nor the tagline included at the bottom of the sketch (E mālama I nā alanui / Protect our pathways, preserve our future).
- Leave open ocean space near the top and bottom of the artwork on the left side, and we will add the text later before printing.



Production & Delivery

- Vector files in color and black & white emailed.
 - Exclusive ownership rights to Department of Land and Natural Resources.

III. SUBMISSION INSTRUCTIONS

- Submit through HlePro.

IV. EVALUATION CRITERIA

Makahiki o Ke Ala Hele RFP Scoring Criteria		
Evaluation Criteria		
Responses will be evaluated by a review panel using the criteria below. Proposals will be scored on a 100-point scale .		
Criteria	Maximum Points	Points Scored
Artistic Quality & Creativity [Demonstrated artistic ability, originality, and quality of illustration style appropriate for a campaign focused on Hawai'i's culture, history, and ecology. Portfolio should show strong composition, linework, and visual storytelling in small-format artwork that would appeal to both non-residents and residents alike, while also aligning with the mission of the campaign.]	30 points	
Relevant Experience [Experience producing illustrations, stamps, merchandise graphics, or similar small-format designs. Preference for work demonstrating Hawai'i landscapes, wildlife, cultural imagery, or conservation themes. Preference working with well-established businesses or organizations.]	20 points	
Cultural Appropriateness & Sensitivity [Ability to respectfully incorporate Hawai'i-appropriate imagery and demonstrate awareness of cultural context and sensitivity. Portfolio examples or narrative describing approach to a design that is culturally appropriate.]	15 points	
Technical Capability [Ability to produce quality, high-resolution artwork suitable for mass production, meeting the required sizing as specified in the General Requirements, and deliver files suitable for print and digital use.]	10 points	
Project Approach & Work Plan [Clarity of the proposed process for developing the required artwork, including concept development, revision workflow, and communication with DLNR staff. Understanding of the direction of the project.]	10 points	
Cost Proposal [Reasonableness and competitiveness of the proposed pricing for the full scope of work.]	10 points	
Timeline & Capacity to Deliver [Ability to meet the project deadline of December 4, 2026 , including production schedule and availability.]	5 points	
Total Possible Points: 100		

V. TERMS AND CONDITIONS

- A. Neither the State nor the Respondent has any obligation under this RFP. Any response received is not binding or promissory. This RFP does not require the State to commit to a contract.
- B. Participation in this RFP is voluntary and submittals are not required in order to respond to any future procurement.
- C. Respondents will not be reimbursed for any costs incurred or associated with any submittals. All costs associated with responding to this RFP will be solely at the Respondent's expense.
- D. The State reserves the right to incorporate in a solicitation, if issued, any recommendations presented in the response to this RFP.
- E. All responses and submittals shall become the property of the State upon submittal of the RFP to the State. Proprietary and confidential material must be clearly marked as such by Respondent in any response or submittal to the State. If Respondent believes that any portion of its RFP is confidential, including portions that Respondent considers to be proprietary, Respondent should clearly identify such portions as "CONFIDENTIAL" and/or "PROPRIETARY" and include a statement detailing the reasons that the information should not be disclosed. Blanket labeling of the entire document as "CONFIDENTIAL" and/or "PROPRIETARY" will result in the response not to be considered. If the State desires to use or disclose information submitted by a Respondent marked "CONFIDENTIAL" and/or "PROPRIETARY," the State shall obtain written permission from the Respondent prior to use or disclosure.