

02nd June 2022

Request for Proposal – Logo Rebranding of Maldives Accountants Forum

Deadline for submission of proposal: 15th June 2022, 10 AM

Section 1. Introduction

The Institute of Chartered Accountants of the Maldives ('the Institute') is the statutory body formed to discharge the functions assigned under the Maldives Chartered Accountants Act (13/2020) which has been ratified by the President on 8th September 2020. The Institute is mandated with the regulation and development of the accounting profession in the Maldives. The Institute is also mandated with the registering and licensing parties for audit and assurance services, as well as registering financial professionals as its members.

Section 2. Purpose and Scope of work

The Institute is inviting interested parties to submit for the Logo rebranding of the 'Maldives Accountant Forum', an event held annually by CA Maldives. The contracted party ("Design firm") will be expected to provide services including but not limited to the following:

- Creating logo and visual identity by:
 - Presenting the logo styles or mood board
 - Submitting 3 design concepts upfront before a final selection is made, crafted and refined
 - Refine the primary design of the final logo that will serve as the brand's primary identifier
 - Ensure to include minimum white space around the logo (referred to as clear space or safe zone)

- Recommended minimum size of which the logo can be used in artworks, graphics, etc.
- Ensure that the logo is aligned with the scope, purpose and objectives of the 'Maldives Accountant Forum'
- Provide guidelines for the logo including:
 - Primary and secondary versions
 - Sizes, ratios and minimum size in which the logo can be used
 - Color versions, color palette and details of the background application
- Typography
 - A list of typefaces used for your brand or custom typeface
 - Font system: How the fonts should be used i.e. primary and secondary, digital typefaces
 - Type hierarchy: a combination of font styles for headings, and body copy.

Section 3. Eligibility Criteria

Any party who meets the following criteria are eligible to submit their proposal to the Institute. The party should:

- A. be registered at the Ministry of Economic Development dedicated to delivering services or services related to the scope of work mentioned in **2** of the RFP
- B. have 2-year of work experience in the design field.

The following documents shall be submitted to the Institute in the *following order*::

- (i) Registration Certificates (Business & Tax)
- (ii) Portfolio / Profile
- (iii) Reference Letters providing evidence for similar projects/works as stated in Section **3 B**.
- (iv) Proposed price *Prices must be inclusive of GST and quoted in MVR

- (v) ID card

Section 4. Conflict of Interest

The Contractor shall hold matters including its contents or materials obtained in the course of services to the Institute as strictly confidential and shall not disclose the same to anyone without prior written consent, unless obliged by law, in which case, the Contractor must inform of such disclosure in a timely manner.

The Contractor shall avoid any and all matters that could raise a potential conflict of interest, and advise the Institute beforehand on any potential or apparent conflict of interest.

Section 5. Duration

The duration will be for a period of 14 days – following which the parties may negotiate to renew the contract.

Section 6. Terms and Conditions

The Institute reserves the right to reject any or all proposals or to accept any proposal that it may consider being in the best interest of the Institute.

The Institute reserves the right to negotiate the terms of the proposal upon review.

The Institute shall not be held liable for any errors or omissions in any part of this RFP. The information contained in the RFP is supplied solely as a guideline. The information is not guaranteed or warranted to be accurate by the Institute, nor is it necessarily comprehensive or exhaustive.

The Institute assumes no responsibility or liability for the adequacy, accuracy, or completeness of any information provided in this RFP.

Section 7. Information Session

An information session will be held on 8th June 2022, 10 AM, at Auditor General's Office, 1st Floor, Ghaazee Building. All interested parties are invited to attend the session and clear queries from the Institute's team and consultant on this day.

Section 8. Evaluation Criteria

Details	Percentage
a. Price	60%
a. Experience in similar projects completed	40%

Section 9. Submission Deadline

Submission is open for parties that meet the eligibility criteria mentioned in **3** of the RFP.

The submission deadline will be on 15th June 2022, 10 AM at *Auditor General's Office, 1st Floor, Ghaazee Building, Ameer Ahmed Magu, Male', Maldives.* **Online submissions will not be accepted.**