



Clear evidence, better decisions, more learning.

TERMS OF REFERENCE (TOR):

Design and Communications Studio for E-CAIR (Education Center for AI Research) Philippines

EdTech Hub's purpose and approach

EdTech Hub is an eight-year global research initiative funded and supported by the Foreign, Commonwealth and Development Office (FCDO), the World Bank, the Gates Foundation, and UNICEF. EdTech Hub was founded to produce more and better evidence about what works, for whom, in which contexts, and why — all in relation to the effective use of the various forms of educational technology (EdTech).

Our purpose

At EdTech Hub, we believe that technology has the potential to help solve the global learning crisis. However, that potential is not being realised.

EdTech Hub's purpose, therefore, is to work with decision makers on finding tools, knowledge and evidence to make informed decisions about sustainable technology in education for particular contexts. EdTech Hub has a strong focus on research and evidence gathering and works towards having that evidence adopted in policy. For that reason, the needs of government are an important determinant for the work that we take up and inform the activities that we conduct.

Our approach

Our vision is to improve learning outcomes for all children in low- and middle-income countries. We are achieving this by enabling decision-makers with access to evidence and to successfully scale effective, equitable and affordable EdTech solutions.

The AI Observatory

EdTech Hub's AI Observatory scans global trends, leads innovative pilots, and distills practical insights to support decision-makers in low-and middle-income countries.

AI in education will widen the learning divide unless we design for the alternative now. Many education ministries struggle to easily assess the effectiveness and safety of AI interventions, nor do they have comprehensive regulations and policies to meet this moment.

The AI Observatory and Action Lab uses a hypothesis driven approach to generate evidence about strategies and approaches that we believe will narrow the learning divide in the age of AI and provide decision makers with timely, practical evidence.

Our goal is to ensure AI is integrated effectively and equitably, improving education systems and learning outcomes for all.

As part of the AI Observatory's support to the Ministries of Education AI Challenge, R4D seeks in-country experts to work side-by-side with government teams leading this work.

The Education Center for AI Research (E-CAIR)

The **Center for AI Research (CAIR)** is a new Philippine institution dedicated to building responsible, research-based, operational AI for public-sector nation-building. **Its flagship unit, E-CAIR, focuses on AI and data science for education.** As CAIR expands into future verticals (health, science, trade, energy, agriculture, climate, etc.), the organisation needs a coherent, scalable, and flexible brand system capable of unifying:

1. Organisational identity (Center for AI Research or CAIR as the main parent organisation)
2. Sector-level identities for sector-specific work that can potentially be embedded within government bodies or departments (e.g., E-CAIR of Education Center for AI Research, and in future, there might be other sectors like health, science, trade, energy, agriculture, climate, etc)
3. Product-level identities (e.g., [SIGLA, SABAY, LICTAS](#)—single Filipino word branded AI tools)

CAIR operates in a rapidly evolving AI environment where credibility, clarity, and trust determine whether stakeholders engage with its work. A strong, coherent brand—supported by world-class design, media, and communications capabilities—is essential for establishing CAIR as:

- A trusted authority on responsible applied AI
- A collaborator across government, academe, and international partners
- A public-facing educator that demystifies AI and supports national adoption

Role: Design and Communications Studio for CAIR (and the flagship, E-CAIR)

Country of operation: Philippines

We are looking for a firm, team, agency or a consortium of firms based in the Philippines, in order to work directly, or remotely, with E-CAIR.

Budget: up to £10,000

Start and end date: January 2025 - March 2026

Role and Responsibilities

CAIR is looking for a Design and Communications Studio on a hybrid project-based and retainer arrangement to do:

- brand development and collateral building
 - Develop a comprehensive, multi-level brand architecture for CAIR (Org → Sectors like E-CAIR → Products like SIGLA) aligned with the brand purpose, personality, values, and tone of voice.
 - Serve as CAIR's design arm for recurring needs: templates, graphics, publications, dashboards, landing pages, and event materials.
 - Ensure consistency across all outputs as CAIR expands to new sectors and launches new AI products.
- communications and storytelling
 - Help CAIR communicate complex AI concepts through clear, human-centered storytelling.
 - Provide ongoing writing, editing, and narrative development support for reports, briefs, decks, knowledge products, and social content.
- Media, PR & audience building
 - Support CAIR's thought leadership, media presence, and public engagement.
- capacity-building and training
 - Train CAIR leaders and technical teams for high-stakes presentations and media interactions.

Scope of Services

The engagement has 4 major work streams:

A. BRAND ARCHITECTURE & VISUAL SYSTEM DEVELOPMENT

A1. Brand Architecture

- Develop the cohesive identity system connecting:
 - CAIR (umbrella brand)

- Sector sub-brands (E-CAIR; future sectors such as health, science, trade, energy, agriculture, climate etc)
- Product brands (SIGLA, SABAY, LIGTAS, etc.)
- Define strict rules for how new tools and sub-brands will be created as CAIR grows.

A2. Brand Guidelines Package

Must include, at minimum:

Component	Description
Logo System & Usage Guide	Full logo suite, clear space rules, misuses, color versions, lockups for CAIR, E-CAIR, and product lines
Color Palette (Primary/Secondary)	Precise HEX/RGB/CMYK/Pantone values
Typography System	Primary & secondary fonts + weights, sizes, use cases
Imagery & Photography Style	Real-world, candid, human-tech harmony direction
Graphic System	Nodes, curves, patterns, shapes for the “Curious Collaborator” style
Tone of Voice Guide	Grounded Optimist + usage examples, Do/Don’t list
Accessibility Standards	WCAG-aligned standards for color contrast, legibility

A3. Mandatory Elements

- Incorporate CAIR’s brand values:
Grounded Innovation, Human-Centric Design, Systemic Integrity, Service-Driven Scale.
- Ensure differentiation from:
 - DOST
 - DICT
 - Major edtech and private-sector AI brands
- The following apply to videos for AI projects (e.g., SIGLA, SABAY):
 - General Standards

Element	Requirement
Aspect Ratio	16:9 master; 1:1 and 4:5 for social
Resolution	Minimum 1080p

Format	MP4 (H.264)
Audio	Clear, consistent, no background noise

- AI Project Video Requirements
 - Problem & context (10–15 seconds)
 - Clear demo of AI in action (screens, animation, UI flow)
 - Key metrics (accuracy, speed, performance)
 - Branding (opening/closing frames, colors, logo)
 - Call to action (website, contact, or landing page)

Scripts and storyboards must be reviewed and approved by E-CAIR prior to production.

B. COMMUNICATIONS, STORYTELLING & KNOWLEDGE PRODUCT SUPPORT

- Writing and editing support for research, policy, and technical documents
- Development of flagship knowledge product templates (policy briefs, reports, toolkits, technical notes)
- Storytelling frameworks for each AI product (SIGLA, SABAY, etc.)
- Sector narratives (e.g., “AI for Education,” “AI for Climate,” “AI for Governance”)
- Internal narrative alignment (mission/vision refresh, org narrative toolkit)

C. MEDIA, PR & AUDIENCE-BUILDING SUPPORT

C1. Media & PR Support

- Map and build an audience strategy (education sector stakeholders like parents, teachers, students; decision maker audiences like government leaders and elected officials, funders and implementers like UNICEF, ADB etc)
- Media strategy (press lists, angles, messaging)
- Drafting and reviewing press releases
- Support for interviews, op-eds, and commentary

C2. Presentation & Media Training

- Executive presentation training (for directors, scientists, and engineers)
- Responsible public communication of AI (avoid hype, ethics-first framing)
- Simulation workshops for press conferences, panels, and funder meetings

C3. Digital Audience Building

- Social content calendars
- Social media templates
- Channel analytics and recommendations
- Video snippets, explainers, and highlight edits

D. RETAINER SERVICES (Ongoing Support for 3 Months)

A flexible pool of hours per month for:

- Collateral design (reports, presentations, event kits, infographics)

- Quick-turnaround brand assets
- Social media graphics and copy
- Photo/video editing
- Writing & editing support
- On-call communications advisory

The retainer ensures continuity, quality assurance, and rapid deployment during product launches and briefings.

Performance and deliverables

Deliverables may include:

Category	Deliverable
Brand System Setup	<ul style="list-style-type: none"> • Brand Architecture & Strategy Deck • Comprehensive Brand Guidelines (PDF) • Logo System Package • Typography & Color Palette Files • Imagery Style Guide • Knowledge Product Templates (policy brief, report, slide deck, 1-pagers) • Social Media Template Kit • Launch Collaterals: <ul style="list-style-type: none"> ◦ Brand reveal video ◦ Press kit ◦ Website homepage layout
Communications & Audience Building	<ul style="list-style-type: none"> • Monthly social content packages • Quarterly narrative/PR plans • Storytelling materials for new tools (SIGLA, SABAY, etc.) • Media training sessions for CAIR leadership • Presentation master deck templates (for conferences)
Media Production	<ul style="list-style-type: none"> • Full AI project video(s) with storyboard + script • Short-form video edits for social • Infographics and data visualizations
Retainer Deliverables	<ul style="list-style-type: none"> • Ongoing monthly design & comms support • Rapid-turnaround support for events, launches, briefings • Updated templates as new sectors/tools emerge • Quarterly reports on audience growth & brand coherence metrics

All deliverables will follow agreed formats, quality standards, and timelines. They will be reviewed by E-CAIR for learning and quality assurance purposes.

Payment schedule

Total contract value of up to GBP 10,000. The contract will be in GBP and therefore a currency rate will be set during the time of contract issuance. The precise amount payable will depend on Hub user demand over the WO period and the activities agreed with the specialist.

Team skills and experiences

Qualifications & Experience

- **Essential**

- Strong experience in brand architecture, identity systems, and multi-tier brand families
- Proven record in public-sector or development-sector communications
- Expert designers, storytellers, and communications strategists
- Experience producing technical/scientific communication in human-friendly formats
- Experience producing video explainers, demo videos, and media kits
- Capacity to provide ongoing retainer services

- **Desirable**

- Experience working with:
 - Government agencies
 - R&D labs or AI/ML organizations
- Previous work on public education or innovation campaigns

Skills & Competencies

- Collaboration & Communication

- Excellent relationship-building skills, with the ability to foster trust and open dialogue with ministry counterparts.
- Strong written and verbal communication skills for sharing insights with both technical and policy stakeholders.

- Adaptability & Problem-Solving

- Able to work in fast-changing environments and adjust approaches based on feedback and evolving needs.
- Proactive in anticipating challenges and addressing them constructively.

Behaviours & Attributes

- Commitment to ethical, inclusive, and responsible AI use.
- Sensitivity to system-level dynamics, equity, and power considerations in education and technology.
- Curious, reflective, and open to learning from diverse perspectives.

How to apply

Send a short proposal (2 - 5 pages) including:

- How your firm or team meets the skills and experience listed above
- A short company profile or portfolio of relevant work
- Your financial proposal including activities, roles, day rates and suggested days, showing value for money (for additional guidance, kindly use [this template](#))
- CV's of the team in the appendix
- If you are shortlisted, prepare a short 20 minute presentation on your way of working with clients & some early ideas and concepts (not a full pitch but early thinking to give us a flavour of your style, approach and skills)

Send your proposal to: karl.satinitigan@edtechhub.org and gita.luz@edtechhub.org by 8am Philippines time 5th January with the subject line **Application: Philippines ECAIR**.

Timeline	Due Date
Deadline for receiving proposals	Jan 2, 2025
Supplier interviews (round 1 & 2, if needed)	January 5-7, 2026
Clarification of offers / supplemental materials	January 8-9, 2026
Selection decision made	January 12-14, 2026
All potential suppliers notified of outcome	January 16, 2026
Contract negotiation and onboarding	January 19-20, 2026