

TERMS OF REFERENCE

Consultancy service for development of a Visual Identity Package for the EU-Vietnam Sustainable Energy Transition Programme (SETP)

I. BACKGROUND

The **EU – Viet Nam Sustainable Energy Transition Program (SETP)** of EUR 142 million for the period 2022 - 2027 is funded by the EU. Through SETP, the EU and the Government of Vietnam (GoV) are working together to boost the sustainable energy transition in Viet Nam aiming at achieving Viet Nam's NetZero goals by 2050, in line with the Paris Agreement.

SETP consists of the budget support component and four complementary support projects, including the **EU - Viet Nam Sustainable Energy Transition Facility (EVSETF)**. For more information about SETP, please visit the website: <https://setp.vn/>

As a part of the SETP, EVSETF focuses on providing demand-driven expertise and capacity development in renewable energy (RE), energy efficiency (EE), and energy information systems through technology and knowledge transfer, policy advisory, regulatory frameworks, power market analysis and energy planning. Our work also supports the disbursement of budget support under the SETP and the Secretariat of the Viet Nam Energy Partnership Group (VEPG).

EVSETF oversees the Communication and Visibility (C&V) activities for SETP and Team Europe support in the energy sector of Viet Nam. For more information about EVSETF, please visit its web page: <https://setp.vn/evset-facility/>

EVSETF is now looking for an agency or service provider to develop a professional and cohesive visual identity to enhance the visibility and recognition of SETP and EU's contribution. This visual identity will be adaptable to each SETP individual complementary project under SETP including EVSETF.

II. OBJECTIVE

The objective of this assignment is to develop a professional, distinct, and unified key visual identity that will:

- **Strengthen SETP's visibility and reinforce its recognition as a part of Team Europe's energy sector initiatives** in Viet Nam
- Effectively communicate **the SETP's mission and values** to a diverse audience, including government agencies, donors, stakeholders in the energy sector, and the general public
- Ensure **consistency in branding across all communications materials and platforms, adaptable to the EVSETF and other SETP complementary projects**

III. SCOPE OF WORK

The selected agency or service provider will be required to deliver the following:

1. Initial consultation & Brand strategy:

- Engage with the EVSETF to understand the SETP’s core values, mission, vision, key messages, and target audience.
- Conduct a brief review of relevant SETP and Team Europe communication materials and positioning of similar projects or initiatives in energy sector.

2. Design of key visual identity elements:

- Development of a programme visual idea that reflects the mission of sustainable energy transition.
- Selection of colour schemes, typography, and visual elements that align with SETP’s identity and goals;

3. Creation of a brand guideline document:

- Development of a comprehensive brand manual that includes the correct usage of colour palettes, typography and visual elements.
- Guidelines for branding consistency across various platforms (e.g. print, web).

4. Visual communication materials:

- Customizable templates for key communication materials, including business cards, letterheads, report covers, presentations, newsletters, brochures and other collateral materials.
- Design suggestions for digital and physical branding (banners, event displays, etc.).

IV. DELIVERABLES

The agency or service provider will provide the following deliverables (in sum, also called the package):

- **Key visual identity assets**, including the concept, colour palette, typography, and other graphic elements.
- **Brand guideline document** detailing visual identity usage and specifications.
- **Custom-designed templates** for business cards, letterheads, reports, presentations, e-brochures, and other e-collateral materials.
- **Custom-designed mock-ups** for merchandises items (T-shirt, Tote bag, caps, etc).

Note: The deliverables (where relevant) must comprise editable design files for future use by SETP. **All deliverables must have both English and Vietnamese versions.**

V. TIMELINE

Proposed Time	Activity
24 – 27 February 2025	Contracting, and working with the EVSETF to discuss and develop the detailed concept for the package.
3 – 14 March 2025	Production of the package

Proposed Time	Activity
17 – 21 March 2025	Final version of the package

VI. REQUIRED EXPERTISE

The selected agency or service provider must demonstrate the following qualifications:

- At least five years of experience in branding and graphic design, with a strong portfolio of relevant work.
- Previous experience in developing visual identities for development projects, government initiatives, or international non-governmental organizations (INGOs).
- Familiarity with sustainable development and energy-related projects is preferred.

VII. EVALUATION CRITERIA

The selection process will be based on the following criteria:

- Understanding of the programme's objectives and context.
- Creativity and innovation in design.
- Quality and relevance of past work, as demonstrated in the portfolio.
- Cost-effectiveness and proposed methodology.
- Ability to meet the project timelines.

VIII. BUDGET AND PAYMENT

The payment will be made upon the milestones as below:

Payment	Percent of the contract	Output
Advance	30%	Upon contract signing
Final	70%	Upon completion of the package and approval of EVSETF

Note: In the assignment, no travel costs are foreseen. The consultant agency or service provider should submit a financial proposal with a breakdown of costs, but not exceeding **EUR 3,000** inclusive of all taxes and fees.

IX. SUBMISSION GUIDELINES

Interested agencies/individuals are invited to submit the following by **February 10, 2025**.

- A technical proposal including a detailed approach, with at least two draft options for SETP key Visual Identity, and proposed timeline.
- A financial proposal with a detailed breakdown of costs.
- Portfolio showcasing relevant experience.

For your submission, **please submit your technical, financial proposal and portfolio by email to the following:**

In the **subject line of your email** type in: “**Application for the Key VID – SETP**”

Send your email to: tho.duong@setp.vn

Copy your email to: johan.ravaglia@stantec.com
tdothihuyen@snv.org

EVSETF is an equal opportunities employer. All candidates (disaggregated by sex) are encouraged to apply.