

**REQUEST FOR QUOTATION
HEALTH PROMOTION CENTRE
MINISTRY OF HEALTH**

REFERENCE: MOH/HPC/QTN/26-27 (18)

TITLE: "VISUAL AND STRATEGIC REBRANDING FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH FOR TWO (2) YEARS – CLUSTERING"

No.	Item	User Specification	Quantity	Price per unit	Total Price
1	Brand Proposal Development	Section I – User requirement			
		a) Brand Discovery Workshop - Conduct and facilitate two (2) brand discovery workshop with HPC Management to gather insights into the organisation's vision, mission, values, strategic objectives, target audience, and desired brand perception. - Perform a comprehensive review and assessment of the organisation's existing brand identity, communication materials, and brand touchpoints to identify strengths, gaps, and opportunities for improvement. - Develop and present a Brand Discovery Report summarising stakeholder insights, key findings, strategic recommendations, and the proposed direction for the rebranding project.	1 lot		
		b) Brand Positioning Statement - Develop a Brand Positioning Statement that clearly defines the organisation's unique value proposition, target audience, brand purpose, and desired public perception. - Provide supporting rationale demonstrating how the proposed positioning aligns with the findings from the Brand Discovery phase and the organisation's strategic objectives. - Identify the organisation's key differentiators and competitive advantages that distinguish the brand from comparable organisations.	1 lot		
		c) Brand Messaging Framework - Develop a comprehensive Brand Messaging Framework that establishes a consistent and unified communication approach for the Health Promotion Centre across all communication channels. - Define the organisation's brand	1 lot		

		personality, tone of voice, and communication style that align with the approved Brand Positioning Statement. • Develop key messaging pillars and core messaging that communicate the organisation's vision, mission, values, and strategic objectives. • Provide messaging guidelines tailored to key stakeholder groups, including the general public, healthcare professionals, government agencies, community partners, and internal staff. • Include practical examples demonstrating the application of the messaging framework across various communication materials, such as social media, campaigns, publications, speeches, presentations, and media communications.			
		d) Creative Direction • Develop and present creative direction concepts that visually translate the approved brand strategy and brand positioning into a cohesive visual identity. • Produce mood boards illustrating the proposed visual style, colour direction, typography, imagery, graphic elements, and overall aesthetic. • Provide a written rationale explaining how the proposed creative direction reflects the organisation's values, objectives, and target audience. • Present the proposed creative direction to the Health Promotion Centre and incorporate feedback prior to obtaining approval.	1 lot		
		e) Design Brief for Brand Identity Development • Develop a comprehensive Creative Brief that consolidates the approved brand strategy, positioning, messaging, and creative direction into a clear design brief for the development of the organisation's visual identity. • Define the design objectives, brand attributes, target audience, key communication messages, and intended user experience to guide the brand identity development. • Outline the scope and technical requirements for the development of the brand identity, including the logo, colour	1 lot		

		palette, typography, graphic elements, iconography, imagery style, and brand applications.			
Section 2 – Technical requirement					
All deliverables shall be professionally developed and presented in accordance with the approved project objectives and branding strategy.					
Deliverables shall be submitted in both editable and PDF formats for review, feedback, and future modification by the Health Promotion Centre.					
Editable source files shall be provided upon final approval, including but not limited to Microsoft Office formats (Word, PowerPoint), Adobe Creative Suite formats (Illustrator, InDesign, Photoshop), or other native working files, where applicable.					
All deliverables shall be suitable for future adaptation and implementation across various communication and branding platforms.					
All revisions requested by the Health Promotion Centre within the agreed revision period shall be incorporated before final submission.					
Section 3 – Project Workflow & Deliverables					
a) Brand Discovery Workshop - Engage with programme managers through workshops and consultations to understand the organisation's vision, mission, values, objectives, target audience, existing brand perception, and future aspirations. Review existing branding and communication materials to identify strengths, gaps, and opportunities. - Brand Discovery Report summarising stakeholder insights, current brand assessment, key findings, challenges, opportunities, and recommendations to guide the rebranding process. b) Brand Positioning Statement - Analyse the findings from the Brand Discovery phase to define the organisation's unique value proposition, target audience, competitive advantage, and desired public perception. - Brand Positioning Statement outlining the organisation's positioning, brand promise, value proposition, and strategic direction for the new brand. c) Brand Messaging Framework - Develop a consistent communication framework based on the approved brand positioning to ensure all messaging aligns with the organisation's identity and objectives. - Brand Messaging Framework comprising key messaging pillars, brand personality, tone of voice, communication style, audience specific messaging, and messaging guidelines for various communication platforms. d) Creative Direction - Translate the approved brand strategy into visual concepts by exploring various creative directions that reflect the organisation's identity, values, and positioning. Present concepts for stakeholder review and refinement. - Creative Direction Presentation featuring mood boards, colour palette exploration, typography direction, imagery style, graphic elements, iconography, and overall visual identity concepts with supporting rationale.					

		e) Design Brief for Brand Identity Development - Consolidate the approved strategic and creative decisions into a comprehensive design brief that will guide the development of the new visual identity. - Creative Brief detailing the project objectives, design requirements, brand attributes, target audience, communication goals, technical requirements, deliverables, and creative direction for the development of the logo, visual identity system, and brand applications.		
		Section 4 – Terms & Conditions		
		Ownership: All final and source files for artworks and ad creatives will be owned by the Health Promotion Centre, Ministry of Health upon completion. Vendor may not use content for other purposes without written consent.		
		Approval Process: All content must be approved by HPC prior to submission. Revisions must be completed within a mutually agreed timeframe.		
		Revisions: Up to three (3) revision rounds based on HPC feedback within the initial scope. Additional revisions may be subject to extra charges.		
2	Brand Identity Development	Section 5 – Payment Milestone		
		Payment for the project shall be made upon completion of this phase. The phase is expected to be completed within a period of less than six (6) months.		
		Total Price		
		Section I – User requirement		
		a) Logo Creation - Develop a minimum of three (3) original logo concepts based on the approved Brand Strategy and Creative Brief. - Present each concept with a design rationale explaining how it reflects the organisation's vision, values, and brand positioning. - Refine the selected concept based on stakeholder feedback until final approval is obtained. - Develop a complete logo system comprising primary, secondary, and responsive logo variations suitable for different applications.	1 lot	
		b) Colour Palette - Develop a primary and secondary colour palette that reflects the organisation's brand identity, values, and strategic positioning. - Provide colour specifications in industry standard formats, including Pantone, CMYK, RGB, HEX, and RAL (where applicable), to ensure consistency across print and digital applications. - Ensure the selected colour palette meets accessibility and readability standards for both digital and printed communications.	1 lot	

		c) Typography - Develop a comprehensive typography system that reflects the organisation's brand identity and enhances readability across both print and digital platforms. - Recommend primary and secondary typefaces, including font hierarchy, weights, styles, and appropriate usage for various communication materials - Ensure all selected typefaces are appropriately licensed for commercial and organisational use, and provide recommendations for suitable alternatives where licensing restrictions apply.	1 lot		
		d) Brand Architecture - Assess the existing organisational structure, programmes, campaigns, and service offerings(refer to Annex A & Annex B) to determine the most appropriate brand architecture model. - Develop a comprehensive Brand Architecture Framework illustrating the relationship between the master brand, subbrands, programmes, campaigns, and future initiatives. - Define branding principles, naming conventions, and visual hierarchy to ensure consistency and recognition across all organisational brands and assets.	1 lot		
		e) Brand Guideline - Develop a comprehensive Brand Guidelines Manual that establishes the standards for the consistent application of the Health Promotion Centre's brand identity across all communication and marketing materials. - The manual shall include guidance on logo usage, colour palette, typography, graphic elements, imagery style, iconography, layout principles, and visual hierarchy	1 lot		
		Section 2 – Technical requirement - Final approved logo in full colour, monochrome, black, white, and grayscale versions. - Horizontal, vertical, icon only, and simplified logo variations (where applicable). - Logo usage specifications, including minimum size, clear space, colour applications, and incorrect usage examples. - Logo files in editable vector formats (AI, EPS, SVG), high resolution raster formats (PNG, JPG), and PDF. - All fonts, colour codes (CMYK, RGB, Pantone, Hex), and supporting design assets			

		used in the final logo. - Other deliverables shall be submitted in both editable and PDF formats for review, feedback, and future modification by the Health Promotion Centre. - Editable source files shall be provided upon final approval, including but not limited to Microsoft Office formats (Word, PowerPoint), Adobe Creative Suite formats (Illustrator, InDesign, Photoshop), or other native working files, where applicable. Section 3 – Project Workflow & Deliverables a. Logo Creation - The logo shall be original and shall not infringe upon any existing copyright, trademark, or intellectual property rights. - The logo shall be scalable and suitable for both digital and print applications without loss of quality. - The design shall reflect the organisation's identity, values, and strategic direction established during the Brand Discovery phase. b. Colour Palette - Define colour usage guidelines, including primary, secondary, accent, and neutral colours, as well as recommended colour combinations and proportions. - Demonstrate the application of the colour palette across various branding materials, including digital platforms, print collateral, presentations, signage, and merchandise. c. Typography - Establish typography guidelines covering headings, subheadings, body text, captions, spacing, alignment, and accessibility considerations. - Demonstrate the application of the typography system across key brand touchpoints, including stationery, publications, presentations, websites, and social media materials. d. Brand Architecture - Provide recommendations for the application and governance of the Brand Architecture to support future brand expansion while maintaining a cohesive organisational identity. - The vendor should produce: Brand Architecture Framework (diagram showing how the master brand and sub-brands relate), Brand Hierarchy & Naming Convention Guidelines (where applicable). e. Brand Guideline - Provide guidance on the brand's tone of voice, messaging principles, and writing style to support consistent communication across various audiences and channels. - Include clear examples of correct and incorrect applications of the brand identity to ensure consistent implementation across print and digital platforms. - Demonstrate the application of the brand identity across key touchpoints, including but not limited to stationery, presentation templates, social media assets, publications, signage, promotional materials, and digital platforms. Section 4 – Terms & Conditions Ownership: All final and source files for artworks and ad creatives will be owned by the Health Promotion Centre, Ministry of Health upon completion. Vendor may not use content for other purposes without written consent. Approval Process: All content must be approved by HPC prior to submission.
--	--	--

		Revisions must be completed within a mutually agreed timeframe.			
		Revisions: Up to 3 revision rounds based on HPC feedback within the initial scope. Additional revisions may be subject to extra charges.			
		Section 5 – Payment milestone			
		Payment for the project shall be made upon completion of this phase. The phase is expected to be completed within a period of less than six (6) months.			
		Section 6 – Annex			
		Annex A, The Strategic Units under the Health Promotion Centre include, but are not limited to, the following: - Healthy Eating Unit - Mental Health Unit - Adolescent Health Unit - Physical Activity Unit - Tobacco Control Unit - Healthy Aging Unit The above list is not exhaustive and may include other relevant units or areas under the Health Promotion Centre, as required.			
		Annex B, The campaigns and services under the Health Promotion Centre include, but are not limited to, the following: - School Health Services - Health Galleria - Healthier Choice Logo, Healthier Dining Partners and Healthy Supermarket - Code of Responsible Marketing of Food and Beverages to Children - Happy Environment and Lifestyle (HEAL) Programme - Workplace Health Programme and Workplace Health Promotion - Health Promoting School GLOW (HPS GLOW) - Complementary Feeding - Salt Reduction The above list is not exhaustive and may include other relevant campaigns, programmes, services or initiatives under the Health Promotion Centre, as required.			
		Total Price			
3	Brand Implementation & Launch	Section I – User requirement			
		a) Rebrand Launch Video - teaser - Produce one (1) short-form video of less than sixty (60) seconds to introduce the details behind the rebranding and the journey behind it. - Develop concept and storyboard tailored for the launching of the rebranding. - Conduct on-site/live production shoots as necessary, for the development of the teaser video. - No on-screen talent is required for this video.	1 video		
		a) Rebrand Launch Video Produce one (1) long-form video of less than one-hundred and eighty (180) seconds to introduce the details behind	1 video		

		the rebranding and the journey behind it. • Develop concept and storyboard tailored for the launching of the rebranding. • Conduct on-site/live production shoots as necessary for the launch video. • Utilise in-house personnel as the on-screen talent for the video.			
		b) Design & Layout of Anniversary Coffee Table Book • Develop a creative and visually cohesive design concept that reflects the organisation's brand identity, objectives, and intended audience. • Design and layout the coffee table book, including the cover, back cover, spine, chapter dividers, page layouts, infographics, call-out sections, and other visual elements to enhance readability and engagement. • Ensure consistency in typography, colour palette, spacing, and visual hierarchy throughout the publication.	1 lot		
		c) Design of Slide Deck Preset • Develop a branded presentation template incorporating the approved brand identity, including colour palette, typography, graphic elements, iconography, and layout principles. • Design a comprehensive suite of slide layouts, including but not limited to title slides, section dividers, agenda, content, image gallery, charts, tables, timelines, infographics, quotations, and closing slides. • Ensure the slide deck template is fully editable and compatible with Microsoft PowerPoint, allowing users to customise content without affecting the overall design. • Establish design guidelines for typography, spacing, image placement, icon usage, and visual hierarchy to ensure consistency across all presentations.	1 lot		
		d) Design of Branding Stationery & Livery • Design mock-ups and final artwork for corporate stationery, including but not limited to business cards, letterheads, envelopes, presentation folders, email signatures, and document templates. • Design branding applications for organisational assets and livery, including	1 lot		

		but not limited to official vehicles, corporate shirt, wayfinding signages, exhibition booths, staff identification cards, table calendars, promotional backdrops, and other branded touchpoints as identified by the Health Promotion Centre.			
Section 2 – Technical requirement					
• Software Requirement: All content must be created using the Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.). • File Format for Deliverables: Final visuals must be delivered in JPG, JPEG, PNG or PDF. • Editable source files (PSD, AI, INDD, PPTX etc.) must be included for all approved designs. • Video Format: Resolution: Minimum Full HD (1920x1080), Aspect Ratios: 9:16 (vertical) - for mobile-first platforms (e.g., Instagram Reels, TikTok), 16:9 (horizontal) - for wider screen formats • All content must adhere to agreed accessibility standards, including readable fonts high contrast colors, descriptive captions and proper visual hierarchy • Include all editable/raw project files upon delivery					
Section 3 – Project Workflow & Deliverables					
Review & Approval: Submit each draft to HPC for feedback and allow up to 3 revision rounds per artwork based on HPC feedback.					
Section 4 – Terms & Conditions					
Ownership: All final and source files for artworks and ad creatives will be owned by the Health Promotion Centre, Ministry of Health upon completion. Vendor may not use content for other purposes without written consent.					
Approval Process: All content must be approved by HPC prior to submission. Revisions must be completed within a mutually agreed timeframe					
Section 5 – Payment milestone					
Payment for the project shall be made upon completion of this phase. The phase is expected to be completed within a period of less than twelve (12) months.					
Total Price					

Please State:

- Unit Price
- Total Price
- Price Validity (_____ months)
- Delivery Period (_____ week(s))
- Sample/ Brochure (if any)
- Copy of certificate and previous experience (if any)

Company Name		Company Chop
---------------------	--	---------------------

For any enquiry, please contact **Amal Nadzirah Binti Salehen, Health Promotion Centre at 2385800 or e-mail: amalnadzirah.salehen@moh.gov.bn**

**REQUEST FOR QUOTATION
HEALTH PROMOTION CENTRE
MINISTRY OF HEALTH**

REFERENCE: MOH/HPC/QTN/26-27 (18)

TITLE: "VISUAL AND STRATEGIC REBRANDING FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH FOR TWO (2) YEARS – CLUSTERING"

No	Item	COMPLY TO SPECIFICATION?		(IF 'YES') Please state catalogue/broc hure reference	
		YES	NO		
1	BRAND PROPOSAL DEVELOPMENT				
	SECTION I – USER REQUIREMENT				
	STANDARD FEATURES:	• Conduct brand discovery workshops, assess existing brand identity, and develop strategic recommendations for rebranding.			
		• Develop a Brand Positioning Statement defining the organisation's purpose, audience, differentiators, and desired public perception.			
		• Develop a Brand Messaging Framework establishing consistent messaging, tone, personality, key messages, and stakeholder-specific communication guidelines.			
		• Develop and present creative direction concepts, mood boards, and visual rationale aligned with approved brand strategy.			
		• Develop a comprehensive design brief outlining brand identity objectives, attributes, requirements, and applications.			
		• Ensure all deliverables are adaptable across various platforms, with up to three (3) rounds of revisions incorporated before final submission.			
		• This phase shall be completed within a period not exceeding six (6) months.			
		• All information shared during the project must be treated as confidential and may not be used for promotional purposes.			
		• Be a legally registered company with a minimum of three (3) personnel available to support this phase.			
		• Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard			

	Have completed two (2) or more projects involving the development of government or professional brand development. Submit three (3) artwork samples to finance.hpc@moh.gov.bn as part of the quotation submission.				
	SECTION II - PROCUREMENT REQUIREMENT				
	PRICE (B\$)	UNIT PRICE (B\$):	TOTAL PRICE (B\$):		
	DELIVERY TIME:				
	PRICE VALIDITY:				
	AFTER-SALES SERVICE AND SUPPORT INFORMATION:				
	ANY OPTION FEATURES OR UPGRADES AVAILABLE:				
	BULK OR INSTITUTIONAL PRICING, IF APPLICABLE				
	SECTION III - OTHERS				
	DOCUMENTS SUBMITTED (TICK AS APPLICABLE)		YES	NO	
ARTWORK SAMPLES (max of 3 artworks)	Tenderers must supply in the form of softcopy through email at finance.hpc@moh.gov.bn within seven (7) days after quotation closing date.				
2	BRAND IDENTITY DEVELOPMENT				
	SECTION I – USER REQUIREMENT				
	STANDARD FEATURES:	Develop three logo concepts with rationales, refine the selected concept, and create a complete logo system.			
		Develop accessible primary and secondary colour palettes with comprehensive specifications for consistent print and digital applications.			
		Develop a comprehensive typography system with licensed typefaces, hierarchy, usage guidelines, and suitable alternatives.			
Develop a Brand Architecture Framework defining relationships, naming conventions, branding principles, and visual hierarchy.					

	• Develop a comprehensive Brand Guidelines Manual ensuring consistent application of the HPC brand identity across platforms.			
	• Ensure all deliverables are adaptable across various platforms, with up to three (3) rounds of revisions incorporated before final submission.			
	• This phase shall be completed within a period not exceeding six (6) months.			
	• All information shared during the project must be treated as confidential and may not be used for promotional purposes.			
	• Be a legally registered company with a minimum of three (3) personnel available to support this phase.			
	• Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard			
	• Have completed two (2) or more projects involving the development of government or professional brand development. Submit three (3) artwork samples to finance.hpc@moh.gov.bn as part of the quotation submission.			
SECTION II - PROCUREMENT REQUIREMENT				
Editing Tools				
PRICE (B\$)	UNIT PRICE (B\$):	TOTAL PRICE (B\$):		
DELIVERY TIME:				
PRICE VALIDITY:				
AFTER-SALES SERVICE AND SUPPORT INFORMATION:				
ANY OPTION FEATURES OR UPGRADES AVAILABLE:				
BULK OR INSTITUTIONAL PRICING, IF APPLICABLE				

SECTION III - OTHERS				
DOCUMENTS SUBMITTED (TICK AS APPLICABLE)		YES	NO	
ARTWORK SAMPLES (max of 3 artworks)	Tenderers must supply in the form of softcopy through email at finance.hpc@moh.gov.bn within seven (7) days after quotation closing date.			
BRAND IMPLEMENTATION & LAUNCH				
SECTION I – USER REQUIREMENT				
3	Produce one (1) short-form rebrand teaser video of less than sixty (60) seconds, including concept development, storyboard creation, on-site production shoots, and content highlighting the rebranding details and journey, without on-screen talent.			
	Produce one (1) long-form rebrand launch video of less than one-hundred and eighty (180) seconds, including concept development, storyboard, on-site production, and utilisation of in-house personnel as on-screen talent to showcase the rebranding journey.			
	Develop and design a cohesive anniversary coffee table book layout, ensuring consistent visual identity and readability.			
	Develop a fully editable branded PowerPoint slide deck preset with comprehensive layouts and consistent design guidelines.			
	Develop mock-ups and final artwork for corporate stationery, organisational assets, and livery, ensuring consistent application of the approved brand identity across vehicles, apparel, signage, booths, identification cards, calendars, backdrops, and other touchpoints.			
	Ensure all deliverables are adaptable across various platforms, with up to three (3) rounds of revisions incorporated before final submission.			
	This phase shall be completed within a period not exceeding six (6) months.			
	All information shared during the project must be treated as confidential and may not be used for promotional purposes.			

		• Be a legally registered company with a minimum of three (3) personnel available to support this phase.			
		• Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard			
		• Have completed two (2) or more projects involving the development of government or professional brand development. Submit three (3) videos samples to finance.hpc@moh.gov.bn as part of the quotation submission.			
SECTION II - PROCUREMENT REQUIREMENT					
Editing Tools					
PRICE (B\$)	UNIT PRICE (B\$):	TOTAL PRICE (B\$):			
DELIVERY TIME:					
PRICE VALIDITY:					
AFTER-SALES SERVICE AND SUPPORT INFORMATION:					
ANY OPTION FEATURES OR UPGRADES AVAILABLE:					
BULK OR INSTITUTIONAL PRICING, IF APPLICABLE					
SECTION III - OTHERS					
DOCUMENTS SUBMITTED (TICK AS APPLICABLE)		YES	NO		
VIDEO SAMPLES (max of 3 samples)	Tenderers must supply in the form of softcopy through email at finance.hpc@moh.gov.bn within seven (7) days after quotation closing date.				

**REQUEST FOR QUOTATION
HEALTH PROMOTION CENTRE
MINISTRY OF HEALTH**

REFERENCE: MOH/HPC/QTN/26-27 (18)

TITLE: "VISUAL AND STRATEGIC REBRANDING FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH FOR TWO (2) YEARS – CLUSTERING"

NO.	Please Submit	Submitted?	
		YES	NO
1	Registration of Company/ Business Name		
2	Latest Certificate of Tabung Amanah Pekerja (TAP)		
3	Latest Certificate of Tax Compliance (applicable for SDN BHD only)		
4	List of employee include employee TAP Percentage (%)		
5	Artwork samples maximum of three (3) shall be submitted via email to finance.hpc@moh.gov.bn within seven (7) days from the quotation closing date.		
6	Video samples maximum of three (3) shall be submitted via email to finance.hpc@moh.gov.bn within seven (7) days from the quotation closing date.		