

Terms of Reference

Branding of Institute of Chartered Accountants of Maldives (CA Maldives)

Deadline for submission of proposals: 2nd November 2020

1. Background

Following ratification of the Maldives Chartered Accountants Act by the President, The Institute of Chartered Accountants of Maldives was established on 8th September 2020.

The Institute is the statutory body mandated with the regulation of the Accounting profession in the Maldives and the structuring of all aspects of the Maldives' accountancy profession in accordance with international procedures and guidelines. The Institute is also mandated to take over the work being conducted by the Government in registering and licensing parties for audit and assurance services, as well as registering members and providing the necessary guidelines. The purpose and powers of the Institute are briefly stated below.

2. Purpose of the Institute

The Institute is a separate, and independent legal entity whose primary aims are:

- a) Developing and regulating the field of chartered accountancy in the Maldives;
- b) Facilitating and providing the training and skill development for members of the institute;
- c) Ensuring that accountants working in the public and private sector are competent and qualified;
- d) Assist in maintaining the independence of workers in the accounting field that operate in the private sector;
- e) Formulating a code of conduct to be followed by members of the institute and ensure compliance with the code; and
- f) The aims of the institute and daily operations shall be supervised by a council, appointed in accordance with the Act. Upon commencement of the Act, an interim council will be appointed for a period of 4 years following which new members can be appointed.

3. Powers of the Institute

The Institute is empowered by the Act to carry out the following:

- a) Register, and protect the interest of members;
- b) Designing the curriculum for professional accounting training programs and authorise educational centres to carry out such programmes; and
- c) Determine financial accounting standards, and audit standards to be followed by the private sector and enforce such standards.

4. Key Tasks

- a) Conduct a rapid analysis of primary stakeholders (internal and external) and a representative audience to determine perceptions on the Institute's identity, mandate etc., and submit a findings summary.
- b) Develop the Institute's logo and brand identity (considering the Institute's existing: brand mission, vision, values, slogan/tagline, personality, value proposition, brand positioning etc.) and communication strategy considering the Institute's mandate, stakeholders and audience.
- c) Develop designs for print and digital branded mock-up materials, with bi-lingual outputs (logo, Flag, PowerPoint template, forms, publications, letterheads, email signage, business cards, banners, clothing (tshirts, scarves, cap, badge, etc.) with an explanation of the explicit and implicit messages which will be sent by such branding.
- d) Propose a visual identity for the Institute and create a brand book and visual identity standard manual

that governs the use of the identity in website and in print and digital media (including use of identity in social media platforms including Facebook, Twitter, Instagram and LinkedIn).

5. Under the supervision of the Council of the Institute, the designer will:

- Conduct training sessions for Institute's staff and key internal stakeholders on the brand book and visual identity standard manual which will govern the use of the Institute's identity and how to best project the brand, mission, vision, values and mandate across all communication (written, printed, or digital).

6. Required Project Outputs

Branding and visual identity

- a) Branding (with bilingual outputs)
- b) Findings summary and brand strategy document
- c) Print and digital collateral mockups (including brochures, letterhead, business cards, PowerPoint template, annual report, brand book conference materials including banners.)
- d) Brand launch strategy and guidelines.
- e) Visual Identity with files saved in EPS format
- f) Brand Book and Visual Identity Standards Manual
- g) Stakeholders and staff training materials.
- h) Graphic Design elements: at least 2 preliminary layouts for discussion with the Institute; electronic files for printing and for web-based publishing; and source files of the final products

Website and Social Media Branding

The website would be the key tool for awareness raising and visibility on the importance of the Institutes role, responsibilities etc. It will also be used as a tool for communication and collaboration, and for the sharing of expertise, knowledge and resources. Key branding tasks for this purpose are:

- a) How the website should serve the needs of the target audience
- b) Provide an example/visual representation of site structure/concept that goes along with the brand's logo and color theme
- c) A highlight of the contents that should be on the website
- d) A list of dynamic functionalities to be included
- e) A highlights of contents for the member area
- f) A content management plan/strategy.
- g) A strategy for social media accounts with the design and content management plan.

7. Organization Experience and Competencies

Organizations must include the following information in their submission under the appropriate letter-headings identified below:

- a) Organization: Description of organizational capability, size, general reputation, experience in branding and communication strategies, graphic and web design, and content management.
- b) References: As references, kindly provide information indicating the nature of previous similar projects (including Government Agencies), the value of the associated contracts, the duration, and client contact information.
- c) Methodology: Understanding of the task objective, including project working approach and methodology, and proposed timeline for required project outputs.
- d) Personnel: Description of personnel qualifications and competencies, and the ability to work in English and Dhivehi. Please provide CVs for staff participating in the project.
- e) Availability: Confirm that the named personnel are available to commence work immediately.

- f) Samples: Bidders must include with their submission samples of their work which correspond to the required project outputs.
- g) Pricing: The contract will be awarded on a lump sum/fixed cost basis. The submission should include the bid amount (in Maldivian Rufiyaa) for undertaking the work (with a breakdown for the two elements: 1. Branding (including graphic design elements); and 2. Website and Social Media Design), in a separate sealed envelope.

8. Evaluation Criteria

- Experience and Technical Competency (70 points)
- Competitive Price (30 points)

9. Duration of Assignment: Total four weeks

10. Maximum Contract Price: MVR 50,000.