



Punjab Energy Efficiency & Conservation Agency (PEECA)



PUNJAB ENERGY EFFICIENCY AND CONSERVATION AGENCY (PEECA)

REQUEST FOR QUOTATION (RFQ)

FOR

**HIRING OF SHORT-TERM CONSULTANCY
SERVICES FOR DESIGN, DEVELOPMENT AND
REGISTRATION OF PUNJAB ENERGY
EFFICIENCY AND CONSERVATION AGENCY'S
(PEECA) LOGO**

**SINGLE STAGE
SINGLE ENVELOPE
(SSSE)**

29th January 2026

**PUNJAB ENERGY EFFICIENCY & CONSERVATION AGENCY (PEECA)
ENERGY DEPARTMENT, GOVERNMENT OF THE PUNJAB**

Address: 48-A, Ghalib Road, Block C-II, Gulberg III, Lahore



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EXPRESSION OF INTEREST (EOI) -TERMS OF REFERENCE (TORs)

SHORT-TERM CONSULTING FIRM (PPRA Rule 46(A))

SHORT-TERM CONSULTANCY SERVICES FOR DESIGN, DEVELOPMENT AND REGISTRATION OF PUNJAB ENERGY EFFICIENCY AND CONSERVATION AGENCY'S (PEECA) LOGO

1. INTRODUCTION

Punjab Energy Efficiency and Conservation Agency (PEECA) has been established under the administrative control of the Energy Department, Government of the Punjab (GoPb).

PEECA has been working on core program activities including standardization and labelling of appliances, conducting energy audits of designated consumers, modification, review and implementation of the energy conservation building code for Punjab, retrofitting of public institutes, solarization of public institutes on an energy service companies model and creating awareness through trainings, seminars and workshops.

PEECA seeks short-term Consultancy Services for the Design, Development and Registration of its official logo which reflects the Agency's mission, values and branding using the Quality and Cost Based Selection Method (QCBS).

2. OBJECTIVE AND SCOPE OF WORK

The following are the components of Scope of Work under this Consultancy:

1. Design Concept Creation:

The Consultancy Firm will conduct consultations to understand PEECA's vision and mandate. It shall prepare a minimum of five (05) design concepts for the Logo, which will be presented before the Agency for review and consideration. If required by the Agency, the Consulting Firm will provide additional design options to ensure a comprehensive range of choices.

The design should be simple, clean, and easily recognized. The logo must remain clear and legible when resized for everything from a print medium to a large billboard. The design must be unique.

2. Finalization of Design and Production:

Once the Agency has finalized the design, the Consulting Firm will proceed with preparing the necessary print and digital files. These files will be optimized for production and dissemination across various mediums.



3. Development of Brand Guideline:

The Consulting Firm will develop a comprehensive brand guideline that serves as a reference document for the consistent usage of the Logo and associated brand identity.

4. Creation of Pamphlet:

The Consulting Firm will create a professionally designed pamphlet pursuant to finalizing the Logo. This pamphlet will highlight the features and benefits to PEECA and the Logo, ensuring effective communication of its value proposition to the targeted audience.

5. Intellectual Property:

The Consulting Firm will trademark and copyright the Logo under the applicable Intellectual Property (IP) laws, rules and regulations prevalent in Pakistan.

3. DURATION

The total duration of the assignment is Nine (09) months in accordance with the following timelines:

- (i) Finalization of Official Logo: Three (03) Months
- (ii) Trademark and Copyright Registration: Six (06) Months

4. PROFILE OF THE SHORT-TERM CONSULTANT FIRM

The Consultancy Firm must fulfill the following basic criteria:

1. The Firm must provide its National Tax Number (NTN).
2. The Firm must possess minimum three (03) years of operational history.
3. The Firm must possess a minimum of three (03) years of experience in graphic design, branding and proficiency in relevant software (s).
4. The Firm must have a proven portfolio encompassing similar natured assignments.
5. The Firm must have an Intellectual Property (IP) lawyer with trademark and copyright registration experience in Pakistan as part of the team.

5. OWNERSHIP & INTELLECTUAL PROPERTY RIGHTS

The Consultancy Firm shall submit a Declaration of Originality. All Intellectual Property (IP) rights shall be exclusively in the name of PEECA.

6. REPORTING ARRANGEMENTS



1. The Consultancy Firm shall report to the Managing Director, PEECA for the said services.
2. All documentation, reports if required shall be submitted in the English Language.
3. All the data, documents and deliverables submitted by the Consultant for the said services shall be the property of PEECA. The Consultant shall not share and use this data, documents and deliverables for any other purpose/assignment without explicit written approval of the Managing Director PEECA.
4. In case the Consultant fails to fulfil the contractual obligations and violates the Contract Agreement, the said Agreement shall be terminated and the Consultant shall not be liable to make any pending claims.