

Terms of Reference
RFP-CATALYST-IL-0001

Subject: Call for Proposal for Graphic Design Services – CATALYST Program
 Reference: RFP-CATALYST-IL-0001
 Posted Date: 15.12.2023
 Deadline: 22.12.2023

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 upcoming CATALYST Program in North Lebanon.

Objective

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

Deliverables and Expected Delivery Dates:

Deliverable	Expected Delivery Date	Details
Program Identity	January 15, 2024	<ul style="list-style-type: none"> - Concept development - Logo design - Visual Guidelines (Templates, Layout, Color Palette)
Two Tracks Logo	January 15, 2024	The program has two tracks. Design a logo for the program, with separate logos for each track (CF and YWL) for versatile usage.
Landing Page	January 30, 2024	Create an appealing and user-friendly landing page design.
Social Media Visuals	Ongoing January 15 - December 15, 2024	Develop 40-50 visuals for Instagram posts, stories, and reels.

Video Reels Edits	Ongoing January 15 - December 15	Produce 10 reels of video edits with basic video editing and text animation.
Presentation Template, Invitations, Props, Banners, Signage, etc.	January 15 & onwards	Continuous design work throughout the contract period.

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 December 15, 2024, with the possibility of an extension based on mutual agreement and satisfactory performance.

Evaluation Criteria

The selection of the consultant 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 Friday December 22 no later than 5:00 pm via email attention: Mr. Firas El Issrawi (firas@injaz-lebanon.org), Senior Procurement & Admin Officer. Please mention in the subject line the following: RFP-CLST-IL-0001 Graphic Designer. Quotations that are received by INJAZ Lebanon after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

The proposal should include a portfolio showcasing relevant work, a brief cover letter, and a detailed breakdown of the estimated timeline for each deliverable.

Additional Information

INJAZ Lebanon is committed to creating a visual identity that resonates with our values of youth-centric engagement. Designers are encouraged to incorporate elements that reflect the vibrant and dynamic nature of our organization.

We look forward to receiving your creative proposals and working collaboratively to bring the CATALYST Program to life visually.

Thank you for your interest in supporting youth empowerment through graphic design!