
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 Lo Lo Chai Village.

Contract term: From: 25 November 2025 To: 15 December 2025

Application deadline: Before 17 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.

Component 1 under the ST4SD project focuses on promoting national and subnational action plans, master plans and other policies include relevant actions- and decisions are taken and implemented to foster sustainable tourism development. A key activity is to establish and promote a network of the Best Tourism Villages in Viet Nam.

Lo Lo Chai, a village of the Lo Lo ethnic minority people, was recently recognized as one of the Best Tourism Villages by the UN Tourism on 17 October 2025. The village received support under Component 1 to standardize its tourism activities and prepare the application. Lo Lo Chai is positioned to be a prime example for the national network. Developing a professional branding identity is essential to strengthen its tourism activities, promote its image, and market its products effectively to both domestic and international markets.

Thus, the ST4SD project is seeking a professional and experienced design consultant to develop a comprehensive branding identity and associated communication products for Lo Lo Chai village.

2. Objectives

The selected design consultant will be responsible for developing a comprehensive branding guideline for Lo Lo Chai village. The design must authentically reflect the unique culture and vibrant traditions of the Lo Lo ethnic minority group.

3. Deliverables

The consultant is expected to deliver a Branding Guideline for Lo Lo Chai village in Vietnamese, which includes, but is not limited to:

- Design of a logo and taglines in English and Vietnamese.
- Defining the color palette and selecting appropriate typography.
- Providing clear instructions on how to visually communicate key messages, taglines, and brand narratives effectively across different tourism activities, events, and merchandise/products.

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/or the Government of Vietnam

5. Proposal submission

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

- Profile with relevant experience.
- Work profile.
- Certificate of good completion of similar work.
- Applicants will indicate their expected daily rate (including VAT) and number of days to conduct the consultancy.

Please send your proposal to cm1@st4sd.vn, lie.le@helvetas.org, assist3@st4sd.vn before 3pm on Monday, 17 November 2025.

The email subject line should begin with: [TOR.C1.03/11/2025] Consultancy to design branding identity for Lo Lo Chai village

Please note that only shortlisted candidates will be contacted.