

Terms of Reference  
Call for proposal-Makken-IL-0001

Subject: Call for Proposal for Graphic Design Services – Makken Program  
Reference: Makken-IL-0001  
Posted Date: 14. January. 2025  
Deadline: 21. January. 2025

**ABOUT INJAZ LEBANON**

INJAZ Lebanon is a non-profit organization, an affiliate of Junior Achievement (JA) Worldwide, with a mission to equip youth with the skills and mindset they need to become entrepreneurs and business leaders stimulating their communities. It is also a member of INJAZ Al-Arab, a regional network of 14 countries across the MENA region. INJAZ Lebanon delivers programs in partnership with the business sector focusing on entrepreneurship, work readiness, and financial literacy.

**Introduction**

INJAZ Lebanon, a dynamic youth-centric organization focusing on entrepreneurship, financial literacy, and work readiness, is inviting qualified and creative Graphic Designers to contribute to the visual identity of our “Makken Program” in North Lebanon.

**Objective**

We are looking for a skilled Graphic Designer to develop the branding and visual identity for the “Makken Program”, ensuring a cohesive and engaging representation across various platforms.

**Deliverables and Expected Delivery Dates:**

Deliverables	Expected Delivery Date	Details
- Branding and Identity	January - February	Create a logo that represents the project's vision and values. Develop the brand guidelines, typography, and overall brand guidelines. (Suggest 2 to 3 logo options)
- Digital Assets Creation	February - November	Design social media templates (e.g. posts, stories, headers) and up to 20 social media posts throughout the project, including regular posts, carousels, reels.
- Print Materials	February - March	Create a banner, up to four props, and signage for events.

- Presentation and Pitch Materials	March - April	Create two presentation templates (English and Arabic), infographics and charts upon need to convey information clearly. Certificate Template.
- Event and Campaign Materials	April - November	Create event-related materials like digital invitation, one stage backdrop, one nametag template, one table sign template.
- Ongoing Support and Updates	During the contract period	Regularly update designs based on feedback or evolving project needs.

### Contract Terms

We are seeking to establish a Service Agreement with the selected Graphic Designer, as the project is ongoing and will require regular design services over the specified period. The initial contract will be until November 2025, with the possibility of an extension based on mutual agreement and satisfactory performance.

### Evaluation Criteria

The selection of the Graphic Designer will be based on the following criteria:

1. Demonstrated experience in graphic design and identity creation.
2. Portfolio showcasing previous work in a similar field.
3. Ability to meet project timelines and deliver high-quality designs.
4. Understanding of the project's objectives and target audience.
5. Competitive pricing and cost-effectiveness.

### Payment Conditions

- Payment shall be made by wire transfer or through Payment Order/ Telegraphic Transfer/Over the counter payment after submission of an appropriate and acceptable original invoice with all the requested to INJAZ Lebanon.
- INJAZ Lebanon operates through bank Audi and won't handle any transfer or withdrawal charges (To be charged on the consultant.)

### Application Process:

Interested Graphic Designers are requested to submit their proposals by **January 21, 2025** no later than 5:00 pm via email attention: [firas@injaz-lebanon.org](mailto:firas@injaz-lebanon.org) , Senior Procurement & Admin Officer and [joseph.a@injaz-lebanon.org](mailto:joseph.a@injaz-lebanon.org) , Project Coordinator. Please mention in the subject line the following: **Graphic Designer-Makken-IL-0001**

Quotations that are received by INJAZ Lebanon after the deadline indicated above, for whatever reason, shall not be considered for evaluation