

IRRIGATION AUTHORITY

NOTICE OF EXPRESSION OF INTEREST (EOI)

Provision of Consultancy Services for the Design and Development of a New Corporate Logo and Brand Identity

Ref: IA/EOI/2026/01

1. Introduction

The Irrigation Authority (IA), a statutory body operating under the aegis of the Ministry of Agro-Industry, Food Security, Blue Economy and Fisheries, is currently undergoing a transformative strategic shift. In alignment with national objectives regarding Food Security and Climate Resilience, the IA is transitioning toward an efficient and client-driven service provider. To reflect this evolution, the Authority invites Expressions of Interest (EOI) from qualified Graphic Designers, Creative Agencies, and Multimedia Consultants to design a new corporate logo and brand identity.

2. Strategic Context & Design Objectives

The new visual identity must encapsulate the IA's "New Strategic Direction," moving away from traditional perceptions towards a modern, efficient, and technologically advanced entity. The design should subtly yet powerfully integrate the following themes:

1. Optimization of water resources through modern and efficient irrigation systems.
2. Technological Innovation and green energy promotion.
3. Ensuring agricultural sustainability, environmental viability and water conservation.
4. The IA's role in national food security and optimal sugar cane production.

3. Scope of Work

The selected consultant will be required to:

1. Conduct a brand audit and consultation to understand the IA's mission.
2. Propose three (3) distinct creative concepts/logos with rationales.
3. Propose a rebranding process for the IA.

4. Eligibility and Evaluation Criteria

Respondents will be evaluated based on:

1. Track record in corporate branding.
2. Professional certifications in Graphic Design or Visual Communications.
3. Experience in the creative industry.

Submissions must include a brief company profile or CV (for individual consultants), Trade License and Business Registration Card and a portfolio of previous work.

5. Submission Requirements

Interested parties are requested to submit their Expression of Interest in a sealed envelope, clearly marked "EOI: IA New Logo Design – Ref: IA/EOI/2026/01", addressed to: **The General Manager, Irrigation Authority, 5th Floor, Fon Sing Building, Edith Cavell Street, Port Louis.**

6. Deadlines and Clarifications

The deadline for submission is 22.05.2026, at 15:00hrs.

The IA reserves the right to accept or reject any interest expressed and is not bound to assign any reason for its decision. This EOI does not constitute a solicitation for a financial bid; a Shortlisted Request for Proposals (RFP) will follow for those who meet the technical benchmarks.

Irrigation Authority

13.05.2026