



Terms of Reference (TORs) for Design of Creative Material to support the TI-Kenya 2025 Integrity Walkathon

REFERENCE NUMBER: TIK/ IRW/002/2025

ASSIGNMENT: Design of Creative Material to Support TI-Kenya's 2025 Integrity Walkathon

DURATION: 6 Months

LOCATION: Nairobi

POSTING DATE: 25th April 2025

DEADLINE FOR SUBMISSION: 9th May 2025

Background

Transparency International–Kenya (TI-Kenya) is a not-for-profit organization founded in 1999 in Kenya with the aim of developing a transparent and corruption free society through good governance and social justice initiatives. TI-Kenya is one of the autonomous chapters of the global Transparency International movement that are all bound by a common vision of a world in which government, business, civil society and the daily lives of people are free of corruption.

TI-Kenya is organizing an Integrity Walk 2025 dubbed “*Stepping Forward for Transparency & Accountability*”, which will offer an opportunity for active citizens to stand and demand accountability from the political leadership. The need to nurture responsible leadership at all levels of governance continues to be a very important endeavor to which the voice of citizens and other responsible actors needs to be demonstrated.

Objective of the Service / Work

The objective of this engagement is to provide high-quality graphic design services that align with the branding and communication needs of the 2025 Walkathon.

Scope

Consultant or firm will be responsible for delivering the following services:

Branding:

- Adaptation of logos

- Application and co-branding across all materials
- Ensuring a consistent and visually appealing look and feel across all materials

Communication and Promotional Material:

- Customized concept notes or equivalent designs
- Promotional event brochures and flyers
- Promotional ads (photos and videos)
- Walkathon QR codes
- Custom promotional event invitations
- Backdrop, roll-up, and press banners
- Staff branding and badges
- Promotional event passes
- Water bottle labels

Social Media Items:

- Countdown banners
- Facebook, TikTok, and Instagram ads
- Website and online store assets
- E-flyers and e-cards

Event Material:

- Walkathon t-shirt designs
- Commercial merchandise concepts
- Route signage and milestone designs
- Certificates
- Post-event materials (website wind-down, thank-you flyers, next-year teasers)

Expected Outputs/Deliverables

- All branding, promotional, social media, and event materials as outlined in the scope of work
- High-resolution files for printing and digital use
- Editable source files for future modifications
- Timely submission of deliverables as per agreed timelines

Eligibility Criteria – Professional Skills and Experience

- Team Leader must possess at least a diploma in graphic design, film production or media related
- At least 5 years of demonstrated practical experience in design and creative work.
- Demonstrated extensive experience in creatives designs and producing creatives fundraising campaigns including fundraising Walks/Runs as well as event
- Previous work experience and demonstrated contacts with either private sector, development partners, international organisations, government and media
- High grasp in development of content targeting multiple audiences
- Proof of experience to be provided with the bid application as portfolio examples and samples of previous work done (Attach links to sample works)

Competencies

- Ability to provide general leadership and direction to the communications strategy, structure and practice;
- Excellent management and resource allocation skills in relation to the consultancy
- Strong Organizational, facilitating and encouraging open communication in the team, communicating effectively
- Organizational Awareness: demonstrates corporate knowledge and sound judgement
- Strong team and work well under pressure
- Proficiency in both English and Kiswahili

Methodology / Approach of The Service (Work)

The Service provider is expected to closely coordinate conceptualization of ideas and decisions at every step of the process with TI-Kenya.

Contract Duration

The engagement is provisional on as required basis for a period running to 8 Months and subject to the confirmation of the final brief and timelines.

Assurance of Confidentiality

All deliberations relating to this work, including all information collected from various meetings/documents shall be kept confidential and shall not be divulged to any third party either verbally or in writing or in any other form.

Logistics and Procedures

Transparency International Kenya will be responsible for paying the service provider all costs for the function and directly pay all other service providers.

Application Procedure:

If you meet the above requirements, kindly send your portfolio (including your company profile, valid tax compliance certificate, CR12, certificate of incorporation, business licence and three references (previous clients) to consultancyapplication@tikenya.org by close of business 9th May 2025.

Applications will be reviewed on a rolling basis.

Complaint's Process

This call for Expression of Interest does not constitute a solicitation and TI-Kenya, reserves the right to change or cancel the requirement at any time during the EOI process. TI-Kenya also reserves the right to require compliance with additional conditions as and when issuing the final solicitation documents. Submitting a reply to a call for EOI does not automatically guarantee receipt of the solicitation documents when issued. Invitations to bid or requests for proposals will be issued in accordance with TI-Kenya rules and procedures. Any grievances and or complaints arising from the evaluation process and final tender award can be addressed, in writing, to the Executive Director as well as the TI-Kenya Tender Complaints Committee.

The Executive Director,
Transparency International Kenya,
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