

June 08, 2023

REQUEST FOR QUOTATIONS

The Philippine Council for Health Research and Development (PCHRD), through its Bids and Awards Committee (BAC), requests PhilGEPS registered suppliers to submit **quotations for the one (1) lot Development of Brand Kit, Style Guide, Collaterals, and Supporting Materials for the DOST-PCHRD Undergraduate Thesis Grant in Natural Products with a total approved budget for the contract (ABC) in the amount of One Hundred Thousand Pesos (P 100,000.00).**

Outputs and Deliverables:

- See attached **Terms of Reference (TOR)**

Qualified bidders should submit their quotations to the address below **on or before June 15, 2023 (Thursday), 10:00 AM.** Failure to strictly comply with the deadline and general conditions shall automatically disqualify the bidder/s from the bidding process. Winning bidder will be required to submit additional requirements as stipulated in the IRR of RA 9184.

PCHRD reserves the right to reject any or all quotations, to waive formality therein and to accept offers that may be considered most advantageous to the government.

For further information, please refer to:

Mr. Cirio D. Pangan Jr.

Secretariat, Bids and Awards Committee
Philippine Council for Health Research and Development
PCHRD Saliksik Building, Sikap Street,
DOST Main Compound, Gen. Santos Ave., Bicutan, Taguig City
Email: procurement@pchrd.dost.gov.ph
Tel. Nos. 8837-2942 loc. 504 or 506
Fax No. 8837-7536 or 8837-2942

(sgd.)

MARIA VIOLETA G. INTIA
Chair, BAC

TERMS OF REFERENCE

Consultancy

Development of brand kit, style guide, collaterals, and supporting materials for the DOST-PCHRD Undergraduate Thesis Grant in Natural Products

I. Background

The DOST-Philippine Council for Health Research and Development (DOST-PCHRD) Undergraduate Thesis Grant in Natural Products provides fund support to all undergraduate students who will conduct their thesis on natural products from plants and microorganisms. The program aims to sustain a research culture in natural products to increase the number of research, and later on build a pool of researchers/experts specializing in the field. The program supports the *Tuklas Lunas* (Drug Discovery and Development) program of the DOST-PCHRD which aims to develop safe, effective, and affordable alternative drugs from the country's natural resources.

This 2023, DOST-PCHRD, in collaboration with technical experts on natural products, developed the revised guidelines of the program. With the new guidelines, it is now crucial to establish the brand identity of the program.

II. Objectives

The objectives of the assignment are as follows:

- To assist in the establishment of the brand identity of the DOST-PCHRD Undergraduate Thesis Grant in Natural Products; and
- To develop the brand kit, style guide, collaterals and supporting materials for the program.

III. Responsibilities of the consultant/s

The responsibilities of the consultant/s for the assignment are as follows:

- Submit implementation plan for the work to be undertaken and timeline;
- Review all relevant information and consult with relevant persons involved;
- Develop the brand kit and style guide to be discussed and approved by PCHRD-IDD; and
- Develop collaterals, communication templates, and designs for corporate giveaways using the approved brand kit.

IV. Outputs and deliverables

- Work plan, timeline, with corresponding budget
- Brand kit and style guide for the DOST-PCHRD Undergraduate Thesis Grant in Natural Products, which includes the following:
 - Logo - 2 variations (with working file)
 - Color palette
 - Typography
 - Collaterals
 - Brochure
 - Editable certificates/ citation for plaques
 - Editable letterhead (A4, Folio)
 - Editable business cards
 - Zoom backgrounds – 2 variations
 - Editable communication templates
 - Publication materials for social media posts
 - PowerPoint presentation template
 - Any other applicable templates
 - Designs for corporate giveaways

- T-shirt/ polo shirt
 - Tote bag
 - Notebook and pen
 - Insulated tumbler
- Include all requested revisions by DOST-PCHR

V. Institutional arrangement

- The consultant/s will work in collaboration and under the supervision of the PCHR team. Any produced/drafted material will be submitted to PCHR-IDD for review and approval;
- The consultant/s will be responsible for providing his/her own working equipment (e.g. camera, laptop, internet, phone, scanner/printer, specific software, etc), materials, etc.;
- PCHR will provide access to relevant project documents and materials necessary for execution of the duties under this consultancy.

VI. Required qualifications and experience of consultant/s

- Degree in multimedia arts, graphic design, or other relevant degrees;
- At least one year of relevant working experience in multimedia, or graphic design;
- Previous experience in producing media for government is an advantage;
- Excellent command of English and Filipino, both written and verbal;
- Demonstrable graphic design skills with a strong portfolio (*Please provide links to at least 2 samples of previous work preferably related to this assignment in your application*);
- A strong eye for visual composition;
- Effective time management skills and the ability to meet deadlines; and
- Able to give and receive constructive criticism.

VII. Duration of the engagement

- July-August 2023

VIII. Intellectual property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to PCHR, who the consultant/s may come into contact with in the performance of his/her duties under this consultancy shall remain the property of the PCHR, who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public, nor used in whatever manner without written permission of PCHR, in line with the national and international copyright laws applicable.

IX. Remuneration

Payment will be made in two tranches:

- 15% payment will be made in advance after the signing of contract;
- 35% payment will be made upon submission of final version of brand kit; and
- 50% payment will be made after successful submission of the final brand style guide, collaterals, communication templates, and designs for corporate giveaways.

X. Application procedure

Applicants are required to submit the following:

- Technical proposal on how they intend to carry out the assignment;
- Personal CVs of technical personnel proposed for this project, highlighting qualifications and experience in similar projects;
- Work references - contact details/email addresses of referees (firms for whom you've produced similar assignments);
- Financial proposal/detailed budget of the project; and
- Samples of recent similar undertakings, online portfolios and links to video work.

Prepared by:


IAN HANNAH C. GOZUN
SRS II, IDD

Noted and approved by:


LUCILA E. ROJA
Officer-In-Charge, IDD