



ZAMBIA ELECTRONIC CLEARING HOUSE LIMITED

REQUEST FOR PROPOSALS

PROVISION OF LOGO REDESIGN, BRANDING, AND GRAPHIC SERVICES – PROCUREMENT NO. ZEHL/003/07/2024

The Zambia Electronic Clearing House Limited (ZEHL), is a non-profit making private limited company registered under the Companies Act No. 10 of 2017 of the Laws of Zambia. It is a private company limited by Shares. It was formed in 1999 and the current Shareholders are the Bank of Zambia and the Commercial Banks.

The Company was formed for the purpose of providing interbank clearing and switching services to the Bank of Zambia, Commercial Banks and Financial Institutions. The ZEHL operates the National Financial Switch (NFS) and the Cheque Truncation System (CTS), which are common/shared payment gateways that facilitate efficient and secure payment processing and interconnectivity between multi-payment institutions within the country. Supported interoperable services on the platform include ATM, POS, EFT, CIC, and Mobile transactions all taking place across participant networks. Extended to this service is the role of performing daily industry net settlement reporting for each participant and provide an approved clearing cycle.

In addition to the above services, the ZEHL has embarked on the following national projects with the aim to foster development of new payment solutions and expand service outreach into regional markets supporting the financial inclusion agenda, open banking and go-cashless strategies. These include:

1. Shared Agency Banking
2. Standardized National QR Code payments
3. Cross-Border Payments/remittances
4. Business Intelligence and Data Analytics
5. Centralized e-KYC

The ZEHL is inviting proposals from qualified and experienced brand experts and graphic designers to provide logo redesign, branding, and graphic services for the ZEHL, to give it a fresh look. The ZEHL now invites prospecting firms to respond to the following requirements as stipulated below:

No.	Scope of Work
1.	Logo Redesign: <ol style="list-style-type: none">a. Develop a contemporary and professional logo that reflects the values and mission of ZEHL.b. Provide multiple design concepts for consideration.c. Ensure the new logo is versatile and adaptable for various media, including digital platforms, print materials, and promotional items.
2.	Branding and Graphic Services: <ol style="list-style-type: none">a. Create a cohesive visual identity that includes colour schemes, typography, and imagery guidelines.b. Design marketing materials such as brochures, banners, and social media graphics.c. Develop templates for internal and external communications, including presentations and reports.d. Develop visual graphics depicting all services offered by the ZEHL.e. A graphical video clip showcasing the ZEHL's journey in the payments industry
3.	Eligibility Criteria: <ol style="list-style-type: none">a. Proven track record of working with corporate clients, preferably within the financial or technology sectors.b. Strong creative and conceptual skills with the ability to adhere to branding guidelines.c. Excellent communication and project management skills to ensure timely delivery of services.
4.	Incoterms: <ol style="list-style-type: none">a. A detailed proposal outlining the approach to the project, timelines, and payment terms.b. A portfolio of recent work, including at least three logo redesign projects.c. References from past clients, particularly those within the financial or technology sector.d. A company profile detailing relevant experience and qualifications.e. Quotation validity must be at least Thirty (30) working days.

Proposals must be submitted to zechl_admin@zechl.co.zm and copied to mmabale@zechl.co.zm with the reference "Provision of Logo Redesign, Branding, and Graphic Services" as the subject line.

Closing date for submission is Wednesday 31st July 2024

Only electronic submissions will be accepted

Any queries on the above must be addressed to "The Secretary Procurement Community" on the above email address.

First Issued on Thursday 11th July 2024

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