



# WAKE COUNTY Smart Start

## REQUEST FOR PROPOSALS

### Marketing Materials Designs

#### Project Summary

Wake County Smart Start (WCSS) seeks proposals from experienced designers to create a suite of agency-branded marketing materials.

#### Project Objectives

- Develop marketing materials for both print and digital use utilizing existing agency logos, color palettes, style guide, and website. Click link for [current media assets](#).
- Create logos for upcoming agency events – Wake County Smart Start Block Party and 30<sup>th</sup> Anniversary
- Create adaptable template-style materials suitable for various in-house programs and events.
- Enhance brand identity, awareness, and engagement with the community regarding WCSS's services.

#### Background

WCSS is a 501(c)(3) early education nonprofit organization. Smart Start was established in 1993 as a statewide, public/private partnership under the leadership of Governor James B. Hunt, Jr., to “make North Carolina’s schools the best in America.” Governor Hunt identified five goals, the first of which was that “Every child must start school healthy and ready to learn.” Our mission is to invest in young children, their families, and a connected early childhood system that supports and prepares them for school and life ahead. WCSS works to improve the quality, accessibility, and affordability of child care, provide preventive health and early intervention services and offer family support services—all delivered as part of a strong, diverse integrated early childhood system.

#### Scope of Work

- The selected designer (Vendor) will use WCSS's input and existing style guide to deliver the following marketing materials:
- **Materials Needed:**
  - For WCSS Block Party
    - New logo for WCSS Block Party
    - Flyer Design Template (8.5x11) with English and Spanish versions
    - 2 social media templates for various channels – each template in English and Spanish
    - Design map of block party layout for print materials and trifold brochure

- Design of trifold brochure for Block Party that includes map, activities and raffle/passport system and that can be used as a template/brochure for future events
    - Canva Design Elements (about 10)
  - For 30<sup>th</sup> Anniversary Event
    - New logo for WCSS 30<sup>th</sup> Anniversary
    - Canva Design Elements (about 10)
  - (2) Digital Newsletter Headers (for Constant Contact) and 2 sets of sub-headers
  - (5) Flyer Design Templates (8.5x11") – Each design with an English and Spanish version.
  - (5) Social media post templates for various channels
  - WCSS Digital Letterhead and version with footer only
  - (1) PPT Deck (Title + 8 unique slides)
  - Canva Design Elements for general agency use (10-15)
- **Style Requirements**
    - Maintain a consistent look and feel aligned with existing agency branding.
    - Reflect the hope and positivity of our vision. "Together as a community, we envision a bright, prosperous future for Wake County where all young children are happy, healthy, and able to reach their full potential."
    - Include three rounds of edits.
    - Approval from agency required.

## Deliverables

All materials should be delivered as follows:

- **Logos:** Digital files - vector and web/digital (PNG with transparent backgrounds and JPEG)
- **Digital Newsletter Headers and Sub-headers:** Digital files
- **Flyer Design (8.5x11"):** Digital files for both digital and print versions with crops and bleeds.
- **Map:** Digital file that can be used for digital and print
- **Trifold Brochure:** Digital files for both digital and print versions with crops and bleeds
- **Letterhead:** Digital files for digital use and print versions
- **Social Media Post Templates:** Digital files for various channels
- **PPT Deck:** Digital file including Title + 8 unique slides
- **Canva Elements:** 35 unique elements integrated into Canva from the materials above

## Proposal Submissions

Submit all proposals to Brittany Turner at [bturner@wakesmartstart.org](mailto:bturner@wakesmartstart.org) by 5pm on February 3, 2026

Include:

- Overview and background of the firm or individual
- Proposal narrative detailing understanding of the Scope of Work, project vision, and any additional relevant information
- Timeline for completing all work – with a priority for the Block Party logo and flyer
- Samples of or links to previous design work
- Provide at least two references (current or former clients)
- Sample contract for proposed services

- Line-item budget narrative –
  - Itemized by each material/deliverable

For clarifying questions, please contact Brittany Turner at [bturner@wakesmartstart.org](mailto:bturner@wakesmartstart.org).