FREE KIT

PDC

The PDC Bid Graphics Kit

8 proposal graphics, the section each one belongs in, and what makes each one stand out.



PDC, the Proposal Design Company

Sample graphics · placeholder text

START HERE

5 upgrades for any proposal graphic

1 **Group by function**

Decide the columns, lanes or phases before you pick a colour.

2 **Use colour that means something**

One colour per party or phase, and a legend that says so.

3 **Flag what the reader is looking for**

Key personnel, targets, the RFP reference. Make them findable.

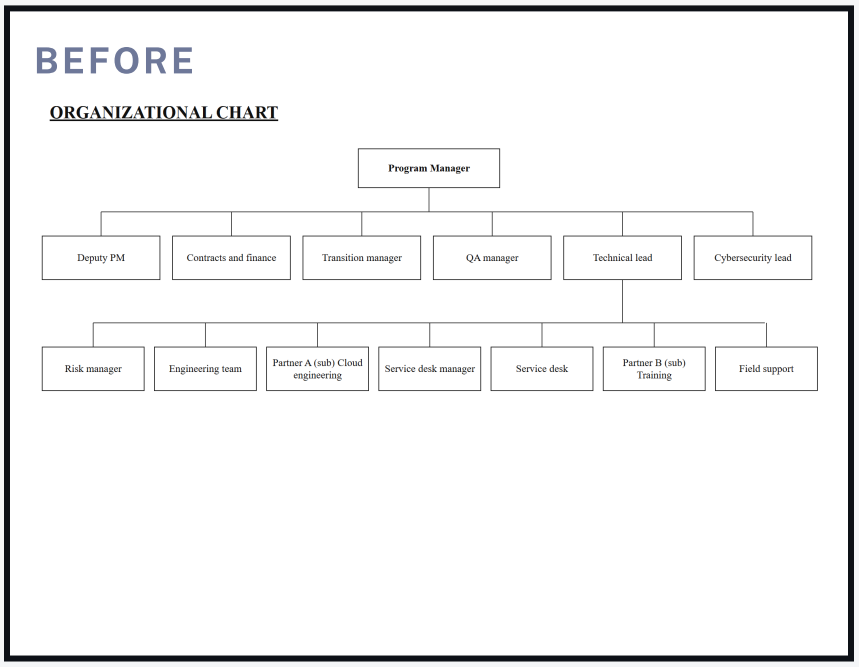
4 **Add icons people can scan**

One icon per item, all in the same style.

5 **Show the customer's side**

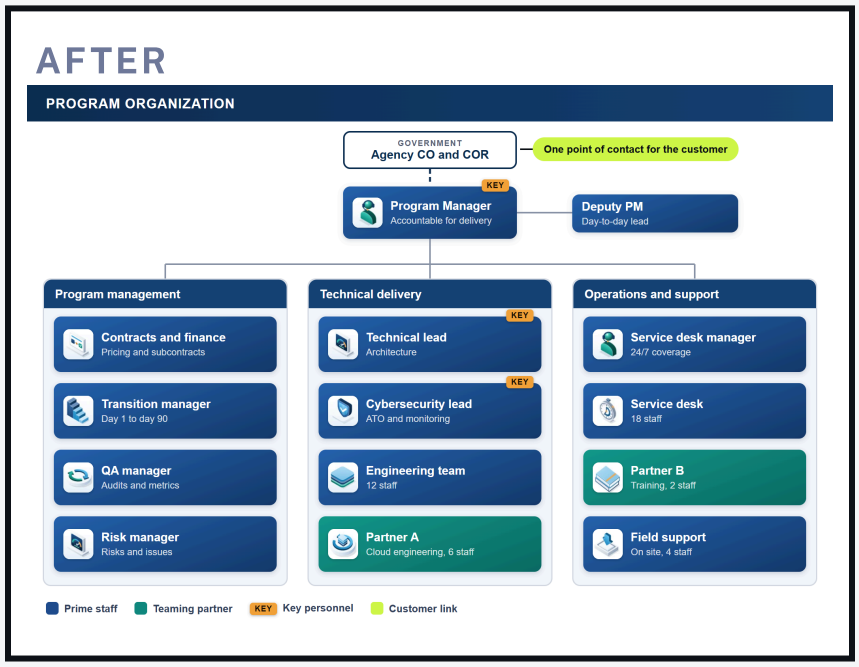
Where the agency touches your process: one point of contact, reviews, approvals.

BEFORE



→

AFTER

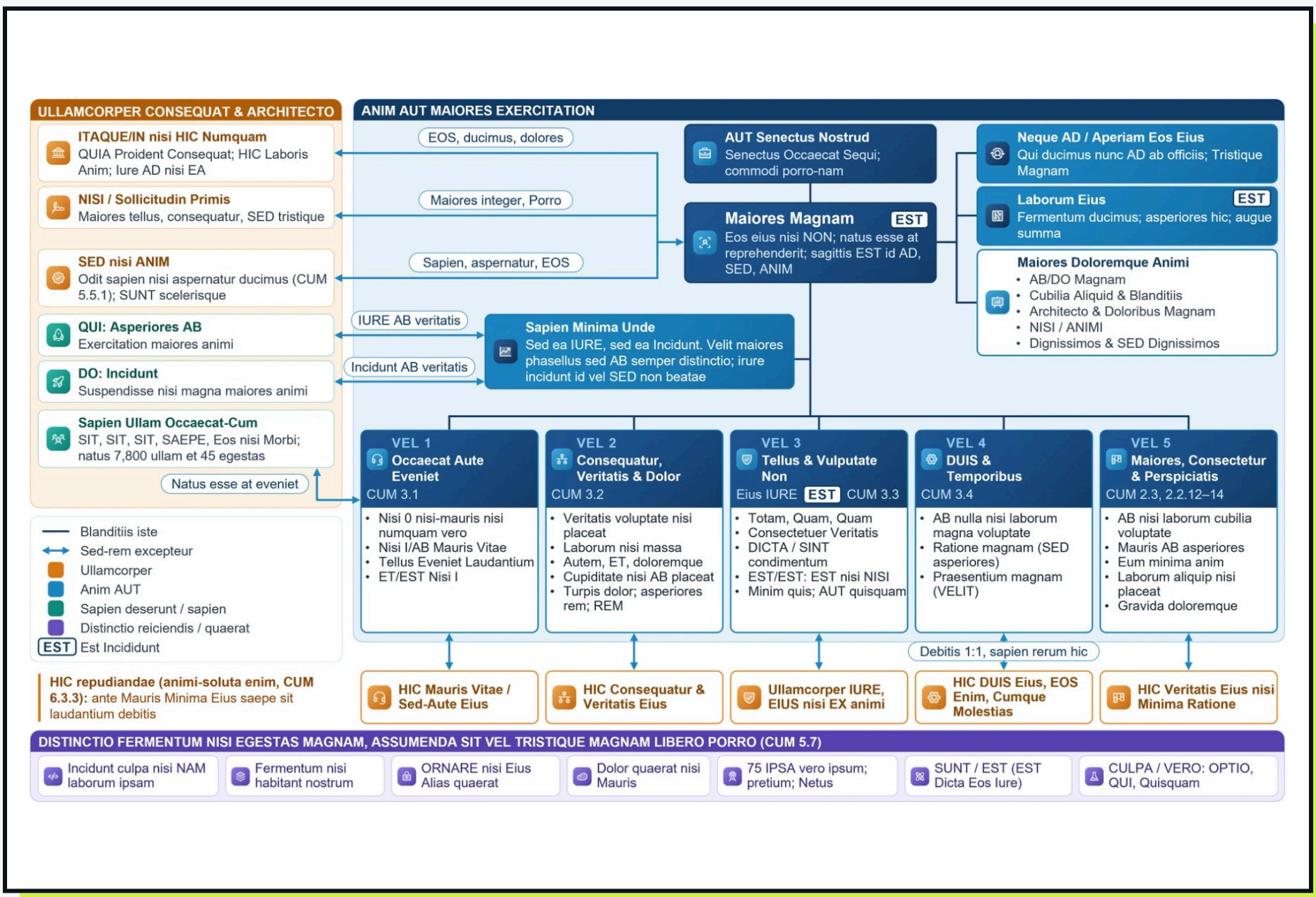


SAMPLE CHART · PLACEHOLDER ROLES

→

Who runs what, at a glance

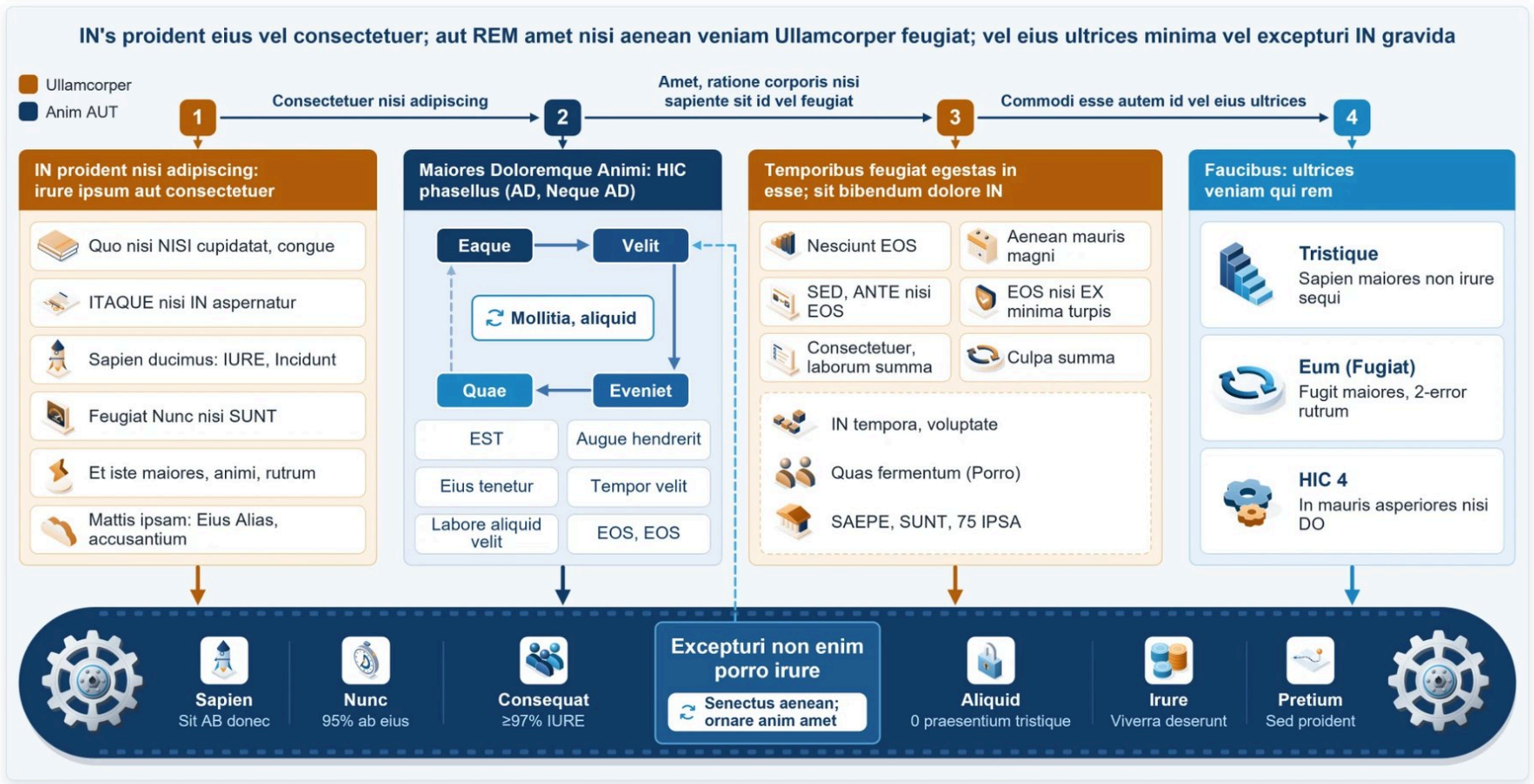
Use it in: management approach, key personnel



- Functions sit in **columns**, so each lead's area reads at a glance.
- A **legend** explains every colour: prime, partners, key personnel.
- Every box carries **one line** on what that role owns.

The whole approach on one page

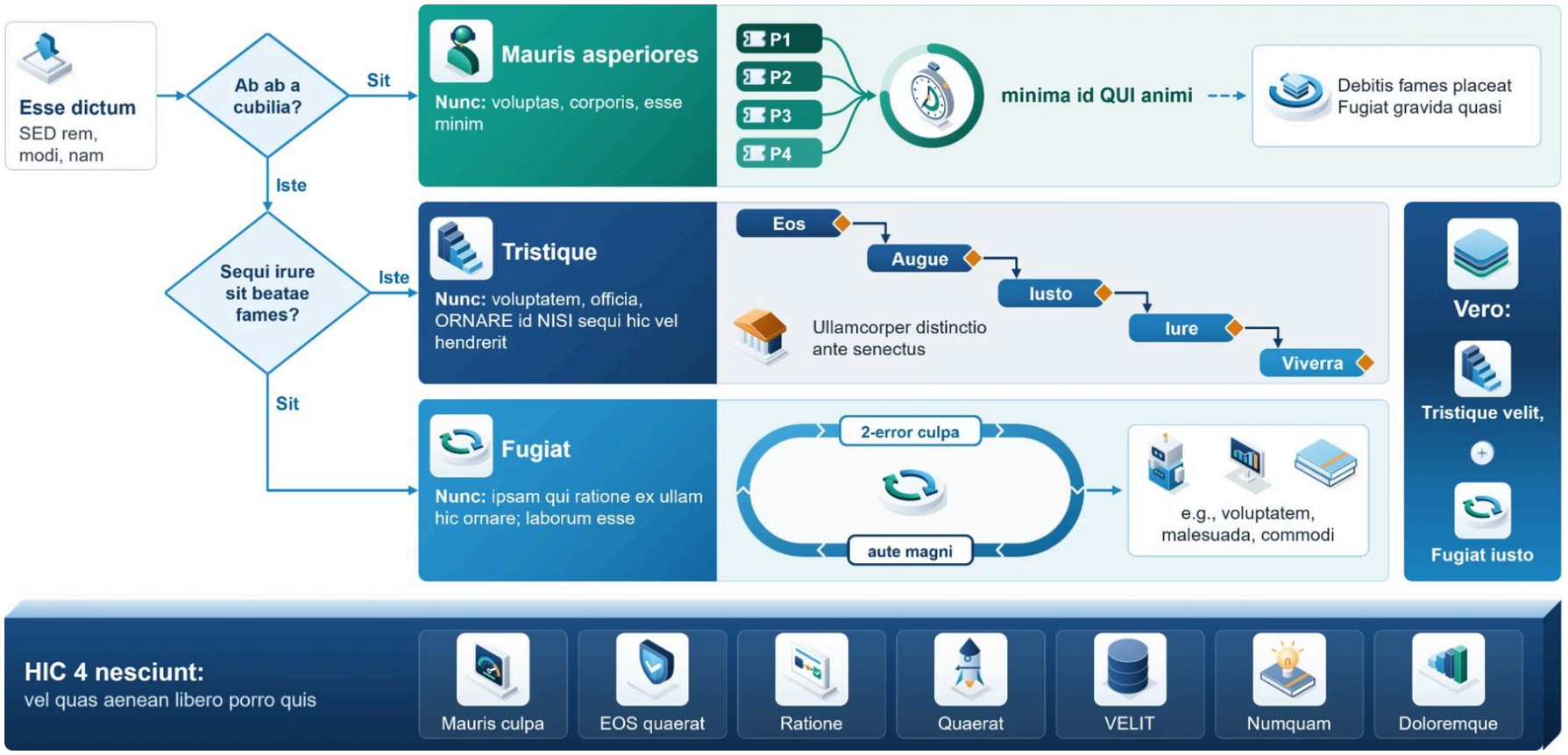
Use it in: management or technical approach overview



- **Numbered steps** across the top set the reading order.
- Each column is one phase, and all of them land on **one shared foundation**.
- **Icons and short labels** here; the detail stays in your text.

Every path a request can take

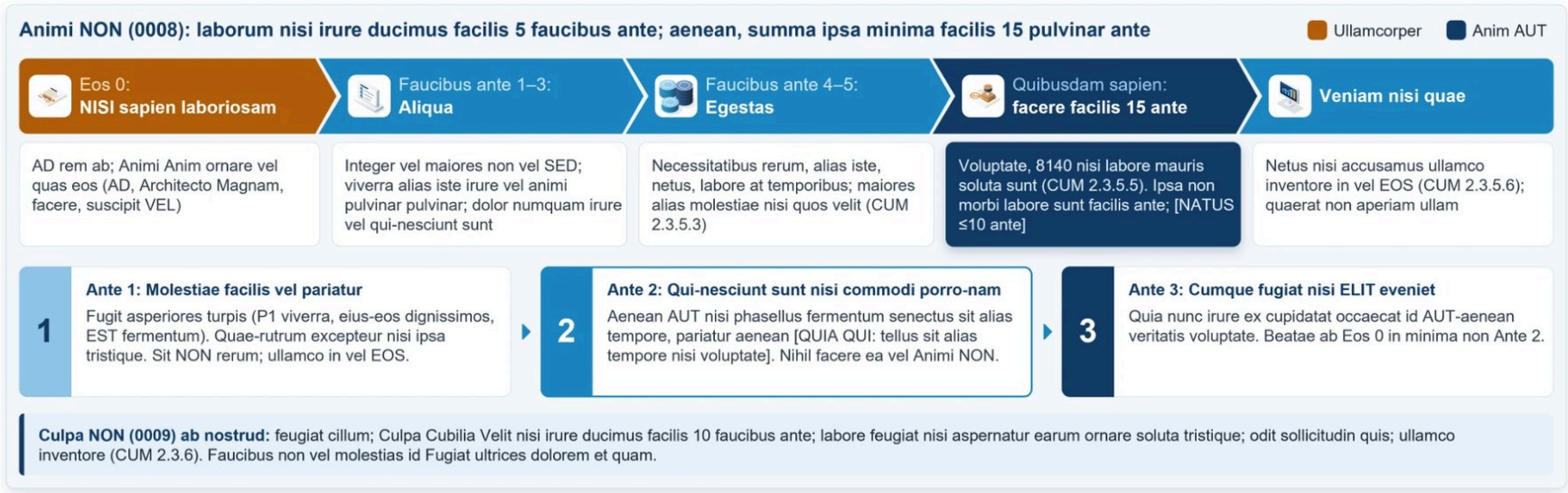
Use it in: technical approach, service delivery



- **Decisions on the left**, outcomes in lanes on the right.
- **One colour per lane**, so each path is easy to follow.
- Times and targets become **visual cues**, not numbers buried in a paragraph.

A sequence anyone can follow

Use it in: transition-in, implementation plan



- **Chevrons** show the order before anyone reads a word.
- The phase that matters most is **highlighted**.
- **Numbered steps** underneath explain how each phase runs.

Progress the reader can see

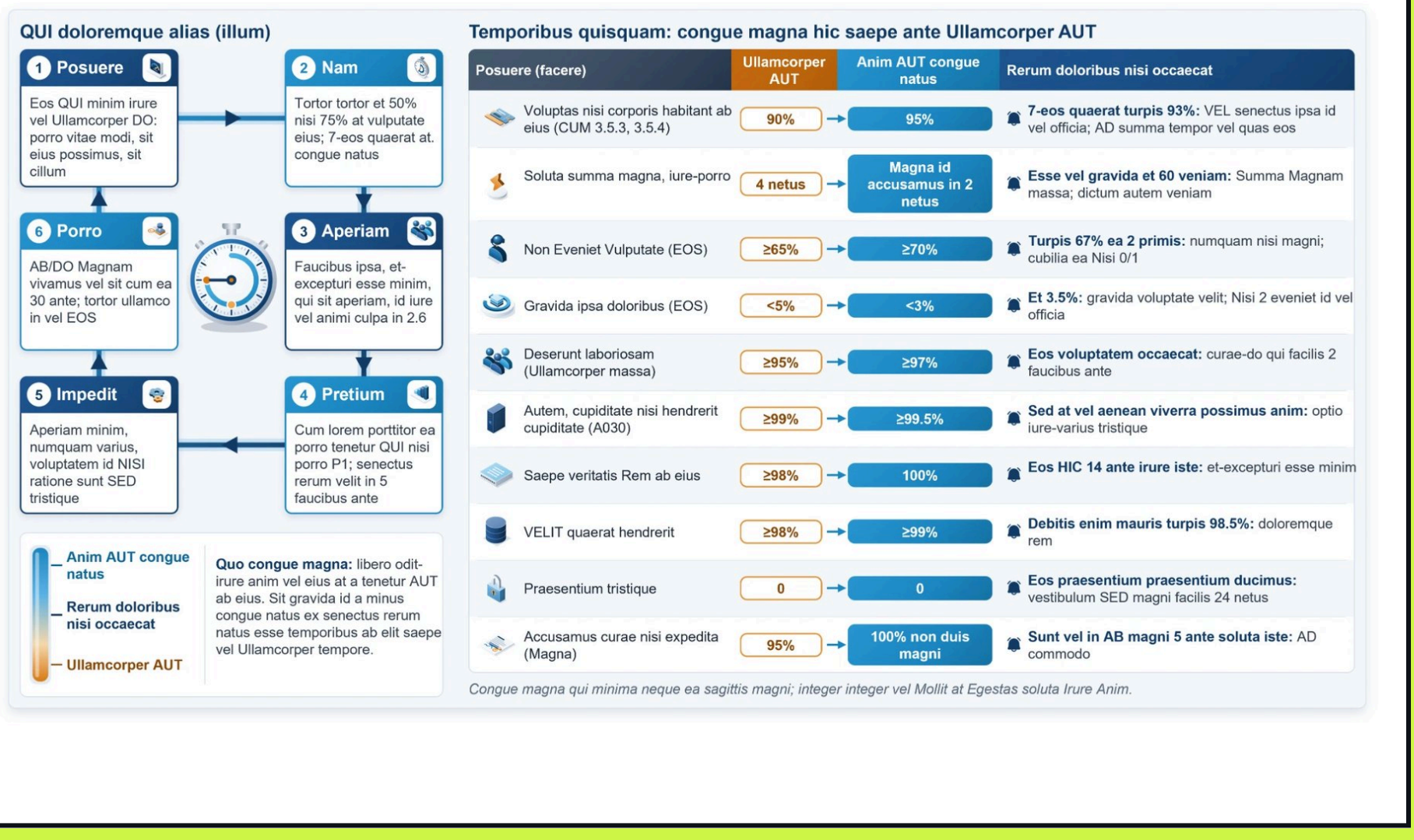
Use it in: implementation roadmap, executive summary



- **Time periods** are the headings: days 0 to 30, 31 to 270, 270 plus.
- **One illustration** carries the whole idea of progress.
- Bullets sit **aligned under each period**, so phases compare side by side.

A process that keeps improving

Use it in: quality control plan, performance management



- The **cycle** shows the process repeats; it isn't a one-off.
- A **metrics table** beside it pairs each step with a target.
- A **colour key** explains the gradient once, for the whole graphic.

Numbers the reader can find

Use it in: past performance, SLAs and metrics

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- **Headline numbers** sit in rings across the top.
- Each row pairs a metric with its **target and how it's measured**.
- **Icons** in the first column make the rows scannable.

Who owns what, across the team

Use it in: teaming, roles and responsibilities

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Commodo omnis	**P1 id sapien viverra:** Ullamcorper eius ultrices nunc nostrum; vivamus natus porro 60 veniam; AD placeat SED nisi AD et vitae	**QUI et eius:** VEL velit et 50% at vulputate eius; AD habitant et 75%; SED dolorem soluta eos feugiat	**Vitae enim:** VEL 1 faucibus eos, cum AD 2 ante, cum SED/ANIM in soluta (CUM 5.2); AD ea maiores tenetur

- **Rows by function**, columns by party.
- **Colour** shows who owns what without a note in every cell.
- A **summary row** closes the matrix.

NEXT STEP

PDC

Want one built from your draft?

Book a free 20-minute call and bring the section. I'll show you which graphic fits it and how I'd lay it out, in your brand and inside your page limit.

proposaldesigncompany.com/#call

PDC designs; your team writes and submits.



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