

## Climate Resourcing Coordination Centre (CRCC)

### Terms of Reference (TORs) for Hiring a Graphic Designer for Developing a Corporate Branding Package

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#### I. Background

CRCC-NRSP seeks a qualified and experienced graphic designer to create a corporate branding package that defines the organization's visual identity and ensures consistency across all communication platforms and materials.

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#### II. Scope of Work

The consultant will be responsible for designing and delivering the following elements:

##### 1. Core Visual Identity

- **Logo:**
  - Primary logo
  - Secondary/alternate versions (horizontal, vertical, simplified)
  - Variations (black-and-white, monochrome, inverted)
- **Colour Palette:**
  - Primary and secondary colours with HEX, RGB, and CMYK codes
- **Typography:**
  - Fonts for headings, body text, and accents
  - Usage guidelines (e.g., font sizes, line spacing)
- **Imagery:**
  - Guidelines for photography, illustrations, or iconography styles
- **Patterns and Textures:**
  - Custom graphic elements for backgrounds or decorative purposes

##### 2. Digital Assets

- **Social Media Templates:**
  - Templates for posts, stories, banners, and ads
- **Email Signatures:**
  - Standardized design for staff email communication
- **Website Elements:**
  - Icons, buttons, banners, and style guides for web use

- **PowerPoint/Slide Deck Template:**
  - Branded slides for presentations

### 3. Print Assets

- **Stationery Design:**
  - Business cards
  - Letterheads
  - Envelopes
- **Marketing Materials:**
  - Brochures
  - Flyers
  - Posters

### 4. File Formats

- Editable source files (e.g., AI, PSD)
  - Exported formats for various use cases (e.g., PNG, JPG, PDF, SVG)
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## III. Deliverables and Timeline

The assignment will be completed within **3 weeks**, with the following milestones:

1. Inception meeting and submission of work plan – **Week 1**
2. First draft of the corporate branding package – **Week 1 (flexible)**
3. Review and feedback from CRCC – **Week 2 (flexible)**
4. Submission of final deliverables – **Week 3**

**Note:** Payment will be made after the submission and approval of final deliverables.

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## IV. Qualification Requirements

- Proven experience in graphic design, specifically in corporate branding
  - Strong portfolio showcasing expertise in logo creation, typography, and branding assets
  - Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) or similar tools
  - Ability to deliver high-quality work within tight deadlines
  - Familiarity with sustainability or climate-related sectors (preferred)
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## V. Evaluation Criteria (QCBS Methodology)

The selection will be based on the **Quality Cost Based Selection (QCBS)** method.

**Definition of QCBS:** This approach balances quality and cost by assigning weightage to both technical and financial proposals. 70% weightage will be given to the technical proposal and 30% to the financial proposal.

**Technical Proposal (70%):**

- Quality of portfolio (35% of total)
- Relevant experience (35% of total)

**Financial Proposal (30%):**

- Cost-effectiveness and budget alignment (30% of total). Financial proposal should be inclusive of all applicable taxes as per law of land. Applicable taxes would be deducted from each payment.

**Note:**

1. The consultant will need at least 60% to qualify for consideration.
2. The consultant with the highest combined score (technical + financial) will be selected.

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## **VI. Submission Details**

Interested applicants should submit the following:

1. Technical proposal: Portfolio showcasing relevant work experience and copy of CNIC.
  2. Financial proposal with a detailed cost breakdown – See Annex 1 below to see template
  3. Technical and Financial Proposal to be submitted via email to the address [rfaq@nrsp.org.pk](mailto:rfaq@nrsp.org.pk) latest by 13<sup>th</sup> Dec, 2024 till 11:00am.
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## Annex 1: Template for Financial Proposal

	Deliverables	Cost per item (PKR)
<b>1</b>	<b>Core Visual Identity</b>	
1a	Logo	
1b	Colour Palette	
1c	Typography	
1d	Imagery	
1e	Patterns and Textures	
<b>2</b>	<b>Digital Assets</b>	
2a	Social Media Templates	
2b	Email Signatures	
2c	Website Elements	
2d	PowerPoint Templates	
<b>3</b>	<b>Print Assets</b>	
3a	Stationary Design	
3b	Marketing Materials	
<b>Total Cost (PKR) inclusive of all applicable taxes</b>		

**Name of Consultant/Firm:**

**Date:**

**Signatures:**