Terms of Reference (TOR) for Boost in a Box Package Design Elements

1. Background

The Boost in a Box Toolkit is a structured resource aimed at equipping partner organizations with the necessary tools to independently implement and sustain the Boost Application. The toolkit provides guidance, technical support, and evidence-based insights to streamline service delivery and enhance youth engagement in sexual and reproductive health (SRH) initiatives.

As OPHID takes full ownership of the Boost Application, the need arises to package key design elements into a comprehensive and user-friendly format that aligns with Boost's mission of empowering young people through digital health solutions.

2. Purpose of the Assignment

The purpose of this assignment is to develop the design elements for the Boost in a Box package, ensuring that the toolkit is visually engaging, well-structured, and accessible to partner organizations. The designed materials should align with the Boost brand identity and effectively communicate the toolkit's content.

3. Scope of Work

The consultant/team will be responsible for:

3.1 Branding & Visual Identity

- Developing a cohesive visual theme for the Boost in a Box Toolkit.
- Ensuring alignment with Boost's brand identity (logos, color schemes, fonts, and design style).

3.2 Design of Key Toolkit Components

- Toolkit Cover & Layout: Designing an engaging front cover and internal page layouts.
- Infographics & Visual Aids: Creating data-driven illustrations and graphics to improve comprehension.
- User Manual & SOPs: Formatting technical content (e.g., installation guides, admin panel use) into clear and visually appealing templates.
- Success Stories Section: Designing sections to include testimonials, case studies, and data visualizations.
- Technical Specifications: Presenting system requirements and data privacy measures in a structured and digestible format.

3.3 Digital & Print-Ready Formats

- Providing both print-ready and digital-friendly versions of the toolkit.
- Optimizing the design for PDF, web, and mobile viewing.

4. Deliverables

The consultant/team will be expected to produce:

1. Boost in a Box Toolkit Design Framework – A preliminary concept detailing layout, fonts, and branding guidelines.
2. Fully Designed Toolkit Document – A finalized, visually engaging toolkit incorporating all required sections.
3. Editable Source Files – To allow future content modifications by OPHID.
4. Social Media & Outreach Materials – Additional promotional content (if required).

5. Timeline

Task	Deliverable	Deadline
Initial Consultation	Concept Presentation	
Draft Designs	First Design Submission	
Review & Feedback	Revised Toolkit Version	
Final Submission	Completed Toolkit with Design Elements	

6. Required Expertise

The selected consultant/team should have:

- Graphic design experience, preferably in health or education-related materials.
- Strong proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop) or equivalent tools.
- Knowledge of user-friendly and accessible design principles.
- Experience working with NGOs, health organizations, or digital learning tools (preferred).

7. Supervision & Reporting

The consultant/team will work under the supervision of OPHID's Boost Project Lead, with regular check-ins to ensure alignment with project objectives.

8. Application Process

Interested applicants should submit:

- A brief proposal outlining their approach to the assignment.
- Portfolio of past design work (preferably related to health, education, or NGO materials).
- Cost estimate and timeline for completion.

9. Contact Information

For further details or to submit an application, please contact:
procurements@ophid.co.zw

10. Deadlines

Closing date for receiving applications will be Saturday the 5th of April 2025.