

## Terms of Reference

### Visual identity and graphic design for the Global Alliance for Green and Gender Action

#### BACKGROUND

The [Global Alliance for Green and Gender Action \(GAGGA\)](#) is a grassroots focused, southern led alliance that sets out to strengthen and unify the capabilities of grassroots groups and movements to lobby and advocate with and for women to claim their rights to clean water, food and a clean, healthy and safe environment. GAGGA was launched in 2016 as a consortium led by Fondo Centroamericano de Mujeres (FCAM), based in Nicaragua in collaboration with Mama Cash and Both ENDS, both based in the Netherlands. It is also a strategic partnership with the Ministry of Foreign Affairs of the Netherlands (MFA).

Since its inception, GAGGA has collaborated with and provided financial support to national, regional and international environmental justice and women's funds as well as NGOs. They, in turn, provide small grants and capacity strengthening support to grassroots women's rights and environmental justice organisations and networks in more than 30 countries across Africa, Asia, Europe and Latin America.

The next few months present a crucial opportunity for GAGGA and its internal and external stakeholders to share what has been achieved on resourcing for women's rights and environmental justice after 5 years of implementation, and to position GAGGA as a leading example with unique access in this field. GAGGA identified the need for stronger and more strategic communications to support these goals and to ensure the alliance's key messages reaches its various target audiences. This includes strengthening the GAGGA brand to have a more coherent look, feel and tone.

As several communication products are in the pipeline, GAGGA is seeking a graphic designer or design firm on a short-term contract basis to create a visual identity, support the development of brand style guidelines to ensure consistency across all of its outwards facing materials, and to design a 10-page publication and user-friendly templates.

#### SCOPE OF WORK

Specifically, the consultant will work with GAGGA's Communications Strategist on the following:

- Establish GAGGA's new visual identity and create a visual identity standards manual or section in the brand book that governs the use of the identity;
- Conceptualize, design and layout GAGGA's 10-page government donor research publication for printing and electronic distribution;
- Create user-friendly design templates and banners for factsheets, newsletters, Twitter headers and Twitter posts.

#### DELIVERABLES

- Brand book or visual identity standards manual (with guidelines for fonts, colors, design system, illustration, photography, iconography, etc.);
- Final design of the 10-page government donors research publication based on new visual identity;
- Digital design templates for factsheets, newsletters, Twitter banners and Twitter posts based on new visual identity.

The consultant or consultancy firm will deliver the electronic files of all materials listed above.

## PROPOSED TIMELINE

Currently, we estimate this project taking approximately 27 days of effort; 2 days to review relevant materials and have planning discussions with the Communications Strategist; 10 days for layout, design and feedback of the government donors research report; 15 days for the brand refresh process and design of templates. However, we welcome the advice of prospective consultants on what is feasible regarding the timeframe and budget.

Date	Deliverable
By July 3	TOR is shared with prospective consultants
July 13	Closing date for applications
By July 17	Applicants informed of outcome
July 20-23	Relevant materials to be shared with designer Call on scope of work, timelines, results of rebrand questionnaire
July 24	GAGGA team sends final report text to designer
By July 30	Designer sends the first draft to GAGGA team
By August 4	GAGGA team sends designer first round of feedback
By August 7	Designer sends final draft to GAGGA team
By September 1	Designer presents at least three options for the brand refresh and visual identity. One option needs to be chosen in order for it to be fine-tuned.
By September 8	Designer presents fine-tuned option of brand refresh. One feedback round.
By September 15	Designer presents final option for refresh
By September 30	Designer finalizes the visual identity guide and delivers the design templates

## QUALIFICATIONS

We particularly welcome applications from individuals and teams in the Global South and/or East, and/or lived experience of injustice or other forms of systemic oppression (including but not limited to sexism, racism, homo-antagonism, trans-antagonism, classism and disablism – and their intersections).

- An established track record in branding, visual identity development, and graphic design for nonprofits and/or companies.
- Demonstrated ability to take initiative and work independently with limited supervision and within the established deadlines.

**DEADLINE: 13 July, 2020**

## APPLICATION

Please submit the following to Rani Robelus at [gaggacommunication@fcmujeres.org](mailto:gaggacommunication@fcmujeres.org):

- Resume (If you're applying as a team, the resume of each team member)
- Portfolio or past work samples
- Brief explanation of your approach to the design process and if you're applying as a team, provide an outline of the roles and responsibilities of each team member.
- Proposed timeline for required project outputs
- Estimated cost