



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

## **ANNEX B**

### **TERMS OF REFERENCE**

#### **Tender Reference 258-16/95**

#### **Graphic design of International IDEA publications and communications material**

##### **1. General Information**

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, which aims to support sustainable democracy worldwide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at the international, regional and national level, cooperating with a range of organizations.

International IDEA's publishing programme is one of the components of the organization's public identity. International IDEA produces a variety of publications and communications material, each aimed at achieving particular objectives and each targeted at specific audiences. The Institute's productions include: handbooks, country reports and democracy assessments, policy papers, discussion papers, conference reports, different leaflets and brochures. Most of International IDEA's publications are available for download (free of charge) on International IDEA's website. They are published under a Creative Commons licence – Creative Commons Attribute-NonCommercial-ShareAlike 3.0 Licence – which means that any user is free to copy, distribute and transmit the publication as well as remix and adapt it, provided it is for non-commercial purposes and that they distribute it under an identical licence.

The Contractor's work will be guided by International IDEA's visual identity manual as well as its branding manual for International IDEA's thematic and regional programmes. International IDEA will provide the required logos, text blurbs and other elements required. The Contractor is expected to have the fonts used by International IDEA (Swiss 721, Meta, and Adobe Garamond Pro)

Copyright of all deliverables shall be transferred to International IDEA as per the terms in the "General Conditions for Framework Contracts". The Contractor will be acknowledged on the colophon page of publications, but not on communications material.

The work will take place at the Contractor's premises. Occasional in-person meetings/consultations may take place at International IDEA.

##### **2. Scope of Work**

The Contractor will provide high quality graphic design services to International IDEA for one or more of the following categories:

1. Creative, original design

## 2. Typesetting of publications

Typical design assignments under this Contract entail, but are not limited to:

### **Creative, original Design:**

- Annual results report
- Publications catalogue
- Flyers and leaflets and other promotional material
- Season's Greetings cards (both electronic and print) and event invitations
- Posters and banners
- Maps
- Logos for specific projects
- Illustrations to be used in either publications or communications materials
- Infographics (both for website and/or publications)

### **Typesetting**

- Publications (handbooks, reports, policy papers, policy briefs and overviews)

Languages: International IDEA produces publications and communications material on a regular basis in Arabic, English, French and Spanish. Other languages that occur are: Bahasa Indonesia, Chinese (Mandarin), Myanmar, Portuguese, Russian, Thai and Ukrainian.

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

### **Graphic design**

1. Each production will start with a request to quote based on a technical specification/concept note provided by International IDEA. The successful Contractor 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 Contractor shall submit two working drafts for International IDEA to comment on and eventually approve one. A maximum of three meetings (in person or via internet) between the Contractor 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 and cover images required.
5. For many assignments a PDF-file will be provided by the Contractor for proofreading. International IDEA will return the PDF-file with comments highlighted using the commenting function in Adobe Acrobat. The Contractor will implement the changes as instructed by International IDEA.
6. 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 successful Contractor 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, graphs, illustrations, file-format for delivery, time schedule and price.
3. International IDEA will provide the Contractor with InDesign-files that should be used as templates together with the required logos, text blurbs and cover images.
4. The Contractor shall send a PDF-file to International IDEA for proofreading. International IDEA will return the PDF-file with comments highlighted using the

commenting function in Adobe Acrobat. The Contractor will implement the changes as instructed by International IDEA.

5. The Contractor 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 file with all its corresponding links and fonts.

On some occasions, the Contractor 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.

### **1. Deliverables and Reporting**

The Contractor will work on specific assignments with the Communications Team or any other team of International IDEA as directed by the Communications Team. The Contractor will work closely with the Communications Manager, Publications Manager or any other staff member assigned by them, who all report to the Head of Communications.

### **2. Management and Organization**

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