

REQUEST FOR QUOTATION

10 December 2020

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below;

Quotation No. TPB-PR.2020.12.437

PR No. 12.019/ 07-Dec-2020

REQUIREMENTS : REBRANDING OF THE TPB CORPORATE LOGO

Quantity	Particulars	Estimated Unit Price	Estimated Total Amount
1 LOT	<p>Conceptualization Design of Corporate Logo and Rendition of the Logo for Corporate Collaterals</p> <p>LAYOUT GUIDELINES:</p> <ul style="list-style-type: none"> • Develop a new visual corporate identity for the Tourism Promotions Board (TPB) Philippines to represent a modern, dynamic, passionate, resilient and creative corporation, that also reflects its core values and strategic directions • Logo should be flexible and visible when applied to layout (layout-friendly), available in square, vertical and horizontal (portrait and landscape) and brand mark variations and favicon. • Logo should come in full color, grayscale, black and white versions • The logo design guidelines should include the following: <ul style="list-style-type: none"> ▪ Introduction/rationale ▪ Primary logo design ▪ Color palette (pantone) ▪ Font type and its usage leading and kerning ▪ Logo Alignment ▪ Secondary logos 	P236,000.00	P236,000.00

	<ul style="list-style-type: none"> ▪ Usage of different logo variations and the application against different backgrounds ▪ Usage of logo on website, ad material, and merchandise ▪ Rules on the correct and incorrect usages <ul style="list-style-type: none"> • Create the design for the new visual identity for the following corporate materials: business letterhead, envelope, corporate brochure template, business cards, and corporate banner/streamers (vertical and horizontal). <p>DELIVERABLES: Working files in Illustrator and PDF formats, RGB and CMYK. Logo - Primary, horizontal, vertical, brandmark, favicon variations in different color applications</p> <p>Logo guide / Brand guide</p> <ul style="list-style-type: none"> ▪ Introduction/rationale ▪ Primary logo design ▪ Color palette (pantone) ▪ Font type and its usage leading and kerning ▪ Logo Alignment ▪ Secondary logos ▪ Usage of different logo variations and the application against different backgrounds ▪ Usage of logo on website, ad material, and merchandise ▪ Rules on the correct and incorrect usages <p>Application on corporate materials</p> <ul style="list-style-type: none"> ▪ Business letterhead ▪ Envelope ▪ Corporate brochure template ▪ Business cards ▪ Corporate banner/streamers (vertical and horizontal) 		<p>Total: P236,000.00</p>
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Terms	30 days upon receipt of invoice		
ABC	Approved Budget for Contract (ABC) is P236,000.00 inclusive of all applicable taxes		

Please submit your quotation and legal documents thru email address at **genesis_lee@tpb.gov.ph** not later than **16 December 2020 on or before 1700H**. Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. Mayor's Permit/ License
2. BIR Registration / TIN
3. Company Profile/ Reference
4. PhilGEPs Certificate
5. Notarized Omnibus Sworn Statement

Thank you very much.

ELOISA A. ROMERO

Head, Procurement and General Services Division

Contact Person

(MISS) GENESIS WEIYN B. LEE

Contact No.

0921-702-9239

Note: **All entries must be typewritten in your company letterhead.**

Price Validity shall be for a period of thirty (30) calendar days.