

APEC SECRETARIAT

Request for Quotation: Graphic Design and Creative Services for APEC

Background

The Asia-Pacific Economic Cooperation (APEC) is a regional economic forum established in 1989. APEC members aim to create greater prosperity for the people of the region by promoting balanced, inclusive, sustainable, innovative and secure growth and by accelerating regional economic integration.

The APEC Secretariat is the core supporting institution of APEC. Located in Singapore, the Secretariat provides analytical and policy support, institutional coordination in support of up to 80 APEC fora, technical and advisory support as well as financial management and communications, public information and stakeholder engagement. APEC-funded projects are a key part of the APEC process. The Secretariat is responsible for managing the APEC project system and plays a central role in the development, implementation and evaluation of around 200 projects per year. This is done in close partnership with a range of external parties including project overseers, APEC fora¹, project participants and project consultants.

Project Overview and Background

As part of a communications strategy to present APEC as the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region, the APEC Secretariat would like to update APEC's corporate image to position APEC more effectively and consistently. It is our communications objective to demonstrate that APEC is relevant, responsive to and effective for the people of the Asia-Pacific region.

Current Materials

Enforcing a single 'look and feel' was conceived when the [APEC Branding Manual](#) was developed. The document is intended to provide a one-stop resource for everything about branding APEC. However, design consistency across APEC's publications, web and social media materials remain a challenge despite the availability of a branding guide, in part driven by the bifurcation of unique identities carried by the overall forum and annually by host economies. Our programs and initiatives oftentimes have their own identities separate from the corporate APEC image or project overseers and partners who alter the materials to meet their specific needs. Thus, the goal of this project is to develop a standard visual design for APEC communication collaterals.

The prospective consultant will have to examine the [APEC flagship website](#), [APEC Publications](#) and social media channels: [Facebook](#), [LinkedIn](#), [Twitter](#), [YouTube](#), and [Instagram to understand the disparate design approaches and lack of consistency currently facing APEC](#). Although these platforms may have a separate identity depending on the user interface and audience, these should at least have consistent look and feel since these are front facing assets promoting the work of APEC.

¹ APEC has a number of different groups working in the areas of trade and investment liberalization and facilitation and economic and technical cooperation. Committees, ad-hoc groups, expert groups and working groups are known individually as a forum and collectively as fora.

The prospective consultant should also look at the current policies and guidelines on [publications](#), [sponsorship](#), [intellectual property](#), [website](#), [meetings](#) and [implementing member-funded projects](#). These are provided to demonstrate the Secretariat's current limitations in terms of applying and controlling an effective and consistent corporate image.

Objectives

International trade is very complex. Presenting complicated information in a visually compelling, easy-to-understand manner is vital to APEC's mission. The graphic design consultant we seek will be able to create purposeful, clean designs that enhance our messaging while displaying a wide range of information – all without being overwhelming or boring.

While APEC is an inter-governmental forum, we make a concerted effort to give our communication tools a decidedly non-government tone and feel. We want our materials to be engaging, educational, and relatable to the business community as well as to youth, academia and civil society. Note that government officials and media are still key audiences.

This project specifically aims to:

- Develop a visual design to support APEC's mission statement
- Create a fresh, accessible, and strong visual design that cuts through the noise and appeals to APEC stakeholders
- Provide flexible, easy-to-use corporate visual templates which can be applied across a broad range of applications from print or digital publications and brochures, to the web and social media platforms
- Provide a demonstration to key stakeholders that APEC should be presented consistently and professionally

Key Message

- APEC is the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region. It is a relevant, responsive and effective regional economic forum which delivers benefits to all sectors of the Asia-Pacific community.
- APEC mission statement:
"APEC is the premier Asia-Pacific economic forum. Our primary goal is to support sustainable economic growth and prosperity in the Asia-Pacific region."

We are united in our drive to build a dynamic and harmonious Asia-Pacific community by championing free and open trade and investment, promoting and accelerating regional economic integration, encouraging economic and technical cooperation, enhancing human security, and facilitating a favorable and sustainable business environment. Our initiatives turn policy goals into concrete results and agreements into tangible benefits."

- APEC tagline: *"Advancing Free Trade for Asia-Pacific Prosperity"*
- In developing the theme or concept for the design, it is also important to consider the [APEC Putrajaya Vision 2040](#) which provides APEC's aspirations in the next 20 years of *an open, dynamic, resilient and peaceful Asia-Pacific community by 2040, for the prosperity of all our people and future generations.*

Target audiences of APEC's communication efforts

Audience	Current Level of Awareness of APEC	Desired Level of Awareness
Governments and Officials in Member Economies	Medium to High – Awareness depends on officials' level of involvement in the APEC process and, to some extent, the effectiveness of internal government communications about APEC.	High – Given that governments implement many of the practices recommended by APEC, it is essential that this group has a high level of understanding of APEC, its outcomes and mission and that government officials can identify APEC.
The Business Community	Low to Medium – Many small and micro businesses would not even be aware of the business outputs produced by APEC; however, some larger businesses have knowledge of APEC and its business outputs.	High – Many APEC initiatives are directed at business, so it is essential that knowledge of APEC grows in this audience and that APEC is easily recognized.
Media	Medium to High – Some media are very well versed on APEC and its outcomes, however there are still many misconceptions about APEC in the media.	High – In order to reach other target audiences, it is highly important that media becomes more aware of the outputs of APEC and how these are affecting the lives of people.
Academic Organizations	Medium – There is currently some knowledge of APEC in academic institutions, particularly in economic faculties.	High – The next generation of business and government leaders are currently in academic institutions. It is therefore important to provide accurate information to this group about APEC and raise its visibility.
General Public	Low – APEC is not perceived as affecting people's lives. Any knowledge at all is mainly shaped by basic media messages coming out during Leaders' Meetings.	Medium to High – we would like the general public to understand at a basic level how APEC's mission and outcomes affect their lives and to be able to identify with APEC.

Scope of Services

APEC is looking for a professional graphic design consultant to provide high quality design service for its publication and communication materials. These materials should follow APEC's branding guidelines and reflect its messaging. Under the overall supervision and guidance of the Communications and Public Affairs Unit (CPAU) in APEC Secretariat, the consultant will:

- Provide a professional and high-quality print and digital layout design of publications, banners and other materials based on the contents given by CPAU. The content for the publication will be in English, and will contain tables, charts and graphs.
- Deliver on very short notice
- Have to share draft design, solicit comments and incorporate them during the process of finalizing the products. This may involve several iterations between CPAU and the designer
- Provide a final print file (high resolution) and low-resolution website file (pdf) including photos collected for the publications and other collaterals

Deliverables

1. Visual identity concept and design

The consultant will create a brand visual identity design based on APEC's current positioning. The concept should be adaptable in various formats including in design elements associated with APEC.

The consultant will present to the Secretariat a set of three (3) design options that clearly and creatively reflect APEC's vision and positioning, complementary to its focus.

2. Template development

Based on the agreed visual design option, the consultant will create templates that can be used by the Secretariat and APEC members. For budgeting purposes, please refer to the items listed on the table below that will require working templates.

Communication and Project Templates (in full colour)	Specifications	Format	Price per unit
Editable/working graphic design templates for 1. APEC publication covers <ul style="list-style-type: none">• Periodic reports (1 page)• Project reports (3 types)• Technical/research reports (1 page)• Co-branded reports (1 page) 2. Corporate PowerPoint Presentation	Single-sided A4 document 5 slide templates: title slide + text content slide+ image/graphics content slide + transition + end slide	Microsoft Word + PDF + Adobe file PowerPoint	

3. Fact sheet	Double-sided A4 document	Microsoft Word + PDF + Adobe file	
4. Policy brief	Double-sided A4 document	Microsoft Word + PDF + Adobe file	
5. Social media graphic posts	4 designs: text only + text with graphics/images + graphics/images only + special events	PDF + Adobe file	
6. Video bumpers	3 frames: opening/intro title + closing/outro title sequence + 1 byline; should be compatible to use for social media	MP4 and/or MOV	
7. Email campaigns: <ul style="list-style-type: none"> • e-newsletters • new publication alerts • event e-invites 	1 template design each of the 3 types; should be compatible to use with MailChimp	PDF + Adobe file	

3. Visual Identity Guide (maximum of 30 pages)

The designer is expected to provide a visual style guide based on the agreed concept design, complementing the existing APEC branding guidelines. The visual style guide will specify, articulate, and depict the defining elements of the visual identity system and provide examples for marketing communications materials.

For budgeting and quotation purposes, the following items are suggested for inclusion:

- Brand creative parameters (i.e. fonts, design styles, photo styles, colour palette, etc.)
- Acceptable and unacceptable uses of the brand
- Samples of how the brand could be applied to website and social media channels, publications, etc
- Business card and letterhead templates
- File types suitable for print and online use, in ready to use and editable formats (e.g. .jpeg, .png, .tiff, .eps, .ai)

4. Graphic design services on an as-needed basis

Apart from developing graphic design templates, the selected consultant may be asked to continue to provide support for designing print and online collaterals from beginning to end as well as ongoing requests for enhancement to existing collaterals. The term of service will be based on need, performance, and funding availability.

Graphic design work will be done on a per project basis for a period of one year from January-December 2023. Potential work could include but not limited to the creative concept, design, layout and production of the following:

Communication materials and/or collaterals (in full colour)	Specifications	Format	Price per unit
Design and layout of elements aligned with new APEC visual design 1. Roll up banner 2. Media wall frame 1 3. Media wall frame 2 4. Online backdrop 5. Infographics 6. Brochure 7. Flyer	850mm x 2000mm 4.5m x 2.25m 2.3m x 2.3m 1920px by 1080px; 16:9 aspect ratio 1 double-sided A4 document + 1 full scroll 340mm x 297mm (open)/170mm x 297mm (closed); 60pp incl. covers 1 double-sided A4 document	PDF + Adobe file PDF + Adobe file PDF + Adobe file GIF or JPEG; PDF + Adobe file PDF + Adobe file PDF + Adobe file PDF + Adobe file	
Design and layout of web-based promotional products 1. Data visualization 2. Animated vector graphics	Quote per unit design for these two items	PDF + Adobe file	
Design and layout of corporate/administrative materials for APEC Secretariat 1. Name cards 2. E-mail signature 3. Letterhead 4. Folder 5. Envelope	Quote per unit design for each item	PDF + Adobe file	

Milestones and Outputs

The consultant is expected to provide the following services:

Indicative Timeline (2022)	Activity	Deliverables
August - September	Presentation of visual identity concept and design	3 concept design options
	Secretariat feedback	Final concept design
September - October	Artwork creation / Template development	Communication graphic templates
	Visual identity guide development	Visual identity guide
October	Secretariat feedback on initial drafts	Revised templates and visual identity guide
October-November	Finalized templates and visual identity guide	Final communication graphic templates
		Final visual identity guide

Skills required:

The APEC Secretariat is seeking to engage a graphic design consultant with extensive experience in creating a comprehensive visual identity to support APEC's vision and focus. The consultant must have

- Experience in graphic production from start to published/printed products (offset and digital)
- Strong theoretical and practical background in graphic design, including the use of design software such as the Adobe suite
- Clear and mature style of design, demonstrating an understanding of policy communications requirements of APEC
- Prior experience of work with international as well as domestic organizations. Preference will be given to those who have prior experience with designing and/or publishing standard publications for APEC and/or its 21-member economies
- Good understanding of new and evolving technologies and digital platforms
- A solid understanding of the scope and nature of the work, as well as outstanding technical expertise and excellence in customer service
- Ability to work in a variety of file formats as needed that provide flexibility for easy modifications by APEC in-house
- Ability to work effectively, often under tight deadlines, and deliver a quality product in a professional manner

Format for Proposal Submission

The quote package should include:

- **Letter of interest** – Tell us why you are a good fit for APEC’s graphic design work. Describe how you will approach the project to complete the indicated services.
- **Qualifications** – Names and curriculum vitae of persons who will be engaged in the performance of services
- **Examples of quality of work** – Show us a variety of work you have produced and a portfolio of prior work and materials relevant to providing the services.
- **Costs** (include any additional fees) – Proposals should clearly state all fees and expenses to be charged in the performance of all services. Follow the sequence and table format given in *Deliverables* section. Include number of revisions and edits in the quotation. Proposals should be valid for a period of 30 days after the RFQ closing date, 5 August 2022.
- **Reference List** – A list of at least two (2) references, including client name, organization, email and telephone contact information for similar work performed

Questions

All questions regarding this Request for Quotation must be submitted in writing via email to procurement@appec.org

Address for Proposal Submission

Please send the proposal via email to the attention of the Procurement Officer, APEC Secretariat, at: procurement@appec.org no later than 5:00pm sharp Singapore time, 5 August 2022.