

TERMS OF REFERENCE

Type of service	National Office branding (Port Sudan)
Contact person	Communications, Advocacy and External Engagement Manager

Introduction

World Vision is a Christian humanitarian and development organisation dedicated to reducing poverty and injustice in children, their families, and their communities. We work with the world's most vulnerable people regardless of religion, race, ethnicity, or gender. In Sudan, World Vision Sudan is headquartered in Port Sudan and operates across different states.

Background

World Vision is looking for a branding agency to provide creative expertise in office branding to boost brand visibility and highlight the organisation's core values, vision, and mission while improving the physical and sensory environment.

Objective

The goal is to hire a qualified vendor to produce and install durable, professional exterior and interior branding elements, ensuring strict compliance with World Vision branding guidelines.

Scope of work

The vendor is responsible for site inspection, design, production and professional installation of all elements.

Office painting



Exterior walls will be painted in **neutral colors**, and interior walls will also have neutral paint tones accented by a touch of orange.

Exterior and signage

- **Main Office Signage:** Design and installation of the World Vision logo/name on the facade (backlit/LED options encouraged).
- **Directional Signage:** Installation of one (1), ground-mounted directional sign.

Interior branding and visual signage

- **Highly branded reception area:** Design and implement a scheme prominently featuring a combination of orange, white, and black where necessary, including installing the mission/values wall display.
- **Pictures/Artwork:** Printing, framing, and secure installation of high-resolution photographs provided by World Vision in designated interior areas.
- Creatively add decorative pieces inside the open spaces, guided by the branding guidelines.
- Office identification plates and necessary safety signage.

Fleet Branding

Supply and apply durable, reflective vinyl stickers for 3 World Vision operational vehicles, vehicle flags, and hired vehicles.

World Vision Sudan input and guidance

The World Vision Sudan Communications Department will provide the selected vendor with all necessary artwork/files, dimensions, placement guidance, and final brand compliance instructions.

Deliverables

- Technical design proposal (including material and print specifications).
- Complete physical installation (all signage, displays, and artwork).
- Vehicle branding application on World Vision vehicles (3) and stickers and flags for hired vehicles (10).
- Final project report (with installation photographs) .



Timeline

The vendor must complete and install all elements of the scope of work within six (6) weeks following the official award of the job and receipt of all required artwork/files from World Vision.

Bid Submission Details

- **Deadline for submission:** [15th November 2025]
- **Submission method:** Email to [scm_sudan@wvi.org] OR physical submission to **Port Sudan**
- **Contact for inquiries:** [Email: Ibrahim_Bakhit@wvi.org & Tel: [+249900934218](tel:+249900934218)]

Submission of Proposals

- Technical Proposals
- Financial Proposal

Address your Technical and Financial Proposals to:

Secretariat, Procurement Committee
World Vision International Sudan
Number 6/16 Transit area
Port Sudan

