

TERMS OF REFERENCE (TOR) FON PROJECT BRAND ID GRAPHIC DESIGN

1- Context and justification

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health and rights (SRHR) service delivery organizations in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its 40 Member Associations and Collaborative Partners in 40 Sub-Saharan countries.

In 2022, IPPF received a funding from the French Development Agency (AFD) to implement the “**Feminist Opportunity Now**” project. With a total budget of €14 million over 4 years, this project will strengthen feminist movements in 10 countries (Columbia, Mexico in Latin America; Burkina Faso, Ethiopia, Cote d’Ivoire, Guinea, Kenya and Mali in Africa; and Bangladesh and Sri Lanka in Asia). Its objective is to build the capacity of women's movements, via sub-grants to feminist organisations, with a particular effort to reaching small, often non-registered, organisations to address and respond to gender-based violence locally.

IPPF identified the need for stronger and more strategic communications to support these goals and to ensure the project’s key messages reach its various audiences effectively. This includes **strengthening the FON visual identity and brand to have a unified coherent look, feel and tone**. As several communication products are in the pipeline, IPPFAR is seeking a graphic designer or design firm on a short-term contract basis to create a visual identity, development of brand style guidelines to ensure consistency across all of its outwards facing communication materials. These include the creation of a new FON logo, and FON branded working templates that can be used when communicating about the project.

Presentation of the member organisations of the FON consortium:

The consortium that will implement this project is composed of the **International Federation for Family Planning – Africa Regional Office (IPPF-ARO) as lead agency, Creating Resources for Empowerment and Action Inc. (CREA), Empow’Her (EH), the International Federation for Human Rights (FIDH) and Médecins du Monde-France (Mdm-FR).**

The action of the consortium's member organizations is based on feminist principles and a deep commitment to the promotion of human rights and the fight against inequalities and discrimination, especially against women and girls. They have a long experience of the themes of the call, mandates and complementary expertise that underpin the robustness of the holistic approach of the project. The consortium members know each other well and have worked together bilaterally on several occasions.

IPPF-ARO is part of the secretariat of IPPF, a global network created in 1952 in India and which today brings together 118 associations present in 129 countries. The IPPF is mobilizing to ensure that **sexual and reproductive health and rights (SSRS)** are considered as fundamental human rights. Its mission is to contribute to the improvement of the quality of life of women and men by **acting for sexual health and rights at the political level and on the ground with the populations**. In this sector, IPPF-ARO works on **GBV** and also gives a privileged place to young

people and **adolescents, in particular through its Youth Action Movement programs and Centers of Excellence on Comprehensive Sexuality Education.** The IPPF also plays a role in capitalising on **good practices** in RSSD. It also carries out support actions with its members in terms of accompaniment and technical **training.** It promotes the exchange of experiences between its members, giving priority to **South-South dynamics.** The IPPF is an essential link in the project on these various topics and will be able to benefit the consortium from its extended **network,** affiliate members present in the project countries, partners (local and international NGOs, United Nations agencies) as well as some parliamentarians allied with the Federation. The organisation, solid and experienced in the management exercise of consortia, whose dynamics and accountability it knows how to manage, will assume the **role of leader of the consortium.**

MdM-FR is a medical association of international solidarity founded in 1980 and recognized as a public utility. Its purpose is to treat the most vulnerable populations, in situations of precariousness, crisis and exclusion all over the world and in France (Article 1 of the Statutes). **MdM-FR is a member of an international network that brings together 16 national structures in Europe, Asia and the Americas.** In 2019, the association implemented 111 programs in 35 countries (including 6 targeted by the project) with the objective of contributing to the effectiveness of health law and social justice. Since 2010, MdM-FR **has made access to services and DSSRs one of its priorities for action and advocacy.** In particular, MdM-FR considers GBV as a breaking point in the continuum of care and DSSR (especially in crisis contexts) and focuses on developing multidisciplinary prevention and response strategies – they aim to enable the identification of GBV survivors and their access to services (medical, psychosocial, socio-economic, protection...) according to their needs, **according to a partnership-based, rights-based and survivor-centred approach.** Interventions revolve around the consideration of gender at all stages of the project cycle, the strengthening of people's capacities to act, and the promotion of individual freedoms. MdM-FR is an activist organisation that **carries a strong political voice by promoting coalitions of common causes with civil society.** MdM-FR is a member of the VBG sub-group of the IAWG on Reproductive Health in Crisis; and since 2018, **the "Call to Action on Protection from gender-based violence in Emergencies".**

EH is an organisation under French law that has been working since 2013 for the empowerment of women around the world by strengthening their freedom and their ability to undertake. This translates into greater access for women to training services and support to help them undertake and be actors in their own development. In this dynamic, two incubators were created, in Côte d'Ivoire in 2017, followed by Niger in 2018. Its historical profile as a *"start-up"* makes it the innovative organisation and incubator of creative and original **ideas.** In this regard, EH is working on entrepreneurial topics in connection with the actors of social innovation that it will take advantage of, within the project, in particular on advising and supporting the unprecedented structuring of a financing mechanism to allow them to access sustainable and sustainable funds initiated and supported by the CSOs themselves. EH has a strong expertise in **women's economic and social empowerment.** It pays particular attention to the **entrepreneurship of young women** through the **support and technical and organisational training of local structures** for the implementation of projects of their own. It is also attentive **to sustainable CSO financing,**

drawing on AWID's work and recommendations in this regard. The organisation also promotes "*cross-sector*" animation, conducive to exchanges and promoting the defence of **women's rights**.

FIDH is an international human rights NGO created in 1922. Established on a federative mode, FIDH brings together 192 national human rights organisations in 117 countries. **Its main areas of intervention aim to strengthen the capacity for action and influence of actors at the local level while reaching out to other national and international stakeholders such as States, intergovernmental organisations, private actors, to remedy situations of human rights violations and promote equal access to rights for all.** FIDH has recognized expertise in the defence of **rights**. Since its 2004 Congress, the protection and promotion of the rights of women and girls (**DDF**) **including the fight against gender-based violence** and in favour of SSRCs has been adopted as a strategic priority and since 2006 has been included in its multi-year strategic plan, mobilising a dedicated team at headquarters. Multiple actions have been undertaken by FIDH and its CSO networks to **improve women's rights**, particularly in the countries targeted by the project. Its next Congress, to be held in 2022, also provides for the spotlight of this subject in order to engage its global movement in favor of women's rights and in feminist struggles. FIDH is positioned on documenting barriers to women's access to rights, and in particular access to justice for survivors of sexual and gender-based violence and **advocacy**, at different levels. Its rights-based approach is a real asset to the consortium, for analytical, legal and advocacy purposes.

CREA is an organisation registered in India and the USA in 2000 and **working to create a more just world, where everyone achieves their autonomy, dignity and equality.** Crea's goals are to: strengthen **feminist leadership and movements**; advance sexual and reproductive health and **rights**; address and respond to **gender-based violence** to develop and promote well-being, security and rights; defend and expand civic space and build collective **resilience**; and be an **intersectional feminist organization, inclusive, accessible, diverse, innovative, collaborative and multigenerational.** CREA has worked to build the capacity of core organisations, regional actors and allied movements in Bangladesh, Nepal, India, Myanmar, Kenya and Uganda. In particular, CREA provides sub-grants to small LGBT and sex worker organizations.

2- Scope and focus of assignment

The purpose of the assignment is to provide short term graphic design services to:

FON's aim and vision is based on feminist principles and a deep commitment to the promotion of human rights and the fight against inequalities and discrimination, especially against women and girls.

- Establish FON's new visual identity, and create a visual identity brand book that governs the use of the identity. The logo should be bold, 'out of the box' and very creative. It should be provided in color, and in black and white versions (on transparent background) in both low resolution for display and high resolution for printing.

- Create user-friendly design templates for business cards, letterhead, PowerPoint template, case studies, factsheet, newsletter, social media (Twitter, Facebook, Instagram, LinkedIn) headers.
- We will provide illustrations and references that will help the designer in the style, look and feel of the visual identity.

3- Deliverable

- Brand book or visual identity standards manual (with guidelines for logo, fonts, colors, design system, illustration, photography, iconography, etc.). IPPF will provide resources such as logos, guides on how to communicate sensitive issues such as Gender Based Violence.
- Design short animations of the logo that could be used for videos (YouTube/Instagram stories, etc.).
- Design the logo in other languages such as French and Spanish, and any other language where the project will take place.
- Design digital templates for business cards, official letters with letterhead, PowerPoint presentations, case studies, factsheet, newsletter, social media (Twitter, Facebook, Instagram, LinkedIn) headers based on new visual identity.
- Design a new FON logo on transparent background, in full colour and in black and white versions (all delivered in high and low resolution)
- Design a logo bloc including the official logos of the five organisations working on the project.

The consultant or consultancy firm will deliver the electronic files of all materials listed above.

4- Timeframe

The consultancy shall be for a duration of 30 days from the date of signing the contract.

5- Working arrangement

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the materials/illustrations.

6- Copyrights

All materials arising out of the consultancy shall remain the property of IPPFAR.

7- Required Qualifications and Experience of the Consultancy firm/individual

- Degree in a relevant discipline (Graphic Design, Arts, Journalism, Mass Communication, Marketing, or similar).
- Over three years of work experience designing communication materials and/or illustrations, for online placement or print.
- The designer/illustrator must be highly proficient in using graphics applications such as Adobe Illustrator, Corel Draw, Photoshop and InDesign.
- The designer/illustrator must have clear and mature styles of design, demonstrating an understanding of the communication requirements of IPPFAR.
- Designer must be open and ready to consider accessibility in designs and brand guidelines. We can support with that.

- The designer/illustrator must have a good understanding of new and evolving technologies and digital platforms.
- An established track record in branding, visual identity development, and graphic design for nonprofits and/or companies.
- Demonstrated ability to take initiative and work independently with limited supervision and within the established deadlines.
- Clear and mature style of design, demonstrating an understanding of the communication requirements of IPPFAR.
- Ability to conceptualise, plan and execute innovative ideas.
- Displays open, co-operative behaviour with other team members.
- Remains calm and in control, and good humoured even under pressure.
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent communication skills, organised.
- Ability to converse in English

8- Considerations

Creativity: All materials must be creatively done with the highest artistic quality. Designers must be willing to change designs based on feedback from the IPPF team. Designers must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming ideas for design.

Comprehension: The materials should be clearly understandable by the target population.

Appropriateness: All creative works must be appealing and respectful to all cultures, gender sensitive, and considerate of audiences with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The designs are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

11- Application procedure

Applicants are required to submit the following:

- (a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment,
- (b) Firm/company profile on handling related assignment; or Personal CVs for individual consultant highlighting qualifications and experience,
- (d) Portfolio (2-3 examples of similar previous work or personal website listing work),
- (e) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price per day together with any other expenses, taxes) related to the assignment,
- (f) Both technical and financial proposals shall not exceed five pages.

The application documents must reach IPPF Africa Regional Office through email address ippfarbids@ippf.org latest by **31 July 2022** with subject « **FON Graphic design consultancy** »

Important note: *To comply with tax payment policies in Kenya, IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.*