

Terms of reference

Brand Identity Development for a Project

Background

“Chabibeh Club” was established in 2002 and is registered at the Lebanese Ministry of Youth and Sports (License Nb. 35 SH/R). Today, it is a member of 6 Lebanese sports federations, and participates yearly at national tournaments and competitions. Since its founding, the organization used sport as a tool to positively integrate young people in their society, and to develop their competences to empower them physically, socially, educationally, culturally and professionally.

In 2008, “Chabibeh Club” founded the “Chabibeh Youth” department which is working closely and in strong collaboration with the “Chabibeh Sports” department, offering a one-of-a-kind experience and a safe, interactive and supportive environment where young people can practice their favorite activity, build friendships, and acquire lifetime skills through sports and local and international projects. Sports, Youth Empowerment, Youth Participation, Volunteering, and Social Development became the main areas of focus for the organization whether through “Chabibeh Sports” or “Chabibeh Youth”.

Since 2009, “Chabibeh Club” partners with European and Mediterranean organizations to develop and implement youth projects offering young women and men the chance to take part in exchanges, volunteering projects and training workshops in Europe and in Lebanon. Chabibeh Club is also a member of the “Anna Lindh Foundation”/

Cinematomedia Project Overview

CINEMATOMEDIA- Teaching democracy through Cinema aims to empower youth organizations across the Middle East and North Africa by harnessing the power of cinema for political and democratic engagement among young people. By leveraging films as a catalyst for critical thinking and social dialogue, the project seeks to address the lack of resources and training opportunities in youth work. Through joint initiatives involving seven countries, including Greece, Germany, France, Egypt, Jordan, Lebanon, and Tunisia, CINEMATOMEDIA fosters collaboration, enhances digital skills, and promotes inclusive civic participation. Ultimately, the project strives to create a platform for young voices, promoting social change and democracy through cinematic expression.

Purpose of the TOR

The purpose of this Terms of Reference (TOR) is to outline the objectives, scope, and expectations for the development of the brand identity for the **Cinematomedia** project. This TOR serves as a guiding document to facilitate a structured and collaborative approach between the individual/agency and Chabibeh Club. By defining clear goals, timelines, deliverables, and responsibilities, this TOR aims to ensure the creation of a comprehensive and cohesive brand identity that accurately reflects the essence, values, and objectives of the project. Additionally, it provides a framework for effective communication, establishes quality standards, and facilitates alignment between stakeholders throughout the brand development process. Ultimately, the goal of this TOR is to empower the design team to deliver visually compelling and strategically aligned brand assets that resonate with the target audience and contribute to the overall success of the project.

Scope of work

- Considering communication strategies, the primary audience for the Cinematomedia project is youth. Consequently, the brand identity must resonate with youthful energy and appeal.
- Each production item is produced in close coordination with Chabibeh Club. The service provider is equipped with all the needed support to produce the communication material (brainstorming for ideas, content where needed, partner logos).

Deliverables:

- The needed items are as follows:
 - Logo creation. (we created a sketch along with the partners; however, same design needs to be created with all necessary refinements and proportions)
 - Visual identity book including: slogan statement, tone of voice, logo details (proportions, exclusion zone, size, placement, variations, unacceptable use, logo on backgrounds), color palette (logo colors, derivatives), typography, social media templates.
 - Design of a banner (200*85cm), leaflet (A5 size), brochure (A4, trifold, recto verso), certificate of participation/appreciation (A4 size), photo booth frame, pins, bracelets.
 - Design of a newsletter (A4 size, 4 pages) noting that the newsletters need to be submitted as a ready to use design by the project partners, to be filled by the project staff when needed.
- It is worth noting that:
 - Formats: The final version must be provided in different formats as per necessity (AI, jpeg, PNG).
 - Language: The following items are requested in both English and Arabic versions, so design adjustment must be considered.
 - Colour gamut: This may be RGB, CMYK, or both as per usage.
 - For communication materials, Chabibeh Club requires two rounds of edits, as for the visual identity, we need at least two directions.

Required qualifications

- The service provider may be an individual or an established legal entity.
- Minimum 3 years' experience preferably with NGOs.
- Proven experience in graphic design.
- Ability to deliver on time.
- Flexible in terms of support and cooperation.

Technical and financial offer

The technical offer must cover the following points:

- Portfolio including different graphic design work including ones done within the NGO field or any other graphic design work related to youth.
- CV
- Budget breakdown in USD as per the listed deliverables.

Payment in fresh USD. Details to be discussed upon signing the contract.

Technical and Financial offers to be sent to chabibeh.club@gmail.com

Deadline: 24 May 2024