Request for Proposals: Graphic Design Services

Overview

Casa Latina is a community organization that advances the power of Latino immigrants through three areas of work. Our Worker Center connects workers with fair and dignified employment. Through labor advocacy, we organize for immigrant workers and the policies that affect them. And through empowerment through education, we offer classes and training that help community members build skills, confidence and leadership. The designs we need will help us reach our community, allies, and day laborers in both English and Spanish.

Casa Latina is searching for a freelance graphic designer to create flyers, campaign materials, and digital marketing ads on an ongoing, per-project basis. This is an informal request: no lengthy forms, just a short proposal with your pricing and a link to your portfolio.

Scope of work

We expect to need design support across four areas:

Deliverable	What it includes	Typical formats
Flyers	Event, promotional and informational flyers; print-ready and digital versions	PDF (print, with bleed), PNG/JPG
Campaign materials	Cohesive sets for a campaign: posters, handouts, banners, signage, email headers	PDF, PNG, source files
Digital marketing ads	Display and paid-social ads sized for common placements	PNG/JPG, GIF or MP4 if animated
Social media content	Feed posts, stories, carousels and cover images for Instagram, Facebook, LinkedIn and similar	PNG/JPG, MP4

For every item, we'd expect:

- At least one initial concept, plus a set number of revision rounds (tell us how many you include)
- Final files in ready-to-use formats, plus editable source files (e.g. Adobe Illustrator, InDesign, Photoshop, Figma or Canva)

- Work that follows our brand guidelines (logo, colors, fonts), which we'll provide
- Rights for us to use the final designs freely in our marketing

What to send us

Please send us the following:

1. Proposal with cost per item. Fill in a pricing table like the one below (copy it into your proposal or reply with your own version):

Item	Price per item (USD)	Revisions included	Turnaround time	Notes
Flyer (single-sided)				
Flyer (double-sided)				
Campaign materials (per piece)				
Digital ad (single size)				
Digital ad (resize to additional size)				
Social media post (static)				
Social media story / animated post				
Social media carousel				

In the proposal, also tell us briefly:

- Who you are and your design background (a few sentences is plenty)
- Your hourly rate for extra revisions or work outside the items above
- Tools you work in and the file formats you deliver
- Your typical availability and how you like to communicate

2. Design portfolio. Send a link to your online portfolio or attach a PDF. Please include at least 3 to 5 examples of flyers, campaign materials, digital ads or social media content. References from past clients are welcome but optional.

How we'll choose

We'll look at four things, roughly in this order:

1. Quality and style of your portfolio, and how well it fits our brand
2. Pricing and overall value per item
3. Turnaround time and availability
4. Communication and professionalism in your proposal

We may ask a few finalists for a short call before deciding. We're open to working with more than one designer.

Timeline (dates to be confirmed):

Step	Date
Proposals due	November 6, 2026
Finalist calls	Week of November 9
Designer selected	Week of November 16
First project starts	November 30

How to submit

Email your proposal and portfolio to **jarrezola@casa-latina.org** **by November 6, 2026.** Please use the subject line "Graphic Design Proposal – [and your name/company title]".

Questions are welcome at the same address before the deadline. Thanks for your interest; we look forward to seeing your work!