



## **HIRING CONSULTANT COMPANY FOR GRAPHIC DESIGN SERVICES**

**Dear Sir/Madam,**

1. **Background:**

The University of Global Health Equity (UGHE) is on mission to radically change the way health care is delivered around the world by training the next generations of global health professionals who strive to deliver more equitable, quality health services for all. UGHE is committed to advancing the delivery of global health education by making our programs accessible to a broader audience. As part of this commitment, UGHE seeks to create visually appealing and professional designs that align with UGHE brand and intended goals.

It is in this regard that UGHE invites eligible and qualified service providers for the provision of Graphic Design Services.

1. More details on the services are provided in the Terms of Reference.
2. The RFP includes the following documents:

**Section 1 - Letter of Invitation**

**Section 2 - Instructions to Firms (including Data Sheet)**

**Section 3 - Technical Proposal - Standard Forms**


**Section 4 - Financial Proposal - Standard Forms**

**Section 5 - Terms of Reference**

3. Well prepared proposals in PDF format will be submitted to the following e-procurement system link: <https://ughe.app/eprocurement/index.php> on or before 11th April 2025 at 10:00 AM.
4. All documents must be submitted in one PDF document, and it shall remain the responsibility of the firm to ensure that your proposals submitted on the above-mentioned UGHE E-procurement system link.  
Kindly ensure that they are signed, in PDF format, and free from any virus or corrupted files.

5. Services offered shall be reviewed based on completeness and compliance of the Proposals with the minimum specifications described above and any other annexes providing details of UGHE requirements.
6. The Proposal that complies with all of the specifications, requirements and offers the lowest price, as well as all other evaluation criteria indicated, shall be selected.
7. Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by UGHE. The unit price shall prevail, and the total price shall be corrected.
8. At any time during the validity of the Proposals, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UGHE after it has received the Proposals.
9. UGHE is not bound to accept any Proposals, nor award a contract/Purchase Order, nor be responsible for any costs incurred by the bidder while conducting the selection process.

Thank you and we look forward to receiving your Proposals.

Sincerely, 

Dr Shivon Byamukama  
Deputy Vice Chancellor for Administrative and Finance Affairs  
University of Global Health Equity

## Instructions to Consultants, Data Sheet

Item No.	Description
1	Name of the Client: <b>UNIVERSITY OF GLOBAL HEALTH EQUITY</b> Method of selection: <u>Quality &amp; Cost Based</u>
2	Financial Proposal to be submitted together with Technical Proposal: Name of the assignment is: <b>GRAPHIC DESIGN SERVICES</b>
3	A pre-proposal site visit will be held : <b>N/A</b>  The Client's representative is: <b>Marketing and Communications</b> <b>University of Global Health Equity</b>
4	The Client will provide the following inputs and facilities: <b>None</b>
5	Proposals must remain valid <b>120 days</b> after the submission date.
6	Clarifications may be requested not later than 04/04/2025.  The address for requesting clarifications is: <b><u>procurement@ughe.org</u></b>
7	Proposals shall be submitted in <b>ENGLISH</b>
8	The format of the Technical Proposal to be submitted is: <b>As per the forms provided</b>
9	Amounts payable by the Client to the Consultant under the contract to be subject to local taxation: <b>YES.</b>
10	Firms to state price in the national currency: <b>YES</b>
11	Expected Timeline of the Assignment: <b>N/A</b>
12	Documents to be submitted: <ul style="list-style-type: none"> <li>a. Updated Profile of the team members</li> <li>b. At least three (3) Certificates of satisfactory completion of similar services or proof of contract from NGO's of UGHE's size</li> <li>c. Copy of Trading License</li> <li>d. A copy of RSSB certificate</li> <li>e. A certified copy of the RRA tax clearance certificate</li> </ul>

13	<p>Evaluation Criteria:</p> <p><b>Technical Proposal:</b></p> <ul style="list-style-type: none"> <li>◆ 4+ Years of Experience and expertise in Graphic Design and branding services particularly in the healthcare sector/ High Education Institutions or NGO's <b>.35 Pts</b></li> <li>◆ A portfolio highlighting previous relevant Works with profiles of the team members. <b>35 Pts</b></li> <li>◆ Proposed methodology, approach to delivering the services and comprehensive timelines <b>.30 Pts</b></li> </ul>
14	<p>Financial Evaluation:</p> <p><b>Consultants are invited to submit budget proposals covering all aspects of the project. Clarity in budget allocation is essential.</b></p> <p><b>The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.</b></p> <p><b>The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:</b></p> <p>Sf = 100 x Fm/ F, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the proposal under consideration.</p> <p><b>The weights given to the Technical (T) and Financial (F) Proposals are:</b>  <b>Technical = 70%, and</b>  <b>Financial = 30%</b></p> <p>Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; F = the weight given to the Financial Proposal; T + F = 1) as following:</p> <p>S = St x T% + Sf x F%.</p>
15	UGHE will award contract to: One Vendor/ Consultant
16	Type of Contract to be Signed: lump-sum contract
17	Conditions for Release of Payment: Approval of invoice of services rendered
18	<p>Annexes to this RFP:</p> <ol style="list-style-type: none"> <li>a) Technical proposal submission forms</li> <li>b) Financial proposal submission forms</li> <li>c) Terms of Reference</li> <li>d) Form of Contract</li> </ol>
19	<p>Date of Submission of proposals:</p> <p>Date of Submission: On or before the 11/04/2025 at 10:00AM</p>

## **Technical Proposal – Standard Forms /Annexes**

{*Notes to Consultant* shown in brackets { } throughout Section 3 provide guidance to the Consultant to prepare the Technical Proposal; they should not appear on the Proposals to be submitted. }

### **FORM TECH-1**

#### **TECHNICAL PROPOSAL SUBMISSION FORM**

{Location, Date}

To:

Dear Sir/Madam:

We, the undersigned, offer to provide the consulting services for (*insert Title of Assignment*). in accordance with your Request for Proposal dated (*Insert date*) and our Proposal.

We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in the Data Sheet, we undertake to negotiate on the basis of the proposed staff.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than 7 days after the signature of the contract.

Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature {In full and initials}:

Name and Title of Signatory:

Name of Consultant

Address:

Contact information (phone and email):

**CONSULTANT'S ORGANIZATION AND EXPERIENCE****A - Consultant's Organization**

[Provide here a brief (two pages) description of the background and organization of your consultancy]

**B - Consultant's Experience**

1. List only previous similar assignments successfully completed in the last 10 years. List only those assignments for which the Consultant was legally contracted by the Client as a company or was one of the joint venture partners. The Consultant should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by the Client.

Assignment name:	Approx. value of the contract (in currency: Rwanda francs or freely convertible currency]
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total N <sup>o</sup> of staff-months of the assignment:
Address:	Approx. value of the services provided by your consultant under the contract ( <i>in currency: US\$, Euro, RWF, etc...</i> ):
Start date (month/year): Completion date (month/year):	N <sup>o</sup> of professional staff-months provided by associated Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your consultant involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

## FORM TECH-3

### DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE

A description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Terms of Reference specify training as a specific component of the assignment.

- a) Technical Approach and Methodology
  - b) Work Plan
- a) Technical Approach and Methodology. *{Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.}*
- b) Work Plan. *{Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.}*
- c) Organization and Staffing. *{Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff.}*

## Terms of Reference: Graphic Design Services

### Rationale and Context of the Assignment

The University of Global Health Equity (UGHE) seeks qualified graphic design companies to provide creative and professional design services. The selected firm will deliver high-quality materials that enhance UGHE's branding and communication efforts across various platforms.

The graphic design company will produce visually compelling designs that align with UGHE's mission and strategic goals. The deliverables include materials for events, promotions, reports, campaigns, and promotional activities.

### Items and specifications

Item	Description	Specifications/Quantity
Logo Design	Design logos for new initiatives, conferences and summits, academic units, and projects, ensuring alignment.	<ul style="list-style-type: none"><li>• 1 High-resolution logo in multiple formats (vector, PNG, JPG, PDF). Include branding style guide for each logo.</li></ul>
Flyers & Posters	Create visually compelling materials for events, campaigns, projects, or branding initiatives, suitable for both print and digital distribution.	<ul style="list-style-type: none"><li>• 1 page design per material.</li><li>• Adaptable to different formats and sizes (A4, A5, social media dimensions).</li></ul>
Banners	Develop banners for events and promotions, ensuring readability and consistent branding.	<ul style="list-style-type: none"><li>• 1 Roll-up/Pull-up banner (85x200cm).</li><li>• Backdrop banner (custom size based on event needs – per 1 meter).</li><li>• 1 Tear-drop banner (small, medium, and large).</li><li>• 1 Hanging banner</li></ul>
Certificates	Design certificates for program completion, appreciation, and recognition, incorporating UGHE branding.	<ul style="list-style-type: none"><li>• 1-page design.</li><li>• Provided in print and digital-ready formats.</li></ul>
Reports & Publications	Layout and design professional documents, including reports, brochures,	- Types: Annual/impact reports, brochures, pagers, factsheets, guides.



	paggers and factsheets, tailored for UGHE departments, centres, and initiatives.	- 1-page design adaptable for different formats (A4, A5).
Swag Design	Create branded designs for promotional merchandise, aligning with UGHE’s visual identity.	<ul style="list-style-type: none"> <li>• Items include: T-shirts (1), hats(1), hoodies (1), bags(1).</li> <li>• Provide designs adaptable to different printing methods (screen printing, embroidery, etc.).</li> </ul>
PowerPoint Presentations	Develop user-friendly, branded PowerPoint templates for internal and external presentations.	<ul style="list-style-type: none"> <li>• 1 master template, including layouts for title slides, content slides, and conclusion slides. (1page)</li> </ul>
Signage Design	Design and create mock-ups for directional, wayfinding, and informational signage for UGHE events, facilities, and campus use.	<ul style="list-style-type: none"> <li>• 1 design per signage type.</li> <li>• Standard size: 1 meter (adjustable based on needs).</li> </ul>
Stickers	Design branded stickers for UGHE promotional use, vehicles, messaging, and events	<ul style="list-style-type: none"> <li>• 1 sticker design adaptable to multiple sizes and formats.</li> </ul>
Flags	Create designs for UGHE-branded flags to be used for institutional and event purposes.	<ul style="list-style-type: none"> <li>• 1 flag design provided in high-resolution format for printing.</li> </ul>

**Qualifications**

The ideal company should:

- Have proven experience in graphic design (+ 4 years of experience), with a portfolio demonstrating creativity, particularly in the healthcare or educational sectors.
- Have the ability to deliver high-quality designs.
- Have excellent communication skills and the ability to work under tight deadlines
- Be flexible and responsive to feedback and revisions.

**Selection Criteria**

Proposals will be evaluated based on the following criteria:

- Evaluation of firm's experience (+ 4 years of experience) and proficiency in graphic design, especially in relevant industries or niches.

- A portfolio highlighting previous relevant work with profiles of the team members.
- A comprehensive timeline proposal for each deliverables category.
- Demonstration of creative ideas and innovative approaches to ensure standout materials.
- Clear understanding of project requirements, objectives, and target audience.
- Communication style and willingness to collaborate throughout the project.
- Ability to deliver projects on time and within budget without compromising quality.
- Capacity to adapt to changes, provide solutions to challenges, and accommodate revisions.
- Overall value proposition in terms of quality relative to cost.
- Compliance with legal requirements, including contracts, licensing, and permissions.
- Commitment to sustainability, ethical business practices, and diversity and inclusion.

Interested designers should submit the following documents:

- A detailed portfolio highlighting previous relevant work
- Fee structure or quotation for the services
- A proposed timeline for the deliverables
- Registration and tax clearance certificates

### **Contact Information**

For inquiries and submission of proposals, please contact UGHE Procurement department at [ughe-procurement@ughe.org](mailto:ughe-procurement@ughe.org)

### **Submission Requirements:**

Interested Companies should submit their detailed Company profile, Proposals and qualifications in one PDF Document not later than the 11th of April 2025 to the E- procurement system: with Subject line: **Graphic Designer services.**

UGHE is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.