

# TERMS OF REFERENCE (TOR), PROJECT BRANDING SERVICES



SWISS  
FOUNDATION  
FOR TECHNICAL  
COOPERATION

We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

## 1. BACKGROUND

Matching Skills to Jobs (MSJ) is a project of the Swiss Agency for Development and Cooperation (SDC), implemented by Swisscontact.

The MSJ project aims to bring about significant progress in the vocational education and training (VET) system in Kosovo by establishing a governance structure that is not only adaptable, but also promotes effective cooperation between private and public stakeholders.

Specifically, the project aims to a more market responsive VET system by:

- Supporting the Government of Kosovo in implementing the planned VET reform by strengthening the capacity of its key VET institutions, which will directly contribute to the long-term improvement of the VET system's delivery in line with labor market needs,
- Supporting industry to develop a comprehensive vision of the skills required at different levels and

to implement selected vocational training programmes in cooperation with different providers.

At Swisscontact, we believe that communicating intentionally with the purpose of motivating audiences to act and think differently influences change, brings transformation and creates impact. Communication for Impact is the process that communicates models that work, and why, in the development sector. In this approach, communication is not only about “selling ideas”, but also making audiences why mindsets need changing. This is the reason why it is crucial for our projects to build proper and structured communication channels with their target audiences. The project's visual identity is an important part of its overall communication.

Currently, Swisscontact is seeking to contract a marketing or design company, or consultant for the development of a comprehensive brand and visual identity for the MSJ project and its activities.

## 2. SCOPE OF WORK

The company shall work in close collaboration with the project manager, project team and regional communications adviser to build the project's visual identity and distinctive branding. The project's visual identity and communication practices must comply with [Swisscontact's Creative Design Manual 2020](#) (SC MD 2020) as well as [Swisscontact's Gender-Equal Communication Guideline](#) (*these are internal documents and shall be shared with interested companies/consultants only*).

The following deliverables must be accomplished:

- Project logo
  - Preferable a universal symbol, including artwork, usage, background usage, placement, proportions, size
  - Communicates the uniqueness and added value of the project
- Brand manual (including co-branding scenarios)
  - Logo application
  - Project branding
- Co-branding: use of project, SDC and partner logos in official communication, as per the SC CD 2020.
- Must comply with SDC branding guidelines
- Typography
  - Typeface usage
  - Primary typeface
  - Secondary typeface
- Color palette
  - Main colors
  - Secondary colors
  - Design examples
- Stationery and admin materials
  - Project templates (project only and co-branding)
  - Letterhead(s) – portrait, landscape
  - Presentation (PPT)
- Business card
- Publication template branding
  - Project reports
  - Research papers
  - Case studies
  - Stories and testimonials
- Printed collateral
  - Project brochures
  - Factsheets
  - Leaflets
  - Infographics
  - Folders
  - Invitations
- Digital media
  - Branding for social media channels
    - Facebook
    - LinkedIn
    - Instagram
  - Newsletter design template
- Events collateral
  - Roll up
  - Banner
  - Podium
  - Backdrop (media wall)
- Merchandise
  - Branded items

## 3. REQUIREMENTS FOR SUBMISSION OF PROPOSALS

Interested companies/consultants must submit the following documents:

- Proof of business registration as per the country's governing laws, with at least three years of relevant experience as a registered business.
- Company profile (one page)
- Experience in branding and graphics
- References indicating experience in similar assignments
- Description of personnel qualifications and competencies and CVs
- Breakdown of the financial proposal
- The service provider must ensure that all services and final products related to the project's visual identity are completed and delivered no later than November 25, 2024.

#### 4. SELECTION CRITERIA

The following criteria will be considered:

- Relevant experience
- Previous work in the development sector, demonstrable understanding of compliance with donor guidelines
- Creativity in designing a timeless project logo
- Timeline feasibility for completing the deliverables, including logo, typography, color palette, templates and examples of use
- Cost-effectiveness demonstrating value for money

Please send your proposals detailing the services to be offered to [msjinfo@swisscontact.org](mailto:msjinfo@swisscontact.org) and [gezime.hasani@swisscontact.org](mailto:gezime.hasani@swisscontact.org) not later than October 16<sup>th</sup>, 2024 and 17:00. The subject of the email should quote **MSJ BRANDING PROPOSAL**.