



TERMS OF REFERENCE: DEVELOPMENT OF COMPREHENSIVE NAWEC REBRANDING
FRAMEWORK – INCLUSIVE OF NEW LOGO, COLOR SCHEME, AND BRANDING GUIDELINES

I. CONTEXT

Until recently NAWEC was experiencing a crisis. This resulted in rampant electricity outages; long waiting times for new accounts (meter applications); dilapidated cash offices across the country; and inadequate water supply being among some of the issues with which the organization is associated. This situation follows a culmination of many years in which the organization had been poorly managed and prone to severe interference from the executive which led to it becoming bankrupt and most its assets being obsolete.

Thanks to the intervention of development partners like the World Bank, ambitious projects like the Gambia Electricity Restoration and Modernization Project (GERMP) have been setup and, they have instilled confidence and entrusted the new management to drive change. NAWEC has been able to turn around its operations to what it is now. Today, the financial situation in NAWEC has been stabilized, as a result, it has carried out major investments to significantly improve the erratic electricity and water supply; installed new systems to improve the customer experience amongst others. While this is an ongoing process, it is one that needs to be firmly understood by the public at large, and by its partners.

In view of these ongoing developments coupled with the government's ambitious targets for its energy sector as clearly spelled out in the Strategic Roadmap and also in the National Development Plan, NAWEC has deemed it necessary to embark on a rebranding exercise that will explicitly signal to customers its ambitious mission and vision and make a very different visual identity and experience evident in all aspects of its engagement with the public.

The rebranding project will help establish a new identity that represents the core values as set out in its strategic development plan. Using a holistic approach, we want to launch a brand that can inspire trust and respect, while making clear that it represents a new chapter in NAWEC's history.



II. SCOPE OF WORK

To create a bold and comprehensive visual identity and experience to support the launch of NAWEC's new brand at a decisive time in the turnaround process.

The new brand should reflect NAWEC as a modern, professional, efficient water and electricity company with a strong customer service focus. The design task will include:

- Establishing a new visual identity slogan, reflecting the agreed values and mission of NAWEC, and create a comprehensive branding guideline.
- Develop master brand logo and brand architecture including colors, fonts, and style of visuals (photography, design illustrations).

III. DELIVERABLES

- Methodology and approach for how assignment will be carried out.
- Visual identity products, including logo files and color scheme.
- Branding guideline or visual identity standards manual (with guidelines for fonts, colors, logo specs, etc.)
- Sample collateral templates and guidance for all corporate documents including letterhead, business cards, power points, email signatures, website home page, social media pages, banners, signage, social media posts as well as the use of corporate look on all physical assets with a particular focus on customer service offices, company vehicle signage, internal and external signage and branding, and staff uniforms.
- Internal training for staff on branding guideline/visual identity standards manual, including how to apply and use new material.
- Raw art files delivered (Adobe Creative Suite).

IV. TIMELINE

The estimated period of performance is three (3) months

The schedule for the submission of deliverables:



| No. | Activity/ Deliverable | Delivery date | Payment |
|-----|--|--|---------|
| 1 | Methodology | 2 weeks after Commencement of services | 10% |
| 2 | Sample visual identity products (logos and colour scheme) | 2 weeks after Commencement of services | 10% |
| 3 | Final visual identity products (logos and colour scheme) | 1 month after Commencement of services | 15% |
| 4 | Sample branding guideline/visual identity standards manual and templates and guidance for all corporate documents including letterhead, business cards, power points, email signatures, website home page, social media pages, banners, signage, social media posts as well as the use of corporate look on all physical assets with a particular focus on customer service offices, company vehicle signage, internal and external signage and branding, and staff uniforms | 1.5 month after Commencement of services | 20% |
| 5 | Final branding guideline/visual identity standards manual and templates and guidance for all corporate documents including letterhead, business cards, power points, email signatures, website home page, social media pages, banners, signage, social media posts as well as the use of corporate look on all physical assets with a particular focus on customer service offices, | 1 month after Commencement of services | 30% |



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| | company vehicle signage, internal and external signage and branding, and staff uniforms | | |
| 6 | Training for staff on branding guideline and how to use new materials | 2 weeks after the fifth deliverable | 15% |

V. LEVEL OF EFFORT

It is anticipated that Services will require 3 staff-months of working time.

VI. SELECTION PROCESS

Selection will be conducted using the Consultants' Qualifications-based Selection (CQS) method, as defined in the World Bank Procurement Regulations.

VII. SELECTION CRITERIA FOR THE FIRM:

- Must have been established in similar business for the past 5 years.
- Must have implemented 2 similar Contracts of the nature and complexity equivalent to the scope of works over the last 5 years.