



Milan, 06/06/2024

**CALL**

**for**

**PROJECT LOGO AND VISUAL IDENTITY DESIGN  
FOR THE EUROPEAN PROJECT GLOBAL DISTRICTS**

**CLIENT**

**ACRA** Via Lazzaretto 3, 20124 Milano, Italia <https://www.acra.it/>

Contact: ACRA e-mail [globaldistricts@acra.it](mailto:globaldistricts@acra.it)

[ACRA](#) is an Italian NGO based in Milan engaged in international cooperation and global citizenship education since 1968. ACRA promotes a wide range of projects to fight inequality and poverty in Europe, Africa and South America.

**THE PROJECT**

***Global Districts** – Localised and informal critical global citizenship education for wider inclusion and engagement of European youth in local and global challenges.*

Funded by the European Commission – Raising public awareness of development issues and promoting development education in the European Union (DEAR Programme).

Partners: [ACRA](#) – Italy; [WeWorld](#) – Italy; [Suedwind](#) – Austria; [Finep Academy](#) – Germany; [ActionAid Hellas](#) – Greece; [Anthropolis](#) – Hungary; [Center for Citizenship Education](#) – Poland; [People in Peril](#) – Slovakia; [ABD](#) – Spain; [Agenda21](#) – Romania.

**PURPOSE OF THE CALL**

ACRA is searching for a consultant, freelance and/or communication agency, to support the definition and implementation of the **project logo and visual identity of the project**, including at least:

**Design of project logo, payoff proposal and Visual Identity Manual**

- Colour and b/w logo (at least Adobe Illustrator CS4 vector file + jpeg rgb and cmyk + png with 300dpi transparent background) with payoff adapted in different project languages.
- Logo and visual identity manual (fonts, colours, etc.).

**Project graphic templates and useful material for the communication online and offline, such as:**

- At least six coordinated graphic elements for web and social media (e.g., banners, backgrounds, shoulder backgrounds, divider lines, icons, different social media formats post, stories etc.), standard but customizable by partners.
- A letterhead template in .doc or equivalent format (with space for customization).
- A .ppt presentation template (including at least five slide templates).
- A leaflet template.
- Proposal of and templates of gadgets.



## NOTES

**Logo design process:** since the objective of the project is to engage and involve young people, its design has to be appealing for a young target. We will consider a plus in the evaluation, a co-design process that involves in the conception and design phase project partners and the primary target: young European and non-European people (young women and men, boys and girls, non-binary and queer people).

**Customization:** It will be a plus in the evaluation to foresee the possibility of customising the logo according to geographical or target use. e.g.: adding to it a symbol for the city.

**European Visibility:** the graphic material must include the European Union emblem and respect the EU guidelines ([here the link](#)).

## PARTNERS' INPUT ON PROJECT BRAND STYLE AND TONE

The style should be attractive to the project's primary target: young people, with a specific focus on ages 15-18, 19-24, 25-30 years old. In addition, a half of the target is represented by young women and girls.

The payoff should be more powerful than the project's title *Global Districts*.

Keywords that the visibility should convey: Activation, Mobilization, Citizenship, Education.

Other keywords: young, powerful, inclusive, open, worldwide, future, feminism, gender equality, solidarity, empowerment, activism, networking, community, intersectionality.

*What it shouldn't be:* fake pictures from a catalogue, avoid "black quota, disability quota, etc."

*What is mandatory:* attention to diversity and intersectionality.

## CALENDAR

- June 27<sup>th</sup>, 2024: deadline for the submission of proposals.
- By the middle of July 2024: call assignment.\*
- July-August 2024: project branding development.
- By the end of August: final delivery.

\*After the assignment, the selected consultant/agency will have to present at least three graphic proposals.

During the branding development, participation in periodic update meetings with ACRA is expected.

## ECONOMIC OFFER

The maximum budget is 5.000€. This amount must include all technical requirements, additional expenses, all taxes and expenses. The proposal should detail all the cost components.

## SUBJECTS ADMITTED TO TENDER

Communication agencies, professionals and freelancers are eligible to bid.

Participants should meet at least one of the following requirements:

- Previous experience in communication activities related to youth involvement or other social causes.
- Previous work experience with the non-profit sector.



## **HOW TO PARTICIPATE**

Interested agencies/professionals must send the following documentation:

- **Portfolio/CV.** Highlight previous experience in graphic design and communication activities related to youth involvement, and social causes.
- **Technical proposal:** Proposal of a Project visual identity and of the process to lead to its realisation.
- **Detailed economic offer** that covers all the actions foreseen within the technical proposal, respecting the maximum budget and including all the expenses that the service provider must assume for the execution of the assignment.
- **A declaration** stating the absence of conflict of interest with ACRA and the other project partners.

## **TERMS AND CONDITIONS FOR THE SUBMISSION OF OFFERS**

Agencies/professionals interested in applying for the call can send their proposal to the email address [globaldistricts@acra.it](mailto:globaldistricts@acra.it) until **June 27<sup>h</sup>, 2024**.

Requests for information can be sent to the same email address.

## **EVALUATION CRITERIA**

With a maximum score of 100/100, the evaluation criteria of the offers received will be:

- **Portfolio:** from 0 to 20 points
- **Previous experience** of works related to youth involvement and social causes: from 0 to 15 points
- **Participatory process** for the design: from 0 to 15 points
- **Technical proposal** (relevance of the idea, consistency with the purpose of the project, originality and innovation): from 0 to 30 points
- **Economic offer:** from 0 to 20 points

## **SELECTION**

A joint committee including representatives from ACRA and the project partners will evaluate the proposals and select the service provider, at its exclusive and unquestionable judgement.

The results of the selection will be communicated by the mid of **July 2024**.

The selected agency or professionals will be contacted directly by ACRA.

## **GUARANTEE AND CONFIDENTIALITY OF DATA**

ACRA assumes responsibility for data processing with the obligation to guarantee maximum confidentiality, applying the regulations on the subject provided by the Italian law of June 30, 2003 n. 196 (code relating to the protection of personal data) and subsequent amendments.

## **BRIEF SUMMARY OF THE PROJECT Global Districts**

The project targets **young people less involved in global challenges**, who come from situations of social and geographic marginalization, with the goal of their greater inclusion as actors of change within society.

From informal education activities to schools of civic participation, the project aims to build a process of **community activation** that creates a link between the local and the global, revealing how international challenges (poverty, climate change, gender discrimination, etc.) act on our society and how local communities can best play their role to make a positive impact.



The project places a strong focus on the concepts of intersectionality and **gender equality** and aims to form the basis for proposals for policy matching and innovation with institutional actors at the local, national and European levels.

A first pillar of work (Outcome 1) focuses on Global Citizenship Education and the creation of trainings for youth activists, educators, and teachers to create an enabling environment for inclusion and activation of marginalized youth groups. Through engagement, empowerment, and co-creation activities, as well as a digital campaign, youth involved will be able to become actors of change for countering inequalities locally and globally.

In parallel (Outcome 2), the project targets local, national and European bodies and institutions in a path of confrontation and advocacy for the dissemination and implementation of Global Citizenship Education within the non-formal educational pathways of educating communities. Activities range from exchange meetings to co-design tables, culminating in international exchange moments with European institutions.

Finally (Outcome 3), the action brings the theme of intersectionality and gender equality across the board, with a focus on young women and girls who are often excluded from participatory and democratic design processes. Through creative activities, training, and a digital campaign that will tell the stories of young activists, women and girls can find a more inclusive environment in which to challenge themselves and increase their civic engagement.

More info [here](#).