

## **Terms of Reference (ToR) for the Development of the Sruthitharangam Scheme Logo**

### **1. Introduction and Background**

The Government of Kerala has approved the development of a unique and impactful logo for Sruthitharangam (Cochlear Implantation Scheme). Sruthitharangam is a flagship initiative by the Government of Kerala to provide free cochlear implantation surgery and auditory verbal habilitation (AVH) to hearing-impaired children aged 0–5 years. The scheme is being implemented by the State Health Agency, Kerala, from the financial year 2023–24.

This Terms of Reference (ToR) outlines the scope, objectives, deliverables, and evaluation criteria from agencies empanelled by the Information and Public Relations Department, Government of Kerala, **vide order G.O.(Ms)No.4/2024/I&PRD dated 20-02-2024**, to submit their proposals for designing the official logo and branding elements of the Sruthitharangam scheme.

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### **2. Objective**

The primary objective of this assignment is to create a visually appealing, meaningful, and memorable logo that reflects the values and mission of the Sruthitharangam scheme.

The logo should:

- Visually represent the transformative power of cochlear implantation  
Evoke a sense of hope, support, and empowerment.
  - Be recognisable, adaptable, and reproducible across all media (print, digital, signage, etc.)
  - Align with the State Health Agency's and Government of Kerala's branding
  - Resonate with beneficiaries, families, healthcare professionals, and the general public
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### **3. Eligibility**

Only agencies empanelled by the Information and Public Relations Department, Government of Kerala, vide G.O.(Ms)No.4/2024/I&PRD dated 20-02-2024, are eligible to participate in this assignment.

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## 4. Scope of Work

The selected agency will be responsible for:

- 4.1. Developing original logo options that visually reflect the core values of the Sruthitharangam scheme.
  - 4.2. Developing a tagline that captures the essence and mission of the scheme.
  - 4.3. Incorporating feedback from the SHA and finalising one logo design and tagline.
  - 4.4. Preparing and submitting a comprehensive branding guideline for the selected logo.
  - 4.5. Delivering the final approved logo in multiple formats for different usage needs.
  - 4.6. Ensuring cultural relevance, simplicity, and scalability across platforms and sizes.
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## 5. Design Requirements

The logo should:

- Be directly relevant to the key themes of hearing, children, care, hope, and government support.
  - Visually convey the scheme's transformative impact on hearing-impaired children through cochlear implantation and rehabilitation.
  - Be clean, simple, and easily recognisable, even when scaled down.
  - Use a child-friendly colour palette suitable for healthcare and child-focused initiatives — conveying positivity, hope, and trust. Ensure good contrast and accessibility.
  - Avoid excessive detail and ensure clarity on both light and dark backgrounds.
  - Be original, free from plagiarism, and must not infringe on existing trademarks or copyrights.
  - Be culturally sensitive and relevant to the people of Kerala.
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## 6. Deliverables

The agency must submit:

### 6.1. Logo Design:

- Three (3) logo options for initial review, in both colour and black-and-white formats.
- One final selected logo in:
  - Editable vector formats (AI, EPS, PDF)
  - High-resolution raster formats (JPEG, PNG)
  - Web-optimised formats (SVG, PNG)

## **6.2. Tagline**

- Propose at least three tagline options for consideration.
- Finalise one tagline in consultation with SHA.

## **6.3. Branding Guidelines:**

- Logo usage instructions.
  - Colour specifications (primary and secondary).
  - Proportions, minimum sizes, and clear space rules.
  - Incorrect usage examples.
  - Approved fonts for print and web.
  - Guidelines for application across different platforms (print, digital, signage, etc.)
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## **7. Submission Requirements**

Interested eligible PRD-empanelled agencies must submit:

### **1. Technical Proposal in separate sealed cover:**

- A concept note explaining the design rationale and how it aligns with the scheme's goals.
- Three distinct logo design options, as mentioned above.
- The branding guideline for the selected logo.
- Tagline Options

### **2. Financial Proposal in separate sealed cover:**

- A rate quotation in a separate sealed cover covering all components, including:
    - Design
    - Revisions
    - Final artwork delivery
    - Branding guideline preparation
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## **8. Evaluation Criteria**

Proposals will be evaluated based on:

- Understanding of the Sruthitharangam scheme.
  - Creativity, relevance, and originality of logo concepts.
  - Ability to effectively communicate the scheme's essence visually.
  - Past experience and strength of the agency's portfolio.
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## 9. Selection Process

- **Technical proposals** will be evaluated by a Selection Committee comprising officials from the State Health Agency (SHA) and the Information and Public Relations Department (I&PRD), who will shortlist the entries and recommend the final selection to the Government of Kerala.
- The evaluation will assign greater weightage to the technical proposal to ensure the quality and impact of the creative work.
- Evaluation criteria:
  - Understanding of the *Sruthitharangam* scheme
  - Creativity, relevance, and originality of design
  - Visual communication of the scheme's values
  - Past experience and agency portfolio strength
- Shortlisted agencies/agencies may be invited to make a presentation of their logo concepts
- Final recommendations will be submitted to the Government for approval.
- **The financial proposal of the selected agency will be opened only after the final logo is approved by the Government of Kerala.**
- The final decision of the Selection Committee will be binding
- SHA reserves the right to reject any or all proposals without assigning any reason

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## 10. Timeline

Activity	Timeline
Submission of initial logo concepts	Within <b>2 weeks</b> of contract award
Feedback and revision phase	Within <b>1 week</b> of feedback
Submission of final deliverables	Within <b>3 days</b> of final approval

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## **11. Budget**

The total budget for this assignment is capped at ₹1,00,000 (Rupees One Lakh only), inclusive of all components and applicable taxes.

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## **12. Copyright and Ownership**

All intellectual property rights, including the copyright of the final logo and branding elements and tagline will be owned by the State Health Agency, Kerala. The agency must ensure the complete originality of the design.

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## **Contact Information**

For clarifications or submissions, PRD-empanelled agencies may contact:

### **State Health Agency, Kerala (SHA)**

5th and 8th Floor, Artech Meenakshi Plaza

Opposite Govt. Women & Children's Hospital, Thycaud

Thiruvananthapuram – 695 014

Ph: 0471-4063121

statehealthagencykerala@gmail.com

[www.sha.kerala.gov.in](http://www.sha.kerala.gov.in)

Encl:

1. Note on Sruthitharangam