



Invitation to Bid

For consultancy services to develop ILGA Asia's new visual identity

Country: Not specified
Issued on: 29 May 2020

I. Background

ILGA Asia is the Asian Region of the International Lesbian, Gay, Bisexual, Trans and Intersex Association, representing East Asia, South Asia, Southeast Asia and West Asia. The Region was first established in Mumbai in 2002. Our vision is a world where Asia is a safe place for all, where all can live in freedom and equality, be properly informed in the nature of sexual orientation and gender identity & expression and sex characteristic (SOGIESC) rights, have access to justice, and diversity is respected.

Our missions are:

- To promote universal respect for and observance of human rights and fundamental freedoms, including the elimination of all forms of discrimination and stigmatization based on SOGIESC in Asia and including the specific provisions of the UN conventions and covenants specified in the Constitution of ILGA;
- To work for the equality of all people regardless of sexual orientation or gender identity/expression and sex characteristic, as well as liberation from all forms of discrimination and stigmatization; and
- To empower and support LGBTI communities, organizations and individuals in Asia, while encouraging community building and networking.

ILGA Asia has been using the below logo since the beginning of our establishment:



The black background represents the dark legal and social environment that LGBTI persons in Asia are living in. The rainbow band running in the middle stands for the emergence of the LGBTI community, slowly lighting up the darkness.

The current logo was developed without clear branding guidelines, which made it difficult to adapt to different contexts and platforms.

In 2019, ILGA World launched their new visual identity depicting a united globe with all ILGA Regions on it, including ILGA Asia. A separate logo was also designed for each region, but adoption was subjected to consultation with memberships within the region. ILGA Asia presented the new logo proposed by ILGA World to members on two occasions: the Asian Caucus at ILGA World Conference in Wellington and the 8th ILGA Asia Conference in Seoul. In both events, the logo was not adopted.



At the 8th ILGA Asia Conference, members recommended the new board of ILGA Asia to come up with new designs for the logo to be presented at the next conference in 2021. Therefore, ILGA Asia is launching this call to invite interested consultants and design firms to bid for the service to develop our new visual identity.

II. Letter of bidding

If you are interested in submitting a bid in response to this invitation, please prepare your bid in accordance with the requirements and procedures as set out in this invitation and by the deadline.

Please acknowledge receipt of this Invitation by sending an email to info@ilgaasia.org, indicating whether you intend to submit a bid or otherwise. Should you require further clarification, kindly communicate with us.

ILGA Asia looks forward to receiving your bid and thank you in advance for your interest in our procurement opportunities.

Issued by

A handwritten signature in black ink, consisting of several loops and a final flourish.

Name: Lieu Anh Vu

Title: Executive Director

Date: 29 May 2020

III. Instructions to Bidders

A. General Provisions	
Introduction	Bidders shall adhere to all the requirements of this Invitation, including any amendments made in writing by ILGA Asia.
	Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by ILGA Asia. ILGA Asia is under no obligation to award a contract to any Bidder as a result of this Invitation.
	ILGA Asia reserves the right to cancel the procurement process at any stage without any liability of any kind for ILGA Asia, upon notice to the bidders or publication of cancellation notice on our website.
Fraud & Corruption, Gifts and Hospitality	ILGA Asia strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of ILGA Asia’s vendors and requires all bidders/vendors observe the highest standard of ethics during the procurement process and contract implementation.
	Bidders/vendors shall not offer gifts or hospitality of any kind to ILGA Asia staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners.
	In pursuance of this policy, ILGA Asia: (a) Shall reject a bid if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question; (b) Shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a contract.
Conflict of Interests	Bidders must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified.
	In the event of any uncertainty in the interpretation of a potential

	<p>conflict of interest, Bidders must disclose to ILGA Asia, and seek ILGA Asia’s confirmation on whether or not such conflict exists.</p>
	<p>Similarly, the Bidders must disclose in their Bid their knowledge of the following:</p> <p>a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel who are family members of ILGA Asia staff involved in the procurement functions and/or any partner receiving goods and/or services under this invitation; and</p> <p>b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices. Failure to disclose such information may result in the rejection of the Bid or Bids affected by the non-disclosure.</p>
<h2>B. Preparation of Bids</h2>	
<p>General Considerations</p>	<p>In preparing the Bid, the Bidder is expected to examine the Invitation in detail. Material deficiencies in providing the information requested in the Invitation may result in rejection of the Bid.</p> <p>The Bidder will not be permitted to take advantage of any errors or omissions in the Invitation. Should such errors or omissions be discovered, the Bidder must notify ILGA Asia immediately.</p>
<p>Cost of Preparation of Bid</p>	<p>The Bidder shall bear all costs related to the preparation and/or submission of the Bid, regardless of whether its Bid is selected or not. ILGA Asia shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.</p>
<p>Language</p>	<p>The Bid, as well as any and all related correspondence exchanged by the Bidder and ILGA Asia, shall be written in English.</p>
<p>Currencies</p>	<p>All prices shall be quoted in Thai Baht (THB) if the bidder is located inside Thailand, or US Dollar (USD) if the bidder is located outside of Thailand. Where Bids are quoted in different currencies, for the purposes of comparison of all Bids:</p> <ol style="list-style-type: none"> 1. ILGA Asia will convert the currency quoted in the Bid into THB, in accordance with the exchange rate published by Bank of Thailand (https://www.bot.or.th/english/ layouts/application/exchangerate/exchangerate.aspx) on the last day of submission of Bids; and 2. In the event that ILGA Asia selects a Bid for award that is quoted in a currency different from THB or USD, ILGA Asia shall reserve the right to award the contract in THB or USD, using the exchange rate published by Bank of Thailand.

Only One Bid	The Bidder shall submit only one Bid.
	Bids submitted by two (2) or more Bidders shall all be rejected if they were found to be related to each other.
Bid Validity Period	Bidder shall state in the Bid the period of validity.
	During the Bid validity period, the Bidder shall maintain its original Bid without any change, including the availability of the Key Personnel, the proposed rates and the total price.
	ILGA Asia may request Bidders to extend the period of validity of their Bids. The request and the responses shall be made in writing, and shall be considered integral to the Bid.
	If the Bidder agrees to extend the validity of its Bid, it shall be done without any change to the original Bid.
	The Bidder has the right to refuse to extend the validity of its Bid, in which case, the Bid shall not be further evaluated.
Clarification of Bid (from the Bidders)	Bidders may request clarification on the Invitation in writing.

IV. Requirements

A. Overview

The successful designer, or design firm, shall produce a proposal for a style guide for ILGA Asia. The following areas as a minimum shall be included in the proposal for the style guide: a new logo, typefaces, colour palettes and examples of the aforementioned elements' possible applications. Indications on how to use these elements (dos and don'ts) should be included, too.

Applications may include, but are not limited to: business cards, compliment cards, envelopes in various sizes, letterhead, folders, posters, newsletter templates, on-site display and roll-ups, template for presentations in PowerPoint or similar programmes, email signatures, branded graphics for social media, buttons and pins, t-shirts, cups, tote bags, stickers and more.

B. Concept

Construction of the Logo: Logo Image (Graphic) with the typography of the organisation (Typeface: ILGA Asia)

Preferred Style/Concept: Modern, Simple, Friendly

Preferred Colour Palette: Black and White

Suggested theme: Unity & Change

The logo should be representative and inclusive of member organizations and the countries they are in, including all 4 subregions of ILGA Asia (East, South, Southeast, West), but at the same time should not indicate the division of the region into different parts.

Other ideas: Wind (bringing our rights high), Unity (ILGA Asia as a network/association), Change (Asia is in the time of change), Asian Values (Equality, family, acceptance, unity)

The logo must be easily adapted to various colours (e.g. rainbow colour) and backgrounds - black and white, and can be rendered with rainbow.

C. Monitoring and Progress Controls

The consultant responsible for the assignment will report directly to ILGA Asia Executive Director.

The ideal consultant would have proven experience in creating visual identities for nonprofits, international organisations or companies in the private sector, as well as an interest in the human rights of LGBTI communities.

In order to increase representation of people among LGBTI communities in our work, we especially encourage women; trans, gender-diverse and intersex persons; people of colour; deaf

and disabled people to apply. We encourage bidders to mention their background and experiences in their application, and we guarantee that all information will be held confidentially.

D. Evaluation criteria

Technical Criteria		Maximum Points
1	The identity is visually attractive: modern, simple, friendly	500
2	Comprehensiveness of the proposal and compliance with the provided guidelines	500
Total		1000

Financial Criteria

Bids that provide the best overall value for money - taking into account quality, cost, and compliance with the provided guidelines - will be preferred over unbalanced or abnormally low bids.

E. Instruction for bidding

Consultants or consulting firms interested in this invitation should send the following documents to info@ilgaasia.org with the subject “[Name] Submission of bidding: ILGA Asia’s Visual Identity”:

- A proposal for a style guide for ILGA Asia – including a new logo, typefaces, colour palettes
- Their possible applications (see Plan Outline for further details)
- A description of the bidder’s vision for the new visual identity of ILGA
- The bidder’s curriculum vitae
- An online portfolio of the bidder’s most relevant design works
- Financial proposal including the cost of professional services and production costs

For more inquiries regarding this call, please direct your email to info@ilgaasia.org with the subject “INQUIRY: ILGA Asia’s Visual Identity”.

Both freelance designers and agencies are encouraged to apply.

Please consider that we will not be in the position to offer any compensation for any of the work included in the bid that will not be selected.

The successful bidder (consultant) will be contacted by 21 July 2020. If you do not receive a reply by that deadline, it means that unfortunately your bid has not been selected.