

Request for Qualifications
Fleet Vehicle Rebranding, Decal Production, and Installation Services

Aroostook County Action Program (ACAP) is completing a comprehensive rebranding initiative, including the adoption of a new organizational name, logo, visual identity system, and messaging framework. As part of the implementation of this new brand, ACAP is seeking qualified vendors to update and apply vehicle graphics across its fleet. The objective is to ensure a consistent and professional presentation of the organization's new identity throughout its service area. Branding guidelines, approved logo files, color specifications, and messaging standards will be provided to the selected contractor following contract award.

Funding restrictions will not allow for a full re-do of existing wrapped vehicles (shown below). Accordingly, we are asking vendors to propose a unique and creative solution to reflect our new brand that uses the current base on the existing wrapped vehicles. On Agency vehicles, not currently wrapped, we are looking for the selected vendor to propose a more modest spot decal solution on the sides of the vehicles – not a full wrap.

Scope of Work

The selected contractor shall:

- Propose a unique creative design solution for ACAP leadership to approve, that to the extent possible covers the key brand elements on existing vehicles namely the logos and lettering that reflect outdated representation of the Agency.
- Design and install vehicle graphics reflecting ACAP's newly adopted organizational name and visual identity.
- Utilize branding assets and standards provided by ACAP.
- Develop a cohesive fleet graphic system that maintains brand consistency across multiple vehicle types and sizes.
- Produce design proofs for review and approval prior to fabrication.
- Fabricate and install all approved graphics.
- Ensure placement, sizing, and visibility are appropriate for each vehicle type.
- Coordinate installation schedules to minimize service disruptions.
- Provide all labor, materials, equipment, and transportation necessary to complete the project.

Proposed Timeline

- ☐ RFQ Issued: July 13, 2026
- ☐ Responses Due: July 31, 4:00 p.m.
- ☐ Notification of Award: August 7, 2026
- ☐ Work may start as soon as contracts have been signed.

Qualifications to include:

- ☐ Company Information- Please include a brief history of the company.

- Sampling of images of vehicle decals that have been done and installed from the past 3 years.
- Pricing quote for each vehicle type
- W-9, Proof of Workers Compensation, and Liability Insurance

Fleet Inventory:

Vehicle Type	Quantity
Decal Vehicles	
Honda CRV	1
Honda Odyssey	2
Dodge ProMaster Van	2
Dodge Caravan	1
Wrap Modification Vehicles (Pictures attached of current wrap)	
Dodge Hornet	3
Chrysler Minivan	1
Mitsubishi Outlander Sport	1
Mobile Service Unit (Converted Motorhome)	1

Current Vehicle Wraps

Mitsubishi Outlander:



Chrysler Pacifica:



Dodge Hornet:



Mobile Service Unit:



Mobile Service Unit (cont.):

