

CONFIDENTIAL

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I. General information

1. Brief information on the project

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements technical cooperation in Lesotho’s on behalf of the German Government and the European Union. Our work focusses on integrated catchment management, renewable energy and private sector development. In this context, high-quality, coherent visual communication is required to translate technical content into accessible materials for diverse audiences, including policy makers, practitioners, and community stakeholders. The present procurement seeks a qualified service provider for graphic design and illustration services to support the project’s information and visibility products over a 12-month period in Lesotho.

2. Context

Together with partners, GIZ produces a range of technical documents (e.g. guidelines, factsheets, manuals, policy briefs, reports and presentations) and content for various platforms that require professional layout and illustration to ensure clarity, consistency with corporate design requirements, and suitability for both digital and print dissemination.

3. GIZ shall hire the contractor for the anticipated contract term, from 01.09.2026 to 31.08.2027.

4. The contractor shall provide the following work/service

The contractor shall provide professional graphic design and illustration services to support GIZ activities in Lesotho. The services cover the development of high-quality visual communication products in line with GIZ corporate design and project-specific visual identity, from concept through final artwork for print and digital dissemination. The contractor is expected to manage the full creative process, ensure quality assurance, coordinate with GIZ counterparts and printers (as needed), and deliver all source files and publication-ready assets within agreed timelines and budget.

In detail:

- **Graphic design and layout production for publications and materials:**

- Design and layout of long-form publications (e.g. reports, guidelines, studies) of pages each, including front/back covers, section openers, and consistent application of styles.
- Design and layout of short-form materials (e.g. factsheets, flyers, brochures, leaflets, one-pagers), typically 1–10 pages each.
- Design of visual templates (MS Word and PowerPoint) for project use, including title/master slides, text styles, tables, charts, and covers.
- Design of event materials as required (e.g. roll-up banners, backdrops, name tags, signage, social media event assets).
- Design of social media materials as required (e.g. individual visuals, carousel posts).
- **Information design and illustration:**
 - Development of original illustrations and icon sets tailored to relevant sector themes (integrated catchment management, renewable energy, private sector development) and Lesotho context.
 - Design of infographics, diagrams, process flows, and data visualisations based on content provided by GIZ; refinement of content for visual clarity (no change of substance without approval).
 - Redrawing/standardising charts and maps to fit the agreed style guide; preparation of editable vector graphics.
- **Digital assets and accessibility:**
 - Preparation of web-ready assets (images, banners, social media formats) optimised for different platforms and screen sizes.
 - Creation of interactive PDFs where required (bookmarks, hyperlinks, simple interactive elements), ensuring basic accessibility tagging (headings, alt text) as well as considering font sizes, alignment and color contrasts where feasible.
- **Quality assurance and versioning:**
 - Internal quality control for layout consistency, image resolution, colour management (CMYK/RGB), and typographic standards.
 - Up to 3 iterative feedback cycles per product, incorporating consolidated GIZ comments; version control and change logs.
- **Prepress and print coordination:**
 - Preparation of press-ready files (with/without crop marks and bleed as required), colour profiles, and print specifications.
 - Liaison with GIZ-designated printers for proofing and technical clarifications; review of soft/hard proofs and provision of print approvals to GIZ (final approval remains with GIZ).
- **Project management and coordination:**
 - Kick-off meeting and periodic check-ins; development and maintenance of a detailed workplan and delivery schedule.
 - Provision and maintenance of all necessary software licences and equipment; secure file management and backup.
 - Cost management against the ceiling budget; early warning on risks or scope changes; proposing cost-optimisation measures (e.g., templating, batch processing).
- **Compliance and data protection:**
 - Adherence to GIZ and partner corporate design and branding rules; compliance with copyright, licensing, and data protection (including consent for photos/illustrations of individuals, if any).
 - Delivery of only properly licensed or original assets; documentation of licences and attributions as applicable.
- **Handover and capacity support:**
 - Structured handover of open, editable source files and packaged print files; asset library (icons, illustrations), and final style guide.

- Brief orientation session for GIZ staff on using templates and applying the style guide.

II. Tender requirements

1. Qualifications of proposed staff

The tenderer is required to propose personnel for the positions specified here and described with respect to the areas of responsibility and qualifications on the basis of relevant CVs.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

1.1 Expert 1:

1.1.1 General qualifications

Education:	Diploma or university degree (Bachelor or higher) in Graphic Design/Visual Communication.
Professional experience:	≥ 7 years in editorial design and corporate communications.
Other:	Expert in Adobe InDesign; proficient in Illustrator/Photoshop; knowledge of MS Office integration (Word and PowerPoint templates); understanding of print production and vendor communication.

1.1.2 Language skills:

English business fluency (B2)

2. Quantitative requirements

Fee days	Number of experts	Number of days per expert	Comments
Preparation/debriefing	1	0,5	
Implementation	1	69,5	

II. Requirements on the format of the tender

• Structure and order:

- Cover page (project reference, tenderer name, date)
- Letter of submission, maximum one page
- Technical offer aligned to the ToR chapters
- Financial offer (separate file or clearly separated section)
- Annexes: CV, maximum two pages; work samples/portfolio, declarations

Please note that bids without work samples will not be considered, for documents with a page limitation, pages beyond this limit will not be considered in the evaluation.

- **Offer language:** The complete offer must be submitted in English.

- **“Up to” rule:** Any indicated numbers of expert days, travel, workshops or budgets represent maximum ceilings. There is no entitlement to exhaust the full days/budgets; remuneration is based on actual, approved performance.
- **Submission format:**
 - Submit as searchable PDF files; one PDF for the technical offer and annexes; one separate PDF for the financial offer
 - Ensure all documents are complete and signed where required