



## **Open Tender: Graphics Design Services for AAAG Strategic Plan 2024 - 2028**

**Date: 31st July 2024**

**Tender Reference: AAAG/SP2024-2028/GDS**

### **Description:**

The African Association of Accountants General (AAAG) invites qualified and experienced graphics designers to submit proposals for the alignment and design of the AAAG Strategic Plan for the period 2024 - 2028. This project aims to ensure the strategic plan is visually appealing, professionally presented, and aligned with the AAAG Corporate Identity (CI) manual.

### **Scope of Work:**

- I. Review and Alignment:
  - Review the current draft of the Strategic Plan 2024 - 2028.
  - Ensure alignment with the AAAG CI manual for consistency in branding and visual identity.
- II. Design:
  - Develop an attractive and professional layout for the Strategic Plan.
  - Incorporate relevant graphics, charts, and images to enhance readability and presentation.
  - Adhere to all design elements specified in the AAAG CI manual.
- III. Revisions:
  - Provide initial design drafts for review and feedback.
  - Make necessary revisions based on feedback to meet AAAG standards and expectations.
- IV. Finalization:
  - Deliver the final version of the Strategic Plan in both print-ready and digital formats (PDF).
  - Ensure the final document is accessible and user-friendly.
- V. Timeline:
  - The project is expected to commence on 8th August 2024 and be completed by 12th August 2024.
- VI. Requirements:
  - Proven experience in graphic design, particularly in creating corporate documents.
  - Familiarity with corporate identity guidelines and branding.



- Ability to deliver high-quality work within tight deadlines.

Submission Instructions: Interested designers are requested to submit their proposals, including:

- A portfolio showcasing relevant previous work.
- A detailed project timeline.
- A cost estimate for the project.
- Contact information.

**Submission Deadline:** 8th August 2024

**Contact Information:** Shiloh Kabwe

ICT Assistant, AAAG

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**Additional Information:**

- AAAG reserves the right to accept or reject any or all proposals without assigning any reason.
- Only shortlisted candidates will be contacted for further discussions.

We look forward to receiving your proposals and collaborating with you to create a compelling and visually appealing Strategic Plan.

**Issued by:**

**Shiloh Kabwe**

**ICT Assistant**

**African Association of Accountants General (AAAG)**