

## 2018 Annual Report Graphic Designer Q&A

Q1: Where are the specs for printing?

A1: In the RFP on page 2 under SPECIFICATIONS

Q2: Paper type and weight

A2: This can be found in the RFP (Stock: 100# Gloss Cover and 100# Gloss Text)

Q3: Will images and text be supplied?

A3: Some images may be supplied by PABC, when possible. See question 9 for further information. Copy will be provided by PABC (as stated in the RFP).

Q4: Does the paper need varnish?

A4: If you determine it is necessary, yes. If so, please include this in your printing quote.

Q5: What size is the book flat and folded?

A5: This can be found in the RFP (8.5" x 11" when closed - 17" x 11" when opened).

Q6: Will it Stitch?

A6: Stitching was referred to in the RFP (Saddle Stitched).

A8: How many photos will be needed? Where will the location of the photos need to take place?

A8: This is not yet determined. Go to our website for examples:

<https://parking.baltimorecity.gov/annual-reports-0>. However, last year's annual report required four new photos. Three photos were taken outside. One photo was taken inside. Seven photos were provided by PABC for last year's annual report. PABC provided two infographics to the graphic designer, who improved upon them to make them blend with the style of the rest of the annual report.

Q9: In looking over the past 3 - 4 reports, it appears that the photography is focused on City officials, employees, Baltimore City parking locations and areas, some city surroundings and lifestyle, etc.

Our questions:

- a. Is the request for photography to capture all of these photos as suggested above?
- b. Will some or any photos be provided?
- c. Additionally, as it relates to branding, does PABC have a style guide or brand guide?
- d. As it relates to report concepts, does PABC provide a theme they would like to see considered?
- e. How many concepts would PABC like to see?

A9a: Past annual reports are to be used as a guide. Exact numbers or types of photos are not dictated.

A9b: Yes, some photos can be provided by PABC.

A9c: No.

A9d: Yes.

A9e: 2-3

Q10: Are hard copy samples of similar completed work needed/preferred, or would photographs of sample work included with proposal be acceptable/preferred?

A10: Either is acceptable.