



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX B

TERMS OF REFERENCE (TECHNICAL SPECIFICATIONS)

Tender Reference No. 2025-09-073

Graphic Design Services

1. **Background**

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with a mandate to support sustainable democracy worldwide. We develop policy-friendly research and analysis related to elections, parliaments, constitutions, digitalization, climate change, inclusion and political representation, all under the umbrella of the UN Sustainable Development Goals.

International IDEA's publishing programme is one of the key components of the organization's public identity. International IDEA produces a variety of publications, each aimed at achieving particular objectives and each targeted at specific audiences. The Institute's publications include handbooks, reports, policy papers, policy briefs, discussions papers and conference reports. Communications material include report design and layout, leaflets, folders, roll-ups, letterheads, event badges, lanyards and social media cards.

The Institute's work covers many languages, but the main languages are Arabic, English, French, Portuguese and Spanish. Our target audience includes policy- and decision-makers, civil society organizations, democracy activists and youth. Therefore, the Work needs to reflect the global landscape, regional, geographical, ethnic and gender diversity.

Copyright of all deliverables shall be transferred to International IDEA as per article 16 in the General Terms. The Provider will be acknowledged on the colophon page of publications but not on communications material. The conditions of Framework Contracts with International IDEA require providers to transfer copyright and original source files to International IDEA for all Work. They might be used by International IDEA or another provider for translations and other uses without any additional remuneration for the original provider. Attribution will be given for re-use of creative design but not for typesetting.

The work will take place at the Provider's premises. Occasional in-person meetings/consultations may take place at International IDEA's headquarters or other premises as appropriate.

2. Scope of Work

The Provider will provide high-quality graphic design services to International IDEA.

The Provider's work will be guided by International IDEA's Brand Guidelines (2023) and Style Guide for InDesign templates (Publications) 2023. International IDEA will provide the required logos, text blurbs and other elements required. The Provider may be required to assist in identifying photos.

The work might include but is not limited to one or more of the following categories:

1. **Creative, original design:**

- Infographics (static and interactive/animated)
- Social media cards
- Power point presentations
- Illustrations to be used in either publications or communications materials
- Report design and layout
- Flyers, leaflets and other promotional material
- Season's Greetings card (both for print and digital distribution)
- Event materials (invitations, badges, lanyards, etc.)
- Posters and banners
- Letterheads
- Maps
- Logos for specific projects

2. **Typesetting of publications**

- Publications (handbooks, reports, policy papers, policy briefs and overviews) which will in most cases follow InDesign templates provided by International IDEA.

Languages: International IDEA produces publications and communications material on a regular basis in Arabic, English, (European) French and (European) Spanish. Other languages that occur include but are not limited to: Bahasa Indonesia, Chinese (Mandarin), Myanmar, (European) Portuguese, Russian, Swedish, Thai and Ukrainian.

Work process: The work process will vary depending on the assignment, but below is a description of a general model:

Creative original design

1. Each production will start with a request to quote describing the assignment. The quote should include estimated number of hours needed for the assignment and a time schedule. The successful Provider will be informed and requested to sign a Service Order for the assignment. The unsuccessful providers will also be informed.
2. A Service Order will be issued by International IDEA specifying the output, file-format for delivery, time schedule and price.
3. The Provider shall submit two working drafts for International IDEA to comment on and eventually approve one. A maximum of three meetings (in person or virtually) between the Provider and International IDEA will take place as part of the assignment, to discuss process and/or the need for adjustments as required.
4. International IDEA will provide the required logos, text blurbs, colour specifications and cover images required. The Provider may be requested to identify photos to be used for the assignment.
5. All original files shall be submitted to International IDEA at the end of the assignment.

Typesetting

1. Each production will start with a request to quote based on a technical specification provided by International IDEA. The quote should include the agreed price per page and a time schedule. The successful Provider will be informed and requested to sign a Service Order for the assignment. The unsuccessful providers will also be informed.
2. A Service Order will be issued by International IDEA specifying the number of pages, file-format for delivery, time schedule and price.
3. International IDEA will provide the Provider with InDesign-files that should be used as templates together with the required logos, text blurbs and cover images.
4. The Provider shall send a PDF-file to International IDEA for proofreading. International IDEA will return the PDF-file with comments using the commenting function in Adobe Acrobat. The Provider will implement the changes as instructed by International IDEA.
5. The Provider will deliver (a) a low-resolution PDF-file which includes the front and back cover, (b) print-ready PDF-files (separate files for cover and inlay) with crop marks (c) the InDesign folder packaged with links and fonts folders.
6. On some occasions, the Provider will be expected to communicate directly with the printer in order to prepare the files for print (regarding colour profiles, etc.).

The frequency of service requests will depend on the work programme of International IDEA.

3. Deliverables and Reporting Requirements

The Provider will work on specific assignments with the Communications Team or any other team of International IDEA as directed by the Communications Team. The Provider will work closely with the Head of Communications, the Communications Manager and/or the Publications Manager or any other staff member assigned by them.

4. Management and Organisation

Specific needs of particular assignments will be agreed by the Provider and International IDEA's Head of Communications.

A separate Service Order will be issued for each assignment.

1. General Conditions

International IDEA's General Terms will specify the conditions of this contract.

2. Length of Contract

The duration of the Framework Contract will be for an initial period of three (3) years, with the possibility to extend for an additional two (2) years, up to a maximum total duration of five (5) years.

3. Invoicing

Invoicing to be done upon delivery of the finalized design file(s) submitted. The invoice needs a unique number, reference to the service order number and the name of the production. International IDEA's payment terms are 30 days after receipt and approval of deliverable(s) and corresponding valid invoice.