



Wayfinding Graphic Consultant

List of Questions for Short-Listed Firms:

1. Please provide an alternate pricing proposal deleting the production of Construction Documents and instead producing a design scope package to obtain bids by pre-qualified signage contractors. Under this alternate, the signage contractors would produce shop drawings meeting the graphics design intent for your review.
2. Please clarify whether or not your firm included wayfinding graphics coverage of the entire 9 acre site. DPAC would like for the selected firm to provide site signage specific to DPAC – including the plaza, Magnolia motor court, the surface parking immediately east of DPAC, the walkways surrounding DPAC, and exterior building signage. In addition, DPAC would like for the selected firm to provide exterior signage standards for the future private developments within the entire 9 acre 2-block site. If your firm has not included this in your fee, then please provide a separate number including it during your interview.
3. Please re-confirm your intentions for MWBE participation, and/or your commitment to become City of Orlando certified as a MWBE firm.
4. Please provide a separate price for Branding and Identity consulting work.
5. Please provide a separate price for color consulting.