



## **STRENGTHENING INSTITUTIONAL CAPACITY FOR A RESILIENT CARIBBEAN COASTAL AND MARINE ENVIRONMENT (RCCAME) PROJECT**

### **Request for Quotation**

### **Graphic Design Services for the Design of Visual Identity and Branded Templates for the RCCAME Project**

*Funded by the European Union within the framework of the ACP-EU Natural Disaster  
Risk Reduction Programme*



## **Introduction**

The CIMH is an Institution of the Caribbean Community (CARICOM) and the technical Organ of the Caribbean Meteorological Organization (CMO). The mandate of the CIMH is “to assist in improving and developing the Meteorological and Hydrological Services as well as providing the awareness of the benefits of Meteorology and Hydrology for the economic well-being of the sixteen (16) Member States of the CMO. This is achieved through training, research, investigations, and the provision of related specialized services and advice.

In achieving its mandate, the CIMH in 1973 established an affiliation with the University of the West Indies in which its primary responsibility is the delivery of the B.Sc. programme in Meteorology in the Faculty of Pure and Applied Sciences. The CIMH is recognized regionally and globally as:

- The World Meteorological Organization (WMO) Regional Training Centre for the Caribbean.
- A Centre for applied research and development in meteorology, hydrology/water resources, climatology and related areas including disaster risk reduction, agriculture, and water impacts forecasting.
- The WMO Regional Instrument Centre for the Caribbean.
- A WMO Centre of Excellence for Training in Satellite Meteorology.
- The WMO Regional Climate Centre (RCC) for the Caribbean.
- The Caribbean Centre for Climate and Environmental Simulations.
- The Climate Data Archive for CMO Member States.
- The Pan American Node of the WMO Sand and Dust Storm Warning Advisory and Assessment System (SDS-WAS).
- Caribbean Regional Marine Forecast Support Centre.

By virtue of the above, the CIMH is active in such areas of hydro-meteorological and climate risk impacts forecasting as well as agricultural risk forecasting and maintains strong collaborations with international agencies and universities, regional institutions as well as national organizations in CMO Member States.

The CIMH has received financing from the European Union through the Caribbean Development Bank (CDB) allocated from the Caribbean Action for Resilience Enhancement (CARE) Programme for the “Strengthening Institutional Capacity for a Resilient Caribbean Coastal and Marine Environment (RCCAME) Project” and intends to apply a portion of the proceeds towards eligible payments under a contract for which this request is issued.

The CIMH, the Implementing Agency for the RCCAME Project, wishes to engage suitably qualified and experienced graphic design professionals to provide the services as outlined in the attached Terms of Reference (TOR) at Annex I. The CIMH through this Request for Quotation (RFQ) invites submissions for the design, development, and production of communication assets to enhance visibility on the project including its purpose, benefits, and expected outcomes.

Interested parties must submit a quotation, expressed in English, which includes a description of the assigned tasks, implementation schedule, curriculum vitae of key personnel and a portfolio of previous relevant work inclusive of three (3) professional references. The currency for the quotation shall be stated in USD.

A pdf version of the quotation must be submitted in English on or before April 4, 2025, 4:00 pm (Barbados time) via email to [procurement@cimh.edu.bb](mailto:procurement@cimh.edu.bb). The email should include the name of the applicant and be clearly marked “Graphic Design Services re RCCAME Project and addressed to:

Dr. David A. Farrell,  
Principal,  
Caribbean Institute for Meteorology and Hydrology (CIMH)  
Husbands,  
St. James, BARBADOS

Quotations received by the CIMH after the indicated deadline shall not be considered for evaluation.

The quotation shall be considered without limitation such factors including past performance, reputation, completeness, expertise, compliance with the TOR and responsiveness. The proposal that meets all requirements and offers the best value for money shall be selected and awarded the contract.

The CIMH bears no financial responsibility, direct or indirect, for the cost of preparation of quotations by the consultants and makes no commitment to select a consultant based on a response to this RFQ.

## **ANNEX I**

### **Terms of Reference (TOR)**

<b>Title of project:</b>	Strengthening Institutional Capacity For A Resilient Caribbean Coastal And Marine Environment (RCCAME) Project
<b>Grant Agreement Project No.</b>	GA238-REG
<b>Project duration:</b>	Nov 2024 to Oct 2026
<b>Donor/Funding Agency:</b>	Caribbean Development Bank /European Union through the ACP-EU Natural Disaster Risk Reduction Programme
<b>Executing Entity:</b>	Caribbean Institute for Meteorology and Hydrology (CIMH)
<b>Consultancy:</b>	Graphic Design Services

### **1. Introduction**

The “*Strengthening Institutional Capacity for a Resilient Caribbean Coastal and Marine Environment (RCCAME) Project*” aims to enhance coastal and marine resource and air quality monitoring, impact-based forecasting, and early warning systems (EWS) across the Caribbean. This project, executed and implemented by CIMH with support from the Caribbean Development Bank (CDB) through funding by the European Union under the ACP-EU Natural Disaster Risk Reduction Programme, strengthens resilience-building efforts in the region.

Caribbean coastal and marine ecosystems are vital for food security, economic development, and disaster risk reduction but face threats from pollution, climate change, and industrial activities. Air quality is also deteriorating due to Saharan dust, sargassum decay, and urban pollution, posing health risks.

The RCCAME project aims to reinforces marine governance, expand monitoring networks, and enhance predictive capabilities to support evidence-based decision-making. By equipping policymakers and stakeholders with advanced observation

systems and analytical tools, RCCAME intends to foster resilience and sustainability through improved data-driven strategies.

## **2. Objectives**

The overall objective of this engagement is to develop a strong and consistent visual identity for the RCCAME project. Key deliverables will include the creation of a project logo/artwork, branded templates, and other promotional products. These items will be integrated and operationalized during the project's implementation to enhance visibility and raise awareness and understanding of the contribution of the funding/donor organizations, the RCCAME Project objectives, programme of work, and impact across the Caribbean.

## **3. Scope of Work**

The consultant will collaborate closely with CIMH to develop all promotional items and branded templates. All deliverables must adhere to CIMH and CDB's visual identity guidelines, including graphical and visibility standards, as well as corporate identity requirements such as color palettes, typography, layout, and templates.

## **4. Deliverables**

The consultant is expected to produce the following items:

- 4.1 RCCAME project (group logo) artwork featuring partner logos from CDB & CIMH and the name of the project in long format and/or acronym. Inspiration can be taken from the existing branding developed for the donor programme, the ACP-EU-Natural Disaster Risk Reduction Programme. The project artwork must be designed in both horizontal and vertical versions and provided in JPG, PNG, and EPS formats.
- 4.2 Header/banner featuring partner logos as developed in 4.1 above, for use in Project documents including correspondence, press releases, terms of reference. The header must be provided in both letter size (8.5 x 11 inches) and legal size (8.5 x 14 inches) portrait and landscape in MS Word, JPG and PNG formats.
- 4.3 Footer/banner consisting of the existing branding/artwork developed for the ACP-EU Natural Disaster Risk Reduction Programme and the text "*Funded by the European Union within the framework of the ACP-EU Natural Disaster Risk Reduction Programme*" for use in Project documents including correspondence, press releases, and terms of reference. The footer/banner must be provided in both letter size (8.5 x 11 inches) and legal size (8.5 x 14 inches), portrait and landscape in MS Word, JPG and PNG formats.

4.4 One (1) one-page project fact sheet featuring the header developed at 4.2 and the footer developed at 4.3. in PDF format.

4.5 8.5 x 11 inches Publications template (cover page and back pages, table of contents, 2 chapter start pages, 2 inside content pages) in Adobe InDesign featuring the artwork developed at 4.1 above and the existing branding developed for the donor programme, the ACP-EU-Natural Disaster Risk Reduction Programme.

4.6 RCCAME project social media template featuring the artwork developed at 4.1 above and the existing branding developed for the donor programme, the ACP-EU-Natural Disaster Risk Reduction Programme in 1080 x 566 pixels, 1080 x 1920 pixels, and 1080 x 1080 pixels in JPG, PNG, and EPS formats

4.7 RCCAME project Zoom background featuring the artwork developed at 4.1 above and the existing branding developed for the donor programme, the ACP-EU-Natural Disaster Risk Reduction Programme in JPG and PNG file formats

4.8 RCCAME project retractable banner featuring the artwork developed at 4.1 above and the existing branding developed for the donor programme, the ACP-EU-Natural Disaster Risk Reduction Programme in JPG, PNG, and EPS formats

## **5. Duration & Expected Start Date**

5.1. The duration of the consultancy is twelve (12) weeks, with an anticipated start date in March 2025. Draft deliverables inclusive of feedback should be completed with sufficient time afforded for review, refinement, and finalization.

## **6. Qualifications and Experience**

6.1. The ideal consultant must have a proven track record of developing communication products for either corporate and/or development projects. Demonstrated expertise in graphic design is essential. The consultant must also possess the ability to (i) adhere to organizational branding and visual identity guidelines with strong attention to detail, and (ii) deliver high-quality outputs while adhering to established deadlines.

6.2. The Consultant Firm/Consultant Team/Consultant should possess:

- i. Demonstrated experience (minimum of 5 years) in developing and designing visibility assets. Certification in Graphic Design or a related field will be considered an asset.
- ii. Demonstrated proficiency working with graphic design software.

- iii. Proven ability to adhere to organizational branding and visual identity guidelines with strong attention to detail.

## 7. Evaluation and Selection Criteria

7.1 Submissions will be evaluated based on a combined scoring methodology where the technical proposal and supporting documentation is weighted at 70% and the financial proposal will be weighted at 30%.

7.2 The Specific weightings are outlined in the table below:

Category	Description	Weighting
Compliance	Compliance with Terms of Reference	10%
Knowledge, Experience and Qualifications	Certification and experience of the Consultant Firm/Consultant Team/Consultant to execute the work	15%
	Demonstrated experience in developing engaging and high quality, impactful visibility assets.	15%
	Experience working in the development sector producing high quality visibility assets.	10%
	Quality of the work presented in the Consultant Firm/Consultant Team/Consultant's portfolio.	20%
Cost	Value for Services	30%
	<b>Total</b>	<b>100%</b>

### Supervision of contract

Lyn-Marie Deane, CIMH Communications Specialist, [ideane@cimh.edu.bb](mailto:ideane@cimh.edu.bb)

Cisne Pascal, Programme Management Specialist, [cpascal@cimh.edu.bb](mailto:cpascal@cimh.edu.bb)

Dr. David Farrell, CIMH Principal, [dfarrell@cimh.edu.bb](mailto:dfarrell@cimh.edu.bb)