

Re-Issue Date: January 07, 2019

Scope of Work: *Design of USAID funded CLEAR program Logo*

1.0 INTRODUCTION

Cooperatives Leadership Engagement Advocacy and Research (CLEAR) is a USAID funded program implemented by Global Communities in Kenya. The program aims to build on the successes achieved through the Global Communities USAID/CDP EMIRGE Kenya pilot program to:

- a) Promote the adoption and implementation of cooperative legislation and policies that support and strengthen CBEs in 25 counties.
- b) Strengthen the business acumen and performance of Cooperative Business Enterprises (CBE's) while integrating and empowering youth and women within CBE structures in targeted urban and peri-urban markets to increase economic participation and county revenue growth.
- c) Improve understanding of the psychosocial behavioral impacts associated with membership in CBEs and determine whether those behaviors contribute positively to household and community resilience strategies.

2.0 Objective

The main objective of this assignment is to design the CLEAR program's logo. The program is seeking the creation of a new logo/visual identity that captures the values and mission of the program in line with USAID branding guidelines. This logo will be incorporated into Global Communities' website, Facebook page and twitter account and other possible future web presence that CLEAR may have. It will also be used on letterheads, business cards, brochures, banners, and other print materials as needed. It is expected that the development of the new logo will evolve as part of a conversation with CLEAR staff. A 'creative strategy' or brand document will be produced capturing how the existing mission, values and priorities of CLEAR are reflected in the proposed logo. A tagline can also be incorporated along with the symbol in case the organization feels if it would enhance the impact of the symbol.

3.0 Scope of work and activities

The selected designer will be expected to propose a design process for our consideration with a detailed explanation of the design process and methodology in relation to the project objectives. The designer will also be expected to design a logo that can be easily reproduced in a variety of sizes and formats (including electronic and print), and photocopied in colour or black and white, while maintaining clarity and its overall effect. The designer will be expected to create 3 draft logo designs for Global communities' review and selection and thereafter deliver a final logo on electronic logo file in either a Mac or PC file format on disk. He will also be expected to deliver presentations of the logo on selected sample branding materials such as PowerPoint presentation, letterheads, and Microsoft word documents among others.

4.0 Level of Effort

The assignment will be expected to take a total of four man days as outlined below:

Deliverable description	Expected Man days
Inception meeting with the CLEAR program team	0.5(half-day)
Development of three draft logos	1

Draft logo designs review meetings with the CLEAR program team	1 day
Refinement of the final works	1 day
Final presentation of the final works	0.5 (half-day)
Total level of Effort	4 man days

5.0 Qualifications

We are seeking consultants who meet the criteria outlined below:

1. Minimum of certificate qualification in graphic design or other qualification related to the scope of work.
2. Proven experience in execution of graphic design works for at least 3 years.
3. Experience in the design of branding symbols, public awareness and education materials would be an asset.
4. A good command of the English language and the ability to clearly express ideas.
5. Ability to meet deadlines and pay attention to detail.

6.0 Role of Global Communities

Global Communities will provide all the relevant documentation and reviews necessary for the assignment. It will also cover the logistics associated with the assignment as per our policy.

7.0 Timelines

The contracted person will be required to deliver the work latest by **January 31, 2019**. The consultant must be able to commence the assignment immediately upon contracting.

8.0 Proposal submission

The interested bidders should submit a proposal immediately upon receipt of this SOW but not later than **January 14, 2019**. The proposal should include:

- 1) A cover letter (not more than 2 pages)/capability statement demonstrating your suitability for the assignment i.e. how your /technical team's qualifications and experience in development of logos or branding materials meet the requirements of the assignment;
- 2) Provide a brief statement on the approach and work plan based on the deliverables.
- 3) Provide evidence of accomplishment in similar assignments for credible clients. Share at least three logos designed in the recent past including current contact details of the respective clients;
- 4) A concise and up-to-date curriculum vitae for the technical person/personnel that will be involved in the assignment;
- 5) A fees proposal providing their quotation for the provision of the stated services. The bidder should provide a breakdown of the computation of the fees based on the level of effort provided on **section 4.0** above. Global communities will evaluate the proposed financial fees for reasonableness.
- 6) Applicants KRA PIN and registration certificate



9.0 Engagement and Payment terms

- 1) Global Communities will engage the consultant through a Local purchase order.
- 2) Payment will be made upon receipt and final acceptance by Global Communities of the deliverables herein stated.

For any enquiries please contact fkimanzi@globalcommunities.org

The proposal should be sent to keconsultancy@globalcommunities.org and a Copy to fkimanzi@globalcommunities.org on or before **14/01/2019**

-End of SOW-