



**REPUBLIC OF KENYA**  
**THE NATIONAL TREASURY AND ECONOMIC PLANNING**

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**FINANCING LOCALLY-LED CLIMATE ACTION (FLLoCA) PROGRAM**

**CREDIT NO: 6980 – KE**

**PROJECT ID NO: P173065**

**PROGRAM IMPLEMENTATION UNIT (PIU)**

**TERMS OF REFERENCE**

**CONSULTING SERVICES FOR DEVELOPMENT OF THE CORPORATE BRAND  
IDENTITY, ART CONTENT AND COLLATERAL CREATION FOR THE FINANCING  
LOCALLY- LED CLIMATE ACTION (FLLoCA)PROGRAM**

**Reference No.KE-CFGEU-388753-CS-CQS**

**Client:**

**The Principal Secretary**

**The National Treasury**

**P.O Box 30007-00100**

**Nairobi**

**Treasury Building- Harambee Avenue, Nairobi**

**Email: pstnt@treasury.go.ke; pstreasury01@gmail.com**

## **1. Background**

### **The Financing Locally-Led Climate Action (FLLoCA) Program:**

The World Bank is supporting the Government of Kenya efforts through Financing Locally Led Climate Action Program (FLLoCA) to operationalize their National Climate Change Action Plan and translate Kenya's ambitious climate agenda into scaled up action. The program development objective is to deliver locally-led climate resilience actions and strengthen county and national governments' capacity to manage climate risks.

The overall goal of the program is to support Kenya's transition to a low carbon climate resilient development pathway. Specifically, the Program seeks to strengthen local resilience to the impact of climate change, natural hazards, and other shocks/stressors by building capacity to plan, budget, implement, monitor and report resilience investments in partnership with County Governments and communities.

The program is led by the National Treasury in collaborating with the Ministry of Environment and Forestry (CCD), Ministry of Devolution (CoG and NDMA), and Ministry of Social Protection and Labor, Ministry of Agriculture, and the Ministry of Water & Irrigation and Sanitation.

### **The specific objectives of the Program are to:**

1. Support the development and strengthen policy, legal and regulatory frameworks at national and county levels for accelerated access to climate financing for building resilience at local levels;
2. Strengthen the capacity of national and county level institutions and stakeholders to accelerate climate financing at local level;
3. Increase access to climate finance to support investments in climate resilience and low carbon emissions at local level (urban & rural);
4. To support community led local initiatives for enhanced community resilience and enhance sustainable development;
5. To increase access to green/environmentally friendly technologies to deliver low carbon climate resilient development at national and local levels;
6. Enhance transparency and accountability on support provided and actions implemented.

To this end, the FLLoCA Program is looking to procure a consultancy firm to support the Development of the Corporate Brand Identity, Art content and collateral Creation for the Financing

Locally- Led Climate Action Program (FLLoCA) The Firm will work closely with the Program communication teams and other relevant stakeholders.

In executing the above duties, the agency should maintain a modern, attractive, climate change imagery of the FLLoCA brand in line with the program's corporate Vision and Mission.

## **2. Statement of the Problem**

The program will be implemented at the national and the county levels. It is therefore imperative that the program develops an identity through the development and implementation of a consistent brand that will be associated with the day to day program implementation across the area of operations.

The purpose of this assignment is, therefore, to assist the Financing Locally-Led Climate Action (FLLoCA) Program develop its corporate identity and image through integrated brand properties mechanism across the various levels of the program.

## **3. Objective(s) of the Assignment**

The main objective of this assignment is to develop brand properties for Financing Locally-Led Climate Actions Program thereby ensure; stronger decision making, enhance ability to communicate effectively among program stakeholders, increase productivity for both program staff and the PIU by ensuring- increased productivity, steady work flow, strong relationships & enhanced professional image, clearer promotional materials among others.

Through a consultative process with the program's team, the agency will lead and guide the development of FLLoCA brand properties.

## **4. Scope of the consulting services and specific tasks**

**4.1** The scope services includes creation of a strong and cohesive brand identity for the FLLoCA Program. This comprehensive scope outlines the services and deliverables to be provided by the firm, including the development of a logo, brand colors, branding manual, and other essential elements that will contribute to a successful and memorable program brand properties.

**4.2** The Specific tasks for the assignment include: -

1. Assessment of the FLLoCA brand identity;
2. Design a brand identify for FLLoCA and develop; Logo Design, Design Ethos, Logo Guidelines, Colour Palette, BTL, ABL Definitions, and Logo Library;
3. Comprehensive brand manual reflecting; Graphic Standards Manual (Print & Web), Application Guidelines (Digital – Social Media and Website, Above-the-line Documents

& Templates, External Branded Collateral, Mock-Ups etc.), Typography Guidelines & Boilerplate Guidelines among others;

4. Develop a climate change themed creative concept for branding the FLLoCA offices and specify requirements for its execution. In this regard the agency is expected to:
  - a) Design concepts and appropriate imagery for interior branding of the FLLoCA office;
  - b) Design concepts and artwork for diverse marketing collateral (below the line) for office use as well as during stakeholder engagement forums. Specifically, the agency is expected to; design concepts for corporate branded collateral e.g. caps, cups, polo shirts; design concepts for in-house magazine (produced quarterly), brochures, posters, fliers; and design concepts for outdoor advertisements including but not limited to billboards, motor vehicles, among others.

**5. Duration of the assignment**

The assignment shall be for a period of 3 calendar months from contract commencement date.

**6. Reporting requirements and timelines for deliverables**

The reporting requirements and timelines for deliverables are as shown in Table I below:

Two (2) original hard copy together with soft copies of the milestone reports and any other relevant reports on the execution of the assignments listed in Table I below shall be submitted on or before the scheduled dates at the following address:

The Principal Secretary  
 The National Treasury,  
 P.O. Box 30007-00100  
 Nairobi  
 Attn: Program Coordinator, FLLoCA Program

Table I: Reporting requirements

S/No.	Deliverables/Reports	Timelines for submission of deliverables after contract commencement	Format of submission
1.	Inception Report	7 days	2 hard copies and a soft copy
2.	First and second logo designs	21 days	2 hard copies and a soft copy
3.	Draft Brand Manual	51 days	2 hard copies and a soft copy
4.	Final Brand Manual	71 days	2 hard copies and a soft copy

S/No.	Deliverables/Reports	Timelines for submission of deliverables after contract commencement	Format of submission
5.	Office design concept and Layout	81 days	2 hard copies and a soft copy
6.	Contract Close and handover report	91 days	2 hard copies and a soft copy

## 7. Payment schedule

The proposed payment schedules based on satisfactory performance of the contract which will be negotiated with the successful Firm will be as presented in Table II below.

Table II: Proposed payment schedule

S/No.	Deliverables*	Timelines after contract commencement	Percentage of the contract amount
1.	Inception Report	7 days	10%
2.	First and second logo designs	21 days	-
3.	Branding Manual	51 days	30%
4.	Office design concept and Layout	71 days	30%
5.	Final documentation, reports and handover	10 days	30%

Upon submission of every report, the Firm is expected to make a presentation of the submitted branding manuals and report to the Client in a scheduled meeting. The acceptance of the manuals and report shall be recorded in the minutes of the meeting.

## 8. Minimum Consultant's qualifications and experience requirements

The shortlisting criteria will include:

- a) **Core business and years in business:** The firm shall be registered/incorporated as a consulting firm with core business in creating and development of brand or promotional designs or related field for a period of at least Three (3) years.
- b) **Relevant experience:** The firm shall demonstrate as having successfully executed and completed at least three assignments of similar nature, complexity and in a similar operating environment in the last Three (3) years. Details of similar assignments- Name and address of the client, scope, value, and period should be provided and submitted. Expression of Interest should include enumeration of these similar past assignments.

- c) **Technical and managerial capability of the firm:** The firm shall demonstrate as having the requisite technical capacity including relevant equipment and managerial capacity to undertake the assignment in the submitted company profile(s) and good knowledge of the Government of Kenya’s policies, strategies, actions and dialogue processes on climate change and financing.

**9. Team composition and minimum qualification requirements**

The consultant shall demonstrate well qualified and experienced experts as required and appropriate for execution of the assignment. They should possess necessary resources to undertake works of such nature including equipment and software required. The key experts shall personally carry out (with any assistance of other experts deemed appropriate) the services as described in this TOR.

The Team Leader and the Key Experts should have the following minimum qualifications:

<b>Position</b>	<b>Educational requirements</b>	<b>Experience required</b>
Team Leader:	A minimum of a Master’s degree in marketing, communication and or brand development from a university recognized in Kenya.	A minimum of 8 years professional experience in organizational brand identity ,communication or a related field. Membership with Marketing Society of Kenya (MSK)  At least 3 years of proven experience in similar assignments.
Key Expert 1: Creative Director	A minimum of Bachelors Degree in Communication, graphic design, communication, marketing or a related field	A minimum of 5 years professional experience in a relevant field. Membership with Marketing Society of Kenya (MSK)  At least 2 years of proven experience in similar assignments.
Key Expert 2: Graphic designer	A minimum of Diploma in graphic design, communication and/ or marketing.	A minimum of 3 years professional experience in a relevant field. Membership with Marketing Society of Kenya (MSK)  At least 2 years of proven experience in similar assignments.

**10. Management and accountability of the assignment**

The Consulting Firm will enter into a contract with the National Treasury and will work closely with the communication teams and report to the Program Coordinator, FLLoCA.

### **11. Obligations of the Client**

The client will also support the Consulting Firm in organizing the first introductory meetings with key stakeholders through submission of prior notice and accompanying letters. The client will also support the Consultancy Firm, where possible, in getting access to core documents necessary for undertaking the assignment.

### **12. 10. Obligations of the Consultancy Firm**

The Consulting Firm shall provide a proposed program for executing the consultancy, with the specific milestones clearly marked on it. The Firm shall be responsible for the provision of all the necessary resources to carry out the services under the contract and any other required resources.

The Consulting Firm is expected to undertake activities that will ensure that outputs are consistent with the professional and legal requirements. In addition to the man-power, the Firm is expected to organize all transport and logistic for the assessment. All team members are expected to have their own (portable) computer.

### **13. Propriety Rights of Client in Reports and Records**

All the reports, data, and information developed, collected, or obtained from the Client, and other institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

At the end of the Services, the Consulting Firm shall relinquish all data, manuals, reports and information (including the database, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client. All intellectual property rights in or relating to any works produced during this consultancy shall belong to the Client.