



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

TENDER REFERENCES No: 2026-06-091

Terms of Reference (ToR) for Procurement of Graphic Design and Printing Services

1. Background

International IDEA, the International Institute for Democracy and Electoral Assistance, is an intergovernmental organisation dedicated to supporting sustainable democracy worldwide.

International IDEA is devoted to providing support and assistance to the Central Election Commission of Ukraine and other democratic institutions in strengthening electoral processes, institutional communication, and public outreach. To enhance its opportunities for support, International IDEA established an office in Ukraine in 2024. Currently, International IDEA Ukraine operates with the projects that support electoral reform, parliamentary strengthening, democratic governance, and institutional capacity development.

In this context, professional design and printing services are required to support effective project implementation and ensure high-quality communication, visibility, and outreach materials. These services will contribute to the development, production, and dissemination of materials aligned with International IDEA's strategic objectives and donor visibility requirements.

The required services include, but are not limited to, graphic design and layout of reports, policy briefs, analytical papers, guidelines, training materials, infographics, presentations. Printing services may include the production of publications, brochures, leaflets, posters, banners, roll-ups, event backdrops, promotional materials, and other communication assets necessary for project activities.

The services will be required in Ukraine, in Kyiv. All design and printing services shall comply with International IDEA's visual identity standards, donor acknowledgement requirements, and sustainability considerations, including the use of environmentally responsible materials where feasible. Delivery timelines, technical specifications, and quantities will be defined in accordance with specific project needs.

The Institute invites proposals from qualified service providers (companies, agencies, firms and/or individual designers) for the services described below. Applicants may submit proposals for either one lot or both lots and are not required to provide all services under both lots.

Eligibility Requirements. Given the nature and implementation context of this assignment, the following are mandatory eligibility requirements. Proposals that do not meet these requirements will not be considered for evaluation: (i) the service provider must be legally registered and based in Ukraine; and (ii) the service provider must demonstrate capacity to produce final materials in the Ukrainian language. These requirements follow directly from the operational context of the assignment, which involves delivery in Kyiv and production of materials for Ukrainian audiences and democratic institutions.

2. Objectives of the Assignment

The objective of this procurement is to establish Framework Agreement(s) with qualified service provider(s) for the provision of graphic design and printing services to support the effective implementation, visibility, and communication of projects implemented by International IDEA in Ukraine.

The selected provider(s) will deliver high-quality, timely, and environmentally responsible design and printing services, in full compliance with International IDEA's branding and visibility requirements, through the issuance of individual Service Orders under the Framework Contract.

3. Scope of Work

The selected Service Provider(s) shall deliver the following services upon request through individual Service Orders.

Any other related services that may be required by the IDEA in the future and are relevant to this procurement may be procured under Framework Contract to be concluded as an outcome of this tender based on a separate quotation.

Lot 1 Design

The scope of services may include, but is not limited to:

- Page layout and formatting of materials such as manuals, studies, research papers, guidelines, and similar publications;
- Development of visibility and communication materials, including brochures, flyers, fact sheets, presentations, infographics, and other materials for public and media events related to Project implementation;
- Preparation of graphic illustrations for publications and social media activities (e.g. manuals, news items, articles, Facebook posts, press releases, interviews, newsletters, etc.), in line with International IDEA visibility guidelines and branding requirements;
- Integration of Ukrainian and English texts (and vice versa) based on provided content, including minor text and visual adjustments in accordance with existing language-neutral design templates supplied by International IDEA; final deliverables under Lot 1 must be produced in Ukrainian and in some cases translated in English, unless otherwise specified in individual Service Orders. The service provider must demonstrate professional capacity to work in Ukrainian, including linguistic accuracy and compliance with International IDEA's terminology and style requirements.
- Incorporation of feedback and improvements, including up to five (5) rounds of revisions per deliverable.

All designs must comply with International IDEA's branding and visibility requirements.

Local execution capacity: the service provider must be able to work on-site or in close coordination with International IDEA's office in Kyiv as required and must have capacity to deliver design services locally in Ukraine.

Costing must be provided using the Financial Offer.

Lot 2 The services to be provided include high-quality printing, binding, and delivery of publications and visibility materials in one or more colours.

The scope of services includes, but is not limited to:

- Printing and binding of brochures, reports, newsletters, and similar publications;
- Printing of notepads, posters, leaflets, banners, pens and other visibility materials;

- Printing in one or more colours, including full-colour (CMYK) process printing;
- Lamination;
- Stapled and perfect bound (glued) publications;
- Folding of leaflets (e.g. A4, A5, 1/3 A4 formats);
- Banners and roll-ups;
- Packaging of printed materials in clearly labelled boxes indicating title of the publication or product code (as specified), number of copies per box;
- Delivery of printed materials primarily to the designated office location, but potentially to other locations as specified per assignment;

Inclusion of delivery costs in Kyiv in the financial offer.

All paper stock used must be environmentally friendly, either recycled or sourced from sustainable materials.

4. Timing and Work Plan

The Service Provider shall comply with the response time specified in each Service Order, which shall be calculated from the date of its issuance.

5. Deliverables and Reporting Requirements

The Provider will report to International IDEA's Manager (or to the staff member designated by the Manager).

6. Management and Organization

From International IDEA, a relevant Project Manager will be designated to provide relevant guidance for the achievement of the overall objective of the assignment and deliverables.

7. Monitoring and Evaluation

International IDEA will track the progress, quality, and overall performance of the services delivered under the Framework Contract to ensure compliance with contractual requirements and expected results.

Annexes (to be provided)

Annex 2.2. Matrix for submitting prices/financial proposal

Annex 2.3 Documentation provided by bidder