



**DIABETES
AWARENESS
TRUST**

TERMS OF REFERENCE.

Consultancy Services for the Development of the Diabetes Awareness Trust (DAT) Visibility Manual and Brand Guidelines

1. Background & Context

Diabetes Awareness Trust (DAT) is a Kenyan non-profit organization committed to preventing and reducing the burden of non-communicable diseases (NCDs) through awareness creation, nutrition education, research, advocacy, community engagement, and promotion of healthy and sustainable food systems.

To strengthen its institutional identity and ensure consistent communication across all platforms, DAT invites qualified consultants or firms to submit quotations for the development of a comprehensive Visibility Manual (Brand Guidelines).

2. Objective of the Consultancy

The objective of this consultancy is to develop a comprehensive Diabetes Awareness Trust (DAT) Visibility Manual and Brand Guidelines that establish a consistent, professional, and recognizable organizational identity across all communication and branding materials. The manual will provide practical guidance on the application of DAT's visual identity, messaging, and communication standards to strengthen the organization's visibility, credibility, and brand recognition among partners, donors, stakeholders, and the communities it serves.

3. Scope of Work

The consultant will be expected to develop a comprehensive DAT Visibility Manual that includes, but is not limited to:

- Brand identity system.
- Brand positioning and messaging.
- Logo usage guidelines (where applicable).
- Color palette and typography.
- Graphic elements and visual style.
- Photography and imagery guidelines.
- Standard templates, including:
 - Letterhead.
 - PowerPoint presentation.
 - Business card.
 - Email signature.
 - Certificate template.

4. Deliverables

The successful consultant shall provide:

- A professionally designed DAT Visibility Manual (PDF and editable version).
- Brand assets and templates in editable formats.
- Mock-ups illustrating practical application of the brand.
- Print-ready artwork for key communication materials.

5. Duration of Assignment

The assignment will be undertaken between 15th July – 15th September 2026.

6. Required Qualifications and Experience.

Interested consultants should demonstrate:

- Proven experience in branding, graphic design, and development of institutional brand or visibility manuals.
- A portfolio of similar work completed for NGOs, development organizations, or corporate institutions.
- Strong graphic design and visual communication skills.
- Ability to deliver high-quality work within agreed timelines.

7. Application Requirements

❖ Interested candidates should submit:

- Technical proposal describing the approach and methodology.
- Financial quotation (inclusive of all applicable taxes).
- Company profile or consultant profile.
- Portfolio of at least three similar assignments.
- Proposed work plan and timeline.

❖ Applications should be submitted electronically to:

Procurement Team,

Diabetes Awareness Trust (DAT).

Email: procurement@diabetesawarenesstrust.org and copy info@diabetesawarenesstrust.org

Deadline for submission: **13th July 2026, 5:00 PM EAT.**

Only shortlisted candidates will be contacted.

8. Selection Criteria

Applications will be evaluated based on:

- Understanding of the assignment.
- Relevant experience and portfolio.
- Technical approach and methodology.
- Value for money.
- Proposed timeline.