
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Development of Brand Identity and Visual Assets for the Da Nang Green Stay Program
Contract term:	From 25 June to 15 August 2026
Application deadline:	Before 20 June 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

Under Component 3, the ST4SD project is supporting Da Nang Department of Culture, Sports and Tourism (Da Nang DoCST) to develop and operationalize the "Da Nang Green Stay Program". Inspired by the Swiss Swisustainable model, this program serves as a city-level meta-recognition mechanism to support and recognize the sustainability efforts of local accommodation providers through a tiered approach (Level 1: Committed, Level 2: Engaged, Level 3: Leading).

To effectively launch, promote, and build market recognition, the program requires a coherent, highly professional, and inspiring visual brand identity system. This visual system will not only be featured at major tourism forums but will also be deeply integrated into the Department's official websites, public communication channels, administrative publications, as well as the marketing materials and on-site guest-facing collaterals of certified accommodation providers.

ST4SD is looking for a qualified creative design agency or a senior branding consultant to develop the complete brand identity package, including key promotional visual assets for upcoming major tourism forums

2. OBJECTIVES

The main objective of this consultancy is to design a unique, recognizable, and professional brand identity system for the Da Nang Green Stay Program that:

- Captures the spirit of sustainable tourism, local culture, and the progressive nature of the tiered model (inspired by Swisustainable).
- Is built upon a strict benchmarking process against the Swisustainable criteria and standards, adapted to local realities.

- Incorporates deep consultation and collaborative discussions with key stakeholders, specifically Da Nang DoCST and the Da Nang Tourism Association to ensure total alignment and local ownership.
- Establishes high credibility and keeping it accessible and appealing to micro, small, and large-scale accommodations alike.
- Aligns harmoniously with Da Nang's existing destination brand (Danang FantastiCity).

3. SCOPE OF WORK & COLLABORATIVE PROCESS

The consultant is expected to follow a participatory and reference-based design process, including the following key steps:

- Review & benchmarking: Refer to the Swiss Swisustainable branding framework, logo mechanics, and tier-visualizations to learn the best practices for the Da Nang context.
- Stakeholder consultation: Conduct technical meetings, feedback sessions, and collaborative workshops with Da Nang DoCST (as the steering and managing agency) and Da Nang Tourism Asssion (as the key partner mobilizing the business network).
- Iterative design: Develop design concepts based on the technical input from the project team and stakeholders, adjusting the visuals through structured feedback loops until final institutional endorsement is achieved.

4. EXPECTED DELIVERABLES

The consultant will be responsible for the following outputs (in both English and Vietnamese):

- Deliverable 1: Core program logo & brand guidelines manual (Swisustainable-aligned)
 - 01 logo for "Chương trình Cơ sở Lưu trú Du lịch Xanh Đà Nẵng / Da Nang Green Stay Program".
 - Standard specifications (color palettes, typography, grid systems, and correct co-branding combinations with other stakeholder logos).
 - Standard applications (backdrops, letterheads, envelopes, and reports...)
- Deliverable 2: Tiered green badge system (3 Levels) reflecting the Swisustainable hierarchy
 - A unified, progressive visual system of digital and physical badges for the three defined certification levels (Level 1: Committed, Level 2: Engaged, Level 3: Leading).
 - Application specifications guidelines detailing how the logo and the badges are displayed across different platforms:
 - *For DoCST & digital platforms:* Optimized icons/badges for the official DoSCT website, Danang FantastiCity portal, interactive green maps, and online registration platforms.

- *For accommodations (digital & physical):* Layouts for accommodations' own websites, email signatures, OTA listings (Agoda/Booking.com), and physical formats such as entrance door decals/stickers and lobby plaques and other hotel products.
- Deliverable 3: DoCST official publications & digital assets
 - Master branding assets (banners, icons, color themes) for its Green Stay online management platform.
 - Layout templates for the DoCST's official administrative and promotional publications (e.g., brochures, certificate of recognition).
- Deliverable 4: Horecfex 2026 Exhibition Mega-Poster Design
 - 01 high-resolution backdrop/poster design (Large scale format: 3mx6m) introducing the Da Nang Green Stay Program.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience: Minimum 5 years of proven experience in brand strategy and visual identity design (experience with large-scale event design, international development projects, or government publication standards is highly preferred).
- Collaborative skills: Demonstrated ability to facilitate stakeholder discussions and incorporate institutional feedback from different stakeholders into creative outputs.
- Portfolio quality: Strong portfolio demonstrating high creative capability, modern aesthetic sense, smart symbolism, and successful execution of both digital assets and physical marketing/operational print kits.
- Methodology & technical approach: A clear, structured, and agile work plan that guarantees the core identity and the 3mx6m forum poster are finalized before the August 2026 Horecfex deadline.
- Financial competitiveness: Reasonable value for money regarding the proposed financial proposal and input days.

5. PROPOSAL SUBMISSION

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

- CV of the key consultant(s) and a comprehensive organizational portfolio/profile.
- Technical proposal including a brief methodology approach, stakeholder consultation plan, and tentative timeline.
- Financial proposal: Applicants will indicate their expected daily rate (including VAT) and the total number of days required to conduct the consultancy

The submitted documents must be password-protected. You will be asked for the password after submitting the application. Proposal should be sent to procurement@st4sd.vn and assist3@st4sd.vn before 20 June 2026.