

BIDDING DOCUMENT (RFP)
HIRING OF DESIGN & CREATIVE SERVICES
Institute of Strategic Studies Islamabad (ISSI)

1. INTRODUCTION

The Institute of Strategic Studies Islamabad (ISSI) seeks to engage a professional design agency/firm for provision of high-quality creative and design services for its publications, events, and branding requirements.

2. SCOPE OF WORK

The firm shall provide end-to-end design services including:

Publications:

- Journals
- Policy papers / Islamabad Papers
- Books and reports (Annual, Seminar, etc.)

Marketing & Print Materials:

- Booklets, brochures, flyers
- Invitation cards and certificates

Event & Branding Materials:

- Standees, backdrops, web banners
- Event branding designs

Merchandise Design:

- Bags, mugs, shields
- Customized items (e.g., cake visuals, giveaways)

Creative & Digital Work:

- Logo design and brand identity
- Building artwork and visual graphics

3. ELIGIBILITY CRITERIA

Bidders must submit:

- Company profile
- NTN & GST certificates
- ATL proof
- Minimum 3 to 5 years of experience
- Portfolio of completed projects
- Client references
- Financial stability documents

4. TECHNICAL PROPOSAL

The technical proposal must include:

- Understanding of assignment
- Design approach and methodology
- Portfolio (mandatory)
- Team structure and qualifications
- Work plan and turnaround timelines
- Quality assurance mechanisms

5. FINANCIAL PROPOSAL

The financial proposal must include:

- Item-wise rates (per design/project category)
- All-inclusive cost (taxes, revisions, delivery)

6. EVALUATION CRITERIA

Technical Evaluation (70%):

- Portfolio Quality: 25%
- Relevant Experience: 20%
- Team Expertise: 15%
- Approach & Methodology: 10%

Financial Evaluation (30%):

- Lowest evaluated bid

7. CONTRACT TYPE

- Framework contract / rate contract
- Work orders will be issued as per requirement

8. BID SECURITY

- Amount: 50000/-
- Form: Pay Order/Bank Draft

9. CONTRACT DURATION

- Initial period: 1 year
- Extendable based on performance

10. TERMS & CONDITIONS

- All designs must be original and copyright-free
- Designing of Publications on international standards in terms of title design/Page design graphs/pictures/table and text. The quality of report design must match international reports of well-known organizations.
- Interested bidders may contact for sample to Institute
- Designer location should be in Islamabad only
- ISSI will retain full ownership of all final designs
- Revisions must be included in quoted cost
- Timely delivery is mandatory
- Confidentiality must be maintained

- The Institute will sign a contract with successful contractor for one year. The contract can be extended, subject to good service delivery.

12. PENALTIES

Applicable in case of:

- Delayed delivery
- Substandard work
- Non-compliance with requirements

13. SUBMISSION INSTRUCTIONS

- Two-envelope procedure (Technical + Financial)
- Submit via PPRA e-PADS
- Late bids will not be accepted

14. CONTACT INFORMATION

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