



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 7743514
Procuring Entity NATIONAL BOOK DEVELOPMENT BOARD
Title Provision of NBDB Brand Strategy and Visual Identity Development Services
Area of Delivery Metro Manila

Solicitation Number:	JR No. 2021 043	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	1
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Goods	Document Request List	0
Category:	Editorial, Design, Graphic and Fine Art Services	Date Published	04/06/2021
Approved Budget for the Contract:	PHP 800,000.00	Last Updated / Time	03/06/2021 21:26 PM
Delivery Period:	165 Day/s	Closing Date / Time	09/06/2021 11:00 AM
Client Agency:			
Contact Person:	Jayson B. Ramos Administrative Officer V 3rd & 4th Flr., Regalado Hive Bldg., Regalado Ave. Fairview, Quezon City Quezon City Metro Manila Philippines 63-02-5706198 jbramos9184@nbdb.gov.ph		

Description

1 LOT NBDB Brand Strategy and Visual Identity Development Services

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

Terms:

1. Place of delivery: NBDB Office, Quezon City
2. Delivery period: All Deliverables shall be submitted based on the agreed dates by NBDB and winning supplier.

Reminders:

1. Submit a copy of your updated/valid PhilGEPS registration together with your quotation
2. Submit a copy of active NBDB Certificate of Registration
2. Please indicate in your quotation the terms of payment, warranty, price validity, and TIN
3. Payment should be in accordance with government terms (gross amount, send bill) .
4. Payment is bank-to-bank, preferably Landbank. Otherwise, interbank charges will be shouldered by the supplier.
5. Supplier shall issue original official receipt upon confirmation of payment from the NBDB
6. Deadline for submission of quotations: 9 June 2021 (Wednesday) at 11:00 AM.

Other Information

You may email your quotation at dacio@nbdb.gov.ph or contact Mr. Rhonnell DC Dacio through 09192556266.

Created by Jayson B. Ramos

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