

## TERMS OF REFERENCE (TOR)

### LOGO DESIGN FOR ST4SD PROJECT (SWISS TOURISM FOR SUSTAINABLE DEVELOPMENT IN VIETNAM)

Reference documents: ST4SD project documents, ST4SD project cost estimates and norms and related documents

Project: ST4SD (SWISS TOURISM FOR SUSTAINABLE DEVELOPMENT IN VIETNAM)  
Task: Design a logo for the project  
Activity code: 4043310  
Purpose: Logo design - a key part of the brand identity to promote communication of the ST4SD Project towards the vision of sustainable tourism development in Vietnam.  
Location: Hanoi  
Time: Within the first 2-3 weeks, December 2023  
Supervisor the implementation: Project Communications and Visibility Officer

[The Swiss Tourism for Sustainable Development project](#), financed by the [Swiss State Secretariat for Economic Affairs](#) (SECO) - part of the economic development cooperation of Switzerland for Vietnam and implemented by the consortium of [Helvetas Vietnam](#), a Swiss international NGO, and Center for Rural Economy Development [CRED](#), a Vietnamese NGO, aims at making Vietnam's tourism sector more sustainable and inclusive by focussing on the development of tourism ecosystems. The Ministry of Culture, Sports and Tourism appoints the Vietnam Authority of Tourism as the project owner.

The ST4SD support the preparation of relevant policies and strengthen public-private dialogue at both national and subnational level, establish a new Swiss Executive Hospitality Training (EHT) programme at qualified Vietnamese training institutes and create a network of experts from the Swiss and Vietnamese tourism sector, and promote innovative concepts for businesses and destinations to strengthen sustainability (including the introduction of sustainability standards). In the long term, the project aims to contribute to the creation of new livelihoods and the sustainable economic development of Vietnam.

#### 1. Scope of work

##### a. Target

Design the project's logo. Logo is the basis for the project's brand identity. The project's communication goal is to raise awareness and encourage action in sustainable tourism activities in Vietnam for target groups in the tourism industry and the community. Specifically, aiming for sustainable local values and references from Switzerland with a market-oriented approach and through public-private dialogue activities.

##### b. Work content

Provide logo consultancy and design for ST4SD project.

##### c. Product required

- Category: ST4SD project logo
- Content: Research about the project's goals and activities to design a suitable logo to best promote the project's identity and their relevant partners' goal in the project.
- Results:
  - Hand over the logo as key product from the brand identity kit

- Workflow to use the logo including color (specify color code), font size, transparent mode usage, white color transition, note and code when combined with other logos or backgrounds, ... and other notes if any.

**d. Implementation time:**

The product should be handed over within the first 2-3 weeks of December 2023.

**2. Requirements for service providers**

- Have at least 5-10 years of experience in the field of logo design and media publications for non-governmental projects and companies carrying out environmentally responsible activities.
- Able to complete work on time.
- The proposed budget is consistent with the project's cost norms; Have a valid financial invoice.

**3. Proposal submission deadline**

Applicants need to send proposals to [comms@st4sd.vn](mailto:comms@st4sd.vn), contact for more details at 0912304000.

- Capacity company profile
- Financial proposal (tax included)
- Logos designed by the candidate (3- 10 logos of both companies and organizations, especially related to the requested topic)
- In case there is an idea for a project logo, priority will be given.

Application deadline: Before Monday, 3 December 2023

Note: Helvetas only contacts selected candidates.