

TERMS OF REFERENCE

CONSULTANCY for GRAPHIC DESIGNER

Overview of IPPFAR

The International Planned Parenthood Federation Africa Region ([IPPFAR](#)) is one of the leading sexual and reproductive health (SRH) service delivery organization in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its Member Associations (MAs) and Collaborative Partners in 36 countries in sub-Saharan Africa.

Headquartered in Nairobi, Kenya, the overarching goal of IPPFAR is to increase access to sexual and reproductive health and rights (SRHR) services to the most vulnerable youth, men and women in the region. To reach this goal, IPPFAR works with Governments, the African Union (AU), regional economic commissions (RECs), the Pan-African Parliament, the United Nations, among others, to expand political and financial commitments to SRHR in Africa. For more information, please read our profile [here](#).

Background of the engagement

IPPFAR's work includes raising awareness and understanding issues relevant to sexual reproductive health and rights (SRHR) throughout the year. Towards this, IPPFAR usually joins the regional and international community in commemorating specific international days set aside to mark themes and events relevant to SRHR. These days include global health celebration days, as well as regional themes and campaigns that mobilize support for action towards the advancement of SRHR. These days can be found at the end of this TOR.

To enhance its communication and visibility based on this background, IPPFAR intends to engage the services of a graphic designer (individual/firm) to develop high quality visual designs and social media copy for different electronic, web-based and print use. These visual designs will be accompanied by social media copy in both English and French. The final products will be used on IPPFAR's social media accounts to mark each international and regional day. Please see selected international days at the end of this ToRs.

Scope of work

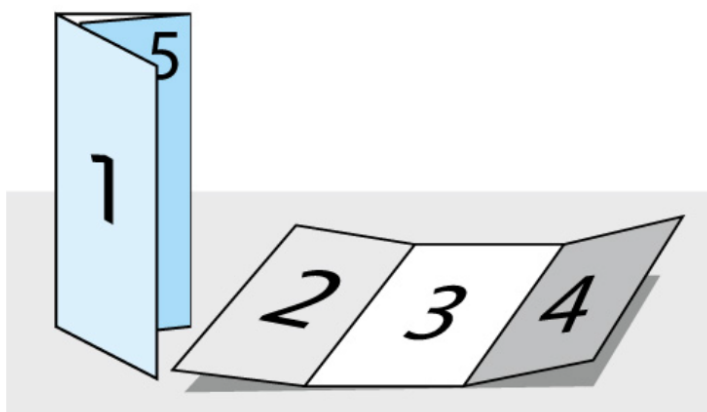
The graphic designer is expected to deliver:

1. High-quality designs themed on a total of 35 international and regional days set aside to commemorate events and achievements relevant to the work of IPPFAR in both English French languages along with their accompanying social media copies in English and French.
2. An informative and visually appealing factsheet that will showcase key achievements, programs, and initiatives. The copy for the factsheet will be provided in English and French by IPPFAR and the designer will work on the design, layout, and graphic elements to produce a modern and visually appealing factsheet.

Please note that the factsheet is in the format of a 6-page A4 size document (front and back) and will be printed on a 3-panel format as in the reference picture below.

Example of factsheet for website: <https://africa.ippf.org/resource/ippf-aro-factsheet-2023>

Example of factsheet for print: please see image below.



The assignment will be undertaken in full compliance with IPPFAR's branding guidelines.

To this effect, IPFAR invites individuals/firms to submit their Expression of Interest for consultancy services to undertake the production of different graphic designs.

Assignment

- Work on the layout and preparation of different graphic designs commemorating international and regional days of relevance to IPPFAR and the IPPFAR 2024 factsheet,
- The products must be original, colourful, visually appealing, topical, gender sensitive, and all-inclusive (in consideration of marginalized populations such as people with disability, LGBTIQ+ community etc)
- All products must remain sex positive and carry a strong human rights-based approach, values and messaging
- All rights to the products will be reserved by IPPFAR
- The consultant will work closely with the IPPFAR Communications team in the production of these deliverables. This will include liaising closely with the team in the timely development, review and approval of the communication materials.
- Please visit our Instagram page for reference images covering international days: <https://www.instagram.com/ippfar/>
- The consultant is encouraged to develop their own illustration style for the 2024 batch. An "African inspired" visual art direction is essential.

Deliverables

a- International Days design

- Develop 35 English and 35 French ready-to-use high quality creative and innovative African-themed products (including animations and infographics) for electronic, and web-based platforms. **Please see table below for a full list of international days.**

- The products should be in conformity with the requirements for publication in different social media formats; Facebook, Twitter, Instagram, TikTok, LinkedIn, social media GIFs, and the IPPFAR website.
- Incorporate IPPF Africa branding elements and style guidelines into the designs.
- Each product must be accompanied by relevant copy for social media posting (35 in English and 35 in French).
- The consultant can deliver packs of social media products and copy every quarter (every 3 months).
- The final working files should be also delivered to IPPFAR for edits in case of need.

b- IPPF Factsheet Design

- An eye-catching factsheet visual design that incorporates a pleasing color scheme and legible fonts to grab the reader's attention. See the previous [Factsheet](#) for reference.
- Create and utilise graphics, icons, charts/graphs, and photos to visualize data and information.
- Utilize white space effectively to provide balance and breathing room in the design. This enhances overall readability and aesthetics.
- Incorporate IPPF Africa branding elements and style guidelines into the design.
- Optimize content for both online and print distribution.
- Export print-ready PDF and web-ready PDF versions.
- Delivery of the final Indesign working file to IPPFAR.
- Please note that the factsheet data will only be available after July 2024, therefore, work on the factsheet design will start at the end of Q2, 2024.

Modality of payment

- The consultant will be paid 30% of the total contract amount upon signing of the contract agreement with IPPFAR.
- Another 30% at the delivery of the factsheet final files.
- The remaining 40% upon delivery of all files (international days and copy agreed upon until the end of 2024).

Please note that IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before issuing payments.

Knowledge and Experience

- Minimum three years' experience in the design of a wide range of communication materials for electronic and web-based publication
- Strong art and creative direction skills
- Strong theoretical and practical background in graphic design
- A university degree in illustrative/graphic design or related field
- Expertise in motion graphics and other graphic design editing software
- A good understanding of sexual reproductive health and rights issues

- A portfolio of similar outputs that showcase previous work (products that showcase experience with SRHR issues will be an added advantage)

How to apply

Please send your CV, cover letter, portfolio showing illustrations done for a similar job – Please send 3 different art styles minimum as samples - and financial quote to ippfarbids@ippf.org by **09 February 2024**.

NB: IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

Kindly see following page for the list of international days to be marked in 2024 (highlighted in yellow)

Month	International Days
January	Cervical Health Awareness Month
	24 th January - World Day of African and Afrodescendant culture
February	4 th Feb - World Cancer Day
	6 th Feb- International Day of Zero Tolerance to FGM Article on harmful FGM practices
	13 th Feb International Condom Day
March	Endometriosis Awareness month
	1 st March -Zero Discrimination Day
	3 rd March - International Sex Workers' Rights Day
	4 th March - HPV awareness Day
	8 th March - International Women's Day
	20 th March- International Day of Happiness
	21 st March -International Day for the Elimination of Racial Discrimination
	31 st March - International Transgender Day of visibility.
April	Testicular Cancer Awareness Month
	4 – 8 April - World Health Workers week
	7 th April - World Health Day
May	8th May - World Ovarian Cancer Day
	17th May - International Day Against Homophobia, Biphobia, Intersexism and Transphobia
	23rd May - International day to end obstetric fistula
	24th May - Pansexual & Panromantic Visibility Day
	25th May -Africa Day
	28th May -Menstural Hygiene Day
	16th June -Day of the African Child

	19th June - International Day for the Elimination of Sexual Violence in Conflict
	20th June- World Refugee Day
July	11th July - World Population Day
	14 th July - International Non-Binary People's Day
	31st July- Pan African Women's Day
August	1 st -7 th August - World Breastfeeding Week
	8th August- International Day of the Female Orgasm
	9 August – International day of indigenous peoples
	12th August- International Youth Day
	19th August -World Humanitarian Day
	31 st August - International Day for People of African Descent
September	Sexual Health Awareness Month
	4th Sep- World Sexual Health Day
	16th Sep- Global Female Condom Day
	23 rd September - International Day Against Sexual Exploitation and Trafficking of Women and Children
	26th September- World Contraception Day
	28th September - International Safe Abortion Day
October	Breast Cancer Awareness Month

	10 th October - World Mental Health Day
	11 th October -International Day of the Girl Child
	15 th Oct - International Day of Rural Women
	18 th Oct - World Vasectomy Day
	19 th Oct - International Day against Breast Cancer
	21 st Oct - African Human Rights Day
November	1 st November - Africa Youth Day
	20 th November - International Transgender Day of Remembrance
	25 th November - International Day for the Elimination of Violence against Women.
December	AIDS Awareness Month
	1 st Dec - World AIDS Day
	3 rd Dec - International Day of Persons with Disabilities
	10 th Dec - Human Rights Day
	10 th Dec - Universal Health Coverage Day
	17 th Dec - International Day to End Violence Against Sex Workers
	18 th Dec - International Migrants Day