
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project: Swiss Tourism for Sustainable Development in Vietnam (ST4SD)

Code: TOR.C1.03.11.2025

Consulting services: Design of Branding Identity for Swiss EHT program.

Contract term: From: 15 December 2025 To: 31 January 2026

Application deadline: Before 21 November 2025

1. Project Introduction

The Swiss Tourism for Sustainable Tourism in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Vietnam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Vietnam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and Center for Rural Economy Development (CRED), a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appoints the Vietnam Authority of Tourism as the project owner.

The Swiss Executives Hospitality Training Program (Swiss EHT Program), a key initiative under Component 2 of the ST4SD project, aims to strengthen human resources for the hospitality sector in Viet Nam. This high-level education program is designed for mid-level and senior management in Vietnamese hospitality enterprises, providing future leaders with the tools to deliver exceptional service while maintaining a commitment to sustainability. The ST4SD project facilitates sustainable cooperation between selected educational institutions in Vietnam and the EHL Hospitality Business School to develop this program, which features an international focus based on meeting the practical demands of enhancing the quality of the domestic workforce.

For long-term operation and sustainability, there is a need for having a logo branding for the program in the country.

2. Objectives

The selected design consultant will be responsible for developing a comprehensive branding guideline for the Swiss EHT program. The design must authentically reflect the unique approach of the program to Viet Nam and the participation of different partners within the program.

3. Deliverables

The consultant is expected to deliver a Branding Guideline for the Swiss EHT in English and Vietnamese, which includes, but is not limited to:

- In consultation with the project and stakeholders, design of a logo and taglines in English and Vietnamese.
- Defining the color palette and selecting appropriate typography.
- Providing a set of icons for the Swiss EHT
- Providing a set of branding templates including but not limited to letterhead and name card.
- Providing clear instructions on how to visually communicate key messages, taglines, and brand narratives effectively
- Designing the Swiss EHT brochure
- Designing the introduction PowerPoint for the Swiss EHT
- Providing a Swiss EHT PowerPoint Presentation template

4. Selection criteria

Proposals will be evaluated based on the following criteria:

- Quality and completeness of the proposal
- Cost effectiveness
- Experience in providing high-level design consultancy services, preferably in the tourism industry.
- Previous experience working with international cooperation programs and the private sector.

5. Proposal submission

Interested suppliers are requested to submit their proposals detailing the following:

- Profile with relevant experience.
- Work portfolio
- Certificate of good completion of similar work
- A financial proposal indicating expected daily rate (including VAT) and number of working days to conduct the consultancy

Please send your proposal to cm2@st4sd.vn, lien.le@helvetas, assist3@st4sd.vn before 3pm on Friday, 21 November 2025.

The email subject line should begin with: [TOR.C1.03/11/2025] Consultancy to design branding identity for Swiss EHT program.

Please note that only shortlisted candidates will be contacted.