

Annex 4: Specification for Freelance Graphic Designers

British Council is looking for 2 professional Graphic Designers to be contracted for 1 years, starting 15 December 2021 – 14 December 2022 with possibility of 1-year extension until 14 December 2023 under Framework Agreement. The British Council does not guarantee any minimum volume of publication and/or design to supplier.

All Intellectual Property (means all copyright, patents, trademarks and trade names, design rights, inventions, know-how and other intellectual property including applications for registration and the right to make such applications) created and provided by the British Council under this contract, the service provider shall be responsible to retain copies for the purposes of production only and liable to return to British Council after completion of work order/production. Any personal data may be stored by the supplier in delivering services to British Council, and must be destroyed on completion of the contract.

In the event of any cancellation under this contract, the British Council shall not liable to pay any charges if inform in writing or emailing 24 hours in advance.

- **Quality**

- The Supplier can produce high quality graphic design, content for digital channels, infographics, illustration, lay-out, still images and simple animation for The British Council projects and able to operate Adobe Illustrator, Adobe Photoshop, Adobe Indesign or an equivalent software to ensure each deliverables in the format which British Council specify.
- The Supplier shall provide original concept on design ideas, creative, and associated accessories and shall perform adjusting, editing, correcting as per British Council's requirement. The Supplier can produce disability friendly visual assets (E.g. font size, colour contrast).
- The Supplier can provide proof-print, dummy/mock-up as requested and obtain approval from The British Council PIC before submitting final end product.
- The Supplier shall guarantee the quality of each product delivered to British Council in terms of specification and on-brand, quantity and deliver the order within agreed timeframe to British Council.
- The Supplier performs quality control for all design and the supplier will be in close contact with the British Council PIC during the process.

- The Supplier will ensure to read and understand the British Council Brand Guidelines and other program Brand Guidelines in here: https://britishcouncil.sharepoint.com/sites/eu_comms/Shared%20Documents/Campaign%20resource%20packs/Future%20News%20Worldwide%202019/Brand%20Guidelines.pdf#search=brand%20guidelines and guarantee to follow and comply with British Council Brand Guidelines in every design made.
- The Supplier shall have the required equipment or tools, facility needed to deliver services during contractual period.
- The Supplier can guarantee to meet the deadlines as requested by British Council and promptly respond in returning emails and phone calls.

- **Experience**

- The Supplier has an excellent track record in graphic design services both for online and offline end products proven by evidence in the bid documents.
- It is desirable for supplier who have experience with the same type of this contract (framework agreement)
- The Supplier is English speaking or able to communicate well in English with British Council's international staff.

- **Pricing Approach**

- The Supplier provides a reasonable and competitive price for their services and this is specified in Annex 3 – Pricing Approach (separate attached to this document).

- **Administration Compliance**

- The Supplier confirms to comply with British Council administrative procedure for contractual arrangement, legal and finance documents requirement, working order (PO), and payment term.
- The payment of each job request will be settled in 30 days after the complete and correct invoicing documents is well received by Finance Division.