



**PROJECT MANAGEMENT UNIT (PMU)  
PUNJAB URBAN LAND SYSTEMS  
ENHANCEMENT (PULSE) PROJECT  
Board of Revenue (BOR)  
Government of the Punjab**

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**TERMS OF REFERENCE**

**PUNJAB URBAN LAND SYSTEMS ENHANCEMENT (PULSE)  
PROJECT**

**ISLAMIC REPUBLIC OF PAKISTAN  
PUNJAB PROVINCE**

**HIRING OF AN INDIVIDUAL CONSULTANT AS  
GRAPHIC DESIGNER**

**DECEMBER 2025**

## **TERMS OF REFERENCE (TORs) – GRAPHIC DESIGNER**

### **1. BACKGROUND INFORMATION: -**

The Government of the Punjab, through the Board of Revenue, is implementing the Punjab Urban Land Systems Enhancement (PULSE) Project to improve urban land governance and service delivery across the province. The Communication Wing of the project is responsible for public awareness, visual identity development, documentation of activities, and production of Information, Education and Communication (IEC) materials for dissemination through digital and conventional media.

In view of the continuous requirement for high-quality creative and visual content, the services of a professional **Graphic Designer** are required on a consultancy basis to ensure the timely design, consistency, and visual appeal of all project communication materials in line with approved branding and project objectives.

#### **1.1. Contracting Authority:**

Under the Punjab Urban Land Systems Enhancement (PULSE) Project and in agreement with the World Bank, the Project Management Unit (PMU), Board of Revenue (BOR), Government of Punjab is the contracting authority.

### **2. OBJECTIVE: -**

The objective of this assignment is to engage a professional Graphic Designer to conceptualize, design, and finalize high-quality visual and creative materials for the PULSE Project. The assignment aims to ensure clear visual communication, consistency with approved project branding and messaging, and the development of professional, print and digital ready designs suitable for use across all communication platforms and media.

### **3. SCOPE OF WORK:**

The Graphic Designer shall work under the supervision of the Communication Specialist and shall be responsible for the following:

- Conceptualize, design, and develop high-quality visual and creative materials for project activities, campaigns, events, and public awareness initiatives.
- Design Information, Education and Communication (IEC) materials including brochures, pamphlets, posters, banners, standees, infographics, reports, and presentations.

- Develop digital creatives for social media, websites, newsletters, and other online platforms.
- Ensure all designs strictly adhere to approved project branding, visual identity, and communication guidelines.
- Prepare print-ready and digital-ready design files in required formats, sizes, and resolutions.
- Maintain an organized archive of editable design files, source files, and finalized creative outputs.
- Coordinate closely with the Communication Team to incorporate feedback, revisions, and updates in a timely manner.
- Support visual branding of project events, campaigns, and outreach activities as required.
- Ensure timely delivery of all assigned design outputs in accordance with the agreed work plan.
- Any other task assigned by the authority / Communication Specialist

#### **4. DELIVERABLES: -**

The **Graphic Designer** is expected to deliver the following:

- High-quality graphic designs for project activities, campaigns, events, and public awareness initiatives.
- Designed IEC materials including brochures, pamphlets, posters, banners, standees, infographics, reports, and presentations as per approved briefs.
- Digital creatives optimized for social media platforms, websites, newsletters, and other online channels.
- Print-ready and digital-ready design files in required formats, sizes, color modes, and resolutions.
- Finalized editable source files along with exported formats (PDF, JPG, PNG) as required.
- Organized digital archives of all design assets, source files, and finalized creative materials

**5. QUALIFICATION & EXPERIENCE: -**

- Bachelor's degree (14 years of education) in Arts, Graphic Design, Visual Communication, Fine Arts, Multimedia Design, or equivalent.
- Minimum three (03) years of professional experience as a **Graphic Designer**, preferably in a development or public sector environment.
- Proficiency in industry-standard design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) or equivalent tools.
- Strong creative, layout, typography, and visual communication skills with attention to detail.
- Experience in designing IEC materials, branding, and digital media content for awareness campaigns will be an added advantage.

**6. TYPE OF CONTRACT**

- Time-Based Contract.

**7. CODE OF CONDUCT AND COMPLIANCE**

- The Consultant shall comply with applicable Government of Punjab rules, PMU-BOR policies, and World Bank guidelines relating to ethics, fraud, corruption, and confidentiality.

**8. PAYMENT SCHEDULE**

- Payments shall be made on monthly basis against satisfactory completion and acceptance of deliverables, in accordance with the milestones specified in the contract and subject to applicable tax deductions under Government rules.

**9. DURATION OF CONTRACT**

The duration of the contract is for a period of Six Months (06) (extendable).

**10. SELECTION PROCEDURE**

The selection will be made in accordance with Section VII, paragraph 7.22 on Open Competitive Selection of Individual Consultants of the World Bank Procurement Regulations for IPF Borrowers”, dated November 2020. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” dated November 2020 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

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