



## REQUEST FOR PROPOSAL (RFP)

### **Logo and Brand Guide Design for Kenya Bankers Association Sustainable Finance Centre of Excellence (KBA SFCE)**

Development of Logo and Brand Identity and Guidelines for the Kenya Bankers Association (KBA) Sustainable Finance Centre of Excellence (SFCE)

#### **1. INTRODUCTION**

The **Kenya Bankers Association (KBA)** is establishing the **Sustainable Finance Centre of Excellence (SFCE)** - an impact-led hub designed to activate transformative action across the banking sector, aligning finance with the needs of people, nature, climate, and the economy. The Centre will catalyze change through partnerships, thought leadership, innovation, and capacity building.

To effectively position SFCE as a regional leader in sustainable finance, KBA seeks to engage a qualified branding firm/agency to develop the Centre's **brand identity** and **comprehensive branding guidelines**.

#### **2. ABOUT THE SFCE**

##### **Core Purpose:**

Activate action that positions Kenya's banking industry as a force for good; delivering positive outcomes for people, planet, and prosperity.

##### **Vision:**

To be Africa's leading sustainable finance innovation and action hub.

##### **Mission:**

To empower financial institutions to embed sustainability across operations through capacity development, partnerships, research, and policy engagement.



**Core Values:**

Integrity | Innovation | Collaboration | Impact | Sustainability

**3. BRANDING OBJECTIVES**

The branding should:

- Convey the Centre's identity as innovative, credible, inclusive, and impact driven.
- Align with both KBA's master brand and the unique sustainability mandate of SFCE.
- Be versatile across digital, print, events, signage, and reports.
- Appeal to diverse audiences including banks, regulators, civil society, youth, development partners, and the media.

**4. SCOPE OF WORK**

The selected firm will be responsible for:

**a. Brand Identity Development**

- Logo (primary + secondary versions)
- Colour palette (CMYK, RGB, HEX)
- Typography
- Iconography and visual elements
- Tagline (3+ options)
- Concept rationale

**b. Comprehensive Brand Guidelines Document**

- Brand story and tone of voice
- Logo usage (do's and don'ts)
- Color and typography application
- Sample templates: Letterhead, business cards, email signature, slide deck, social media post
- Web/UX visual direction (for Centre microsite or digital interface)

**c. Mock-ups and Sample Use Cases**

- Examples of branding applied on banners, brochures, merchandise and publications.



## 5. DELIVERABLES

- 3+ initial logo concepts for review
- Finalized brand identity package (AI, EPS, PNG, JPEG formats)
- Comprehensive brand guidelines document (PDF + editable format i.e. InDesign or Illustrator)
- Brand application mock-ups
- Raw design files for future editing

## 6. TERMS & CONDITIONS

- Ownership: Selected work becomes KBA SFCE's property; unused concepts remain bidder's property.
- Revisions: Two rounds of revisions included in budget.
- Taxes: All costs must be in KES, inclusive of taxes.
- Compliance: All bidders must submit the current KRA tax Compliance Certificates for the bid to be considered.
- Non-negotiable: No post-submission price escalation.

## 7. TIMELINE

- Proposal Submission Deadline: **16th July 2025**
- Project Duration: 4 weeks from date of contract award

## 8. EVALUATION CRITERIA

Criteria	Weight
Relevant Experience	25%
Creativity & Innovation	30%
Understanding of Objectives	25%



**KENYA BANKERS**  
ASSOCIATION

<b>Criteria</b>	<b>Weight</b>
-----------------	---------------

Cost-effectiveness	15%
--------------------	-----

Timeline Feasibility	5%
----------------------	----

## **9. SUBMISSION & CONTACT INFORMATION**

Proposals should be submitted electronically to: [sfi@kba.co.ke](mailto:sfi@kba.co.ke)

**Subject Line:** *SFCE Branding Proposal – [Company Name]*

## **10. CLARIFICATIONS**

All clarification requests must be submitted to [sfi@kba.co.ke](mailto:sfi@kba.co.ke) by **4th July 2025**.

Responses will be shared with all interested bidders by **Close of Business on 11th July 2025**.

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Company Stamp