GEOSPATIAL INFRASTRUCTURE AND VALUATION ENHACEMENT PROJECT (GIVE)

TERMS OF REFERENCE

GIVE Project Visual Identity

Sarajevo, August, 2025

Design of the GIVE Project's visual
identity and production of
promotional materials

Contents

1. Introduction and Contex

The GIVE Project (Project for the Enhancement of Geospatial Infrastructure and Property Valuation) represents a comprehensive development initiative of the Federal Administration for Geodetic and Real Property Affairs (FGA), financed by the World Bank. Its goal is to improve the accuracy, availability, and interoperability of spatial data, enhance land administration, and establish new functionalities through digitalization and mass property valuation.

The GIVE Project is structured around key components, including the development of a spatial data infrastructure (SDI), the establishment of a comprehensive building register, the improvement of the real estate valuation system, and capacity building for institutions involved in land management.

Component A: Support to the Establishment of Spatial Data Infrastructure (SDI)

This component involves activities such as the development of spatial data standards in accordance with the INSPIRE Directive, improving the quality and completeness of digital datasets through data harmonization, digitalization of prioritized analogue datasets, the establishment of an SDI data center and digital platform, and the continued harmonization of data for cadastral municipalities. The aim is to increase the availability and usability of geospatial data. Activities under this component will contribute to monitoring urbanization trends that exert pressure on infrastructure and public services. Information available through the SDI digital platform, as well as data from cadastre and land registries, will support institutions at various levels in Bosnia and Herzegovina and the Federation of BiH, further strengthening investor confidence and improving the business climate.

Component B: Development of the Building Register

This component involves the establishment of a building register through the development of data collection and processing methodologies, field data collection and processing, the creation of an IT system for managing the building register, and scaling the register to 40 local self-government units.

Aligning the building register with other datasets, such as the infrastructure cadastre, will improve investment quality and infrastructure planning in the Federation of BiH and assist in evaluating the feasibility of various initiatives.

Component C: Real Estate Valuation

This component focuses on developing a system for mass real estate valuation by enhancing the Real Estate Price Register, creating standards and methodologies for valuation, and establishing an information portal with advanced tools. Activities under this component will help secure key market information necessary for assessing the costs of resilience and reconstruction, and for

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determining insurance premiums to improve crisis preparedness and disaster risk management in the Federation of BiH.

Component D: Capacity Building and Project Management

The objective is to ensure the long-term sustainability of investments through effective project management, training for professional staff, development of technical guidelines and legal acts, and public awareness campaigns to promote the importance of this project among institutions and the general public.

Given the importance of public visibility and recognition of the project's activities, the creation of a visual identity for the GIVE Project represents a critical step. The visual identity should reflect the thematic frameworks and core values of the project, including spatial data infrastructure development, building register creation, property valuation, interoperability, innovation, digital transformation, and transparency.

Accordingly, the main goal of this Terms of Reference is to define the process for creating the visual identity of the GIVE Project.

2. Project Beneficiaries

The primary beneficiaries of the GIVE Project are citizens and businesses in the Federation of BiH, who will benefit from clearer property ownership, improved land and building records, and better access to property market information. Government institutions at all levels—local, cantonal, and central-will also benefit, as they manage land, property, and building data. Improved systems will help them plan and deliver public services, respond to disasters, and support investment and development.

3. Goal and Purpose

The main goal of all activities is to ensure recognition and visibility of the GIVE Project's importance through the development of a visual identity and associated standards, covering several aspects of visual recognition outlined below.

In addition to this primary objective, the project also aims to achieve the following:

- **Information and Education**
  - Raise awareness about the significance of the GIVE Project
  - Establish clear recognition of the GIVE Project
  - Disseminate information about the project and its achievements
- **Marketing and Promotion**

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- **Engagement and Participation in the GIVE Project**

The purpose of procuring these services is to support public visibility and recognition of the GIVE Project's significance, as well as to ensure the visibility of related informational and promotional activities.

4. Aspects of the Project's Visual Identity

The creation and design of the visual identity primarily involves analyzing and conceptualizing the GIVE Project's visual identity in a way that ensures strong impact and a high-quality impression across various communication channels and representations of the Project and its components.

Accordingly, the key aspects of the new visual identity of the GIVE Project should include the design and development of the following:

- Branding specifications
- Key visual element
- Document templates
- Educational and informational materials
- Marketing and promotional content

Given this context, it is necessary to develop a **Visual Identity Standards Manual (Brand Book)** for the GIVE Project. The content of all components is defined in the specifications, including technical and design guidelines and requirements. Additionally, instructions must be provided on how to use the full set of tools and deliverables described in the scope of services. These guidelines will enable the Contracting Authority to promote its activities and update all elements of the GIVE Project's visual identity as needed.

These elements and related activities must be based on a unified design concept and color palette and made available in multiple formats (PDF, JPG, SVG, PNG), sizes, orientations, and font styles. A detailed description of all listed aspects and activities, along with their subcomponents, is provided in the following sections.

4.1. Branding Specifications

To ensure a consistent and professional visual identity for the GIVE Project across all channels and materials, it is necessary to develop a detailed set of brand specifications, including the following:

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4.1.1. Logo

Design a logo for the GIVE Project, aligned with the overall visual identity (key visual, color palette, and typography). The logo must be recognizable, professional, and effectively communicate the four key project components.

It is essential that the GIVE Project logo visually harmonizes with both the Federal Administration for Geodetic and Real Property Affairs (FGA) and World Bank[1] logos, ensuring coherence across all project communication and joint branding efforts.

In addition to the GIVE Project logo, it is also required to recreate the existing FGA logo in vector format.

Technical and design guidelines:

- The logo must be developed in accordance with the previously defined:
    - Key visual
    - Color palette
    - Selected fonts
- **Deliverables should include:**
    - Primary version of the logo
    - Monochromatic version
    - Logo with and without the slogan
    - Logo in different orientations (horizontal / vertical)
    - Versions in one of the official languages of Bosnia and Herzegovina and in English
    - Recreation of the existing FGA logo in vector format
- **Formats:**
    - Vector (SVG, PDF) and raster (PNG, JPG)
    - High-resolution versions
- **Clear space:**
    - Define the minimum clear space (protection zone) around the logo

4.1.2. Tagline/Slogan

Develop slogans that clearly communicate the values and goals of both the GIVE Project as a whole and its individual components.

Component slogans: Each component should have its own dedicated slogan. *Component A already has a defined slogan from the IPP project, which will be retained.* New slogans should be created for the remaining components.

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[1] Latest WBG Branding and Visual Identity Guidelines must be used when any WBG reference exist.

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- **Project slogan:** In addition, one unifying slogan must be developed for the GIVE Project as a whole. This overarching slogan should capture the project's core principles:
    - Interoperability
    - Collaboration
    - Digital transformation
    - Openness and the exchange of data and knowledge

All slogans should be concise, memorable, and adaptable for use across multiple contexts—alongside the logo and in all promotional and communication materials.

4.1.3. Logo Usage Guidelines

Provide examples of incorrect logo usage, including but not limited to:

- Distortion
- Color changes
- Placement on inappropriate backgrounds

4.1.4. Logo Use in Partnerships

Develop a template for how the GIVE Project logo should be displayed in partnership contexts (e.g., alongside logos of other institutions, donors, or collaborators). This template should include layout options (horizontal, vertical, stacked), clear rules on spacing, alignment, and sizing, as well as examples of incorrect usage.

Additionally, develop a ready-to-use template for the combined use of the GIVE Project logo with the FGA and World Bank logos together, as these two institutions are directly responsible for project implementation.

Deliverables:

- Clear guidance on placement, proportional sizing, and visual hierarchy
- Examples of usage when the GIVE Project logo is shown together with both FGA and World Bank logos
- Examples of usage when the GIVE Project logo appears individually with FGA and individually with the World Bank

4.1.5. Iconography for Project Components

As part of the visual identity, a consistent and recognizable set of four icons should be developed to symbolically and clearly represent the key components of the GIVE Project. These icons will be used in communication materials, presentations, infographics, and digital channels.

Note: Component A already has an existing icon, which will be used in the visual identity. Therefore, new design work is required only for Components B, C, and D.

Design one icon for each of the following components:

- **Component B – Building Register Development -** The icon should visually convey buildings, registries, cadastre, records, or object databases.

- **Component C – Real Estate Valuation -** The icon should reflect value assessment, properties, charts, comparative analysis, or financial evaluation.

- **Component D – Capacity Building and Project Management** - The icon should depict capacity development, training, teamwork, project management, or planning.

Technical guidelines:

- The icon style must be:
    - Visually consistent (uniform line weights, drawing style, proportions)
    - Aligned with the rest of the visual identity
- Deliverables in multiple formats:
    - Vector (SVG, PDF)
    - PNG (in several dimensions, e.g., 64px, 128px, 256px)
- Icons must support use in:
    - Full color (using the brand palette)
    - Monochrome version
    - As standalone assets or as a set
    - Functional at small display sizes

4.1.6. Color Palette

As an integral part of visual identity development, a complete color palette must be defined to visually support the goals and values of the GIVE Project and consistently represent all four project components. Selected colors should be integrated and aligned with the existing color palettes of the Federal Administration for Geodetic and Real Property Affairs and the World Bank, ensuring visual harmony and consistency in all partnership and co-branding contexts.

- **Primary Colors**
    - Define three (3) core colors that will represent the project's brand. Colors will be used for logo creation, visuals and promotional materials, and high-visibility design elements.
    - The colors should provide sufficient contrast and remain functional on both dark and light backgrounds, as well as within text elements.

- **Secondary Colors**
    - Define 3 to 6 complementary colors that extend the primary palette.
    - Their purpose is to add design flexibility.

        Secondary colors must be visually harmonious with the primary palette.

- **Neutral Colors (Gray Tones)**
  - Define a range of at least 3 and no more than 5 shades of gray, ranging from very light (e.g., #F9F9F9) to dark (e.g., #1A1A1A).

    Shades will be used for backgrounds, secondary text, lines, and border elements.

Technical Specifications

For each color (primary, secondary, and neutral), the following must be provided:

- HEX, RGB, and CMYK values
- Name of the color (ideally with a reference to the GIVE Project, e.g., "GIVE Blue")

4.1.7. Typography (Fonts)

Complete typographic hierarchy must be developed, including recommended fonts, styles, sizes, and use cases. Typography should be:

- Freely accessible (ideally via Google Fonts or a licensed font within a reasonable budget)
- Readable on screen and in print
- Visually aligned with the brand's character (professional, modern, institutional)

The following categories should be defined:

- **Headings**
  - Font for primary headings (H1, H2, H3)
  - Style (e.g., bold, uppercase, letter spacing)
  - Recommended sizes for both print and digital formats
  - Example use cases (posters, cover pages, slides)
- **Body Text**
  - Font for main body content (paragraphs, descriptions, articles)
  - Must be highly legible and simple
  - Should pair well with the heading font without conflict
- **Legal and Technical Text**
  - Font for footnotes, legal disclaimers, and annotations
  - Smaller size, but still readable
  - Clean, sans-serif font
- **Additional Stylizations (if applicable)**
  - Guidelines for using italic, bold, and underline styles - when and how they should be applied

Typography must be compatible with the defined color palette and the overall design style of the project. The designer must ensure that all fonts function properly across digital platforms (web, PDF, presentations) as well as in print (brochures, posters, reports).

4.1.8. Brand Book

To ensure consistent and effective application of the GIVE Project's visual identity, a **Visual Identity Standards Manual (Brand Book)** must be developed. This manual will consolidate the components defined in the branding specifications above, including their technical and design requirements, into a comprehensive reference.

It will provide clear and practical instructions for applying the complete set of tools and deliverables outlined in section 4.1. Branding Specifications. These guidelines will enable the Contracting Authority to promote project activities effectively and update visual identity elements when necessary.

4.2. Key Visual Element

The key visual (hero image or illustration) represents the central graphic element of the GIVE Project's visual identity. Its purpose is to enhance recognition and create a strong emotional impression of the project.

Guidelines:

- Serve as a visual link between the four components and the overall project identity
- Clearly and professionally communicate the project's essence in a modern and cohesive way
- Ensure recognizability and consistency across marketing materials, digital platforms, templates, the logo, and other defined elements of the visual identity
- Convey flexibility, a forward-looking perspective, and a commitment to innovative solutions and progress in the fields of spatial data, building registry, property valuation, and interoperability

Deliverables:

- A key visual must be developed for each of the four main components of the project, ensuring that each component had a distinct but stylistically aligned representation.
- In addition, one unifying key visual must be created for the GIVE Project as a whole, serving as the overarching graphic identity element that ties all components together.

4.3. Document Templates

To establish a consistent and professional visual identity, a set of templates must be developed for the GIVE Project's daily internal and external communication.

All templates must follow the project's visual guidelines, including:

- The defined color palette
- Typography
- Key visual element

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- Logo
- Other brand identity components

The templates must feature a recognizable "GIVE look and feel" and be suitable for use by all teams involved in the project - without the need for additional design modifications.

4.3.1. Microsoft Word

Visually standardized templates for Microsoft Word must be developed to support the creation of the following types of documentation:

- Cover pages
- Official correspondence (memos, notices)
- Reports (technical, narrative, financial, etc.)
- Agreements and contracts
- Other internal and external documents

Each template should include:

- Branded headers and footers
- Clearly defined text styles (headings, paragraphs, footnotes)
- Visually integrated brand elements (logo, colors, key visual)

4.3.2. Microsoft Excel

Microsoft Excel will be used for data management, analysis, and tracking project activities. The template should be designed to include:

- Branded header and footer
- Alignment with the visual identity (colors, fonts, lines)
- A clear visual hierarchy for different types of information (e.g., input data, calculations, summaries)

4.3.3. Microsoft PowerPoint

The PowerPoint presentation template should support the creation of:

- Internal presentations
- Presentations for conferences, public events, and working meetings
- Visualization of research results and project activities

Key elements must include:

- Title slide featuring brand elements
- Defined layouts for content (text, graphics, images, diagrams, timelines)
- Consistent typography, color palette, and use of the key visual
- Space allocated for partner logos (if applicable)

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4.3.4. Other Templates

In addition to the templates listed above, additional visual components must be developed to support effective communication and enhance the recognizability of the GIVE Project:

- Email signatures
- Style guidelines and suggestions for photographs that represent the project's key components:
  - Spatial data
  - Digital building register
  - Real estate valuation
  - Institutional cooperation and interoperability

4.4. Educational and Informational Materials

To raise awareness, educate, and inform both professional stakeholders and the general public about the significance and activities of the GIVE Project, visually consistent templates for educational and informational materials must be developed.

All content (text, descriptions, charts, photographs) will be provided by the Contracting Authority, while the designer is responsible for formatting and presenting the materials in accordance with the defined visual identity.

All materials must fully comply with the established visual identity guidelines.

4.4.1. Flyers

The Service Provider shall design a flyer template that clearly and concisely communicates the GIVE Project's key information—including its components, goals, and societal benefits. The template must be adaptable for use with both text and photographic content, and fully aligned with the visual identity of the GIVE Project (to be provided by the Contracting Authority). Additionally, the Service Provider must propose several of their own solutions in terms of photographs, illustrations, and presentation.

Guidelines:

- Include space for:
  - Title and subtitle
  - Short descriptions and key messages
  - Photos / illustrations
  - Icons (if needed)
  - Contact information and partner logos
- Template must support one of the official languages of Bosnia and Herzegovina and English.

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- Pre-defined styles for headings, subheadings, body text, and captions, consistent with the GIVE Project brand fonts.
- Placeholder image frames with recommended dimensions and resolution (min. 300 dpi for print).

Technical Deliverables:

- Format: A6 or A5 (or another size agreed with the Contracting Authority)
- Paper: Glossy coated (gloss), 250–300 g/m²
- Service Provider must submit paper samples to the Contracting Authority for approval prior to printing.
- Submit the printed sample of approved version to the Contracting Authority for final confirmation
- Vector and print-ready formats (PDF, AI, INDD; CMYK, 300 dpi)
- Editable templates for future content updates
- At least two stylistically distinct layout proposals to be submitted for approval by the Contracting Authority
- Printed quantities as specified in the contract

4.4.2. Brochures

For the purpose of creating brochures to support education and information it is necessary to use the main aspects of the established visual identity of the GIVE Project, and then propose a design and create brochures. The brochures will be filled with text and photographs that will be adapted to the visual identity of the GIVE Project, which will be provided by the Contracting Authority. In addition, it is necessary to propose several of your own solutions in terms of photographs, illustrations and presentation of spatial data through brochures. The format and size should be adapted for A5, A4 and B5 dimensions printed on high-quality paper with a hard cover.

Guidelines:

- Format: B5 (or another size agreed with the Contracting Authority)
- Content (provided by the Contracting Authority) should include:
  - Project name and visual identity,
  - Texts describing the objectives and activities and achieved results
  - Recognizable graphics and/or photographs illustrating the results
  - Contact information - web, email, phone

Technical Deliverables:

- Printed brochures in B5 format; recommended paper:
  - Inner pages: Matt coated paper (silk) 175 g/m²

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o Cover: Glossy coated paper (gloss) 300 g/m², mandatory lamination for additional protection

- Printing: Full color (4/4 CMYK)

- Binding: Stapler for up to 40 pages, gluing for a large volumes

- Print-ready versions (CMYK, 300 dpi)

- Editable design file (Adobe InDesign or equivalent open format)

- Optimized PDF for digital distribution (RGB, reduced file size)

- Bleed: 3 mm on all sides

- Margin: 5 mm from the edge

- Printed version in quantities defined in the contract

4.4.3. Posters

Design posters that clearly and visually represent the GIVE Project in an attractive format, suitable for display at events, institutions, and public spaces.

Guidelines:

- Design must be consistent with other communication materials

- Content (provided by the Contracting Authority) should include:

    o Project name and visual identity

    o A brief description of goals and activities

    o Recognizable graphics and/or photographs

    o Call to action (event invitation, website link, QR code, etc.)

Technical Deliverables:

- Format: B2 (or another size agreed with the Contracting Authority)

- Paper: 175 g/m², glossy finish

- Print-ready versions (CMYK, 300 dpi)

- Digital versions for online promotion (RGB, JPG/PDF)

- Printed version in quantities defined in the contract

4.5. Marketing and Promotion

To promote the activities, values, and results of the GIVE Project, visually consistent and communication-effective materials must be developed for both online and offline channels.

All materials must align with the project's visual identity—including the color palette, typography, logo, and key visual—to ensure consistency across all communication platforms.

4.5.1. Social Media

Visual and technical preparation:

- Create a set of post templates that may include:

- o Announcements, updates, and general information
- o Carousel posts
- o Visuals with text overlays
- o Photos and illustrations
- o Infographics and charts

Design must allow for easy reuse and content updates.

Guidelines:

- All profile elements and posts must be brand-aligned and clearly recognizable as part of the GIVE Project
- Recommended dimensions: 1080 x 1080 px; 1080 × 1920 px; 1200 × 675 px

4.5.2. Promotional Materials

The Service Provider is required to prepare design applications of the GIVE Project's visual identity on a set of standard promotional items. These applications should demonstrate how the logo, key visual, and color palette will be consistently used across different formats and materials.

Required items include:

- **Roll-up banners**
- **Notebooks**
- **Ballpoint pen**
- **USB drives**
- **Power banks**
- **Mousepads**
- **Folders**
- **Tote bags**
- **Water bottles**
- **Business cards**

Specifications:

- Provide at least two design variations for each item
- Ensure designs are print-ready, using both vector and high-resolution raster formats
- Define colors and material recommendations
- Demonstrate how the logo with FGA and the World Bank should be placed on each item when used in partnership contexts
- Ensure that the chosen designs are practical, cost-effective, and aligned with sustainability principles

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Detailed technical specifications for promotional materials listed under point 4.5.2 are provided in *Attachment 1* of this Terms of Reference.

5. Scope and Implementation Phases

As outlined above, the core tasks of this project involve the creation and design of the GIVE Project's visual identity and establishing its recognizability. This includes designing the logo, developing the project slogan, creating templates, and subsequently designing and producing educational, informational, marketing, and promotional materials for the GIVE Project.

These tasks are to be carried out across the following three implementation phases:

1. Designing and creating three proposals for the main components of the GIVE Project's visual identity
1. Refining the selected concept and implementing it across all elements of the visual identity
2. Producing and printing the educational, informational, marketing, and promotional materials for the GIVE Project

Throughout all phases of the assignment, the Service Provider is required to actively collaborate and consult with the Contracting Authority, submit proposals, and work in accordance with the Contracting Authority's instructions until the final deliverables are approved.

The Service Provider is obligated to deliver all project documentation as described in Chapter 4 (Aspects of the GIVE Project's Visual Identity), in accordance with the implementation phases outlined in this chapter, and as specified in Chapter 6 (Service Delivery).

5.1. Design and Creation of Three Proposals for the Main Components of the GIVE Project's Visual Identity

The Contracting Authority shall prepare and, on the date of contract signing, provide all necessary information and data related to the GIVE Project. The Service Provider shall conduct a detailed review of the received data and, within five (5) days, request additional information if the provided data is found to be incomplete.

Following this verification, the Service Provider shall perform an in-depth analysis of the acquired information and data. Based on this analysis and documentation, the Service Provider shall design and create three proposals for the main components of the GIVE Project's visual identity, as outlined in Section 4 (Aspects of the Visual Identity), specifically:

- **Branding specifications** (as described in Section 4.1)
- **Logo** (as described in Section 4.1.1.)
- **Key visual element** (as described in Section 4.2)

The Service Provider shall submit the first version of the document titled **"GIVE Project Visual Identity"** to the Contracting Authority within twenty (20) days of receiving the data, along with a proposed dynamic plan for implementing the remaining phases, activities, and components of this project assignment.

The Contracting Authority shall review the submitted documents within ten (10) days and either provide feedback or approve the documents. If comments are submitted regarding the first version, the Service Provider is required to address the feedback and submit the final version of the documents within five (5) days of receiving the comments.

The Contracting Authority will verify whether the feedback has been properly addressed and approve the documents. If the Service Provider fails to incorporate the requested changes, the Contracting Authority reserves the right to terminate the contract.

5.2. Refinement of the Selected Concept and Implementation Across All Aspects of the Visual Identity

Based on the documentation and the approved visual identity concept from the previous phase, the Service Provider shall carry out a detailed refinement of the selected solution and implement it across all aspects of the GIVE Project's visual identity, as described in Chapter 4. The Service Provider shall submit the refined proposals for all elements of the visual identity to the Contracting Authority within thirty (30) days from the completion and approval of Phase 1. This phase includes the in-depth development of the selected solution from Phase 1, improving it as needed, further refining the core visual identity components, and preparing the accompanying Visual Identity Standards Manual (Brand Book).

Following this, the Service Provider shall design, develop, and implement the remaining aspects of the visual identity, specifically:

- Document templates (as described in Section 4.3)

For other educational, informational, marketing, and promotional materials intended for print, the Service Provider shall submit design proposals. Once these proposals are aligned with the Contracting Authority, they will be used in the continuation of the project and in the next phase, covering:

- Educational and Informational Materials (as described in Section 4.4)
- Marketing and Promotional Materials (as described in Section 4.5)

Within fifteen (15) days of receiving the above documentation, the Supervisory Team shall review the materials and either provide feedback or approve them.

If comments are submitted on the first version, the Service Provider is obligated to respond to the feedback and submit the final version within ten (10) days of receipt.

The Contracting Authority shall verify whether the comments have been addressed and either approve the documentation or, if the Service Provider has failed to comply, terminate the contract. In this phase, the Service Provider must submit the final design proposals and accompanying documentation for all of the following items:

Item	Quantity
Branding Specifications	1
Logo	1
Key Visual Element	5
Visual Identity Standards Manual (Brand Book)	1
Educational and Informational Materials	3
Document templates (Word, Excel, PowerPoint, other)	5
Marketing and Promotion Materials (social media posts, promotional materials)	11

5.3 Production and Printing of Educational, Marketing, and Promotional Materials

Following the approval of the previous phase and the confirmation of final solutions by the Contracting Authority, the Service Provider is required to produce and print all educational, informational, marketing, and promotional materials in accordance with the instructions, information, and data provided by the Contracting Authority.

Within fifteen (15) days, the Service Provider shall submit proposals and samples of all materials to be printed, including test prints and one sample copy of each material. The Contracting Authority shall review all submitted samples and test prints within five (5) days and either request revisions or approve the proposed solutions.

If revisions are requested, the Service Provider is obligated to implement the required changes and submit the final version within ten (10) days of receiving the comments. The Contracting Authority will verify whether the feedback has been properly addressed and either approve the final materials or terminate the contract if the Service Provider fails to comply with the requested revisions.

Once the test prints and sample copies are approved, the Service Provider shall, within twenty (20) days, complete the final printing and production of all educational, informational, marketing, and promotional materials in the required quantities, as specified in the following table.

Item	Quantity	Item	Quantity
Brochures	100	Mousepad	170
Flyers	200	USB	170
Posters	50	Power banks	170
Roll-up banner	5	Tote bag/bag	170
Folders	170	Water bottles	170
Notebook	170	Business card	1500
Ballpoint pen	170		

6. Service delivery

6.1. Location

Contracting Authority: Federal Administration for Geodetic and Real Property Affairs
Address: Hamdije Kreševljakovića 96, Sarajevo 71000

6.2. Documentation and Materials to Be Delivered

- Initial Report, including an introductory analysis of the communication context and needs of the GIVE Project
- Dynamic implementation plan for project components
- Three proposals for the main components of the GIVE Project's visual identity:
    - Branding specifications
    - Logo
    - Key visual element
- Detailed specifications of the approved GIVE Project visual identity:
    - Branding specifications
    - Key visual element
    - Logo (in vector and raster formats) and slogan
- Document templates:
    - Microsoft Word

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- o Microsoft Excel

- o Microsoft PowerPoint

- o Other templates

- Educational and informational materials:

  - o Flyers

  - o Brochures

  - o Posters

- Social media posts for the GIVE Project, aligned with the project's visual identity

- Educational and informational materials in both digital and printed formats, including flyers, posters, and brochures

- Marketing and promotional materials in both digital and printed formats, including all items listed

- Brand Book (Visual Identity Standards Manual), including all supporting content and visual identity elements

- Guidelines for maintenance and updating of the visual identity

- All other deliverables, designs, and materials produced during service execution

- Final Report

6.3. Method of Delivering Documents and Data

The Service Provider is required to deliver all data, documentation, and materials specified in the Terms of Reference—as well as all documentation generated during project implementation—according to the agreed deadlines and no later than December 15, 2025.

All data and documentation must be delivered in both physical form (where possible) and digital format, saved on an external hard drive or USB storage device. Documents must be delivered in one of the official languages of Bosnia and Herzegovina. In addition, selected aspects of the visual identity must also be provided in English.

All deliverables must be approved by the Contracting Authority prior to final submission and must incorporate any requested revisions and adaptations. Each delivery by the Service Provider must receive approval from the Contracting Authority. The Contracting Authority reserves the right to revise the concept, and the Service Provider is obligated to provide new solutions until they are approved by the Contracting Authority.

7. Supervision and reporting

7.1. Supervision

The Contracting Authority will conduct the review, oversight, and approval of all services delivered. All reports, documents, and materials produced during the implementation of the project must be submitted to the Contracting Authority.

7.2. Initial Report

The Service Provider is required to submit an Initial Report that includes, among other elements, a proposed work methodology and a detailed plan for the execution of project activities, presented in the form of a Gantt chart.

The Initial Report must be submitted within 30 days of the contract signing date and in accordance with the Terms of Reference.

7.3. Final Report

The Service Provider is required to submit a draft of the Final Report no later than 10 days after all services have been accepted by the Contracting Authority. The draft report must include all documentation produced during project implementation.

The Contracting Authority will have 5 days to submit comments and feedback on the draft report. The Service Provider then has 5 days to address the comments and deliver the final version of the Final Report.

The Contracting Authority will review the final version and notify the Service Provider whether it is accepted.

8. Qualification Requirements / Required Skills and Expertise

The selection of Consulting Firm for the next procurement stage will be based on the qualifications and experience of the Consulting Firm (individual firm or joint venture).

The maximum score is 100 points, allocated as follows:

- General Experience – up to 10 points
- Specific Experience – up to 65 points
- Additional Preferential Criteria – up to 25 points

Unless otherwise stated, reference projects completed within the last seven (7) years will be considered. Only assignments comparable in scope and complexity to this ToR will be scored. Only firms achieving a minimum score of sixty (60) points out of one hundred (100) will be considered for shortlisting; firms scoring below this threshold will not be evaluated further.

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8.1. General Experience — up to 10 points

Assessment of the firm's overall business continuity and sectoral relevance:
• Years in business providing consulting services relevant to the assignment's domain
(e.g., graphic design, visual communications/branding, corporate identity, production and
printing of promotional materials) — up to 5 points.
• Core business relevance and portfolio: demonstrated track record of assignments for
public authorities and/or international organizations comparable in scope and complexity
— up to 5 points.

8.2. Specific Experience — up to 65 points

Assessment of project references directly comparable to this assignment (as defined in
the ToR), with clear description of the firm's role and delivered outputs:
• Design and development of visual identity/brand systems (e.g., logo, typography, color
palette, iconography, templates) including preparation and adoption of Brand/Visual
Identity Guidelines for public institutions, international organizations, or donor-funded
projects — up to 20 points.
• Design and production of promotional, educational, and informational materials across
print and digital channels (e.g., brochures, roll-ups, infographics, presentation templates,
social media assets), including prepress/print-ready preparation and print vendor
coordination — up to 20 points.
• Corporate/institutional branding roll-out and multi-channel application (e.g., signage
and event branding, environmental graphics, stationery sets, web/e-services alignment)
ensuring consistency with approved guidelines — up to 15 points.
• Communication campaign alignment and content adaptation to the approved visual
identity (e.g., campaign concepts, channel-specific messaging, basic reach/engagement
evidence) — up to 10 points.

8.3. Additional Preferential Criteria — up to 25 points

These criteria are not eligibility conditions but award additional points:
• Experience in Bosnia and Herzegovina and/or in countries with a comparable
legal/institutional framework, including cooperation with government institutions and
projects financed by IFIs or bilateral partners — up to 10 points.
• Relevance to IPP/SDI and/or Land Administration, particularly work conducted in the
Federation of Bosnia and Herzegovina / BiH (e.g., awareness/outreach for SDI, geoportal
promotion, public registries, cadastral/land registration, e-services) — up to 10 points.
• Local capacity and language: ability to perform services in the official languages of the
Federation of BiH (Bosnian/Croatian/Serbian) and familiarity with the domestic
legal/institutional context — up to 5 points.

8.4. Team Composition

The Service Provider must propose a multidisciplinary team of at least three (3) experts,
covering the following key profiles:

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Team Leader / Senior Graphic Designer

- Relevant education or long-term professional experience in graphic design, visual communications, or related field;
- At least five (5) years of relevant professional experience in the field of branding and visual identity;
- Experience in managing teams and coordinating complex design projects.

Communication Specialist

- Relevant education or long-term professional experience in graphic design, multimedia, marketing, or equivalent;
- Minimum five (5) years of experience in preparing communication and promotional materials;
- Strong portfolio of projects in digital and print design.

Production/Printing Specialist

- Relevant education or long-term professional experience in preparation of materials for printing and mass production;
- Minimum three (3) years of experience in technical supervision of printing and promotional material production.

8.5. Language and Communication Skills

- All key experts must be proficient in one of the official languages of Bosnia and Herzegovina;

8.6. Other Requirements

- Availability of adequate technical and IT resources (licensed software for design and layout, access to professional printing equipment or subcontractors, etc.);
- Demonstrated capacity to ensure timely delivery and flexibility in responding to feedback from the Contracting Authority.

9. Contract Payments

Payments will be made in two installments:

• The first payment of 40% of the contract price will be made upon acceptance of the submitted design.

• The second payment of 60% of the contract price will be made upon acceptance of the Final Report and delivery of materials.

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10. Ownership, Confidentiality, and Use Restrictions

All Deliverables and associated intellectual property rights developed under this assignment shall be the exclusive property of the Federal Administration for Geodetic and Real Property Affairs (FGA).

The Service Provider, including any consortium members and subcontractors, shall not reproduce, distribute, publish, share, use, modify, or adapt any part of the Deliverables, directly or indirectly with third parties, or for purposes other than performance of this assignment, without FGA's prior written consent.

The FGA retains the sole right to publish, amend, publicly use, and further disseminate all Deliverables developed under this assignment.

The Service Provider shall ensure confidentiality of all assignment-related information, whether draft or final, protect it from unauthorized disclosure, and extend the same obligations to subcontractors. These obligations shall survive completion or termination of the contract.

Any breach of this clause shall constitute a material violation of contractual obligations and may result in legal action and/or termination of the contract.

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11. Attachment 1. Technical specifications of promotional materials (point 4.5.2)

No.	Item name	Specification / description	Note
1.	Roll-up banner with bag	85 × 200 cm, PVC film on the roll up mechanism,	The design must be aligned with the visual identity of the GIVE project, including defined colors, fonts and graphic elements. Logo and/or key visual integration. Display one key component of the project (SDI, Building Register, Valuation) on three banners, and general information about the project and benefits for users on two banners. Respect the appropriate bleed (usually 3–5 mm on all sides) and print resolution (CMYK, 300 dpi). Text and graphics must be far enough away from the edges for safe cutting.
2.	Notebooks	Format A5, Hardcover Paper for the book block: 80 g/m2 chamois, 220 pages, Cover material: artificial leather, textile	Logo and/or key visual integration.
3.	Ballpoint pen	Plastic ballpoint pen with grip part, writing thickness 0.5	Logo and/or key visual integration.
4.	USB drives	min. 16 GB storage	Logo placement on surface area.
5.	Power banks	minimum 5,000 mAh capacity, slim rectangular design, USB-A + USB-C output	Logo placement on surface area.
6.	Mousepads	Minimum 230 × 190 mm, 3 mm thickness, stitched edges, polyester surface with rubber base	Full-surface design with logo and/or key visual integration.
7.	Folders	Folder chrome-flap, folded, dimensions A4, kunstdruk 350 gr/m2, glossy lamination, design for fron, full print across the front	Logo and/or key visual integration.
8.	Tote bags	Fabric material (cotton or other durable material). one-color print version durable and reusable dimensions: 38×42 cm handles: 60-70cm	Logo and/or key visual integration. Print on both sides of the bag.

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9.	Water bottles	reusable stainless steel or glass, 500–750 ml capacity, suitable for one-color or full-color	Logo printing.
10.	Business cards	90x50 mm (standard); kunsdruk mat 350gr, double-sided printing bhs (for 15 people)	Name, function, contact, GIVE logo