



SEH THEH FOUNDATION

ကရင်ပြည်နယ် ဖောင်ဒေးရှင်း
ဆယ်သဲ ဖောင်ဒေးရှင်း

Date: August 18, 2026

Terms of Reference

Consultant for the Development of Organizational Brand Identity and Logo of Seh Theh Foundation (STF) and Seh Theh College (STC)

1. Background

1.1. The Seh Theh Foundation (STF)

The Seh Theh Foundation (STF) is an independent Civil Society Organization (CSO) established in 2013 and dedicated to promoting equitable, inclusive, and quality education for children and young people in Karenni State. Grounded in educational integrity and responsive to community needs, STF works closely with local communities and education stakeholders to strengthen access to education and lifelong learning opportunities for marginalized populations, including refugees and internally displaced persons (IDPs) in Myanmar and Thailand.

Over time, STF has grown into a leading education organization providing Education services in Karenni State. Following the political crisis in Myanmar in 2021, STF has played a significant role in ensuring learning continuity and strengthening the Karenni Federal Education System through technical assistance, curriculum development, teacher professional development, and education system planning. STF is also recognized as a pioneer in Mother Tongue-Based Multilingual Education (MTB-MLE) in Karenni. More information about STF, please visit to www.sehtheh.org.

Vision: We envision a peaceful and developed society.

Mission: In collaboration with local communities, we ensure access to quality education and livelihood opportunities for Karenni people in Myanmar and Thailand.

Core Values: Integrity, Peace, Inclusion, Equity, and Collaboration.

The revised/ updated Vision:

We envision a peaceful and prosperous society where everyone has access to inclusive, quality education and is empowered with the necessary skills and capacities to serve and contribute to the development of the Karenni community.

The revised/ updated Mission:

Collaborating with the local communities, we ensure the accessibility of quality Education and Livelihood opportunities for Karenni people in Myanmar and Thailand.

Core Values: Integrity, Peace, Inclusion, Equity, and Collaboration.

1.2 Seh Theh College

Seh Theh College (STC) is one of the Higher Education programs of STF. Founded as a community initiative in Karenni State in 2013, the college provides higher education opportunities, including diplomas in community development, for youth from diverse backgrounds in Karenni and Southern Shan State. For more information, please visit to www.stcollege.org.

Seh Theh College Vision

Seh Theh College (STC) seeks to be an avenue of development to produce empowered young adults for the greater advancement of their community.

Mission

Seh Theh College exists to nurture students academically, socially and spiritually; enabling them to become responsible and disciplined adults, through challenging and energetic education program whereby the students will discover and develop their own potential, be equipped with the knowledge, skills, and characters needed to serve their community toward a sustainably-developed and peaceful society.

2. Purpose of the Consultancy

As STF continues to grow and implement its new strategic direction, the organization seeks to strengthen its brand identity and public visibility. STF intends to engage a qualified consultant to develop a professional organizational logo and comprehensive brand identity that reflects its new (revised/updated) mission, vision, values, and long-term aspirations while increasing recognition among communities, partners, donors, and other stakeholders.

3. Objectives

- Design meaningful, distinctive, memorable, and timeless logos for both STF and STC.
- Reflect the mission, vision, values, and strategic direction of both STF and STC.
- Strengthen organizational visibility and credibility.
- Develop a comprehensive Brand Identity Guideline.
- Provide all editable and production-ready design files.

4. Scope of Work

Phase 1: Inception and Discovery

- Conduct an inception meeting with STF Senior Management Team.
- Review strategic and organizational documents.

- Facilitate an online branding consultation meeting with STF's Senior Management Team.
- Identify key brand values and messages.

Phase 2: Concept Development

- Research relevant branding approaches.
- Develop 4 original logos concepts each for STF and STC.
- Present design rationale, color palette, typography, and sample applications.

Phase 3: Presentation and Revision

- Present concepts online to STF management.
- Collect feedback and provide up to three rounds of revisions.

Phase 4: Brand Identity Development

- Prepare a Brand Identity Guideline including logo usage, colors, typography, spacing, sizing, and branding standards.

Phase 5: Branding Materials

- Design letterhead, business card, PowerPoint template, email signature, social media profile and cover, Zoom background, and report cover template.

Phase 6: Final Submission

- Submit all approved designs in editable and high-resolution formats.

5. Deliverables

Deliverable	Description
Final Logo	Primary logo, icon, horizontal, vertical, monochrome, grayscale and reversed versions.
Brand Identity Guideline	Logo standards, colors, typography, spacing, sizing, correct/incorrect usage.
Brand Templates	Letterhead, business card, PowerPoint, email signature, social media assets, Zoom background, report cover.
Source Files	AI, EPS, SVG, PDF, PNG, JPG and other editable files.

6. Proposed Timeline

The consultancy is expected to be completed within four (4) weeks from contract signing.

Week 1: Inception meeting, document review, branding workshop

Week 2: Presentation of 3–5 logo concepts

Week 3: Feedback and revisions (up to three rounds)

Week 4: Final approval and submission of all deliverables

7. Consultant Qualifications

- Minimum three years of experience in branding, graphic design, or visual identity development.
- Strong portfolio of organizational branding projects.
- Experience working with NGOs, CSOs, or development partners is an advantage.
- Excellent communication and presentation skills.
- Proficiency in Adobe Creative Suite or equivalent software.

8. Reporting and Coordination

The consultant will report to the STF's Director or an assigned focal person and work closely with the STF Management Team throughout the assignment.

9. Payment Schedule

- 30% upon contract signing.
- 70% upon final approval and submission of all deliverables.

10. Intellectual Property

Upon final payment, all intellectual property rights, copyrights, editable files, and ownership of the logo, brand identity, and related materials shall be transferred exclusively to Seh Theh Foundation. The consultant shall not reproduce or use the final designs without prior written permission from STF.

11. Confidentiality

The consultant shall treat all information obtained during the consultancy as confidential and shall not disclose it to third parties without written authorization from STF.

12. Proposal Submission Requirements

- Technical proposal including Proposed work plan, timeline and budget
- Portfolio of previous work
- Curriculum Vitae (CV)
- At least two professional references

13. Submission Deadline

All proposals must be submitted by 31 August 2026 to hr@sehthehfoundation.org. Only shortlisted candidates will be contacted.