



TERMS OF REFERENCE

Project Dhiyaneru Branding

August 2022

Issued by:

Maldives Fund Management Corporation Ltd.

1. Background:

The Maldives Fund Management Corporation (MFMC) is mandated with the responsibilities of fulfilling national goals of development through increasing private sector investment with the aid of the government, to increase the wealth of the country, and to increase strategic investments.

2. Purpose of the project:

MFMC is seeking prospective firms to create a brand image for MFMC's upcoming safari vessel harbour and marina development project.

2.1. About the Project

The project will develop a safari harbor consisting of 100 berthing and 450 trot mooring facilities for safari vessels, fuelling facilities, water supply, storage, accommodation for crew members, and restaurants. The lagoon is located in Kaafu atoll, 15 minutes speed boat from Velana international Airport.

3. Objectives:

The overall objective of this assignment is the development and implementation of a brand identity, marketing strategy and the production of high-quality marketing materials with reference to the scope of the project.

4. Scope of Work:

The hired agency must work in collaboration with MFMC's marketing team on the following:

- 4.1. Establish the project's brand identity and create a brand identity standard manual or section in the brand book that governs the use of the identity.
- 4.2. Conceptualize and design the project's Logo, Colour Scheme, and Typography.
- 4.3. Design templates for social media posts to be for the following platforms: Instagram, Facebook, and Twitter.
- 4.4. Design templates for PowerPoint presentations, leaflets and brochures.
- 4.5. Design and develop a website (landing page) for the project.

5. Methodology

MFMC will provide a full explanation of the project and the brand image in mind to assist with visualization.

The agent should provide MFMC with 2 preliminary design concepts for the project, out of which one concept will be chosen. The agent should be able to take MFMC's comments and preferences into consideration and customize the concept to meet MFMC's requirements.

Once the concept is finalized, the agency must promptly deliver the requested deliverables including the work files so that MFMC may bring any required changes after the contract period with the agency has surpassed.

6. Deliverables

The firm will be responsible in the deliverables listed below:

6.1. Brand Book with guidelines for:

Fonts

Colour Scheme

Illustrations

Photography

Iconography

6.2. Visual Components of the brand:

Logo

Colour scheme

Typography

PowerPoint Presentation, leaflets, and brochure template

Social Media Post Template

6.3. Website

Landing page

7. Timeline

#	Activity	Deliverable	Timeline (Total 40 Days)
1	Visual Components	First Drafts of: Logo Colour scheme Typography PowerPoint Presentation, leaflets, and brochure template Social Media Post Template	25 Days
2	Website	First Draft of Website Landing Page	25 Days
4	Visual Components:	Final designs: Logo Colour scheme Typography PowerPoint Presentation, leaflets, and brochure template Social Media Post Template	20 Days
5	Website	Final Design: Website Landing Page	20 Days
7	Brand Book	With guidelines for fonts, colours scheme, illustrations, photography, and iconography	40 Days (Final Design to be submitted with the complete brand identity)

8. Evaluation:

Criteria, sub-criteria, and point system for the evaluation of the Full Proposals:

	Minimum Requirement	Points
a	Experience	50
	1. At least one member of the team must have a minimum qualification of diploma or degree in marketing, graphic design, or relevant field.	10
	2. Experience in the production of brand identity of 3 tourism or relevant projects.	20
	3. Experience in the production of at least 5 brand identities.	20
B	Financial	
	1. Proposed Price	50

9. Application Process

All interested and qualified candidates should submit their applications which should include the following:

- a. Letter of Expression of Interest
- b. Quotation (detailed major cost categories)
- c. A copy of the National ID card /Business Registration Certificate
- d. Resumes of Team members
- e. Portfolio of the firm.