TERMS OF REFERENCE (TOR), PROJECT LOGO DESIGN SERVICES



We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

1. BACKGROUND

Private Sector-driven Hospitality Skills for Employment (PS-HOST) is a project of the Swiss Agency for Development and Cooperation (SDC), implemented by Swisscontact.

The project aims to enable disadvantaged social groups—particularly rural youth, women, and men—to access employment and improve their income through opportunities in the hospitality sector.

Specifically, the project aims to a more market responsive VET system by:

- Encouraging private sector investment in human capital beyond individual enterprises
- Strengthening collaboration mechanisms among hospitality actors, including regions
- Embedding inclusiveincentives, ensuring that underserved groups in rural areas are not excluded from emering opportunities

At Swisscontact, we believe that communicating intentionally with the purpose of motivating audiences to act and think differently influences change, brings transformation and creates impact. Communication for Impact is the process that communicates models that work, and why, in the development sector. In this approach, communication is not only about “selling ideas”, but also making audiences why mindsets need changing. This is the reason why it is crucial for our projects to build proper and structured communication channels with their target audiences. The project’s visual identity is an important part of its overall communication.

Currently, Swisscontact is seeking to contract a marketing or design company, or consultant for the development of a visual identity-logo for the PS-HOST project.

2. SCOPE OF WORK

The company shall work in close collaboration with the project manager, project team and communications adviser to build the project's visual identity -logo. The project's visual identity and communication practices must comply with Swisscontact's Creative Design Manual 2020 (SC MD 2020) as well as Swisscontact's Gender-Equal Communication Guideline *(these are internal documents and shall be shared with interested companies/consultants only).*

The following deliverables must be accomplished:

- Project logo
  - Communicates the uniqueness and added value of the project
  - Logo Concept Package:
    - 3-5 initial logo concepts
    - Concept descriptions and rationale
    - Mock-ups demonstrating application
    - Presentation of alternative visual directions
  - Final Logo Suite
    Primary logo (Georgian and English)
    - Secondary/horizontal logo version
    - Icon or symbol-only version
    - Monochrome and reversed versions
    - Responsive logo variations for digital use
  - Visual Identity System
    - Color palette (primary and secondary)
    - Typography recommendations (Geo/Eng)
    - Brand patterns and graphic elements
    - Visual language guidelines

3. REQUIREMENTS FOR SUBMISSION OF PROPOSALS

Interested companies/consultants must submit the following documents:

- Proof of business registration as per the country's governing laws, with at least three years of relevant experience as a registered business.
- Company profile (one page)
- Experience in branding and graphics including portfolio sharing
- References indicating experience in similar assignments
- Description of personnel qualifications and competencies and CVs
- Breakdown of the financial proposal
- The service provider must ensure that all services and final product is completed and delivered no later than November 25, 2026.

4. SELECTION CRITERIA

The following criteria will be considered:

- Relevant experience
- Creativity in designing a timeless project logo
- Timeline feasibility for completing the deliverables, including logo, typography, color palette, templates and examples of use
- Cost-effectiveness demonstrating value for money

The candidates will be selected on rolling bases

Please send your proposals detailing the services to be offered to info.georgia@swisscontact.org no later than November 5th, 2026 by 17:00. The subject of the email should quote PS-HOST LOGO PROPOSAL.