

## Terms of Reference

### Production of Brand Identity Graphics for MRC

#### Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

Maldivian Red Crescent plans to develop various multi-media items based on its humanitarian work within the Maldivian communities. To this end, we are looking for a consultant / firm to be tasked with the following;

#### Objective

1. Design 15 posters / branding items based on content provided by MRC such as leaflets, volunteer and member cards, banners, corporate files etc.
2. Conduct a 3-day training (12 hours) for MRC staff on layout and graphics design. The training should be conducted during working hours (An agreeable time between 9am and 4.30pm)

#### Deliverables

In order to develop the materials, the consultant is expected to take up the following tasks:

##### For Objective 1

- a) Extract relevant data needed for design and production from written content provided by MRC.
- b) Design and produce material for marketing and outreach.
- c) Allow for editing after comments and making the necessary changes after comments are considered.
- d) All raw files to be made accessible to MRC

##### For Objective 2

- e) Identify and finalize training content in consultation with MRC
- f) Prepare training materials based on needs
- g) Conduct hands-on training with practical guidance on design / editing software

-The service provider is expected to submit samples for approval before bulk production.

-Copyright of concept and all original art work/design shall become the property of MRC upon delivery of the product to be used as seen fit by MRC

### **Duration**

30 days over a period of 2 months from date of signing the contract.

### **Reporting line**

The consultant will report to the Manager – Communications and Partnerships in close coordination with the CRM Officer

### **Minimum Qualification**

- At least a diploma in Graphics Designing, Mass Communications or related area
- At least 3 years of experience working in similar projects

### **Evaluation of quotations**

- Individual consultants will be evaluated based on value for money and most technically compliant offer.

### **Application**

- Application must include a CV (if an individual)/ profile (if a company), timeline, and financial quotation
- Samples of past work and recommendation letters are required (electronic/print acceptable).

### **Fees and payments**

Prices quoted for the work will be a lump sum to be paid upon completion of deliverables.

### **Code of Conduct**

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

**An information session will be held for interested parties on 15 July 2018, MRC Male' Branch (G. Orchid Vaadhee) , 1030hrs.**

Interested individuals and companies are advised to submit the hardcopy of price quotation and other relevant documents in **sealed envelopes** (as detailed in the ToR) addressed to **Aishath Noora Mohamed, Secretary General of MRC, MRC HQ, 2<sup>nd</sup> Floor, Plot no. 11493, Hithigas Magu, Hulhumale'** on 17 July 2017 before 1400hrs.