

TERMS OF REFERENCE

CONCEPTUALIZATION DESIGN OF CORPORATE LOGO AND RENDITION OF THE LOGO FOR CORPORATE COLLATERALS

I. PURPOSE / OBJECTIVES

The Tourism Promotions Board (TPB) Philippines, marketing arm of the Philippines Department of Tourism, is in need of the services of a company engaged in the conceptualization and design execution of corporate logo together with the brand manual, and application of the logo for corporate collaterals.

II. LAYOUT GUIDELINES

- 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:
 - 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
- 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).

III. PRESENTATION OF CONCEPT DESIGNS

- Suppliers will be given 15 minutes to present the concept layout of proposed corporate logo designs.
- TPB BAC/TWG will rate the presentations of the interested suppliers based on the rating criteria
- Awarding of the project will be based on the Highest/Single Rated Responsive Proposal (H/SRRP).

IV. DELIVERABLES:

Working files in Illustrator and PDF formats, RGB and CMYK.

<p>Logo - Primary, horizontal, vertical, landmark, favicon variations in different color applications</p>	<p>60 days after PO is served</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) 	

V. BUDGET: PHP 236,000.00

VI. TIMELINE:

- 60 calendar days upon receipt of Notice to Proceed (NTP)

VII. TERMS OF PAYMENT

- 100% upon acceptance of the deliverables

VIII. ELIGIBILITY REQUIREMENTS /QUALIFICATION OF BIDDERS:

1. A company engage in conceptualization and design execution of the Corporate Logo, Brand Manual and Application of Logo for corporate collaterals with at least five (5) years of experience in the business;
 - a. Submit Articles of Incorporation, DTI, CDA registration whichever is applicable
 - b. Submit a list of ongoing and completed government and private projects for the last five (5) years.
2. The company should at least have 5 existing corporate logos used by their reputable clients. Submit a copy of the five (5) existing corporate logos.
3. Must have in-house creative personnel [at least (2) two Artist to be assigned to the project].
 - a. Submit Company Organizational Chart
 - b. Submit a curriculum vitae of the key personnel to be assigned to the project. Use TPF6 Form, the document need not be notarized;
4. Submit a proposed logo conceptualization following the layout guidelines.
 - Legal documents requirements:
 - PhilGeps Registration Certificate
 - BIR Certificate of Registration
 - Mayor's / Business Permit
 - Omnibus Sworn Statement
 - Company Profile

IX. CRITERIA FOR EVALUATION

Bidders will be required to make a presentation (maximum of 15 minutes) of their proposed corporate logo design. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

TECHNICAL BID/PROPOSAL CRITERIA RATING (80% Passing Score)

	CRITERIA	WEIGHT
I.	Firm Experience and Capability	30%
	<p>a. Experience of the firm in handling similar nature of work (10%)</p> <ul style="list-style-type: none"> • 5 years and above (10%) • Less than 5 years (5%) <p>b. List of implemented similar projects for the last 3 years; Experience in working with government projects will be an advantage (10%)</p> <ul style="list-style-type: none"> • More than 5 projects (8%) • 5 projects (6%) • Less than 5 projects (4%) <p><i>* plus 2% if the bidder has handled any government project/s within the last three years</i></p>	
II.	Quality of personnel who may be Assigned to the Project	30%
	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the logo design with minimum experience of 3 years</p> <ul style="list-style-type: none"> • Project Manager • 2 Graphic Artists • 3 or more years of relevant experience (20%) • Less than 3 years of relevant experience (10%) 	
III.	Quality of proposed logo conceptualization	40%

	a. Adherence of the proposal to all the required components of the Deliverables mentioned in this bid (15%) b. Creativity and impact of the Logo Design (25%)	
	TOTAL	100%

IIX. CONTACT PERSON:

Band Management & Advertising Division

MARCOM Department

Ms. Krisandra Cheung krisandra_cheung@tpb.gov.ph

Mr. Artem Maunahan artem_maunahan@tpb.gov.ph

//as of 18 March 2021