

16 September 2021

**REQUEST FOR PROPOSAL (RFP)**

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

**RFP No. TPB-PR 2021.09.352 (4th Posting)**

**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><b>Conceptualization and Design Execution of TPB Corporate Logo</b> (together with the brand manual, and application of the logo for corporate collaterals)</p> <p><b>Deliverables</b></p> <ol style="list-style-type: none"> <li>1. Corporate Logo – Concept Design and Layout</li> <li>2. Brand Book with Logo Guide</li> <li>3. Application on corporate materials</li> </ol> <p><b>Eligibility Requirements</b></p> <ol style="list-style-type: none"> <li>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"> <li>a. Submit Articles of Incorporation, SEC, DTI, CDA registration whichever is applicable</li> <li>b. Submit a list of ongoing and completed government and private projects for the last five (5) years.</li> <li>c. Submit company profile</li> </ol> </li> <li>2. Must present at least three (3) corporate logos conceptualized by the company that are currently being used by an organization/corporation/establishment. Please indicate the year when the logo was created.</li> <li>3. Must have in-house creative personnel [at least (2) two Artist to be assigned to the project].               <ol style="list-style-type: none"> <li>a. Submit Company Organizational Chart</li> <li>b. Submit a curriculum vitae of the key</li> </ol> </li> </ol>	236,000.00	236,000.00

personnel to be assigned to the project.  
Use TPF6 Form, the document need not be notarized;

4. Submit a proposed logo design following the layout guidelines.

**Criteria for Evaluation**

Proposal	Weight
A. Technical Proposal	80%
B. Financial Proposal	20%

The passing score is 80%

**Other Terms and Conditions**

1. The concept designs/layout to be presented by the supplier is subject to change, if needed, after being awarded to supplier.
2. At least minimum of three (3) revisions and maximum of five (5) at no extra cost.

**Legal Documents**

1. PhilGEPS Registration Certificate
2. Mayor/Business Permit
3. BIR Registration Certification
4. Omnibus Sworn Statement (revised)

**Eligible Bidders shall be required to present their concept design for a maximum of 15 minutes, the date of the presentation will be on short notice.**

**Attachments:**

1. Terms of Reference
2. TPF6 Form
3. Revised Omnibus Sworn Statement

**Note:**


1. **All entries must be typewritten in your company letterhead and the proposal must me duly signed by your authorized representative**
2. **Price Validity shall be for a period of thirty (30) calendar days.**

Terms	As stated
Delivery	60 calendar days from receipt of the Notice to Proceed (NTP)
ABC	Php236,000.00 inclusive of applicable taxes

Please submit your **proposal together with the eligibility and legal documents** enumerated above to email address *janet\_villafranca@tpb.gov.ph* not later than **24 September 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 4<sup>th</sup> Post\_<Company Name>**

Thank you very much.

  
**ELOISA A. ROMERO**  
Head, Procurement and General Services Division  
Administrative Department