

JOB REQUEST

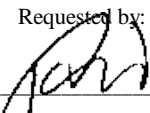

Entity Name: **NATIONAL BOOK DEVELOPMENT BOARD**

Fund Cluster : **01**

Office/Section : ITIRD		JR No. : 2021-043			Date: June 3, 2021	
		Responsibility Center Code : _____				
Stock/ Property No.	Unit	Item Description	Quantity	Unit Cost	Total Cost	
	Lot	NBDB Brand Strategy and Visual Identity Development	1			
		SCOPE OF WORK:				
		BRAND IDENTITY STRATEGY DEVELOPMENT				
		- Brand identity prism development				
		- Derivation of brand codes				
		- Ideation for brand directions				
		- Preparation of strategy decks				
		- Copywriting and proofreading for the brand identity guidelines				
		VISUAL IDENTITY AND APPLICATION TO COLLATERAL				
		- Brand logo, color, typography				
		- Branding guidelines (brand story, core identity)				
		- Digital collateral				
		COPYWRITING				
		- proofreading for the brand identity guidelines				
		Approved Budget: PhP800,000.00				
		Supplier Qualifications:				
		1. Must be in the graphics design business for a minimum of 15 years.				
		2. Must be a multi-disciplinary designer working on print, branding, multimedia and web design.				
		3. Must have participated or won in local and/or international competitions.				
		4. Experienced in branding and logo creations.				
		5. Experienced in merchandise and booth designs.				
		6. Experienced in design and printing of brochures, manuals, business cards and other collaterals (from concept to output).				
		7. Experienced in motion graphics and video creation.				
		8. Must have worked with Filipino Government Agencies that are under the Creative Sector				
		9. Must have experience in the Creative Industry				
		10. Must understand Filipino design				
		11. Must have worked with Local Filipino Brands				

		<p>Terms:</p> <p>1. Place of delivery: NBDB Office, Quezon City</p> <p>2. Delivery period: All Deliverables shall be submitted based on the agreed dates by NBDB and winning supplier.</p>			
		<p>Reminders:</p> <p>1. Submit a copy of your updated/valid PhilGEPS registration together with your quotation</p> <p>2. Submit a copy of active NBDB Certificate of Registration</p> <p>2. Please indicate in your quotation the terms of payment, warranty, price validity, and TIN</p> <p>3. Payment should be in accordance with government terms (gross amount, send bill) .</p> <p>4. Payment is bank-to-bank, preferably Landbank. Otherwise, interbank charges will be shouldered by the supplier.</p> <p>5. Supplier shall issue original official receipt upon confirmation of payment from the NBDB</p> <p>6. Deadline for submission of quotations: 9 June 2021 (Wednesday) at 11:00 AM. You may email your quotation at dacio@nbdb.gov.ph.</p>			

Purpose: NBDB Brand strategy and visual identity development.

	Requested by:	Approved by:
Signature :		
Printed Name :	RHONNELL DC. DACIO	CHARISSE AQUINO-TUGADE
Designation :	Project Development Officer IV	Executive Director III