



REQUEST FOR PROPOSALS TO DEVELOP A VISUAL IDENTITY FOR THE PAPUA NEW GUINEA EXTRACTIVE INDUSTRIES TRANSPARENCY INITIATIVE (PNGEITI)

TERMS OF REFERENCE

An expert graphic designer is needed to develop a Visual Identity for the Papua New Guinea Extractive Industries Transparency Initiative (PNGEITI)

BACKGROUND

The Papua New Guinea Extractive Industries Transparency Initiative (PNGEITI) promotes transparency and accountability in Papua New Guinea mining and petroleum sectors. PNGEITI applies the EITI Global Standard implemented by more than 50 other resource rich countries. PNGEITI is administered and governed by an oversight body known as the PNG EITI Multi Stakeholder Group (PNGEITI MSG) which is Chaired by the Minister for Treasury. The PNGEITI MSG is comprised of Government agencies responsible for the mining and petroleum sectors, mining and petroleum companies and civil society. PNG became a EITI implementing commencing 2014 and since then produced 8 PNGEITI Reports and 4 additional reports on the extractive industry. PNGEITI is fully funded by the Government of Papua New Guinea through the Department of Treasury. PNGEITI is also parked at the Treasury Department.

EITI OVERVIEW

The EITI is built on the belief that natural resources such as oil, gas, metals and minerals, belong to a country's citizens. The EITI's mission is to promote understanding of natural resource management, strengthen public and corporate governance and provide the data to inform greater transparency and accountability in the extractives sector. By becoming a member of the EITI, countries commit to disclose information along the extractive industry value chain – from how extraction rights are awarded, to how revenues make their way through the government and how they benefit the public. Through participation in the EITI, 55 countries have agreed to a common set of rules governing what has to be disclosed and when – the EITI Standard. Each of the EITI countries disclose an extensive amount of data and information. The EITI Standard requires that the data is made available in accessible forms to all users.

DELIVERABLES

Proposals are requested from a graphic designer to develop a unique visual identity for PNGEITI to use this visual identity to design a series of templates for use by the PNGEITI as set out below.

1. VISUAL IDENTITY GUIDE

The visual identity guide will include the following elements:

- Logo, logo type and strapline
- Guidelines for logo usage

- Logo files in .eps, .pdf and .png format.
- Notes on typography and font usage.
- Colour palette: primary and secondary brand colours and guidelines on their usage.
- Other brand elements (e.g. bars, grids, other pattern) that would be associated with the brand, and guidelines on their usage

2. TEMPLATES

Templates will be required for the following.

These will initially be required.

Template	Required format(s)
Letterhead	.docx and .dot
PowerPoint presentation	.pptx and .pot
Memo	.docx and .dot
Short briefing document or technical guidance note	.docx and .dot
Reports, Annual Progress Report	.docx and .dot
Business cards	Indesign files
A4 folder and envelope	Indesign files

These deliverables will be procured against a fixed fee.

A daily rate for additional design should be included in the tender document, to cover the design of additional templates/language versions of templates that may be required as the project progresses. This daily rate should remain valid for at least one year after finalisation of the initial visual identity guide and templates.

REFERENCE TO OTHER BRANDS

The PNGEITI must leverage the Global EITI visibility guide. Additionally, material (e.g. powerpoint slides) developed in the PNGEITI brand should be easily transferable to EITI, or vice versa. This detail can be discussed further in a call once the tender has been awarded.

To develop an identity for the programme that stands out, the agency may need to undertake desktop research on the branding of other organisations working in the sector and addressing similar issues.

COMMERCIAL DETAILS

The contracting party for this work will be the PNGEITI, which is the lead grantee for the programme. All quotes should be inclusive of VAT and other taxes. Proposals should clearly state the contracting party, which can be a company, agency, sole trader or individual consultant.

CONTENT OF PROPOSALS

Proposals should include at least the following elements:

- All in rate for completion of deliverables within the allocated time
- Daily rate for additional design work (valid 1 year)
- Any applicable taxes
- Brief description of approach to completing the work and outline CV of designer
- At least three examples of similar projects completed within the past 18 months

EVALUATION CRITERIA

Proposals will be evaluated using the following criteria:

- Cost (40%)
- Description of approach (10%)
- Experience of designer and portfolio (40%)

Contact details and closing date

The contact person for any questions and the submission of proposals will be:

Gedion Timothy
PNGEITI Journalist
PNG Extractive Industries Transparency Initiative
National Secretariat
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Papua New Guinea
8th Floor Treasury Building

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All applications must be submitted **electronically** to Gedion_Timothy@treasury.gov.pg for screening.

Applications should be received no later than Thursday 10th March, 2022.

Authorized by Mr. Lucas Alkan
Head of PNGEITI National Secretariat