

TERMS OF REFERENCE (TOR)

Brand Strategy, Corporate Identity, Patient Experience and Environmental Branding Consultancy

(Premium Gastroenterology, Internal Medicine and Diagnostic Healthcare Hub)

1. Introduction

Pharo Ventures is the profit-arm of Pharo Foundation which is a mission-driven foundation working to build a vibrant, productive, and self-reliant Africa. Pharo Ventures is building commercially sustainable businesses across East Africa to create thousands of jobs and generate inclusive economic growth. We complement the development work above by running for-profit ventures with our current interest being in agri-business and healthcare sectors.

Pharo Health Ethiopia will be a portfolio company within Pharo Ventures and intends to transform the healthcare landscape in the Horn of Africa region by providing access to a network of premium specialty centers. At the first stage, Pharo Health will establish a centrally located one-stop health service hub in Addis Ababa, Ethiopia. This hub will be fully furnished with state-of-the-art advanced medical equipment, driven by in-house specialist consultants, thereby providing quality world-class healthcare.

The facility will provide:

- Outpatient, in-patient and emergency services
- Radiology Services (imaging diagnostic)
- Medical Laboratory services
- Pharmacy services

The aim is to establish a premium healthcare hub in Addis Ababa consisting of a Gastroenterology & Hepatology Specialty Center, Internal Medicine Specialty Center, Comprehensive Diagnostic Imaging Center, Advanced Laboratory Services, Executive Health Screening Suites, Pharmacy Services, and supporting administrative facilities.

The facility aims to become Ethiopia's leading destination for premium specialty healthcare services by combining internationally benchmarked clinical standards, advanced medical technology, exceptional patient experience, and modern healthcare infrastructure.

The Client seeks to engage an experienced branding consultancy firm to develop a complete brand strategy, corporate identity system, patient experience framework, environmental branding package, and launch strategy.

2. Assignment Objective

The objective is to create a world-class healthcare brand that:

- Positions the facility as Ethiopia's premier specialty and diagnostic healthcare destination.
- Reflects trust, innovation, excellence, compassion, and clinical precision.
- Creates a seamless premium patient experience.
- Supports long-term growth and future service expansion.
- Establishes a recognizable and protected healthcare brand.

3. Scope of Services

3.1 Brand Discovery and Research

- Stakeholder interviews
- Market research
- Competitor benchmarking
- International healthcare brand benchmarking
- Customer segmentation and persona development

3.2 Brand Strategy Development

- Vision, Mission and Values
- Brand Purpose
- Brand Positioning
- Unique Value Proposition
- Brand Architecture
- Brand Story
- Brand Messaging Framework
- Tagline Development

3.3 Naming and Brand Architecture

- Parent brand strategy
- GI Center brand strategy
- Diagnostic Center brand strategy
- Executive Health Program branding
- Naming assessment and validation
- Trademark and domain recommendations

3.4 Visual Identity Development

- Corporate logo
- Logo variations
- Color palette
- Typography
- Graphic language
- Icons and symbols
- Brand imagery standards

3.5 Patient Experience Branding

- Patient journey mapping
- VIP patient experience framework
- Executive lounge identity
- Reception experience standards
- Patient communication standards
- Service culture guidelines

3.6 Healthcare Professional Engagement Branding

- Healthcare professional journey mapping
- Referring physician engagement framework
- Physician communication standards
- Clinical liaison and outreach program guidelines
- Continuing Medical Education (CME) and professional events branding
- Healthcare professional service charter
- Scientific and clinical content branding guidelines
- Relationship management and account engagement framework

3.7 Environmental Branding

- Building signage
- Monument signs
- Internal wayfinding
- Department signage
- Wall graphics
- Digital display concepts
- Imaging center branding
- GI Center branding
- Laboratory branding

3.8 Corporate Identity Materials

- Letterheads
- Business cards
- Email signatures
- Presentation templates
- Staff IDs
- Appointment cards
- Reports and document templates

3.9 Digital Branding

- Website UI concepts
- Social media identity
- Digital advertising templates
- Patient portal branding
- Mobile application branding concepts

3.10 Marketing and Launch Support

- Corporate profile
- Service brochures
- Investor presentation
- Launch campaign strategy
- Media kit
- PR strategy
- Opening event branding

4. Deliverables

- Brand Strategy Report
- Brand Architecture Framework
- Approved Naming Recommendations
- Corporate Identity Package
- Comprehensive Brand Guidelines Manual
- Patient Experience Guidelines
- Environmental Branding Package
- Digital Branding Package
- Brand Launch Strategy and Toolkit
- Editable Source Files

5. Duration : 4 – 6 Weeks

5. Submission Requirements

Technical

- Proposed methodology and approach
- Detailed work plan & timelines
- Team composition and CVs of Key Personnel
- Relevant experience and case studies
- Reference from previous clients
- Company registration documents

Financial

- Detailed budget breakdown

6. Intellectual Property

All deliverables, concepts, designs, source files, manuals, artwork, brand assets, and related intellectual property developed under this assignment shall become the exclusive property of the Client upon final acceptance and payment.

7. Non-Disclosure Agreement (NDA), Code of Conduct and Conflict of Interest Declaration

The successful consultant shall, prior to commencement of the assignment, execute and comply with the following requirements:

8.1 Non-Disclosure Agreement (NDA)

The consultant and all personnel assigned to the project shall sign a Non-Disclosure Agreement (NDA) to ensure the confidentiality of all information obtained during the assignment, including but not limited to:

- Business plans and strategies;
- Facility design concepts and layouts;
- Financial and commercial information;
- Marketing and branding strategies;
- Technical specifications and operational plans;
- Patient experience frameworks;
- Proprietary documents, reports, and data.

The consultant shall not disclose, publish, reproduce, or use any confidential information for any purpose other than the execution of this assignment without prior written approval from the Client.

8.2 Code of Conduct Compliance

The consultant shall comply with the Client's Code of Conduct and demonstrate the highest standards of:

- Professionalism and integrity;
- Ethical business practices;
- Respectful workplace behavior;
- Anti-corruption and anti-bribery principles;
- Prevention of harassment, discrimination, and abuse;
- Compliance with applicable laws and regulations.

The consultant shall ensure that all engaged under the assignment adhere to these standards throughout the project period by signing and submitting Pharo's code of conduct declaration.

8.3 Conflict of Interest Declaration

The consultant shall sign and submit a signed Conflict of Interest Declaration confirming that neither the firm nor any of its personnel have any actual, potential, or perceived conflict of interest that may compromise the independence, objectivity, or impartiality of the assignment.

The consultant shall immediately disclose any circumstance that may create a conflict of interest during the course of the engagement.

Failure to disclose an actual or potential conflict of interest may result in disqualification during the procurement process or termination of the contract if discovered after award.

8.4 Ownership of Work Product

All concepts, designs, artwork, brand assets, research findings, reports, manuals, source files, and intellectual property developed under this assignment shall remain the sole and exclusive property of the Client. The consultant shall not reuse, reproduce, publish, or distribute any project materials without the Client's prior written consent.

Questions

Bidders may obtain further information by email edessalegn@pharoverventures.com until June 23, 2026 4PM (EAT).

Bidders shall submit their complete bid documents electronically through the designated secured email address on or before 30 June 2026 at 4:00 PM East Africa Time (EAT).

BID Submission Email Address: tender.et@pharoverventures.com (this email is strictly only for bid document submission).

All documents shall be submitted in PDF format and separated into individual files using the following file names:

1. Technical Proposal.pdf
2. Financial Proposal.pdf
3. Other Supplementary Documents.pdf

Submission Subject Line: The subject line of the submission email shall be: **“Pharo Ventures: ToR - RFP for Branding Consultancy Service” Ref No: ToR/PV/PH/002/2026 – [Bidder Company Name]**

In cases where the file size exceeds 20 MB , bidders may submit their documents through a secure downloadable link indicated in the email body. The downloadable link must:

- remain active and accessible until the completion of the bid opening process;
- not require additional access approval after submission;
- contain all required documents properly labeled as stated above; and
- be included within the official submission email before the submission deadline.

Bidders are solely responsible for ensuring that all files, attachments, and downloadable links are complete, readable, accessible, virus-free, and successfully submitted before the deadline as per the official detailed bid document.

The company won't consider submissions after the stated date and time deadline.

Submission Deadline: June 30, 2026, 4:00 PM East Africa Time (EAT)

***** Late submissions will not be accepted and considered*****