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Programme: Private Sector Development and TVET South Caucasus
EU4Business “Innovative Tourism and Technology Development for Armenia”

PN: **16.2179.6-009.00**

Activity: Development of Branding and Visual Identity Elements for Destination Armenia for the RA Tourism Committee

Duration: 13 weeks after contract signing
estimated 24.05.2021-24.08.2021

1. Brief Introduction

The EU4Business “Innovative Tourism and Technology Development for Armenia” project started in November 2019 and will run until April 2023. It is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by German Development Cooperation GIZ under the umbrella of the Private Sector Development and TVET South Caucasus Programme. The project is part of the EU4Business initiative (www.eu4business.eu) of the European Union. The EU4Business “Innovative Tourism and Technology Development for Armenia” project has an overall objective to foster shared and balanced inclusive growth in tourism and innovative industries. This will be achieved through a) transformative, innovative tourism ventures in the Northern regions of Armenia, b) support to high tech and innovative entrepreneurs, c) international knowledge exchanges for high tech researchers and entrepreneurs as well as tech start-up institutions and d) networks for the benefit of entrepreneurship culture for students and general population groups.

The EU4Business “Innovative Tourism and Technology Development for Armenia” project targets two main directions: development of innovative tourism and of start-ups and existing investable and innovative technology ventures. Methods used will be competitions for grants, technical assistance by experts, community and stakeholder participation, and the entrepreneurial eco-system development.

The **first component** is focused on the **development of enhanced tourism offerings**, especially in the Northern regions leading to good jobs, sustainable businesses and responsible tourism value added. It foresees the conceptualization and implementation of three grant schemes focusing on tourism ventures. Furthermore, it includes the strengthening of the RA Tourism Committee, including supporting data driven tourism marketing activities.

The **second component** of the project is focused on **transformative creation and development of SMEs to enable diversification of economic growth**. It will also support the entrepreneurship ecosystem, as well as technology ventures through a grant scheme approach as well as through innovation partnerships between science, education and businesses, including innovative youth at universities and aiming at an increased participation in Horizon 2020 / Horizon Europe grants.

2. Context and current situation in the field of assignment

The **tourism component's specific goal** is the development of an enhanced tourism offer leading to good jobs and sustainable businesses for a transformative and inclusive growth in the three northern regions of Armenia. Under tourism sub-component 1.2, Pillar 2 - Capacity development of tourism stakeholders and development of a strategic marketing framework - the project, among other things, plans to provide **support to the RA Tourism Committee in the development of branding and visual identity elements to be used among other things in the frame of the development of the new Destination Armenia website**. The development of those elements is considered a first step towards a later envisioned full re-branding of Destination Armenia with the aim to sharpen its profile, increase its visibility, improve its competitiveness, and attract more visitors.

An appealing destination brand should thus:

- differentiate the destination from competitors
- increase its awareness and recognition
- create and support a positive destination image

In this context the design and development of the destination brand should include all aspects of visual identity, tagline and tone of voice and brand/style guide.

The sought-for developer should have a proven track record for creative excellence in brand development. Besides incorporation into the planned new destination website the new brand identity elements will also be used in social networks and other possible future web presence, on letterheads, business cards, brochures, banners, and other printed materials, for other marketing activities and marketing cooperation campaigns.

The new brand identity for Armenia as a travel destination is expected to amplify Armenia's market position and inject energy and imagination about Armenia as a desirable place to visit across markets and segments including foreign and domestic audiences. The brand identity elements, i.e. the tagline, logo, colors, and fonts should, thus, reflect and represent Destination Armenia's unique attractions and offerings.

Key pillars of the new brand identity for Destination Armenia are (non-exhaustive list):

- Cultural and historical heritage
- Adventurous spirit
- Natural beauty and diversity
- Gastronomic variety
- Local authentic experiences

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3. Conditions of the assignment

3.1 Objective and tasks

The objective of announced job is to define and develop Armenia's brand identity as an attractive tourism destination. The following brand identity elements shall be included in the brand package:

- the logo
- color palette, pantones
- fonts
- design themes, visual imagery, the photography styles
- tagline and tone of voice
- brand use manual/ brand style guide that clearly defines rules and formats to follow
- design for communications collaterals (headed paper, envelops, mugs, pens, business cards, brochures, booklets, reports and publication templates, power point presentations etc.)

The Contractor will be expected to deliver at least three graphic design directions, and taglines, allowing the EU4Business ITTD project in cooperation with the RA Tourism Committee of Armenia to choose one of them for further development.

The EU4Business ITTD project is parallelly supporting the development of a Destination Armenia website for the RA Tourism Committee. Carrying out the job the contractor will be supposed to closely cooperate with a parallelly contracted website development agency to incorporate the developed brand identity elements (logo, color palette, fonts, etc.) into the look and feel of the website.

In line with the objective and further requirements outlined above the EU4Business "Innovative Tourism and Technology Development for Armenia" project seeks to contract a qualified Armenia registered company to develop the branding and visual identity elements for Destination Armenia for the RA Tourism Committee. Draft and final versions of the offer must be provided in English.

3.2 Scope of work and Deliverables

a. LOGO

The logo aims to increase awareness about the destination Armenia and contribute to being differentiated from other destinations. The logo as a visual signature shall represent Armenia, create interest towards the country, evoke positive emotions, aligned with Destination Armenia's tourism offer.

Key **requirements** for the logo:

- **Recognizability** - The logo should be easily recognized, creating a sense of familiarity.
- **Meaningfulness** - The logo should have a clear meaning that is difficult to misinterpret.
- **Positiveness** - The logo should evoke positive feelings.

The logo should be simple (preferably no more than three visual components), distinctive, impactful, memorable, and attractive.

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The following **aspects** should be considered:

- **Adaptability** – Design a logo with the flexibility to adapt well to different formats and media: electronic, print, outdoor. It should be flexible in color and size.
- **Color** – Develop a color palette and create distinct color variations of the logo, allowing flexibility with different types of backgrounds and media.
- **Size** – Establish a minimum size for the logo and an exclusion zone to ensure correct legibility and avoid distortion and blurring effect.
- **Usage and placement** – The logo should appear in all marketing communications in a prominent position: website, social media, digital media, video content (TV and OLV), packaging, letterheads, business cards, signs, printed advertisements. Logo must be suitable to work as an avatar / icon on all devices (tablet, phones, etc.) and remain visually strong.

It is important to consider the logo's use on different electronic devices: desktop, tablet and mobile, where it should be visible without additional clicking. Clear technical instructions should be given to enable its correct visibility while considering space constrictions associated with mobile and websites that are not scalable.

Once the logo design is approved, detailed technical design specifications must be created in the form of an instruction manual. The manual should contain a logo library containing all versions of the logo in different formats and technical instructions for its use in different formats and sizes. It should also include basic rules that will ensure its correct use (background, color, etc.).

The Contractor shall provide proof of the availability for possible registration as a trademark of the logo and its elements.

b. TAGLINE and TONE OF VOICE

The Destination Armenia brand proposition should describe the key functional, emotional, tangible, and intangible attributes. The **functional benefits** Destination Armenia offers to its visitor are culture, history, authenticity, monuments and sites, nature/landscape, gastronomy, and others. The **emotional benefits** of Destination Armenia's brand should relate to visitors' emotional responses to the experience made. When visiting Armenia visitors feel connected with ancient history and cultures, with nature, adventure, hospitality of people and so forth.

The main objectives of a single-minded proposition/ **slogan** are to:

- clarify Armenia's tourism identity;
- convey key factors of differentiation.

The tagline should be short, memorable and capture the essence of Armenia, as an attractive travel destination and be equally effective in different languages (at least Armenian, English and Russian).

The Contractor is expected to propose and specify the Tone of Voice to be used in future marketing communication activities of the RA Tourism Committee, that reflects the value of Armenia as a tourism

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brand (e.g. wild, sensual, passionate etc.). Achieving the right tone of voice is the most important way for Armenia as a destination to engage with potential visitors.

c. COLORS and FONTS

The proposed color palette should convey the sunny, friendly, and sophisticated personality of Armenia. The font should be visually consistent with the logo, expressing the spirit of the Armenia through each word. It must be clear and easily readable with options in the Armenian, Latin and Cyrillic alphabets. A chosen font should work well in multiple sizes and weights to maintain readability in every size.

Proposed fonts should be “web-safe fonts” supported by all major web browsers by default. Detailed specifications should be provided about the weights and variants used for different types of text, such as headlines, body copy and subheads.

d. DESIGN THEMES, VISUAL IMAGERY, PHOTOGRAPHY

The Contractor will not be expected to implement photoshoots or to produce photos. The Contractor will be expected to deliver photography, imagery and other design style guidelines and examples to be used in the Destination Armenia website, social networks, printing materials, marketing communication etc. The Contractor should propose the style and also outline clearly how they envision the photography /image to be used as part of the brand in the long term (i.e. dramatically scenic, with/without people, landscape format, wide angle, close-up, etc.).

e. DESIGN FOR COMMUNICATIONS COLLATERALS

The Contractor will be responsible for producing the complete designs for the following communications collateral, ready to be used digital or printed:

- Headed paper (letterheads)
- Envelopes
- Power point presentations: Master and internal slides
- Business card templates
- Iconology : Contractor should develop set of customized icons and provide the guidelines on their usage in communications collaterals
- Reports and publications templates
- Brochures/ booklets
- Print and digital newsletter

f. BRAND USE MANUAL / VISUAL IDENTITY STANDARDS

To develop a set of brand guidelines to explain clearly to all stakeholders how to use the brand elements in marketing communication. The brand use manual needs to be simple, clearly written, and easy to understand. It should be practical and should cover only technical design guidelines on how to apply the logo, fonts, visual imagery, color palette, etc. in marketing materials.

3.3 Testing and Acceptance

All visual identity elements as well as tagline options should be tested through focus groups (virtual or live) during the development phase. Visual identity components and tagline options should be tested against consumers' opinions among potential foreign visitors and among residents as well, and only after that the final versions shall be selected.

3.4 Training

The contractor will develop and deliver a practical one-day training session to relevant team members of the RA Tourism Committee on using and managing the brand components in future activities

3.5 Timetable

The implementation period of development of the branding and design work will be 13 weeks. Contractors can submit written questions to ask clarification on any details contained within this document or the tendering process by no later, than three working days before the closing of the tender.

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	Tasks and Deliverables	Expert Days	Timeline
1.	<p>Preparation: preparatory meeting with the EU4Business “Innovative Tourism and Technology Development for Armenia” project team, study of relevant background information, development of working plan</p> <p>Deliverable: Submission of detailed work plan describing how the work will be implemented based on the above scope of work</p>	5	1 st to 2 nd week of Contract
2.	<p>Implementation: Meetings, interviews, workshops and brainstorming with EU4Business “Innovative Tourism and Technology Development for Armenia” project team and Tourism Committee of Armenia team</p> <p>Deliverables: creative brief (big ideas, possible directions of brand development, target audiences)</p>	8	2 nd to 3 rd week of Contract
3.	Submission of three creative branding directions as mentioned on above scope of work	12	4 th to 5 th week of Contract
4.	To provide weekly updates on development of chosen branding direction	5	5 th week of the Contract
5.	Submission of all completed logo designs, under point "a" in scope of work.	5	6 th week of Contract
6.	Submission of tagline and tone of voice options, under point "b" in scope of work	5	7 th week of the Contract
7.	Submission of all complete color design, fonts, visual imagery options, under points "c" and "d" in scope of work	5	8 th to 9 th week of the Contract
8.	Completion of incorporation of brand into new destination Armenia website as mentioned in the above scope of work	5	10th week of Contract

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9.	Submission of design for communications collaterals under point “e” in the above scope of work	15	10 th to 11 th weeks of Contract
10.	Submission of brand book/visual identity standard manual, under point “f” in the above scope of work	15	12 th to 13 th weeks of Contract
11.	Provide branding training session	5	13 th week of Contract
12.	Submission of final report	5	13 th week of Contract
	Total	90 days	

4. Conditions and payment terms

The contract will be awarded based on the assessment of both a technical and a financial proposal submitted by the Contractor. It will also be based on the quality and variety of the company's portfolio of previous work that is similar to this project.

The Contractor's offer needs to include:

- The **Financial offer** requires the contractor to submit for consideration a summary of costs with respect to the above sections including travel costs.
- The **Technical offer** requires the contractor to submit the relevant contractor's experience to this assignment. Interested contractors should submit the following documents/information to be considered:
 - Company profile
 - Sample of previous experience, clients and products
 - Timeline of products delivery
 - Work plan approach, project development methodologies
 - Company staffing

No financial information should be contained in the Technical Proposal.

In addition, to the above it is expected to include in the technical offer the following:

- background information about the company, including key areas of work and CVs of the key personnel who will be engaged in this project.
- portfolio containing previous branding projects and other relevant design-related information which will help the EU4Business ITTD team and the RA Tourism Committee team to understand the agency's aesthetics and design capacities.
- references for the last three relevant projects, completed or ongoing, with contact details of clients

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Evaluation cycle

The evaluation cycle encompasses a period of 1 month. After a first round of evaluation shortlisted Contractors will be invited for a one-hour pitching session to introduce their ideas, approach, and preliminary action plan, before the final decision is made.

Date and time for the pitching session will be intimated to shortlisted Contractors through email. The pitching presentation should include but not be limited to Branding Strategy document explaining the Contractor's understanding of Armenia as a destination, important topics to be highlighted, tagline (message) to be conveyed and approach to conveying the message and additional information the Contractor seeks to present.

4.1 Payment terms

- Final payment upon satisfactory fulfilment of the contract.

5. Coordination and communication

The Contractor reports to the Tourism Component Lead of the EU4Business “Innovative Tourism and Technology Development for Armenia” project and closely collaborates with the responsible Project Expert and the administrative support team within the project.

6. Submission Requirements and Required Credentials

The Contractors must be a full-service creative or production agency and should possess and make available a good mix of experts and sufficient resources for the provision of the service with effectiveness, efficiency, quality, and professionalism. The Contractor's team should comprise an appropriate number of professionals with adequate experience and professional qualifications for the assignment.

The Contractors should demonstrate:

- good project management capability
- accountability, administration, and effective reporting
- openness to change and ability to receive and integrate feedback
- strong time management and meet established timelines
- capacity to facilitate and communicate with different stakeholders and partners.

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Minimum Required Personnel

Contractors may recommend additional personnel deemed fit for the Team

	Position	Requirements
1	Account Manager/Team Lead	Minimum of 5 years' experience in the creative industry. Experience in project/team management and brand development. Ability to facilitate, maintain and manage client relationship. Experience in serving international clients. Knowledge of English language.
2	Art Director	Minimum 7 years of experience in creative industry. Minimum 3 years' experience in senior creative role. Hands on experience in brand development for well-known global or local brands. Experience and knowledge of digital media. Experience in visual executions for all types of media, understanding of photography, typography, and printing techniques.
3	Copywriter	Minimum 3 years of experience in omnichannel copywriting and editing. Knowledge of SEO standards.
4	Graphic Designer/Graphic Artist	Minimum 5 years of experience. Experience in developing layout and production design for various applications such as for advertisements, brochures, magazines, corporate reports, digital graphics, and front-end web design. Ability for creative problem solving.

7. Additional Documentation

- Additional documents (upon request)

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.