

Republic of the Philippines  
Department of Trade and Industry  
**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2019-0335

**REQUEST FOR QUOTATION  
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF GRAPHIC DESIGN EXPERT IN DEVELOPING ORIGINAL FONTS  
FOR THE CITEM CREATIVE AND LIFESTYLE INDUSTRY BRANDS AND  
SIGNATURE EVENTS FOR 2020**

Approved Budget	: PHP 900,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 23 December 2019, 05:00PM
Opening of Bid	: 27 December 2019, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

*Eligibility Documents (1<sup>st</sup> Envelope)*

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*

3. Latest Income or Business Tax Return stamped and received by BIR
4. Notarized Omnibus Sworn Statement
5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

*Financial Bid (2<sup>nd</sup> Envelope)*

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.

*Qualitative Evaluation Documents (3<sup>rd</sup> Envelope)*

1. Resume and profile of lead designer/s and team members that will substantiate the rating of the above criteria; and
2. High quality printed portfolio with a minimum of 5 samples brand development and related projects.

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

**A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.**

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



**TERMS OF REFERENCE FOR HIRING OF GRAPHIC DESIGN EXPERT TO DEVELOP ORIGINAL FONTS FOR THE CITEM CREATIVE AND LIFESTYLE INDUSTRY BRAND INITIATIVES AND SIGNATURE EVENTS**

Title	Hiring of Graphic Design Expert in Developing Original Fonts for the CITEM Creative and Lifestyle Industry Brands and Signature Events
Industry Brands	Design Philippines, Fashion Philippines, Lifestyle Philippines and Food Philippines
	Manila FAME, CREATE PHILIPPINES, IFEX Philippines/Next Food Asia
Budget	Php 900,000.00

**I. BACKGROUND**

For over 30 years, CITEM has established the country's image as a premier destination for quality export products and services and continues to set the highest standards of creativity, excellence and innovation to compete in the global market. This vision of promoting the Philippines as a brand synonymous with artisanship, creativity and design excellence is supported by well-packaged and professionally designed promotional materials that sell the country's expertise and capabilities.

CITEM as an institution mandated for industry promotion relies heavily on well-designed, high-impact visual communication to effectively convey its message to its audience. This requires typography and graphics combined with high-quality images that capture and encapsulate the creative energy of the Philippines and its people.

Having launched the industry brand initiatives in 2012, CITEM trailblazed government branding for export products by coming up with a series of "industry brands" namely **Home Philippines**, **Fashion Philippines**, **Food Philippines** and **Design Philippines** each representing a specific niche in the markets catered to by CITEM. Home Philippines was later changed to **Lifestyle Philippines** to encapsulate a wider range of products offered to the market. This effort was anchored on the "It's More Fun in the Philippines" brand launched by the Department of Tourism and aimed to harmonize trade promotion with the tourism promotion efforts. **Create Philippines** was created in the later years and was intended as an industry brand for the creative industries but was used interchangeably as signature event brand.

Five years past, the Department of Tourism initiated the re-imagining of the "it's More Fun in the Philippines" brand – migrating from the "Harabara" font to the bespoke "Barabara" font. It is timely that CITEM restudies its industry branding strategy amidst the apparent changes in the country branding strategies to which the CITEM industry brands were anchored on and develop a unique set of typefaces that will give a new look and image to the industry brands and signature events that will withstand time and other external factors.

## **II. RATIONALE**

Typography has always been a key element in visual communication and branding. Fonts and typefaces have set the tone for a clear imaging and visual recall for institutions, organizations and brands alike. While a variety of brands opt to use standard fonts combined with bespoke expanded versions of certain typefaces and graphic elements, others go beyond the standard and aim for totally customized fonts derived from intrinsic to nostalgic elements associated with the brand it represents. Iconic brands Coca-Cola and Walt Disney used customized fonts in their logo and branding which reflects the personality of their business and successfully earned the right emotional response from their audience.

This marketing direction requires the services of a high-caliber graphic design / communication design expert that will create an original font and typeface for CITEM-owned and managed industry brands for design and lifestyle; and for its signature events.

## **III. OBJECTIVE**

Hire a graphic design expert that will develop a bespoke font and typeface for CITEM signature events CREATE Philippines and Manila FAME, and industry brands Lifestyle Philippines, Design Philippines, Fashion Philippines and Food Philippines.

## **IV. MINIMUM QUALIFICATIONS STANDARD**

1. Has been in the business of graphic design/communication design for 10 years, with a good track record among its clients;
2. Is a recognized expert in the industry and has extensive experience doing commissioned works on graphic design, typography and related works with institutions, corporations and brands; and
3. Has competent and technically equipped team to deliver the task.

## **IV. METHODOLOGY**

1. The procurement for the Graphic Design / Communication Design Expert shall undergo qualitative evaluation with a cut-off score of 85%.
2. Bidders who meet the 85% cut-off score from the qualitative assessment shall be qualified to submit their financial bid.
3. Thereafter, the bidder with the Lowest Calculated Bid (LCB) shall be awarded the contract.

## V. EVALUATION SYSTEM

1. Qualitative Evaluation (QE) shall be conducted by the designated Technical Working group (TWG) composed of three (3) representatives from CITEM to be led by the CCSD.
2. The qualitative evaluation shall be based on the following criteria:

CRITERIA	VALUE POINT
<p>a. Experience with any government agency in communication design projects.</p> <p style="margin-left: 20px;">i. With government experience - 10 points</p> <p style="margin-left: 20px;">ii. With no government experience - 5 points</p> <p>(Document required: Portfolio indicating relevant work experience/projects)</p>	10
<p>b. Awards and recognitions in the field of graphic and communication design / recognition of body of works by reputable publications and websites</p> <p style="margin-left: 20px;">i. International awards and recognitions / features - 30 points</p> <p style="margin-left: 20px;">ii. Local awards, recognitions and features - 25 points</p> <p>(Document required: Curriculum Vitae and Portfolio indicating relevant work experience and projects)</p>	30
<p>c. Years of Experience as a design agency/team.</p> <p style="margin-left: 20px;">i. 10 years and above - 30 points</p> <p style="margin-left: 20px;">ii. 5-9 years - 15 points</p> <p style="margin-left: 20px;">iii. Below 5 years -10 points</p> <p>(Document required: Portfolio indicating relevant work experience and projects)</p>	30
<p>d. Reach of bodies of work</p> <ul style="list-style-type: none"> <li>• All (or at least 2 international geographical categories) - 20 points</li> <li>• Europe - 10 points</li> <li>• Americas (North, Central and South America) -10 points</li> <li>• ASEAN, Asia, Africa and Middle East -10 points</li> <li>• Domestic or within the Philippines -5 points</li> </ul> <p>(Document required: Portfolio indicating relevant work experience and projects)</p>	20
<p>e. Competency of design team – profile and work experience, training and professional background/ collaborations)</p> <p>(Reference to the Portfolio submitted)</p>	10
<b>TOTAL</b>	<b>100</b>

Bidder shall submit documents that will serve as reference for the evaluation, including:

- a. Resume and profile of lead designer/s and team members that will substantiate the rating of the above criteria; and
  - b. High quality printed portfolio with a minimum of **5 samples** brand development and related projects. Bidders who failed to submit printed portfolio shall not be included in the qualitative evaluation.
3. Only bidders who will obtain a score of 85% shall be considered qualified to submit their financial bid.

## **VI. SCOPE OF WORK & OUTPUT**

1. Develop original font that can be used exclusively by CITEM for its industry brands and signature events.
2. Coordinates directly with the Visual Design Division (VDD) of the Communications and Creative Services Department (CCSD) and the Office of the Executive Director for the requirements of this project.
3. Ensures the full satisfactory compliance of the scope of work and the delivery of the outputs stipulated in this Terms of Reference.
4. Must utilize its own set (as declared from its submitted bidding documents) of equipment, tools and team for the project.
5. To treat the output of this project with high confidentiality such that these font/typeface shall not be used or published by the winning bidder without the written consent of CITEM.
6. Deliver the project in three phases:
  - 6.1 **PHASE 1** (target date 2<sup>nd</sup> week of December 2019): Presentation of concept pitch and concept rationale. Designer is expected to have done the following:
    - 6.1.1 Research and development including comparative studies of all designs for all CITEM signature events and industry brands (historical); and of competitor brands and events
    - 6.1.2 Preliminary studies including sketches and renditions
  - 6.2 **PHASE 2** (target date 2<sup>nd</sup> week of January 2020): Execution of approved concept (revisions included). Designer is expected to provide test /sample applications on print, signage and wayfinding, exhibition, and online requirements
  - 6.3 **PHASE 3** (target date 1<sup>st</sup> week of February 2020): Submission of final output including:
    - 6.3.1 Application Manual – Guidelines for print, digital, and three-dimensional application, including application for signages and wayfinding, exhibition and retail environment, merchandise and corporate products.
    - 6.3.2 Final artwork in open type font (.otf) and true type font (.ttf) formats
7. Winning bidder must be able to deliver the final output before February 07, 2020.

## **VII. RIGHTS AND RESPONSIBILITIES OF CITEM:**

1. Facilitate the access of the Winning Graphic Design Agency/Studio to the material archives, old files and other references necessary for the implementation of this project.
2. Have exclusive ownership of the font/typeface created or developed by reason of this engagement/contract.

3. Right to penalize, if deemed necessary, or deduct the contract price if violations are incurred such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.
4. The following deductions shall be imposed on below par performance which can cause delay in delivery, poor execution of work, substandard quality of services or non-compliance with the project outputs as indicated in this Terms of Reference:

Adjectival Rating	Percentage Deduction from Total Contracted Amount (PhP900,000.00 / VAT inclusive)
Below satisfactory	15%
Poor	No payment and subject to revocation of contract.

**VIII. PAYMENT TERMS**

Processing of payments shall commence upon submission of all required documents necessary to support payments together with the billing/invoice at the following project phases:

- PHASE 1:** 40% upon presentation of concept pitch and concept rationale.
- PHASE 2:** 30% upon execution of approved concept (revisions included).
- PHASE 3:** 30% upon submission of final artwork (font/typeface)

**IX. TOTAL ALLOTTED BUDGET.**

Nine Hundred Thousand Pesos (Php 900,000.00) inclusive of VAT.

**PREPARED BY:**

  
**ANTONIO G. AGULTO**  
 Senior TIDS, Creative Industry

**NOTED BY:**

  
**MARJOF. EVIO**  
 Chief, Creative Industry Division

**RECOMMENDING APPROVAL:**

  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-Department Manager  
 Operations Group 1

  
**MA. LOURDES D. MEDIRAN**  
 Deputy Executive Director

**APPROVED BY:**

  
**PAULINE SUACO-JUAN**  
 Executive Director