Request for Proposals for Graphic Design Services

Organization: Asia Pacific Leaders Malaria Alliance
Location: Singapore / Asia-Pacific (or remotely based)
Starting date: March 5, 2020
Duration: until end of June 2020

BACKGROUND

APLMA is an affiliation of Asian and Pacific heads of government formed to accelerate progress against malaria and to eliminate it in the region by 2030. Together with its partner organization, Asia Pacific Malaria Elimination Network, we work to support and facilitate elimination of malaria in Asia-Pacific.

Over the last couple of years, APLMA has invested in developing its communication products, to be within a consistent regional identity. In the next few months, APLMA will be implementing communications campaigns around different important milestones including Malaria Week in Viet Nam, and 5 year progress review to be presented at the East Asia Summit. APLMA is seeking graphic design services to support our communications strategy implementation.

Scope of Work

APLMA is soliciting proposals to establish a term contract with:

1) A professional communications and design firm or individual for design and layout services for the period March 2020 – June 2020. The supplier will develop professional, high quality design and layout for publications such as reports, briefing papers, pull up banners, posters, flyers, and infographics. These products need to be available in various formats for use as online and print media.

2) The individual/firm is also expected to provide services and guidance to APLMA to increase the level and quality of effective communications specifically for Malaria Week in May 2020.

3) The individual/firm will support the development of few required document for the website upgrade. (to be determined)

Key deliverables

1. Communication materials

Professional design and layout concepts to be created for a variety of documents, that builds on the existing brand identity.

Copy and photographs will be provided for all the products, but recommendations or suggestions are appreciated. The designer may need to create graphics. All documents will need to have electronic versions, while some will need to be of print quality.

Confirmed products for this proposal listed in Annex A.
2. **Communication Strategy Support**

Provide support to the overall APLMA communications work including:

- Advice on the overall branding of APLMA communications products
- Support internal framework around which staff can have things designed
- Provide guidance on issues of communications as requested (not to exceed 3 hours a month)

**Overall Requirements**

- Have a clear understanding of APLMA and the organization’s needs
- Must showcase design excellence and understanding of production techniques across platforms
- Understand the event’s audience
- Preferably based in Asia-Pacific region
- Expertise and experience in working with an international NGO
- Expertise and experience related to the deliverables presented
- Ability to work quickly and deliver products in line with agreed timeframes, ensuring strong communication with APLMA team
- Knowledge of the humanitarian sector is a plus
- Fluent in English

**Application process**

Please email Janice Apilado at japilado@aplma.org, with a proposal (including rates and taxes) for all the deliverables in Annex A. Mention “RFP Graphic Design Services” in the title of the email application. For selection criteria, please check Annex B.

Deadline to receive proposal and three samples of your work by **1 March 2020**.
ANNEX A:

LIST OF CONFIRMED COMMUNICATIONS PRODUCTS

5-year Progress Review

- 3 graphics as part of Executive Summary
- 6 graphics as part of the Roadmap Priorities

Case Studies

- Layout of 3 country case studies, size A4 booklet (TBD) 20-30 pages

Malaria Week

- Design of Malaria Week Logo
- Design of Pull up banners (4-6)
- Typeset of Twitter participants guide (1 page)
- Design PPT template
- Design of Event Backdrops (2 stage backdrops)
- Design of Dashboard printed version booklet
- Design of Posters (country profiles on our website for each AP country)
- Design Slide show introduction of new Dashboard (10 slides) for Senior Officials Meeting
- Design Slide show introducing the 5 yr review (10 slides) for Senior Officials Meeting
- Design Malaria Week agenda
- Development of Malaria Week Microsite

**List non-exhaustive. Agency/Consultant must be able to provide support for development of communication products not listed here. Kindly include additional rates for other these products, if possible.**

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ANNEX B:

PROPOSAL EVALUATION CRITERIA

For applicant's reference - APLMA Internal Use only

The Scoring Committee will judge each written proposal based on the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Max Points</th>
<th>Score</th>
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<tbody>
<tr>
<td>Reputation of the Consultant/Agency</td>
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<tr>
<td>Portfolio (Design Quality)</td>
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<tr>
<td>Project Management Approach</td>
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<tr>
<td>Competitive Pricing</td>
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<td>Total Points</td>
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