

ACCESS TO FINANCE RWANDA

Request for Proposals

For

CONSULTANCY FOR BRANDING AND VISUAL IDENTITY & STRATEGY DEVELOPMENT FOR THE FSD NETWORK

Subject of Procurement:	CONSULTANCY FOR BRANDING AND VISUAL IDENTITY & STRATEGY DEVELOPMENT FOR THE FSD NETWORK.
Procurement Reference Number:	AFR/RFP-BRANDING AND STRATEGY DEVELOPMENT/DECEMBER/2025
Date of Issue:	DECEMBER 19, 2025

REQUEST FOR PROPOSALS

PROCUREMENT REFERENCE NUMBER: CONSULTANCY FOR BRANDING AND VISUAL IDENTITY & STRATEGY DEVELOPMENT FOR THE FSD NETWORK

1. INTRODUCTION

About Access to Finance Rwanda (AFR)

Access to Finance Rwanda (AFR) is a Rwandan not-for-profit company established in 2010 to promote financial inclusion and financial sector development in Rwanda. AFR is currently funded by Sweden, MasterCard Foundation, Gates Foundation, Global impact/ Co-Develop and Jersey Overseas Aid. AFR is part of the broader Financial Sector Deepening (FSD) network in Africa, which seeks to contribute to more inclusive and sustainable economic growth through financial inclusion and financial sector development by working with policymakers, regulators, financial service providers, and other market actors.

AFR supports the removal of systemic barriers that hinder access to financial services by low-income people, particularly the rural poor, women, youth, and MSMEs. AFR is guided by the Market System Development (MSD) approach recognizing that efforts to increase financial inclusion and financial sector development must be market-led, profitable, and sustainable.

About the FSD Network

The FSD Network is a consortium of ten organisations that work to build inclusive financial systems in African countries. As part of this work, the Network has been initiating collaborative programmes such as gender (the Gender CoPro), climate finance, etc. to develop a shared learning agenda, jointly undertake a portfolio of interventions, and share lessons and expertise on the practicalities of addressing barriers that inhibit low-income people from benefitting fully from financial systems and economic development.

The Network is committed to ensuring not only that low-income people across Africa have greater access to financial services, but that those services work for them in helping increase their incomes, access welfare services and economic opportunities, and increase agency in decision making both at home and in their communities and workplaces. The FSD Network is currently funded by Gates Foundation and the individual FSDs have attracted funding from multiple Development Partners including Sweden, The Mastercard Foundation, Jersey Overseas Aid, FCDO, etc. For more information, check out our website: <https://fsdnetwork.org/>.

As the FSD Network continues to expand its collaborative initiatives and deepen its impact across Africa, there is a growing need for a unified, modern, and strategically grounded brand identity and strategy that effectively communicates the Network's collective efforts and thought leadership as a pan-African entity. The brand identity should reflect the network's cross-country collaborations and development programs including gender-focused programmes. To strengthen recognition among donors, policymakers, partners, and the wider development community, the Network seeks to engage a highly qualified pan-African branding firm to develop a refreshed and cohesive brand strategy and visual identity for the network. This new brand identity will serve as a foundation for consistent storytelling, improved visibility, and stronger positioning of the Network as a trusted and forward-looking pan-African entity in advancing inclusive finance and enhancing economic empowerment and resilience of vulnerable segments (women, youth, refugees, PwDs, etc.) across Africa.

Project scope

Target Audiences

The FSD Network's brand identity and strategy should be designed with the following key audiences in mind:

1. **Donors and funders** – Institutions and foundations seeking evidence of impactful and credible initiatives that drive financial inclusion, gender equity, economic empowerment, and resilience for low-income people across Africa.
2. **Policy makers and regulators** – Government bodies and financial regulators across Africa who influence policies shaping inclusive finance, digital transformation, climate and sustainable finance and economic empowerment.
3. **Implementation partners** – Local and regional development organizations, NGOs and private-sector actors working in inclusive finance and economic empowerment domains.
4. **Network members** – The ten Financial Sector Deepening (FSD) entities themselves, who will actively use the brand for representation, communications, and knowledge sharing.
5. **Beneficiaries (low-income people and communities)** – While not the direct users of the brand, the identity should resonate with women, youth and vulnerable communities as the ultimate beneficiaries of inclusive financial systems and economies.
6. **General public and media** – Audiences engaging with the Network through external events, reports, and publicity materials.

Objectives of the assignment

The overall objective is to develop unique brand identity guidelines and assets for FSD Network to aid in the awareness, brand recognition, and representation in market engagement, partnership and strategic communication materials.

Scope of Work and Deliverables

The firm will provide a range of services as detailed below:

Brand Strategy Development

The consultant will develop a brand strategy to guide the visual and verbal identity of the FSD Network. This will involve:

- Conducting stakeholder interviews, brand audits, and competitive benchmarking.
- Articulating the brand's purpose, values, personality, and positioning statement.
- Defining key message pillars and tone of voice.
- Developing a concise Brand Strategy Framework and Messaging Guide to align all future communications and visual identity design.

Interested firms must confirm their intention to submit a proposal by **Thursday, January 8, 2026, at 17h00 HRS CAT**

Any requests for clarifications to the RFP may be submitted by **Friday, January 16, 2026, 17h00 HRS CAT**.

Bidders should submit their proposals no later than **Friday, January 23, 2026, 14:00 HRS CAT**

Responding bidders are advised that this solicitation does not in any way obligate AFR to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Additionally, AFR may award a contract without conducting negotiations; all proposals should be submitted initially using your most favorable terms. AFR reserves the right to award any resultant contract to other than the offeror submitting the lowest price proposal based on technical excellence, schedule superiority or client request.

All communications regarding this RFP should be addressed via email: procurement02@ afr. rw

Below is the summary planned procurement schedule:

Activity	Date
a) Date of issue of RFP	Friday 19, 2025
b) Confirmation of interest <i>(The confirmation of interest ensures that interested firms receive any correspondence related to potential RFP clarifications)</i>	Thursday, January 8, 2026, at 17h00 HRS CAT
c) Request for clarifications	Friday, January 16, 2026, 17h00 HRS CAT.
d) Proposal closing date for submission of proposals	Friday January 23, 2026, 14:00 HRS CAT

Cordially,
Jean Bosco Iyacu
Chief Executive Officer

1.1. SECTION 1: INSTRUCTIONS TO PROSPECTIVE BIDDERS

Preparation of Proposals: You are requested to submit separate technical and financial proposal, as detailed below. The standard forms in this Request for Proposal may be retyped for completion but the Consultant is responsible for their accurate reproduction.

You are advised to carefully read the complete Request for Proposals. An electronic copy (in PDF) of the Request for Proposals shall be considered as the original version.

Technical Proposals: Technical proposals should contain the following documents and information:

1. The Technical Proposal Submission Sheet as par Section 4 of this RFP.
2. Technical Proposal not exceeding 15 pages without annexes
3. An approach and methodology for performing the services.
4. A detailed work plan, showing the inputs of all key staff and achievement of deliverables.
5. CVs of key staff members;
6. A summary of your experience in similar assignments.
7. The documents evidence your eligibility, as listed below.
8. The consultant's comments or suggestions on the TORs and appreciation of the assignment – the objectives, tasks and deliverables

Financial Proposals: Financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet as par Section 5 of this RFP.
2. A copy of the breakdown of Lump Sum Price form as par Section 5 for each currency of your proposal, showing all costs for the assignment, broken down into professional fees, and reimbursable costs. The costs associated with the assignment shall be in US Dollars for foreign firms and Rwandan Francs for local firms.

Validity of Proposals: Proposals must remain valid for 90 calendar days from proposal submission date.

Submission of Proposals: The technical and financial proposals should be submitted separately, both clearly marked with the Procurement Reference Number above, the Consultant's name, AFR and either "Technical Proposal" or "Financial Proposal" as appropriate.

Proposals (both technical and financial) must be submitted electronically to: procurement02@af.rw with clear subject line: "AFR/RFP-BRANDING AND STRATEGY

DEVELOPMENT/DECEMBER/2025” and submitted by **Friday JANUARY 23, 2026, 14:00 HRS CAT.**

Note: Proposals must be submitted in PDF format and as attachments to the email, any proposal submitted as a link won't be considered.

Language of the tender and mode of communication

The medium of communication shall be in writing. The bid, as well as all correspondences and documents relating to the bid exchanged by the Bidder and AFR, shall be written in English.

Amendment to the tender document

At any time prior to the deadline for submission of bids, AFR may amend the tender document by issuing an addendum. Any addendum issued shall be part of the tender document and shall be communicated in writing via the AFR website.

To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, AFR may, at its discretion, extend the deadline for the submission of bids; in which case all rights and obligations of AFR and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.

Late bids

AFR shall not consider any bid that arrives after the deadline for submission of bids. Any bid received by AFR after the deadline for submission of bids shall be declared late and rejected.

1.2. SECTION 2: ELIGIBILITY CRITERIA

You are required to meet the following criteria to be eligible to participate in the procurement exercise:

1. Have the legal capacity to enter into a contract.
2. Not be insolvent, in receivership, bankruptcy or being wound up or subject to legal proceedings for any of these circumstances.
3. Not have had your business activities suspended/debarred
4. Have fulfilled your obligations to pay taxes.
5. Not having a conflict of interest in relation to this procurement requirement.

We require you to submit copies of the following documents as evidence of eligibility attached to your bid and sign the declaration in the Technical Proposal Submission Sheet:

Eligibility criteria:

1. Certificate of Incorporation or Trading license /Certificate of Registration.
2. Evidence of statutory compliance such as a valid tax clearance certificate.
3. Signed copy of the enclosed code of AFR's ethical conduct in business for bidders and services providers.
4. Confirmation that your technical bid is maximum 15 pages (excluding any annexes)

NOTE: Failure to submit the above required documents may lead to disqualification from Technical and Financial evaluation.

1.3. SECTION 3: EVALUATION OF PROPOSALS

Evaluation of Proposals: The evaluation of Proposals will use the **Quality-Cost Based** methodology as detailed below:

1. Preliminary examination to determine eligibility (as defined below) and administrative compliance to this Request for Proposals on a pass/fail basis;
2. Detailed Technical evaluation will contribute 80%;
3. Financial scores will be allocated 20% to determine the best evaluated bid.

Proposals failing at any stage will be eliminated and not considered in subsequent stages.

Technical Criteria: Proposals shall be awarded scores out of the maximum number of points as indicated below.

Minimum technical score: The mark required to pass the technical evaluation is 70% of the Technical Score.

Financial Criteria:

Pricing information should not appear in any other section of the proposal other than the financial proposal.

Financial scores shall be determined by awarding a maximum of 20 points to the lowest priced proposal that has passed the minimal technical score and giving all other proposals a score which is proportionate to this.

Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

Currency: Proposals should be priced in **Rwandan Francs** for local firms and **US Dollars** for foreign firms.

Best Evaluated Bid: The best evaluated bid shall be the firm with the highest combined score and shall be recommended for award of contract.

Right to Reject: AFR reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by AFR, without incurring any liability to Consultants.

AFR reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.

Evaluation Criteria	Description / What to Assess	Marks
Company Profile and Experience	<p>The consulting firm should have at least 5 years of experience providing similar services to the non-profit or social impact sector in Africa. The firm must submit a valid registration certificate (5 marks)</p> <p>Demonstrated experience in developing brand identities for large-scale, multi-country, or networked organizations in Africa. Must submit a least 3 certificates of good completion provided by multinational organizations (10 marks)</p>	15
Quality of Past Work	Assessment of at least 3 submitted comparable brand identity projects developed for multinational entities. The firm must submit portfolio of the work done (documents or links to files)	20
Team lead experience	<p>The team lead should have at least 7 years of experience in brand strategy, brand identity development, marketing, or communications.</p> <p>Must submit a degree or certificate in marketing, communications, business or other related fields.</p>	5
Team Experience	<p>The firm should have a qualified team with the following members.</p> <ul style="list-style-type: none"> • Brand strategist (must submit a degree or relevant certificate in marketing & advertising, communications, digital media business or other related fields)– 5 Marks • Graphic designer (must submit a degree or relevant certificate in creative design, marketing & advertising, communications, digital media business or other related fields) – 5 Marks • Copywriter (must submit a degree or relevant certificate in communication, media studies, digital marketing, content writing, copywriting) – 5 Marks 	15

Evaluation Criteria	Description / What to Assess	Marks
Approach, Methodology & workplan	A clear and comprehensive methodology/approach to develop a brand identity and strategy demonstrating the entire process and details. (15 points)	25
	Realism and feasibility of the proposed work plan, alignment with TOR timelines. (10 points)	
Financial Proposal		20
Total		100

SECTION 4: TECHNICAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your technical proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected.]

Proposal Addressed to:	Access to Finance Rwanda
Date of Technical Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

We offer to provide the services described in the Statement of Requirements, in accordance with the terms and conditions stated in your Request for Proposals referenced above.

We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: Proposal Procedures of your Request for Proposals.

We have signed and undertake to abide by the Code of Ethical Conduct for Bidders and Providers attached during the procurement process and the execution of any resulting contract;

Our proposal shall be valid until _____ *[insert date, month and year]* and it shall remain binding upon us and may be accepted at any time before or on that date;

I/We enclose a separately sealed financial proposal.

Technical Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

CODE OF ETHICAL CONDUCT IN BUSINESS FOR BIDDERS AND SERVICES PROVIDERS

1. Ethical Principles

Bidders and providers shall at all times-

- (a) maintain integrity and independence in their professional judgement and conduct;
- (b) comply with both the letter and the spirit of-
 - i. the laws of Rwanda; and
 - ii. any contract awarded.
- (c) avoid associations with businesses and organizations which are in conflict with this code.

2. Standards

Bidders and providers shall-

- (a) strive to provide works, services and supplies of high quality and accept full responsibility for all works, services or supplies provided;
- (b) comply with the professional standards of their industry or of any professional body of which they are members.

3. Conflict of Interest

Bidders and providers shall not accept contracts which would constitute a conflict of interest with, any prior or current contract with AFR. Bidders and providers shall disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

4. Confidentiality and Accuracy of Information

- (1) Information given by bidders and providers in the course of procurement processes or the performance of contracts shall be true, fair and not designed to mislead.
- (2) Providers shall respect the confidentiality of information received in the course of performance of a contract and shall not use such information for personal gain.

5. Gifts and Hospitality

Bidders and providers shall not offer gifts or hospitality directly or indirectly, to staff of AFR that might be viewed by others as having an influence on a government procurement decision.

6. Inducements

- (1) Bidders and providers shall not offer or give anything of value to influence the action of a public official in the procurement process or in contract execution.
- (2) Bidders and providers shall not ask a public official to do anything which is inconsistent with the Act, Regulations, Guidelines or the Code of Ethical Conduct in Business.

7. Fraudulent Practices

Bidders and providers shall not-

- (a) collude with other businesses and organizations with the intention of depriving AFR of the benefits of free and open competition;
- (b) enter into business arrangements that might prevent the effective operation of fair competition;
- (c) engage in deceptive financial practices, such as bribery, double billing or other improper financial practices;
- (d) misrepresent facts in order to influence a procurement process or the execution of a contract to the detriment of AFR; or utter false documents;
- (e) unlawfully obtain information relating to a procurement process in order to influence the process or execution of a contract to the detriment of the AFR;
- (f) withholding information from the Procuring Disposing Entity during contract execution to the detriment of the AFR.

I agree to comply with the above code of ethical conduct in business.

AUTHORISED SIGNATORY

NAME OF CONSULTANT

1.4. SECTION 5: FINANCIAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your financial proposal, with the documents requested above attached. Ensure that your proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected. The total price of the proposal should be expressed in the currency or currencies permitted in the instructions above.]

Proposal Addressed :	AFR
Date of Financial Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

The total price of our proposal is: _____.

We confirm that the rates quoted in our Financial Proposal are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Financial Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:
Company: _____

Address: _____

Breakdown of Prices

[Complete this form with details of all your costs and submit it as part of your financial proposal. Where your costs are in more than one currency, submit a separate form for each currency. Authorise the rates quoted in the signature block below.]

Procurement Reference Number: _____

Currency of Costs: _____

PROFESSIONAL FEES					
Name and Position of Personnel	Input Quantity	Unit of Input	Rate	Total Price	Total Price (inclusive taxes)
TOTAL:					

REIMBURSABLE EXPENSES (If applicable)				
Description of Cost	Quantity	Unit of Measure	Unit Price	Total Price
Standard Economy flights				
Airport transfers				
Visa				
Accommodation				
Local transport and Communication				
TOTAL:				

NB: AFR eligible reimbursable expenses includes standard economy flight, accommodation, and airport transfers expenses, local transport, communication, visa, and they should be reasonable and in line with AFR guidelines.

TOTAL COST PRICE IN CURRENCY: _____

Breakdown of total price Authorised By:

Signature _____ Name: _____

Position: _____ Date: _____

Authorised for and on behalf of: (DD/MM/YY)

Company: _____

TERMS OF REFERENCE

DEVELOPMENT OF BRANDING, VISUAL IDENTITY, AND STRATEGY FOR THE FSD NETWORK

1. Introduction

The FSD Network wishes to hire a firm (“the consultant”) to support it in the refresh of its brand identity and strategy (“the services”).

Project Background

1.1. About the FSD Network

The FSD Network is a consortium of ten organisations that work to build inclusive financial systems in African countries. As part of this work, the Network has been initiating collaborative programmes such as gender (the Gender CoPro), climate finance, etc. to develop a shared learning agenda, jointly undertake a portfolio of interventions, and share lessons and expertise on the practicalities of addressing barriers that inhibit low-income people from benefitting fully from financial systems and economic development.

The Network is committed to ensuring not only that low-income people across Africa have greater access to financial services, but that those services work for them in helping increase their incomes, access welfare services and economic opportunities, and increase agency in decision making both at home and in their communities and workplaces. The FSD Network is currently funded by Gates Foundation and the individual FSDs have attracted funding from multiple Development Partners including Sweden, The Mastercard Foundation, Jersey Overseas Aid, FCDO, etc. For more information, check out our website: <https://fsdnetwork.org/>.

As the FSD Network continues to expand its collaborative initiatives and deepen its impact across Africa, there is a growing need for a unified, modern, and strategically grounded brand identity and strategy that effectively communicates the Network’s collective efforts and thought leadership as a pan-African entity. The brand identity should reflect the network’s cross-country collaborations and gender-focused programmes. To strengthen recognition among donors, policymakers, partners, and the wider development community, the Network seeks to engage a highly qualified pan-African branding firm to develop a refreshed and cohesive brand strategy and visual identity for the network. This new brand identity will serve as a foundation for consistent storytelling, improved visibility, and stronger positioning of the Network as a trusted and forward-looking pan-African entity in advancing inclusive finance and enhancing economic empowerment and resilience of vulnerable segments (women, youth, refugees, PwDs, etc.) across Africa.

2. Project scope

Target Audiences

The FSD Network's brand identity and strategy should be designed with the following key audiences in mind:

7. **Donors and funders** – Institutions and foundations seeking evidence of impactful and credible initiatives that drive financial inclusion, gender equity, economic empowerment, and resilience for low-income people across Africa.
8. **Policy makers and regulators** – Government bodies and financial regulators across Africa who influence policies shaping inclusive finance, digital transformation, climate and sustainable finance and economic empowerment.
9. **Implementation partners** – Local and regional development organizations, NGOs and private-sector actors working in inclusive finance and economic empowerment domains.
10. **Network members** – The ten Financial Sector Deepening (FSD) entities themselves, who will actively use the brand for representation, communications, and knowledge sharing.
11. **Beneficiaries (low-income people and communities)** – While not the direct users of the brand, the identity should resonate with women, youth and vulnerable communities as the ultimate beneficiaries of inclusive financial systems and economies.
12. **General public and media** – Audiences engaging with the Network through external events, reports, and publicity materials.

Brand positioning

The FSD Network should be positioned as:

- **Collaborative and Pan-African** – A consortium that unites diverse country-level FSDs under one credible umbrella brand.
- **Evidence-driven and impact-oriented** – Known for thought leadership, rigorous research, and demonstrable outcomes in gender, youth empowerment, digital transformation and inclusive finance.
- **Inclusive and empowering** – A brand that reflects equity, accessibility, and a strong gender lens, with women's empowerment at its core.
- **Innovative and forward-thinking** – Showcasing modern, fresh, and adaptive approaches to branding that reflect the Network's leadership in shaping the future of inclusive finance.

The firm will be expected to reflect this positioning in all visual and messaging elements developed, ensuring that the brand identity speaks consistently to the above audiences.

2.1. Objectives

To contract a consulting firm to develop unique brand identity guidelines and assets for FSD Network to aid in the awareness, brand recognition, and representation in market engagement, partnership and strategic communication materials.

2.2. Scope of work and deliverables

The firm will provide a range of services as detailed below:

Brand Strategy Development

The consultant will develop a brand strategy to guide the visual and verbal identity of the FSD Network. This will involve:

- Conducting stakeholder interviews, brand audits, and competitive benchmarking.
- Articulating the brand's purpose, values, personality, and positioning statement.
- Defining key message pillars and tone of voice.
- Developing a concise Brand Strategy Framework and Messaging Guide to align all future communications and visual identity design.

The brand strategy will serve as the foundation for all brand and creative work.

- **Brand identity development:** Re-design of the official Network logo; a minimum of 3 design options with iterations based on feedback.
- **Name proposal:** Propose at least three names reflecting the network's mandate mentioned above.
- Crafting a concise and impactful brand tagline that encompasses the mission and vision of the Network (three proposals).
- **Development of visual identity components:** Branding manual/guideline that include;
 - **Logo usage:** variations for different contexts, file formats, clear space, application on partnership material.
 - **Typography:** guidelines for primary and secondary typefaces, usage rules (and misuse)

- **Colour palette:** primary, secondary and tertiary colors with CYMK, RGB, and HEX codes.
- **Brand assets:** creation and application of icons, shapes and other visual elements
- **Titles:** guidance on titles, headlines, sub-headings, and accompanying assets
- **Imagery guidelines:** photography style, usage rights and image treatment

In addition to the core brand identity elements, the consulting firm will be expected to develop **digital-first brand assets** that ensure consistent representation across all online and communication platforms. These should include:

- **Social Media Templates:** Customisable templates for platforms such as LinkedIn and X (formerly Twitter), including profile banners, post templates, and campaign layouts.
- **Corporate Templates:** Branded templates for email signatures, PowerPoint presentations, and Word documents to ensure uniformity in internal and external communications
- **Brand Architecture:** Since the ten FSD entities operate independently, the firm should recommend how the **Network brand** relates to the **country-level brands** — e.g., co-branding rules, hierarchy, and endorsement structure.

The consultant will be responsible for taking the lead in delivering the agreed scope of work. Updates on progress and expected deliverables will be provided throughout the duration of the assignment.

The Consultant will deliver all design files in editable formats (e.g., Adobe Illustrator, InDesign, Photoshop) and non-editable formats (e.g., PDF, PNG, JPEG).

3. Timings

The project will be completed within ten weeks, with milestones set for the completion of the assessment phase and the final presentation of deliverables. Such as;

Week 1: Inception call, planning, and feedback

Week 2: Stakeholder consultations, for a light brand audit to inform creative direction

Week 3: Completion of the assessment phase

Week 4: First draft of the brand strategy

Week 5: First draft of the logo, name, taglines and other brand assets

Week 6: Feedback and iteration phase

Week 7: Final presentation and delivery of all assets

The timing and content of these and any other deliverables will be agreed in consultation with the Network team.

4. Reporting and communication

The Consultant will work closely with the AFR Communications Lead and the Network team. Regular check-ins (weekly or bi-weekly) will be scheduled to review progress and adjust priorities as needed.

5. Required qualifications and experience

A minimum of 5 years **of proven experience in comprehensive brand development and strategic brand support**, preferably within the non-profit or social impact sector in Africa.

Demonstrated expertise in brand identity design, brand strategy development, audience insights, messaging frameworks, and inclusive design principles.

Strong capability in audience analysis and engagement, including the use of research-driven insights to inform brand positioning, storytelling, and communication strategy.

Excellent communication skills and the ability to collaborate effectively with cross-functional teams, including leadership, communication units, and external partners.

Evaluation Criteria

Evaluation Criteria	Description / What to Assess	Marks
Company Profile and Experience	<p>The consulting firm should have at least 5 years of experience providing similar services to the non-profit or social impact sector in Africa. The firm must submit a valid registration certificate (5 marks)</p> <p>Demonstrated experience in developing brand identities for large-scale, multi-country, or networked organizations in Africa. Must submit at least 3 certificates of good completion provided by multinational organizations (10 marks)</p>	15
Quality of Past Work	Assessment of at least 3 submitted comparable brand identity projects developed for multinational entities. The firm must submit portfolio of the work done (documents or links to files)	20
Team lead experience	<p>The team lead should have at least 7 years of experience in brand strategy, brand identity development, marketing, or communications.</p> <p>Must submit a degree or certificate in marketing, communications, business or other related fields.</p>	5
Team Experience	<p>The firm should have a qualified team with the following members.</p> <ul style="list-style-type: none"> • Brand strategist (must submit a degree or relevant certificate in marketing & advertising, communications, digital media business or other related fields)– 5 Marks • Graphic designer (must submit a degree or relevant certificate in creative design, marketing & advertising, communications, digital media business or other related fields) – 5 Marks • Copywriter (must submit a degree or relevant certificate in communication, media studies, digital marketing, content writing, copywriting) – 5 Marks 	15
Approach, Methodology & workplan	<p>A clear and comprehensive methodology/approach to develop a brand identity and strategy demonstrating the entire process and details. (15 points)</p> <p>Realism and feasibility of the proposed work plan, alignment with TOR timelines. (10 points)</p>	25

Evaluation Criteria	Description / What to Assess	Marks
Financial Proposal		20
Total		100

Financial Criteria:

Pricing information should not appear in any other section of the proposal other than the financial proposal.

Financial scores shall be determined by awarding a maximum of 20 points to the lowest priced proposal that has passed the minimal technical score and giving all other proposals a score which is proportionate to this.

Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

Best Evaluated Bid: The best evaluated bid shall be the firm with the highest combined score and shall be recommended for award of contract.

Right to Reject: AFR reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by AFR, without incurring any liability to firms.

AFR reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.