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Development of visual identity and branding for the project QUIS-  
Quality Infrastructure – Better Goods and Services

**Project number/  
cost centre:**  
23.2227.9-001.00

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## 1. Context

The Multi-Donor Action “Better Goods and services” is jointly co-financed by the European Union, the Federal Ministry Economic Development BMZ and Czech Development Cooperation (CDC) and implemented by GIZ and CzDA. The part of the Action implemented by GIZ and CzDA is implemented as part of the BMZ project “Enhancing Company’s Competitiveness through Quality Infrastructure, QUIS”. The duration of this Action is scheduled from January 1, 2024 to December 31, 2026.

Through the implementation of the DCFTA and its EU related commitments, with a particular focus on business, trade, environment and better skills matching.

The **Specific Objective** (outcome) of the Action is Improve competitiveness and sustainability of the local private sector in Georgia.

The Action has the following outputs:

Output 1: Optimised regulatory and policy framework for quality infrastructure in line with EU and international requirements that promotes innovation and competition (implemented by GIZ and CzDA).

Output 2: Improved compliance with European and international standards of conformity assessment bodies (implemented by CzDA).

Output 3: Improved compliance with European and international standards of local firms (implemented by GIZ).

Output 4: Private companies’ awareness on potential of private standards or state regulation raised (implemented by GIZ and CzDA).

Output 5: Intensified cooperation between quality infrastructure institutions and private sector actors (implemented by GIZ and CzDA).

The partner of the project at the political level is Georgian Ministry of Economy and Sustainable Development (MoESD). Narrower portfolio of partners encompasses public bodies supervised by MoESD, such as Georgian National Agency for Standards and Metrology (GeoSTM), Georgian Accreditation Center (GAC), Market Surveillance Agency (MSA), Georgian National Competition Agency (GNCA) and Enterprise Georgia (EG).

Scope of QUIS(Quality Infrastructure) Project covers Conformity Assessment Bodies (CABs) development program, including building capacity of testing and calibration laboratory services, which is capital-intensive activity per se, requiring investment in fixed assets and marginal operational expenses. Thus, the project is determined to support this process and introduce financial mechanism(s) bundled with technical assistance (TA) to strengthen conformity assessment services and generally quality infrastructure in the country.

## **2. Tasks to be performed by the contractor**

For communication purposes, while the project will use mostly EU, GIZ and CzDA logos, the project requires a visual identity and a visual mark. The project's visual brand identity must be developed based on the overall objective, impact hypothesis, target audience of the QUIS project. Development of these tools are aimed at increasing awareness of the project and its partners and beneficiaries, attracting potential new partners and spreading information about QUIS activities.

### **2.1 Deliverables**

QUIS seeks to contract a branding, marketing, PR agency (hereinafter Contractor) for development of the project visual brand identity. Under this assignment, the Contractor is expected to:

1. Develop project's visual identity and brandbook
2. Provide Georgian variations of the name QUIS (Quality infrastructure) and a tagline "Better goods and services", additional name and tagline suggestions are welcome.
3. Develop a factsheet and one-pager about the project in Georgian and English
4. Develop a color palette-to feature 1-3 primary colors and 2-3 secondary colors
5. Develop a primary visual mark
6. Develop a secondary logo mark and/or word mark (to be used in place of a primary logo, i.e. on a t-shirt, hat, or pen/pencil)
7. Develop fonts and typography, English and Georgian
8. Develop social media icon and header set (including for Facebook, LinkedIn)
9. Develop electronic newsletter masthead and footer
10. Develop a backdrop visual for online meetings
11. Develop a visual concept for promo materials, including brochures, leaflets, folders, roll-up banner
12. Create other standard elements
13. Develop templates PPT, Word, Agenda, project brief, Infographic, other files as requested
14. Develop Social media visual templates
15. Provide a detailed workplan and timeline
16. Other visual templates upon request

**An indicative structure of tasks/deliverables and due dates** is suggested as follows:

Phase/Tasks	Deliverables	Due Date
<b>1. Preparatory work</b>		
1.1. Getting familiar with the QUIS project 1.2. Kick off meeting	<ul style="list-style-type: none"> <li>• Presentation incl. the short introduction of the team, provided by service provider.</li> <li>• Discussing the workplan and setting a timeline (PPT – ENG)</li> </ul>	8 April 2024
<b>2. Development of visual identity</b>		
2.1. Development and provision of first draft of three samples of visual brand identity presented to GIZ for selection	<ul style="list-style-type: none"> <li>• Draft visual identity (ENG)</li> </ul>	8 April - 15 April 2024
2.2. Feedback provided by GIZ communications manager		22 April, 2024
2.3. Revising the visual identity based on the feedback received and presenting revised final draft version	<ul style="list-style-type: none"> <li>• Final draft visual identity (ENG)</li> </ul>	29 April, 2024
2.4. Provision of final report and a brandbook submitted to GIZ for review and comments if any.		8 May
2.5. Final visual brand identity provided approved by GIZ	<ul style="list-style-type: none"> <li>• Full package brandbook and all templates</li> </ul>	10 May

The contract period for this assignment is expected to be from 8 April to 20 May, 2024

## 2. Technical and methodological concept

### 1) Strategy shall include brief description of the implementation process, focusing on:

- 1.1.1 Interpretation of objectives
- 1.1.2 Strategy of implementation
- 1.1.3 Work schedule and timelines

## 2) Personnel concept

A list of proposed **key professionals** to be involved in implementation of this assignment (please include their CVs, certificate and relevant works).

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications.

### 2.1.1 Team leader/ Brand strategy expert

#### Qualifications of the team leader

- Relevant certification in Marketing or a degree in Marketing and Communications (2.1.1)
- Language (2.1.2): B2-level language proficiency in English
- General professional experience (2.1.3): 6 years of professional experience in marketing and branding
- Specific professional experience (2.1.4): 3 years of experience with IFIs

### 2.2.2 Key expert 1/Senior Designer

#### Qualifications of key expert 1

- Experience in Branding (2.2.1)
- General professional experience (2.2.2): 6 years of experience as a designer
- Specific professional experience (2.2.3): 3 years of experience with IFIs

### 2.3.3 Key expert 2/Communications expert

#### Qualifications of expert 2

- Relevant certification (2.3.1): in communication or a degree in Marketing and Communication and PR
- Language (2.3.2): B2-level language proficiency in English
- General professional experience (2.3.3): 6 years of professional experience in communications
- Specific professional experience (2.3.4): 3 years of experience with IFIs
- Experience in project branding, developing key messages, adapting taglines and project titles into Georgian and vice versa (2.3.5)

### NKE 1 – Account Manager

CV of Non key personnel will not be evaluated.

## 3) Company Experience

- 3.1.1 Information about the company demonstrating its strong record in the area of branding and marketing, Presence on the market for 5 years
- 3.1.2 Assignment relevant portfolio – links/portfolio to/of similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products, at least 5 projects

### 3. Costing requirements

Specification of inputs

Phase/Tasks	Total contract days up to 45
1. <i>Brand Strategy expert / team leader</i>	12
2. <i>Senior Designer</i>	18
3. <i>Account Manager</i>	10
4. <i>Communications expert</i>	5
<b>per expert days within 45 days</b>	

### 4. Requirements on the format of the tender

Please calculate your financial tender based exactly on the costing requirements specified in Chapter 3 (costing requirements). The specifications for pricing are defined in the price schedule. The annexed price schedule is required for use in the preparation of the financial offer.

### 5. Conditions and payment terms

A single final payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

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- Final Payment – due date 30.05.2024 upon final deliverable.

### 6. Requirements

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements of EU and for GIZ and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

### 7. Project management of the contractor

- The Contractor reports to the GIZ Communications expert of the QUIS project.

- The Contractor will coordinate closely on all content and technical aspects of this assignment with QUIS team.

The Contractor will be provided with the following support by the GIZ:

- A kick-off meeting at the start of the assignment.
- All needed information to successfully complete this assignment.
- Contractor is supposed to make changes in the editing as requested by the Client.

## **8. Other conditions**

The change of the expert/s during the process of the assignment is a subject of discussion and shall be approved by GIZ. In case expert does not fulfill or partially fulfill the responsibilities listed in chapter 2.1, GIZ has a right to request a change in experts.