

REQUEST FOR QUOTATION FOR SERVICES – RFQ/S

Ref.: [MGIEP/2026/RFQ/005 - Request for quotations for Company/Agency for Graphic Design (Open only to Indian Firms)]

(Please, quote this UNESCO reference in all correspondence)

You are invited to submit your quotation offering your best prices and delivery conditions to UNESCO for the provision of services described below:

Graphic Design Services: Layout Design of Reports and Publications, Brochures, Flyers and Creation of a Bank of Custom Illustrations for UNESCO MGIEP. All designs must adhere to the UNESCO MGIEP Branding Guidelines (provided upon contract award). Refer to the Terms of Reference (Annex) for full details.

Your quotation must consist of two separate files: (i) Technical Proposal and (ii) Financial Proposal no later than **28 May 2026 at 11:59 PM Indian Standard Time**

The vendor shall bear all costs associated with the preparation and submission of the Proposal and UNESCO will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.”

1. Technical proposal:

Instruction to vendors: Please use the template, supplementing your statements with evidence (e.g. links to portfolios or CVs) when suitable.

Nº	Item	Vendor’s input
1	Experience and qualification	<i>Describe, Confirm and provide the proofs of compliance with the requirements/expertise required in the Terms of Reference (TOR).</i>
2	Approach, methodology and implementation plan	<i>Describe your approach to the provision of the requested service, specific methodologies or equipment used (if applicable), and outline the implementation plan with the timeline.</i>
3	Key personnel to implement the services	<i>List of the key personnel involved in the service delivery, with a short description of their role and expertise.</i>

2. Financial Proposal:

Item	Fee per Page/Illustration, [INR]
1.1 Publications (Cost Per Page) 1.2 A5 Flyers (Cost per Flyer/page) 1.3 Bi-fold Brochures (Cost per Brochure) 1.4 Miscellaneous (Cost per page)	<p>Please submit your financial proposal as per Annex-II template (UNESCO MGIEP Graphic Design Scope of Work) attached with this RFQ.</p> <p>Your financial proposal must be submitted as a separate PDF document including both, Layout Design Requirements and Illustration Bank Requirements.</p>
2.1 Spot Illustrations — single-element, no background, 2–4 colours (applies across all 4 styles) – 80 Illustrations	
2.2 Mid-Complexity Scene Illustrations — 2–4 characters or character with context, simple setting (applies across all 4 styles) – 80 Illustrations	

<p>2.3 Detailed Narrative Scene Illustrations — 4+ characters, rich layered environment, full brand palette (applies across all 4 styles) – 50 Illustrations</p> <p><i>Vendors must quote a separate per-illustration rate (in INR) for each of the three complexity tiers: (i) Spot Illustrations - simple, single-element vector illustrations with minimal detail; (ii) Mid-complexity scene illustrations - compositions involving multiple elements, characters, or contextual settings; and (iii) Detailed, narrative scene illustrations - full compositions with layered elements, expressive characters, and thematic depth. These three rates must be quoted separately in the Financial Proposal and will apply uniformly across all 4 styles/sets.</i></p>	
<p>3. Additional costs: per-revision rate for additional rounds beyond the stipulated feedback rounds (applicable to both layout and illustration revisions)</p>	
<p>TOTAL SUM OF QUOTATION</p>	

WE ARE LOOKING FORWARD TO RECEIVING YOUR QUOTATION comprising of a technical proposal and a financial proposal, in two separates files and emails

AT

procurement.mgiep@unesco.org

Subject: Ref. [MGIEP/2026/RFQ/005 - Request for quotations for Company/Agency for Graphic Design] (To be noted that all files together not to exceed 10 MB)

Quotes shall be in written English

FOR UNESCO	
NAME	
FUNCTIONAL TITLE	
SIGNATURE	
DATE	

ANNEX I – General Terms and Conditions for Professional Services

1. LEGAL STATUS

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis UNESCO. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNESCO.

2. SOURCE OF INSTRUCTIONS

The Contractor shall neither seek nor accept instructions from any authority external to UNESCO in connection with the performance of its services under this Contract. The Contractor shall refrain from any action, which may adversely affect UNESCO or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNESCO.

3. CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4. ASSIGNMENT

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNESCO.

5. SUB-CONTRACTING

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNESCO for all sub-contractors. The approval of UNESCO of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform with the provisions of this Contract.

6. OFFICIALS NOT TO BENEFIT

The Contractor warrants that no official of UNESCO has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7. INDEMNIFICATION

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNESCO, its officials, agents, and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter-alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8. INSURANCE AND LIABILITIES TO THIRD PARTIES

The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract. The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract. The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles. The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract. Except for the workmen's compensation insurance, the insurance policies under this Article shall:

8.1 Name UNESCO as additional insured;

8.2 Include a waiver of subrogation of the Contractor's rights to the insurance carrier against UNESCO;

8.3 Provide that UNESCO shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage

8.4 The Contractor shall, upon request, provide UNESCO with satisfactory evidence of the insurance required under this Article.

9. ENCUMBRANCES/LIENS

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with UNESCO against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10. TITLE TO EQUIPMENT

Title to any equipment and supplies that may be furnished by UNESCO shall rest with UNESCO and any such equipment shall be returned to UNESCO at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNESCO, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNESCO for equipment determined to be damaged or degraded beyond normal wear and tear.

11. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS

UNESCO shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this

Contract. At UNESCO's request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UNESCO in compliance with the requirements of the applicable law

12. USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNESCO OR THE UN

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNESCO, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNESCO, or any abbreviation of the name of UNESCO in connection with its business or otherwise.

13. CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION

Information and data that is considered proprietary by either Party or that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of the performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party.

Drawings, photographs, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of UNESCO, shall be treated as confidential and shall be delivered only to UNESCO authorized officials on completion of work under this Contract. The Contractor may not communicate at any time to any other person, Government or authority external to UNESCO, any information known to it by reason of its association with UNESCO, which has not been made public except with the authorization of UNESCO; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

UNESCO may disclose information to the extent required pursuant to resolutions or regulations of the General Conference or rules promulgated thereunder and to the UNESCO Access to Information policy. The Contractor acknowledges that UNESCO's Information, including any information relating to an identified or identifiable individual ("Personal Data"), is subject to privileges and immunities accorded to UNESCO and that as a result any such Information is inviolable and cannot be disclosed, provided or otherwise made available to, or searched, confiscated or otherwise be interfered with by any person, unless such immunity is expressly waived in writing by UNESCO. To ensure compliance with the privileges and immunities of UNESCO, the Contractor shall segregate information provided by UNESCO or generated by the Contractor under this Contract to the fullest extent possible.

14. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

Force majeure, as used in this Article, means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force, which are beyond the control of the Parties. In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to UNESCO, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify UNESCO of any other changes in conditions or the occurrence of any event, which interferes or threatens to interfere with its performance of this Contract. The notice shall include steps proposed by the Contractor to be taken including any reasonable alternative means for performance that is not prevented by force majeure. On receipt of the notice required under this Article, UNESCO shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract. If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, UNESCO shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

15. TERMINATION

Either party may terminate this Contract for cause, in whole or in part, upon thirty days notice, in writing, to the other party. The initiation of arbitration proceedings in accordance with Article 16 "Settlement of Disputes" below shall not be deemed a termination of this Contract. UNESCO reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNESCO shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination. In the event of any termination by UNESCO under this Article, no payment shall be due from UNESCO to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract. The Contractor shall take immediate steps to terminate the work and services in a prompt and orderly manner and to minimize losses and further expenditures. Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, UNESCO may, without prejudice to any other right or remedy it may have, terminate this Contract forthwith. The Contractor shall immediately inform UNESCO of the occurrence of any of the above events.

16. SETTLEMENT OF DISPUTES

16.1 Amicable Settlement

The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

16.2 Arbitration

Unless, any such dispute, controversy or claim between the Parties arising out of or relating to this Contract or the breach, termination or invalidity thereof is settled amicably under the preceding paragraph of this Article within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, such dispute, controversy or claim shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining, including its provisions on applicable law. The arbitral tribunal shall have no authority to award punitive damages. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

17. PRIVILEGES AND IMMUNITIES

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of UNESCO.

18. TAX EXEMPTION

18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, *inter-alia*, that UNESCO, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the UNESCO exemption from such taxes, duties or charges, the Contractor shall immediately consult with UNESCO to determine a mutually acceptable procedure.

18.2 Accordingly, the Contractor authorizes UNESCO to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with UNESCO before the payment thereof and UNESCO has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide UNESCO with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19. CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, *inter-alia*, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UNESCO to terminate this Contract immediately upon notice to the Contractor, at no cost to UNESCO.

20. MINES

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UNESCO to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNESCO.

21. OBSERVANCE OF THE LAW

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22. AUTHORITY TO MODIFY

No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against UNESCO unless provided by an amendment to this Contract signed by the authorized official of UNESCO.

23. SECURITY

The responsibility for the safety and security of the Contractor and its personnel and property, and of UNESCO property in the Contractor's custody, rests with the Contractor.

The Contractor shall:

- (a) put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;
- (b) assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.

UNESCO reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for UNESCO property in its custody.

24. ANTI-TERRORISM

The Contractor agrees to undertake all reasonable efforts to ensure that none of the UNESCO funds received under this Contract are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNESCO hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via:

<https://www.un.org/sc/suborg/en/sanctions/un-sc-consolidated-list>.

This provision must be included in all sub-contracts or sub-agreements entered into under the Contract.

25. AUDITS AND INVESTIGATIONS:

Each invoice paid by UNESCO shall be subject to a post-payment audit by auditors, whether internal or external, of UNESCO or by other authorized and qualified agents of UNESCO at any time during the term of the Contract and for a period of three (3) years following the expiration or prior termination of the Contract.

UNESCO may conduct investigations relating to any aspect of the Contract or the award thereof, the obligations performed under the Contract, and the operations of the Contractor generally relating to performance of the Contract at any time during the term of the Contract and for a period of three (3) years following the expiration or prior termination of the Contract.

The Contractor shall provide its full and timely cooperation with any such post payment audits or investigations. Such cooperation shall include, but shall not be limited to, the Contractor's obligation to make available its personnel and any relevant documentation for such purposes at reasonable times and on reasonable conditions and to grant to UNESCO access to the Contractor's premises at reasonable times and on reasonable conditions in connection with such access to the Contractor's personnel and relevant documentation. The Contractor shall require its agents, including, but not limited to, the Contractor's attorneys, accountants or other advisers, to reasonably cooperate with any post-payment audits or investigations carried out by UNESCO hereunder.

UNESCO shall be entitled to a refund from the Contractor for any amounts shown by audits or investigations to have been paid by UNESCO other than in accordance with the terms and conditions of the Contract.

26. PROTECTION FROM SEXUAL EXPLOITATION AND SEXUAL ABUSE

Definitions. For purposes of the Contract, "sexual exploitation" means any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another; "sexual abuse" means the actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions. Sexual exploitation and abuse are strictly prohibited. The Contractor, its employees, agents or any other persons engaged by the Contractor to perform any services under the Contract, shall not engage in any sexual exploitation and abuse. The Contractor acknowledges and agrees that UNESCO will apply a policy of "zero tolerance" with regard to sexual exploitation and abuse of anyone by the Contractor, its employees, agents or any other persons engaged by the Contractor to perform any services under the Contract.

Without prejudice to the generality of the foregoing:

(a) Sexual activity with a child (any person less than eighteen years of age), regardless of any laws relating to the age of majority or to consent, shall constitute the sexual exploitation and abuse of such person. Mistaken belief in the age of a child shall not constitute a defense under the Agreement.

(b) The exchange or promise of exchange of any money, employment, goods, services, or other thing of value, for sex, including sexual favors or sexual activities, shall constitute sexual exploitation and abuse.

(c) The Contractor acknowledges and agrees that sexual relationships between the Contractor's employees, agents or other persons engaged by the Contractor and beneficiaries of assistance, since they are based on inherently unequal power dynamics, undermine the credibility and integrity of the work of UNESCO and are strongly discouraged.

Reporting of allegations to UNESCO. The Contractor shall report allegations of sexual exploitation and abuse, of which the Contractor has been informed or has otherwise become aware, promptly to UNESCO, in line with its established reporting mechanism. To the extent legally possible, the Contractor will require its employees, agents or any other persons engaged by the Contractor to perform any services under the Contract, to report allegations of sexual exploitation and abuse arising in relation to the Contract directly to UNESCO.

This provision must be included in all sub-contracts or sub-agreements entered into under the Contract.

27. UNITED NATIONS SUPPLIER CODE OF CONDUCT

The Contractor acknowledges that the UN Supplier Code of Conduct (available from <https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct>) provides the minimum standards expected of the UN Suppliers.

28. PERSONAL DATA PROTECTION AND PRIVACY

Both UNESCO and the Contractor shall ensure an appropriate protection of Personal Data in accordance with UNESCO's Principles on Personal Data Protection and Privacy (<https://www.unesco.org/en/privacy-policy>) and their applicable regulations and rules. Personal Data shall be processed solely for the purpose of undertaking this Contract.

The Contractor warrants and represents that it shall establish and maintain appropriate technical and organizational measures against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access to Personal Data in compliance with best industry standards.

The Contractor shall promptly notify UNESCO of any actual [or suspected or threatened] incident of accidental or unlawful Initials destruction or accidental loss, alteration, unauthorized or accidental disclosure or access to Personal Data, or a breach of this article. The Parties shall consult with a view to addressing, reacting to, and resolving the situation. The Contractor shall notify UNESCO within five working days of any complaint by an individual in respect of his/her Personal Data. The Parties shall consult with each other before taking any action as a result of or in reaction to such complaint.

The obligations and restrictions in this Article shall be effective during the term of this Contract, including any extension thereof, and shall remain effective following any termination of this Contract, unless otherwise agreed between the Parties in writing.

Unless otherwise agreed between the Parties in writing, after termination of this Contract the Contractor shall return all Personal Data collected for the performance of this Contract to UNESCO in a structured, commonly used and machine-readable format, and shall then delete and procure the deletion of all copies of that Personal Data. The Contractor shall provide written certification to UNESCO that it has fully complied with this paragraph after termination of this Contract.

Terms of reference

<i>Scope of work for TOR</i>	<p>This Terms of Reference covers two interrelated scopes of work:</p> <ol style="list-style-type: none"> 1. Layout Design of UNESCO MGIEP Reports and Publications – design of 18 publications (with varied page numbers), 5 A5 Flyers and 4 Brochures and 1 Miscellaneous category (150 pages) totalling approximately 2,077 pages (estimated) designed document pages. 2. Creation of a Bank of 200 Custom Illustrations – custom-made, 4 distinct styles and 3 complexities (Refer to Annex-II), UNESCO MGIEP’s mandate-aligned illustrations delivered as scalable vectors (AI/EPS), organised by themes.
<i>Background information on the project</i>	<p>UNESCO MGIEP (Mahatma Gandhi Institute of Education for Peace and Sustainable Development) is a Category 1 UNESCO Institute headquartered in New Delhi, India. The Institute is mandated to advance transformative education for peace and sustainable development, with a focus on Social and Emotional Learning (SEL), Digital Citizenship, and youth leadership. UNESCO MGIEP regularly produces a diverse range of knowledge products - research reports, policy briefs, teacher and trainer guidebooks, compendiums, and flagship publications such as Blue Dot; that require professional, brand-compliant graphic design for both print and digital distribution.</p> <p>To support these needs, UNESCO MGIEP invites qualified vendors to submit proposals for comprehensive graphic design services covering layout design and custom illustrations.</p>
<i>Objectives of the assignment</i>	<p>The primary objectives of this engagement are:</p> <ol style="list-style-type: none"> 1. To produce high-quality, print- and digital-ready layout designs for all UNESCO MGIEP reports and publications listed in the Scope of Work, in strict adherence to the Annex-III UNESCO MGIEP Branding Guidelines. 2. To develop a bank of 200 custom illustrations that visually communicates UNESCO MGIEP's mandate on education for peace, SEL, digital citizenship, and youth leadership. 3. To ensure all materials are accessible, reader-friendly, and visually coherent across the full suite of publications. 4. To deliver all final files in required formats, within agreed timelines, with version control for potential reprints.
<i>Scope of work, consistent with the budget</i>	<p>Annex-II – UNESCO MGIEP Graphic Design Scope of Work</p> <p>Estimated design pages are calculated by applying a visual-to-text expansion ratio to the raw content page count. The ratio for each publication is pre-determined by the UNESCO MGIEP Communications Team based on document type and purpose, and is reflected in Annex-II. Vendors are expected to price based on the estimated design page count and Illustration complexity provided. Please check Annex-II for more detailed breakdown of pricing.</p>
<i>Deliverables with timeline (i.e., output) that must be submitted for approval</i>	<p>Please check the attachment: Annex-II – UNESCO MGIEP Graphic Design Scope of Work.</p> <ul style="list-style-type: none"> • Print-ready PDFs (press-quality, CMYK, 300 DPI, bleed and crop marks, fonts embedded) for each publication. • Editable source files: Adobe InDesign (.indd) and Illustrator (.ai), layers intact, all assets packaged. • Export files: JPG/PNG/EPS (300 DPI) for proofing and archival. • Bank of 200 custom illustrations as scalable AI/EPS vectors, organised by theme.

	<ul style="list-style-type: none"> • Version-controlled files for potential reprints (e.g., Report_v2_2026.indd). • Total timeline per publication: Timelines vary by deliverable ranging from 1–2 weeks for flyers to 6–8 weeks for large publications. Refer to Annex-II for individual timelines. • Illustration folder structure delivered by contract midpoint. • All final files delivered via secure shared drive within 5 business days of approval.
<p><i>Period of performance and the review/approval time required.</i></p>	<p>Contract effective from: 01/06/2026 to 30/05/2027 (to be confirmed upon award).</p> <p>Delivery Timeline and Approval Terms:</p> <ul style="list-style-type: none"> • Individual publication timelines: Minimum of 1-2 weeks and a maximum of 6-8 per deliverable from brief issuance. <i>(Please refer to the Annex-II – UNESCO MGIEP Graphic Design Scope of Work)</i> • Vendor must acknowledge each brief within 48 hours and provide a production schedule and timeline within 5 business days. • Anticipated delays must be communicated at least 5 working days in advance. • Review/approval: Up to 2 rounds pre-production + up to 5 rounds post-production per publication and Illustration. A revision round is defined as one consolidated set of feedback submitted by UNESCO MGIEP in writing, responded to and implemented by the vendor. • Vendors must quote a separate rate applicable for additional revision work beyond the stipulated feedback rounds. This rate must be quoted as a single cumulative rate applicable to both (a) and (b), and will appear as a separate line item in the Financial Proposal (Annex-II). The quoted rate for additional rounds of feedback beyond the stipulated rounds will only be applied upon prior written authorisation from UNESCO MGIEP and will not be assumed or applied automatically. UNESCO MGIEP reserves the right to decline additional revision requests that fall outside the agreed scope. <p>Payment Terms:</p> <ul style="list-style-type: none"> • Payment shall be made on actuals - UNESCO MGIEP will pay only for deliverables that have been fully completed, submitted, and approved in writing by the Communications Officer and the concerned Programme Officer. No advance or partial payments will be made. • The list of publications, flyers, and brochures outlined in the attached Scope of Work (Annex-II – UNESCO MGIEP Graphic Design Scope of Work) represents a tentative annual publication plan for 2026. The actual number of deliverables commissioned may vary depending on UNESCO MGIEP's programmatic priorities, funding, and timelines. • UNESCO MGIEP does not guarantee the commissioning of all items listed. The vendor acknowledges that this RFQ or the contract does not constitute a committed order for the full scope of work. • In the event that a publication, flyer, or brochure is delayed beyond the contract period or cancelled by UNESCO MGIEP before design work has commenced, it shall be deemed cancelled with no payment obligation on UNESCO MGIEP's part.

<p>Selection criteria, qualifications and performance or other standards the contractor must fulfil.</p>	<p>Technical Proposal:</p> <p>Qualification:</p> <p>All three personnel (Lead Designer / Art Director, Layout Designer and Illustrator) must have minimum bachelor's degree/Diploma/Certificate Course in Fine Arts, Design or Media).</p> <p>MANDATORY REQUIREMENTS:</p> <ol style="list-style-type: none"> 1. Minimum 5 Years of Active Existence The agency must have a minimum of 5 years of active existence as a graphic design or creative design studio registered in India. 2. Publication Portfolio: Minimum 5 Projects Provide a portfolio of minimum 5 completed publication layout design projects. Each publication must be a minimum of 20 pages and must have been completed within the last 3 years for national or international organisations, NGOs, or UN system agencies. Publications must be multi-page documents such as reports, guidebooks, policy publications, or compendiums. <i>Evaluators will assess both the number of projects submitted and the quality of the layout design work. Quality assessment includes: typographic hierarchy, grid structure, brand compliance, print-readiness (CMYK, 300 DPI), and visual complexity. Submit as PDF attachments. All submissions must be within the 10MB total file size limit.</i> 3. Illustration Portfolio: Minimum 10 Samples Provide a minimum of 10 illustration samples demonstrating a range of different visual styles. Samples must have been completed within the last 3 years for national or international organisations, NGOs, or UN system agencies. <ul style="list-style-type: none"> Requirements: <ol style="list-style-type: none"> a. Must demonstrate a minimum of 2 distinct visual styles (e.g. flat, isometric, character-based, narrative scene) b. Must include at least one example of character-based illustration c. All illustrations must be original custom work - stock art or templates will not be accepted. <i>Evaluators will assess range of styles, quality, originality, and suitability for UNESCO MGIEP mandate themes (peace, social and emotional learning, digital citizenship, youth leadership).</i> d. <i>Submit as PDF attachments within the 10MB total file size limit.</i> 4. Minimum 3 Designated Staff with Portfolio Attribution (Mandatory) List the three designated staff members who will be responsible for this contract. <p style="margin-left: 20px;"><u>For each person provide:</u></p> <ul style="list-style-type: none"> ○ CV ○ Designated role for this contract <p style="margin-left: 20px;"><u>Required roles:</u></p> <ul style="list-style-type: none"> ○ Lead Designer / Art Director ○ Layout Designer ○ Illustrator
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	<p>CVs, role profiles, or additional documents are required. The portfolio submissions are the sole evidence for this section. The agency confirms that the individuals named above will be the primary persons responsible for delivering this contract. Any change in key personnel must be communicated in writing to UNESCO MGIEP and is subject to prior written approval.</p> <p>DESIRABLE REQUIREMENT:</p> <ol style="list-style-type: none"> 1. End-to-End Design Process Case Study Provide minimum 1 case study documenting the complete design process of a previous project from ideation to final output. <u>The case study must include all four stages:</u> <ul style="list-style-type: none"> ○ Initial brief or problem statement ○ Concept development and mood boards ○ Design iterations and feedback rounds ○ Final delivered output 2. Prior Experience with UNESCO or UN System Agencies If your agency has previously worked with any UNESCO or UN system agency, provide the following for each relevant engagement: <ul style="list-style-type: none"> ○ Client organisation name ○ Year of engagement ○ Minimum 2 PDF samples of work produced for them <p>Financial Proposal:</p> <p>Please submit your financial proposal as per Annex-II template (UNESCO MGIEP Graphic Design Scope of Work) attached with this RFQ. Your financial proposal must be submitted as a separate PDF document including both, Layout Design Requirements and Illustration Bank Requirements.</p>
<p><i>Provisions for monitoring and evaluation of performance</i></p>	<ul style="list-style-type: none"> • UNESCO MGIEP Communications Team will review and approve each deliverable at defined feedback stages. • A shared drive will be used to track file submissions, version history, and approval status. • Payment for each deliverable processed only upon written approval by the Communications Officer. • UNESCO MGIEP reserves the right to withhold payment until 100% satisfaction of each deliverable is confirmed. • Performance assessed against: timeline adherence, brand compliance, print-readiness, and illustration quality.
<p><i>If applicable, a detailed list of all inputs and services that UNESCO will provide the contractor, or, where applicable, that the government counterpart will provide to perform the contract</i></p>	<ol style="list-style-type: none"> 1. UNESCO MGIEP Branding Guidelines Annexe III: brand colours, typography, logo usage, margin/spacing standards. 2. Content files for each publication (text, data, references) shared via Google Drive or secure shared drive. 3. Photographs and approved assets, or guidance on copyright-free sourcing. 4. Thematic briefs for the illustration bank, including themes and audience specifications. 5. Timely feedback and sign-off at each defined review stage within the agreed review window. 6. Access to relevant UNESCO MGIEP publications for design reference and consistency.
<p><i>Eligibility requirements</i></p>	<ul style="list-style-type: none"> • Duly filled and signed Request for Quotation (RFQ) form (The first two pages of this document).

	<ul style="list-style-type: none"> • Duly filled vendor form along with the proposal. Kindly download the form to add the required details and share along with RFQ and proposals. To download the vendor form, please click on the given link: Vendor form for company • Cancelled cheque or bank letter confirming the bank account details including SWIFT CODE. • Two references including complete contact information. • For Companies - Copy of certificate of incorporation with the country of incorporation. This includes, Company Registration Certificate (CIN), Articles of Association, Memorandum of Association, Copy of PAN and Composition of Board of Directors, as applicable. • For partnership or Sole Proprietorship firms - Copy of PAN, Partnership deed, proof of registration of the firm, Aadhaar card, and other relevant documents. • All documents listed in the technical and financial proposal sections.
<i>How to Apply</i>	<p>Interested Organizations are invited to submit their Technical and Financial proposal as two separate PDF attachments via email (PDF password-protected for financials) and company/firm profile to procurement.mgiep@unesco.org with the subject line as “MGIEP/2026/RFQ/005 - Request for quotation for Company/Agency for Graphic Design” by 28 May 2026, 11:59 PM (Indian Standard Time). Please share the filled vendor form along with proposal. Any submission after the deadline of 28 May 2026, 11:59 PM IST will not be considered.</p>
<i>Awarding Contracts</i>	<p>The evaluation will be done on the basis of the following group of criteria: (i) Expertise of Contracting Firm; (ii) Quality of the Proposed Work Plan and Approach; and (iii) Qualifications and Experience of proposed Contracting Firm’s proposed Personnel; as per the points mentioned in the “<i>Eligibility Requirements</i>” and “<i>Selection criteria, qualifications and performance or other standards the consultant/contractor must fulfil</i>” sections.</p> <p>The price/financial proposal will be opened only for offerors, who have attained minimum 70% score in the technical evaluation, will be compared for financial evaluation. The total score will be calculated by adding the points attained out of 700 in the technical evaluation and points attained out of 300 in the financial evaluation.</p> <p>The contract will be awarded to the offeror that receives the highest score out of a pre-determined set of weighted technical and financial criteria as specified above and in the ToR.</p> <p>For Financial Proposal: Best value-for-money approach ensuring an optimal balance between qualifications, experience, and the proposed cost. [300 points].</p>

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Annex II - UNESCO MGIEP GraphicDesign Scope of Work.

SNo.	Raw Content	Type	Content Pages	Designed Pages	Visual : Text Ratio (Eg: 40:60 - 40% Visual, 60% text)	Photographs	Price per Desinged page (To be filled by the Vendor)	Illustrations	Infographics	Tentative timeline
1	Creche Teacher Guidebook	Publication	100	160	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
2	Primary Master Trainer Guidebook	Publication	80	140	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
3	Primary Teacher Guidebook	Publication	100	160	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
4	Course or workbook for DM	Publication	83	140	40:60	Will be provided/Stock		Custom made Illustrations are required (this is out of the Illustration Bank requirement)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
5	Education for Peace roundtable Compendium	Publication	120	160	40:60	Will be provided/Stock		Custom made Illustrations are required (this is out of the Illustration Bank requirement)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
6	Digital Citizenship Education - Research Report and Policy recommendations	Publication	117	145	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
7	Report showcasing the outcome of the pilot and the three-year journey in Uzbekistan	Publication	83	140	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
8	Individual Drivers of Peace' Research Report	Publication	33	50	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
9	'Individual Drivers of Peace' Policy Brief	Publication	17	25	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
10	Mini strategy for Youth	Publication	25	35	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
11	Blue Dot 19	Publication	120	200	40:60	Will be provided/Stock		Custom made Illustrations are required (this is out of the Illustration Bank requirement)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
12	TAGe – Pointers of Actions (Policy Brief)	Publication	17	25	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
13	Expert Panel Meeting Report on ICC – way forward	Publication	17	25	40:60	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance

14	ESD Scribble	Publication	3	8	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
15	APCEIU Compendium	Publication	100	160	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	6-8 weeks per deliverable from brief and content issuance
16	Trust tool – Paper for external publication	Publication	20	30	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
17	MGIEP International Conference Compendium	Publication	200	250	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	4-6 weeks per deliverable from brief and content issuance
18	Evaluation Framework - Milosh	Publication	42	65	30:70	Will be provided/Stock		Stock (Subscription for Stock will not be provided by UNESCO MGIEP)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
19	A5 Flyer - 1	Flyer	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	1-2 weeks per deliverable from brief and content issuance
20	A5 Flyer - 2	Flyer	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	1-2 weeks per deliverable from brief and content issuance
21	A5 Flyer - 3	Flyer	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	1-2 weeks per deliverable from brief and content issuance
22	A5 Flyer - 4	Flyer	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	1-2 weeks per deliverable from brief and content issuance
23	A5 Flyer - 5	Flyer	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	1-2 weeks per deliverable from brief and content issuance
24	Bi-fold Brochure - 1	Brochure	1	1	40:60	Will be provided/Stock		upto 3 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	1-2 weeks per deliverable from brief and content issuance
25	Bi-fold Brochure - 2	Brochure	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
26	Bi-fold Brochure - 3	Brochure	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance
27	Bi-fold Brochure - 4	Brochure	1	1	40:60	Will be provided/Stock		1 Custom made (not included as part of the Illustration Bank)	Infographics are included within the per-page rate. The number and complexity will be determined by the content brief issued by UNESCO MGIEP.	2-4 weeks per deliverable from brief and content issuance

1. Requirements: Layout Design and Illustrations

All designs must strictly adhere to the **UNESCO MGIEP Branding Guidelines** (provided upon contract award), including primary and accent brand colours, typography specifications, logo usage rules, and minimum margin/spacing standards. Designs should prioritise accessibility, reader engagement, and ease of comprehension through intuitive infographics, typographic hierarchies, and considered use of whitespace.

Layout Design

- Create visually compelling layouts for reports and publications using self-explanatory infographics, custom illustrations, photographs, UNESCO MGIEP brand colours, and typographic hierarchies.
- Work closely with the UNESCO MGIEP Communications Team via shared drives to develop concepts and execute layouts.
- All photographs and visual assets used must either be original, licensed, or sourced from copyright-free libraries — the vendor must confirm the licensing status of all stock assets used, where applicable.

1.1 Pre-Production Process

- **Ideation, Concept & Style Finalisation:** Develop initial concepts, mood boards, and style guides in collaboration with the Communications Team. Incorporate up to 2 rounds of feedback from the Communications Team to finalise the design concept and layout direction before production begins.
- **Illustration Concept Review:** Provide 2 rounds of feedback for all custom illustrations created for UNESCO MGIEP prior to final execution.

1.2 Production

- Execute approved layouts in Adobe InDesign using the agreed style guide and branding assets.
- Maintain consistent typographic hierarchy, colour usage, and grid structure across all pages and publications.
- Embed all infographics, illustrations, and photographs within the layout as per approved design concept.
- Ensure print-readiness at each stage: CMYK colour mode, minimum 300 DPI image resolution, correct bleed and crop marks.

1.3 Post-Production and Revisions

- **Minor Edits (Post-Approval):** Incorporate minor edits after approval — such as copy updates, background colour adjustments, or minor graphic tweaks — within 48 hours at no additional cost, provided changes constitute no more than 10% of the total content.
- **Final Feedback Rounds:** Up to 5 additional rounds of feedback to lock in the final layout execution before delivering the print-ready file.
- Prepare version-controlled files for potential future reprints (e.g., naming convention: Report_v2_2026.indd).

1.4 Artwork Specifications and Handover

- **Colour & Resolution:** Colour and contrast correction to CMYK; minimum 300 DPI; fine-tune layouts for print-ready artwork.

- **Bleed & Crop Marks:** All print-ready files must include a minimum 3mm bleed and standard crop marks.
- **Packaging:** All InDesign files must be packaged with linked assets, fonts, and a PDF proof prior to handover.
- **Accessibility:** Exported digital PDFs must be tagged for screen-reader compatibility where feasible.
- **Ownership:** All files are UNESCO MGIEP's sole property upon final approval, delivered via a secure shared drive within 5 business days of completion of each deliverable.

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1.5 File Formats				
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Deliverable		Required Formats	Specifications
Print-Ready Files		Press-quality PDF (with bleed, crop marks, CMYK)	Fonts embedded; CMYK colour mode; 300 DPI minimum
Editable Source Files		Adobe InDesign (.indd), Adobe Illustrator (.ai)	Layers intact; vectors preserved; all linked assets packaged

Export Formats		JPG / PNG / EPS (300 DPI)	For proofing, web, and archival use
Illustrations		Adobe Illustrator (.ai), EPS (scalable vectors)	Colour: RGB for digital, CMYK for print; labelled layers
1.6 Quality Assurance and Timeline			
<ul style="list-style-type: none"> The vendor must acknowledge receipt of each brief within 48 hours and provide a detailed production schedule within 5 business days. 			
<ul style="list-style-type: none"> Any anticipated delays must be communicated to the Communications Team at least 5 working days in advance. 			

Annex II - UNESCO MGIEP GraphicDesign Scope of Work.

S.No	Illustration Set	Illustration Complexity	No of Illustrations	Price per Illustration (To be filled by the Vendor)	Themes	Pricing Detail	Tentative timeline
1	Set 1 / Style 1	Spot Illustrations	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Mid-complexity scene	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Detailed, narrative scene	10		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
2	Set 2 / Style 2	Spot Illustrations	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Mid-complexity scene	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Detailed, narrative scene	10		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
3	Set 3 / Style 3	Spot Illustrations	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Mid-complexity scene	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Detailed, narrative scene	10		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
4	Set 4 / Style 4	Spot Illustrations	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
		Mid-complexity scene	20		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing

		Detailed, narrative scene	10		Will be provided	Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.	6 weeks from briefing
5	Additional costs: per-revision rate for additional rounds beyond the stipulated feedback rounds						
<p><i>The 200 illustrations shall be developed across 4 distinct visual styles (Style 1 through Style 4). Each style shall be a unique and self-contained illustration language - for example, differing in rendering technique, level of detail, colour palette approach, or character treatment (e.g., flat design, isometric, editorial line art, or hand-drawn). The exact definition of each style shall be discussed and agreed upon collaboratively between the vendor and the UNESCO MGIEP Communications Team at the commencement of the contract, in alignment with the thematic briefs that will be provided. Style sign-off by the Communications Team is required before full execution of each set begins.</i></p>							

1. Requirements: Illustration Bank

All illustrations must be **custom-made (no stock art)** and designed to visually translate and reflect UNESCO MGIEP's mandate on education for peace, social and emotional learning (SEL), digital citizenship, and youth leadership.

- Designs must be accessibility-friendly: minimum 4.5:1 colour contrast ratio; simple forms suitable for low-vision users; alt-text descriptions embedded in delivered files; screen-reader compatible (avoid complex gradients).
- Designs must be accessibility-friendly: minimum 4.5:1 colour contrast ratio; simple forms suitable for low-vision users; alt-text descriptions embedded in delivered files; screen-reader compatible (avoid complex gradients).
- The contractor shall create a bank of 200 illustrations delivered as scalable vectors in AI/EPS formats, organised by themes as provided by UNESCO MGIEP's Communications Team.
- All illustrations must be developed in close collaboration with the Communications Team, with style and concept sign-off prior to full execution.
- **Organised Delivery:** Final illustrations to be delivered in 4 sets, with each set being delivered post 6 weeks from the briefing.
- **Ownership:** All illustration files are UNESCO MGIEP's sole property, delivered via a secure shared drive.

2. Pricing details

Vendors must quote one rate per complexity tier. The same rate applies uniformly across all 4 styles.

This means vendors quote **3 rates only:**

S.No	Rate	Applies to
1	Rate A — Spot Illustration (INR per illustration)	All 80 spot illustrations across all 4 styles
2	Rate B — Mid-Complexity Scene (INR per illustration)	All 80 mid-complexity illustrations across all 4 styles
3	Rate C — Detailed Narrative Scene (INR per illustration)	All 40 detailed illustrations across all 4 styles

A spot illustration in Style 1 must be priced at the same rate as a spot illustration in Style 2, 3, or 4. The style does not affect the price — the complexity does.

$$\text{Total illustration bank cost} = (\text{Rate A} \times 80) + (\text{Rate B} \times 80) + (\text{Rate C} \times 40)$$

3. Complexity Tier Definitions and Examples

Tier 1 — Spot Illustration *Simple, single-element vector illustration with minimal detail. Suited for use as icons, section markers, pull-quote decorations, or standalone accents within a page layout.*

Characteristics:

Single subject or object — no background or minimal abstract background
Limited colour palette — typically 2 to 4 colours from the UNESCO MGIEP brand palette
No narrative or interaction between elements
Delivered as scalable vector: AI / EPS

Examples within UNESCO MGIEP themes:

A single open book with a small peace symbol on its cover
A single hand holding a seedling
A globe with a simple network of dots and lines
A lightbulb with a brain motif inside

Tier 2 — Mid-Complexity Scene *A composed scene involving multiple elements, 2–4 characters, or a subject with meaningful contextual detail. Used for chapter openers, callout boxes, or thematic spreads within a publication.*

Characteristics:

2 to 4 characters or a character with a detailed environment

Simple but recognisable setting or context (e.g. a classroom, a device, a community gathering)

Moderate colour usage — drawn from the full UNESCO MGIEP brand palette
Characters may interact with each other or their environment

Delivered as scalable vector: AI / EPS

Examples within UNESCO MGIEP themes:

Two children from different cultural backgrounds sitting together and reading a shared book

A young person using a laptop, surrounded by simple digital icons representing connectivity

Tier 3 — Detailed Narrative Scene *A full, layered composition with expressive characters, multiple interacting elements, and a rich thematic environment. Used as full-page or half-page hero illustrations in flagship publications such as Blue Dot or research reports.*

Characteristics:

4 or more characters, or a single character in a richly detailed environment

Background with depth — architectural, natural, or cultural settings

Full brand colour range used with considered layering and visual hierarchy

Strong narrative quality — a viewer should be able to understand a story or concept from the illustration alone

Multiple layers in the final AI / EPS file

Delivered as scalable vector: AI / EPS with clearly labelled layers

Examples within UNESCO MGIEP themes:

A diverse group of young people from different countries seated around a large table, with maps, books, and cultural symbols integrated into the scene — representing global dialogue and peace education

A panoramic community scene showing children, youth, and elders engaged in different learning activities — one reading, one creating art, one using technology — set in a vibrant cultural landscape

A narrative illustration showing the journey of a learner from a small rural school to a connected digital learning environment — multiple moments shown in a single layered composition

Note: The quoted rate per complexity tier applies uniformly across all 4 visual styles. A different rate per style is not permitted. The style definitions and thematic briefs for each of the 4 styles will be provided by UNESCO MGIEP upon contract award.