



## OPEN CALL FOR PROPOSALS

### No. 001/ACO/CNCC-DG/2025 of 12 December 2025

**Subject: Selection of a service provider for the design and creation of a visual identity (logo and graphic charter) for the Cameroon National Shippers' Council, a public corporation abbreviated as "CNSC".**

#### I. Context and Background

Pursuant to Decree No. 2025/314 of 16 July 2025, the Cameroon National Shippers' Council (CNSC) was transformed into a public corporation, abbreviated "**CNSC**".

This major institutional change is intended to provide Cameroon with a modern, agile and effective institution that will protect and represent the interests of shippers, monitor logistics and transport costs, and boost the competitiveness of Cameroon's exports on international markets.

With this new status, the **CNSC** must develop a distinctive, modern visual identity that reflects its new missions. This new identity should reflect its transformation, assert its professionalism, and effectively convey its commitment to public service, economic efficiency, and partnership with the trade, industry, agriculture, and logistics sectors.

This call for proposals is launched for the creative design of the company's logo and a complete graphic charter.

The selected service provider will have their proposed logo adopted as part of CNSC's visual identity. They will equally receive a financial reward and an official certificate of acknowledgement.

#### II. Purpose

The task consists of creating and proposing the complete visual identity of the **CNSC**, including:

##### 1. The Logo:

- Proposal of at least three (3) distinct design concepts.
- The logo must symbolise the values and core business activities of the new business corporation: **logistical fluidity, competitiveness,**

**partnership, innovation, reliability and originality.** It may include shapes and colours that relate to transport (maritime, land and air), supply chain, market connections or trade promotion.

- Compulsory criteria: modernity, simplicity, recognisability, highly visible at all scales and technically replicable on all media (digital and print).

## **2. The Complete and Operational Graphic Charter:**

- **Logo variations:** full, iconic, horizontal/vertical versions; specifications for light, dark and black & white backgrounds.
- **Chromatic system:** main palette (conveying confidence, professionalism and innovation) and secondary palette, with precise references (Pantone, CMYK, RGB, Hexadecimal).
- **Typography:** selection of institutional and modern fonts for titles, subtitles and texts.
- **Layout principles:** basic grids and templates for official documents (letterhead, business cards, PowerPoint, annual reports, internal memos).
- **Strict usage guide:** application rules, protection zones, strict prohibitions.
- **Visual variations on various media:** compulsory mock-ups illustrating its use on a website, a conference roll-up, an activity report, a truck side panel and a social media banner.


## **III. Service Provider Profile and Admissibility**

This call for proposals is open to:

- Graphic design and brand communication agencies or firms.
- Independent consultants (artistic directors, designers) with proven expertise.

### **Eligibility criteria:**

Applicants must:

- be of Cameroonian nationality or an agency legally established in Cameroon.
- submit a detailed file demonstrating proven experience in creating visual identities for public institutions and companies in the logistics/port/commercial sector.
- have a perfect mastery of desktop publishing software (Adobe Creative Cloud Suite, etc.).
- comply with tax and labour regulations. 

- submit a proposal compliant with the terms and conditions provided in Article V.

**Considering that the reward is a lump sum (fixed amount), no financial offers shall be submitted during the contest phase.**

#### **IV. Selection criteria**

The jury will evaluate the anonymous proposals based on the following weighted criteria:

1. **Conceptual relevance and strategic appropriateness (45%):** The logo's ability to convey CNSC's new status and key missions (representation of shippers' interests, logistics, international trade promotion).
2. **Creativity, aesthetics and technical quality (35%):** Originality, modernity, recognisability, design quality and practical adaptation.
3. **Candidate's experience (20%):** Relevance and quality of references presented in their file (Envelope 2).

#### **V. Submission of proposals**

All proposals, drafted in French or English, must be submitted in **one original and three copies**, in a sealed envelope clearly marked:

**“APPLICATION – CNSC VISUAL IDENTITY PROPOSAL CONTEST – DO NOT OPEN”**

No later than Friday, 2 January 2026, at 3:00 p.m. prompt, at the Secretariat of the General Manager of the Cameroon National Shippers' Council in Douala, 3rd Floor, IGH Building, Centre des Affaires Maritimes, Tel.: **233 43 67 67 Fax: 233 43 70 17.**

**The proposal shall be submitted in TWO separate and sealed ENVELOPES:**

- **ENVELOPE 1 – Technical Proposal (Anonymous):**
  - The visual designs of the three proposed logos (in A3 format).
  - A detailed explanatory note detailing the philosophy, symbolism and appropriateness of each concept in relation to CNSC's missions.
  - A sketch of the proposed architecture for the graphic charter.
  - A working methodology and provisional timetable for the finalisation phase.
- **ENVELOPE 2 – Administrative Proposal and References:**
  - The duly completed, signed, and stamped statement of intent.
  - Administrative documents (trade registration certificate, tax registration certificate, tax compliance certificate, bank attestation).



- CVs of key personnel and references of similar projects.

## **VI. Intellectual Property Rights and Prize Award**

- The designs submitted in Envelope 1 remain the property of their authors pending the final prize award.
- **The selected design (1st prize), once finalised, along with all other elements of the graphic charter, will become the exclusive and absolute intellectual property of the CNSC.** The prize received constitutes a complete transfer of rights over the selected design.
- The payment of the prize money, a lump sum amount, shall be free of any taxes or duties payable by the beneficiary in accordance with Cameroonian law.

## **VII. Tentative Schedule**

- Publication of the call for proposals: **12 December 2025**
- Submission deadline: **2 January 2026 at 3:00 p.m.**
- Technical review of proposals and jury deliberation: **9 January 2026**
- Interviews with short-listed candidates: **12 to 16 January 2026**
- Notification of results and prize awards: **23 January 2026**

## **VIII. Complementary Information**

All requests for information must be submitted in writing and addressed to:

**The Secretariat of the General Manager of the Cameroon National Shippers' Council in Douala, Centre des Affaires Maritimes, 3rd Floor, IGH building., Tel: 233 43 67 67 Fax: 233 43 70 17.**

### **Copy:**

- *Publication*
- *Notice boards*
- *Archives*



**Auguste Mbappe Penda**

**General Manager**