

MARKETING COLLATERAL DESIGN REQUEST

CLIENT: MekongBank Financial Services

DIVISION: Corporate Marketing Department

PROJECT CODE: MB-2026-Q1-DESIGN

REFERENCE: RFQ-0247

COMPANY BACKGROUND

MekongBank is a leading financial institution with 45 branches across Cambodia, serving over 200,000 customers. Established 1998. Annual revenue \$120M+.

We are updating our marketing materials to align with our new customer service initiative "Banking Made Simple" launching Q2 2026.

PROJECT SCOPE

The selected designer will create comprehensive marketing collateral for our retail banking division. All materials must adhere to existing brand guidelines (will be provided) and maintain corporate standards.

DELIVERABLE BREAKDOWN:

CATEGORY A: Print Materials

1. Branch Posters (6 designs)

- Dimensions: A2 size (420mm x 594mm)
- Topics: Savings accounts, loans, mobile banking, insurance, investments, credit cards
- Print-ready PDF with bleed

2. Brochure Series (4 types)

- Tri-fold format
- Product catalog, student banking, SME services, premium wealth management
- 6 pages each (front + back of 3 panels)

3. Counter Display Materials (3 sets)

- Table tents for promotional offers
- Wobbler designs
- Shelf talkers

CATEGORY B: Digital Marketing Assets

1. Email Newsletter Templates (2 templates)

- HTML format, mobile responsive
- One for promotions, one for educational content

2. Social Media Templates (15 templates)

- Facebook: 5 post templates
- Instagram: 5 feed + 5 story templates
- LinkedIn: company update format
- Dimensions per platform specifications

3. Website Banner Set (8 banners)

- Hero banners for main pages
- Promotional banner variations
- Responsive sizes: desktop, tablet, mobile

CATEGORY C: Corporate Stationery Updates

1. Business Card Redesign

- Standard and executive variants
- Front and back design

- For approval by board before printing
2. Letterhead Template
 - MS Word template format
 - Official correspondence use
 3. PowerPoint Master Template
 - 15 slide layouts minimum
 - Corporate presentation standard

CATEGORY D: Promotional Items Design

1. Merchandise Graphics (printing outsourced separately)
 - Branded notebook cover design
 - Tote bag graphic
 - Calendar design (12 months + cover)

2. Event Materials

- Booth backdrop design (3m x 2.5m)
 - Roll-up banner (85cm x 200cm)
 - Certificate template for financial literacy workshops
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TECHNICAL REQUIREMENTS

- All files in Adobe Creative Suite format (AI, InDD, PSD)
 - Exported finals in PDF, PNG, JPG as specified
 - CMYK for print, RGB for digital
 - Fonts: Must use corporate licensed fonts (Helvetica Neue, Myriad Pro)
 - Color accuracy critical - must match Pantone swatches provided
 - File naming convention: MB_[Category]_[Item]_[Date]_v[Number]
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APPROVAL PROCESS

All deliverables require approval from:

1. Marketing Manager (first review)
2. Brand Director (compliance review)
3. VP Marketing (final approval)

Typical approval cycle: 3-5 business days per round

Expected revision rounds: 2-3 major rounds

TIMELINE

Project kickoff: Upon contract signing

First draft submission: TBD

Final delivery: TBD (please propose timeline in quote)

Note: We have some flexibility on timeline but prefer completion within Q1 if possible. Banking regulations require compliance review which may extend timeline.

BUDGET CONSIDERATIONS

This is a corporate procurement process. Please provide detailed cost breakdown in your proposal:

- Hourly rate or project-based pricing
- Estimated hours per category

- Additional fees (revisions, rush delivery, etc.)
- Payment terms proposal

Previous similar projects budget range: \$5,000 - \$12,000 USD

DESIGNER REQUIREMENTS

- Minimum 3 years experience in financial sector design
 - Portfolio showing corporate/banking work
 - Understanding of regulatory compliance in financial marketing
 - Ability to work with existing brand guidelines
 - Professional invoicing and contract capability
 - Cambodia-based preferred for easier coordination
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SUBMISSION REQUIREMENTS

Please submit formal quotation including:

1. Total project cost
2. Time estimate per deliverable category
3. Payment milestone proposal
4. Relevant portfolio samples
5. Availability and start date

Deadline for quotation: Within 5 business days

Contact: procurement@mekongbank.com.kh

Reference: RFQ-0247 in subject line

LEGAL NOTES

- All work classified as "work for hire" - full IP transfer to MekongBank
 - NDA will be required before sharing brand guidelines
 - Contract subject to standard corporate vendor terms
 - Payment NET 60 days from invoice
 - Required: Business registration, tax ID, insurance documentation
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Thank you for your interest in working with MekongBank.
We look forward to your professional proposal.