CALL FOR

Graphic Design Consultant

City of Los Angeles Department of Cultural Affairs

PERIOD	Upon Contract Award through **November 30, 2027**
CONTRACT AMOUNT	$75,000
ISSUING ORGANIZATION	City of Los Angeles Department of Cultural Affairs, Marketing, Development, Design & Digital Research Division
APPLICATION DEADLINE	August 20, 2026 by 11:59 p.m.
STATUS	Open
CONTACT	Juan Garcia, DCA MDDDR Director: juan.garcia@lacity.org

I. Summary of Opportunity

The City of Los Angeles Department of Cultural Affairs (DCA) seeks an experienced Graphic Design Consultant to develop impactful, equitable marketing collateral to support the DCA's arts and culture marketing and branding efforts.

The City is planning a series of collaborative, multi-disciplinary arts and culture programs and events. The Graphic Design Consultant will be responsible for researching, designing, and producing a visual brand identity, including the creation of marketing and communications materials, for DCA's arts and cultural events and initiatives.

DCA's arts and cultural marketing collateral should reflect DCA's commitment to fostering diversity, vibrancy, authenticity, and creativity across the City. With inclusion and access as key tenets of DCA's ethos, DCA's branding must be consistent, memorable, engaging, and publicly legible to all audiences, regardless of primary language.

II. Background and Context

The City of Los Angeles Department of Cultural Affairs (DCA) strengthens Los Angeles's vibrant cultural life by supporting arts programming, public art, cultural facilities, performing arts centers, and grants that serve communities across the City's 15 Council Districts. DCA's programming spans the performing arts, visual arts, literary arts, community arts, and public art—reflecting the breadth and diversity of Los Angeles's creative communities.

DCA operates professional galleries, performing arts and cultural centers across the City, produces and presents world-class programming, presents cultural programming and exhibitions, provides professional arts education, administers a robust Cultural Grants program, and commissions public artworks through its Public Art Division. With a citywide presence and a commitment to equity and access, DCA serves as a critical civic partner for artists, cultural organizations, and the communities they engage.

DCA is working to continue arts and cultural offerings in the lead up to the upcoming global major events. While some of DCA's arts and cultural programs/projects/initiatives may be done in conjunction with other entities, other components will be independent initiatives focused on

performances, festivals, public art, educational programs, and cultural exchanges, engaging audiences across all 15 City Council Districts. The upcoming global major events present a shared opportunity to celebrate the City's unique cultural identity, foster civic pride, and amplify the arts as a unifying force.

The Consultant will translate the above goals into a cohesive brand identity, with established templates for DCA staff to utilize in promoting their arts and cultural initiatives.

III. Qualifications

This Pre-Qualified Solicitation (PQS) is open to professional graphic designers on DCA's pre-qualified Graphic Designer list only. Any team or collective selected for this commission must retain the same members of that team or collective through the completion of the project if awarded this opportunity. Organizations and employees of the City of Los Angeles are ineligible to apply.

IV. Deliverables

DCA seeks an experienced Graphic Design Consultant to provide the following services in support of DCA's arts and cultural work.

The Consultant will be responsible for the following:

- Develop an overall visual brand identity that reflects the mission and goals of the Department of Cultural Affairs. The brand identity for DCA's arts and cultural programs and events will align with a combination of vibrant and colorful color schemes such as sagebrush, poppy, bluebell, and scarlet flax with supporting secondary colors, as well as DCA's established visual identity. A combination of non-proprietary geometric shapes and grids should also be included in the design. Consultant will be required to abstain from any reproduction of core graphic design grids and fonts that are protected by intellectual property rights.
- Create digital and print design look-and-feel templates to amplify DCA's arts and cultural programs and events. Templates will include posters, flyers, postcards, email headers, website banners, presentation decks, and logos, as well as the creation of outdoor advertising formats (including billboards and transit ads) and electronic/digital formats for social media.
- Build a custom look-and-feel template for DCA's arts and culture webpage.
- Design look-and-feel banners, wayfinding, and signage templates for use by the City and DCA partners for in-person programming and events.
- Develop at least 5 design options for a DCA logo. Through feedback from DCA staff and revisions (as needed), the selected final design for DCA's logo will be utilized in digital and print communication, as well as event signage and branded environments, and may also be included on murals and other artistic projects.
- In addition to the creation of a new DCA logo, create a version that is a "refresh" of the DCA "egg" logo to align with the visual identity of the templates mentioned above.
- Produce branded event toolkits (logo overlays, typography, color palettes, design grids/core graphics, sample captions) consistent with the look-and-feel design specifications listed above. A digital asset library of toolkit elements will be utilized by DCA staff to customize communication graphics as opportunities arise.
- Design a promotional publication, for print and digital distribution, that highlights DCA's impact and the function of its six divisions, and also incorporates the aforementioned look-and-feel collateral and designs.

Contract amendments will occur, if needed, to accommodate additional scope of work, as agreed upon by both the City and the Consultant.

V. Application Process

A complete application consists of answering all the questions below and submitting the required documentation to juan.garcia@lacity.org by 11:59 p.m. on **August 20, 2026**. The subject line should read: DCA Graphic Design Consultant.

Proposals must include a description of the proposed approach to providing the services and deliverables described in this Call. Only one application may be submitted per firm, organization, or individual consultant.

Proposals must include the following:

1. Contact information for the primary point of contact;
2. A narrative (500 words or less) describing the firm's or consultant's approach to providing marketing and communications services to a cultural agency, including their approach to maximizing accessibility, creativity, and public impact through design;
3. A description of the firm's or consultant's expertise and demonstrated experience in providing design services similar to those described in this document, including a list of relevant clients;
4. Examples of relevant past projects, including work samples, case studies, and/or links to prior campaigns;
5. A proposed preliminary scope of work and timeline for the first 90 days of engagement; and,
6. A cost proposal, including hourly rates and estimated hours for each deliverable area.

VI. Selection Criteria

Proposals will be reviewed by Juan Garcia, Director of Marketing, Development, Design and Digital Research, in consultation with relevant DCA staff members.

Evaluation will be based on the following factors and points available for each factor:

CRITERIA	WEIGHT
Strength of Design Narrative	**25**
Relevance of Experience	**25**
Quality of Work Samples	**25**
Clarity and Cost Reasonableness of Proposed Scope	**25**

Total Maximum Score	**100**

The highest total score that can be reached by panel review is 100 points.

DCA encourages the submission of proposals from firms and consultants that are women-owned, minority-owned, immigrant-owned, veteran-owned, or owned by individuals from underserved and/or underrepresented communities. DCA does not discriminate based on race, color, religion, creed, sex, sexual orientation, gender identity, age, ancestry, national origin, disability, or veteran status in consideration of these contracts. The City of Los Angeles is an Equal Opportunity Employer.

VII. Rights and Responsibilities

DCA reserves the right to decline all applications to this PQS, and/or cancel this PQS, or any roster of pre-qualified artists, at any time. This PQS is subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority/Women Business Enterprise, and Slavery Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

VIII. Budget

The total budget for this project shall not exceed $75,000. The City will reimburse the contractor for actual, reasonable, and documented costs incurred in the performance of the work, including, but not limited to, labor, equipment, rentals, materials, and permits. All costs are subject to review and approval. Proposal budgets must not exceed the available funding.

IX. Schedule

MILESTONE	DATE
PQS Issued	July 22, 2026
Deadline for Submissions	August 20, 2026 by 11:59 p.m.
Selection / Contract Award Notification	September 10, 2026
Term of Contract Begins	November 30, 2026
Term of Contract Ends	November 30, 2027

Proposals must be received no later than 11:59 p.m. on August 20, 2026. DCA is not obligated to consider proposals received after this date and time.