

## United Nations Development Programme



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## REQUEST FOR QUOTATION (RFQ)

NAME & ADDRESS OF FIRM:	DATE: <b>July 31, 2020</b>
	REFERENCE: <b>RfQ20/02093</b>

Dear Sir / Madam:

We kindly request you to submit your quotation for the **Development of Logo and Visual Identity Guidelines (Brand book) for the National Centre for Judicial Expertise, the Forensic and Judicial Expertise Centre and Centre for Legal Medicine**, 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 **August 18, 2020, 12.00 p.m. (Moldova local time)** via the e-tendering system to the address below:

<https://etendering.partneragencies.org>

**Username: event.guest**

**Password: why2change**

**BU Code: MDA10 and Event ID 0000006732**

Once uploaded, Bidders that have accepted the invitation in the system will be notified via email that changes have occurred. It is responsibility of the Bidder to view the respective changes and clarifications in the system.

Quotations shall be submitted in English or Romanian duly signed and stamped and shall be marked with the note **"RfQ20/02093 - A2J/ Support to Development of Logo and Visual Identity Guidelines (Brand book) for Moldovan national forensic institutions"**.

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.

Please take note of the following requirements and conditions pertaining to the supply of the abovementioned services:

UNDP in Moldova • 131, 31 August 1989 str., Chisinau 2012, Moldova  
Tel: (+ 373 22) 22 00 45 • Fax: (+373 22) 22 00 41 • E-mail: registry.md@undp.org • www.undp.md

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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 described in Annex 1
Delivery Schedule	<input checked="" type="checkbox"/> Required
Preferred Currency of Quotation	<input checked="" type="checkbox"/> United States Dollars Reference date for determining UN Operational Exchange Rate: August 14, 2020 <a href="https://treasury.un.org/operationalrates/OperationalRates.php">https://treasury.un.org/operationalrates/OperationalRates.php</a>
Value Added Tax on Price Quotation	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes
Deadline for the Submission of Quotation	<b>August 14, 2020, 12:00 p.m. (Moldova local time)</b>
All documentations, including catalogues, instructions and operating manuals, shall be in this language	<input checked="" type="checkbox"/> English <input checked="" type="checkbox"/> Other languages: Romanian or Russian
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 3 pages); <input checked="" type="checkbox"/> Copy of Company's Registration Certificate (including the annex), existing licenses, patents and other relevant documents; <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 In exceptional circumstances, UNDP may request the Vendor to extend the validity of the Quotation beyond what has been initially indicated in this RFQ. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Quotation.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms	<input checked="" type="checkbox"/> 100% upon complete delivery of goods

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Liquidated Damages	0.25% of contract for every day of delay, up to a maximum duration of 30 calendar days. Thereafter, the contract may be terminated.
Evaluation Criteria	<input checked="" type="checkbox"/> Technical responsiveness/Full compliance to requirements, described in Annex 1, and lowest price <sup>1</sup> ; <input checked="" type="checkbox"/> Minimum 5 (five) years of experience in the field of Graphic Design, Web Design, Marketing, Branding or Visual communication; <input checked="" type="checkbox"/> Minimum 3 proven projects (Logo and Brand book development) of similar complexity developed and successfully presented for State Institutions or Non-profit organizations ( <i>please indicate the link that can be accessed or digital versions of the developed products as part of the reference projects</i> ); <input checked="" type="checkbox"/> Maximum delivery period does not exceed the dates indicated in the delivery schedule (Annex 1); <input checked="" type="checkbox"/> Full acceptance of the PO/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"/> Contract / Purchase Order (PO) for international suppliers
Special conditions of Contract	<input checked="" type="checkbox"/> Cancellation of Contract/PO if the delivery/completion is delayed by 30 calendar days
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"/> Annex 1 – Technical Specifications of the Goods Required (Terms of Reference) <input checked="" type="checkbox"/> Annex 2 - Form for Submission of Quotation <input checked="" type="checkbox"/> Annex 3 - General Terms and Conditions  Non-acceptance of the terms of the General Terms and Conditions (GTC) shall be grounds for disqualification from this procurement process.
Contact Person for Inquiries (Written inquiries only)	Anna Soltan, Project Associate <a href="mailto:anna.soltan@undp.org">anna.soltan@undp.org</a>  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.

Services provided 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.

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

<sup>1</sup> UNDP reserves the right not to award the contract to the lowest priced offer, if the second lowest price among the responsive offer is found to be significantly more superior, and the price is higher than the lowest priced compliant offer by not more than 10%, and the budget can sufficiently cover the price difference. The term "more superior" as used in this provision shall refer to offers that have exceeded the pre-determined requirements established in the specifications. IT

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 services 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](http://www.un.org/depts/ptd/pdf/conduct_english.pdf).

Thank you and we look forward to receiving your quotation.

Sincerely yours,

*Corina Oprea*

Corina Oprea,  
Operations Manager  
UNDP Moldova

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## Annex 1

### Terms of Reference

#### **Development of Logo and Visual Identity Guidelines (Brand book) for the National Centre for Judicial Expertise, The Forensic and Judicial Expertise Centre and Centre for Legal Medicine**

#### **A. PROJECT TITLE: “Strengthening Efficiency and Access to Justice in Moldova” Project (A2J)**

#### **B. BACKGROUND INFORMATION**

The “Strengthening Efficiency and Access to Justice in Moldova” Project, further on referred to as the A2J project, is designed to contribute to an increased efficiency of justice services and to improved access to justice of men and women in Moldova, in particular from vulnerable and marginalized groups, through enhanced capacities of forensic institutions to provide qualitative justice services, strengthened capacities of the justice sector actors in the selected pilot areas to provide coordinated response to men’s and women’s justice needs and strengthened civil society able to claim the respect of rights and engage in a constructive dialogue with the justice chain actors.

The national forensic institutions<sup>2</sup> are an integral part of the justice system. The expert opinions provided by these institutions are critical for the objective and evidence-based delivery of justice, and thus they reinforce the realisation of the access to justice and the right to a fair trial. The quality and accuracy of forensic investigations and examinations have an extensive impact on the quality of justice and affect the overall perception of users about the justice system. Thus, a well-established forensic infrastructure, compliant with the international quality standards and equipped with relevant tools is crucial for the ability of forensic evidence to adequately put the case under review at all stages of the process.

Despite their importance for the administration of justice, forensic institutions benefited from limited assistance and support in their modernization endeavours as compared to other justice chain actors, including in the area of communication and outreach.

In the context of the Institutional Needs Analysis and outreach and communication’s needs review, conducted by the A2J Project, representatives of all three national forensic institutions, identified the necessity of enhancing the institutional capacities in better communicating with the beneficiaries of the provided services as well as the general public.

It was noted that the concept of unified visual identity, supported by the symbolic value of the logo and other graphic elements, would consolidate the image of the national forensic institutions, by making these easier to be identified, as well would contribute to consolidated internal communication and spirit of institutional belonging amongst personnel. Moreover, being institutions subordinated to the line ministries, certain visual elements of the current logo and colour palettes, have been adopted from the respective ministries, and therefore these institutions lack the visibility and individuality, required for easier identification by potential beneficiaries.

Thus, to support the efforts of the national forensic institutions 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 people from vulnerable groups, the A2J Project is seeking to contract a company to produce the visual identity guidelines in line with the best practices.

#### **C. OBJECTIVES AND SCOPE OF WORK**

##### ***Scope of work***

Working closely with the national forensic institutions’ management, the A2J Project Communication Consultant and under supervision of the A2J Project Officer and reporting directly to the Project Manager,

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<sup>2</sup> For the purpose of this ToR the term national forensic institutions will comprise the National Centre for Judicial Expertise under the Ministry of Justice, the Forensic and Judicial Expertise Centre under the General Police Inspectorate, and the Centre of Legal Medicine under the Ministry of Health, Labour and Social Protection.

the Service Provider is expected to carry out the following tasks in order to produce the corporate logo and visual identity guidelines:

1. Provide guidance and professional advice to the three national forensic institutions in the context of reviewing the design of the institutional logos thereof, and upon necessity, based on expressed need of the institutions' management, develop in line with technical requirements and clarifications at Section (E), the Main Logo for the institution's which noted need for such support .
2. Develop in line with technical specifications below presented at Section (E), the Public and Internal Logo Usage Guidelines for the national forensic institution which expressed the need for such support;
3. Develop for the three national forensic institutions in line with the technical requirements further detailed at Section (E), the Visual Identity Guidelines, versions for External and Internal Use, containing, but not limited to 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
  - Promotional items
  - Clothing and official recognition elements
  - Bags and packages
4. Throughout the process of developing the above noted deliverables the company will ensure close cooperation and communication with the delegated representatives of the national forensic institutions, 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. Service Provider shall also closely observe the regulations and requirements set at the ministerial level, in relation to visual identity and outreach, of the line ministries to which the national forensic institutions are subordinated;
5. Develop an indicative timeframe for submission, coordination and completion of each of the deliverable required under the current ToR;
6. Provide the deliverables as described at Section E Technical specifications of products.

#### D. DELIVERABLES AND INDICATIVE TIMEFRAME

No	Deliverable*	Category	Form of delivery	Period of implementation
<b>Development LOGO*</b>				
1	<b>3 main logo concepts designed and submitted</b>	Logo	PDF presentation submitted to the delegated institutions' representatives	2 weeks from the signature of the Contract
2	<b>Main logo concepts application prototypes produced and submitted</b>	Logo	Branding of at least 3 prototypes for random objects from the Visual Identity Guidelines for each proposed Logo concept submitted to the delegated institutions' representatives	
3	<b>3 iterations of adjustments to the 1 concept of the main logo that has been selected by the beneficiary performed</b>	Logo	PDF presentation delivered on CD/DVD /Online data storage with designs submitted to the delegated institutions' representatives	5 working days from the formal acceptance by the beneficiary of the concept of the main Logo

	and submitted for clearance			
4	Clearance of the concept of Main Logo by both beneficiary and Company	Logo	PDF presentation submitted to the delegated institutions' representatives	5 working days from the acceptance of adjustments.
6	Public Logo Usage Guidelines	Logo	PDF manual delivered on CD/DVD/Online data storage submitted to the delegated institutions' representatives and A2J Project	Within a period of up to 2 weeks from the formal approval of the main logo final concept
7	Internal Logo Usage Guidelines	Logo	PDF manual delivered on CD/DVD/Online data storage submitted to the delegated institutions' representatives and A2J Project	
8	Final set of logo	Logo	CD/DVD/Online data storage with designs in electronic form, in 2 copies, submitted to the delegated institutions' representatives and A2J Project	
Development of Visual Identity Guidelines (Brand book) **				
1	Typography	Visual Identity Guidelines	CD/DVD/Online data storage with sets of fonts in case of use of public fonts aligned to the requirements at the governmental level	Within a period of up to 5 weeks from the signature of the Contract
2	Public version of the Visual Identity Guidelines.	Visual Identity Guidelines	PDF presentation submitted to the delegated institutions' representatives	
3	Component materials of the public version Visual Identity Guidelines	Visual Identity Guidelines	CD/DVD/Online data storage with designs in electronic form, in 2 copies, submitted to the delegated institutions' representatives and A2J Project	
4	Internal version of the Visual Identity Guidelines	Visual Identity Guidelines	PDF presentation submitted to the delegated institutions' representatives and A2J Project	Within a period of up to 5 weeks from the signature of the Contract. The exact content of the internal version of the Visual Identity Guidelines shall be agreed with the beneficiaries within the 2 <sup>nd</sup> week of the beginning of the Contract.
5	Component materials of the internal version Visual Identity Guidelines	Visual Identity Guidelines	CD/DVD/Online storage with designs in electronic form, in 2 copies, submitted to the delegated institutions' representatives and A2J Project	Within a period of up to 7 weeks from the signature of the Contract.
6	Complete set of materials	Visual Identity Guidelines	• CD/DVD/Online storage with designs in electronic form, in 2 copies, and	Within a period of up to 9 weeks

			<ul style="list-style-type: none"> <li>Brand book documents printed in 2 copies, submitted to the delegated institutions' representatives and A2J Project</li> </ul>	from the signature of the Contract.
7.	<b>Technical adjustments to the elements of visual identity listed at sections 3.4-3.13 in line with the feedback received from the delegated representative of the beneficiary institution</b>	Visual Identity Guidelines	Designs in electronic form submitted by e-mail to the delegated institutions' representatives and A2J Project	
8	<b>Support in implementation of the technical instructions delivered for the elements of visual identity listed at sections 3.4-3.13</b>	Visual Identity Guidelines	Working meetings organised with the staffers to provide explanations on technical instructions related to the use of elements of visual identity included in the Guidelines	Within a period of up to 12 weeks from the signature of the Contract.
9.	<b>Working meetings with the relevant staffers to provide explanation on the use of the technical instructions</b>			

\* The institutions which will undergo the process of logo development shall be identified following discussions with the institution's management as part of the inception phase of the assignment. At the time of the ToR elaboration, all three institutions expressed the intention of undergoing review of the existing logos, however, in absence of professional guidance the extent could not be assessed.

\*\* Each of the above listed deliverables shall be provided to every national forensic institution, as follows: NCJE; PFC and CLM.

## **E. Technical specifications of products**

### **1. Institutions Main Logo and 3 Derivative Logos Concept**

#### **1.1. Logo Concept**

- Develop up to 3 logo concepts based on use of the building of the institution as main graphic element;
- Implement up to 3 adjustments/amendments to two selected versions;
- Implement up to 3 adjustments to the final selected/approved version.

#### **1.2. Designs and Files**

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

- Horizontally
- Vertically

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

- Romanian;
- Russian;
- English.

**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 the 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** – given that the forensic institutions are State Institutions it is required to develop 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”<sup>3</sup>. In addition to this the Service Provider shall closely observe the regulations and requirements set at the ministerial level, of the line ministries to which the national forensic institutions are subordinated.*

### **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 beneficiaries, nonprofessional's, will be able to ensure 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.

<sup>3</sup> <http://lex.justice.md/md/347647/>

- **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 coloured backgrounds** – presenting the explanations and recommendations related to the use of logo on backgrounds of different colours; graphic examples of correct combinations will be included besides the narrative explanation of the principles of colour 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.
- **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 forensic institutions 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 forensic institutions logo into other logos including development partners and donors logos.

### 3. **Institution Visual Identity Guidelines (Brand book)**

The **Visual Identity Guidelines (Brand book)** is an integrally developed document with annexes including the following key components of the visual identity of the institution 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 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 (ĂÂÎȚȘăâîțș) using the comma instead of the cedilla (for details see the article <http://www.comanescu.ro/tentativa-de-s-t-a-i-a.html>);
  - Cyrillic character sets for writing texts in Russian;
  - 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 – ăâîțș*) and for Russian languages.

### 3.2. **Colour Palettes:**

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

- Primary colours;
- Secondary colours.

### 3.3. **Graphic Style, Photos and Illustrations:**

- Photos of persons – specify the requirements and recommendations for taking pictures of 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 institution's buildings (halls, meeting rooms, offices);
- Photos of the exterior – requirements and recommendations for shooting buildings and events that take place near the institution buildings (buildings, entrances, open spaces);
- 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 (high resolution format):**

	Elements	Delivery format	Internal/public Brand book
a)	Business cards: <ul style="list-style-type: none"> <li>• Nominative with personal data (bilingual: Romanian/Russian and Braille for both, Romanian/English and Braille for both)</li> <li>• Nominative with general data (in Romanian, Russian, English, Braille)</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• JPG preview</li> <li>• Technical instructions for production in the brand book</li> </ul>	Integrated into the brand book, public  Internally distributed
b)	Roll-up banner	<ul style="list-style-type: none"> <li>• Graphic design in editable, Ai format</li> <li>• PDF for print</li> <li>• JPG preview</li> <li>• Technical instructions for production in the brand book</li> </ul>	Integrated into the brand book, public  Internally distributed
c)	Wall banner (with small logos in different languages)	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> </ul>	Integrated into the brand book, public

		<ul style="list-style-type: none"> <li>• JPG preview</li> <li>• Technical instructions for production in the brand book</li> </ul>	Internally distributed
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### 3.5. Document Templates:

	Elements	Delivery format	Internal/public Brand book
a)	Letterheads – layouts, templates (in Romanian, Russian and English for external documents) <ul style="list-style-type: none"> <li>• Press release</li> <li>• Internal letter</li> <li>• Business letter</li> <li>• Notice of service (resolution)</li> <li>• Division Head letter</li> <li>• Manager letter for external use</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• Word templates</li> <li>• Technical and non-technical instructions for use included in the brand book</li> </ul>	Integrated into the brand book, public  Internally distributed
b)	Letter templates (in Romanian, Russian and English for external documents): <ul style="list-style-type: none"> <li>• Letter to the counterpart</li> <li>• Letter to the subordinated employee</li> <li>• External letter</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• Word templates</li> <li>• Technical and non-technical instructions for use included in the brand book</li> </ul>	Integrated into the brand book, public  Internally distributed
c)	Diplomas (in Romanian, Russian and English) <ul style="list-style-type: none"> <li>• Standard diploma;</li> <li>• Diploma with protective elements.</li> </ul>	<ul style="list-style-type: none"> <li>• Editable. Ai format</li> <li>• PDF for print</li> <li>• Word templates</li> <li>• JPG preview</li> <li>• Technical instruction for development and non-technical instructions for use included in the visual identity guidelines</li> </ul>	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 beneficiary 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"> <li>• Graphic design in editable. Ai format</li> <li>• Editable PDF</li> <li>• JPG or PNG for use</li> <li>• Instructions and explanation of scenarios for use – integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Publicly distributed</p>
b)	Wallpapers for standard and wide projectors – wallpapers for institution's projectors will also be developed and adjusted for qualitative display on the	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• Editable PDF</li> <li>• JPG or PNG for use</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Publicly distributed</p>

	<p>projector (considering the image display technology by illumination). The aspect ratio of images: 16:9 and 4:3.</p> <p>Optimal image resolutions: 1280x960 and 1920x1080.</p>	<ul style="list-style-type: none"> <li>Instructions and explanation of scenarios for use – integrated into the visual identity guidelines</li> </ul>	
c)	<p>PowerPoint presentation templates – will be developed as design templates. After the approval, they will be programmed as editable PowerPoint templates.</p> <p>The content of the PowerPoint template slides will include various models of slides, including at least:</p> <ul style="list-style-type: none"> <li>Main page/title</li> <li>Model of a page containing the table of contents</li> <li>Page with the chapters</li> <li>Page with textual content (containing the title, paragraphs, blocks with bullets and numbering)</li> <li>Page with text and image content</li> <li>Page with table content</li> <li>Page with text and stylized graphic content</li> <li>Page with two-column-text content</li> <li>Page with photographic content</li> <li>Page with video content</li> <li>Final page with acknowledgments (containing the final message, contact information, name and surname of the speaker)</li> </ul> <p>The PowerPoint presentation will be developed in two standards aspect ratios</p> <ul style="list-style-type: none"> <li>Wide – 16:9</li> <li>Standard – 4:3</li> </ul>	<ul style="list-style-type: none"> <li>Graphic design in editable. Ai format including the slides developed</li> <li>Templates in PowerPoint format</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

### 3.7. Online Corporate Communication:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	<p>Online message published on the official website and other websites</p>	<ul style="list-style-type: none"> <li>Graphic design in editable Ai format</li> <li>Editable PDF</li> <li>Instructions for use and explanation of the component elements and of the scenarios for use – integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Publicly distributed</p>
b)	<p>Email signature (for different hierarchy levels)</p> <ul style="list-style-type: none"> <li>Model for integration into Microsoft Outlook 2007+</li> <li>Model for integration into the mobile phone</li> </ul>	<ul style="list-style-type: none"> <li>Graphic design in editable. Ai format</li> <li>Editable electronic signature integrated into the Word document – for desktop version</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

		<ul style="list-style-type: none"> <li>• Electronic signature for the mobile phone</li> <li>• Step-by-step detailed instructions on how to include signatures in the clients' emails – integrated into the visual identity guidelines</li> </ul>	
c)	Newsletter email template (in Romanian, Russian and English) <ul style="list-style-type: none"> <li>• Urgent message</li> <li>• Standard message</li> <li>• Message summarizing an activity</li> <li>• Press release</li> </ul>	<ul style="list-style-type: none"> <li>• Design layouts in. Psd editable format</li> <li>• Preview JPG or PNG</li> <li>• Templates programmed in HTML &amp; CSS format</li> <li>• Technical recommendations and recommendations for integration into specialized software</li> <li>• Instructions and explanation of scenarios for use – integrated into the visual identity guidelines</li> </ul>	Integrated into the visual identity guidelines, public  Distributed only internally

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



	<ul style="list-style-type: none"> <li>Stylization model for tables</li> </ul>		
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### 3.9. 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"> <li>• Institution's employee</li> <li>• Auxiliary staff (engineers/ guardians/ cleaning staff/ drivers, etc.)</li> <li>• Permits for the representatives of the media institutions</li> <li>• Permit for temporary access (in Romanian, Russian and English)</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• Graphic design in editable .PDF format</li> <li>• Technical instructions for production</li> </ul>	Integrated in the non-public part of the visual identity guidelines  Distributed only internally

### 3.10. Stationary:

To spread the visual identity of the institution, the design team will explore, select and propose office supplies and their personalization by developing the layout design and applying identity elements, such as: colours, 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 (mock-up), 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"> <li>• Dated - A5</li> <li>• Undated - B5a</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical instruction for development and cases of use, integrated into</li> </ul>	Integrated into the visual identity guidelines, public  Publicly distributed



		the visual identity guidelines	
b)	<p>Notebooks</p> <ul style="list-style-type: none"> <li>• Large – A4</li> <li>• Medium – A5</li> </ul> <p>Layouts will be developed for:</p> <ul style="list-style-type: none"> <li>• Front cover</li> <li>• Back cover layout</li> <li>• Graph paper notebooks</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical instruction for development and cases of use, integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
c)	<p>Folders</p> <ul style="list-style-type: none"> <li>• For internal use, made of artificial leather, for inclusion of documents for signing</li> <li>• Folders for external use, for communication with other organizations, with elements of protection against content loss</li> <li>• Thin protective folders (made of polyethylene)</li> <li>• Bookshelf folders</li> <li>• Rail folders</li> <li>• For presentation, made of cardboard/thick paper, for inclusion of informational materials</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical instruction for development and cases of use, integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
d)	<p>Registers:</p> <ul style="list-style-type: none"> <li>• Register of letters</li> <li>• Register of Acts</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical instruction for development and cases of use, integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Publicly distributed</p>
e)	<p>Pens</p> <ul style="list-style-type: none"> <li>• Ball pens – simple</li> <li>• Automatic eco pens</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical instruction for development and cases of use, integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>
f)	<p>Calendars (in Romanian, Russian, English)</p> <ul style="list-style-type: none"> <li>• Table calendars</li> <li>• Wall calendars</li> <li>• Annual planners - A0</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical instruction for development and cases of use, integrated into the visual identity guidelines</li> </ul>	<p>Integrated into the visual identity guidelines, public</p> <p>Distributed only internally</p>

### 3.11. Promotional items:

	Elements	Delivery format	Internal/public Visual identity guidelines
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a)	Various objects: <ul style="list-style-type: none"> <li>• Keyring</li> <li>• Cup</li> <li>• Metal badges</li> <li>• Bag / backpack</li> <li>• Corporate flag</li> <li>• Bottles</li> <li>• Flags</li> <li>• Coins</li> <li>• Gift pens</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines</li> </ul>	Integrated into the visual identity guidelines, public  Distributed only internally
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### 3.12. Clothing and official recognition elements:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Various items: <ul style="list-style-type: none"> <li>• Laboratory coat</li> <li>• T-shirts (simple/polo)</li> <li>• Outdoor coat</li> <li>• Caps</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines</li> </ul>	Integrated into the visual identity guidelines, public  Distributed only internally

### 3.13 Bags and packages (with logos in different languages where feasible):

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Bags of various types: <ul style="list-style-type: none"> <li>• Light laptop and document bags</li> <li>• Fabric bags</li> <li>• Biodegradable paper bags</li> <li>• </li> </ul>	<ul style="list-style-type: none"> <li>• Graphic design in editable. Ai format</li> <li>• PDF for print</li> <li>• Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines</li> </ul>	Integrated into the visual identity guidelines, public  Distributed only internally

## F. Institutional Arrangements:

The contractor will work under the guidance of the delegated beneficiary institutions' representatives and UNDP A2J Project Officer for substantive and administrative aspects of the assignment. All deliverables shall be coordinated with the final beneficiaries, i.e. the national forensic institutions, and cleared by the institution's management and the A2J Project Manager, should these meet the requirements of the Terms of Reference. UNDP A2J Project Officer 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 September– November 2020 as follows:

1. Development of LOGO – by 18<sup>th</sup> September 2020;
2. Development of Visual Identity Guideline of the beneficiary institutions – by 9<sup>th</sup> October 2020;
3. Carryout technical adjustments to the elements of visual identity listed at sections 3.4-3.13 in line with the feedback received from the delegated representative of the beneficiary institutions. Provide

support in implementation of the technical instructions delivered for the elements of visual identity listed at sections 3.4-3.13 and organise working meetings with the relevant staffers to provide explanation on the use of these – by 13<sup>th</sup> November 2020

## Annex 2

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

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. RfQ20/02093:

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

Item No.	Description/Specification of Goods	Format of Goods	Unit Price, USD	Total Price per Item, USD
1.	Development of LOGO and Public and Internal versions of the LOGO usage guidelines *	CD/DVD/Online data storage with designs in electronic form, in 2 copies		
2.	Development of Public and Internal versions of the Visual Identity Guidelines (Brand book) **	CD/DVD/Online data storage with designs in electronic form, in 2 copies		
<b>Total Prices of Goods</b>				
Add: Other Charges (pls. specify)				
<b>Total Final and All-Inclusive Price Quotation</b>				

**Note:** \*The institutions which will undergo the process of logo development shall be identified following discussions with the institution's management as part of the inception phase of the assignment. At the time of the ToR elaboration, all three institutions expressed the intention of undergoing review of the existing logos, however, in absence of professional guidance the extent could not be assessed.

\*\*Each of the above listed deliverables shall be provided to every national forensic institution, as follows: NCJE; PFC and CLM.

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

Other Information pertaining to our Quotation are as follows:	Your Responses		
	Yes, we will comply	No, we cannot comply	If you cannot comply, pls. indicate counter
Delivery Lead Time as indicated in the delivery schedule (Annex 1)			
Validity of Quotation: 120 calendar days			
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]*