



World Organisation for Animal Health

Sub-Regional Representation for Eastern Africa – Nairobi, Kenya

CALL FOR GRAPHIC DESIGN SERVICE PROVIDERS

Framework Agreement for Event Graphic Design Services

1. Background

The *World Organisation for Animal Health (WOAH) Sub-Regional Representation for Eastern Africa (SRR-EA)*, based in Nairobi, Kenya, invites applications from incorporated agencies and freelance graphic designers to provide graphic design services for physical and online events organised by WOAHA across Africa. The selected service provider will support the development of visual communication materials for meetings, workshops, conferences, seminars, and training courses.

The purpose of this call is to establish a three-year framework agreement with a qualified service provider. Assignments will be provided on an occasional basis depending on programme activities. The estimated number of assignments is approximately 15–20 per year.

2. Contract Details

Contract type	Framework Service Agreement
Duration	Three (3) years
Location	Remote – service provider based in an African WOAHA Member country or territory
Contracting Authority	WOAHA Sub-Regional Representation for Eastern Africa, Nairobi
Estimated assignments	Approximately 15–20 design assignments per year

3. Scope of Services

The selected service provider will design visual materials for both physical and online events organised by WOAHA. Designs must comply with WOAHA corporate identity (branding) guidelines and reflect the organisation’s professional, scientific and diplomatic profile.

[https://rr-africa.woah.org/app/uploads/2026/03/WOAH Brand Manual.pdf](https://rr-africa.woah.org/app/uploads/2026/03/WOAH_Brand_Manual.pdf)

Texts, logos, translations and photographs will be provided by WOAHA where necessary. Up to three revisions per design are included without additional cost.

4. Design Packages

4.1. Physical Event Materials (design only)

Design Item	Size	Output Format
Roll-up / backdrop banner	850 mm × 2100 mm	PDF
Participants badge	60 mm × 95 mm	PPTX
Desktop banner / name board	192 mm × 197 mm	PPTX
Folder cover	A4 (210 × 297 mm)	PDF / PNG / JPG
Website banner	700 × 489 pixels	PNG / JPG
PowerPoint presentation template	16:9	PPTX

4.2. Online Event Materials

Design Item	Size	Output Format
Website page header	1230 × 390 pixels	PNG / JPG
Website banner	700 × 489 pixels	PNG / JPG
Email banner	4.8 : 25.4 ratio	PNG / JPG
Social media cover	Various	PNG / JPG
PowerPoint presentation template	16:9	PPTX
Zoom background	16:9	PNG / JPG

5. Languages

Design materials may be required in English or French, and occasionally Arabic or Spanish. Translations will be supplied by WOAHA.

6. Eligibility

Eligible applicants include graphic design agencies and freelance graphic designers based in a WOAHA Member country in Africa. Experience in agriculture, animal health, public health, or international development communication is considered an advantage.

7. Technical Proposal Requirements

Applicants must submit the following:

- Company or consultant profile
- Portfolio of previous work
- Examples of conference or event branding
- Description of relevant sector experience
- Sample design responding to the technical assignment

8. Financial Proposal

The financial proposal should include a flat-rate price per design package for physical events and online events. Prices must be quoted in EUR or USD. As WOAHA is an accredited diplomatic mission in Kenya, proposals should exclude VAT or clearly indicate VAT separately.

9. Evaluation Criteria

Quality of portfolio	20 points
Experience in livestock/agriculture/health sector	20 points
Quality of sample design	30 points
Financial proposal	30 points

10. Technical Assignment

Applicants must submit a sample design package for a fictional WOAHA workshop including:

- Folder cover (A4)
- PowerPoint presentation template (16:9)

The design should incorporate WOAHA branding and illustrate the following theme : ***vaccination of poultry.***

11. Submission of Proposals

Proposals must be submitted electronically to:

Dr. Neo Mapitse
Sub-Regional Representative
World Organisation for Animal Health (WOAHA)
Sub-Regional Representation for Eastern Africa

Email: srr.eastern-africa@woaha.org

Deadline for submission: **24th March 2026**

12. Additional Information

The successful applicant will be awarded a three-year framework agreement enabling WOAHA to commission graphic design services on a case-by-case basis for meetings, workshops and other regional activities. The estimated number of assignments does not represent a contractual obligation on behalf of WOAHA.