

# Call for Tender: AFCA Brand Refresh

## Introduction

The African Fine Coffees Association (AFCA) is seeking proposals from experienced individuals or branding agencies to lead a comprehensive rebrand. This project aims to refresh our visual brand identity to better reflect our mission, vision, and values, and to enhance our institutional image in the wider coffee sector.

## Project Overview

**Project Title:** AFCA Brand Refresh

**Objective:** To design and develop a new visual brand identity that resonates with our stakeholders, communicates our core values, and strengthens our institutional image.

### Scope of Work

- Brand discovery and research
- Brand strategy development
- Design of visual identity (color palette, typography)
- Development of Brand Guidelines
- Design of brand assets (institutional PPT, social media, and report templates)

### Key Deliverables

- Comprehensive brand strategy report
- New visual identity assets
- Brand Guidelines documentation
- Rebranded marketing and communications materials
- AFCA team training on new Brand Guidelines

## Submission Requirements

### Company Information

- Company name, address, and contact information
- Brief company history and relevant experience
- Key personnel and their qualifications

### Technical Proposal

- Detailed approach and methodology for brand discovery and development
- Proposed project timeline with key milestones
- Description of deliverables and project management process
- Examples of previous rebranding projects

### Financial Proposal

- Detailed cost breakdown for each phase of the project
- Payment schedule

### References

- Case studies or examples of similar projects completed
- References from previous clients

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Compliance with submission requirements
- Understanding of project objectives and scope
- Creativity and feasibility of the proposed solution
- Experience and qualifications of the vendor
- Cost-effectiveness
- References and past performance

## Submission Instructions

**Submission Deadline: June 24, 2024**

Please submit your proposal electronically to [secretariat@afca.coffee](mailto:secretariat@afca.coffee) by the deadline date of June 24, 2024. Late submissions will not be considered.

Vendor selection will be completed by July 1, 2024 and project implementation is expected to start immediately. We look forward to receiving your proposal and thank you for your interest in working with AFCA.