



## **Terms of Reference Graphic Design Firm**

### **Background**

UNFPA is the United Nations sexual and reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. Since the International Conference on Population and Development in 1994, UNFPA has been assisting countries with implementing the ICPD Programme of Action to put sexual and reproductive health and rights and population dynamics to achieving three transformational goals by 2030 - ending preventable maternal deaths, ending unmet need for family planning, and ending gender-based violence and other harmful practices against women and girls including child marriage.

UNFPA Philippines is looking for a graphic design firm to support its brand building and communication activities with partners and the general public, which in turn will help strengthen its advocacy work. The graphic design firm will assist the Country Office in conceptualizing and designing its visual materials in time for the launch of its 9th Country Programme.

### **Scope of Work**

The third-party graphic design firm will provide the following services and materials, in accordance of UNFPA's branding guidelines:

1. Provide options and a final overall visual concept for the organization's communications materials to ensure strong branding and unified design that showcase the essence of UNFPA's work while following the organization's global branding guidelines;
2. Design and layout UNFPA's communications materials:
  - a. Folder;
  - b. Tri-fold Brochure;
  - c. One-page programme information flyer template;
  - d. Vertical standee for UNFPA with tagline
  - e. Vertical standee template for programmes;
  - f. Desk calendar;
  - g. Undated desk planner;
  - h. Policy brief template (cover and 1 sample inside page);
  - i. Project proposal template (cover and 1 sample inside page);
  - j. 18 Days of Activism banner design.
3. Produce key visuals and illustrations needed for the communications materials;

4. Provide high-res editable files of the designs and illustrations in PSD format, as well as in Canva;
5. Allow at least three major design revisions for each communication material designed.

### **Expected Output**

- Folder design;
- Tri-fold brochure design;
- One-page programme information flyer template design;
- Vertical standee design for UNFPA;
- Vertical standee template design for programmes;
- Desk calendar design;
- Undated desk planner design;
- Policy brief template design;
- Project proposal template design;
- 18 Days of Activism banner design;
- Editable files and graphic elements of the abovementioned materials.

### **Institutional Arrangements**

The graphic design firm will be working closely with the Media and Communication Analyst, under the UNFPA Philippines Country Office. The graphic design firm is expected to have its own equipment, office space, and internet connectivity.

### **Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):**

Deliver the outlined deliverables stipulated under the Scope of Work above, within the agreed timeline. The final version and the editable versions of the files should be uploaded in the UNFPA Google Drive folder.

### **Duration of Work**

The Contractor will be engaged from August 2023 to December 2023 unless revised in a mutually agreed upon timetable. Changes in the duration of the contract will be implemented through issuance of a contract amendment.

### **Timeline**

August to September - briefing by UNFPA, submission of first draft of design for folder, tri-fold brochure and vertical standee

October to November - finalization of design of folder, tri-fold brochure and vertical standee

- submission of first draft for desk calendar, standee template and flyer template for programme information
- submission of draft and finalization of 18 Days of Activism banner design

December - finalization of remaining communications collaterals and submission of editable files and graphic elements.

### Scope of Bid Price and Schedule of Payments

Schedule of payment shall be, as follows:

- 30% after UNFPA's satisfactory acceptance of the first draft of at least 3 materials
- 40% after UNFPA's satisfactory acceptance of at least 7 revised communications materials
- 30% Upon satisfactory acceptance by UNFPA of the consultancy firm's final designs and editable files

**Charged to:** PHL08PCA-FPA90-COMMS-PU0074

### Criteria for Evaluation of the Technical and Financial Proposal

The technical proposal shall be evaluated based on the following criteria:

Evaluation Criteria	Scoring Percentage
<b>1. Project Management</b> a.) Staffing, having adequate personnel to meet requirements and deadlines b.) Professional experience in managing similar projects for a UN agency or an international organization	<b>10%</b>  5%  5%
<b>2. Technical Expertise</b> a.) Professional experience in branding, graphic design, illustration and graphic layout b.) Having previous work that has a similar design style to the UNFPA brand	<b>60%</b>  50%  10%
<b>Financial Proposal</b> (reasonableness of the bid to produce quality outputs, comparability with other bids)	<b>30%</b>

### Recommended Presentation of the Proposal

Interested parties may submit a detailed proposal with the following information:

- List of similar work
- Proposed timeline and work plan
- Itemized costing for scope of work

Proposals should be emailed to Marrychris Machanidis, Procurement Associate, machanidis@unfpa.org with the email subject: Quotation for Graphic Design Firm for UNFPA on or before 6 August 2023.

Approved by:

DocuSigned by:  
  
 Dr. Leila Saij Joudane  
 Country Representative

19-Jul-2023