



UNIDADE DE GESTÃO DE PROJECTOS ESPECIAIS

CABO VERDE TECHNOLOGY PARK – PHASE II

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TERMS OF REFERENCE

VISUAL IDENTITY & BRAND SYSTEMS FOR TECHPARK CV

1. INTRODUCTION

The Government of the Republic of Cabo Verde has received financing from the African Development Bank (hereafter named “the Bank”), the Loan 2000200005602 for the amount of US\$ 14 million, towards the implementation of the Cabo Verde Technology Park Project – Phase II, aiming at transforming the Republic of Cabo Verde into a digital and innovation hub by operationalizing a technology park, equipped with modern infrastructure and workspaces with an innovative ambience that will house emerging start-ups to established multinational technology companies.

The Technology Park (TP) is an infrastructure for the country’s affirmation in the field of information technology and communication project (ICT) that includes three Data Centers, a Business Center, a Training and Certification Center, an Incubation Center, a Conference Center and sport areas. The data center 1 has been in production since 2014, the other two data centers are already built.

The vision for Cabo Verde Tech Park will become a reference digital hub in the Atlantic and west Africa regions, hosting and supporting different companies and entities of the digital sector in an innovative and internationally connected environment.

With the mission of being the key instrument for the implementation of the Cabo Verde digital strategy by making available excellent spaces, provide relevant support services and promote partnerships at national and international levels, contributing to consolidate the country’s digital ecosystem and create value for the local economy

The Project consists of the following components and sub-components:

Component A - Operationalization of the Climate Resilient Technology Park infrastructure

- Equip data centers with the required software and hardware;
- Implement a PPP structure to manage Data Center II;
- Deploy green, climate-friendly and smart infrastructure in the park.

Component B – Business development and capacity building

- Digital and soft skills training (coding for employment);
- Incubation / Entrepreneurship (Salto Cabo Verde).

Component C - Project Management and Institutional Strengthening.

- Strengthen the operational and technical capacities of the Cabo Verde Park Agency (TECHPARK);
- Support the operations of the Project implementation unit.

2. OBJECTIVE

2.1. GENERAL

To ensure the effective communication and widespread distribution of information about TECHPARK's initiatives, achievements, and events to relevant stakeholders and the general public, highlighting its role as a technology and digital hub in the Atlantic, a gateway to West Africa, and a destination for the diaspora and digital nomads, thereby enhancing visibility, engagement, and impact. Please note that the Techpark will be reaching a diverse target group with different spoken languages (French, Portuguese and English) all branding materials must consider this.

2.2. SPECIFIC

To develop and implement a comprehensive, impactful and attractive branding system and visual identity, to enhance the visibility, reputation, and engagement of the Cabo Verde Technological Park (TECHPARK CV), fostering a strong connection with stakeholders and promoting its initiatives and offerings.

3. SCOPE OF WORK

The project scope of work includes the deliverables as specified below:

1. Review Existing Visual Systems

1.1. Review of the current logo of Cabo Verde Technology Park and propose a new visual including all variations including Primary Logo, Secondary Logo, Submark and Icon (current logo attached to the TOR)

1.2 Analyze competitors and advise how the TechPark CV can visually differentiate from competitors internationally especially in Africa.

1.2 Define Brand Typeface including primary font and secondary font

1.3 Define Brand Colors

1.3 Re-design and implementation a new UI/UX of our current website (current website link is <https://techpark.cv/>)

1.4 Define style of layouts

1.5 Define style of imagery

1.6 Create a Brand and Media Guide Book with all the information above included

2. Create Visual Templates in English, Portuguese and French:

2.1 Create 3 templates for the TechPark CV Newsletter

2.2 Create Social Media Front page layout, profile and cover images for Facebook, Instagram, LinkedIn and Youtube.

2.3 Create 15 Social Media Post Templates with Feed (square) and Stories (portrait) proportions for Facebook, Instagram and LinkedIn.

2.4 Create 3 horizontal banner templates

2.5 Create 3 Rollup banner templates

3. Printable Stationary

3.1 Create 2 Business Card Templates in English and Portuguese

3.2 Create 2 Letterhead Templates

3.3 Create 2 Note Card Templates

3.4. Create 2 Pocket Folder

3.5 Create Memorandum Template

3.6 Create Invoice Template

3.7 Create Report and Proposal Cover Template

3.8 Create News Release Template

3.9 Create Merchandise Mockups for pen, pendrive, totebag, t-shirt, polo shirt, sweater, cup, reusable bottle, stickers.

3.10 Create 3 Brochure Templates in English, Portuguese and French

3.11 Create 3 Guidelines for Events, Coworking, Private Office and Common Spaces in English and Portuguese

3.12 Participants Badges

3.13 Name tags for Panelists

4. Office Templates

4.1 Create 2 Presentation Slides Template

4.2 Create Email Signature Template

4.3 Create 3 Virtual background for meetings

5. Signage and Wayfinding in English and Portuguese

5.1 Create Interior Signage Design for the 6 buildings, including:

5.1.1 Floor maps for all floors

5.1.2 Emergency Maps

5.1.3 Interior Wayfing to main spaces

5.1.4 Signage for toilets

5.1.5 Signage for names of conference rooms

5.1.6 Signage for names of coworking spaces

5.1.7 Signage for names of common spaces

5.2 Create Exterior Signage Design, including:

5.2.1 Wayfinding with direction of buildings

5.2.2 Design 2 Signages to Identify the Park visible from the streets

5.2.3 Design Signages for names of the buildings

5.2.4 Design Signages with Resident Companies and Partners

6. Advertising Visual Guidelines

6.1. Create a visual guide on how to advertise on the following platform:

6.1.1 TV

6.1.2 Outdoor

6.1.3 Print Ads

6.1.4 Target Display Ads

6.1.5 Social Media Ads

6.2 Create Templates for advertisement in the following platforms:

6.2.1 Create 4 Outdoor design Templates

6.2.2 Create 4 Printed poster and flyers design templates

6.2.3 Create 4 Website Banners design templates

4. TARGET AUDIENCE

Local Entrepreneurs and Startups: Individuals and small businesses within Cabo Verde looking for support in developing their ideas and scaling their operations.

Technology Companies and Innovators: Tech firms and innovators interested in collaborating, investing, or establishing a presence in a tech-friendly environment.

Government and Policy Makers: Local and national government officials and agencies involved in economic development, technology, and innovation policies.

Investors and Venture Capitalists: Domestic and international investors seeking opportunities in emerging tech hubs and innovative startups in Cabo Verde.

Academia and Research Institutions: Universities, colleges, and research organizations interested in partnerships, research collaborations, and talent development.

Diaspora Community: Cabo Verdean diaspora members who can contribute through investment, mentorship, or returning as skilled professionals.

Digital Nomads and Remote Workers: Individuals and groups looking for a conducive environment for remote work, leveraging Cabo Verde's strategic location and lifestyle.

West African Entrepreneurs and Businesses: Entrepreneurs and businesses from the West African region seeking a gateway to broader markets and collaboration opportunities.

Media and Influencers: Local, regional, and international media outlets and influencers who can amplify TECHPARK's message and achievements.

General Public: The broader community within Cabo Verde and the surrounding regions who can benefit from awareness of TECHPARK's initiatives and services.

5. SCHEDULE

The following table show the expected delivery times for the products/services, as well as the payment schedule. Payments will be according to the percentages described in the tables.

The expected duration for the assignment is a total of 12 weeks, with intermediary deliverables and approvals as specified in the table below.

| DELIVERABLES | QUANTITY | FORMAT | DEADLINE | APPROVAL AND PAYMENT |
|---|----------|----------------|---------------------------------|----------------------|
| Inception Report with a detailed timetable for each product | 1 | Digital format | 1 weeks after contract approval | 5% |

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|---|---|--|--|------------|
| Review Existing Visual Systems: | - | - | 3 weeks after contract approval | 10% |
| - Reviewed of logo of Cabo Verde Technology Park including all variations including Primary Logo, Secondary Logo, Submark and Icon | 1 | Vectorial Format | | |
| - Competitor Analysis Report with how the TechPark CV will visually differentiate from competitors internationally especially in Africa | 1 | Digital Format | | |
| - Brand Typeface including primary font and secondary font | 1 | TTF or OTF Format and placed in a platform similar to Canva | | |
| - Brand Colors including Primary Color, Secondary Color, Accent Color, Complementary Color, Light and Dark Neutral Colors | 1 | Digital Format including RGB and HEX codes and placed in a platform similar to Canva | | |
| - Presentation with Style of layouts | 1 | Digital Format | | |
| - Create a Brand and Media Guide Book | 1 | Digital Format | | |
| - Re-design and implementation a new UI/UX of our current website | 1 | Editable Digital Format and Vectorial Format | | |
| Create Visual Templates in English, Portuguese and French: | | | 5 weeks after contract approval | 15% |
| - Newsletter Template | 3 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Social Media Front page layout, profile and cover images for Facebook, Instagram, LinkedIn and Youtube. | 1 | Editable, Digital and Vectorial Format | | |

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| - Social Media Post Templates with Feed (square) and Stories (portrait) proportions for Facebook, Instagram and LinkedIn | 15 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Horizontal banner templates | 3 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Rollup banner templates | 3 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Printable Stationary: | | | 5 weeks after contract approval | 15% |
| - Business Cards Template in English and Portuguese | 2 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Letterhead Template | 2 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Note Card Template | 2 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Pocket Folder Template | 2 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Memorandum Template | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |

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|---|---|---|--|------------|
| - Invoice Template | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Report and Proposal Cover Template | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - News Release Template | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Merchandise (Mockups for pen, pendrive, totebag, t-shirt, polo shirt, sweater, cup, reusable bottle and Stickers) | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Brochure Template in English, Portuguese and French | 3 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Guideline Template (Event, Coworking, Private Office, Common Spaces)in English and French | 3 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Participants Badges | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Name Tags for Panelists | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Office Templates: | | | 5 weeks after contract approval | 10% |

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|---|---|---|---|------------|
| - Presentation Slides Template | 2 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Email Signature Template | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Virtual background for meetings | 3 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Signage and Wayfinding | | | 10 weeks after contract approval | 15% |
| - Interior Signage Design for the 6 buildings, including: | | | | |
| Floor maps for all floors | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Emergency Maps | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Interior Wayfinding design to main spaces | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Signage for toilets | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Signage for names of conference rooms | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |

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| Signage for names of coworking spaces | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Signage for names of common spaces | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Exterior Signage Design, including: | | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Wayfinding with direction of buildings | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Design Signages to Identify the Park visible from the streets | 2 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Design Signages for names of the buildings | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Design Signages with Resident Companies and Partners | 1 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Advertising Visual Guidelines: | | | 10 weeks after contract approval | 10% |
| Create a visual guide on how to advertise on the following platform: | 1 | | | |
| - TV | | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |

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|---|----------|---|---|------------|
| - Outdoor | | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Print Ads | | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Target Display Ads | | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Social Media Ads | | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| - Templates for advertisement in the following platforms: | | | | |
| Outdoor design Templates | 4 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Printed poster and flyers design templates | 4 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Website Banners design templates | 4 | Editable, Digital, Vectorial Format and placed in a platform similar to Canva | | |
| Approval and Final Report | 1 | | 12 weeks after contract approval | 20% |

7. ROLE

Key responsibilities and functions include developing and refining TECHPARK's visual identity, ensuring consistency across all materials and platforms, creating brand guidelines and templates for various applications, including digital and print media, signage, and merchandise.

8. CONSULTANT PROFILE

8.1 FIRM

The firm should possess the following qualifications and expertise:

- Demonstrated minimum 5 years experience in branding and graphic design projects in the technology or innovation sector, through specific examples of past work.
- Strong creative skills with the ability to produce high-quality content and design assets for various channels and formats.
- Is mandatory to have a portfolio of completed works, at least 5 recent examples of similar practical work (links or copies) of the scope of work of this ToR.
- Familiarity with the Cabo Verdean market and West African region is desirable.

8.2 TEAM

The consultant firm should assemble a multidisciplinary team with the following roles and expertise:

- Project Manager
- Branding and Graphic Design Specialist
- Graphic Designer

Requirements

Project Manager:

Bachelor or Master Degree in project management, marketing, management or a related field.

Minimum of 5 years of experience in project management, preferably in Projects for technology or innovation sector.

Familiarity with the Cabo Verdean market and West African region is desirable.

Branding and Graphic Design Specialist:

Bachelor or Master Degree Degree in graphic design, visual arts, or a related field.

5 years of Proven experience in brand design and visual identity, with a portfolio demonstrating previous projects.

Familiarity with the Cabo Verdean market and West African region is desirable.

Graphic Designer:

Bachelor or Master Degree Degree in graphic design, visual arts, or a related field.

1 years of Proven experience in brand design and visual identity, with a portfolio demonstrating previous projects.

10. REPORTING

The consultant firm will report directly to the designated responsible individual or department at TECHPARK, who will provide guidance, feedback, and support throughout the duration of the project. Regular progress updates and milestone reviews will be scheduled to ensure alignment with TECHPARK's goals and objectives.

11. OWNERSHIP OF MATERIALS AND DISSEMINATION

Any and all material produced as a result of this consultancy, in any format, is the property of the Cabo Verde Technology Park, as is any right associated with the intellectual property developed as a result of these activities.

12. CONTRACT

A lump sum contract must be signed. Payments are dependent on approval of deliveries by TechPark CV and UGPE, and payment of approved reimbursable expenses is made on presentation of a receipt for expenses incurred at actual cost.

ANNEX I – CURRENT LOGO



***TECHPARK
CABO VERDE***



***TECHPARK
CABO VERDE***