



TERMS OF REFERENCE- OFFICE BRANDING

1. ABOUT US

Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organizations certified against international Fairtrade standards producing traditional export commodities such as flowers, coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea. Currently, the organization represents over 1 million smallholder farmers and workers across 33 countries in Africa.

1.1 Our Vision

A world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

1.2 Our Mission

- To support our members to strengthen their organizations in line with Fairtrade standards.
- To improve and increase our members' ability to access Fairtrade markets.
- To empower our members to advocate for their interests and take active ownership of the global Fairtrade system.

2. WHAT WE DO

Our Strategic Plan 2016-2020 provides a comprehensive long-term outline towards achieving our commitment to smallholder farmers, workers and artisanal miners. By working within the Fairtrade system and with strategic partnerships through country and producer networks, we will deliver on the following:

- Deliver relevant valued services to Fairtrade smallholders and workers.
- Build, secure and sustain access to market for our members.
- Advocacy.
- Build a strong, settled producer network as part of a global system

3. WHERE WE OPERATE

We operate four regional networks: Eastern Africa Network (FTA-ECAN) based in Nairobi, Kenya; West Africa Network (FTA-WAN) based in Accra, Ghana and Southern Africa Network



(FTA-SAN) based in Cape Town, South Africa. The North Africa & Middle East Network is through partnerships that are coordinated from the Secretariat in Nairobi.

4. SCOPE OF WORK

The ECAN regional office recently acquired new office space. The office will host team members from across the region and therefore the scope of work is to supply and install various branding elements that are reflective of the diverse producer support the team undertakes in the following countries; Kenya, Uganda, Tanzania, Rwanda, Ethiopia, Democratic Republic of Congo, and Burundi.

FTA shall avail the brand guidelines that should act as a guide towards the implementation of the brand colours, pictures and infographic, fonts.

A branding theme shall also be discussed with the successful candidate before commencement of the project.

4.1 Branding element specifications:

1. General painting of the premise
2. Supply of concept design and artwork for purposes of branding the following rooms:

- *Human Resources Manager office branding*
 - Dark Grey painting- pantone cool grey 7C, 7U
 - Guava Pink- pantone Rhodamine C, Rhodamine U
 - One wall wrapping- 224cm x 250cm
 - Door- frosted sticker with FTA logo- 73cm x 193cm
 - Personalized acrylic door name plate- 10 x 2.5 inches
- *Finance team office branding*
 - Sky Blue painting- pantone 306C, 306U
 - White- pantone not applicable
 - One wall wrapping- 224cm x 250cm
 - Door- frosted sticker with FTA logo- 73cm x 193cm
 - Personalized acrylic door name plate- 10 x 2.5 inches
- *Reception area*
 - Door- frosted sticker with FTA logo- 84cm x 178cm
 - Acrylic A1 FTA logo
 - Citrus Orange painting- pantone 1375C, 1365U



- One wall wrapping- 637cm x 220cm
- Two windows- each with frosted sticker with FTA logo- 94cm x 164cm per window

- *Hallway path- side A*
 - One wall wrapping- 2379cm x 245cm

- *Hallway path- side B*
 - Five windows- each with frosted sticker with FTA logo
 1. 94cm x 164cm- two windows
 2. 124cm x 164cm- three windows
 - Leaf green painting- pantone 382C x 380U

- *ECAN general room*
 - Leaf green painting- pantone 382C x 380U
 - Two wall wraps- 660cm x 295cm each
 - Meeting room partition- glass door partitions- sliding doors
 - Personalized acrylic door name plate- 10 x 2.5 inches

4.2 Tasks

- Painting proposal for the area- 2000 square feet.
- 3D concept design and artwork proposal
- Presentation to the ECAN management team
- Implementation upon approval of final concepts in the following stages:
 1. Painting of the premise- one week
 2. Fabrication of branding material and implementation- three weeks
 3. Finalization of any pending branding or additional changes and/or omissions- three weeks

5. DURATION OF THE ASSIGNMENT

The consultant is expected to complete the assignment in 3 months from the date of issuance of an Local Purchase Order (LPO) and 30% down payment.

6. QUALIFICATION OF THE CONSULTANT

FTA is looking for a firm with demonstrated experience in corporate branding to undertake this assignment.

Your proposal should indicate:-

- Company profile



- A detailed work plan, including timeframes
- Sample of previous office branding undertaken
- A financial quotation bases on the terms of reference above. Please break down the costs as follows:
 - Entire premise painting cost
 - Design and artwork fee
 - Supply, delivery and installation of branding elements

7. HOW TO APPLY

Interested consultant(s) are/is requested to submit their technical & financial proposals outlining relevant qualifications, experience, a breakdown on proposed budget and contact details of three professional referees to procurement@fairtradeafrica.net by **23rd January 2019**. The email subject must read **“ECAN OFFICE BRANDING”**. Successful consultancy firm(s) should be available to commence the assignment immediately.

We are inviting all interested parties to send an email to: m.ngure@fairtradeafrica.net to arrange for a site visit. Dates agreeable for viewing are Monday 21st January 2019 or Tuesday 22nd January 2019.