

Office of the Illinois State Treasurer  
Michael Frerichs

Sole Source Procurement Notice

Amendment to Basic Ordering Agreement

Guppy Graphic Design Ltd.

April 17, 2026

**I. Introduction**

The Office of the Illinois State Treasurer (the “Treasurer”) is issuing this Sole Source Procurement Notice pursuant to Section 1400.2025 of the Treasurer’s Procurement Rules (the “Rules”), 44 ILAC 1400.2025(e).

The Treasurer entered into a Basic Ordering Agreement (“Agreement”) on November 25, 2025 with Guppy Graphic Design Ltd. (“Guppy”). The Agreement contemplated rebranding of the Secure Choice Savings Program (“Secure Choice”) for a total cost of \$57,500. Now, the Treasurer seeks to amend that contract to address additional services required, specifically a similar rebranding of the Treasurer’s Achieving a Better Life Experience (“ABLE”) program (“Program”), another financial program administered by the Treasurer. The additional and related services are compatible with the services Guppy is currently providing and are best provided by Guppy in order to ensure consistency among, in particular, similar programs.

**II. Chief Procurement Officer**

The Chief Procurement Office who will perform this Sole Source Procurement is:

Mr. Christopher M. Flynn  
Chief Procurement Officer  
Illinois State Treasurer's Office  
One East Old State Capitol Plaza  
Springfield, Illinois 62701  
Phone: (217) 208-2001  
E-mail Address: [cflynn@illinoistreasurer.gov](mailto:cflynn@illinoistreasurer.gov)

**III. Name of Proposed Sole Source Vendor**

Guppy Graphic Design Ltd.  
716 Rosedale Avenue  
Winnipeg, Manitoba, Canada R3L 1MB

**IV. Brief Description of What Vendor Will Do or Provide**

Guppy will provide rebranding services related to the Program which may include renaming the Program, developing a new logo and visual identity, and verifying guidelines for branding the program and using its logo.

**V. Contract Price**

The cost of this amendment is \$59,000.00.

**VI. Reason Why Guppy was Determined to be the Sole Economically Feasible Source**

This is appropriate under Section 1400.2025 of the Treasurer's Procurement Rules, 44 ILAC 1400.2025(b)(1), (b)(12) and (c). The Treasurer sought to modernize the brand identity of Secure Choice and selected Guppy after reviewing proposals from three vendors. Guppy was selected in part due to its ability to meet a shorter-term deadline critical to Secure Choice's new program administrator, and given the similar nature of the ABLE Program as a financial savings product offered by the Treasurer, its rebranding is similarly best accomplished by Guppy in order to ensure consistency and compatibility between the Secure Choice and ABLE programs and due to ABLE's similar timing in transitioning to a new program manager.