**Logo, icon

Description automatically generated**

**Terms of Reference: Comprehensive Global Rebrand**

1. **About IPPF**

International Planned Parenthood Federation (IPPF) is one of the global leaders in providing sexual and reproductive healthcare and advocacy for the protection and advancement of sexual and reproductive rights and justice.

IPPF operates in 151 countries worldwide, comprising 116 locally owned and locally led Member Associations, and works with 39 Collaborative Partners.

1. **The Purpose of the Rebrand**

Over the past decades IPPF has undergone significant evolution, transitioning from a family planning organisation to a more expansive human rights organisation.

In November 2022, marking its 70th anniversary, IPPF adopted a bold new strategy; [Come Together 2023-2028](https://www.ippf.org/resource/2023-2028-strategy). This strategy reflects the ‘new’ IPPF, serving as a decisive step forward to a bolder and braver federation, firmly rooted in the universality of values and global solidarity with excluded communities through our Member Associations. The strategy launched the Identity Initiative under pillar 4.

The initiative seeks to define IPPF’s core values through the Charter of Values, while reimagining its outward presentation through a refreshed brand. This new brand will reposition the federation to confront the challenges of the world’s future, amplifying the voices of the millions of people it serves, embodying our mission and our values. The new brand should be designed to be sustainable and adaptable, reflecting our commitment to long-term viability and resilience in a rapidly changing landscape.

The process to develop the Charter of Values will work closely with the Global Rebrand process.

1. **Scope of work**

**The Global Rebrand is a digital rebrand.**

* Brand perception, audit and competitor analysis, inclusive of consultations with internal and external stakeholders through interviews, focus groups and surveys.
* Future-centred strategy development and brand positioning with a strong storytelling component.
* Development of three brand identity options including brand name, logo, colour palette, typography, photography style, visual elements, tone and voice, brand story, narrative and messaging, brand personality and tagline options.
* Ensure that digital assets are accessible.
* Naming – research, consultation and development of naming options, with incorporation into the brand identity designs.
* Digital rebranding and content strategy
* Work with IPPF to design and produce consultations to encourage member association and youth participation.
* Carry out a risk assessment and develop a risk management plan around the branding and rename.
* Work with third-party consultants to help develop language and narrative through an asset framing and intersectional lens and harmonise the language of the Charter of Values and the tone of voice of the brand.

1. **Deliverables**

* Brand guide
* Brand strategy document
* Brand perception, audit, and competitor analysis report
* External consultations findings
* Risk assessment and management plan
* Creative concepts and brand design options
* Brand assets – brand assets such as logo files, photography, visual elements, digital and presentation templates etc. An asset list shall be provided. All artwork RAW files are to be delivered to IPPF upon completion.
* Messaging framework – clear and concise messaging guidelines that articulate the brand’s value proposition, key messages, tone of voice, and communication style.
* Naming options

1. **Timeline**

The comprehensive global rebrand will be a 12-month process. Please note the design of the launch campaign is included in this; the delivery of the campaign is not included and will be accounted for and funded separately as an additional component.

|  |  |
| --- | --- |
| **Phase 1** | Onboarding of agency  Brand audit and competitor analysis and external consultations  Strategy development |
| **Phase 2** | Creative exploration  Development of brand directions |
| **Phase 3** | Federation consultations and feedback |
| **Phase 4** | Refinement and language harmonisation |
| **Phase 5** | Brand design options delivery and asset development |

1. **Budget**

* A ceiling of $374,000 including VAT and Tax if applicable.
* Payment terms to be agreed with the successful agency.

1. **Agency requirements**

* Must have a minimum of 10 years established as a creative agency.
* Agencies based in the Global South will be prioritised. All agencies applying must have established global office in diverse geographical locations.
* Can demonstrate a minimum of 2 case studies of a rebrand at a global level (does not need to be an INGO but would be ideal to have experience working with non-profits).
* Must have experience with storytelling.
* Must have proven experience in human-centred design, research and group consultations.
* Must have a global lens and be culturally sensitive.
* Must adhere to IPPF’s Code of Conduct and Safeguarding Policy
* Can work across key IPPF languages: English, French, Spanish and Arabic when required.

1. **How to apply**

Please submit a proposal outlining your approach and experience, including cost breakdown and relevant information about your agency, tailored to meet our requirements to [rebrand@ippf.org](mailto:rebrand@ippf.org)

**The deadline for proposals is Wednesday 22nd May 2024.**