

REQUEST FOR QUOTATION (RFQ)

REFERENCE: RfQ17/01467

DATE: 15 March 2017

Dear Sir / Madam:

We kindly request you to submit your quotation for the **Development of LOGO and Visual Identity Guidelines (Brandbook) for the Parliament of the Republic of Moldova**, as detailed in Annex 1 of this RFQ. When preparing your quotation, please be guided by the form attached hereto as Annex 2.

Quotations may be submitted on or before **30 March 2017, 16:00 (Moldova local time)** and via e-mail or courier mail to the address below:

United Nations Development Programme in Moldova
131, 31 August 1989 Street, MD-2012 Chisinau, Republic of Moldova
Attention: Registry Office/Procurement
tenders-Moldova@undp.org

Quotations shall be submitted in Romanian duly signed and stamped and shall be marked with the note "RfQ17/01467: Development of LOGO and Visual Identity Guidelines (Brandbook) for the Parliament of the Republic of Moldova".

Quotations submitted by email must be limited to a maximum of 5MB, virus-free and no more than 5 email transmissions. They must be free from any form of virus or corrupted contents, or the quotations shall be rejected.

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your quotation by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Please take note of the following requirements and conditions pertaining to the supply of the abovementioned good/s:

Latest Expected Delivery Date and Time <i>(if delivery time exceeds this, quote may be rejected by UNDP)</i>	<input checked="" type="checkbox"/> As per delivery schedule attached in Annex1
Preferred Currency of Quotation ¹	<input type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Moldovan Lei
Value Added Tax on Price Quotation	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes
A pre-proposal conference will be held on:	<p>Date: 24 March 2017 Time: 10:30 (Moldova local time)</p> <p>Venue: 162 Stefan cel Mare blvd., office 108, Chisinau, Moldova The UNDP focal point for the arrangement is: Elena Birau, SPGMP Procurement Assistant Telephone: +373 (79) 183 283 E-mail: elena.birau@undp.org</p>

¹ Local vendors must comply with any applicable laws regarding doing business in other currencies. Conversion of currency into the UNDP preferred currency, if the offer is quoted differently from what is required, shall be based only on UN Operational Exchange Rate prevailing at the time of UNDP's issuance of Purchase Order.

Deadline for the Submission of Quotation	30 March 2017, 16:00 (Moldova local time)
All documentations, including catalogs, instructions and operating manuals, shall be in this language	<input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Spanish <input checked="" type="checkbox"/> Others: Romanian
Documents to be submitted	<input checked="" type="checkbox"/> Duly Accomplished Form as provided in Annex 2, and in accordance with the list of requirements in Annex 1; <input checked="" type="checkbox"/> Company profile (short info up to 2 pages); <input checked="" type="checkbox"/> Copy of Company's Registration Certificate; <input checked="" type="checkbox"/> Detailed technical description of the offered goods; <input checked="" type="checkbox"/> List of previous projects of similar complexity performed by the Proposer as main Contractor; <input checked="" type="checkbox"/> Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List.
Period of Validity of Quotes starting the Submission Deadline Date	<input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input checked="" type="checkbox"/> 120 days
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms	<input checked="" type="checkbox"/> 100% upon complete delivery of goods
Evaluation Criteria	Minimum qualification criteria: <i>(failure to comply with these requirements will constitute a reason for disqualification)</i> <input checked="" type="checkbox"/> Technical responsiveness / Full compliance to requirements and lowest price; <input checked="" type="checkbox"/> Minimum 3 years' experience in the field of Graphic Design, Web Design, Marketing, Branding or Visual communication; <input checked="" type="checkbox"/> Minimum 3 projects (LOGO and Brandbook development) of similar complexity developed and successfully presented for State Institutions or Non-profit organisations (please indicate link that can be accessed or printed versions of products in order to be able to see the products); <input checked="" type="checkbox"/> Delivery period does not exceed the dates indicated in Annex 1; <input checked="" type="checkbox"/> Full acceptance of the Contract General Terms and Conditions
UNDP will award to:	<input checked="" type="checkbox"/> One and only one supplier
Type of Contract to be Signed	<input checked="" type="checkbox"/> Institutional Contract
Conditions for Release of Payment	<input checked="" type="checkbox"/> Written Acceptance of Goods based on full compliance with RFQ requirements
Annexes to this RFQ	<input checked="" type="checkbox"/> Technical Specifications of the Goods Required (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Quotation (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3). Non-acceptance of the General Terms and Conditions (GTC) shall be grounds for disqualification from this procurement process.
Contact Person for Inquiries (Written inquiries only) ²	Elena Birau, Procurement Assistant, elena.birau@undp.org Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.

Goods offered shall be reviewed based on completeness and compliance of the quotation with the minimum specifications described above and any other annexes providing details of UNDP requirements.

² This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

The quotation that complies with all of the specifications, requirements and offers the lowest price, as well as all other evaluation criteria indicated, shall be selected. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by UNDP. The unit price shall prevail and the total price shall be corrected. If the supplier does not accept the final price based on UNDP's re-computation and correction of errors, its quotation will be rejected.

After UNDP has identified the lowest price offer, UNDP reserves the right to award the contract based only on the prices of the goods in the event that the transportation cost (freight and insurance) is found to be higher than UNDP's own estimated cost if sourced from its own freight forwarder and insurance provider.

At any time during the validity of the quotation, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the quotation. At the time of award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Purchase Order that will be issued as a result of this RFQ shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a quotation implies that the vendor accepts without question the General Terms and Conditions of UNDP herein attached as Annex 3.

UNDP is not bound to accept any quotation, nor award a contract/Purchase Order, nor be responsible for any costs associated with a Supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.

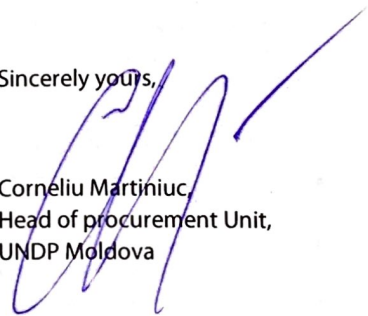
Please be advised that UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a purchase order or contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.undp.org/procurement/protest.shtml>.

UNDP encourages every prospective Vendor to avoid and prevent conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its suppliers to adhere to the UN Supplier Code of Conduct found in this link: http://www.un.org/depts/ptd/pdf/conduct_english.pdf.

Thank you and we look forward to receiving your quotation.

Sincerely yours,


Corneliu Martiniuc,
Head of procurement Unit,
UNDP Moldova

Development of LOGO and Visual Identity Guidelines (Brandbook) for the Parliament of the Republic of Moldova

A. PROJECT TITLE: “Strengthening Parliamentary Governance in Moldova” Project (SPGM)

B. BACKGROUND INFORMATION

The “Strengthening Parliamentary Governance in Moldova” Project, further on referred to as the SPGM project, is designed to address the main needs of the Parliament of Moldova in the areas of legislation making, oversight and representation during the on-going process of domestic reform spurred by closer relations with the EU. The project is also assisting in making the Parliament’s legislative activity more open, transparent and participatory through establishing tools and mechanisms for the engagement with the Civil Society, professional associations and general public. Project interventions will offer and encourage equal opportunity for male and female participation.

In particular, the SPGM project supports the Parliament in its efforts to reach out to citizens in the capital and also in the regions by means of outreach activities aiming to increase public understanding of the Parliament work.

In this endeavour the corporate identity of the Parliament is a significant precondition to reflect the values of the Parliament of the Republic of Moldova in the balance between authority and openness.

The current visual identity guidelines of the Parliament have been developed in 2011 and only partially reflect the basic rules related to using the institutional logo, whilst lacking design guidelines related to typography, colour palette, promotional items and other graphic elements which are imperative for creating the institution’s corporate identity. Additionally, a major drawback in ensuring corporate identity is the lack of formally approved templates and layouts for internal and external communication as well as online corporate identity.

Thus, to support the efforts of the Parliament in creating a corporate logo and visual identity, which would significantly contribute to better engagement and communication with and accessibility for the public, including with persons belonging to ethno-linguistic minorities, persons with disabilities, foreign delegations and other visitors, the SPGM Project is seeking to contact a company to produce the Parliament of Republic of Moldova visual identity guidelines in line with the best parliamentary practices.

C. OBJECTIVES AND SCOPE OF WORK

Scope of work

Working closely with the Parliament Communications Specialist and under supervision of the SPGM Senior Project Officer and reporting directly to the SPGM Project Manager, the service provider is expected to carry out the following tasks in order to produce the corporate logo and visual identity guidelines:

1. Develop in line with technical requirements and clarifications at Section (E) the Parliament of Republic of Moldova Main Logo and 5 Derivative Logos Concepts.
2. Develop in line with technical specifications below presented at Section (E) the Public and Internal Logo Usage Guidelines.
3. Develop in line with the technical requirements further detailed at Section (E) Parliament of Republic of Moldova Public and Internal Use Visual Identity Guidelines containing the following items:
 - Introduction, values and tone
 - Typography
 - Colour Palettes
 - Graphic Style, Photos and Illustrations
 - Elements of Visual Identity
 - Document Templates
 - Digital Materials
 - On-line Corporate Communication
 - Print communications
 - Signage
 - Credential, Name Tags and Permits
 - Stationary
 - Clothing and official recognition elements
 - Promotional items
 - Bags and packages
 - Miscellaneous

4. Throughout the process of developing the above noted deliverables the company will ensure close cooperation and communication with the key stakeholders, conduct interviews and working meetings to coordinate the clearance process of the submitted products and ensure that all relevant parties are fully informed about the outcome of coordination meetings.
5. Develop an indicative timeframe with exact dates for submission, coordination and completion of each of the deliverable required under the current ToR, taking into consideration period of implementation indicate in Sections D, last column of table.

D. DELIVERABLES AND INDICATIVE TIMEFRAME

No	Deliverable	Category	Form of delivery	Period of implementation
1	Detailed Workplan of the assignment developed and approved by project staff		Word document containing GANTT chart	3 working days from contract signature
2	LOGO and LOGO Usage Guidelines (internal and public versions) developed	Logo	CD/DVD with designs in electronic form, in 2 copies	By 15 June 2017
	10 main logo concepts designed and submitted	Logo	PDF presentation submitted to the beneficiary's working group	Within a period of up to 3 weeks from the signature of the Contract
	Main logo concepts application prototypes produced and submitted	Logo	Branding of at least 3 prototypes for random objects from the Visual Identity Guidelines for each proposed Logo concept Submitted to the working group	
	10 adjustments to the 3 concepts of the main logo that have been selected by the beneficiary performed and submitted for clearance	Logo	PDF presentation submitted to the beneficiary's working group CD/DVD with designs (in 2 copies) sent to beneficiary's representative	Within a period of up to 2 weeks from the formal acceptance by the beneficiary of the 3 Concepts of the main Logo
	Clearance of the Concept of Main Logo by both beneficiary and Company	Logo	PDF presentation submitted to the beneficiary's working group	Within a period of up to 5 working days from the acceptance of adjustments.
	3 concepts of 5 derivative logos followed by maximum 2 adjustments to each of the preferred concepts of the 5 derivative logos produced and submitted for clearance	Logo	PDF presentation submitted to the beneficiary's working group CD/DVD with designs (in 2 copies) sent to beneficiary's representative	Within a period of up to 2 weeks from the formal approval/clearance of the main logo final concept
	Public Logo Usage Guidelines	Logo	<ul style="list-style-type: none"> PDF manual delivered on CD/DVD in 2 copies Manual printed in 2 copies Sent to the beneficiary's representative	
	Internal Logo Usage Guidelines	Logo	<ul style="list-style-type: none"> PDF manual delivered on CD/DVD in 2 copies; Manual printed in 2 copies; Sent to the beneficiary's representative 	Within a period of up to 3 weeks after the final main logo concept has been approved
3	Visual Identity Guidelines (Brandbook), internal and public versions developed	Visual Identity Guidelines	CD/DVD with designs in electronic form, in 2 copies Brandbook documents printed in 2 copies	By 10 November 2017
	Typography	Visual Identity Guidelines	CD/DVD with sets of fonts in case of use of public fonts, or reference and procurement directions for approved commercial fonts	Within a period of up to 5 months from the signature of the Contract
	Public version of the Visual Identity Guidelines.	Visual Identity Guidelines	PDF presentation submitted to the beneficiary's working group	

	Component materials of the public version Visual Identity Guidelines	Visual Identity Guidelines	CD/DVD with designs in electronic form, in 2 copies	
	Internal version of the Visual Identity Guidelines	Visual Identity Guidelines	PDF presentation submitted to the beneficiary's working group	Within a period of up to 6 months from the signature of the Contract The exact content of the internal version of the Visual Identity Guidelines shall be agreed with the Parliament of the Republic of Moldova within the second week of the beginning of the contract.
	Component materials of the internal version Visual Identity Guidelines	Visual Identity Guidelines	CD/DVD with designs in electronic form, in 2 copies	Within a period of up to 6 months from the signature of the Contract

E. Technical specifications of products

1. Parliament Main Logo and 5 Derivative Logos Concept

1.1. Logo Concept

- Develop up to 10 logo concepts based on use of the building of the Parliament of the Republic of Moldova as main graphic element;
- Implement up to 10 adjustments/amendments to three selected versions;
- Implement up to 5 adjustments to the final selected/approved version;
- Develop up to 3 versions, and conduct up to 2 adjustments to final concept of derivatives from main logo for each of the following subdivisions:
 - Visitors Center
 - Residence of the Speaker of the Parliament
 - Parliament Library
 - Parliament Archive
 - Templates for other subdivisions

1.2. Designs and Files

Composition versions – develop designs placing the elements (graphic symbol, text, etc.) in a multiple forms:

- Horizontally
- Vertically

Language Requirements– the final logo, developed according to the approved concept, will be implemented in the following languages:

- Romanian
- English
- Russian
- Gagauzian
- French

Colour palette – in order to ensure the standardization of colours used in the logo elements, it will be necessary to choose the colours in the following standards, allowing the use of similar colours regardless of the medium (print/digital) and of the equipment standards:

- CMYK
- Pantone
- RGB
- HEX

Logo colour variations – depending on the concept chosen, the design team may propose alternate colour variations of the logo, which will be included in the set offered to the beneficiary.

Monochrome versions

- White and black
- Black and white
- Variations in three alternative brand colours

Simplified logo versions – to ensure the correct display of small sizes without deformation. Given that the use of Parliament building as graphic symbol implies developing a highly complex logo, this may result in distortions when downsizing it. Therefore it is required to develop simplified versions of the logo which will look legible in small sizes.

Logo variations with the coat of arms – the Parliament of the Republic of Moldova is main legislative body of the country. Given that it is a State Institution it a set of logos where the official logo of the institution is combined with the coat of arms of the Republic of Moldova is required.

****Note:** The logo variations that imply use of the official coat of arms of Republic of Moldova will respect the requirements stated in the official law “LEGE Nr. 32 din 07.03.2013 privind Stema de Stat a Republicii Moldova”³*

1.3. Logo Delivery Formats

- **Vector formats** – AI, uncompressed PDF, EPS
- **Preview formats** – lowest-compression JPG, PNG with transparency, PNG without transparency

2. Logo Usage Guidelines

Scope: Narrative instructions will be developed for all logos and combinations of graphic elements in order to explain the proper use of the developed elements. All instructions will be included in the “Logo Usage Guidelines” – an integral document which will be mandatorily distributed together with all logo files developed.

On the basis of these recommendations, professionals from various fields (design, communication, IT, journalists, etc.), who will use the received logos, will be able to minimize the errors during use of the logo, whilst other the beneficiaries, nonprofessional's, will be able to monitor the compliance with the standardized use of the logo in different environments.

The Logo Usage Guidelines will include at least the following sets of recommendations and explanations (which can be complemented with other elements during the development process):

- **Explanation of logo significance** – narrative description of the logo concept, of the reflected ideas, of the key message or other conceptual information taken into consideration when developing the logo design.
- **Logo geometry, spacing and proportions** – explaining the elements used in the graphic symbol, the proportions, ratios and other elements composing the logo.
- **Minimum and desirable size for print** – determining and explaining the minimum size for print allowing different versions of the logo to appear correctly, without defects, overlays, elements' merge, defocus, so that the logo could be read and understood easily. The explanations and recommendations will be made in accordance with all logo variations developed; a particular attention will be given to the simplified versions of the logos, developed especially for small sizes.
- **Minimum and desirable size for the online environment** – as for print, the minimum size of logo variations will be determined for online too, in order to ensure their correct display. The sizes for standard screens, but also for high pixel density screens (retina) will be specified for online.
- **Using the logo for different types of materials** – use of logo for internal materials (monolingual or bilingual logo), use of logo for public materials (use of multilingual logo or logos in several languages).
- **Using the logo on colored backgrounds** – presenting the explanations and recommendations related to the use of logo on backgrounds of different colors; graphic examples of correct combinations will be included besides the narrative explanation of the principles of color combination.
- **Using the logo on images** – recommendations on the use of logo variations on image backgrounds: position, contrast compliance, level of detail, techniques of logo separation, and graphic examples on the correct use of logos.
- **Incorrect use of logo** – the most widespread cases of logo misuse will be graphically illustrated and explained so that logo beneficiaries or users could avoid the deliberate or unintentional mistakes when using the logo.

³ <http://lex.justice.md/md/347647/>

- **Use with and without the coat of arms** – alongside the logo variations with the state coat of arms to be created as graphic elements, the design team will determine together with the beneficiaries the cases when the logo with the coat of arms could be used and will specify this in the guidelines, so that the guidelines and logo users know clearly when it is appropriate to include the logo with the coat of arms.
- **Using a second logo**
 - **Use with logos of hierarchically similar institutions** – recommendations and examples to combine the Parliament main logo with the logos of other institutions will be developed to determine the sizes, proportions, spacing, delineators, location and other elements ensuring the regulation of the integration of Parliament logo into other logos.
 - **Use of the logo with the logos of subordinate institutions** – recommendations and examples of use of the Parliament main logo into the logos of subordinate institutions will be developed additionally to determine the sizes, proportions, spacing, delineators, location and other elements.
 - **Use the main logo and logo derivatives** - recommendations and examples to combine the Parliament main logo with the logo derivatives will be developed additionally to determine the sizes, proportions, spacing, delineators, location and other elements.

3. Parliament of Republic of Moldova Visual Identity Guidelines (Brandbook)

The **Visual Identity Guidelines (Brandbook)** is an integrally developed document with annexes including the following key components of the visual identity of the Parliament brand:

Visual Identity Guidelines file – a document containing the following elements for each layout:

- Computer-simulated visualization or the realistic shooting of the developed logo designs (mock-up);
- Specification of technical parameters for the application of logo designs;
- Specification of parameters and requirements for the materials on which the design is applied;
- Specification of requirements for the application technology;
- Narrative explanation on the usefulness of each design and how to use it in non-technical terminology;
- Reference/link to the address of the editable design or production design in the folders with related graphic files

Related graphic files – the graphic files prepared in the formats suitable for use in different environments will be structured hierarchically according to the logic of use in folders and sub-folders so as to avoid the confusion or the difficulty to identify each material.

3.1. Typography

- **Default font** – default text combining with the logo to be used in materials. The default font will mandatory include:
 - “Extended Latin” character sets including letters with correct diacritical marks for Romanian language (ĂĂÎȚȘăăîțș) using the comma instead of the cedilla (for details see the article <http://www.comanescu.ro/tentativa-de-s-t-a-i-a.html>), as well as for Gagauzian and Romani languages;
 - Cyrillic character sets for writing texts in Russian, Ukrainian, Bulgarian;
 - Character types: Thin, Thin italic, Light, Light italic, Regular, Regular italic, Medium, Medium italic, Bold, Bold italic, Black, Black italic.
- **Alternative font** – it is recommended to use alternative text default that matches maximally the default style and font; the alternative font should be spread as standard in Windows operating systems.
- **Font for blind or visually impaired** – Braille character set (for details see the article <https://en.wikipedia.org/wiki/Braille>) both for Romanian (including letters with correct diacritical marks – ăăîțș) and for Russian languages.
- **Icon font** – it will be proposed at least an open-source font based on vector icons that can be used as visual elements without losing quality while resizing. The font will include in the set at least 100 icons covering different areas, all of them being developed in the same style and design technique.

3.2. Color Palettes

Depending on the concept and style of the visual identity developed, the sets of brand colors will be presented and the cases and recommendations for their use will be explained. It will be taken into account the need to specify the following sets of colors:

- Primary colors
- Secondary colors
- Tertiary colors

3.3. Graphic Style, Photos and Illustrations:

- Photos of persons – specify the requirements and recommendations for shooting persons:
 - Type of photos (persons, small, medium or large group);
 - Positioning of photos and recommended camera angle;
 - Recommendations for the processing style.
- Photos of the interior – requirements and recommendations for shooting the entourage inside the Parliament's buildings (halls, meeting rooms, offices, Parliament plenary);
- Photos of the exterior – requirements and recommendations for shooting buildings and events that take place near the Parliament buildings (buildings, entrances, open spaces);
- Ornaments and decorative elements – development of decorative elements that can be used in visual works;
- Illustrations style – definition of the style of illustrated view of ideas, messages, schemes to be respected by the professionals in the field of design and communication when developing the communication materials;
- Backgrounds – design of complex graphic backgrounds variations that can be obtained from the visual identity.

3.4. Elements of Visual Identity:

	Elements	Delivery format	Internal/public Brandbook
a)	Business cards: <ul style="list-style-type: none">• Nominative with personal data (bilingual: Romanian/Russian and Braille for both, Romanian/English and Braille for both)• Nominative with general data (in Romanian, Russian, English, Braille)• General for the organization, subdivisions (in Romanian, Russian, English, Braille)	<ul style="list-style-type: none">• Graphic design in editable .Ai format• JPG preview• Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
b)	Correspondence envelopes DL, C0, C1, C2, C3, C4, C5, C6, C7, C8, C9, C10	<ul style="list-style-type: none">• Graphic design in editable .Ai format• PDF for print• JPG preview• Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
c)	Roll-up banner	<ul style="list-style-type: none">• Graphic design in editable, Ai format• PDF for print• JPG preview• Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
d)	Spider banner	<ul style="list-style-type: none">• Graphic design in editable .Ai format• PDF for print• JPG preview• Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
e)	Wall banner (with small logos in different languages)	<ul style="list-style-type: none">• Graphic design in editable .Ai format• PDF for print• JPG preview• Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
f)	Stylization of official cars	<ul style="list-style-type: none">• Graphic design in editable .Ai format	Integrated into the brandbook, public

		<ul style="list-style-type: none"> • PDF for print • JPG preview • Technical instructions for application included in the brandbook 	Internally distributed
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3.5. Document Templates

	Elements	Delivery format	Internal/public Brandbook
a)	Letterheads – layouts, templates (in Romanian, Russian and English for external documents) <ul style="list-style-type: none"> • Press release • Internal letter • Business letter • Notice of service • Secret • Speaker letter • Division Head letter • Secretary General letter for external use • Nominative – 1 person • Nominative – more persons • Letterheads with different marking for different subdivisions, departments, sections 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Word templates • Technical and non-technical instructions for use included in the brandbook 	Integrated into the brandbook, public Internally distributed
b)	Styling of the “Agenda” document for the Standing Bureau meeting	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Word templates • Technical and non-technical instructions for use included in the brandbook 	Integrated into the brandbook, public Internally distributed
c)	Letter templates (in Romanian, Russian and English for external documents): <ul style="list-style-type: none"> • Letter to the counterpart • Letter to the subordinated employee • Internal letter – President/Prime Minister • External letter 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Word templates • Technical and non-technical instructions for use included in the brandbook 	Integrated into the brandbook, public Internally distributed
d)	Condolence messages (letters) (in Romanian, Russian and English)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Word templates • Technical and non-technical instructions for use included in the visual identify guidelines 	Integrated into the visual identity guidelines, public Internally distributed
e)	Diplomas (in Romanian, Russian and English) <ul style="list-style-type: none"> • Standard diploma • Diploma with protective elements • Customized – awarded by an official • General – awarded by the Speaker of the Parliament 	<ul style="list-style-type: none"> • Editable .Ai format • PDF for print • Word templates • JPG preview • Technical instruction for development and non-technical instructions for use included in the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed

Specific and detailed requirements for file formats and content:

- The layouts will be delivered in the native graphic formats they were developed in, advisable in Adobe Illustrator (Ai) – they will be kept for unusual needs to edit the sources;
- Templates will be developed in Microsoft format in order to be used by the employees of the Parliament and of other institutions, capable to print them at their own printers and customize at least the following elements:
 - Spacing and margins
 - Standard font size
 - Colours for texts
 - Stylization of tables
 - Heading customization
 - Page numbering

- Bullets and numbering
- Watermarks
- Form/template documents optimized for printing in printing houses in big quantities will be developed, including only visual non-editable elements to be printed in large quantities by the industrial equipment in printing houses.
Examples of non-editable elements:
 - Header
 - Footer
 - Space for document numbering
 - Document type or title (for instance, Diploma, Information Note, etc.)
 - Watermark

The employees will further use these form/template layouts will insert them into ordinary printers (mostly white/black – laser printers) and will print only the dynamic content, such as:

- Document text
- Page Numbers
- To whom it is addressed/handed
- Other information related to the content and not to the structure

Form/template layouts for printing will be developed as PDFs without compression according to the specific requirements of printing to the industrial equipment.

- The design specialists will develop digital templates of printed form documents to be printed at print shops. They will not include non-editable elements that are supposed to be already printed on the standard forms, so they will not have to be printed repeatedly at the employees' ordinary printers.
- It is important that these templates respect the same spacing, margins, space for numbering and other static elements like in the form/template layouts developed for printing, so as to avoid print overlapping or deviations.

The developed templates will have the same stylization elements as the templates for print at ordinary printer:

- Spacing and margins
- Standard font size
- Colours for texts
- Stylization of tables
- Heading customization
- Page numbering
- Bullets and numbering
- Watermarks

3.6. Digital Materials:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Wallpaper for workplace laptops and computers – digital images will be developed to be used as wallpapers on computers' desktops. The aspect ratio of images for laptops will be 16:9. The aspect ratio of images for desktop computers will be: 16:9, 16:10, 4:3. Optimal image resolutions: 2k and 4k. The following may appear as content of the images: logo, ornaments, illustrations, inscriptions, colour combinations, logos in different languages. These elements will be determined together with the beneficiary's project team during the creation process.	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Editable PDF • JPG or PNG for use • Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Publicly distributed
b)	Wallpapers for wide-format TVs – wallpapers will be developed for the institution's TVs in order to be displayed on the TV when information material or presentations is not running. The aspect ratio of images for laptops will be 16:9. Optimal image resolutions: 2k and 4k. The following may appear as content of the images: logo, ornaments, illustrations,	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Editable PDF • JPG or PNG for use • Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Publicly distributed

	<p>inscriptions, colour combinations, logos in different languages. These elements will be determined together with the beneficiary's project team during the creation process.</p>		
c)	<p>Wallpapers for standard and wide projectors – wallpapers for institution's projectors will also be developed and adjusted for qualitative display on the projector (taking into account the image display technology by illumination). The aspect ratio of images: 16:9 and 4:3. Optimal image resolutions: 1280x960 and 1920x1080.</p>	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Editable PDF • JPG or PNG for use • Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Publicly distributed</p>
d)	<p>Welcome screen Wi-Fi login – the design and html&css programming (integration will be carried out later by the beneficiary's technical professionals) of the information page after connecting to the institution's free Wi-Fi will be developed. Preliminary elements of the page (in Romanian, Russian and English, ensuring accessibility for people with visual impairments: font enlargement, switching to contrast colours):</p> <ul style="list-style-type: none"> • Logo and other elements of visual identity • Fields: user name, password • "Access" button • Button/link: access without user name and password • Narrative block explaining the main information/conditions for using the services • Contact details • Link – rules to use the free Wi-Fi service <p>The design and programming of this service will be developed for desktop and mobile versions.</p>	<ul style="list-style-type: none"> • Design layout in .Psd editable format • JPG or PNG preview • HTML & CSS programmed page 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
e)	<p>PowerPoint presentation templates – will be developed as design templates. After the approval, they will be programmed as editable PowerPoint templates. The content of the PowerPoint template slides will include various models of slides, including at least:</p> <ul style="list-style-type: none"> • Main page/title • Model of a page containing the table of contents • Page with the chapters • Page with textual content (containing the title, paragraphs, blocks with bullets and numbering) • Page with text and image content • Page with table content • Page with text and stylized graphic content • Page with two-column-text content • Page with photographic content • Page with video content 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format including the slides developed • Templates in PowerPoint format 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

	<ul style="list-style-type: none"> Final page with acknowledgments (containing the final message, contact information, name and surname of the speaker) <p>The PowerPoint presentation will be developed in two standards aspect ratios</p> <ul style="list-style-type: none"> Wide – 16:9 Standard – 4:3 		
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3.7. Online Corporate Communication:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Online message published on the official website and other websites	<ul style="list-style-type: none"> Graphic design in editable Ai format Editable PDF Instructions for use and explanation of the component elements and of the scenarios for use – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Publicly distributed</p>
b)	Email signature (for different hierarchy levels) <ul style="list-style-type: none"> Model for integration into Microsoft Outlook 2007+ Model for integration into the mobile phone 	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable electronic signature integrated into the Word document – for desktop version Electronic signature for the mobile phone Step-by-step detailed instructions on how to include signatures in the clients' emails – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
c)	Newsletter email template (in Romanian, Russian and English) <ul style="list-style-type: none"> Urgent message Standard message Message summarizing an activity Press release 	<ul style="list-style-type: none"> Design layouts in .Psd editable format Preview JPG or PNG Templates programmed in HTML & CSS format Technical recommendations and recommendations for integration into specialized softwares Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
d)	Social media – Facebook <ul style="list-style-type: none"> Customization of institution's official page Customization of the senior dignitary's official page (Speaker of the Parliament) Recommendations on the customization of the profile of the Parliament staff Stylization of official events 	<ul style="list-style-type: none"> Graphic design in editable .Ai format Images for use in JPG or PNG format Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

e)	YouTube <ul style="list-style-type: none"> Customization of the channel's images (cover image, logo canal) Intro and outro logo animation for video materials in Full HD and 4K resolutions using logos/name of the Parliament in different languages and Braille (as image) 	<ul style="list-style-type: none"> Graphic design in editable .Ai format Images for use in JPG or PNG format Video clips in mp4 format compressed with h.264 codec Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
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3.8. Print communications (elaboration of templates which can be used for communication in different languages):

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Flyer 10x21 cm	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed
b)	Flyer A4	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed
c)	Flyer 2 fold	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed
d)	Flyer 3 fold leaflet	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed
e)	A5 booklet with several pages: <ul style="list-style-type: none"> Front cover layout Back cover layout Internal pages with text content Internal pages with images Stylization model for graphics Stylization model for tables 	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed
f)	A4 booklet with several pages: <ul style="list-style-type: none"> Front cover layout Back cover layout Internal pages with text content Internal pages with images Stylization model for graphics Stylization model for tables 	<ul style="list-style-type: none"> Graphic design in editable .Ai format Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Internally distributed

3.9. Signage:

Elements for Navigation and Guidance in the Buildings (in Romanian, Russian, English, taking into account accessibility for persons with visual impairments: large font, contrast signs)

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Information boards: <ul style="list-style-type: none"> • Evacuation plan • Scheme of the building and other adjacent institutions' location (Government, ministries, etc.) • Scheme of the interior of the building with the main points for visitors (Conference room, Europe room, exhibition area, cafeteria, etc.) • Ad board (large) • Ad board (small) 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Internally distributed</p>
b)	Information plates: <ul style="list-style-type: none"> • Floor number plates • Plate indicating the numbers of offices on the floor • Plates indicating the directions of the blocks • Water consumption place • Magnetic card locks – sticker • Office door plates with names • MPs' office door plates • Administrative staff office plates • Office door plates for offices where more persons work together (sections and departments) • Detachable plates "Meeting in progress – do not disturb" 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
c)	Information and warning: <ul style="list-style-type: none"> • Exit • Elevator • Do not smoke • Smoking area • Disconnect the light • Use of mobile phones prohibited • Fire extinguisher • Access denied • No weapons allowed • Medical centre • WC (women/men/persons with disabilities) • Ramp for persons with special needs (inside and outside plates) • No photos or video allowed • Free Wi-Fi 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

Elements for the Parliament Plenary

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Number of interpreters' booths (inside and outside)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development and installation, 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

		integrated into the visual identity guidelines	
b)	Seat number, Party, MPs' name – view from the hall	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development and installation, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
c)	Party, MPs' name – view from the seat	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development and installation, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
d)	Delimitation of zones	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development and installation, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
e)	Animated background screen	<ul style="list-style-type: none"> • Video clips in mp4 format compressed with h.264 codec • Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
f)	<p>PowerPoint template with the agenda/list of subjects (wide screen and square)</p> <p>The PowerPoint presentation will be developed in two standards aspect ratios</p> <ul style="list-style-type: none"> • Wide – 16:9 • Standard – 4:3 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format including the slides developed • Templates in PowerPoint format 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
g)	Scheme of the hall (for entry) (text in Romanian, Russian and English, taking into account accessibility persons with visual impairments: large font, contrast sign)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for development and installation, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
h)	<p>Live transmission from the Parliament (text in Romanian, Russian and English, taking into account accessibility persons with visual impairments: font enlargement, switching to contrast colours)</p> <ul style="list-style-type: none"> • Player stylization • Information elements: name, surname, logo, position, who is next, selector of the hall • Intro/outro 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PNG files for use • Video clips in mp4 format compressed with h.264 codec • Instructions and explanation of scenarios for use – integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

3.10. Credential, Name Tags and Permits

Besides the stylized graphic design of the brand identity, these materials will include additional elements of protection against counterfeiting, including:

- Date of issue and date of expiry
- Order number
- Ornaments and complex lines of protection
- Hologram
- Other elements determined during the development

	Elements	Delivery format	Visual identity guidelines intern/public
a)	Permits <ul style="list-style-type: none"> • Parliament's employee • Auxiliary staff (engineers/ guardians/ cleaning staff/ drivers, etc.) • Permits for the representatives of the media institutions • Permit for car parking • Permit for temporary access (in Romanian, Russian and English) 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable .PDF format • Technical instructions for production 	Integrated in the non-public part of the visual identity guidelines Distributed only internally
b)	Credential <ul style="list-style-type: none"> • Member of Parliament • Officials 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable .PDF format • Technical instructions for production 	Integrated in the non-public part of the visual identity guidelines Distributed only internally
c)	Name tags <ul style="list-style-type: none"> • Officials • Name tag for press/mass-media • Name tag for official events (including the photo) (in Romanian, Russian, English) • Adult visitors (with the number) (with text, if any, in Romanian, Russian, English, Braille) • Children and young visitors (with the number or named on Moldovan characters) (with text, if any, in Romanian, Russian, English, Braille) 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable .PDF format • Technical instructions for production 	Integrated in the non-public part of the visual identity guidelines Distributed only internally

3.11. Stationary

To spread the visual identity of the Parliament, the design team will explore, select and propose office supplies and their personalization by developing the layout design and applying identity elements, such as: colors, text, logo variations, graphic symbol, depending on the features of each item listed below.

It is important to note that the design team will not only provide graphic ideas for office supplies stylization, but will also ensure:

- Exploration of at least three types of variations per each office item available at the specialized local suppliers.
- From the explored variations, the one with the optimal price-quality ratio will be chosen.
- Specific features of each selected optimal item will be described, so that they are respected during the acquisition process (size, thickness, material type, usage).
- Both files with graphic designs will be offered and computer simulation of the layouts application on the item will be performed (mockup), so that it is clear how each item is stylized.
- The optimal methods and technologies of stylization will be chosen and specified according to the type of item and the graphic design (e.g. application of logo by means of screen printing, multicolour printing, sublimation printing, printing press, etc.).

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Appointment books: <ul style="list-style-type: none"> Dated - A5 Undated - B5a 	<ul style="list-style-type: none"> Graphic design in editable .Ai format PDF for print Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Publicly distributed
b)	Notebooks <ul style="list-style-type: none"> Large – A4 Medium – A5 Small - A6 Pocket size - A7 Layouts will be developed for: <ul style="list-style-type: none"> Front cover Back cover layout Graph paper notebooks 	<ul style="list-style-type: none"> Graphic design in editable .Ai format PDF for print Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
c)	Sets of notes <ul style="list-style-type: none"> Note cubes (non-sticky) Sticky notes 	<ul style="list-style-type: none"> Graphic design in editable .Ai format PDF for print Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
d)	Folders <ul style="list-style-type: none"> For internal use, made of artificial leather, for inclusion of documents for signing For internal use, made of artificial leather, for inclusion of agendas Folders for external use, for communication with other organizations, with elements of protection against content loss Thin protective folders (made of polyethylene) Rigid folders with rubber band (made of plastic) Bookshelf folders Rail folders Double clipboard For presentation, made of cardboard/thick paper, for inclusion of informational materials 	<ul style="list-style-type: none"> Graphic design in editable .Ai format PDF for print Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
e)	Registers: <ul style="list-style-type: none"> Register of laws sent for promulgation Register of legislative acts published in the Official Gazette State Register of Legal Acts Register of laws sent for promulgation Register of Acts Register of references for the Parliament library 	<ul style="list-style-type: none"> Graphic design in editable .Ai format PDF for print Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Publicly distributed
f)	Pens <ul style="list-style-type: none"> Ball pens – simple Automatic pens Gel pens - multicolor Metal, automatic pens 	<ul style="list-style-type: none"> Graphic design in editable .Ai format PDF for print Technical instruction for development and cases of 	Integrated into the visual identity guidelines, public Distributed only internally

	<ul style="list-style-type: none"> • Metal, with a pouch, from the category of luxury pens • Ink pens with a pouch, from the category of luxury pens 	use, integrated into the visual identity guidelines	
g)	Pencils <ul style="list-style-type: none"> • Simple • Set of colored pencils 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
h)	Calendars (in Romanian, Russian, English) <ul style="list-style-type: none"> • Table calendars • Wall calendars • Annual planners - A0 • Monthly planners - A3 • Weekly planners - A4 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
i)	Mouse mats	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for choosing, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
j)	Table top business card holders	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instructions for choosing, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public

3.12. Clothing and official recognition elements:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	b) Jacket badges: <ul style="list-style-type: none"> • Metallic – for special occasions • Polymeric – for everyday use 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
c)	T-shirts <ul style="list-style-type: none"> • Simple • Polo 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
d)	Neckties and scarves <ul style="list-style-type: none"> • Neckties for men • Silk scarves for women • Silk mufflers for women 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development, choice, and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
e)	Caps (with Parliament logos in different languages)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, 	Integrated into the visual identity guidelines, public Distributed only internally

		integrated into the visual identity guidelines	
f)	Bags <ul style="list-style-type: none"> • Document bags • Light laptop and document bags • Rucksack for documents, laptop and personal objects 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development, choice, and cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally

3.13. Promotional items:

a)	Various objects: <ul style="list-style-type: none"> • Keyring • Key holder • Flash drive • Desktop clock • Umbrella • Torch • The Parliament symbol in bottle/ 3D crystal • Mug • Mug in box • Business cards holder • Business cards holder • Metal badges • Bank card holder 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
b)	Album with stamps <ul style="list-style-type: none"> • Stylization of the album cover • Stylization of themed editions (literature and art, flora and fauna, architectural monuments, personalities, etc.) 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
c)	Bronze or silver medals; <ul style="list-style-type: none"> • Design of the medal with the Parliament logo on one side and the Moldovan Coat of Arms on the other side • Box design 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development, cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
d)	Watches <ul style="list-style-type: none"> • Watches • Desktop clocks • Wall calendars 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally
e)	Handicrafts and decorative objects with national tinge <ul style="list-style-type: none"> • Recommendation of objects • Design of package/boxes for object 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	Integrated into the visual identity guidelines, public Distributed only internally

f)	Porcelain plates with the Parliament logo	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
g)	<p>Stickers</p> <ul style="list-style-type: none"> • Small – 3x3cm and 5x5cm • Medium – 10x10cm • Big – 20x20cm 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development, cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
h)	Table flag holder for 3 flags (RM, Moldovan Parliament, EU)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
i)	<p>Wine bottles of various volumes: 0.7 l, 0.5 l, 0.25 l</p> <ul style="list-style-type: none"> • Label design • Back label design • Gift box design 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

3.14. Bags and packages (with logos in different languages where feasible):

a)	<p>Bags of various types:</p> <ul style="list-style-type: none"> • Fabric bags • Biodegradable paper bags • Medium size paperboard bags for presents • Large size paperboard bags for presents • Durable polyethylene bags • Wrapping paper for gifts and souvenirs 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
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3.15. Miscellaneous:

b)	MPs' mailboxes (name, surname, number, faction)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
c)	List of telephone numbers (A4)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable Word format • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated in the non-public part of the visual identity guidelines</p> <p>Distributed only internally</p>

d)	Cafeteria menu (in Romanian, Russian, English)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable Word format • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated in the non-public part of the visual identity guidelines</p> <p>Distributed only internally</p>
e)	Cafeteria product label design	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable Word format • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated in the non-public part of the visual identity guidelines</p> <p>Distributed only internally</p>
f)	Frame for photos of Parliament speakers (name, surname, year)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Technical guidelines for development, cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
g)	Reader's permit for the Parliament library visitors (in Romanian, Russian, English, Braille)	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • Graphic design in editable Word format • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated in the non-public part of the visual identity guidelines</p> <p>Distributed only internally</p>
h)	Sectioning model for shelves at the Parliament library (in Romanian, Russian, English) <ul style="list-style-type: none"> • Important data • New titles of books (new arrivals) • Areas of classification (distribution) of the book fund 	<ul style="list-style-type: none"> • Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines 	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

F. Institutional Arrangements:

The contractor will work under the guidance of Parliament's Working Group and UNDP SPGM Project Manager for substantive and administrative aspects of the assignment. All deliverables shall be coordinated with and accepted by the Final Beneficiary (The Parliament of the Republic of Moldova) if these meet the requirements of the Terms of Reference. UNDP SPGM Project Manager can provide contact details of the translators into the required languages and Braille script, as well as support the organisation of pre-testing and post-testing of the materials by persons belonging to linguistic minorities and persons with different types of disabilities.

Timeline:

The entire assignment has to be accomplished during April – November 2017 as follows:

1. Development of LOGO of the Parliament of the Republic of Moldova – by 15 June 2017
2. Development of Visual Identity Guideline of the Parliament of the Republic of Moldova – by 10 November 2017

FORM FOR SUBMITTING SUPPLIER'S QUOTATION
(This Form must be submitted only using the Supplier's Official Letterhead/Stationery⁴)

We, the undersigned, hereby accept in full the UNDP General Terms and Conditions, and hereby offer to supply the items listed below in conformity with the specification and requirements of UNDP as per RFQ Reference No. **"RfQ17/01467: Development of LOGO and Visual Identity Guidelines (Brandbook) for the Parliament of the Republic of Moldova"**:

TABLE 1: Offer to Supply Goods Compliant with Technical Specifications and Requirements

Item No.	Description/Specification of Goods	Form of delivery	Latest Delivery Date	Unit Price MDL	Total Price per Item (VAT 0%)
1	Development of LOGO and LOGO usage guidelines	CD/DVD with designs in electronic form, in 2 copies	15 June 2017		
2	Development of Visual identity Guidelines internal and Public versions (Brandbook)	CD/DVD with designs in electronic form, in 2 copies Brandbook documents printed in 2 copies	10 November 2017		
Total Final and All-Inclusive Price Quotation					

TABLE 2: Offer to Comply with Other Conditions and Related Requirements

Other Information pertaining to our Quotation are as follows:	Your Responses		
	<i>Yes, we will comply</i>	<i>No, we cannot comply</i>	<i>If you cannot comply, pls. indicate counter proposal</i>
Delivery time			
Development of LOGO and LOGO usage guidelines (CD/DVD with designs in electronic form, in 2 copies)			
Development of Visual identity Guidelines internal and Public versions (Brandbook) CD/DVD with designs in electronic form, in 2 copies Brandbook documents printed in 2 copies			
All Provisions of the UNDP General Terms and Conditions			

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the RFQ.

[Name and Signature of the Supplier's Authorized Person]
 [Designation]
 [Date]

⁴ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

General Terms and Conditions

1. ACCEPTANCE OF THE PURCHASE ORDER

This Purchase Order may only be accepted by the Supplier's signing and returning an acknowledgement copy of it or by timely delivery of the goods in accordance with the terms of this Purchase Order, as herein specified. Acceptance of this Purchase Order shall effect a contract between the Parties under which the rights and obligations of the Parties shall be governed solely by the terms and conditions of this Purchase Order, including these General Conditions. No additional or inconsistent provisions proposed by the Supplier shall bind UNDP unless agreed to in writing by a duly authorized official of UNDP.

2. PAYMENT

- 2.1 UNDP shall, on fulfilment of the Delivery Terms, unless otherwise provided in this Purchase Order, make payment within 30 days of receipt of the Supplier's invoice for the goods and copies of the shipping documents specified in this Purchase Order.
- 2.2 Payment against the invoice referred to above will reflect any discount shown under the payment terms of this Purchase Order, provided payment is made within the period required by such payment terms.
- 2.3 Unless authorized by UNDP, the Supplier shall submit one invoice in respect of this Purchase Order, and such invoice must indicate the Purchase Order's identification number.
- 2.4 The prices shown in this Purchase Order may not be increased except by express written agreement of UNDP.

3. TAX EXEMPTION

- 3.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter alia, that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for utilities services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize UNDP's exemption from such taxes, duties or charges, the Supplier shall immediately consult with UNDP to determine a mutually acceptable procedure.
- 3.2 Accordingly, the Supplier authorizes UNDP to deduct from the Supplier's invoice any amount representing such taxes, duties or charges, unless the Supplier has consulted with UNDP before the payment thereof and UNDP has, in each instance, specifically authorized the Supplier to pay such taxes, duties or charges under protest. In that event, the Supplier shall provide UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

4. RISK OF LOSS

Risk of loss, damage to or destruction of the goods shall be governed in accordance with Incoterms 2010, unless otherwise agreed upon by the Parties on the front side of this Purchase Order.

5. EXPORT LICENCES

Notwithstanding any INCOTERM 2010 used in this Purchase Order, the Supplier shall obtain any export licences required for the goods.

6. FITNESS OF GOODS/PACKAGING

The Supplier warrants that the goods, including packaging, conform to the specifications for the goods ordered under this Purchase Order and are fit for the purposes for which such goods are ordinarily used and for purposes expressly made known to the Supplier by UNDP, and are free from defects in workmanship and materials. The Supplier also warrants that the goods are contained or packaged adequately to protect the goods.

7. INSPECTION

- 7.1 UNDP shall have a reasonable time after delivery of the goods to inspect them and to reject and refuse acceptance of goods not conforming to this Purchase Order; payment for goods pursuant to this Purchase Order shall not be deemed an acceptance of the goods.
- 7.2 Inspection prior to shipment does not relieve the Supplier from any of its contractual obligations.

8. INTELLECTUAL PROPERTY INFRINGEMENT

The Supplier warrants that the use or supply by UNDP of the goods sold under this Purchase Order does not infringe any patent, design, trade-name or trade-mark. In addition, the Supplier shall, pursuant to this warranty, indemnify, defend and hold UNDP and the United Nations harmless from any actions or claims brought against UNDP or the United Nations pertaining to the alleged infringement of a patent, design, trade-name or trade-mark arising in connection with the goods sold under this Purchase Order.

9. RIGHTS OF UNDP

In case of failure by the Supplier to fulfil its obligations under the terms and conditions of this Purchase Order, including but not limited to failure to obtain necessary export licenses, or to make delivery of all or part of the

goods by the agreed delivery date or dates, UNDP may, after giving the Supplier reasonable notice to perform and without prejudice to any other rights or remedies, exercise one or more of the following rights:

- 9.1 Procure all or part of the goods from other sources, in which event UNDP may hold the Supplier responsible for any excess cost occasioned thereby.
- 9.2 Refuse to accept delivery of all or part of the goods.
- 9.3 Cancel this Purchase Order without any liability for termination charges or any other liability of any kind of UNDP.

10. LATE DELIVERY

Without limiting any other rights or obligations of the parties hereunder, if the Supplier will be unable to deliver the goods by the delivery date(s) stipulated in this Purchase Order, the Supplier shall (i) immediately consult with UNDP to determine the most expeditious means for delivering the goods and (ii) use an expedited means of delivery, at the Supplier's cost (unless the delay is due to Force Majeure), if reasonably so requested by UNDP.

11. ASSIGNMENT AND INSOLVENCY

- 11.1. The Supplier shall not, except after obtaining the written consent of UNDP, assign, transfer, pledge or make other disposition of this Purchase Order, or any part thereof, or any of the Supplier's rights or obligations under this Purchase Order.
- 11.2. Should the Supplier become insolvent or should control of the Supplier change by virtue of insolvency, UNDP may, without prejudice to any other rights or remedies, immediately terminate this Purchase Order by giving the Supplier written notice of termination.

12. USE OF UNDP OR UNITED NATIONS NAME OR EMBLEM

The Supplier shall not use the name, emblem or official seal of UNDP or the United Nations for any purpose.

13. PROHIBITION ON ADVERTISING

The Supplier shall not advertise or otherwise make public that it is furnishing goods or services to UNDP without specific permission of UNDP in each instance.

14. CHILD LABOUR

The Supplier represents and warrants that neither it nor any of its affiliates is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development.

Any breach of this representation and warranty shall entitle UNDP to terminate this Purchase Order immediately upon notice to the Supplier, without any liability for termination charges or any other liability of any kind of UNDP.

15. MINES

The Supplier represents and warrants that neither it nor any of its affiliates is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

Any breach of this representation and warranty shall entitle UNDP to terminate this Purchase Order immediately upon notice to the Supplier, without any liability for termination charges or any other liability of any kind of UNDP.

16. SETTLEMENT OF DISPUTES

- 16.1 **Amicable Settlement.** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Purchase Order or the breach, termination or invalidity thereof. Where the Parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the Parties.
- 16.2 **Arbitration.** Unless, any such dispute, controversy or claim between the Parties arising out of or relating to this Purchase Order or the breach, termination or invalidity thereof is settled amicably under the preceding paragraph of this Section within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, such dispute, controversy or claim shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining, including its provisions on applicable law. The arbitral tribunal shall have no authority to award punitive damages. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

17. PRIVILEGES AND IMMUNITIES

Nothing in or related to these General Terms and Conditions or this Purchase Order shall be deemed a waiver of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18. SEXUAL EXPLOITATION:

- 18.1 The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.
- 18.2 UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

19. OFFICIALS NOT TO BENEFIT:

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

20. AUTHORITY TO MODIFY:

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possess the authority to agree on behalf of UNDP to any modification of or change in this Agreement, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Agreement signed by the Contractor and jointly by the UNDP Authorized Official.