Attachment 1: Specification of requirements and terms of reference - updated

RfP: IUCN-28-07-BrandTemplates

Introduction

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of 1,400 Member organisations and some 18,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

This diversity and vast expertise makes IUCN the global authority on the status of the natural world and the measures needed to safeguard it.

Audience

IUCN is primarily a B2B organisation. Its primary audiences include conservation professionals, who use the knowledge and tools IUCN provides and often partner with IUCN on field and community work, and policy and decision-makers who trust IUCN's analysis, standards and recommendations. IUCN's primary donors are also institutional, not individuals, from national governments or multilateral trust funds such as the Global Environment Facility or Green Climate Fund. IUCN Member organisations, and potential Member organisations, are also important audiences. These include state and subnational government organisations, large and small non-profit organisations and indigenous peoples' organisations worldwide.

IUCN works to expand engagement with the private sector and its influence to what it calls *nexternal* professional audiences. *Nexternal* audiences include private and public sector decision makers in agriculture, finance, development, economics and other areas of work outside traditional conservation but whose work could benefit from IUCN's expertise.

Current situation

IUCN brand

IUCN adopted its current brand visual identity in 2008. While IUCN has evolved and refined its brand positioning in the years since, the core of the IUCN brand and has not changed. IUCN's brand and its visual identity are well-established with its core conservation audience, and we do not wish to update

the logo itself at this time. But, the current brand templates and guidelines are limited in facilitating connections with IUCN's core and new audiences.

IUCN's current corporate promotional materials are outdated and inconsistent in both style and message. The corporate brochure is four years old, and IUCN's branded communication product templates are for printed materials, not digital. To offset this lack of structure, guidance and fit-for-purpose branded templates, different parts of the Union have developed numerous variations of corporate-branded materials. This has weakened IUCN's brand and brand recognition. IUCN updated its corporate website architecture, design and content in June 2022 to better reflect the Union's desired positioning. The new site follows the old brand guidelines with some minor changes and additions to overcome the limitations of the current brand templates.

Specifications of requirements

IUCN does not wish to create a new brand or overall visual identity as part of this contract. IUCN would like to create a series of corporate communications products to meet existing needs that are based on the current brand and to include some new complementary visual identity elements.

1. Branded corporate templates and updated visual identity

IUCN would like a common look and feel for its various communications products which incorporates, complements and builds from the existing IUCN logo and visual identity components (font, colour palette). These design elements should incorporate the IUCN logo in the below applications as well as other print and digital applications in the future. It is not a re-brand of IUCN.

Deliverables
1. **Corporate visual identity design package** including a menu of complementary elements designers can use to enhance IUCN communications products and a guidance document for designers to ensure an integrated, cohesive look and feel across all applications.
    a. Design element templates (.ai or .psd format, EN, FR, ES) and design element image files (.jpg or .png format, EN, FR, ES)
    b. Guidance document in EN, .pdf format
2. **Member variation to design package** (EN, FR, ES) to distinguish IUCN Member communications from general IUCN communications while staying integrated with the overall look and feel of the updated corporate templates.
    a. Design element templates (.ai or .psd format, EN, FR, ES) and design element image files (.jpg or .png format, EN, FR, ES)
    b. Guidance document in EN, .pdf format
3. **Corporate PowerPoint presentation template** (EN, FR, ES), including brand fonts and colours pre-loaded as a set theme and slide master default, multiple page layout variations, an title, section and transition slides
4. **Member variation PowerPoint presentation template** (EN, FR, ES), including brand fonts and colours pre-loaded as a set theme and slide master default and incorporating the Member-specific variation of the designs
5. **Branded video tail** (3 versions, EN, FR, ES)
6. **Branded social media cards**
    a. General social media quote cards Twitter (1600 x 900 pixels / 2:1 aspect ratio)
    b. General social media quote cards Facebook / LinkedIn (1200 x 630 pixels / 1.91:1 aspect ratio)
    c. Crossroads blog social media quote cards Twitter (1600 x 900 pixels / 2:1 aspect ratio) – IUCN to supply the Crossroads blog logo
    d. Crossroads social media quote cards Facebook / LinkedIn (1200 x 630 pixels / 1.91:1 aspect ratio) – IUCN to supply the Crossroads blog logo
    e. IUCN Statement social media card Twitter (1600 x 900 pixels / 2:1 aspect ratio) – Text-only graphic with IUCN logo
    f. IUCN Statement social media card Facebook / LinkedIn (1200 x 630 pixels / 1.91:1 aspect ratio) – Text-only graphic with IUCN logo

7. **Infographic template** (EN, FR, ES) editable .ai or .psd file with logo, headline of infographic font/style, copyright information, and space for adding the graphics and additional partner logos, along with guidance for how to best use the template
8. **Web meeting backgrounds** for use on MS Teams, Zoom and other virtual platforms. To include a selection using the IUCN Member variation
   a. EN logo set: 5-10 backgrounds using the IUCN logo
   b. ES/FR logo set: 5-10 backgrounds using the UICN logo
   c. Member variation set: 5-10 backgrounds using the Member variation (EN, FR, ES)
9. **IUCN letterhead** (EN, FR, ES)
10. **IUCN email banner templates** (EN, FR, ES) including a standard template, a Member variation template and 2-3 variations for niche newsletters
    a. Editable .psd format
    b. Reference images in .jpg format
11. **IUCN Issues Brief branded materials**, including editable PDF document template, website banner and social media card templates

2. Fundraising brochure and templates

IUCN would like to develop a short brochure for targeted potential donors, and a template for customising the brochure for different audiences. IUCN will provide the content for the complete brochure, including images. For purposes of the bidder proposal, please consider the brochure to be a 6-panel, folded brochure based on A4 (one A4 page landscape, folded twice).

Deliverables

1. Printer-ready design files for the completed fundraising brochure (EN, FR, ES)
2. Web-ready PDF version of completed fundraising brochure (EN, FR, ES)
3. Design template for customising the brochure for niche audiences (.indd format, EN, FR, ES)

3. Member recruitment brochure and templates

IUCN would like to develop a short brochure for targeted potential Member organisations, a template for customising the brochure for different audiences, and a template for adding 1-page inserts. IUCN will provide the content for the complete brochure, including images. For purposes of the bidder proposal, please consider the brochure to be a 6-panel, folded brochure based on A4 (one A4 page landscape, folded twice).

Deliverables

1. Printer-ready design files for the completed Member recruitment brochure (EN, FR, ES)
2. Web-ready PDF version of completed Member recruitment brochure (EN, FR, ES)
3. Design template for customising the brochure for niche audiences (.indd format, EN, FR, ES)
4. Design template for a one-page brochure insert (.docx format, EN, FR, ES)

4. Member benefits infographic

Complete design following infographic and Member variation templates incorporating content supplied by IUCN. For purposes of the bidder proposal, assume one graphic to fit on half of A4 page.

Deliverables

1. Web-ready .jpg files (EN, FR, ES)
2. Print-quality .jpg files (EN, FR, ES)

5. Member handbook

Complete design following Member variation look and feel. For purposes of this bidder proposal, assume 20 pages, A4.

Deliverables

1. Printer-ready design files for the completed Member handbook (EN, FR, ES)
2. Web-ready PDF version of completed member recruitment brochure (EN, FR, ES)

6. Anniversary visual identity

In 2023, IUCN will celebrate its 75th anniversary. To mark the occasion, IUCN seeks a 75th anniversary tag or stamp to complement the IUCN logo. The tag or stamp should be independent of the IUCN logo and not be a new IUCN logo or variation of the IUCN logo. IUCN would like to add it to existing products as appropriate and then remove it easily from products that remain relevant after the anniversary year.

Deliverables

1. 75th anniversary design element templates (.ai or .psd format, EN, FR, ES) and design element image files (.jpg or .png format, EN, FR, ES)
2. 75th anniversary visual identity guidelines document for how to use the visual identity with the IUCN logo and in various applications.

Timeline

All deliverables must be completed, approved, delivered and accepted before 16 December 2022. IUCN will discuss prioritisation of individual deliverables and delivery dates for specific products with the successful bidder.