

## TERMS OF REFERENCE

### Corporate Branding Design Work

Interested parties are requested to submit their proposals to [recruitment@democracyworks.org.za](mailto:recruitment@democracyworks.org.za) by Close of Business, 13 April 2018.

#### 1. Background

Democracy Works Foundation analyses the health of democracy and implements innovative interventions and technologies in order to foster inclusive development through a deepening of democratic culture and capacity whilst ensuring sustainability and independence of its operations.

Democracy Works Foundation is a not-for profit company registered in South Africa.

#### 2. Purpose of the Assignment

DWF seeks to engage a Consultant who will develop new design work as per brand guidelines; re-design our website; create a branding and marking guideline document; and manage relationships with printers and other related service providers.

#### 3. Deliverables

- a) DWF's main logo needs to be redesigned to include the word "Foundation"
  - i. The logo also needs to include DWF country offices;
  - ii. Office building / street signage;
  - iii. Re-work template documents such as:
    - PowerPoint slides,
    - Letterheads,
    - Business card template,
    - Stickers,
    - Stamps,
    - Email signatures,
    - Design electronic banners promoting DW events, important days etc. on staff electronic signatures
- b) Re-design our company website to include the new logo, our new country offices and represent our programmatic work more effectively and move away from the current 'digital magazine feel' of the website;
- c) Provide inputs for the overall institutional communications strategy currently in development;

- d) Branding and marking Guidelines. The branding and marking guidelines will be an internal document with the purpose of:
  - i. Providing a detailed narrative of the DWF 'branding and marking guidelines' to guide staff across its diverse offices;
  - ii. A policy document that informs DWF staff and partners to ensure branding consistency;
  - iii. Informing how and where to use the DWF brand/logo and specifying the DWF color pantones.
  
- e) Develop logo, display material and template documents for our Southern African Political Party and Dialogue Programme and our South Africa Provincial Parliament Programme, such as:
  - i. This work will need to be in line with USAID and EU communications compliance criteria;
  - ii. Banners;
  - iii. Letterheads which will include our implementing partners;
  - iv. Email signature banner for programme team members to include the partners.

Aside from final designs, the consultant must also provide the open files for each project to enable further design changes by DWF.

As and where in line with DWF branding guidelines, the consultant will be credited accordingly. All material shall remain the copyright property of Democracy Works Foundation.

#### **4. Duration**

A specific work plan must be developed in conjunction with DWF upon commencement of the project. The initial contract will be for a maximum of 3 months, renewable depending on performance and the availability of funds.

#### **5. Management/Reporting Line(s)**

The Consultant will be overseen by the Executive Director and supported by the Media & Communications Coordinator, both in Johannesburg.

#### **6. Special Terms & Conditions / Specific Criteria**

The assignment and all information related to the assignment are confidential; under no circumstances should they be disclosed to third parties not specifically assigned to work on the assignment, pursuant to the provisions of the Contract, without DWF's explicit written consent. The consultancy team will be responsible for their own logistics, security and insurance for this piece of work.

## 7. Person Specification

- A minimum of five years' experience in the graphic design industry. Experience designing for the NGO sector would be an advantage
- Must have excellent time management skills with an understanding and accommodation of client needs and turn around time for work
- Type-setting experience
- Experience with vendor management, responsible for sourcing quotes
- Good knowledge and relationships with suppliers i.e., printers etc.
- Be responsive and adhere to deadlines
- Aside from design implementation, an eye for detail is essential.

## 8. Request for Proposals

Democracy Works Foundation is inviting expressions of interest from suitably qualified freelance consultants or graphic design studios to undertake this work.

Interested applicants are expected to submit a proposal of no more than ten (10) pages with the following components:

### a) Technical proposal to include:

- A maximum of one and half pages motivation letter outlining the consultant's experience in line with the expected deliverables
- Consultants' CV
- Examples of recent work with referees for whom the consultant has carried out similar work (minimum of 3), stating the organization, assignment undertaken, date and duration, contact person's name, email address and contact number.

### b) Financial Proposal detailing the following:

- Itemised fees, including a breakdown of any additional chargeable expenses, excluding travel costs.
- Validity period for the quotation