



## REQUEST FOR PROPOSAL: FREELANCE DESIGN

The Council of Development Finance Agencies (CDFA at [www.cdfa.net](http://www.cdfa.net)) is seeking a motivated, creative, and skilled freelance designer to work on CDFA's *Development Finance Perspectives* magazine. This individual will work with CDFA staff to develop and enhance the publication. Interested candidates must be located in the Columbus, Ohio region to help facilitate in-person meetings with CDFA staff contributors.

### Role of the Designer

The Designer will be responsible for all design and layout elements of the magazine. Qualified candidates will:

- Have previous experience designing magazines, brochures, or promotional materials for businesses
- Have previous experience with prepress, print production, and working with printers and mail houses
- Understand the importance of branding, color palettes, and logo usage
- Possess excellent written and verbal communication skills
- Be accessible via phone and email and have availability Monday-Friday between 9:00am-5:00pm
- Work efficiently and be able to prioritize multiple design tasks to meet publication deadlines
- Be actively involved in initial planning and conceptual design through project completion
- Offer creative solutions to enhance the publication
- Share native design files and provide .pdf, .jpeg, or other formats as requested
- Provide his/her own design software (Adobe Creative Suite highly preferred)

### About Development Finance Perspectives

CDFA's *Development Finance Perspectives* magazine is published twice per year and features development finance news, trends, and resources. The magazine also serves as CDFA's primary print marketing piece and also includes important information about CDFA initiatives, programming, education, and opportunities. *Perspectives* is a full color publication with advertising and is typically between 20-24 pages. The distribution list is approximately 17,000 and the print run is approximately 20,000.

View past issues online here: <http://www.cdfa.net/cdfa/cdfaweb.nsf/pages/dfp-latest.html>

### About CDFA

The Council of Development Finance Agencies is a national association dedicated to the advancement of development finance concerns and interests. CDFA is comprised of the nation's leading and most knowledgeable members of the development finance community representing public, private, and non-profit development entities. Members are state, county and municipal development finance agencies and authorities that provide or otherwise support economic development financing programs. The Council was formed in 1982 with the mission to strengthen the efforts of state and local development finance agencies fostering job creation and economic growth. More information about CDFA is available at [www.cdfa.net](http://www.cdfa.net).

### Submission Guidelines

Interested candidates should submit a cover letter, qualifications, work samples, and references to Logan Dawson, CDFA Resources Coordinator at [ldawson@cdfa.net](mailto:ldawson@cdfa.net). The submission should also include a proposed design fee to create one magazine.