

# Request for Proposals

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## Graphic Design Services

### About Interpeace

Interpeace is an international organization for peacebuilding. We were initially established in 1994 by the United Nations to develop innovative solutions to build peace. We have a proven and recognized approach to enable people build lasting peace. Together with local partners, we jointly develop peacebuilding programmes. We help establish processes of change that connect local communities, civil society, government and the international community through our Track 6 approach. As a strategic partner of the United Nations, Interpeace is headquartered in Geneva and supports locally led peacebuilding initiatives in more than 21 countries in Latin America, Africa, Europe, the Middle East and Asia. For more information about Interpeace, please visit [www.interpeace.org](http://www.interpeace.org)

### Background

Interpeace's Strategic Partnership and Communications (SP&C) Unit supports the design, coordination and implementation of a wide range of communications and external relations activities in order to position the organization's expertise, mobilize resources and engage with the wider public on conflict-related issues in accordance with Interpeace's Communication Framework. This includes providing creative design and layout services of communications materials, for both offline and online use. Interpeace regularly calls upon external service providers to bring in specific expertise to support our communication work. Interpeace seeks to contract independent service providers to deliver a range of visual concepts, designs and layout services to support the organization's overall branding and engagement work.

## Preparation and Submission of Proposals

Interpeace invites qualified service providers to submit a bid to provide the services described in the attached Terms of Reference, and which form an integral part of the present Request for Proposal (RFP).

The bidder shall bear all costs related to the preparation and submission of his/her proposal, and Interpeace shall not be responsible or liable for those costs, whether direct or indirect, regardless of the conduct or outcome of the RFP, nor if the RFP is cancelled, altered or postponed for any reason. This includes, but is not limited to, any and all costs incurred for pre-proposal clarifications, oral presentations and subsequent meetings and negotiations.

All offers shall be prepared in English. Offers shall comprise of the following documents:

### 1. Technical Proposal

The Terms of Reference (ToRs) of the services requested by Interpeace can be found in **Annex 1** below. The technical proposal must include:

- a. Description of the service provider and the service provider's qualifications, including:
  - I. A 1-2page letter confirming interest and availability and describing why the service provider considers their services most suitable for selection.
  - II. A personal CV, showing all relevant experience from similar assignments, as well as contact details (email and telephone number) of the candidate and at least 2 professional referees that can attest to the candidate's work.
- b. A design portfolio, including a minimum of 4 - 5 examples of multiple audience graphic design work they have previously produced. Samples must include a report or book delivered in PDF version ready to be sent to a printer - the inside and the cover -, another PDF for webpage and mailing and the editable files. For all products candidates must send the editable files of the final versions.
- c. The proposal should clearly demonstrate the Proposer's response to the Terms of Reference and show how the specific requirements shall be addressed.

## 2. Financial Offer

A separate Financial Offer must contain an offer in US Dollars and should specify the price for each product to cover the services to be provided as per the ToRs. Samples of representative products (report, banner and invitation card) are attached to this RFP as guide for candidates to provide their quotations. Note that we do not accept financial offers for services provided on hourly or daily basis.

The cost of preparing a bid and negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

All offers to provide the services described in this Request for Proposal, and which strictly meet the requirements detailed in the Terms of Reference below must be submitted by e-mail to [choc@interpeace.org](mailto:choc@interpeace.org), copying [fuhnwi@interpeace.org](mailto:fuhnwi@interpeace.org) by 31 March 2020. All submissions must indicate “Offer for Graphic Design Services” in the subject line.

We shall only contact service providers whose proposals are under consideration.

Participation in this RFP indicates acceptance of the terms and conditions provided.

# Annex 1 Terms of Reference

## Subject: Graphic Design Services

### Main tasks and responsibilities

Interpeace requires external providers for graphic design services to work closely with the Strategic Partnerships and Communications (SP&C) Unit, to provide creative design and layout services of communications materials, for both offline and online use, including reports and publications, factsheets, brochures, infographics, graphics for social media outreach, event collaterals and more. The designer will produce products based on content and guidance provided by Interpeace's SP&C Unit, in full compliance with Interpeace branding and style guide.

The provider will, under the general guidance of and in close collaboration with the Interpeace Graphic Designer, and the Nairobi-based Global Communications Senior Officer, be responsible for the development of visual concept, design and layout of creative, informative and innovative communications products for Interpeace programmes and initiatives as required. The provider will be expected to provide the following deliverables on demand:

- Develop visual ideas and concepts for Interpeace publications and social media engagement
- Graphic design for all type of communications material such as print publications, infographics, factsheets, brochures, banners, flyers, posters, resource booklets and presentations among others.
- Layout design and typesetting for electronic and printed publications
- Interactive graphics, animation design and animated PowerPoint presentations and graphics for videos.
- Layout and designing of communications materials for events and workshops (including booklets, invitation cards, banners, posters, infographics etc)
- Create social media friendly graphics

All other design related requirements as defined by the Interpeace communications team.

## Functional Responsibilities

Provider will undertake the following activities/responsibilities:

- Ensure full compliance of graphic and visual communication products with the relevant brand guide and graphic standards
- Design and layout materials as agreed on a case by case basis with the responsible Interpeace Communication personnel
- Produce clear, concise and vivid materials that convey key messages to target audiences, including collateral materials for events, social media and websites
- Develop visual identities and logos
- Develop layouts, graphic design and pre-press for various informative and promotional materials (including but not limited to posters, banners, factsheets, leaflets, booklets, publications, calendars, bulletins, flyers, cards, signboards, infographics, etc.)
- Develop layouts, graphic design and pre-press for documents, reports and other products
- Develop and edit designs for maps, photographs, figures, charts, PowerPoint presentations and other graphic elements
- Create graphic illustrations and infographics which contribute to the effectiveness of presentations
- Ensure that all elements of visual communications and publications are in line with the professional graphic and technical standards
- Prepare or assist in preparation of or verify technical specification for print and/or production of various promotional materials
- Assist in establishing and maintaining of archive of graphic works

Conduct other duties related to graphic design when needed

## Required qualifications and skills

### Education

- Degree in Graphic Design or diploma/certificate of completion of training course on professional graphic design or related courses
- Strong knowledge of Adobe InDesign, Adobe Illustrator
- Knowledge of Adobe Photoshop and Adobe Acrobat

### Experience

- At least 5 years of relevant professional experience in graphic design with a strong knowledge in book/report design
- Experience in producing designs for international organizations and non-profits
- Experience working with cross-cultural, international organizations will be an asset.
- A good command of video editing software is an advantage

### Language

Must be fluent in English with very good command of the French language.

### Other requirements

Candidates should clearly mention their availability and ability to complete tasks when required by Interpeace at very short notice

### Competencies

- A good understanding of quality design composition, conceptual layout through to final design presentation and typography
- Basic, working or proficient knowledge of offset printing
- Excellent organizational, communication, service skills and attention to detail

- Ability to establish autonomously workflow processes to deliver products
- Ability to deal with confidential information and/or issues using discretion and good judgment
- Demonstrated ability to work under pressure and to meet deadlines

### **Behavioral Competencies:**

- Ability to be flexible and respond to changes to graphics as part of the review and feedback process
- Strong interpersonal skills, able to communicate and work with diverse people

### **Contract modalities**

#### **Duration and scope**

1. The contract will consist of an average of 4 days per assignment. An initial contract will run until 31 December 2020.

#### **Reporting and coordination**

2. The service provider must be based in the Africa region, with preference for Nairobi (Kenya) Abidjan (Cote d'Ivoire) or Tunis (Tunisia) in order to attend meetings at Interpeace's office.
3. The service provider will work under the general guidance of and in close collaboration with the Interpeace Graphic Designer, and the Nairobi-based Global Communications Senior Officer. They will coordinate on a monthly basis to define the scope of required deliverables and respective timeframes.
4. The service provider is free to accept, reject or suggest a modification of a requested task to guarantee that there is no conflict of interest or professional ethic issues arising out of his association with Interpeace under this contract.

#### **Invoicing and payments**

5. Together with a monthly invoice, the service provider will submit a short summary of tasks and deliverables completed together with a timesheet.

6. Invoices will be processed within one week after submission.

## Intellectual Property

7. All information and designs related to each assignment as well as the outputs produced while under the agreement are a property of Interpeace.

## Samples of visuals



*Twitter cover picture for event.*



*Click to open a 96 page report in PDF -in English- that serves as a sample of our publications.*



# TRUST MATTERS



**19 September 2019** Palais des Nations Room XVIII  
**16:00 - 18:00** The event is followed by a reception

Le français suit

We are pleased to invite you to the [Geneva Peace Talks 2019](#) at the Palais des Nations on 19 September 2019, from 16:00 to 18:00 followed by a reception.

Every year, the International Day of Peace is observed around the world on 21 September. The United Nations General Assembly has declared this a day devoted to strengthening the ideals of peace, both within and among all nations and people.

The 2019 Geneva Peace Talks is organized under the theme: Trust Matters.

Through a series of 8-minute talks, speakers will share their personal stories and experiences, to highlight their efforts to promote trust. In our globalised world, the meaning of trust may vary across sectors, however, the essence of trust as a pillar for peace remains. It is the glue that holds relationships, societies and economies together. Speakers come from across different professional and personal backgrounds to emphasize that each and every one of us, regardless of our age and background, can contribute to promoting trust and peace in our communities and beyond. The Geneva Peace Talks are a public event co-organized by the United Nations Office at Geneva, Interpeace and the Geneva Peacebuilding Platform to celebrate the International Day of Peace.

## Speakers

- **Mo Ibrahim**, African entrepreneur and founder of Mo Ibrahim Foundation supporting good governance and great leadership in Africa
- **César Diaz**, Award winning filmmaker and winner of 2019 Cannes Camera d'Or
- **Antje Herrberg**, A leading peace mediator
- **Bernardo Arévalo de León**, A Guatemalan peacebuilder who has supported peace processes worldwide
- **Coronel Lurangeli Franco**, A policewoman from Colombia
- **Zainab Nankya and Salama Ibrahim**, two young women involved in building bridges between religious communities in Nigeria and Uganda
- **Dina Alami**, a young person working to build bridges between youth and politicians in Sweden

The event will also feature live painting by **Abbes Boukhobza** and musical performance by **Pososhok**.

Kindly note that registration to participate in this event is obligatory for all, including for those already in possession of an access badge for the Palais de Nations

**Register to attend**

For those who cannot join us in Oxford, a live webcast will be available on [genevapeacetalks.ch](#). By signing up to watch the live webcast, you will receive a reminder before the beginning of the event.

**Sign up here for the live webcast**

Join the conversation using #GVAPeaceTalks on Twitter @PeaceTalksTweet, Facebook @PeaceTalks.net and Instagram @peace\_talks.

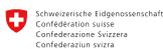
## About the Peace Talks

The Peace Talks were initiated in Geneva in 2013 with the Geneva Peace Talks, co-organized by the United Nations Office at Geneva, Interpeace and the Geneva Peacebuilding Platform with the support of the Swiss Government. There have been 13 editions of Peace Talks in 6 countries, 138 speakers, over 6,800 in person attendees and more than 130 million impressions on the event hashtags. Previous Peace Talks are available at [www.peacetalks.net](#).

## Organizers



## Partners



Email invitation in PDF

These type of invitations are also prepared in MailChimp using only the headers as images.



**Interpeace**

INTERNATIONAL ORGANIZATION  
FOR PEACEBUILDING

[info@interpeace.org](mailto:info@interpeace.org)  
[www.interpeace.org](http://www.interpeace.org)  
[@InterpeaceTweet](https://twitter.com/InterpeaceTweet)



In partnership with the United Nations