
Programme: Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): “Clusters4Development” Project

PN: 16.2179.6-007.00

Activity: Development of visual brand identity for Georgian Apparel and Fashion Association (GAFA)

Period: September - November 2020

1. Brief information about the project

Georgia has undergone significant economic reforms, but a range of critical constraints still impede business growth. SMEs still need constant support to enhance capacities and technological up-scaling, improve adherence to international industrial standards and quality frameworks, contribute to further product diversification and increase their access to global value chains. Moreover, cooperation among sector actors and with public authorities needs to be enhanced to fully exploit market opportunities.

To support business performance of private sector actors in construction, tourism and apparel sectors and to improve an institutional setup for cluster and business development with an ultimate objective of enhanced business performance of private sector fostering the socio-economic development in Georgia and its regions, the PSD TVET SC within the framework of the EU Programme “Economic and Business Development in Georgia”, Component 3: Greater business sophistication, implements the “Clusters4Development” Project (hereafter – the project) for the period of 3,5 years (from July 2019 to January 2023). The Project has been integrated into the PSD TVET SC implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project is composed of four components: (1) development and pilot implementation of a market-oriented cluster in the construction sector; (2) development and pilot implementation of a market-oriented cluster in the tourism sector; (3) development and pilot implementation of a market-oriented cluster in the apparel sector; and (4) enhancement of institutional capacities for cluster and business development.

Within components 1-3, it is foreseen to support the establishment of sectoral clusters. This includes a cluster on “quality and innovation in construction materials”, up to three thematic clusters in tourism (1: Kakheti and Imereti local wine and food tourism cluster; 2: Kakheti and Imereti authentic accommodation cluster; 3: Kakheti and Imereti cultural heritage cluster) as

well as a cluster “sustainable apparel made in Georgia”. In Component 4, it is foreseen to support a conducive cluster development framework at the national level as well as to provide specific assistance to Enterprise Georgia (a business development agency under the Ministry of Economy and Sustainable Development of Georgia) to strengthen its role in promoting business development and providing demand-oriented services and support to the private sector. Throughout all four components, a focus will be put on ensuring direct impact on the business performance of private sector enterprises.

2. Objective of the Assignment

The cluster initiative group of Georgian Apparel and Fashion Association is successfully established and the formal registration will be due by the end of September 2020. The visual brand identity must be developed based on the mission, vision, target audience, brand personality and core values of the GAFA.

The deliverables shall include:

- Brand identity and mission statement
- Slogan/tagline
- A color palette - to feature 1-3 primary colors and 2-3 secondary colors (black and white count)
- A primary logo mark and wordmark (a full-color and one-color black versions)
- 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)
- Fonts and typography (ENG/GEO)
- Usage: clear space, size, co-branding guidelines
- Social media icon and header set (including for Instagram, Facebook, LinkedIn)
- Electronic newsletter masthead and footer
- Other standard elements
- A complementary brand book.

The design files (i.e. letterhead, logos) shall be delivered in JPEG and EPS formats for use with Microsoft Word, MailChimp, G Suite apps and InDesign. All design files shall be provided in low- and high-resolution formats.

Task 2: Develop and print a promo brochure of the GAFA using the elements of the developed visual identity – in 2 versions: ENG and GEO

The Contractor shall:

- Develop the visual concept for the brochure.
- Select photos from GIZ database and develop other visual content (***NOTE: in case additional photoshoot is needed, GIZ will cover these costs directly, separately from this contract. The Contractor is expected to only guide/coordinate the shooting process).***
- Develop the design layout.
- Consult PSD TVET SC: C4D project team and GAFA and introduce revisions.
- Finalize the brochure layout.
- Print the brochure.

Suggested technical specifications for print:

- Format: 21x19cm
- Number of pages: up to 24
- Number of copies: 200c each version (Geo and Eng)
- Inside pages: 170gr matte paper + dispersion varnish gloss, color print 4/4
- Cover: 300 gr coated matte finish (laminated) paper, w/ spot UV varnish, color print 4/4
- Bind: stapler

Tasks – Deliverables	Expert days	Due Date
1. Three samples of visual brand identity presented to GIZ and GAFA for selection. 2. Comments/revisions from GIZ and GAFA applied to the selected option.	7 days	15 October
3. Final visual brand identity developed, approved by GAFA and GIZ. 4. All design files provided in low- and high-resolution formats as JPEG and EPS files. 5. A complimentary brand book submitted to GIZ. To include brand identity, mission statement and slogan/tagline.	5 days	26 October
6. A visual concept of the brochure is accepted by GAFA and approved by GIZ. 7. First draft of the design layout is submitted to GAFA and GIZ for review and comments. NOTE: all final/approved texts (ENG/GEO) for the brochure will be submitted to Contractor by the GAFA in advance.	3 days	2 November
8. Revisions are introduced to the brochures as per consultation with GIZ and GAFA. 9. Final print-ready files (ENG/GEO) of the brochures accepted by GAFA and approved by GIZ.	5 days	10 November
10. All design files of the brochures submitted to GIZ. 11. 200 copies of ENG brochures printed and submitted to GIZ. 12. 200 copies of GEO brochures printed and submitted to GIZ. 13. Final Invoice and report are submitted to GIZ.	5 days	20 November

3. Coordination and communication

- The Contractor reports to the PSD TVET SC: C4D Program Expert and the Project Communication Expert.
- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ and GAFA.

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

- A briefing meeting at the start of the assignment;
- All needed information about GAFA that will support the Contractor in implementation of this assignment.

4. Intellectual property

GIZ holds the right of use to all content produced within this assignment. Transfer of this content to third party by the Contractor, its commercial, unauthorized use or distribution is impermissible.

4.1. EU visibility

Development of all products under this assignment is co-financed by the EU and must follow communication and visibility requirements for the EU-financed external actions.

5. Submission Requirements

The bidding company shall submit technical and financial proposals to comply with the following requirements:

5.1. The technical proposal shall contain:

- Information about the Contractor demonstrating its strong record in the area of branding/development of brand's visual identity.
- Assignment relevant portfolio – links to similar past work that demonstrate ability of the Contractor to produce creative, high quality products.
- A brief concept/vision for the GAFA brochure.
- A work plan to include implementation schedule and tasks to be performed by suggested professional(s) for completion of this assignment.
- Proposed professional(s) to be involved in implementation of this assignment (please include CVs).

NOTE: Submission of the evidence of professional awards/diplomas for previous production works and peer acknowledgements will be considered a strong asset.

Technical Proposal will be assessed based on the following criteria*:

- Interpretation of objectives;
- Assignment-relevant experience and portfolio;
- Professional credentials and qualifications of proposed staff;
- Relevance of the proposed technical offer to current assignment and expectation of the project.

5.2. The financial proposal shall clearly state (i) all types of costs to be charged to the project for implementation of this assignment as per cost item:

- fee rate of experts assigned that will cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc. (As indicated in the Article 10.2 of the General Terms of Contract/Annex 4)

- Printing cost

5.3. All costs should be excluding VAT and (ii) the financial proposal shall clearly state terms and mode of payment.

* For the detailed information, please review assessment grid, attached to this document