

## **Request for Proposal to Develop Brand Style Guide**

### **1. Purpose**

This Request for Proposal (RFP) aims to select a party to develop a Brand Style Guide and promotional materials for Maldives Pension Administration Office.

### **2. Scope**

The RFP is offered exclusively for the winner of the Pension Office Logo Competition, to develop a Brand Style Guide and promotional materials based on the winning logo design and concept presented in the competition.

### **3. Deliverables**

#### **a. Brand Style Guide**

- Approved color palette
- Approved fonts (print and digital)
- Designs for Billboard, Print Ads and Tv Ads
- Guidelines and examples of the clear zone
- Sizing Guidelines
- Acceptable and unacceptable uses of the brand elements
- Permission Guidelines for Logo Use
- Samples of how the brand could be applied to website and social media pages

#### **b. Other Brand Elements**

- Taglines/Slogans
- Brand Voice
- Brand Story

### **4. Eligibility Criteria**

The party should possess the requisite experience, resources and capabilities for providing the services necessary to produce the deliverables.

### **5. Previous Experience Requirements**

The party shall demonstrate their capabilities and experience in providing similar services by submitting supporting documents. These services must be performed during the last ten (10) years (minimum 3 similar successfully accomplished projects are required).

### **6. The Team**

The project team proposed by the party must include individuals who have technical knowledge and experience in Visual branding and design or similar fields.

## 7. Proposal

The Proposals must contain the following information:

- a. A simple explanation of the process or approach that will be followed in completing the work
- b. Project timeline covering the following milestones
  - Design concept for Style Guide
  - Initial Style Guide
  - Final Style Guide
  - Other Brand Elements
- c. A list of project team members and their Resume/CV
- d. Two examples of Style Guide design works
- e. Total Price in MVR (inclusive of GST) and Payment schedule

## 8. Evaluation Criteria

The proposal will be evaluated based on the following criteria. The party shall score above 80% marks to qualify for the project.

No	Evaluation	Expected Response	Marks
1	Price	Total quoted price inclusive of all charges and taxes	50
2	Skills/Creativity	The proposed concept for style guide Two examples of previous Style Guide design works	40
3	Project team	Resume/CV of project team members	5
4	Customer Referrals	Reference letters of past similar projects	5

Price must be quoted separately for the Brand Style Guide and other brand elements as we may offer two components separately or go forward with just one component.