



Smallholder Agriculture Development for Food and Nutrition Security (SADFONS)

Ministry of Agriculture Annex, LIBSUCO Compound

Old LPRC Road, Japan Freeway, Gardnersville, Monrovia, Liberia

REQUEST FOR EXPRESSIONS OF INTEREST (REOI) FOR THE SELECTION OF A FIRM TO PROVIDE VISUAL IDENTITY AND GRAPHIC DESIGN SERVICES

Republic of Liberia

Name of Project : **Smallholder Agriculture Development for Food and Nutrition Security (SADFONS)**
Assignment Title : **Provision of Visual Identity and Graphic Design**
Sector : **Agriculture**
Project ID No. : **P-LR-AA0-014**
Grant Number : **5570155001351**
Reference No. : **MoA/SADFONS/ICS/CS5/25**
Issue Date : **April 30, 2026**
End Date : **May 15, 2026**

1. **Background:**

The Government of Liberia, through the Ministry of Agriculture (MoA) has received Additional Funding “Grants” from the Global Agriculture Food Security Program (GAFSP) of the World Bank Group and the African Development Fund of the African Development Bank (AfDB) to finance the Smallholder Agriculture Development for Food and Nutrition Security (SADFONS) Project. The Project intends to apply part of the proceeds toward the selection of consultant firm to provide **VISUAL IDENTITY AND GRAPHIC DESIGN**.

2. **Objective of the Assignment:**

The consulting firms shall provide visual identity and graphic design services, i.e. Project visibility, Photography, Infographics and Video production, Social Media Visibility and Internal Database for Designs, Photography and Videos. The selected Firm will provide communication deliverables and enhance project visibility on and off social media. The consulting firm will also be responsible for designing communication content and visuals to enhance the SADFONS project visibility... The firm will also collaborate closely with the Project Coordination Unit and the GAFSP Communication focal point at the African Development Bank HQ. The selected agency will play a role in enhancing the visibility of SADFONS activities by developing visual elements for communication campaigns, videos, and more.

3. The **MoA/SADFONS Project** now invites Consulting Firms to indicate their interest in providing the above-described services. Interested eligible Consulting Firms or associations of Consulting Firms shall provide information on their qualifications and experience demonstrating their ability to provide the services (documentation, references for similar services, experience in comparable Assignments, availability of qualified staff, etc.).

4. **Duration of the Assignment:**

The duration of the contract is Twelve (12) months.

5. Selection Criteria

The consultant shall be shortlisted based on the following criteria: **(a)** General experience of the firm in providing **VISUAL IDENTITY AND GRAPHIC DESIGN** over the past five (5) years; **(b)** Specific experience (Agriculture sector) in **VISUAL IDENTITY AND GRAPHIC DESIGN** within the past 5 years; **(c)** Experience in donor-funded (African Development Bank, World Bank etc.) project(s). **(d)** the proposed methodology/approach to the assignment; **(e)** the firm capacity in developing reports and all other relevant documents. Eligibility criteria, the establishment of the short-list and the selection procedure shall be per the African Development Bank's "Procurement Policy and Methodology for Bank Group funded Operations" (BPM), dated 2015, which is available on the Bank's website at <http://www.afdb.org>.

6. How to apply:

The working languages shall be **English** and the Expression of Interest must be submitted in **English**. Eligibility criteria, selection procedure shall be in accordance with the African Development Bank's "Procurement Policy and Methodology for Bank Group funded Operations" (BPM), dated 2015, which is available on the Bank's website at <http://www.afdb.org>.

Interested consultant firm (s) can obtain further information at the e-mail addresses mentioned below during working hours: **9:00am – 5:00pm, Liberian Time, Mondays through Fridays (except public holidays):** dwiagbe@moa.gov.lr with copy to: stoure@moa.gov.lr mkamara@moa.gov.lr and bfassah@moa.gov.lr Expressions of Interest delivered in a written form must have (one (1) signed original plus four (4) copies) in person OR electronically to the address below, not later than Friday May 15, 2026 at 1:00 PM Liberian Time and must be clearly marked: "**Expressions of Interest (EOI)** for the provision of **VISUAL IDENTITY AND GRAPHIC DESIGN**."

For delivery by electronic submission: Attn: MOA/SADFONS Project Mr. Jlopleh Dennis Wiagbe, Jr dwiagbe@moa.gov.lr with a copy to : stoure@moa.gov.lr mkamara@moa.gov.lr and bfassah@moa.gov note later than Friday May 15, 2026 at 1:00 PM Liberian. The submission must be titled: "**Expressions of Interest (EOI)** for the provision of **VISUAL IDENTITY AND GRAPHIC DESIGN**."



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TERMS OF REFERENCE

FOR THE SELECTION OF A FIRM TO PROVIDE VISUAL IDENTITY AND GRAPHIC DESIGN SERVICES

I. BACKGROUND INFORMATION:

The Government of Liberia, through the Ministry of Agriculture (MoA) has received Additional Funding “Grants” from the Global Agriculture Food Security Program (GAFSP) of the World Bank Group and the African Development Fund of the African Development Bank (AfDB) to finance the Smallholder Agriculture Development for Food and Nutrition Security (SADFONS) Project. The Project intends to apply part of the proceeds toward the selection of consultant firm to provide **VISUAL IDENTITY AND GRAPHIC DESIGN**.

II. OBJECTIVE OF THE ASSIGNMENT:

The consulting firms shall provide visual identity and graphic design services, i.e. Project visibility, Photography, Infographics and Video production, Social Media Visibility and Internal Database for Designs, Photography and Videos. The selected Firm will provide communication deliverables and enhance project visibility on and off social media. The consulting firm will also be responsible for designing communication content and visuals to enhance the SADFONS project visibility.

The firm will collaborate closely with the Communication Assistant of the SADFONS project, the Project Coordination Unit, and the GAFSP Communication focal point at the African Development Bank headquarters, who will review and validate all final deliverables prior to submission to the Project Coordinator.

The selected agency will play a role in enhancing the visibility of SADFONS activities by developing visual elements for communication campaigns, videos, and more.

III. DUTIES AND RESPONSABILITIES

The scope of work and services required will include:

Project visibility

- Creating a Communication Plan
- Define and design messages that will frame the project impact on the ground
- Regular updates: Sharing timely progress reports, success stories, and key milestones
- Inclusive storytelling: Highlighting voices from the field, youth engagement, and community impact
- Audience-specific formats: Tailoring content for donors, partners, media, and beneficiaries (e.g., press releases, briefs, social media)
- Strategic messaging: Framing the project in alignment with institutional goals and stakeholder priorities
- Visibility tools: Leveraging social media, events, and media coverage to amplify reach.
- Offer guidance on maintaining visual consistency across various mediums to ensure a unified and cohesive brand presence.

Photography, Infographics and Video production:

- Create visual elements and promotional materials
- Produce videos (2 min videos for social media; 5 min video to present the project success) showing Project impact on the ground
- Design brochures, banners, and leaflets for SADFONS
- Design and produce engaging infographics to enhance communication and broaden the reach of SADFONS reports and knowledge products.
- Design material for virtual campaigns featuring dynamic infographics to accompany report launches, effectively conveying key outcomes and insights to a wider audience.
- Design infographics for the project.
- Create visual elements and promotional materials
- Produce videos (2 min videos for social media; 5 min video to present the project success) showing Project impact on the ground
- Design brochures, banners, and leaflets for SADFONS
- Design and produce engaging infographics to enhance communication and broaden the reach of SADFONS reports and knowledge products.
- Design material for virtual campaigns featuring dynamic infographics to accompany report launches, effectively conveying key outcomes and insights to a wider audience.
- Design infographics for the project.

Social Media Visibility:

- Create a Visibility platform for the project on Facebook and X (Ex Twitter) Develop templates for various social media platforms, including LinkedIn, Facebook, Instagram, and X (Ex Twitter).
- Conceptualize and design visual materials for SADFONS adapted for social media platforms
- Ensure weekly social media presence showcasing the different aspects and impact of the project

Internal Database for Designs, Photography and Videos:

- Responsible for creating an internal database housing creative content, including designs, photos, and videos,

Other:

- Offer Communication activities on request and based on tasks and upcoming events throughout the contract duration.

For all deliverables, the consulting firm will ensure that graphics and visual elements are designed with responsiveness in mind for various digital platforms.

QUALIFICATIONS & EXPERIENCE

Submissions will be required to demonstrate the following requirements, which include, but not limited to the following:

- Minimum of five (5) years of experience in the field of development project communication and visibility, visual design and communication and services;
- Proven experience in supplying high level design, photography and video production services;
- Ability to assign a dedicated project manager to the contract, who should have creative, development and production capabilities. This dedicated project manager will be the contact point for all communication regarding the project;

- Provide information indicating that they are qualified to perform the services including company profiles, description of similar assignments, work samples etc.;
- Flexibility and availability to respond to unexpected requests regularly;
- Ability to be creative, innovative and to work independently;
- Knowledge of Liberia counties & Districts;
- Ability to go on the ground and collect information and
- Must demonstrate integrity and ability to work in teams, sometimes under tight deadlines.

IV. DURATION & LOCATION OF THE ASSIGNMENT

The duration of the contract is Twelve (12) months.

V. SELECTION CRITERIA

Criteria	Maximum Score (%)
Minimum of five (5) years of experience in the field of development project communication and visibility, visual design and communication and services.	20
Proven experience in supplying high level design, photography and video production services.	10
Ability to assign a dedicated project manager to the contract, who should have creative, development and production capabilities. This dedicated project manager will be the contact point for all communication regarding the project	10
Provide the information indicating that they are qualified to perform the services including company profiles, description of similar assignments, work samples etc.,	10
Flexibility and availability to respond to unexpected requests regularly	10
Ability to be creative, innovative and to work independently.	10
Knowledge of Liberia counties & Districts	10
Ability to go on the ground and collect information	10
Ability to be creative, innovative and to work independently.	10
Grand Total:	100%

vi. **How to apply:**

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