



TENDER

TENDER NO.	No.2019-2020/001
DESCRIPTION	Empanelment of Creative Agency for Design of Logo
DATE	23 December 2019

Indian Olympic Association (IOA) invites bids for empanelment of creative agency for undertaking design of its logos and drafting of brand guidelines.

1. Introduction:

- 1.1. The Indian Olympic Association is the governing body for the Olympic Movement and the Commonwealth Games in India. As an affiliated member of the International Olympic Committee (IOC), Commonwealth Games Federation (CGF), Olympic Council of Asia (OCA) and Association of National Olympic Committees (ANOC), the IOA administers various aspects of sports governance and athletes' welfare in the country. In this regard, the IOA oversees the representation of athletes or teams participating in the Olympic Games, Commonwealth Games, Asian Games and other international multi-sport competitions of IOC, CGF, OCA and ANOC.
- 1.2. The cost of preparing the proposal and participating in the pitch including any visit to the IOA's office are not reimbursable as a direct cost of the assignment. IOA is not bound to accept any of the proposals submitted.
- 1.3. IOA's employees, committee members, board members and their relatives (spouse and children) are not eligible to participate in the tender.
- 1.4. At any time before the deadline for submission of the proposals, IOA may for any reason, either at its own initiative or in response to clarification requested by an intended bidder amend the requirements of submission. Any such amendment shall be issued in writing or send by email to agencies that submitted bid in advance, and such amendments will be binding on all. IOA may at its discretion extend the deadline for the submission of the proposals. IOA reserves the right to cancel the tender, if such a situation comes up.

2. Scope of Work:

- 2.1. Design new institutional logo and commercial logo – design and present a set of new logos of the Indian Olympic Association with a deck (.key/.ppt) on the concept of the logos, include variation of integrated logo with logo of International Olympic Committee and Commonwealth Games Federation and commercial logo of Team India. The timeline of delivery is 2 weeks. Reference of existing logos can be found at - <https://twitter.com/weareteamindia?lang=en>
- 2.2. Audio-Visual Presentation of the New Logo.
- 2.3. Brand Guidelines – Brand Guidelines to create and ensure consistency in the usage of the logos in the future, including colour palette, space requirements, typography, unacceptable uses, etc. The guidelines should necessarily include reference for institutional and event usage of the IOA logo for member National Sports Federations and State Olympic

Associations. The timeline for delivery of work is 6 – 8 weeks, after the approval of the logo design.

3. Format of Proposals:

3.1. The proposals shall be in English language.

4. Mandatory Documents

4.1. Copy of GST Registration Certificate

4.2. Copy of PAN Card

5. Technical Proposal

5.1. Information about experience of similar work done in the past

5.2. Information about similar clientele in the recent years

5.3. Information of key staff that is proposed for this assignment

6. Financial Proposal

6.1. Agencies are required to submit separate financial proposals for the three deliverables mentioned herein in clause 2.1, 2.2 and 2.3.

6.2. The financial proposal must remain valid for 30 days after the submission date.

6.3. If there are any specific payment terms of the Agency, it should be specified in the proposal.

7. Queries:

Interested eligible agencies may contact the office during working hours between 10.30 am to 5.30 pm between 24 December 2019 to 28 December 2019, at the Olympic Bhawan, B-29, Qutub Institutional Area, New Delhi 110 016, for further information needed or clarification.

8. Submission:

The proposal can be sent by email to – ioaed@olympic.ind.in or by post to the following address: Executive Director, Olympic Bhawan, B-29, Qutub Institutional Area, New Delhi 110 016. Tenders should be submitted or sent clearly specifying the Tender Number and Description.

Method of Selection: Quality Cost Based Selection (QCBS)

Last Date: 30 December 2019, 2.30 pm

Tenders will be opened immediately thereafter. Late responses will not be accepted.

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Secretary General
Indian Olympic Association