

FLD Visual Identity and Design Tender Brief

Organisation Background:

Front Line Defenders is an international human rights organisation founded in Dublin in 2001, with the specific aim of protecting human rights defenders at risk (HRDs). The organisation works to improve the security and protection of human rights defenders and organisations around the world who are at risk for their peaceful and legitimate human rights work. As identified by human rights defenders themselves, Front Line Defenders responds to protection and security needs by providing support through grants, capacity building, visibility, networking, and advocacy, at the international, regional and local levels. The organisation maintains its headquarters in Dublin, an EU Office in Brussels, and regionally-based field staff in the Americas, Asia, Africa, Europe & Central Asia, and the Middle East.

Project Background:

Front Line Defenders seeks to work with a graphic designer or graphic design company to refresh the organisation's visual identity and guidelines, as well as to create new templates for various graphics for publication on social media and elsewhere.

Existing elements include a previous visual branding guide which is not representative of current trends, usage and needs; various logo formats and variants without official accompanying guidelines, and no official secondary colour palette. For some background, Front Line Defenders reports can be found [here](#) and [here](#). Social media branding can be viewed [here](#).

The updated visual identity guidelines will also be used to inform an upcoming redesign of our website, www.frontlinedefenders.org. The aim is to have alignment in the visual identity across our various communications channels and publications.

Deliverables:

- Visual Identity Guideline document which includes:
 - Guidelines on the use of logo and different logo formats and variations
 - Official fonts and colour palettes for use in print publications and online
 - Imagery guidelines
- Templates for various types of social media graphics, in alignment with the updated visual identity guidelines
 - Motion graphics template for Instagram reels for use in Adobe Premier Pro or Adobe After Effects
 - Power Point/Libre Office generic template for presentations

Expertise needed:

- Previous experience producing Visual Identity Guidelines and templates
- Familiarity with Adobe and Canva
- Familiarity with and a commitment to the ethos of non-governmental organisations working on human rights or humanitarian issues
- Experience working in the sector or with similar audiences is desirable
- Conscious of current design trends and needs across platforms

Timelines

- Proposals accepted until 03 March 2025
- Designer appointed by 17 March 2025
- Work to be carried until and completed no later than 14 April 2025

Instructions:

Interested parties should write to campaigns@frontlinedefenders.org, with **subject line “Visual Identity Tender Proposal”**, with the following included in a PDF document:

- a cover letter outlining your experience and your vision for the project
- a portfolio of similar work done in the past. If sending links, kindly include the links in the PDF document itself.
- a proposed budget – including a EURO equivalent if quoting in other currencies.