



TERMS OF REFERENCE

DESIGN BRAND IDENTITY KIT FOR TRA QUE VEGETABLE VILLAGE

in Cam Ha commune, Hoi An city, Quang Nam province

Reference materials	ST4SD project document, planned budget and cost norms and relevant materials and actual situation in Cam Ha commune, Hoi An city.
Project	THE SWISS TOURISM FOR SUSTAINABLE DEVELOPMENT IN VIETNAM (ST4SD)
Task	Design a brand identity kit for Tra Que vegetable village, Cam Ha commune, Hoi An city, sponsored by the ST4SD project
Budgetline number	404.3110
Objectives	Design brand identity kit to enhance brand recognition and strengthen communication for Tra Que vegetable village, Hoi An city, Quang Nam province. It is funded by the ST4SD project.
Implementation location	Cam Ha commune, Hoi An city
Implementation supervisor	Component 3

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD) project is funded by the Swiss State Secretariat for Economic Affairs (SECO) and co-implemented by Helvetas Vietnam and the Center for Rural Economy Development (CRED). The objective of the project is to develop Vietnam's tourism industry in a more sustainable and inclusive manner by focusing resources on the development of the tourism ecosystem. The Ministry of Culture, Sports and Tourism appoints the Vietnam National Authority of Tourism as the project owner.

The ST4SD project supports the preparation of relevant policies and strengthen public-private dialogue at both national and subnational level, establish a new Swiss Executive Hospitality Training (EHT) programme at qualified Vietnamese training institutes and create a network of experts from the Swiss and Vietnamese tourism sector, and promote innovative concepts for businesses and destinations to strengthen sustainability (including the introduction of sustainability standards). In the long term, the project aims to contribute to the creation of new livelihoods and the sustainable economic development of Vietnam.

As part of Component 3, implemented in Quang Nam province, the ST4SD project provides consultancy support in building and implementing several branding initiatives to make Tra Que vegetable village more sustainable and worthy of its recognition as the best tourism village in the world (recognized in 2024 by UN Tourism). Therefore, we are seeking individuals/groups/organizations to design the brand identity kit for Tra Que vegetable village, located in Cam Ha commune, Hoi An city, Quang Nam province.

1. Scope of work

a. Objectives

Design a brand identity kit consisting at least 15 items (with the logo as one of the items). The goal of the brand identity kit is to reflect the culture and traditions of Tra Que vegetable village, as well as to convey the sustainability aspect of the local area.

b. Scope of work

Consult and design the brand identity kit for Tra Que vegetable village.

c. Deliverables

- Category: A brand identity kit for Tra Que vegetable village
- Content: Thorough research into the customs, culture, and sustainability practices of Tra Que vegetable village, with the aim of incorporating these elements into the brand identity design.
- Deliverables:
 - A complete brand identity kit for Tra Que vegetable village, including both design files and transparent images
 - A logo usage guideline including information on color codes, fonts, font sizes, and guidelines for using the logo with the other logos, etc.

2. Requirements for service suppliers

- At least 5-10 years of experience in logo design and communication materials
- Being a local resident is an advantage (Hoi An city, Quang Nam province)
- Ability to complete the work before the deadline
- Proposed budget in line with the project's cost norms

3. Deadline for submission

Interested candidates are required to submit their proposals to assist3@st4sd.vn or helvetas.vietnam@helvetas.org.

- CV/ profile
- Proposal on the brand identity kit and estimated costs/ quotation.

Deadline for submission: Before 4th December 2024

Note: Helvetas only contacts shortlisted candidates.

Approved by

ST4SD Project Team Leader

Country Director of Helvetas Vietnam

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