



REQUEST FOR PROPOSAL

DESIGN SERVICES

MSI Reproductive Choices is seeking a professional and creative design agency to provide services for upcoming campaigns and ongoing brand needs. The selected agency will be added to our preferred supplier list for a 2-year fixed term with opportunities for recurring work across teams.

Proposal overview:

- This RFP asks you to outline your approach to a hypothetical brief: the design and production of a 100pp Annual Report print publication.
- The report is a high-profile piece, circulated amongst the most senior stakeholders and influential donors and partners.

The brief:

- Every year, MSI is obligated to report on its operational and financial performance.
- As well as 30pp of audited accounts, we also include 40pp of strategic and organisational policy, plus an upfront 30pp of editorial stories from our work around the world.
- All written content will be provided by MSI, either in a word document or Excel spreadsheet.
- You will have access to our brand asset library, which hosts 5,000 photographic assets, plus icons, logos and brand guidance.
- The report is required in a number of formats, to cater to different audiences and uses:
 1. Full 100pp printed report
 2. Full 100pp digital report, optimised for online use
 3. Abridged 32pp editorial printed report
 4. Abridged 32pp editorial digital report, optimised for online use
- Deliverables 3 and 4 must also be versioned to cater for a US audience and format: replacing US spellings and contact details throughout, and resizing to US letter paper.
- Deadline: Final delivery needed in time for an external launch by 31/01/2026

Issued by: Megan Saxton, Brand & Marketing Advisor

Issue date: 25/11/2025

Response deadline: 08/12/2025

Email responses to: megan.saxton@msichoice.org

Response requirements:

Project planning

Please outline your approach to each of the below:

- Creative concept and agreement of overall design direction
- Design and layout, including rounds of stakeholder feedback and amends
- Delivery of final files
- Any additional services you offer which may be beneficial, such as proofreading or print production. Although these are not essential.
- Cost proposal and timing plan

Rate card

Please also present a proposed standardised rate card for ongoing work and a demonstration of how this is likely to translate to typical projects:

- A2 printed poster (imagery, headline, CTA)
- 2pp evidence report (c.1,200 words and imagery supplied by MSI, like [this example](#))

Relevant work and case studies

Please supply one or more case studies where you have worked with NGOs to produce similar work.

Supplier due diligence checklist

To accompany your proposal, please also complete and return our supplier due diligence checklist, which is available on request from the email address listed above.