



## **REQUEST FOR PROPOSALS**

### **LOGO DESIGN AND BRAND IDENTITY PACK DEVELOPMENT**

#### **About Voices for Peace**

The Voices for Peace (V4P) project is a regional communication and media strengthening effort that will leverage both traditional and new media to counter violent extremism (CVE) and promote democracy, human rights and governance. The project will support a culturally-resonant communications environment of local CVE narratives by building the capacity of locally influential voices, establishing interactive media platforms, and engaging at-risk youth, women, and communities with quality, credible CVE content. The project's approach is rooted in local partnerships so as to support and sustain native narratives that reinforce communities' historical and cultural traditions of tolerance and moderation. Lasting partnerships with recognized and respected leaders, institutions, and networks are critical to building local and regional resilience to violent extremism narratives and recruitment. Finally, learning what engagement platforms, partnerships, and narratives are most effective in countering violent extremist propaganda, and adapting new approaches based on that learning, will be fundamental to the effort. The project will initially target Burkina Faso, Chad and Niger, with a planned expansion to Cameroon in December of 2017. Voices for Peace is an element of USAID's support to the Trans-Sahara Counterterrorism Partnership. Together with other CVE programming and broader development efforts, the project contributes to the U.S. Government's goal of reducing vulnerability to violent extremism in West Africa.

#### **Request for Proposal**

Equal Access is accepting proposals to design a logo Voices for Peace (V4P) program and develop an associated brand identity pack. A key component of this project is understanding the objectives and the work to be done under V4P to create a graphic that will best represent the program. The graphics will be matched with the project name "Voices for Peace"

#### **Scope of Work**

The scope of the project will extend from concept to completion. Deliverables include:

- Logo (in multiple file formats)
- Brand Identity Pack including style guide, color treatments, & approved fonts – print and web
- Templates
- Designer to provide 2-3 concepts for review

#### **Specific Design Requirements**

- Simple modern design including African design elements
- A maximum of 3 colors (either 2 complementary colors or one main color and two color accents)



### **Proposal Guidelines**

This is an open and competitive process for all qualified freelance graphic designers. Submissions will be accepted until 5:00PM EST on Monday, February 27<sup>th</sup>, 2017. Proposals received after February 27<sup>th</sup> will not be considered.

The proposal should include the following information:

- Proof of qualifications (resume, client recommendations, etc.)
- Case studies/examples of work
- 2-3 logo design outlines/proofs/examples
- Written explanation of design proofs and creative brief
- Proposed Timeframe showing how much time will be spent on various aspects of scope: design, production and consultation
- Proposed Budget
- Length of Project Quote Validity

All proposals should be submitted in pdf format to [movo\\_procurement@equalaccess.org](mailto:movo_procurement@equalaccess.org)