**Branding Visual Identity Designs Term of Reference**

**for**

**"Ending Violence Against Women and Girls" AMENA Project**

**Background:**

The project Ending Violence Against Women and Girls (Amena);

The project is focused on ending violence against women and girls in VAWG in Egypt. The main intervention of the project is focusing on improving prevention and response to VAWG. The project's main activities will include but are not limited to Women and girls empowerment activities, Engaging men and boys, policy dialogue, social media campaigns, and improving the response for VAWG survivors in cooperation with government and NGOs.

The project started in September 2023 funded by USAID Egypt. The project is for 5 years, and it will work in six governorates in Egypt Dakahlia, Behaira, Sharkia, Fayoum, Assuit, and Sohag.

The assignment objectives:

This Terms of Reference (TOR) aims to seek the services of a qualified and proficient design agency or individual to conceptualize and develop a robust branding identity for the project.

The branding should effectively communicate the mission, values, and aspirations of the initiative.

**The Assignment Scope of Work:**

The selected designer/agency is expected to:

- Craft an impactful and distinctive logo/project’s visual identity that encapsulates the project's dedication to ending violence against women and girls.

- Design visual elements, including color palettes, typography, and graphic components, ensuring cultural relevance and inclusivity.

- Develop stationery and promotional materials such as letterheads, business cards, brochures, banners, giveaways, and T-shirt designs.

- Establish guidelines for the consistent use of the branding identity across various platforms, ensuring coherence and uniformity.

- Ensure that all branding materials adhere to USAID's branding guidelines.

**Deliverables:**

The designer/agency is required to provide the following deliverables:

- Logo/ Project’s visual identity design in various high resolution and appropriate and user friendly formats, several design options/alternatives should be submitted to project management leadership to decide before proceeding with other deliverables.

- Designs, giveaways for stationery, and promotional materials.

- Branding guidelines document aligning with USAID’s branding requirements.

- Any additional materials necessary for both online and offline, posts and applications.

**Timeline:**

The final deliverables should be completed within 45 days of signing the contract.

**Qualifications:**

Interested individuals or agencies must demonstrate:

- Proven experience in designing branding identities, particularly for projects with a social impact.

- A nuanced understanding of gender-sensitive design principles.

- A portfolio showcasing previous relevant work.

- Capacity to adhere to deadlines and collaborate effectively with stakeholders.

Proposal Submission:

Interested parties are invited to submit a detailed proposal outlining their methodology, relevant experience, proposed timeline, and cost estimate. Proposals should be submitted by [insert deadline] to [insert contact details].

**Evaluation Criteria:**

Proposals will be evaluated based on:

- Relevance and creativity of past work.

- Insight into the project's goals and target audience.

- Proposed technical and financial offer.