



TERMS OF REFERENCE (TOR)

LOGO DESIGN FOR ST4SD PROJECT (SWISS TOURISM FOR SUSTAINABLE DEVELOPMENT IN VIETNAM)

Reference documents: ST4SD project documents, ST4SD project cost estimates and norms and related documents

Project: SWISS TOURISM FOR SUSTAINABLE DEVELOPMENT IN VIETNAM (ST4SD)
Task: Design a logo for the project
Activity code: 4043310
Purpose: Design logo to enhance the brand visibility and promote communication of the ST4SD project towards the vision of sustainable tourism development in Vietnam.
Location: Hanoi
Supervisor of the implementation: Project Communications and Visibility Officer

The Swiss Tourism for Sustainable Development project in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO) - part of the economic development cooperation of Switzerland for Vietnam and implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and Center for Rural Economy Development (CRED), a Vietnamese NGO, aims at making Vietnam's tourism sector more sustainable and inclusive by focussing on the development of tourism ecosystems. The Ministry of Culture, Sports and Tourism appoints the Vietnam Authority of Tourism as the project owner.

The ST4SD project supports the preparation of relevant policies and strengthen public-private dialogue at both national and subnational level, establishes a new Swiss Executive Hospitality Training (EHT) programme at qualified Vietnamese training institutes and creates a network of experts from the Swiss and Vietnamese tourism sector, and promotes innovative concepts for businesses and destinations to strengthen sustainability (including the introduction of sustainability standards). In the long term, the project aims to contribute to the creation of new livelihoods and the sustainable economic development of Vietnam.

1. Scope of work

a. Target

Design the project's logo. Logo is the basis for the project's brand identity. The project's communication goal is to raise awareness and encourage action in sustainable tourism activities in Vietnam for target groups in the tourism industry and the community. Specifically, the project aims for sustainable local values and references from Switzerland with a market-oriented approach and through public-private dialogue activities.

b. Work content

Provide logo consultancy and design for the ST4SD project.

c. Product required

- Category: ST4SD project logo
- Content: Research about the project's goals and activities to design a suitable logo to best promote the project's identity and their relevant partners' goal in the project.
- Results:
 - The ST4SD project logo, including design file and transparent image

- Instructions on using the logo including information on color code, font, font size, note on using the project logo with other logos, and so on

2. Requirements for service providers

- Have at least 5-10 years of experience in the field of logo design and media publications, preferably for non-governmental projects
- Able to complete work on time
- The proposed budget is consistent with the project's cost norms; have a valid financial invoice.

3. Proposal submission deadline

Applicants need to send proposals to comms@st4sd.vn or helvetas.vietnam@helvetas.org.

- Company profile
- Financial proposal

Application deadline: Before Monday, 11 December 2023

Note: *Helvetas only contacts selected candidates.*