Terms of Reference

Request for proposals to develop a visual identity for the programme "Opening Extractives"

Background

Opening Extractives is a global programme, jointly managed by the EITI and its partner organisation Open Ownership. It aims to end the use of anonymous companies linked to corruption and mismanagement in the extractive sector. It will do this by supporting countries in building and using public registers of information on the ultimate owners of extractive companies.

The programme will support 8-10 resource-rich, developing countries to publish high quality beneficial ownership data, build capacity of stakeholders to analyse the data, and mobilise global support for beneficial ownership transparency. The programme launched on 15 February and will run for at least five years. By closing this significant channel for corruption in the extractive sector, the programme and its supporters aim to boost the ability of the sector to contribute to development.

Rationale

For the programme to achieve its ambitious objectives, there will be a need to quickly raise awareness of its scope and aims, engaging the attention of decision makers and stakeholders in each focus country. Branded materials, in 2-4 languages, will be required for country launches and for initial interactions with stakeholders, as focus countries are selected and initial engagements with governments and other stakeholders undertaken.

Once underway, the programme will provide intensive technical support to country-level stakeholders. During this phase, there will be a need to ensure that technical reports and other materials are professionally presented and clearly explain the complex technical steps to build public registers of beneficial owners. Some standard visual elements are already in use, for example the standard approach to visualising beneficial ownership data developed by Open Ownership.

Many of the materials to be developed will need to be translated before use and adapted to ensure they meet the information needs of their audiences. As the programme progresses, there will be a need to share case studies and learning among focus countries. There will be an ongoing need to attract further funding to the programme and develop materials for discussions with potential donors.

Deliverables

Proposals are requested for a graphic designer to develop a unique visual identity for Opening Extractives and to use this visual identity to design a series of templates for use by the programme, as set out below:

1. **Visual identity guide**

The visual identity guide will include the following elements:

EITI International Secretariat   1
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Address: Rådhusgata 26, 0151 Oslo, Norway • www.eiti.org

- Logo, logtype and strapline in English plus at least two languages (translations to be provided).
- Guidelines for logo usage (English only).
- Logo files in .eps, .pdf and .png format.
- Notes on typography and font usage.
- Colour palette: primary and secondary brand colours and guidelines on their usage.
- Other brand elements (e.g. bars, grids, other pattern) that would be associated with the brand, and guidelines on their usage.

2. Templates

Templates will be required for the following. These will initially be required in English only.

Template	Required format(s)
Letterhead	.docx and .dot
Powerpoint presentation	.pptx and .pot
Memo	.docx and .dot
Short briefing document or technical guidance note	.docx and .dot
Report	.docx and .dot
Business cards	Indesign files
A4 folder and envelope	Indesign files

These deliverables will be procured against a fixed fee. A daily rate for additional design should be included in the tender document, to cover the design of additional templates/language versions of templates that may be required as the project progresses. This daily rate should remain valid for at least one year after finalisation of the initial visual identity guide and templates. The logo will feature the programme name "Opening Extractives" and a short strapline, for example:

- Ending anonymous company ownership

Translations to be provided by the EITI.

Reference to other brands

The programme is jointly managed by the Extractive Industries Transparency Initiative (EITI) and Open Ownership (OO). The Opening Extractives brand and templates should leverage these connections. Templates should therefore reference (e.g. on a sidebar) both the EITI and OO partnership. Additionally, material (e.g. powerpoint slides) developed in the OE brand should be easily transferable to EITI or OO templates, or vice versa. This detail can be discussed further in a call once the tender has been awarded.

EITI visual identity guidelines are here.

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Open Ownership visual identity is described here.

There will be instances when it will be necessary to include logos of donors and in particularly the BHP Foundation on materials. This requirement will need to be factored into the designs to be developed.

To develop an identity for the programme that stands out, the agency may need to undertake desktop research on the branding of other organisations working in the sector and addressing similar issues.

Commercial details

The contracting party for this work will be the EITI, which is the lead grantee for the programme.

All quotes should be inclusive of VAT and other taxes. Proposals should clearly state the contracting party, which can be a company, agency, sole trader or individual consultant.

Timeline

Closing date for proposals	10:00 CET Wednesday 31 March
Notification of winning bid	Wednesday 7 April
Finalisation of contract	Friday 12 April
Presentation of three initial logo options to Opening Extractives Programme Management Unit (PMU)	Tuesday 27 April
Further development of final logo, logotype, colour palette and brand elements based on PMU feedback. Initial presentation of at least three example templates.	Friday 7 May
Approval of final logo, logotype, colour palette and brand elements. Feedback on three example templates.	Tuesday 11 May
Presentation of full suite of templates.	Tuesday 18 May
Final versions of templates to be completed in the specified formats.	Tuesday 25 May

Content of proposals

Proposals should include at least the following elements:

- All in rate for completion of deliverables within the allocated time
- Daily rate for additional design work (valid 1 year)
- Any applicable taxes
- Brief description of approach to completing the work and outline CV of designer
- At least three examples of similar projects completed within the past 18 months

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Evaluation criteria

Proposals will be evaluated using the following criteria:

- Cost (40%)
- Description of approach (10%)
- Experience of designer and portfolio (40%)

Contact details and closing date

The contact person for any questions and the submission of proposals will be:
Joanne Jones, Communications Director, EITI.

jjones@eiti.org

All applications should be received no later than Wednesday 31 March at 10:00 CET. Late applications will not be considered.

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