



Mekong River Commission For Sustainable Development

TERMS OF REFERENCE

1. CONSULTANCY SUMMARY:

Consultancy Title:	DESIGN AND DEVELOPMENT OF THE PROJECT BRAND IDENTITY, INTRODUCTORY PUBLICATIONS, AND PROMOTIONAL ITEMS
Consultancy type:	Special Service Agreement (SSA)
Division:	Environmental Management Division (ED)
Duration:	15 November 2026 to 15 March 2027
Duty station:	Home-based
Reporting to:	Overall supervision: ED Director and Fisheries Management Specialist/Project Manager Direct supervision: Knowledge Management and Communication Specialist
Expected Deliverables:	Please refer to Section 4 and 5.

2. INTRODUCTION AND BACKGROUND:

2.1. Introduction

The Mekong River Commission (MRC) was established under the 1995 Agreement on Cooperation for the Sustainable Development of the Mekong River Basin, signed by the governments of Cambodia, Lao PDR, Thailand, and Viet Nam. The role of the MRC is to coordinate and promote regional cooperation in the sustainable development, utilization, management, and conservation of the water and related resources across the Mekong River Basin.

The MRC Secretariat (MRCS) serve as the operational arm of the MRC and its four Member Countries (MCs). It provides technical and administrative support to the MRC Joint Committee (JC) and the MRC Council to help deliver the organization's mission and strategic objectives.

Within the MRC, the Environmental Management Division (ED) is responsible for environmental monitoring, assessment, planning and management. It plays a central role in supporting basin-wide planning and ensuring that development in the Mekong River Basin is environmentally sustainable.

The ED is responsible for implementing "the Enhancing Transboundary Fisheries Management in the Lower Mekong Basin" project (hereafter referred to as the "Mekong Fisheries Project") over the period 2026 – 2030, with financial support from the GEF IW-8, and implemented in collaboration with the IUCN. The project is

implemented under the framework of MRC and contributes directly to the MRC Strategic Priorities for 2026–2030.

2.2. Project summary

The Lower Mekong Basin (LMB) is home to the most productive inland fisheries on the planet, and one based on the most diverse range of species, generating an estimated annual value of \$8-\$9 billion from fish and Other Aquatic Animals (OAAs). They make a substantial contribution to the economics of Cambodia, Laos, Thailand, and Vietnam, while also supporting food security, cultural identity, and local livelihoods. Freshwater fish provide a major share of national animal protein intake and play a vital role in nutrient, particularly for children, contributing directly to health and development outcomes.

The LMB's extraordinary productivity stems from a complex mosaic of dynamic freshwater ecosystems, with fish species diversity per unit of catchment estimated to be roughly three times higher than that of the Amazon. These ecosystems rely on interconnected wetland landscapes that serve as crucial habitats for fish throughout their life cycles. The resilience of these biodiversity hotspots is a critical indicator of ecosystem health, sustainable livelihoods, and economic stability.

However, the LMB's fisheries are facing a growing and widely recognized crisis. Since 2018, fish catches and related incomes have declined significantly due to habitat fragmentation, degradation, and loss. The constructions of dams and irrigation structures have disrupted connectivity between the Mekong River and its tributaries, impeding fish migration, altering reproductive cycles and affecting nutrient flows. At the same time, wetland conversion has reduced critical habitats, while unsustainable agriculture, forestry and urban development practices have further diminished water quality, nutrient dynamics, and wetland recharge.

The “Enhancing Transboundary Fisheries Management in the Lower Mekong Basin”, also known as the Mekong Fisheries Project, responds directly to these challenges by strengthening the connectivity, productivity, and resilience of transboundary capture fisheries, aquatic biodiversity, and the broader ecosystem services provided by the LMB. The project will strengthen fisheries co-management systems, support value chain development, and promote income diversification. Through the MRC, it will also integrate fisheries conservation into key sectoral policies, particularly in hydropower, irrigation, and agriculture.

The project contributes to the GEF focal area of International Waters, Biodiversity, and Land Degradation. It aligns with the GEF 8 Programming Direction, particularly the objective of advancing sustainable fisheries management, and supports key regional frameworks, including the MRC Basin Development Strategy (2021-2030) and the MRC Mekong Basin-wide Fisheries Management and Development Strategy (2018-2022).

Field activities focus on six landscapes spanning 2.7 million hectares: the Lower Songkhram River Basin and Ing River Mouth in Thailand; Siphandone in Lao PDR; Kratie-Stung Treng and Eastern Tonle Sap in Cambodia; and the Upper Mekong Delta in Vietnam. These areas were selected based on their importance role for supporting regional fisheries and the opportunity to rapidly scale up successful community fisheries models. Work in these landscapes will generate the evidence needed to strengthen public investment in capture fisheries, while also encouraging more active participation from national fisheries agencies.

The project's outcomes are also aligned with its theory of change, aiming to restore fish stocks and fish habitats, conserve and enhance biodiversity, improve livelihoods through sustainable value chains, and embed ecosystem-based fisheries management into policy. By reconnecting critical habitats, incentivizing

sustainable practices, and fostering knowledge-sharing across stakeholders, the project provides a scalable and replicable model for transboundary fisheries management.

To communicate the project's purpose and activities clearly to government agencies, communities, partners and other stakeholders, the project needs a distinct and consistent visual identity and accessible introductory materials.

3.OBJECTIVES OF THE CONSULTANCY:

The primary objective of this assignment is to establish a distinctive and coherent visual identity for the Mekong Fisheries Project, thereby enhancing its visibility and the effectiveness of its communications with stakeholders. The detail objectives are to

- Develop a comprehensive visual identity that reflects the project's purpose and objectives and will apply this identity to a suite of templates for communication materials.
- Design and prepare a package of introductory publications, event-related products, and promotional items, based on the approved visual identity.

4. EXPECTED OUTPUTS

The consultant is expected to deliver the following key outputs

- Output 1 including 2 deliverables (1) Project Brand Identity and (2) Templates: Publications, event-related products, Promotional Items and Brand Guide
- Output 2 including 2 deliverables (3) Introductory products: factsheet, folder, set of standees and (4) Technical support of Production (printing) of introductory products

5.DELIVERABLES, TASKS AND INDICATIVE TIMELINES:

The Consultant will produce the following key deliverables starting the work from 15 November 2026 to 15 March 2027.

Output 1: Development of the Project Brand Identity and Templates		Deadline
Deliverables (1): Project Brand Identity		30 December 2026
Required tasks		
1	Review the reference samples, preferred design styles, existing templates, draft text, and photographs provided by the project team to inform the creative-concept development process.	1 December 2026
2	Develop and present at least two distinct creative concepts for the project logo, secondary colour palette, supplementary typefaces, key visual elements, and icon set for consultation with the project team. One concept will be selected for full development and will include at least three rounds of revisions.	30 December 2026

Deliverables (2): Templates: Publications, event-related products, Promotional Items and Brand Guide		31 January 2027
Required tasks		
1	Following approval of the project's visual identity, develop the following templates in the required editable formats: • Publication and presentation templates in Adobe InDesign and Microsoft Office (Word and PowerPoint), including: • A4-format factsheet • A4 & A5-format report/publications (with proposed design for minimum 12 content pages) • A4-format policy brief • A4-format three-fold and four-fold flyer/leaflet • Master PPT Template • Editable artwork and mock-up templates for event-related products and promotional items in Adobe Illustrator and/or Photoshop, including: • Standee/rollup • Poster (vertical/horizontal) • Banner/backdrop (digital and print in 16:9 dimension) • Digital background for online meeting platforms (Zoom/MS Teams) • Promotional items: notebook, pen, tote bag, Polo shirt, baseball cap, bucket hat, thermos bottle/cup • Editable social-media templates for LinkedIn and Facebook in Canva, including: • Quotes/Keynotes (including photo and short texts) • Study & Report Publishing Announcement • 2-3 templates for news/general updates	15 January 2027
2	Develop a comprehensive brand guide detailing the approved logo usage, colour palette, typography, visual elements, iconography, imagery style, and layout principles, to ensure consistent implementation across all project communication materials.	20 January 2027
3	Submit all approved final products and their editable source files, including all illustrations, artwork, and other design assets, to the project team.	31 January 2027

Output 2: Design of Project introductory products and provide technical support of production	Timeline
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Deliverables (3): Introductory products: factsheet, folder, set of standees		5 March 2027
Required tasks		
1	Using the approved brand identity and the text and photographs provided by the project team, design and develop the following project-introduction materials: • A two-page bilingual A4 factsheet, suitable for print and digital use; • An A3 bi-fold folder, print-ready and in one language (EN); and • A set of three project roll-up banners (0.8 m × 1.8 m), print-ready and in one language (EN). Additional design work may be requested where necessary to ensure a high standard of visual quality and creativity.	5 March 2027
2	Present two distinct layout options for each product. The selected designs will be further developed and finalised through at least three rounds of revisions.	
3	Create supporting visual assets, including infographics, charts, diagrams, illustrations, and professionally edited photographs, as required.	
4	Submit, through a shared Google Drive link, all print-ready PDF files, digital versions, and editable source files, including illustrations, artwork, photographs, applicable image or artwork licenses, and all other design assets.	
Deliverables (4): Technical support of Production (printing) of introductory products		12 March 2027
Required tasks		
1	Provide technical support to the production firm and printing house throughout the production process, including: • Propose printing/finishing techniques • Recommend suitable paper stocks and finishing methods. Environmentally responsible papers and finishing techniques are strongly preferred, and plastic-based materials must not be used. • Resolve design-related issues that arise during production.	12 March 2027

6. PAYMENT MODALITY:

Since there will be several milestones to be completed and to avoid excessive administration, payment per deliverable and per instalment will be selected for this assignment.

Payments will be made upon the satisfactory completion and acceptance of the relevant work package and submission of the required supporting documentation, including the deliverables, an approved daily timesheet, and a signed invoice.

Release of the final payment will be subject to certification of satisfactory performance by the Knowledge Management and Communication Specialist.

Note: Consultancy rate is defined by the MRCS consultancy rate policy and the level of consultancy. MRC is a tax-exempted agency for the work done for the MRC.

Deliverables	Amount	Target date
Payment 1: After contract signed	20% of total contract value	15 November 2026
Payment 2: Output 1: Upon acceptance of deliverables 1,2	50% of total contract value	31 January 2027
Payment 3: Output 2: Upon acceptance of deliverables 3, 4	30% of total contract value	12 March 2027

7. INTELLECTUAL PROPERTY RIGHTS:

Intellectual property rights - IPR: Information, data, database, knowledge resources in the forms of briefings, reports, proceedings, articles, essays, etc. issued by and for the MRCS will be the MRCS property.

Any utility, announcement and disclosure that are without MRCS highest levels of authority' permission is considered illegal and will be charged by relevant local and international legal procedures.

8. DECLARATION OF NON-FRAUDULENCE AND PROTECTION OF PERSONAL DATA:

The Consultant shall adhere to the MRC's relevant rules and regulations of the MRC on personal data protection, business exclusion, and fraud prevention and anti-corruption principles, and shall be under strict disciplinary measures should any violation occurs.

9. WORKING ARRANGEMENT:

The consultant will work under the overall supervision of the MRCS Fisheries Management Specialist/Project Manager of the Mekong Fisheries Project and under direct supervision of the Knowledge Management and Communication Specialist.

10. QUALIFICATIONS AND REQUIREMENTS:

- Applicants must submit the following documents:
 - A portfolio, including links to or digital copies of relevant work samples demonstrating experience in the required services;
 - Curriculum Vitae;
 - A quotation, including a daily-rate breakdown for the work packages described above.
- A relevant academic qualification in graphic design, visual communication, communication design, media production, or a related field;
- At least five years of relevant professional experience in the creative design industry;

- A strong portfolio demonstrating successful delivery of brand identities, logos, publication layouts, infographics, social-media assets, event materials, and promotional-item designs of comparable scope and complexity;
- Prior experience working with international development projects, NGOs/NPOs is preferred.
- Advanced proficiency in Adobe Creative Cloud applications, as well as demonstrated ability to develop user-friendly templates in Microsoft Word, PowerPoint, and Canva;
- Sound knowledge of print-production processes, paper stocks, finishing techniques, and environmentally responsible design and production practices;
- Demonstrated ability to manage several products concurrently, meet short deadlines, incorporate consolidated feedback accurately, and maintain consistent quality and brand application across all deliverables;
- Excellent communication, consultation, and presentation skills, with the ability to explain design concepts, respond constructively to feedback, and work effectively with multicultural teams;
- Good written and spoken English; knowledge of one or more languages of the MRC Member Countries would be an advantage;
- Availability throughout the consultancy period and willingness to participate in virtual consultations, presentations, and production reviews as required;
- Commitment to professional integrity, confidentiality, accessibility, cultural sensitivity, inclusion, and the lawful and ethical use of fonts, photographs, illustrations, stock assets, and other third-party materials.

11. SIGNATURE BLOCK

MRCS:

Name and Title:

Theerawat Samphawamana

**Director of the Environmental Management
Division**

Incumbent's Signature: _____

Date: _____

Date: _____