



Request for Price Quotation (RFPQ)

"Designer"

Reference Code: APLA/RFPQ-2026-04

Issue Date: 23 Sep.2026

1. Contact Person at APLA

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2. Background

Established in 1997, **The Association of Palestinian Local Authorities – APLA** is an independent institution that brings together all Local Government Units – LGUs across Palestine. APLA's core mission is to represent the collective interests of LGUs, enhance their capacities through strategic advocacy and lobbying, and promote the exchange of information and best practices. APLA further serves as a channel of dialogue between the central government and LGUs, advocates for the rights of LGUs, and represents them at national, regional, and international levels, with a view to enabling them to improve the quality of services provided to Palestinian citizens.

3. Objective of the RFPQ

3.1 Main Objective of the Assignment:

Under the guidance and supervision of APLA, and in close coordination with APLA's Communication and Advocacy Unit, APLA seeks to contract a qualified professional graphic designer with demonstrated experience and technical expertise to provide high-quality graphic design and visual communication services. The designer will support APLA in developing professional, creative, and effective visual materials that are consistent with APLA's institutional visual identity and communication objectives, as well as with the branding and visibility requirements of APLA's partners and donors, where applicable.

The selected designer will enter into a **one-year Framework Agreement** with APLA, under which design services will be requested on an as-needed basis throughout the agreement period, according to APLA's programs, projects, campaigns, events, advocacy activities, and institutional communication needs.





3.2 Specific Objectives of the Assignment

The objective of this assignment is to ensure that APLA has access to timely, professional, creative, and consistent graphic design services that support its institutional communication, advocacy, visibility, and outreach activities.

In particular, the assignment aims to:

- Strengthen and maintain APLA's institutional visual identity by ensuring consistency in the design and presentation of its communication and visibility materials.
- Support APLA's communication and advocacy initiatives through the development of clear, attractive, and audience-oriented visual materials.
- Provide professional design support for APLA's projects, programs, publications, events, campaigns, public awareness activities, and institutional initiatives.
- Enhance APLA's digital communication and public outreach through the development of visual content suitable for websites, social media platforms, digital campaigns, presentations, and other digital communication channels.
- Design high-quality publications and knowledge products, including reports, studies, manuals, guidelines, policy documents, brochures, factsheets, infographics, and similar materials.
- Ensure compliance with the branding, acknowledgement, and visibility requirements of APLA's partners and donors, whenever applicable.
- Provide flexible and adaptable design solutions suitable for Arabic, English, and bilingual Arabic-English materials, while ensuring appropriate layout, typography, readability, and visual consistency across languages.
- Develop design materials suitable for both digital and print use, taking into consideration the technical requirements of each format.

List of Expected Items are Attached in Annex 1.

4. Tender Requirements

4.1 Designer Qualifications

1. The Designer shall demonstrate their proven 8 years-experience in similar works.
2. The Designer shall meet the following criteria:
 - Experience in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro, and After Effects) and knowledge of typography, color theory, and layout design principles.



- Innovation and creativity; ability to bring innovative and creative ideas to projects, enhancing the overall quality and impact of the materials produced.
 - Capability to provide the highest standards of quality in brand content, structure and security.
 - Demonstrated experience with Local Government, NGOs, or similar intergovernmental agencies.
3. The Designer should be available during APLA office hours 08:00-16:00, and accept work in urgent matters.
4. The Designer should be able to respond efficiently to short-term design requirements.

4.2 Selection and Awarding Criteria

The selection of the expert will be based on both technical and financial evaluation; evaluation scores will be distributed as follows:

- Technical Evaluation Criteria 60%
- Financial Evaluation 40%

4.3 Tender Instructions

A. Designer must submit the following documents:

1. Most recent CV.
2. Portfolio showcasing their work in creating visually appealing designs in various formats including publications, events branding, advertisements, social media posts, infographics, motion graphics and campaign designs.
3. The completed RFPQ, including all pages and Annex 1, must be signed. Submissions **must be in PDF format**. Offers submitted in formats other than PDF will be automatically discarded.
4. Valid deduct at source certificate, if it is not available, APLA will deduct 10% of the gross amount as an income tax, which will be paid to the ministry of finance directly.

B. Special Tender Conditions:

1. The offer must be in English language only.
2. The prices should be in EURO Including Income TAX.
3. Compensation will only cover the outlined tasks.
4. The designer shall maintain close cooperation and coordination with APLA.
5. Offers shall be submitted by email to: a.aburaidah@apla.ps, or by hand to APLA office, 2nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine, no later than 04 October 2026 at 3:00 pm, as stated in the tender document.

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5. Identification of the Expert

Last name, first name (Signature)	
Mobile	
E- Mail address	
ID number	



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Expert Declaration:

By submitting this Price Offer, The Expert (Expert Name) declares renouncing their own (sales) conditions and commits to performing this order in accordance with the provisions of the requested conditions in RFPQ attached, and for the price offered.

Price quotations will be in **EURO Including Income TAX** .

In accordance with the conditions in this document, applicable law for this contract/ assignment is the Palestinian Law.

**Certified true and sincere,
Signature of the Expert**

Date: / /

Financial and Administrative Manager

Reem Jaas

Executive Director

Abdallah Anati





Annex 1: Technical Specifications

"Supply of Designs"

Reference Code: APLA/RFPQ-2026-04

No.	Item	Specifications
1.	Logo Design	Creation of logos for various initiatives, events, and sub-organizations within APLA.
2.	Projects Artwork Theme	Development of creative visual concepts and artwork themes for projects and initiatives, reflecting their objectives, key messages, target audiences, and overall identity. Artwork includes key visuals, graphic elements, illustrations, icons, patterns, and supporting design assets.
3.	Stationery Design	Design of business cards, letterheads, envelopes, folders, paper bags, notebooks, packages, and other office stationery.
4.	Calendar	Design of annual desktop calendar (13 papers).
5.	Agenda	Design of 365-day agenda, in addition to month separators and other internal pages.
6.	Event Branding Materials	Design of invitations, agenda, certificates, rollups, banners (digital or printable), foam boards, bags, A5 notebooks, A6 notebooks, folders, podium branding, name badges, participants profiles, flyer, and any design item required for the event branding.
7.	Flyers	Design of single, flat, unfolded sheet of paper (2 pages).
8.	Brochures	Design of single sheet folded into panels (bi-fold, tri-fold or z-fold) or multiple bound pages.
9.	Pamphlets	Design of single sheet folded into panels (bi-fold or tri-fold) or multiple bound pages.
10.	Factsheets	Single page (or two-sided) document presenting data, statistics, charts, and technical summaries.
11.	Posters, Rollups and Banners	Creation of posters, rollups and digital and printable banners.





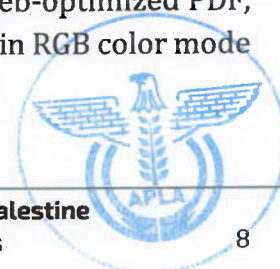
12.	Publications 1 (Up to 30 pages)	Professional design and layout of publications up to 30 pages, including cover, internal pages, text, images, tables, charts, and infographics, in line with the organization's visual identity. Examples include, but not limited to, booklets, manuals, magazines and newsletters.
13.	Publications 2 (Up to 60 pages)	Professional design and layout of publications up to 60 pages, including cover, internal pages, text, images, tables, charts, and infographics, in line with the organization's visual identity. Examples include, but not limited to, reports, white papers, research documents, and policy briefs.
14.	Publications 3 (Up to 100 pages)	Professional design and layout of publications up to 100 pages, including cover, internal pages, text, images, tables, charts, and infographics, in line with the organization's visual identity. An example of these publications are annual reports.
15.	APLA Members' Profiles	Design of professional visual profiles/ biographical materials for APLA's members and affiliates (1 page).
16.	Local Government Units' (LGUs) Profiles	Design and layout of professional city and village profiles to present the identity, facts and statistics, geographic, cultural and economic strengths of each locality, and an overview of key municipal projects, achievements, and development initiatives. Profiles highlight opportunities for potential partnerships, twinning, cooperation, and investment (Up to 12 pages).
17.	Presentations	Production of dynamic presentations of APLA, projects, and LGUs (up to 30 slides).
18.	Foam Boards and Dicuts	Design of printable foams boards and dicuts, based on activities' requirements.
19.	Social Media Artwork	Creation of static graphics for social media platforms and resize (for Facebook, X, and LinkedIn) including, but not limited to, cover photos, posts, religious holidays, national and international days, announcements, and projects' updates.
		Campaign (up to 10 posts)
		Carousel (up to 8 images).



20.	Email Newsletters	Design of email templates and newsletters for regular communication with stakeholders.
21.	Infographics	Design of infographics to visually communicate data and key messages. To be used in digital or printable material. This includes, but not limited to, data visualizations, maps, timelines, charts and project outputs.
22.	Website Graphics	Creation of web banners, icons, thumbnails, and other graphical elements for the APLA websites (resize included).
23.	Motion Graphics	Depending on work requirement, this includes, but not limited to, kinetic typography, logo animations, animated infographics, UI/UX animations and web banners, title sequences, 3D motion graphics, and social media posts.
24.	Virtual Meetings Background	Creation of formal backgrounds to be used for online meetings (ex.: Zoom or Microsoft Teams).
25.	Promotional Merchandise	Brand application on promotional items (design and mockup) including T-shirts, hoodies, vests, caps, bags, mugs, pens, pins, flags, and any other gift items and promotional materials applications.
26.	Plaques, Trophies and Certificates	Design of commemorative plaques, awards, or certificates of appreciation, participation, achievement, training or recognition, depending on function.

General Notes:

- Clear deadlines will be set for each project, ensuring timely completion. This will be set for the final product not the first draft. In addition to required formats for deliverables include print-ready files and editable files, as specified by APLA.
- Print-ready files shall, where applicable, be supplied as: Print-ready PDF/X format, where appropriate, CMYK color mode, minimum 300 dpi for raster images, unless the nature of items requires otherwise, correct bleed, margins and crop marks where required, fonts appropriately embedded or converted to outlines where necessary, and correct dimensions according to the final production requirements.
- Digital materials shall, as applicable, be supplied in: JPG, PNG, SVG, Web-optimized PDF, or any other formats requested by APLA. Digital files shall be supplied in RGB color mode where appropriate and optimized for the intended platform.





- Motion graphics shall, where applicable, be delivered in: MP4/H.264, appropriate resolution and aspect ratio for the intended platform. Other formats will be set at time or order, if required.
- All final approved designs, artwork and associated editable/source files developed for APLA shall be delivered to APLA upon completion of the relevant assignment. Open-source files in editable formats, including (but not limited to) Adobe Illustrator (.ai), Adobe Photoshop (.psd), Adobe InDesign (.indd), Adobe After Effects (.aep) and Adobe Premiere Pro (.prproj), SVG, and editable PowerPoint (.pptx), where applicable.
- The Designer shall accommodate reasonable revisions requested by APLA to ensure compliance with the agreed brief, technical specifications, branding and quality standards. Final designs shall be considered complete only upon incorporation of revisions and formal approval by APLA.





ANNEX 2: Financial Offer

"Supply of Designs"

Reference Code: APLA/RFPQ-2026-04

No.	Item	Quantity (per approved output)	Unit Price in Euro
1.	Logo Design	Per design	
2.	Projects Artwork Theme	Per theme	
3.	Stationery Design	Per design	
4.	Calendar	Per design	
5.	Agenda	Per design	
6.	Event Branding Materials	Per event	
7.	Flyers	Per design	
		Additional language	
8.	Brochures	Per design	
		Additional language	
9.	Pamphlets	Per design	
		Additional language	
10.	Factsheets	Per design	
		Additional language	
		Bilingual	
11.	Posters, Rollups and Banners	Per design	
		Additional language	
12.	Publications 1 (Up to 30 pages)	Per design	
		Additional language	
		Bilingual	
13.	Publications 2 (Up to 60 pages)	Per design	
		Additional language	
		Bilingual	



14.	Publications 3 (Up to 100 pages)	Per design	
		Additional language	
		Bilingual	
15.	APLA Members' Profiles	Per design	
		Additional language	
		Bilingual	
16.	City Profiles	Per design	
		Additional language	
		Bilingual	
17.	Presentations	Per design	
		Additional language	
18.	Foam Boards and Dicuts	Per design	
19.	Social Media Artwork	Per design (main and resize)	
		Additional language	
		Campaign (up to 10 posts)	
		Additional language	
		Carousel (up to 8 images)	
		Additional language	
20.	Email Newsletters	Per design	
		Additional language	
21.	Infographics	Per design	
		Additional language	
22.	Website Graphics	Per design (main and resize)	
		Additional language	
		Bilingual	

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23.	Motion Graphics	Per design	
		Additional language	
		Bilingual	
24.	Virtual Meetings Background	Per design	
25.	Promotional Merchandise	Per item	
26.	Plaques, Trophies and Certificates	Per name	
		Additional name	

Notes:

- The unit price for Additional language shall apply only to the adaptation of the same Arabic design into another language, with the same design.
- The unit price for Bilingual shall apply when the design is required to include two languages within the same design.

