



Construction Industry Authority of the Philippines

REQUEST FOR QUOTATION/PROPOSAL

CIAP-F-PrM-03

Rev. No.: 00

Engagement of Consulting Services for the Design of CIAP's Strategic Communications and Brand Identity Manual

P.R. No./Date: 25-07097 | 16 July 2025

RFQ/P No. / Date: 2025-07-078 | 15 July 2025

The Construction Industry Authority of the Philippines (CIAP) invites all eligible suppliers, contractors and consultants to quote the best offer for the described item/s in the attached **Terms of Reference/Technical Specifications** subject to the Terms and Conditions and within the **Approved Budget for the Contract (ABC)**.

The following are the required document/s to be submitted as attachment/s to the quotation/proposal:

(Please submit the documents required to be submitted by the bidder pursuant to Annex "H"-Appendix A of Revised of The 2016 Revised IRR)

- 1 Mayor's/Business Permit
- 2 Professional License/Curriculum Vitae for consulting services
- 3 PhilGEPS Registration Number
- 4 Latest Income/Business Tax Return
- 5 Notarized Omnibus Sworn Statement (original notarized copy to be submitted before issuance of PO/JO/Contract)
- 6 Signed Terms of Reference or Technical Specifications, if applicable
- 7 BIR Certificate of Registration (BIR Form No. 2303)

This pro-forma quotation maybe submitted through registered or electronic mail to the CIAP Bids and Awards Committee Secretariat at address indicated below or email to bac_ciap@construction.gov.ph/russellracelis@construction.gov.ph on or before 23 July 2025, 05:00 PM, together with any additional requirements indicated in the attached Terms of Reference / Technical Specifications, and subject to the following Terms and Conditions:

1. All entries shall be typed or written in a clear legible manner.
2. No alternate quotation/offer is allowed, suppliers who submitted more than one quotation shall be automatically disqualified.
3. All prices offered herein are valid, binding and effective for sixty (60) calendar days upon receipt of the bid. Alternative bids shall be rejected.
4. Price quotations to be denominated in Philippine Peso shall include all applicable government taxes subject to (BIR 2306) 5% R-VAT and (BIR 2307) 1% (PO) or 2% (JO) deductions.
5. CIAP-BAC Technical Working Group may require you to submit documents that will prove your legal, financial and technical capability to undertake this contract.
6. Salient provisions of the IRR of RA 9184: Section 68 - Liquidated Damages and Section 69 - Imposition of Administrative Penalties shall be observed.
7. CIAP reserves the right to reject any and all quotations, declare a failure, or not award the contract pursuant to Sec 41 of the same IRR.
8. In case of tie quotations, suppliers' presence is required during tie breaking through draw lots or toss coin.
9. In case supplier pro forma quotation is submitted, conditions will be governed by the submitted signed *Terms of Reference/Technical Specifications*.
10. Payment shall be made through *check payment (Landbank)*.
11. For bidders with Landbank of the Philippines Bank Account Number, please write Account Number: _____.

Very truly yours,

(ORIGINAL Copy Signed)

Russell N. Racelis

Secretariat, Bids and Awards Committee

CONSTRUCTION INDUSTRY AUTHORITY OF THE PHILIPPINES

4th Floor Room 410, Executive Building Center, 369 Sen. Gil Puyat Ave., cor. Makati Ave., Makati City

Telephone: 0917-855-7198 | e-mail: bac_ciap@construction.gov.ph

Item	QTY	ABC	Technical Specifications	Brand/Model	Unit Price	Total Amount
				(To be filled-out by the supplier)		
1	1 lot	₱ 900,000.00	Engagement of Consulting Services for the Design of CIAP's Strategic Communications and Brand Identity Manual *** See attached for complete Terms of Reference ***			
Total ABC		₱ 900,000.00				
Delivery and Other Instructions:			Based on schedule indicated in Terms of Reference			

(Please provide **complete** information below)

We undertake, if our Proposal is accepted, to supply/deliver the goods in accordance with the specifications and/or delivery schedule.

We agree to abide by this proposal for the price validity period specified in the terms and conditions and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a Purchase/Job Order or a Contract is prepared and executed, this Quotation/Proposal shall be binding upon us. We understand that CIAP is not bound to accept the lowest or any proposal that CIAP may receive.

Signature over Printed Name : _____

Designation/Position : _____

Name of Company : _____

Address : _____

Telephone / Fax : _____

E-mail Address: _____

Company Tax Identification Number : _____

TERMS OF REFERENCE

Procurement of Consulting Services for the Design of CIAP's Strategic Communications and Brand Identity Manual

1. BACKGROUND AND OBJECTIVE

The Construction Industry Authority of the Philippines (CIAP) oversees the effective development and regulation of the construction industry in the country. To perform this mandate, the CIAP recognizes the fundamental role played by effective branding and communication in enhancing public understanding and strengthening stakeholder reach and engagements. Furthermore, the CIAP acknowledges the importance of securing intellectual property protection for its logos through official trademark registration for the protection and enhancement of its brand identity.

With the rapid increase in the use of technology, proliferation of modern digital communication tools and strategies, and the growing digital literacy of the general public, the CIAP acknowledges the need to update its strategic communications and branding techniques to adapt to the current environment.

In pursuit of this initiative, the CIAP requires consultancy services to develop a comprehensive CIAP Strategic Communications and Brand Identity Manual, including the facilitation of the registration of the agency's official logos with the Intellectual Property Office of the Philippines (IPOPHL). The manual will provide clear guidelines on the proper usage, application, and communication of the CIAP identities to ensure brand consistency and legal compliance.

The objectives of this Consultancy are to:

1. Formulate a Strategic Communications and Brand Identity Manual that outlines standards for consistent and proper use of CIAP logos and branding materials;
2. Secure trademark registrations for all official logos and marks of CIAP and its implementing boards;
3. Provide legal protection and exclusivity to the CIAP brand assets;
4. Support CIAP's communication efforts by establishing a uniform brand and communications protocol; and
5. Capacitate key communications and information personnel on maintaining brand consistency and effective utilization of communication tools including content creation and social media management.

2. SCOPE OF WORK

The Consultant shall undertake the following tasks:

2.1 Formulation of the CIAP Strategic Communications and Brand Identity Manual

- Conduct a comprehensive evaluation of CIAP's existing brand identity and public communication methods (including messaging tone, style, and channels);
- Develop a detailed Strategic Communications and Brand Identity Manual containing:
 - a. Messaging framework and guidelines that can be applied to different stakeholders and various communication materials
 - b. Brand identity guidelines covering visual elements (usage of logos, color schemes, typography) for application across print and digital platforms;
 - c. Protocols for external and internal communications involving CIAP branding;
 - d. Methods for tracking and measuring the effectiveness of the external communication efforts, including key performance indicators (KPIs) and evaluation metrics; and
 - e. Designs and templates for frequently used communication materials.

2.2 Trademark Registration of CIAP Logos

- Conduct clearance and trademark availability searches for all CIAP logos;
- Prepare, file, and manage the trademark applications with IPOPHL;
- Address IPOPHL queries or oppositions during the registration process;
- Secure and deliver trademark registration certificates for all logos.

2.3 Training on Strategic Communications and Brand Consistency

- Design and conduct a comprehensive training workshop for CIAP communications staff covering all aspects of the Manual;
- Provide training materials/manuals and conduct interactive sessions to ensure knowledge transfer;
- Address queries and provide clarifications on brand identity application;
- Submit a training report documenting session proceedings and participant feedback.

2.4 Turn-over Requirements

- Submit all documents related to trademark filings and registrations, including application forms, correspondence, and certificates;
- Provide the Strategic Communications and Brand Identity Manual in editable electronic formats and PDF;
- Provide the designs and templates for frequently used communication materials in editable electronic formats

2.5 Project Team Composition

The consultant shall ensure that the project team is composed of the following:

- At least two (2) Corporate Communications Specialists with expertise in branding and manual drafting and capacity-building;
- One (1) Intellectual Property Specialist or Legal Consultant experienced in trademark registration;
- One (1) Graphic Designer with expertise in designing communication materials; and
- Additional support staff may be proposed as necessary.

3. PROJECT DELIVERABLES

3.1 Proof of trademark application filings with IPOPHL; 3.2 Trademark registration certificates and status reports; 3.3 Final and Approved Strategic Communications and Brand Identity Manual Manual; 3.4 Training Plan, materials, and session reports; 3.5 Periodic progress and final accomplishment reports as required; and 3.6 Approved designs and templates for frequently used communication materials.

4. METHODOLOGY

The Consultant shall employ the following methodology to ensure the quality and timeliness of outputs:

- **Strategic Communications and Branding Manual Development:** Review CIAP's existing materials and branding, conduct consultations with key stakeholders, and draft a clear, comprehensive manual suitable for all communications platforms.
- **Trademark Registration:** Conduct comprehensive trademark searches and coordinate with IPOPHL to complete all legal filings, responding promptly to office actions or oppositions.
- **Training Design and Delivery:** Develop a tailored training program for CIAP communications staff, utilizing presentations, workshops, and practical exercises to ensure proper understanding and application of the Manual.
- **Reporting and Feedback:** Submit periodic progress reports and incorporate feedback from CIAP to refine outputs.

5. ELIGIBILITY AND QUALIFICATIONS OF THE SERVICE PROVIDER

5.1 Eligibility Requirements

To determine if the prospective bidder is eligible to participate in this bidding, legal, technical, and financial documents shall be submitted, as stated in the invitation to Apply for Eligibility and to Bid and Instruction to Bidders, pursuant to Sections 24.1 and 24.3 of the revised IRR of RA No. 9184, which are as follows:

- Mayor's/Business Permit, or BIR Certificate of Registration (BIR Form 2303) for individual consultants

- Professional License or Curriculum Vitae
- PhilGEPS Registration Number
- Notarized Omnibus Sworn Statement

5.2 Minimum Qualifications

The following evaluation criteria shall be applied in the shortlisting process:

Criteria	Preferred Qualifications	Bases for Evaluation
Reputation, applicable experience, and expertise	<ul style="list-style-type: none"> • Knowledge and relevant experience in providing consultancy services for strategic communications and brand identity development • Knowledge and relevant experience in intellectual property, specifically trademark registration • Recognized for competence in formulating communications and corporate branding manuals • Engagements with institutions on the formulation of communications and branding manuals, preferably with government agencies 	<p>Records of previous engagements, certificates of completion for projects undertaken or records of ongoing projects</p> <p>Sample works</p> <p>DTI/SEC registration</p>
Qualifications and applicable experience of consultants / project team members	<p>Educational attainment in any of the following: public communications; public relations; intellectual property law; marketing; advertising; or any related field</p> <p>Attendance / participation in capacity-building and/or workshops on communications and branding</p> <p>Experience in drafting communications and branding manuals, preferably for government agencies</p> <p>Similar projects on trademark registration</p>	<p>Copies of curriculum vitae indicating relevant work experience and educational background, and trainings attended supported by relevant certificates of attendance/participation</p> <p>Sample works</p>
Current workload relative to capacity	To be determined by the number of ongoing projects that the consultants/experts are currently engaged with	Records of ongoing and completed contracts

6. EVALUATION OF THE SERVICE PROVIDER

The CIAP shall select the most qualified service provider using the Quality-Cost Based Evaluation (QCBE), pursuant to the pertinent provisions of the Revised Implementing Rules and Regulations of Republic Act No. 9184, as amended by Republic Act No. 12009.

Technical Proposal Evaluation (80%)		
Evaluation Criteria	Preferred Qualifications	Weight
Applicable experience and qualifications of consulting firm	<ul style="list-style-type: none"> • At least 3 years of relevant experience in providing consultancy services for strategic communications and brand identity development • At least 3 years of experience in intellectual property, specifically trademark registration • Recognized for competence in formulating communications and corporate branding manuals • Engagements with institutions on the formulation of communications and branding manuals within the last 5 years (preferably with the government agencies and instrumentalities) 	20%
Professional experience and qualifications of project team members	<ul style="list-style-type: none"> • Educational attainment in any of the following: public communications; public relations; intellectual property law; marketing; advertising; or any related field • Participation in capacity-building and/or workshops on communications and branding • At least 3 years of experience in drafting communications and branding manuals and designing communication materials for at least 4 institutions (preferably 	20%

	government agencies and instrumentalities) <ul style="list-style-type: none"> • Similar projects on trademark registration within the last 5 years • Similar projects on providing workshops / trainings on strategic communications within the last 5 years 	
Plan of approach and methodology	<ul style="list-style-type: none"> • Clarity, feasibility, comprehensiveness, creativity, and overall quality of proposed project design, components, and work plan for manual formulation and trademark registration 	60% 30% Appropriateness of Methodology to CIAP's Requirement 30% Creativity and Innovativeness in Approach
Financial Proposal Evaluation (20%)		

As part of the evaluation, the bidder may be asked by the CIAP-BAC Secretariat to confirm their submission of technical proposal and company profile for validation purposes.

The bidder with the highest total rated score based on the evaluation of the technical and financial proposals, provided that the score shall pass the hurdle score of 80%, shall be determined as the Highest Rated Bidder.

7. APPROVED BUDGET FOR THE CONTRACT

The approved budget for the contract is **Nine Hundred Thousand Pesos (₱900,000.00)** inclusive of all applicable government taxes and charges, professional fees, and other incidental and administrative costs. *Administrative costs shall include costs to be incurred in the conduct of workshops, meetings, registration of logos, and other engagements relevant to the completion of the project.*

The engagement of the consultancy service for this project shall be through Competitive Public Bidding pursuant to Republic Act No. 9184 as amended by Republic Act No. 12009, and its revised Implementing Rules and Regulations (IRR).

8. PROJECT MILESTONES AND TIMETABLE

Milestone / Deliverable	Number of Calendar Days (from receipt of the NTP)
Submission and approval/acceptance of the project work plan	Within 14 days
Submission and approval/acceptance of trademark registration plan	Within 21 days
Filing of trademark applications with IPOPHL	Within 30 days
Drafting and submission of the Initial Draft of the Strategic Communications and Branding Manual, including designs and templates of communication materials	Within 45 days
Submission and approval/acceptance of the Final Draft of the Strategic Communications and Branding Manual, including designs and templates of communication materials	Within 60 days
Conduct of trainings for CIAP communications staff	Within 70 days
Submission and turnover of final reports, documents, and materials	Within 90 days

Note: The Contract duration is three (3) months from the actual receipt of the Notice to Proceed (NTP). Timetable may be adjusted upon mutual agreement.

9. STANDARD OF SERVICES

The Consultant shall perform all services in accordance with the highest professional and ethical standards. This includes:

- Delivering work that meets or exceeds industry best practices and complies with all legal requirements;
- Ensuring personnel assigned possess relevant qualifications and adequate experience;
- Keeping open lines of communication with CIAP and responding promptly to feedback;
- Protecting the confidentiality of all CIAP data and information;
- Providing all outputs in agreed formats and within the scheduled timelines, ensuring agreement with CIAP before finalizing deliverables.

10. TERMS OF PAYMENT

10.1 Fifty percent (50%) upon approval/acceptance of the submission of the trademark registration plan and commencement of the filing process

10.2 Fifty percent (50%) upon submission and acceptance/approval of the Strategic Communications and Brand Identity Manual, materials, and documentary proofs related to the trademark application filings.

11. CONFIDENTIALITY AND INTELLECTUAL PROPERTY

All outputs and materials from the consultancy shall remain the exclusive property of CIAP. The Consultant is bound to confidentiality and may not disclose any information without prior written permission.

12. LIQUIDATED DAMAGES

The consultancy firm shall be subject to assessment by CIAP as to the effectivity of the event in meeting its objectives.

Where the consultancy firm refuses or fails to satisfactorily complete the work within the specified contract time, plus any time extension duly granted and is hereby in default under the Contract Agreement, the events organizing firm shall pay CIAP for liquidated damages, and not by way of penalty, an amount, as provided in the General Conditions of Contract, equal to at least one tenth (1/10) of one percent (1%) of the cost of the unperformed portion of the works for every day of delay. Should the amount of liquidated damages reach ten (10%) percent of the contract amount, CIAP reserves the right to rescind the contract, without prejudice to other courses of action and remedies open to it.

To be entitled to such liquidated damages, CIAP does not have to prove that it has incurred actual damages. Such amount shall be deducted from any money due or which may become due the events organizing firm under the Contract Agreement and/or collect such liquidated damages from the retention money or other securities posted by the events organizing firm, whichever is convenient to CIAP.

13. CONFLICT OF INTEREST

Potential conflicts of interest must be disclosed by the Consultant. Non-disclosure may result in termination.

14. ANTI-CORRUPTION WARRANTY

Consultant affirms that no improper payments were or will be made to CIAP officials/employees for contract approval. Breach will lead to contract cancellation.


15. DISPUTE RESOLUTION

Should any dispute related to the TOR and/or rights of the CIAP and the consultancy firm arise, the same shall be submitted to mutual consultation, mediation, and arbitration, in the order of application. The venue of the proceedings shall be in Makati City.

In case of a court suit, the venue shall be the courts of competent jurisdiction in Makati City, to the exclusion of all other courts.

Any amendment or additional terms and conditions to the TOR must be in writing, signed and acknowledged by the Parties.

Approved by:


Atty. Herbert D.G. Matienzo, LL.M., MPA
Acting Executive Director, CIAP 

Conforme:

Full Name and Signature
Date

*This is to certify that the undersigned, as an authorized representative of the Contractor, confirms and complies with all of the requirements and deliverables needed for the **Procurement of Consulting Services for the Design of CIAP's Strategic Communications and Brand Identity Manual***

Name and Signature of Authorized Representative of the Contractor

PhilGEPS Registration Number

Tax Identification Number

Date