

Information Sheet for Branding Kit Design

(IUL)341-ADMN/341/2026/48

Information sheet

The Secretariat of Ukulhas Council invites quotations and design proposals from qualified individuals and firms to develop a professional branding kit. The assignment will establish a consistent identity for the Council's communications, digital platforms and staff identification materials.

Scope of work

The successful service provider shall deliver all items below as one coordinated package, with an individual price for each reference. Quantities are design deliverables, not physical products. References A1–A8 and B1–B4 retain the numbering of the earlier information sheet; the detailed scope below replaces its abbreviated descriptions for this announcement.

Draft specifications for Council review: the quantities and technical requirements below are proposed minimums. Confirm them and complete all bracketed fields before publication; remove this drafting note from the issued announcement.

A1 Brand positioning and guidelines

Quantity: One brand positioning statement and one consolidated brand manual covering the complete approved identity.

Formats: Searchable PDF and editable source document, such as DOCX or INDD with linked assets.

Technical requirements: Include brand purpose, intended audiences, personality, communication tone, logo usage, minimum sizes, clear space, approved colors, typography, imagery and examples of correct and incorrect use. Incorporate A2 and A3 into this manual; do not charge for duplicate manuals.

A2 Typography

Quantity: One coordinated English and Dhivehi typography system, with a heading and body-text choice for each language and suitable fallback fonts.

Formats: A typography section within the brand manual and an editable specimen file demonstrating both languages.

Technical requirements: Specify font names, weights, heading hierarchy, sizes and line spacing. Demonstrate both English and correct Thaana shaping and right-to-left layout in the supplied templates. State font licenses and any cost. Supply font files only where redistribution is permitted; otherwise provide licensed download sources.

A3 Visual language

Quantity: One primary colour palette, one supporting palette, two reusable graphic patterns and one imagery guidance sheet.

ސަފުހާ 1



www.ukulhascouncil.gov.mv



Secretariat of the Ukulhas Council



info@ukulhascouncil.gov.mv



@UkulhasCouncil



+ 960 6660536

Secretariat of the Ukulhas Council
Jumhooree Magu
AA.Ukulhas
Republic of Maldives
Post Code: 09030

ދިވެހިރާއްޖޭގެ ޖުމްހޯރީ ސަރުކާރުގެ ސަރަޙައްދީ ސަރުކާރު
ދިވެހިރާއްޖޭގެ ޖުމްހޯރީ ސަރުކާރުގެ ސަރަޙައްދީ ސަރުކާރު
ދިވެހިރާއްޖޭގެ ޖުމްހޯރީ ސަރުކާރުގެ ސަރަޙައްދީ ސަރުކާރު

Formats: Editable vector pattern files, SVG and PDF exports, PNG previews, and specifications within the brand manual.

Technical requirements: Provide HEX and RGB values for screens and CMYK values for print, with the intended print profile stated. Define color roles, photography treatment and pattern use. Include readable text/background combinations and demonstrate the visual system on at least three of the applications in this scope. Scope of work continued

A4 Corporate T shirt design

Quantity: One staff T-shirt design in two colorways, each showing front and back; four mockup views in total.

Formats: Editable vector source, print-ready PDF and PNG or JPEG mockups.

Technical requirements: Show all logo and text placements with artwork dimensions in millimeters. Identify print and embroidery suitability, thread or ink color references, and minimum reproduction size. Supply a simplified embroidery-friendly vector where needed; machine-specific embroidery digitization is excluded. Final artwork and placement must be checked against the selected garment and supplier's template.

A5 Business card design

Quantity: One editable two-sided card template and one completed sample using Council-approved or clearly marked placeholder details.

Formats: Editable design source, print-ready PDF and JPEG or PNG preview.

Technical requirements: Proposed finished size: 90 × 50 mm, landscape. Use 3 mm bleed and a minimum 3 mm internal safe margin; confirm the printer's template before final output. Include name, designation, Council name and contact fields. Allow English and Dhivehi text without overcrowding; this item is separate from the staff ID card.

A6 Email signature design

Quantity: One reusable staff signature template, one completed sample, and one setup guide.

Formats: Editable HTML, separate PNG logo/image assets, a plain-text fallback and PDF setup instructions.

Technical requirements: Include staff name, designation, Council name, phone, email and website. Use live text, clickable contact links and a simple table-based layout with inline styles; avoid scripts and an image-only signature. Target a maximum width of 600 px. Test in the Council's nominated email platform in desktop and mobile views; identify tested clients and versions. Confirm image hosting with the Council and avoid personal accounts or unapproved tracking.

A7 Logo reveal video with sound

Quantity: One animation concept developed into a 5–8 second introduction and a 3–5 second closing version; provide each with audio and without audio, totaling four MP4 exports.

Formats: MP4 using H.264 video, licensed audio where included, and editable animation project files with linked assets.

A8 Council letterhead design

Quantity: One reusable Council letterhead template with first-page and continuation-page layouts, and one completed sample letter.

Formats: Editable Microsoft Word template (DOTX), editable Word document (DOCX), and PDF previews of both page layouts.

Technical requirements: Use A4 portrait size (210 × 297 mm). Incorporate the Council-approved logo or emblem, official Council name and contact details in the approved visual identity. Support English and Dhivehi text, including right-to-left layout. Provide editable fields for the reference number, date, recipient, subject and letter content. Keep header and footer elements separate from the main text, with clear printing margins, page numbering and space for signatures. Test the template with a multi-page letter to ensure that text does not overlap the header or footer.

B1 Logo design

Quantity: Three distinct initial concepts with rationale; develop one chosen concept.

Include the concept of the logo

Deliver horizontal and stacked arrangements, each in English and Dhivehi name treatments, giving four final lockups. Provide each in full color, black and reversed white.

Formats: Editable vector source, SVG, vector PDF and transparent PNG exports. Provide PNGs at 512 px, 1024 px and 2048 px on the longest edge.

Technical requirements: Create an original scalable mark suitable for screens, print, T-shirts, cards and lanyards. Supply an outlined production copy and an editable master. Define minimum sizes, clear space, color values and approved backgrounds. Council approval is required for official wording and the relationship with any existing emblem. A logo presentation sheet must show all final arrangements and color versions.

B2 Social media post templates

Quantity: 13 content categories: public notices; community updates; bid announcements; Council meeting announcements; condolence announcements; event announcements; greetings for nationally celebrated holidays, including Eid, Qaumee Dhuvas and Independence Day; quotation invitations; vacancy announcements; emergency notices; project updates; congratulatory posts; and other HR-related posts. Provide a square post and a vertical story layout for each category, suitable for Instagram and Facebook, giving 26 layouts in total.

Formats: Editable files in a Council-agreed application, such as Canva, PSD or AI, with PNG or JPEG sample exports and a brief editing guide.

Technical requirements: Sizes: square 1080 × 1080 px and vertical story 1080 × 1920 px, in RGB/sRGB. Each layout must support English and Dhivehi, with editable text, date, contact and image fields. This quantity covers 26 layouts, not separate translations of 26 finished posts. Keep essential story text clear of platform interface overlays. Identify paid assets or subscription dependencies and transfer editable access to the Council account if an online design platform is used.

B3 Staff identification card design

Quantity: One editable two-sided staff ID template and one front-and-back sample using placeholder information.

Formats: Editable design source, print-ready PDF and PNG or JPEG previews.

Technical requirements: Proposed finished size: 53.98 mm wide × 85.60 mm high, portrait orientation. Include photo, name, designation, staff number and approved Council contact/return information. Use 3 mm bleed and a minimum 3 mm safe margin, subject to the card printer's template. Keep key content clear of any slot or holder. Do not add identity numbers, signatures, QR codes or access-control functions unless specifically authorized; ID-system integration is excluded.

B4 Staff lanyard design

Quantity: One two-sided lanyard artwork system, one repeat-pattern strip, one dimensioned production drawing and one mockup.

Formats: Editable vector source, print-ready PDF and PNG or JPEG mockup.

Technical requirements: Proposed width: 20 mm; proposed finished loop circumference: approximately 900 mm, excluding the clip. Confirm final length, seams and printable area with the manufacturer. State logo repeat spacing, orientation and colors on both sides. Recommend a safety breakaway fitting and suitable card clip; identify unprinted assembly areas. Physical samples and production are excluded unless separately priced.

Common technical and handover requirements

Approval and revisions: Include at least two consolidated revision rounds per item. Approve the logo and identity direction before finalizing applications. Correct supplier errors before acceptance without treating them as additional design changes.

Print and digital quality: Deliver vector artwork where appropriate. Raster images used in print must have an effective resolution of at least 300 ppi at final size. Supply print PDFs in the chosen printer's accepted format, with agreed color profiles, bleed and crop marks. Screen exports must use RGB/sRGB. Do not substitute raster previews for editable source files.

Language and content: The Council will provide or approve official names, contact information, Dhivehi wording and final content. The provider is responsible for correct layout, text direction and font rendering. Translation services and individual staff data population beyond the stated samples are excluded unless separately quoted.

File ownership and usability: Hand over a structured folder for each item, all linked assets, license details, version information and a file inventory. Preserve editable text in working masters where practical. Identify software, subscription and plugin dependencies in the quotation. Final custom artwork ownership is to pass to the Council upon payment, subject to disclosed third-party licenses.

Handover and acceptance: Include one remote handover session of up to 60 minutes. Demonstrate editing of the reusable templates and opening of supplied source files. Check dimensions, spelling, logo consistency, links and output quality. Final acceptance is subject to Council review of the full deliverable inventory

Documents to submit

- A signed quotation showing the price of each item A1–A8 and B1–B4, the subtotal, applicable taxes and the total, completion time including milestones for initial concepts, Council review and final handover together with quotation validity and proposed payment terms.
- A brief proposal describing the design approach, deliverables, completion schedule, included revisions and any assumptions or exclusions.
- A business or professional profile and portfolio of comparable work; individuals may submit a curriculum vitae.
- A business registration certificate or individual identification, as applicable, and tax registration details where relevant.
- Client references, completion letters or other evidence of relevant assignments.

Evaluation criteria

Quotations will be assessed against the criteria and scoring method issued with this announcement. Price will be considered alongside relevant experience and design quality.

Criterion	Maximum	Scoring method
Price	60 points	$(\text{Lowest evaluated total price} \div \text{Supplier's evaluated total price}) \times 60$
Relevant experience	25 points	5 points per qualifying completed project for a government organisation, state-owned enterprise or publicly listed company; 2 points per qualifying completed project for another private business. Combined maximum: 25 points.
Completion time	15 points	$(\text{Shortest eligible completion period} \div \text{Supplier's completion period}) \times 15$
Total	100 points	Price score + Experience score + Completion time score

Conditions of the assignment

- Obtain Council approval of the logo and visual direction before finalizing the remaining designs. Final deliverables are subject to Council acceptance.
- Provide original or appropriately licensed work and disclose third-party restrictions or ongoing fees. The quotation shall provide for Council ownership of final approved custom artwork upon payment.
- Keep non-public Council information confidential and disclose any actual or potential conflict of interest.
- The Council may seek clarification or decide not to proceed with an award. Submission of a quotation does not constitute an appointment.

Submission and enquiries

Submission method: Via email hello@ukulhas.gov.mv. Physical submissions at the Council Office are also accepted.

Enquiries: hello@ukulhas.gov.mv, 6660536