

18 March 2021

REQUEST FOR QUOTATION (RFQ)

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

RFQ No. TPB-PR 2021.03.117

Requirement: Service Provider for the Conceptualization Design of the Tourism Promotions Board Corporate Logo and Rendition of the Logo for Corporate Collaterals

Quantity	Particulars	Estimated Unit Price (Php)	Estimated Total Amount (Php)
1 Lot	<p>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.</p> <p>Deliverables</p> <ol style="list-style-type: none"> 1. Corporate Logo 2. Logo guide / Brand guide 3. Logo application on corporate materials <p>Eligibility Requirements</p> <ol style="list-style-type: none"> 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; <ol style="list-style-type: none"> 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]. <ol style="list-style-type: none"> a. Submit Company Organizational Chart b. Submit a curriculum vitae of the key personnel to be assigned to the project. <p style="margin-left: 40px;">Use TPF6 Form, the document need not</p> 	236,000.00	236,000.00

	<p>be notarized;</p> <p>4. Submit a proposed logo conceptualization following the layout guidelines.</p> <p>Criteria for Evaluation</p> <table border="1"> <thead> <tr> <th>Proposal</th> <th>Weight</th> </tr> </thead> <tbody> <tr> <td>A. Technical Proposal</td> <td>80%</td> </tr> <tr> <td>B. Financial Proposal</td> <td>20%</td> </tr> </tbody> </table> <p>Technical and Financial Proposals Criteria and Rating (80% Passing Score)</p> <p>Qualified Bidders shall be required to present their concept design (maximum of 15 minutes), the date of the presentation will be on short notice.</p> <p>Please see attached Terms of Reference for the layout guidelines, deliverables, rating criteria, and other details.</p>	Proposal	Weight	A. Technical Proposal	80%	B. Financial Proposal	20%		
Proposal	Weight								
A. Technical Proposal	80%								
B. Financial Proposal	20%								
Terms	As stated								
Delivery	As stated								
ABC	PhP236,000.00 inclusive of applicable taxes								

Please submit your **proposal and legal documents** duly signed by your representative to email address janet_villafranca@tpb.gov.ph not later than **25 March 2021, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.

The **submission of the proposal and other documents shall be in one (1) compressed file folder, any submission not in this format will not be considered.** For easy identification of email, the subject shall be in this format: **TPB Logo Design_<Company Name>**

Thank you very much.

ELOISA A. ROMERO

Head, Procurement and General Services Division

Contact Person
Email:

JANET G. VILLAFRANCA
janet_villafranca@tpb.gov.ph

Note:

- 1. All entries must be typewritten in your company letterhead.**
- 2. Price Validity shall be for a period of thirty (30) calendar days.**
- 3. Suppliers must submit the following legal documents to be eligible to participate in the bidding:**
 - PhilGEPS Registration Certificate
 - Mayor/Business Permit
 - BIR Registration Certificate
 - Omnibus Sworn Statement
 - Company Profile