

Services for graphic design services					
Service	Description	Specifications	Unit	# Units	price
<b>Identity items</b>					
Logo design	2 options with 3 Rounds of edits for the selected option	provided in all main sizes and formats ( AI, png, PDF, JPEG)	1	Item	
Identity elements and brand guidbook	Supporting Elements: This encompasses patterns, colors, and fonts, along with a comprehensive style sheet that meticulously outlines the proper use of all brand identity elements. This style guide serves as a reference for consistent branding across a spectrum of applications, including both online touchpoints such as social media platforms and offline materials. It ensures a unified and recognizable brand presence, maintaining cohesion in both digital and print contexts.		1	Guidbook	
identity icons or illustrations	Set of 15 Icons or 5 illustrations		1	Icon/illustration	
Business card	3 Options with 2 Rounds of Edits for the selected option	Dimension: 9*5cm	1	Item	
Letterhead	3 Options with 2 Rounds of Edits for the selected option	Dimension: A4	1	Item	
Envelope	3 Options with 2 Rounds for the selected option	Dimension: 220*110mm/ 8.66*4.33in	1	Item	
Folder	3 Options with 2 Rounds of Edits for the selected option	Dimension: 22.86*30.48cm	1	Item	
Power point presentation template	2 options/Up to 20 Slides with 3 Rounds of Edits		1	pp/20 slide	
Email signature design	3 options with 2 Rounds of Edits for the selected option	Including MS logo, visual, slogan, social media touch points and name/position info	1	item	
Stickers	logo design and MS slogan as per MS branding with 2 Rounds of Edits	circle and rectangular/ standard size	1	Item	
Calendar	12 pages , 2 Options with 2 Rounds of Edits for the selected option	Standard size/ may be horizontal or vertical	1	Item	
Signage	including MS logo, name and foundation year.	dimension: 130 up to 280 * 65 up to 130cm	1	Item	
<b>Editorial design</b>					
Flyer	1 page (Recto verso), 2 options, 3 Rounds of Edit for the selected option	Dimension: A5 Dimension: A4	1 1	item item	
Brochure	Bifold/Trifold, 2 options, 3 Rounds of Edit for the selected option	Dimension: A4	1	Item	
Poster	2 Options with 2 Rounds of Edit for the selected option	Dimension: A4 Dimension: A3	1 1	Item Item	
Banner	Rollup / Display, 2 options with 3 Rounds of Edit for the selected option	Dimension: 120*80cm	1	Item	
Certificate	2 Options with 2 Rounds of Edits for for the selected option	Dimension: A4	1	Item	
Invitation letter	2 Options with 2 Rounds of Edits for for the selected option	Dimension: A4 Dimension: A5	1 1	Item Item	
Newsletter	design 2 options with 3 Rounds of Edits for for the selected option	A4, 4 pages	1	item	
Annual reports	4 Rounds of Edits (include provided images,graphics...)/ up to 35 pages	A4, horizontal or vertical	1	Item	
Infographics	1 page recto,2 options with 3 round of edits for the selected option 1 page( recto, verso), 2 options with 3 round of edits for the selected option	Dimension: A4 Dimension: A4	1 1	Item Item	
Power point presentation design	2 options with 3 round of edits for the selected option	Including animation for slides	1	slide	
book cover design	design 2 options with 3 Rounds of Edits for the selected option	A4	1	Item	
Signage design	May include logos and sentences.	Size differ per need	1	Item	
Tool-kit	including book cover design	Dimension: A4	100	page	
<b>Social media</b>					
Post template/guidelines	up to 10 templates	Covering Facebook, Instagram, Twitter and LinkedIn (deliverables provided as per the dimension of each touchpoint)	1	package	
Post Design	original content pieces (Visuals, Content Ideas, Captions)	Covering Facebook, Instagram, Twitter and LinkedIn (deliverables provided as per the dimension of each touchpoint)	1	post	
Story Design	original content pieces (Visuals, Content Ideas, Captions)	Covering Facebook, Instagram (deliverables provided as per the dimension of each touchpoint)	1	story	
<b>Digital artwork</b>					
Illustration	The following will be used in one of the above items (editorial design/social media)		1	Item	
Digital Artwork/Concept Art	The following will be used in one of the above items (editorial design/social media)		1	artwork	

N.B	
<b>Formats</b>	Final version must be provided in different formats as per the necessity (Ai, jpeg,png)
<b>Language</b>	The following items may be requested in both English and Arabic versions, so design adjustment must be considered.
<b>Colour gamut</b>	This may be RGB, CMYK, or both as per usage.