

April 30, 2025

## 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 **SEALED QUOTATIONS** for the one (1) lot **Consulting Services for the Development of Brand Kit, Style Guide, Collaterals, and Supporting Materials for the IDD-Awards and Incentives Program with a total approved budget for the contract (ABC) in the amount of Two Hundred Thousand Pesos (P 200,000.00).**

- **Outputs and Deliverables:**

- **Please see attached Terms of Reference (TOR)**

- **Checklist of Requirements:**

1. PhilGEPS Certification / Number
2. Mayor's / Business Permit (2025)
3. Certification of Registration (BIR 2303)
4. Duly Notarized Omnibus Sworn Statement
5. Summary of all ongoing and completed government and private contracts including contracts awarded but not yet started within the last two (2) years prior to the deadline for the submission of quotations. Supported with the following:
  - Contract;
  - Certificate of Completion or Acceptance or valid proof of final payment issued by the client in case of completed contracts;
  - Customer Feedback / Customer Performance Evaluation Report for Completed Projects;
  - Notice of Award
  - Notice to Proceed or signed contracts for on-going contracts for contracts awarded but not yet started
6. Curriculum Vitae for Proposed Professional Staff (key personnel)
  - A degree in Multimedia Arts, Graphic Design, Visual Communication, or a related field.
  - At least one (1) year of relevant professional experience in multimedia production, visual branding, or graphic design.
  - Prior experience in producing design or media materials for government agencies or public institutions is a strong advantage.
  - Excellent command of both English and Filipino, in written and verbal communication.
  - Proven graphic design skills supported by a strong and diverse portfolio (Applicants must include links to at least two (2) samples of previous work, preferably relevant to this assignment (e.g., branding kits, style guides, or similar outputs).
  - A keen eye for visual aesthetics, layout, and composition.
  - Strong time management skills with the ability to work independently, manage multiple tasks, and meet tight deadlines.
  - Openness to feedback, with the ability to provide and receive constructive criticism in a collaborative environment.

7. Description of Methodology and Work Plan for Performing the Project

**\*\*NOTE:**

1. **All bidders are required to submit the above-mentioned requirements along with their quotation/proposal. Place them in a sealed envelope and submit it to the address given below on or before the submission date.**
2. **BAC will use the non-discretionary pass / fail criteria. BAC will check each required document if it's present or absent, if one document is absent, it's considered a non-responsive bid therefore an outright rejection.**

Qualified bidders should submit their quotations to the address below **on or before May 07, 2025 (Wednesday), 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](mailto:procurement@pchrd.dost.gov.ph)  
Tel. No. 8463-3058

(sgd.)  
**MARIA VIOLETA G. INTIA**  
Chair, BAC

## TERMS OF REFERENCE

### Consultancy

#### Development of brand kit, style guide, collaterals, and supporting materials for the IDD-Awards and Incentives Program

#### I. Background

The DOST-PCHRD, through the Institution Development Division, gives recognition to individuals and groups for their exemplary research efforts and contributions in enhancing health research capabilities. The following are the awards given by DOST-PCHRD:

- ***Alberto G. Romualdez, Jr. Outstanding Health Research Award (AROHRA)***  
AROHRA is given every three years to encourage researchers to utilize their research findings in addressing the scientific and technological needs of the health delivery system and reward those whose research have contributed significantly to addressing prevalent health issues.
- ***Best Mentor in Health Research Award***  
The Best Mentor Award is offered biennially to recognize and reward mentors in health research who have built the capacities of researchers in the health sector, and in the process propelled significant advances in the Philippine National Health Research System's (PNHRS) thrusts as outlined in the National Unified Health Research Agenda (NUHRA).

Awardees are selected per cluster (Luzon, Visayas, Mindanao and NCR) and categorized according to their mentees (Undergraduate Students, Graduate Students and Junior/Early Career Researchers).

- ***DOST-PCHRD Undergraduate Thesis Grant in Natural Products***  
The 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 annual program aims to sustain a research culture in natural products to increase the number of research and consequently build a pool of researchers/experts specializing in the field. The program supports the Drug Discovery and Development (*Tuklas Lunas*) program of the Department of Science and Technology-Philippine Council for Health Research and Development (DOST-PCHRD) which aims to develop safe, effective and affordable alternative drugs from the country's natural resources.

Thesis grants amounting to a maximum of seventy-five thousand pesos (Php 75,000.00) will be given to two (2) to four (4) qualified thesis proposals per region depending on availability of funds. After completion of the thesis projects and submission of the required deliverables, an oral research presentation competition will be held to recognize and disseminate information regarding their innovative work on natural products.

In the past years, DOST-PCHRD, in collaboration with technical experts and consultants, developed the revised guidelines for each of the awards. With the updated guidelines, it is now crucial to establish the brand identity of each award.

#### II. Objectives

The objectives of the consultancy assignment are as follows:

- To assist in the establishment of the brand identity of the IDD-Awards and Incentives Program; 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 a technical proposal that outlines the consultant's methodology, creative approach, implementation plan, and detailed timeline for the delivery of all required outputs.
- Immediately return the signed contract to DOST-PCHRD upon receipt and signing.
- Conduct a thorough review of all relevant information and consult with relevant persons involved in the program.
- Strictly adhere to the approved implementation plan and timeline, proactively communicating any potential adjustments and securing prior approval for any changes.
- Provide bi-weekly progress reports to PCHRD-IDD, detailing completed tasks, challenges encountered, upcoming deliverables, and any required support or decisions.
- Design and submit logo options for each of the three (3) awards, presenting them in polished, near-final form for review, feedback, and final selection by PCHRD-IDD.
- Develop a comprehensive brand kit and style guide, which should include but not be limited to logo usage guidelines, color palettes, typography, iconography, imagery style, and visual elements, and sample applications.
- Create collateral materials and design templates aligned with the approved brand kit.
- Facilitate consultations or validation sessions with PCHRD-IDD to present and refine the brand kit and style guide, incorporating feedback to ensure final approval.
- Ensure brand consistency across all outputs, and provide guidelines to support long-term brand application.
- Prepare a brand implementation manual or rollout plan that guides PCHRD-IDD on how to effectively introduce and maintain the brand across various platforms and projects.
- Provide final files and documentation in editable and web-optimized formats, and turn over all assets in an organized, accessible structure for internal use and future reference.

### IV. Scope of work

For each of the three (3) awards, the consultant shall develop a comprehensive brand kit and style guide. This includes:

#### A. Core Brand Identity

- Logo Design
  - Two (2) variations per award;
  - Horizontal and vertical layouts; and
  - Working/source files (AI, EPS, SVG, PNG, JPEG).
- Color palette
  - Primary and secondary colors; and
  - CMYK, RGB, HEX, and Pantone codes.
- Typography
  - Primary and secondary fonts (for both print and digital formats); and
  - Style hierarchy and usage instructions.
- Iconography and Visual Motifs
  - Custom icons, design elements, and visual patterns representing each award

#### B. Templates and Communication Collaterals

- Editable Document Templates
  - Certificate;
  - Plaque layout;
  - Mock check layout;
  - Brochure (tri-fold or bi-fold); and
  - Flyer.

- Digital Media Assets
  - Zoom/virtual backgrounds (2 variations per award);
  - Publication templates for social media (Facebook, Twitter);
  - Powerpoint presentation template (cover, content, and divider slides); and
  - Awardee spotlight/feature layout for digital or print use.
- C. Branded Merchandise and Corporate Giveaway Designs
 

Design should be created for the following promotional materials, with visual consistency and adaptability in mind:

  - T-shirt (up to 2 layout options);
  - Polo shirt (up to 2 layout options);
  - Tote bag;
  - Notebook;
  - Pen;
  - Insulated tumbler or water bottle;
  - Umbrella; and
  - Lanyard.

All deliverables must incorporate feedback and requested revisions from DOST-PCHRD.

## **V. Deliverables**

Deliverables shall include both print-ready formats and fully editable working files.

- Complete Brand kit for each award (logos, fonts, colors, etc.)
- Full style Guide (PDF and editable format)
- At least 5 editable templates
- Digital assets library (icons, patterns, graphic elements, etc)
- Designs for at least 5 merchandise/giveaway items
- Final source files (Adobe Illustrator, InDesign, Photoshop or other relevant formats)
- One (1) handover session/session/training for relevant staff

## **VI. Institutional arrangement**

- The consultant/s will work in close collaboration with and under the direct supervision of PCHRD-IDD. All outputs—drafted or finalized—shall be submitted to PCHRD-IDD for review, feedback, and formal approval.
- The consultant/s shall be fully responsible for providing and maintaining their own working equipment and tools necessary for the performance of duties. This includes, but is not limited to, a laptop or desktop computer, high-speed internet connection, camera, mobile phone, scanner/printer, Adobe Creative Cloud, and any required design or editing software.
- PCHRD will ensure the consultant/s are granted access to relevant project documents, reference materials, and institutional information necessary to effectively carry out the consultancy work.

## **VII. Required qualifications and experience of consultant/s**

- A degree in Multimedia Arts, Graphic Design, Visual Communication, or a related field.
- At least one (1) year of relevant professional experience in multimedia production, visual branding, or graphic design.
- Prior experience in producing design or media materials for government agencies or public institutions is a strong advantage.
- Excellent command of both English and Filipino, in written and verbal communication.

- Proven graphic design skills supported by a strong and diverse portfolio (*Applicants must include links to at least two (2) samples of previous work, preferably relevant to this assignment (e.g., branding kits, style guides, or similar outputs).*)
- A keen eye for visual aesthetics, layout, and composition.
- Strong time management skills with the ability to work independently, manage multiple tasks, and meet tight deadlines.
- Openness to feedback, with the ability to provide and receive constructive criticism in a collaborative environment.

#### **VIII. Duration of the engagement**

- June-September 2025 (4 months)

#### **IX. Intellectual property**

All information and materials related to this project—including but not limited to documentary content, audio-visual materials, digital files, cyber data, project documents, and any other outputs—accessed or produced by the consultant/s in the course of their engagement shall remain the sole property of PCHRD. PCHRD shall retain full and exclusive rights to use, reproduce, modify, or distribute such materials.

The consultant/s shall not disclose, reproduce, or utilize any part of this information for purposes outside the scope of this assignment without the prior written consent of PCHRD. This obligation shall apply during and after the completion of the consultancy, in accordance with applicable national and international copyright and intellectual property laws.

#### **X. Remuneration**

The budget for this consultancy work is Two Hundred Thousand Pesos (Php 200,000.00). Payment will be made in three tranches:

- 15% payment will be made in advance after the signing of contract and approval of technical proposal;
- 35% payment will be made upon approval of complete brand kit for each award; and
- 50% payment will be made upon approval of the rest of the deliverables.

#### **XI. Application procedure**

Interested consultants must submit the following documents as part of their application:

- Technical Proposal that outlines the consultant's methodology, creative approach, implementation plan, and detailed timeline for the delivery of all required outputs.
- Personal Curriculum Vitae (CV) of all technical personnel involved in the project, highlighting relevant qualifications, skills, and experience in similar assignments.
- Contact details (email addresses and/or phone numbers) of at least two (2) professional referees from organizations or firms where similar work has been undertaken.
- Samples of recent, similar projects, including links to online portfolios, branding kits, or other work that demonstrate the consultant's capabilities and style.