

TERMS OF REFERENCE

Title of the assignment	Branding development
Brief description of the assignment	Designing a logo, development of brand identity, brand narrative, and basic communications plan for the National Association of Home-Based Child-care Providers, developed collaboratively with the Association leadership and provider representatives.
Duration	Approximately 5-6 weeks

About National Association of Home-Based Child-Care Providers

The National Home-Based Childcare Providers Association serves as a unified voice for home-based childcare providers. The association seeks to organise and strengthen home-based childcare providers so that they are recognised, supported, and equipped to provide safe, nurturing, and developmentally supportive care for young children. It provides a formal yet community-rooted structure through which providers can come together, build shared identity, access practical support, improve the quality of care, and advocate for their needs and rights within the evolving childcare policy and standards landscape in Kenya.

The Association's mapped network covers an estimated 5,400 Home-Based Childcare providers across Murang'a, Mombasa and Kisumu counties.

As the association establishes its national footprint, developing a clear and recognizable brand identity is essential. To ensure this identity meaningfully reflects the shared values and aspirations of its members, the branding process must be collaborative and driven by provider participation across all counties. This should align with the Association's emerging strategy.

Purpose of the assignment

The purpose of this assignment is to develop a simple, professional and recognizable brand identity and communication plan for the Association that can be used consistently across its communication, advocacy and membership activities.

The branding should reflect:

- The collective voice, recognition and dignity of home-based childcare providers;
- Unity, collective action and representation;
- Advocacy and the Association's role in promoting the interests of providers;
- Community, care and professionalism; and
- The Association's national identity while remaining relevant to county-level providers.

Objectives of the assignment

Specifically, the consultant will:

- Develop a logo that represents the Association and its members;
- Develop a simple and consistent visual identity;
- Develop a brand narrative and core messaging framework, co-designed with Association leadership and provider representatives, that reflects the Association's values, mandate and priorities.
- Develop a simple communication plan for consistent use across the Association's communication, advocacy and legislative engagement activities.
- Ensure the brand and narrative can be used across different counties and communication platforms.
- Develop simple brand guidelines to support consistent use of the brand.

Scope of Work

a. Consultation, Co-Design and Brand Development

- Review key Association documents, such as the Constitution and relevant advocacy and strategic documents, to ensure the brand reflects the Association's provider-led identity, mandate and emerging strategic priorities.
- Develop and share a project workplan outlining the proposed activities, deliverables and timeline for the assignment.

- Facilitate at least two co-design workshops with the Association leadership and members to develop and validate the emerging brand narrative, visual direction, logo concept and messaging, and to build ownership of the final brand.
- Document and incorporate feedback from co-design workshops into subsequent drafts.
- Identify the Association's key values, messages and identity.
- Develop an initial idea for the brand and draft a narrative and messaging framework that positions Home-Based Childcare providers as essential workers, recognizing their contribution to children's wellbeing, women's economic empowerment and Kenya's care economy, including key messages on recognition, dignity, collective voices, representation, care, quality and advocacy.
- Present the initial concept, brand narrative and creative direction for review and feedback.

b. Logo Development

- Develop 3 logo options. If the Association does not reach consensus on the initial 3 options, the consultant will develop up to 3 additional options for a second round of review.
- Present the logo options to the Association representatives for feedback.
- Revise and finalize the selected logo.
- Provide the final logo in formats suitable for print and digital use.
- Provide colour, black-and-white, and transparent versions.

c. Brand Guidelines

- Logo usage, colors, fonts, size and placement across different backgrounds;
- How to apply the brand narrative and key messages alongside the visual identity
- Basic rules for consistent branding.

d. Communications Plan

Develop a practical communication plan for consistent use by the Association Secretariat and implementable consistently across counties covering:

- How the brand narrative and key messages should be used across communication, advocacy and legislative engagement activities.
- Recommended channels for reaching members, county chapters, government media and partners.
- Simple guidance on tone and storytelling for public-facing materials.
- Practical templates the Secretariat can reuse for future communications.

e. Communication Materials

Develop a few practical branded materials agreed with the Association, such as:

- Letterhead;
- Presentation template;
- Social media template;
- Finalized flyer
- Membership certificate/card; and
- Event or banner template.

Key Deliverables

1. Brief brand concept/creative direction;
2. Brand narrative and key messaging framework co-designed with leadership and members.
3. Communication plan for consistent use of the brand narrative, key messages and materials.
4. Initial logo concepts;
5. Final approved logo in editable and digital formats;
6. Logo variations for different uses;
7. Colour palette and font recommendations;
8. Simple brand guidelines;
9. Agreed basic branded templates.

Communication and Coordination

The consultant will report to the Association's Secretariat Lead, who will coordinate day-to-day communication, consolidate feedback from the Senior Associate and Policy Lead, and confirm final approval of all deliverables. The consultant will provide regular updates, present work at agreed stages and incorporate consolidated feedback into subsequent drafts.

Activity/Stage	Communication/Plan	Responsible persons	Methods	Expected Output
1. Onboarding	Agree on the workplan, timelines, expectations, and communication arrangements	Consultant, Association Senior Associate, Policy Lead	Online meeting	Agreed workplan and timelines
2. Information Sharing	Share relevant Association documents and information required for the branding work.	Association Senior Associate, Policy Lead	Email	Required background information provided

3. Initial concept	Present the initial brand concept and creative direction.	Consultant, Association leadership and provider representatives	Co-Design Workshop 1	Initial concept reviewed
4. Logo and Slogan Options	Present 3 logo options and slogan options.	Consultant, Association leadership and provider representatives	Co-Design Workshop 2	Preferred options identified
5. Feedback, Revision and Final approval	Provide consolidated feedback and agree on final logo and visual; if no consensus is reached, review a second round of up to 3 options	Association Senior Associate, Policy Lead, Association Leadership	Email and online meeting	Agreed revisions/Final branding approved
6. Brand Guidelines and Templates	Review draft brand guidelines and branded materials	Association Senior Associate, Policy Lead	Online Meeting	Final Comments and approval
7. Final Handover	Submit all final editable and digital branding files	Consultant	Shared folder on email	Complete package handed over

Duration

The assignment is expected to take approximately **5-6 weeks**.

The consultant will work closely with the Association Secretariat Lead throughout the agreed co- design workshops.

Desired Consultant profile

The consultant should have:

- Demonstrated experience in branding, graphic design and visual identity development;
- Experience developing brands for associations, NGOs, grassroots organizations or community-based organizations;
- A strong portfolio of previous logo and branding work;
- Ability to translate organizational values and member voices into a clear visual identity;
- Experience facilitating participatory or co-design workshops;
- Familiarity with Kenya's Development sector and childcare or care-economy issues is an advantage;
- Experience working with diverse communities is an advantage;
- Good communication and consultation skills; and
- Ability to incorporate feedback and work collaboratively.

Payment Terms

Payment will be tied to satisfactory completion and approval of the agreed deliverables.

The proposed payment structure is:

- **15%** upon signing of the contract and completion of the co-design workshop and initial consultation on brand concept and narrative direction;
- **30%** upon submission and approval of the final logo, visual identity and brand narrative;
- **35%** upon approval of the brand guidelines, communication plan and branded templates; and
- **20%** upon final handover of the complete approved package.

Application

Interested consultants should submit:

- A brief profile and CV;
- Portfolio showing previous branding work;
- Brief description of their proposed approach;
- Proposed timeline; and
- Financial proposal.

All applications should be sent to kenya@globaldevincubator.org and cc: Yvonne.mwende@globaldevincubator.org. The deadline for submission is **11th September 2026**. Only shortlisted applicants will be contacted.