

PROPOSAL SUBMISSION TEMPLATE

Design and Finalization of Visual Identity and Promotional Materials for RECLICKS by PYC

SECTION 1: GENERAL INFORMATION

Name of Applicant / Company Name	
Type of Applicant	<i>Double click the box to insert value:</i> ☐ Individual ☐ Creative Firm / Agency
Contact Person	
Email Address	
Phone Number	
City and Country of Operation	
Website/Social Media	

SECTION 2: QUALIFICATIONS & EXPERIENCE

2.1. Relevant Experience

Please describe your experience in graphic design and visual identity development. Include relevant work with academic institutions, research centers, or development projects. (Max. 300 words)

Type here

2.2 Past Work Samples

Please include links or attachments (up to 3 samples) that showcase:

- Logo design and branding work
- Communication templates or guideline development
- Promotional materials for similar clients

Type here

SECTION 3: TECHNICAL APPROACH & METHODOLOGY

3.1 Logo Finalization and Visual Identity

Describe your approach to refining the I-CAN logo and developing visual elements that align with IPB's identity while creating a unique I-CAN brand. (Max. 250 words)

Type here

3.2 Brand Application Guideline

Briefly outline your process to develop a user-friendly guideline for logo usage, typography, and visual ambience. (Max. 200 words)

Type here

3.3 Communication Templates Development

Describe how you will design and test templates for:

- Social media cards
- Project profile
- Banner and poster
- PowerPoint slide deck with pictogram toolkit

(Max. 250 words)

Type here

3.4 Compatibility and Usability

List the tools/software you will use to ensure templates are editable (e.g., Adobe Illustrator, Canva, PowerPoint, MS Word).

Type here

SECTION 4: TIMELINE

Please propose a brief timeline for completing the assignment.

Deliverable	Proposed Mandays
Logo Finalization	
Brand Application Guideline	
Template Development	
Final Submission	

SECTION 5: DECLARATION

I hereby confirm that the information provided in this proposal is accurate and complete. I am committed to delivering all outputs in accordance with the Terms of Reference.

Name	Date	Signature (typed name is acceptable)