

## **Invitation of Expression of Interest**

### **Appointment of HKIA Graphic Consultant 2020**

## 1. Introduction

The Hong Kong Institute of Architects (HKIA) standard print items have had a variety of styles in the last 64 years, the Institute would therefore like to reinforce the professional identity as well as to create a consistent and representational image in this regard. The aim of this invitation is to appoint a graphic consultant to deliver the scope of work as described in Section 2 below.

## 2. Scope of Work

Item No.	Descriptions of Works
<b>1</b>	<b>Strengthen identity &amp; produce basic design guideline</b>
1.1	Review and strengthen the identity and image of the HKIA
1.2	Produce artwork and basic guideline so that implementation partners can understand the principles
1.3	Develop artwork files for all of the basic elements, including but not limited to the followings: Logotype, Brand hierarchy & logo; <ul style="list-style-type: none"> <li>• Colour palette</li> <li>• Language</li> <li>• Typefaces</li> <li>• Imagery</li> </ul>
<b>2</b>	<b>Design &amp; produce artwork for HKIA standard print items</b>
2.1	Letterhead & Envelope
2.2	HKIA Business card
2.3	HKIA Membership card
2.4	HKIA Facebook title brand
2.5	Cover design & content template <ul style="list-style-type: none"> <li>• HKIA Annual Report x1 (cover template x1 and divider page template x1)</li> <li>• Code of Practices x1 (For 1 version document, cover template x1 and content template x1)</li> <li>• Agreement between Clients and Architects</li> </ul>
2.6	New Member Welcome Kit <ul style="list-style-type: none"> <li>• Folder within A4 size x1</li> <li>• welcome letter design x 1</li> <li>• HKIA Introduction leaflet x 1, A5 size, 4pp</li> </ul>
2.7	Event poster template x1 (3 different formats)

Images of existing HKIA documents are displayed at Annex A for reference.

## 3. Inclusive into the Fees

3.1 Regular design meeting(s) to review the design development as required

3.2 Minimum 4 times of design presentation

3.3 Sample printings

Note: The copyright of all the published materials shall remain the intellectual property of the HKIA.

#### **4. Submission of EOI**







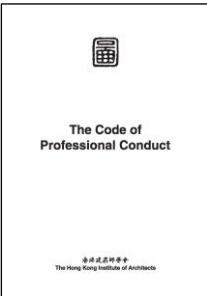

4.1 Interested HKIA members shall return the reply slip with job reference of graphics design works by emailing to [hkiasec@hkia.org.hk](mailto:hkiasec@hkia.org.hk) on or before 12:00pm, noon, 15 May 2020, Friday (Hong Kong Time), with email subject "EOI of Appointment of HKIA Graphic Consultant 2020".

4.2 Late submission would NOT be considered.

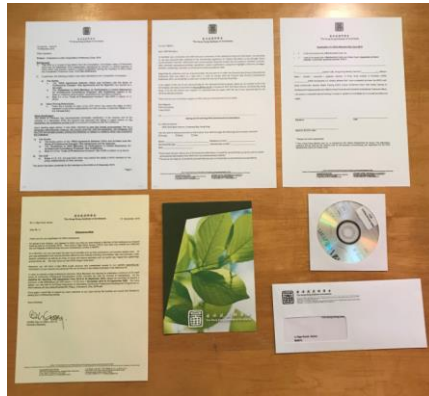
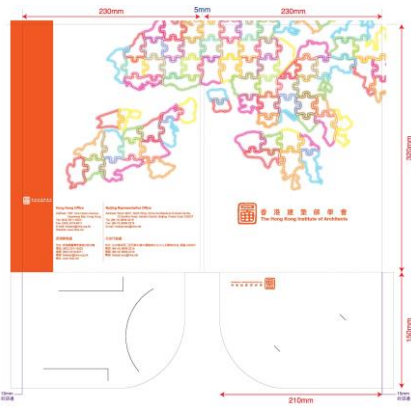
#### **5. Enquiries**

5.1 For further enquiries, please contact Ms. Erica CHAN or Ms. Crystal CHAN of HKIA Secretariat at (852) 2511 6323 or via email [hkiasec@hkia.org.hk](mailto:hkiasec@hkia.org.hk) .

Annex A – Images of Existing HKIA Documents

<p style="text-align: center;"><b>Letterhead</b></p> 	<p style="text-align: center;"><b>Envelopes</b></p> 
<p style="text-align: center;"><b>Secretariat Business Card</b></p> 	<p style="text-align: center;"><b>Council Member Business Card</b></p> 
<p style="text-align: center;"><b>Membership Card</b></p> 	
<p style="text-align: center;"><b>Cover Design</b></p> <ul style="list-style-type: none"> <li data-bbox="188 1563 507 1597"> <p>• HKIA Annual Report</p>  </li> <li data-bbox="611 1563 986 1630"> <p>• The Code of Professional Conduct</p>  </li> <li data-bbox="1026 1563 1473 1630"> <p>• Standard Form of Agreement Between Client &amp; Architect</p>  </li> </ul>	

**New Member Welcome Kit (folder and materials inside the kit)**



Materials in the kit:

- Welcome letter
- HKIA Introduction leaflet
- Circular on Compliance with Competition Ordinance
- Circular on Opting Out of Receiving HKIA Promotional Correspondence
- Application Form of HKIA Membership Card
- List of HKIA Boards and Committees
- Introduction of HKIA membership categories
- CD-ROM of HKIA Annual Report
- A set of user name and password (in the envelop)

**Event Posters**



**Reply Slip – EOI of Appointment of HKIA Graphic Consultant 2020**

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**To: HKIA Secretariat**

**EOI Submission Deadline: 15 May 2020, Friday, 12:00pm, noon [Hong Kong Time]**

The reply slip shall be submitted with your job reference of graphics design works.

Full English Name : \_\_\_\_\_

Membership Number : \_\_\_\_\_

Company Name : \_\_\_\_\_

Mobile Phone Number : \_\_\_\_\_

Email Address : \_\_\_\_\_

Date : \_\_\_\_\_