



Call for Proposals

The International PRIDE Centre: Protection, Rights, Inclusion in Displacement & Emergencies

Call for Proposals: Branding and Design Consultancy for the International PRIDE Centre

The International PRIDE Centre is seeking a skilled design consultancy or individual to develop our branding and visual communication materials. We invite proposals for the following services:

- Logo design
- Business card design
- Branded 1-page “about” sheet
- Newsletter template creation
- Basic website design

Who Should Apply: Design professionals with a proven track record in branding and website development, particularly those with experience working in the non-profit sectors.

The PRIDE Centre strongly encourages LGBTQI+ led, and allied, design professionals, with a preference for designers based in, or from, Africa. The PRIDE Centre will respect the confidentiality of all those submitting a bid.

The International PRIDE Centre provides legal & policy analysis, preparedness, & programming tools for emergency response agencies to ensure inclusive programming for LGBTQI+ persons in emergency, humanitarian, & development settings.

Submissions must include a link to a portfolio.

Proposals should include an estimate of how many days of work are anticipated alongside a daily rate or package rate.

Deadline: 9 January 18:00 CET

For detailed terms of reference, please visit or contact us at pridecentre_recruitment@tuta.com.



Terms of Reference (ToR)

The International PRIDE Centre: Protection, Rights, Inclusion in Displacement & Emergencies

International PRIDE Centre: Branding and Design Consultancy

1. Background: The International PRIDE Centre provides legal & policy analysis, preparedness, & programming tools for emergency response agencies to ensure inclusive programming for LGBTQI+ persons in emergency, humanitarian, & development settings. The PRIDE Centre currently works in six countries in Africa. The International PRIDE Centre is an independent Secretariat hosted by the International Council of Voluntary Agencies (ICVA).

To strengthen its identity and communication, The PRIDE Centre seeks to engage a professional designer to develop its branding and visual communication materials. These deliverables will support The Centre's mission and ensure consistency across all platforms.

2. Objectives of the Assignment: The consultancy will provide the following:

1. Development of a cohesive branding concept, including a logo that reflects IPC's mission and values.
2. Design of professional business cards.
3. Creation of a newsletter template for periodic updates to stakeholders.
4. Development of a basic, user-friendly website.
5. Layout and design of a Branded 1-page "about" sheet

3. Scope of Work: The selected consultancy will undertake the following tasks:

3.1 Branding and Logo Design

- Engage with IPC's team to understand the organisation's vision, mission, and values.
- Propose 4-6 branding logo options/concepts.
- Refine the selected concept based on feedback.

3.2 Business Card Design

- Design a professional business card template aligned with the brand identity.
- Provide print-ready files.

3.3 Newsletter Template

- Create a visually appealing and editable newsletter template for digital circulation.
- Ensure compatibility with widely used email marketing platforms (e.g., Mailchimp, Constant Contact).

3.4 Basic Website Design

- Design a user-friendly, responsive website with the following key pages:
 - Home
 - About Us
 - Programmes and Initiatives
 - Resources
 - Contact Us
- Ensure integration with social media platforms.
- Provide training or guidance for basic updates and content management.



4. Deliverables

1. Finalised branding concept and logo (in multiple formats: PNG, JPG, vector).
2. Business card design files ready for print.
3. Editable newsletter template.
4. Functional website ready for launch.

5. Timeline: The assignment is expected to commence in January 2025 and be completed within 3-4 weeks. A detailed timeline will be finalised upon contract award.

6. Qualifications: The consultancy or individual must demonstrate:

- Proven experience in branding, graphic design, and website development.
- Familiarity and experience with LGBTQI+ rights, NGOs, and/or the humanitarian sectors is an advantage.
- Strong portfolio of previous work.

7. Application Process: Interested parties should submit the following:

- A brief proposal outlining the approach to the assignment.
- Portfolio of relevant work.
- CVs of key personnel.
- Financial proposal, including a breakdown of costs.

The PRIDE Centre strongly encourages LGBTQI+ led, and allied, design professionals, with a preference for designers based in, or from, Africa. The PRIDE Centre will respect the confidentiality of all those submitting a bid.

8. Submission Deadline Proposals must be submitted by 9 January, via email to pridecentre_recruitment@tuta.com.

Note: As the International PRIDE Centre is hosted by ICVA, contracting will be done via the host agency.
