

Terms of Reference:

ACCESS Visual Identity Development

Background

The International Planned Parenthood Federation (IPPF) has been selected by the UK's Department for International Development (DFID) to lead a consortium under the [UK Aid Connect](#) programme under the theme of promoting sexual and reproductive health and rights (SRHR).

The consortium is comprised of IPPF, [Frontline AIDS](#), [Internews](#), the [London School of Hygiene & Tropical Medicine](#), [The Open University](#), and the [Women's Refugee Commission](#). This partnership brings together powerful expertise in programme delivery, research, capacity building, advocacy and communications, ensuring vital information, education and services reach marginalised populations and people in complex and challenging environments.

Approaches in Complex and Challenging Environments for Sustainable SRHR (ACCESS) will leverage the consortium's expertise to design and test innovative solutions that enable the most marginalised and under-served people to access comprehensive, evidence-based SRHR in humanitarian-development contexts in four priority countries. The project seeks to bridge the gap between research and programming by drawing on existing and emerging evidence to inform the design of the programme through an adaptive, people-centred approach.

There is a need for ACCESS to have a visual identity that brings six distinct consortium partners together and to ensure consistency and professionalism in any visual documentation produced. The visual identity of ACCESS also needs to be in-line with [DFID requirements](#).

Consultancy Requirements

A consultant is required to develop the ACCESS visual identity and produce the following:

- **Simple ACCESS visual identity** – in accordance with DFID guidelines, determine the needs and design accordingly (including consideration of if/how to reflect this in various countries and languages). Any design work on the visual identity, fonts (etc.) should be developed with consideration that this will also be used online.
- It is not expected that you will develop a stylized logo, but that you will produce a visual identity that speaks to the following:
 - **Tone of voice:** Professional, authoritative and innovative.
 - **Audience:** The visual identity is primarily for consortium partners to use for communication purposes (including publications, reports, etc.) to ensure consistency and visibility for the project.
 - **Colour:** When used in conjunction with other partner logos, the colours for the visual identity will be alongside the colours within existing partner logos.
- **A partnership lock-up device** – all partner logos to be displayed alongside the ACCESS visual identity in **portrait** and **landscape** format.
- **Materials** – development of a variety of templates with a consistent look and feel, including suggested font.

Please note that partners are likely to follow their own brand guidelines when developing their own content.

We will provide:

Background materials on the work of ACCESS and the six consortium partners, alongside hi-resolution versions of their respective logos.

Consultancy Output

The development and approval of design options/examples will be reviewed by the core ACCESS team.

The final products of the consultancy are expected to include:

- Designed **ACCESS visual identity**, provided in a standard image format with both high resolution and low resolution formats (ie. EPS, JPG and PNG files)
- Microsoft Word (latest) template for standard **documents** (e.g. reports)
- Microsoft PowerPoint (latest) template for **presentations** – including title and content pages
- A **style guide** (less than two pages) of how ACCESS visual identity should be used, including donor acknowledgement as per DFID requirements
- **Social media** templates or examples of how the visual identity can appear on a social media card
- Setting up **digital solutions** to enable consistent and simple use across all partners (such as Canva)

While this is a discrete design opportunity, the selected consultant may also be identified as a preferred designer for future design work for the ACCESS project.

Consultant Requirements

ACCESS is looking for a consultant with experience in:

- Developing visual identities (or branding) for organisations, particularly organisations who have exposure in both developed and developing countries
- Developing Word and PowerPoint templates using Microsoft Office (latest)
- Creating visual identities for social media platforms
- Creating a range of engaging typography and illustration

Timelines

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|--------------------------|----------------|
| • Call for proposals | 4 May 2020 |
| • Deadline for proposals | 11 May 2020 |
| • Shortlisting | 12 May 2020 |
| • Interviews | 13-15 May 2020 |
| • Consultant agreed | 18 May 2020 |

We aim for the deliverables of this consultancy to be completed by 12 June 2020 at the latest. Consultants interested in this role should send their expression of interest to conduct this work in a brief cover letter, including their relevant experience and financial proposal (including total fee; day rate; estimated days required). A CV and examples of previous design work relevant to this proposal should also be provided.

Proposals will be measured against the following criteria: cost, expected days to complete, experience, and overall quality. The consultancy will be based remotely.

The expression of interest, and any questions about the consultancy should be sent to: Daniel McCartney (dmccartney@ippf.org).

Expressions of interest should be submitted by **5PM (London, UK) on Monday, 11 May 2020**.