



**MINISTRY OF TOURISM AND ENVIRONMENT**  
REPUBLIC OF MALDIVES

**TERMS OF REFERENCE**  
(IULAN NO.: (IUL)88-SS/88/2026/70)

**Development of the Visit Maldives Year 2027 Branding Campaign (2<sup>nd</sup> Annoucement)**  
Requesting for Proposal (RFP) – Single Envelope

Issued on: (10 March 2026)  
Issued by: Destination Promotion and Management Division

## Contents

Section 1.....	3
Tender Sheet .....	3
Section 2.....	4
Information for Bidders .....	4
Section 3.....	8
General and Special Provisions of the Agreement.....	8
Section 4.....	11
Annex 1 .....	11
Documents and Checklist to be submitted by the bidder .....	11
Annex 2: TECH FORM 1 .....	12
Annex 3: TECH FORM 2 .....	13
Annex 4: TECH FORM 3 .....	14
Annex 5: TECH FORM 4 .....	15
Annex 6: TECH FORM 5 .....	16
TECH FORM 6 .....	17
Annex 7: FIN FORM 1 .....	18
Annex 8: FIN FORM 2 .....	19
Annex 9: FIN FORM 3 .....	20
Annex 10: FIN FORM 4 .....	21
Annex 11: FIN FORM 5 .....	22
Annex 12: Disclaimer for Conflict of Interest.....	23
Annex 13: Criteria to be Used for Evaluation of Bids .....	24
Section 5.....	28
Details of Work Required.....	28
Appendix 1: <i>The Sunny Side of Life</i> brand guidelines .....	32

## Section 1

### Tender Sheet

#	Tender Ref.	Details
1	Tender Name	Development of the Visit Maldives Year 2027 Branding Campaign (2nd Annoucement)
2	Pre-Bid Meeting	<b>Venue:</b> Ministry of Tourism & Environment, 5th Floor, Velaanage, Ameer Ahmed Magu Male' <b>Date:</b> Tuesday, 24 March 2026 <b>Time:</b> 11:00 Hrs.
3	Bid Queries	All queries regarding this bid must be submitted to: <b>Venue:</b> Ministry of Tourism & Environment <b>Email:</b> <a href="mailto:tenders@mote.gov.mv">tenders@mote.gov.mv</a> (cc: <a href="mailto:mppr@tourism.gov.mv">mppr@tourism.gov.mv</a> ) <b>Phone:</b> +960 302 2283 / +960 302 2200
4	Bid Clarification Deadline	<b>Deadline:</b> Sunday, 29 March 2026, 12:00 hrs
5	Instruction for Bid Submission	Proposals must be submitted in sealed envelopes addressed to the <b>Ministry of Tourism &amp; Environment</b> and clearly marked:  <i><b>“Do Not Open Before Sunday, 05 April 2026, 10:05 hrs”</b></i> <i><b>“Proposal for Development of the Visit Maldives Year 2027 Branding Campaign (2nd Annoucement)”</b></i> <i><b>“Iulaan No. (IUL)88-SS/88/2026/70, Dated 10 March 2026”</b></i>
6	Bid Submission Deadline	<b>Deadline:</b> Sunday, 05 April 2026, 10:00 hrs
7	Bid Submission Address	Ministry of Tourism & Environment, 5th Floor, Velaanage, Ameer Ahmed Magu Male'
8	Bid Opening	<b>Venue:</b> Ministry of Tourism & Environment, 5th Floor, Velaanage, Ameer Ahmed Magu Male' <b>Date:</b> Sunday, 05 April 2026 <b>Time:</b> 10:05 hrs
9	Work Required	Please refer to <b>Section 5</b> for details of the work required
10	Evaluation Criteria	Please refer to <b>Annex 13</b> for detailed evaluation criteria

## Section 2

### Information for Bidders

#### A. GENERAL INFORMATION

- |                             |     |                                                                                                                                                                                                                                                                                            |
|-----------------------------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Introduction             | 1.1 | This bid is opened to parties who can provide the work mentioned in the tender sheet. The requirements of the work have been detailed in the information sheet.                                                                                                                            |
| 2. Eligible Bidders         | 2.1 | This bid is opened to all the registered businesses.                                                                                                                                                                                                                                       |
|                             | 2.2 | If any other parties, except those mentioned in 2.1, are eligible to propose the bid, it shall be stated in the tender sheet.                                                                                                                                                              |
| 3. Bid Document and signing | 3.1 | The bid must comply with Annex 1 and the materials included on the bidder's checklist as one document.                                                                                                                                                                                     |
|                             | 3.2 | Bids must be typed in English or Dhivehi in an easy-to-read font. Or if written by hand, it should be legible. All pages of the tender shall bear the signature and stamp of the tenderer or his designee. Each page of the tender shall also be numbered to indicate the number of pages. |
|                             | 3.3 | 3.3.1 For companies, if a person other than the Managing Director signs the bid, a copy of the "Power of Attorney" stating that the person is authorized to sign the bid should be submitted.                                                                                              |
|                             |     | 3.3.2 For partnerships, if a person other than the managing partner of the partnerships signs the bid, a copy of the power of attorney stating that the person is authorized to sign the bid shall be submitted.                                                                           |
|                             |     | 3.3.3 If any person other than the Chairman of the Cooperative Societies signs the bid, a copy of the Power of Attorney stating that the person is authorized to sign the bid shall be submitted.                                                                                          |
| 4. Number of Bids Submitted | 4.1 | Each bidder may submit 1 (one) bid. If any bidder submits more than one bid, all bids submitted by that bidder will be cancelled.                                                                                                                                                          |
| 5. Cost of preparing Bid    | 5.1 | All expenses incurred in preparing and submitting the bid shall be borne by the bidder. The ministry shall not be responsible for any expenses incurred in this regard.                                                                                                                    |
| 6. Other principles         | 6.1 | If the bidder is a close relative of an employee who works in the Ministry or any affiliated office under the Ministry the bidder must disclose it.                                                                                                                                        |

#### B. DOCUMENTS RELATING TO THE BID

- |                                |       |                                                                            |
|--------------------------------|-------|----------------------------------------------------------------------------|
| 7. Sections of the Tender book | 7.1   | Documents related to bid are included in the list below and in amendments: |
|                                | 7.1.1 | Bid Sheet (Section-1)                                                      |
|                                | 7.1.2 | Instructions to Bidders (Section-2)                                        |
|                                | 7.1.3 | General and Special Provisions of the Agreement (Section-3)                |
|                                | 7.1.4 | Annexes (Section 4)                                                        |
|                                | 7.1.5 | Works Related Information (Section-5)                                      |

- |                                                   |                                                                                                                                                                   |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8. Clarification of information regarding the bid | 8.1 It is the responsibility of the Bidder to obtain any further information regarding the information contained in this Bid Book or in connection with this Bid. |
|                                                   | 8.2 Amendments issued in accordance with Section 9.1 shall form part of the Bid.                                                                                  |
| 9. Changes to the Tender                          | 9.1 If it is deemed necessary to make a change to the bid before the expiry of the bid opening period, an amendment (deduction/addition) can be made.             |
| 10. Language used in the Tender                   | 10.1 The bidder shall prepare the bid in Dhivehi or English in accordance with the templet given with the TOR.                                                    |

**C. PREPARATION OF BIDS**

- |                              |                                                                                                                                                                                                                  |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11. Currency used in the bid | 11.1 The bidder shall submit the bid price in a Currency stated in the TOR.                                                                                                                                      |
| 12. Proposing the price      | 12.1 If it is a GST registered entity, the price should be inclusive of GST. The amount paid for GST should be clearly stated.                                                                                   |
| 13. Duration                 | 13.1 Unless otherwise agreed upon the deadline for work should be submitted in days including all the holidays                                                                                                   |
|                              | 13.2 The period offered for the work shall be reasonable for the performance of the work.                                                                                                                        |
|                              | 13.3 The expiry date of the bid shall be at least 120 (one twenty) days from the date of submission of the bid.                                                                                                  |
|                              | 13.4 If the duration stated by the highest-ranking bidder exceeds the duration stated in the TOR, the ministry reserves the right to negotiate with the bidder in accordance with relevant laws and regulations. |

**D. SUBMISSION OF BIDS**

- |                                     |                                                                                                                                                                                                                                                                                        |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14. How to close the Bid            | 14.1 The name, address and telephone number of the bidder shall be written on the outside of the envelope.                                                                                                                                                                             |
|                                     | 14.2 Bids should be submitted in a closed envelope addressed as per the bid sheet.                                                                                                                                                                                                     |
|                                     | 14.3 Bids submitted without an official stamp and the bidder's signature on the Bid Submission Form shall be disqualified. Exceptions may be granted only where stamp registration is not applicable to the bidder, as confirmed by the Corporate Profile Sheet or as required by law. |
| 15. Deadline for Submission of Bids | 15.1 The Bid sheet shall state the deadline for bid submission (work or Services).                                                                                                                                                                                                     |
| 16. Procedure for late Bids         | 16.1 Bids submitted after the deadline will not be accepted.                                                                                                                                                                                                                           |
|                                     | 16.2 Except otherwise, any law or regulation specified, any bid submitted electronically shall not be accepted.                                                                                                                                                                        |

**E. BID OPENING AND EVALUATION**

- |                 |                                                                                                                                                                                                                         |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 17. Bid Opening | 17.1 If the date scheduled for the opening of bids is fixed as a public holiday by the Government for any reason, the opening of bids will be held on the deadline specified in the bid sheet of the next official day. |
|                 | 17.2 Any problem with the calculation of qualifying tenders will be corrected as follows.                                                                                                                               |

- (i) If the amount in the bid differs from the amount stated in words, the correct amount shall be deemed to be the amount in words.
  - (ii) If the amount in the bid differs from the amount stated in the proposal submission form the correct amount shall be deemed as the amount in the bid submission form.
  - (iii) Arithmetic errors in the bid can be corrected in the evaluation process.
18. Bid Evaluation
- 18.1 The Ministry may reject the bids in accordance with public Finance Regulation as follows;
- (i) if the required information and documents are not submitted as stated in the TOR; or
  - (ii) if the prices offered are inadequate; or any other reason specified by the Ministry.
19. Determination of Bidder
- 19.1 The successful and unsuccessful bidders will be notified in writing. Following this notice, unsuccessful bidders shall be given 3 (three) days to submit a complaint relating to the bid. The reason for the unsuccessful bid shall be stated upon request by the complainant within this period.
- 19.2 The contract with the successful bidder shall be signed after considering the submissions and answering the questions raised by the unsuccessful bidders within the period specified in 19.1.
20. Selection and notification of the successful bidder
- 20.1 The agreement shall be signed after addressing the complaints and the questions raised by the unsuccessful bidders that have been submitted within the period specified in Article 19.1.
21. Signing the Agreement
- 21.1 If the work is abandoned after signing the agreement or if the work is not completed after signing the agreement, action will be taken as per Chapter 11 of the Public Finance Regulation.
- 21.2 If the agreement is not signed within the stipulated time frame as stipulated in Chapter 11 of the Public Finance Regulation, the decision to award this work will be cancelled and action will be taken as mentioned in Chapter 11 of the Public Finance Regulation.
- 21.3 The amount stated in the bid sheet shall be submitted as performance guarantee.

**F. SECURITIES TO BE SUBMITTED**

22. Bid Security (excluding consultancy services)
- 22.1 The bid security of the unsuccessful bidders will be returned to them within 7 (seven) days from the date of notification to the successful bidder.
- 22.2 If a bidder withdraws from the bid after the opening of the bid or if the successful bidder cancels the bid after receiving the certificate of success, the bid security submitted by the bidder will be forfeited to the State.
23. Advance and Advance Payment Guarantee
- 23.1 If an advance is requested, the advance may be issued in accordance with the Public Finance Regulation.
- 23.2 Advance will be issued if the total value of the procurement exceeds MVR 250,000 (Two Hundred and Fifty Thousand Rufiyaa).

- 23.3 The party shall request for advance payment within 45 (forty-five) days of signing the contract t
- 23.4 If the advance is requested for, a security or guarantee issued by a government recognized bank or financial institution established in Maldives shall be submitted as advance payment guarantee.
- 23.5 The advance shall not exceed 15% (fifteen percent) of the total contract price. The advance payment will be retained from the bills submitted during work or service performance in proportion to the total value of the contract.
24. Performance Guarantee (excluding consultancy services)
- 24.1 If the bid price is exceeding MVR.500,000/-, the successful bidder shall submit as performance guarantee a security or guarantee issued by a Government recognized bank or financial institution established in Maldives, excluding consultancy service.
- 24.2 If the successful bidder fails to submit the performance guarantee within the timeframe specified, the decision to award the work will be reversed and the bid security submitted by the bidder will be forfeited to the State.
25. Case filing and case Investigations
- 25.1 Pursuant to Public Finance Regulation 11.02 filing and investigating of complaints against irregularities in a tender shall be submitted under the finance regulation circular number 13-K/CIR/2018/01 annex 17 through form PR-14.
- 25.2 As mentioned in Rule 11.02 of the Public Finance Regulation, irregularities in a tender shall be submitted in PR-14 form "Bidder Complaint Form-First Stage" in annex 18 of Finance Circular No. 13-K/CIR/2018/01.
- 25.3 Upon submission of irregularities in a tender as per Rule 11.02 of the Public Finance Regulation, within 14 (fourteen) days from the date of filing of the complaint, the matter shall be decided and the decision shall be sent to the complainant in writing under circular number 13-K/CIR/2018/01 annex 19 reply shall be prepared and notified in the PR-14 form (Response of Procurement Officer to the Tender Issue).
26. Submitting for Independent Review Committee for Reconsideration
- 26.1 In submitting to the Independent Review Committee for administrative review of a tender as mentioned in Chapter 11.02 of the Public Finance Regulation, the tender issue shall be referred to in annex 21 of Public Finance Circular No. 13-K/CIR/2018/01 The complaint may be submitted to the Independent Review Committee through Form PR-16 (Appeal stage).

## Section 3

### General and Special Provisions of the Agreement

- |                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 27. Definitions                              | <p>27.1 <b>"Ministry"</b> refers to the Ministry of Tourism and Environment or any other government authority responsible for tourism regulation and oversight in the Republic of Maldives.</p> <p>27.2 <b>"Contractor"</b> means the firm, partnership, company, or legal entity that has submitted a bid and with whom the Ministry enters into an agreement for the execution of the specified works or services.</p> <p>27.3 <b>"Work"</b> refers to the services, materials, goods, or activities described in the Tender Sheet and agreed upon in the scope of this Agreement</p> <p>27.4 <b>"Bid Price"</b> means the total price quoted by the Contractor in the bid for executing the Work in accordance with the terms and specifications outlined in the bidding documents.</p> <p>27.5 <b>"Agreement"</b> refers to the legally binding contract entered into between the Ministry of Tourism and Environment and the Contractor for the execution of the Work.</p> <p>27.6 <b>"Close Relatives"</b> shall mean immediate and extended family members, including but not limited to spouses, parents, children, siblings, grandparents, grandchildren, aunts, uncles, cousins, and in-laws.</p> <p>27.7 <b>"Close Associate"</b> refers to any individual who, by virtue of their role in a business entity or personal influence, financial interest, or professional capacity, may have the ability to significantly influence the preparation, submission, evaluation, or outcome of this bid.</p> |
| 28. Exchange of Communications and Documents | <p>28.1 The parties to this Agreement shall give all notices to each other in connection with this Agreement, the notification shall be in writing and in the Dhivehi or English language.</p> <p>28.2 Upon request by either party, documents sent from one party to the other party shall be submitted physically to a specified address or person or by registered post, or to the designated email address specified in the bid.</p> <p>28.3 If the parties to the agreement wish to change the address in this Agreement, either party must notify the other party in writing.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 29. Assignment of work to a third party      | <p>29.1 No assignment under this Agreement may be assigned to another party.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 30. Taking over of goods and services        | <p>30.1 The date and time of delivery of the materials to the Ministry shall be notified to the Contractor before the materials are delivered to the Ministry.</p> <p>30.2 Once the materials are brought to the Ministry, the contractor will take over the quantity of the materials.</p> <p>30.3 The owner of the work will check that the goods/services have been received as per the agreement after the Ministry takes over. If the work is completed in accordance with the specification after checking the quality, the goods/services</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

- will be deemed to have been received in accordance with the agreement. The service/goods provided in violation of the agreement will be returned.
31. Contract Duration
- 31.1 The goods/services shall be delivered within the period specified in the agreement
- 31.2 In the event of force majeure or manufacturing related matter or any other reason, either party shall notify in writing the other party the delays and the reason for the delay. The notification shall be initiated within the contract period.
- 31.3 Any request for the contract extension shall be awarded in accordance with the public Finance Regulation.
32. Liquidated Damages and Termination for Delay
- 32.1 If the work or services (excluding consultancy) are not completed within the agreed period, liquidated damages will be deducted in accordance with Article 10.65 of the Financial Rules.
- 32.2 If the total value of the bid is below MVR.5,000,000/-, the deduction shall be equal to the total value multiplied by 0.005 multiplied by the number of days exceeding the period.  
Liquidated Damages = CP\*0.005\*LD  
If the total value of the tender exceeds MVR. 5,000,000/-, the deduction shall be equal to the total value multiplied by 0.0025 multiplied by the number of days overdue.  
Liquidated Damages = CP\*0.0025\*LD  
CP (Contract Price): Total contract value  
LD (Late Duration): days beyond the term of the contract.
- 32.3 If the Contractor is required to pay for the period of delay, the bill submitted by the Contractor shall be paid for the remaining amount after deducting the amount specified in the bill.
- 32.4 The Ministry reserves the right to terminate the contract if the liquidated damages exceed 15% of the total cost of the work.
33. Termination of the Agreement
- 33.1 The Ministry reserves the right to cancel the contract in whole or in part if it is found that the work is not being carried out as specified in the contract.
- 33.2 If the agreement terminates for whatever reason within 3 (three) working days, both parties must sign a statement detailing the completed and unfinished work. A list of all the contractor's items on the work site must be taken within 3 (three) days. The Ministry will not be held liable for any issues with any of these matters after this period.
34. Other things
- 34.1 If, after signing the Agreement, the parties become aware that any law or regulation of the Government conflicts with this Agreement or if such law or regulation is enacted, such a provision becomes incorporated into this Agreement, both parties agree to maintain this Agreement without termination, albeit by amending such provision.
35. Taxes and Other Fees
- 35.1 Taxes, customs duties, import license fees and any other fees payable in connection with this work shall be paid by the contractor.
36. Modification of the agreement (Amendments)
- 36.1 Any provision of this Agreement may be modified only by agreement signed between the parties.

37. The law applicable to the agreement
- 37.1 This Agreement shall be governed by, and enforced in accordance with, the laws and regulations of the Republic of Maldives.
38. Dispute
- 38.1 If any dispute arising out of this Agreement cannot be resolved by negotiation between the parties, the matter shall be submitted to a court of law in Maldives.
- 38.2 Any deficiencies in this Agreement shall be resolved by negotiation between the parties. If not resolved, the case shall be referred to a court of law in Maldives.
- 38.3 In case of dispute between TOR and PFR (Public Finance Regulation) the PFR will prevail.

## Section 4

### Annex 1

#### Documents and Checklist to be submitted by the bidder

The following related documents shall be submitted for the bids to be considered sufficiently responsive.

Applicants should submit their proposals containing the following documents and applicable Technical Proposal – Standard Forms and Financial Proposal – Standard Forms under ANNEX 1.

#	Documents to be submitted	✓/*	Page No.
<b>Technical Proposal</b>			
1	Proposal submission form - <b>(Annex 2: TECH FORM - 1)</b> (signed by the owner of the entity or person with power of attorney to sign)		
2	Approach, Methodology, and Work Plan – <b>(Annex 3: TECH FORM - 2)</b>		
3	A summary of the work plan must be presented in the format in Work Schedule <b>(Annex 4: TECH FORM - 3)</b> showing in the form of a bar chart the timing proposed for each activity		
4	Curriculum Vitae (CV) of the identified key Experts (Specialist). Copy of academic certificates and reference letters demonstrating experiences listed in this TOR (required experiences and other experiences relevant to this TOR must be specified clearly or highlighted) – <b>(Annex 5: TECH FORM - 4)</b>		
5	Letter of Commitment (signed by the Specialist 1 and Specialist 2) – <b>(Annex 6: TECH FORM – 5 &amp; 6)</b>		
6	Cooperative Profile Sheet issued by the Ministry of Economic Development Profile taken from website: <a href="http://www.business.eqov.mv">www.business.eqov.mv</a>		
7	Tax Clearance Report		
8	Experience Letter(s) – (Business)		
9	Documentation of conflict or non-conflict of interest – <b>(Annex 12)</b>		
<b>Financial Proposal</b>			
10	Financial Breakdown Form – <b>(Annex 7: FIN FORM – 1)</b>		
11	<ul style="list-style-type: none"> <li>• Details of Financial Situation - <b>(Annex 8 - FIN FORM - 2)</b></li> <li>• Average Annual Turnover – <b>(Annex 9 - FIN FORM – 3)</b></li> <li>• Line of Credit Letter – <b>(Annex 10 - FIN FORM - 4)</b></li> </ul> <b>Supporting Documents</b> <ul style="list-style-type: none"> <li>• Financial statements of the business for the year 2024, 2023 &amp; 2022</li> </ul>		
12	Current Contract Commitments / Work in Progress – <b>(Annex 11 - FIN FORM -5)</b>		

Note:

- Cooperative profile sheet, tax clearance report and conflict of interest document may be obtained during the evaluation process if not submitted with the bid.
- In case of price conflict in Proposal submission form - Annex 2 -Tech Form 1 and Financial Breakdown Form – Annex 7 - Form FIN – 1, the correct price shall be deemed to be the price in the Proposal submission form - Annex 2.

## Annex 2: TECH FORM 1

Proposal Submission Form			
<b>1. Bidder Information</b>			
1.1	Name:		
1.2	Address:		
<b>2. Project Information</b>			
2.1	Project Name:		
2.2	Tender No.:		
<b>3. Minimum quantity, price and duration of the goods/services offered</b>			
Details		Price	GST (8%)
Duration:			
<b>4. Declaration</b>			
4.1 After due consideration of the information given for the provision of the above-mentioned works/services and the provisions of the Agreement, I / We hereby tender for the provision of these works or services at the above-mentioned price.			
4.2 I / We agree to accept and comply with this tender for 90 days from the date of submission. If the owner requests to sign the agreement within this period, I agree to sign the agreement and work in accordance with the agreement.			
<b>5. On Behalf of</b>			
Name:		<b>Signature</b>	<b>Stamp</b>
Designation:			
Date:			

## Annex 3: TECH FORM 2

<b>Approach, Concept and Work Plan</b>
<p>Technical approach, methodology and work plan are key components of this Proposal. The bidder is requested to submit Proposal with the following areas clearly described:</p> <p>a) <i>Technical approach and Methodology for each deliverable</i>  b) <i>Campaign Concept</i>  c) <i>Work Plan</i></p>
<p><b>a) Technical Approach and Methodology</b></p> <p><i>The bidder should explain their understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.</i></p>
<p><b>b) Campaign Concept</b></p> <p><i>Submit one (1) campaign concept as part of the proposal. The concept, including a logo and tagline, may complement, align with, or draw inspiration from the “Sunny Side of Life” destination branding, and shall include the following components:</i></p> <ul style="list-style-type: none"> <li>- <b>Campaign Tagline:</b> <i>A proposed slogan reflecting campaign objectives and brand positioning.</i></li> <li>- <b>Logo Design:</b> <i>Preliminary visual mark presented in full colour and monochrome.</i></li> <li>- <b>Visual Identity Direction:</b> <i>Colour palette, typography, and key graphic elements.</i></li> <li>- <b>Strategic Rationale:</b> <i>Explanation of how the concept addresses objectives, audience, and brand positioning.</i></li> <li>- <b>Sample Applications:</b> <i>Mock-ups showing concept application across at least three contexts (e.g., digital, merchandise, signage)</i></li> </ul>
<p><b>c) Work Plan</b></p> <p><i>The bidder should highlight the main activities and sub-activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan.</i></p>

Annex 4: TECH FORM 3

Work Schedule							
Work Assignment for: .....							
Deliverables	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week (...)

## Annex 5: TECH FORM 4

Curriculum Vitae		
1	Name of Specialist:	
2	Education:	<i>[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]</i>
3	Membership of professional associations	
4	Other Training	
5	Countries of work experience	<i>[List countries where the Specialist has worked in the last ten years]</i>
6	Languages	<i>[For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]</i>
7	Experience/ employment record	<p><i>[Starting with present position, list in reverse order every employment held the Specialist since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]</i></p> <p>From [Month/Year] – To [Month/Year]:  Employer:  Positions held:  Job description:</p>
8	Summary of projects / assignments undertaken / role	Name of project/ assignment: Experience classification: General / specific Scope of project/ assignment: From [Month/Year] – To [Month/Year]: Positions held:
9	Past commitments in projects with the Ministry of Tourism and Environment	Name of the Contract/Project: From [Month/Year] – To [Month/Year]: Positions held: Summary of role

**Note: CV Should be submitted along with supporting documents for all team members**

**Annex 6: TECH FORM 5**

**Letter of Commitment**

**(Project Lead)**

[ Location, Date]

To: [Name and address of Client]

Ref no: \_\_\_\_\_

Dear Sir/Madam,

I am writing to confirm my availability to provide services as the Specialist 1 / Project Lead to work assignment for “*Development of the Visit Maldives Year 2027 Branding Campaign*”- for the Ministry of Tourism and Environment.

I undertake, if this proposal is accepted, to complete and deliver the whole of the services assigned to me in the scope of services.

I undertake, if this proposal is accepted upon receipt of the Ministry of Tourism and Environment’s notice, to commence performance of the services with due expedition and without delay.

Yours sincerely,

Name:

Designation: (CEO/Managing Director)

ID card No:

Address of Company:

Date:

Signatory:

## TECH FORM 6

## Letter of Commitment

## (Creative Lead)

[ Location, Date]

To: [Name and address of Client]

Ref no: \_\_\_\_\_

Dear Sir/Madam,

I am writing to confirm my availability to provide services as the Specialist 2 / Creative Lead to *“Development of the Visit Maldives Year 2027 Branding Campaign”*- for the Ministry of Tourism and Environment.

I undertake, if this proposal is accepted, to complete and deliver the whole of the services assigned to me in the scope of services.

I undertake, if this proposal is accepted upon receipt of the Ministry of Tourism and Environment’s notice, to commence performance of the services with due expedition and without delay.

Yours sincerely,

Name:

ID card No:

Date:

Signatory:

**Note:** CV should be submitted along with the supporting documents

## Annex 7: FIN FORM 1

## Financial Breakdown Form

**Date:****Reference No.:** (generated by the proponent)

No.	Description	Price / Unit (MVR)	Total
1	Strategic Concept, Logo, and Tagline		
2	Visual Identity System		
3	Full Brand Kit (application guidelines and brand standards)		
<b>Total:</b>			
<b>GST 8%</b>			
<b>Total with GST</b>			

**The quotation is valid for 90 days from the date of bid opening.**

Indicate the total cost with detail cost to be paid in Maldivian Rufiyaa (MVR).

Note: The total contract price should be quoted inclusive of Goods and Services Tax (GST) or any applicable taxes as per the Tax Legislation and must be shown in the breakdown.

Authorized Signature and stamp

**Annex 8: FIN FORM 2**

**Details of Financial Situation**

If the business has been registered for more than a year bidder must fill in this form.

**Financial Data for Past 3 Year [MVR Equivalent]**

	Year 2024	Year 2023	Year 2022
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Information from Balance Sheet

Total Assets			
Total Liabilities			
Net Worth			
Current Assets			
Current Liabilities			
Working Capital			

Information from Income Statement

Total Revenues			
Profits Before Taxes			
Profits After Taxes			

Attached are copies of financial statements (balance sheets including all related notes, and income statements) for the last three years, as indicated above, complying with the following conditions.

- All such documents reflect the financial situation of the Bidder.
- Historic financial statements must be complete, including all notes to the financial statements.

Historic financial statements must correspond to accounting periods

**Annex 9: FIN FORM 3**

**Average Annual Turnover**

Each bidder must fill in this form

<b>Annual Turnover Data for the Last 3 Years</b>		
<b>Year</b>	<b>Amount (Currency)</b>	<b>MVR Equivalent</b>
2024		
2023		
2022		
Average Annual Turnover		

The information supplied should be the Annual Turnover of the Bidder in terms of the amounts billed to clients for each year for contracts in progress or completed at the end of the period reported.

**Annex 10: FIN FORM 4**

**Line of Credit Letter**

*[letterhead of the Bank/Financing Institution]*

*[insert date]*

To: *[Name and address of the Contractor]*

Dear,

You have requested {*name of the bank/financing institution*} to establish a line of credit for the purpose of executing {*insert Name and identification of Project*}.

We hereby undertake to establish a line of credit for the aforementioned purpose, in the amount of {*insert amount*}, effective upon receipt of evidence that you have been selected as successful bidder.

This line of credit will be valid through the duration of the contract awarded to you.

Authorized Signature: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Agency: \_\_\_\_\_

**Annex 11: FIN FORM 5****Current Contract Commitments/Works in Progress**

Tenderers and each partner to a JV should provide information on their current commitments on all contracts, including any contract with Ministry of Tourism & Environment, that have been awarded, or for which a letter of intent or acceptance has been received, or for contracts approaching completion, but for which an unqualified, full completion certificate has yet to be issued.

No.	Name of the Contract	Employer, Contact details (phone and email)	Value of outstanding work (current MVR equivalent)	Estimated Completion Date	Average monthly invoicing over last six months (MVR/month)
1					
2					
3					
4					
5					
6					
7					
8					
9					

**Annex 12: Disclaimer for Conflict of Interest**

<b>Tender Name:</b>		
<b>Advertisement No:</b>		
<b>Advertisement Date:</b>		
<p>I/We, the undersigned as the bidder, submitting the tender in respect of call for captioned tender, confirm:</p> <ul style="list-style-type: none"> <li>• that should I/We have any “close relative” or “close associate” working at Ministry of Tourism and Environment, I/We will disclose that information with this form. In this instance “close relative” and “close associate” represents the meaning stated in Section 19 of Regulation Number: 2023/R-158 (Public Finance Regulation);</li> <li>• that I/We will disclose any conflict of interest in connection to the contract with this form. A conflict of interest may arise in particular as a result of economic interests, political or national affinities, or any other relevant connection or shared interest;</li> <li>• that I/We will inform the at Ministry of Tourism and Environment, without delay, of any situation constituting a conflict of interest or could give rise to a conflict of interest;</li> <li>• that I/We have not made, and will not to make, any offer of any type whatsoever from which an advantage can be derived under the contract;</li> <li>• that I/We have not granted, sought, attempted to obtain or accepted and will not grant, seek, attempt to obtain, or accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal or corrupt practice, either directly or indirectly, as an incentive or reward relating to the award of the contract;</li> <li>• that I/We understand that the at Ministry of Tourism and Environment reserves the right to verify this information and that I am/We are aware of the consequences which may derive from any false declaration in respect of the information required by the awarding body as a condition of participation in the contract procedure.</li> </ul>		
<p><input type="checkbox"/> <b>YES</b>, I/We have “close relative” or “close associate” please find the Details below.</p> <p>Name of the Staff(s):</p> <p>NID Card No.:</p> <p>Relationship with the Staff:</p>		
<p><input type="checkbox"/> <b>NO</b>, I/We do not have “close relative” or “close associate”</p>		
<b>Details of the Bidder</b>		
Name of the bidder:		Stamp of the company
Signature of the bidder:		
Date:		

## Annex 13: Criteria to be Used for Evaluation of Bids

<b>TECHNICAL SCORE</b>	
The following criteria will be applied during the evaluation of the proposals and attention should be paid while preparing the proposals. Points will be awarded only for assignments with supporting documents.	
<b>(A) Technical Competencies and Experiences – [Total 15 points]</b>	
<b>Business Profile</b> <i>Provide here a brief description of the background and organization of your Business, and in case of a joint venture</i>	6
<b>Experience</b> <i>Points will be awarded based on the document of completion of the works given by the contractor in respect of these types of works done during the last 5 years (2025,2024, 2023, 2022 &amp; 2021) for more than MVR 35,000. Work-related documents shall be deemed to be works related to designing and marketing, submitted documents should state the cost of the work, the level of completion and the date of award and completion.</i>  <i>3 points will be awarded for each submission. The maximum score for this section is 9 points</i>	9
<b>Total A = 15</b>	
<b>(B) Project Team – [Total 20 points]</b>	
Assign minimum of 2 members for the project and provide their qualifications and experiences related to this project	
<b>Specialist 1 (Project Lead)</b> <b>Minimum Requirements: (7 marks)</b> <ul style="list-style-type: none"> <li>Bachelor’s Degree in Marketing, Brand Management, Business Administration, or a closely related field; or</li> <li>Minimum three (3) years of professional expertise in branding, strategic communication, and storytelling.</li> </ul> <b>Required Experience: (3 marks)</b> <ul style="list-style-type: none"> <li>Proven experience in managing multi-stakeholder projects.</li> <li>Demonstrated involvement in destination branding projects or international tourism campaigns.</li> </ul>	10
<b>Specialist 2 (Creative Lead)</b> <b>Minimum Requirements: (7 marks)</b> <ul style="list-style-type: none"> <li>Bachelor’s Degree in Graphic Design, Visual Communication, or a related field; or</li> <li>Minimum of five (5) years of demonstrated professional experience in graphic design, branding, or related creative fields.</li> </ul> <b>Required Experience: (3 marks)</b> <ul style="list-style-type: none"> <li>Proven experience in branding and visual identity development.</li> <li>Demonstrated involvement in projects of similar scope and complexity.</li> <li>Ability to develop emotionally resonant campaigns and multi-platform visual identities</li> </ul>	10
<b>Total B = 20</b>	

<b>(C) Technical Approach, Concept and Workplan – [Total 65 points]</b>	
Evaluation of technical approach, methodology and workplan	
a) <b>Alignment to objectives:</b> Degree of alignment with campaign objectives, target audience, and the “ <i>Sunny Side of Life</i> ” brand positioning.	10
b) <b>Creativity and distinctives:</b> Originality, emotional appeal, memorability, and differentiation from competing destination campaigns	10
c) Proposed level of detail and rigour to be applied to each output, including strategic rationale, creative execution, and implementation guidance.	6
d) <b>Campaign Tagline:</b> Clarity, relevance, memorability, and suitability for international markets	8
e) <b>Logo Design:</b> Visual strength, scalability, legibility, and functionality in colour and monochrome formats.	8
f) <b>Visual Identity Direction:</b> Coherence of colour palette, typography, and graphic elements; adaptability across platforms	6
g) <b>Sample Applications:</b> Quality and practicality of mock-ups; consistency and versatility across at least three applications	5
h) <b>Workplan:</b> A structured and phased work plan detailing activities, timelines, milestones, deliverables, and team responsibilities, clearly aligned with the TOR and project objectives.	12
<b>Total C =</b>	<b>65</b>
<p>Technical Score:</p> <p>The number of points to be assigned to each of the above positions or disciplines shall be determined considering the following three sub criteria and relevant percentage weights for each position. Only Specialists who meet the minimum qualification requirements will be qualified for technical evaluation.</p> <p>Technical score = A+ B+ C</p>	
<b>Total Technical Score =</b>	<b>100</b>
<p>Note: Only the proposals that will obtain a minimum of 60% out of 100 obtainable points will be qualified for the financial evaluation.</p>	

#### FINANCIAL SCORE

The formula for determining the financial scores is the following:

$$SF=100 * FM / F$$

Where, SF is the financial score, FM is the *lowest price*, and F is the price of the proposal under consideration.

The weights given to the Technical (T) and Financial (F) proposals are:

$$T = [0.6], \text{ and } F = [0.4]$$

#### Financial Situation Evaluation

To be eligible the financial statements of the bidding party must show, minimum annual turnover of MVR 70,000.00, for the year 2024, 2023 and 2022. (Form FIN - 3: Annual Turnover)

(or)

To be eligible the financial statements of the bidding party must show, Minimum value of MVR 70,000.00, for liquid asset, for the year 2024,2023 and 2022. – (Form FIN - 2: Financial Situation)

(or)

If bidding party is unable to meet any of the above requirement they shall submit 'Line of Credit Letter' As per the template in FIN Form 4. Credit limit shall be no less than MVR 70,000.00 – (Form Fin - 4: Line of Credit Letter)

**Note:**

Line of Credit Letter must be issued by a government recognized bank or financial institution established in the Maldives with the details as per template in FIN FORM 2.

**Priority to MSME's**

**Below MVR 2,500,000**

Among bidders who pass the technical and financial evaluation, Micro, Small and Medium Enterprises (MSME's) will be assessed accordingly: The bidder with the highest ranking with a proposed price that doesn't exceed 15% of the price of the bidder with the overall highest ranking will be awarded.

Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a), bidders who belong to the same island as the project is carried out will be assessed accordingly: The bidder with the highest ranking with a proposed price that doesn't exceed 10% of the price of the bidder with the overall highest ranking will be awarded.

Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a) and (b), bidders who belong to the same atoll as the project is being carried out is checked and assessed accordingly: The bidder with the highest ranking with a proposed price that doesn't exceed 5% of the price of the bidder with the overall highest ranking will be awarded.

Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a), (b) and (c), all Maldivian bidders will be checked and assessed accordingly. The bidder with the highest ranking with the lowest proposed price will be awarded.

Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a), (b), (c) and (d) all bidders will be assessed accordingly. The bidder with the highest ranking with the lowest proposed price will be awarded

**Above MVR 2,500,000 – MVR 5,000,000**

(a) Among bidders who pass the technical and financial evaluation, those bidders who belong to the same island as the project is carried out will be assessed accordingly: The bidder with the highest ranking with a proposed price that doesn't exceed 10% of the price of the bidder with the overall highest ranking will be awarded.

(b) Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a), bidders who belong to the same atoll as the project is being carried out is checked and

assessed accordingly: The bidder with the highest ranking with a proposed price that doesn't exceed 5% of the price of the bidder with the overall highest ranking will be awarded.

(c) Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a) and (b), all Maldivian bidders will be checked and assessed accordingly. The bidder with the highest ranking with the lowest proposed price will be awarded.

(d) Among bidders who pass the technical and financial evaluation if there is no bidder as described in (a), (b) and (c), all bidders will be assessed accordingly. The bidder with the highest ranking with the lowest proposed price will be awarded.

#### Criteria on classifying regional based business

- a) Check the bidders permanent address, if the bidder is a sole proprietorship
  - b) Check the island to which the business is registered, if the bidder is not a sole proprietorship
  - c) The bidder will be considered as a business working in one certain area, as per (a) and (b) accordingly:
    - If the bidder is a sole proprietorship, the bidder's registered permanent address as of 1st January of the year the invitation for bid was issued will be considered OR
    - If the business had been registered before the year in which the invitation for bid was issued, the island to which the business was registered as of 1st January of the year the invitation for bid was issued will be considered
- OR
- If the business had been registered within the year in which the invitation for bid was issued, the island to which the business was first registered will be considered.

#### Additional Information

Ministry of Tourism and Environment has overall responsibility for the management of the contract and contractual reporting obligations.

Documents and data provided by the government for the purpose of this assessment which is not of public nature shall be considered confidential and should not be disclosed to any other party.

All outputs and materials produced as part of this TOR shall be handed over to the Ministry at the end of the contract and will become the sole property of Ministry of Tourism and Environment.

## Section 5

### Details of Work Required

#### Introduction and Background

The Maldives is entering a pivotal phase in its tourism brand evolution, transitioning from a destination primarily defined by visual imagery to one led by emotional resonance and experiential depth. While *the Sunny Side of Life* continues as the core destination brand, growing visual homogenisation in global tourism has reduced differentiation, necessitating a strategic transition towards emotionally led brand leadership. A defined one-year campaign helps to deliver high-impact storytelling, strengthen emotional connection, and enhance brand salience across key source markets.

In 2027, the Maldives will commemorate the 55th anniversary of Maldivian tourism, building on the legacy of *Visit Maldives Year 1997* and *Visit Maldives Year 2016*. *Visit Maldives Year 2027 (VMY 2027)* aims to transform a single leisure-focused narrative into a master brand idea that reflects the full spectrum of Maldivian experiences, including luxury, nature, heritage, culture, adventure, and local tourism. The initiative seeks to position the Maldives as a destination that delivers lasting emotional and sensory impact beyond the visit itself.

The Ministry of Tourism and Environment invites qualified branding and creative teams to develop the *Visit Maldives Year 2027* logo, campaign tagline, and an integrated visual and creative identity that elevates the national tourism brand while remaining aligned with existing brand foundations.

#### Objectives and Rationale

The *Visit Maldives Year 2027* campaign is designed as a strategic, campaign-led initiative to strengthen and evolve the Maldives' tourism brand while commemorating 55 years of tourism development. Building on the established equity of *The Sunny Side of Life*, the campaign seeks to;

- **Enhance Brand Equity:** Strengthen the Maldives' existing tourism brand by adding emotional depth and experiential richness, while retaining *The Sunny Side of Life* as the core positioning.
- **Broaden Communication:** Showcase the full diversity of Maldivian experiences, luxury, nature, culture, heritage, adventure, and local tourism, to improve awareness and differentiation.
- **Build Emotional Connection:** Create meaningful, emotionally resonant storytelling that fosters lasting visitor engagement, loyalty, and memory.
- **Generate Market Visibility:** Ensure sustained visibility, recall, and engagement across priority source markets throughout 2027 and beyond.

The campaign will also highlight the distinctive experiences that differentiate the Maldives, such as expansive space, profound silence, genuine privacy, and unique natural and cultural assets, positioning the destination for both established and emerging travel markets seeking transformative and high-quality experiences.

#### Scope of Assignment

The selected bidder will be responsible for;

1. Creative Concept Development and Finalizing
  - Develop a preliminary creative pitch demonstrating strategic and creative approach.
  - Campaign concepts should include;

- **Final Campaign Tagline:** A proposed slogan reflecting campaign objectives and brand positioning.
- **Final Logo Design:** Preliminary visual mark presented in full colour and monochrome.
- **Visual Identity Direction:** Colour palette, typography, and key graphic elements.
- **Strategic Rationale:** Explanation of how the concept addresses objectives, audience, and brand positioning.

## 2. Develop Visual Identity System

- Develop a comprehensive visual identity system including:
  - Logo variations and construction guidelines
  - Colour palette (primary, secondary, accent) with specifications
  - Typography system and usage rules
  - Key graphic elements and layouts
- Ensure scalability, legibility, and adaptability across all applications, from digital icons to large-format displays. (e.g.: immigration entry stamps, aircraft liveries, stationaries, etc...)

## 3. Prepare comprehensive application guidelines and brand standards, with full documentation covering, but not limited to:

- Application guidelines for
  - Merchandise (including but not limited to, apparel, promotional items, souvenirs)
  - Transport livery (aircraft, boats, vehicles)
  - Immigration and border control materials (including but not limited to stamps, signage)
  - Establishments (resorts, guesthouses, liveaboards, hotels)
  - Destination marketing (islands, experiences, activities)
  - Digital platforms (website, social media, apps)
  - Print materials (including but not limited to, brochures, posters, advertisements)
  - Environmental graphics (including but not limited to, signage, wayfinding, event spaces)
  - Stationery and corporate materials
- Usage specifications:
  - Minimum clear space requirements
  - Incorrect usage examples
  - File formats and technical specifications
  - Co-branding guidelines:
    - VMY 2027 with core "Visit Maldives" brand
    - VMY 2027 with establishment brands
    - VMY 2027 with partner brands (airlines, tourism operators, sponsors)
    - VMY 2027 with island/atoll destination brands
    - Hierarchy rules for multiple brands
    - Approved configurations and positioning
- Creative direction framework, including clear artistic and creative guidelines covering:
  - Sensory storytelling approach
  - Visual language and aesthetic principles
  - Sound and atmosphere considerations
  - Content creation standards
  - Brand tone of voice across touchpoints
- Presentation Materials
  - Brand rationale document explaining strategic thinking
  - Visual presentation for stakeholder alignment

- Launch toolkit for initial rollout
- Logo reveal Animation including intro and outro
- Digital source files, with all final artwork in working formats:
  - Vector files (AI, EPS, SVG)
  - Raster files at multiple resolutions (PNG, JPG)
  - Font files (with appropriate licensing)
  - Brand guideline document (PDF and editable format)
  - Animated files (EPS, Alpha files)

**Note:**

- The Ministry of Tourism and Environment shall provide overall oversight and monitor the implementation of the project. The Contractor shall ensure the highest standards of integrity, graphic quality, and ethical compliance, including adherence to regulations and best practices relating to artificial intelligence and copyright.
- Ministry of Tourism and Environment reserves the right to request revisions within the agreed project timeline.

**Indicative Tasks**

Tasks are divided into 3 phases:

- **Phase 1: Strategic Concept, Logo, and Tagline**
  - Campaign concept and tagline
  - VMY 2027 logo concept
- **Phase 2: Visual Identity System**
  - VMY 2027 Logo
  - Core design elements, and segment specific visual expressions
- **Phase 3: Full Brand Kit (application guidelines and brand standards)**
  - Comprehensive brand guidelines, including application guidelines and usage specifications
  - Creative direction framework
  - Presentation Materials
  - Digital source files

**Requirements for Team Composition, Professional Qualifications, and Relevant Experience**

The Contractor is expected to propose an experienced, multidisciplinary team of not less than 2 members, capable of designing, managing, and implementing the project efficiently and professionally.

The team members should have the following qualifications and expertise to undertake this project.

**Specialist 1 (Project Lead)****Minimum Requirements)**

- Bachelor's Degree in Marketing, Brand Management, Business Administration, or a closely related field;
- or
- Minimum three (3) years of professional expertise in branding, strategic communication, and storytelling.

**Required Experience:**

- Proven experience in managing multi-stakeholder projects.
- Demonstrated involvement in destination branding projects or international tourism campaigns.

**Specialist 2 (Creative Lead)****Minimum Requirements:**

- Bachelor's Degree in Graphic Design, Visual Communication, or a related field;  
or
- Minimum of five (5) years of demonstrated professional experience in graphic design, branding, or related creative fields.

**Required Experience:**

- Proven experience in branding and visual identity development.
- Demonstrated involvement in projects of similar scope and complexity.
- Ability to develop emotionally resonant campaigns and multi-platform visual identities

**Duration of the Work Assignment**

The total duration for the project is **40 days** from the date of contract signing. This includes any time period required for Ministry's verification and approval.

**Milestones:**

- Submission of preliminary concepts: Weeks 1–2
- Feedback and iteration: Weeks 2–3
- Submission of final logo, tagline, and visual identity system: Weeks 3–4
- Brand kit handover: Weeks 4–5

Exact timeline to be confirmed in consultation with Ministry of Tourism and Environment.

**Payment Terms**

Full payment shall be released upon completion of the project and submission of all deliverables to the Ministry of Tourism and Environment, in accordance with the agreed scope of work and to the satisfaction of the Ministry.

**Note:** *if advance payment is applicable, the payments for the above stages will be given after deduction of the advance payment*

**Appendix 1: *The Sunny Side of Life* brand guidelines**