Logo, company name

Description automatically generated**Terms of Reference**

**WE’AM Branding Consultant**

**Background**

Oxfam, in partnership with Right to Play, SHiFT and ALEF, is implementing a European Union-funded project entitled “Working for Engagement, Acceptance and Mediation: A Community-based Approach to Social Cohesion in Lebanon – WE’AM.” The project is implemented between March 2023 and February 2026 in Lebanon. WE’AM aims to leverage experiences and complementarities to build consensus and stimulate lasting social cohesion initiatives in Lebanon following three working streams: addressing drivers of tensions at the community level; disseminating gender-responsive conflict prevention and resolution tools and methods; mainstreaming community-level social cohesion into programming.

**Purpose and Objectives**

Oxfam [and on behalf of the WE’AM Consortium] is seeking to hire a Branding Consultant to produce a visual identity to be used across the different project deliverables, by all Consortium partners and throughout the entire timeline of the project.

The proposed visual identity should be applicable to all communication and visibility elements that the Consortium is aiming to produce throughout the timeline of the project.

**Consultancy Description and Deliverables**

Oxfam seeks to contract a Consultant/Consultancy Firm to create a branding package that includes:

1. A logo for the Consortium (logo for the word “WEAM/وئام”) including both languages, and in different formats, colors [as per the suggested palette], shades and dispositions [horizontal and vertical]. When applicable, the logo should have different variations that can be adapted to the different visibility products that the Consortium is aiming to produce during the project’s timeline. The consultant should also coordinate with the different partners of the Consortium to collect their logos in all the needed variations that we have all their logo variations [colors, sizes, formats, etc.]
2. Color palette
3. Typeface
4. Adaptable social media templates and graphics for announcements and call for applications
5. Letterhead
6. Project leaflet/brochure [including front and back covers]
7. Adaptable PowerPoint slideshow [to be used by Consortium members for presentation of projects in official meetings]
8. Adaptable reporting templates [to be used for dissemination of broad-reaching deliverables including Policy Briefs, Minutes of Meetings, Recommendation Reports and Papers]. These should include visual elements such as infographics and data visualizations, patterns, icons and illustrations
9. Roll Up banner design
10. Backdrop and Flex Banner design
11. Other associated designs as deemed needed during consultancy [such as design for stationary items including notebooks, pens, envelopes, etc.]
12. Branding Guidelines Booklet – to be aligned with EU and Oxfam’s guidelines on visibility.

All deliverables are to include an English version and an Arabic version. Oxfam will support the Consultant/Consultancy Firm with:

1. Briefing of the project and objectives;
2. Providing Oxfam and EU’s guidelines – to be strictly followed to produce the deliverables;
3. Facilitating feedback sharing with Donor and Consortium partners.

**Timeline and Deliverables**

This Branding Consultancy is expected to be finalized in 2 months since contract signature as per the following timeline. The days refer to working days excluding weekends and reflect the maximum number of working days for the completion of each milestone.

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| **Milestone** | **Timeline** |
| 1. Present different propositions for visual branding concepts. This should include suggestions on elements to boost project visibility and reach [posters, leaflets, gadgets, notebooks, etc.] | 10 days |
| 1. Selection of final branding concept [including sign-off of all concerned parties] | 10 days |
| 1. Delivery of the deliverables [enumerated in previous section] as high-resolution editable and printable files | 10 days |
| 1. Review and approval of final deliverables by Oxfam | 10 days |

**Qualifications of the Consultant(s)/Consultancy Firm**

* Bachelor degree in Branding, Marketing and/or Graphic Design or equivalent work experience.
* At least 5 years of experience in product and project branding, with proven experience in NGO project branding.

**Working Relations**

The Consultant/Consultancy Firm will liaise with WEAM’s Consortium Coordinator [hosted by Oxfam] for day-to-day coordination and follow up on consultancy deliverables.

For Administrative issues, the Consultant/Consultancy Firm is to liaise with Oxfam’s Logistics team.

**Expression of Interest (EOI)**

Interested consultants should submit their:

* CV or an overview/portfolio of the consultancy firm with updated CVs of consultants and role of each under the scope of this assignment for firms;
* Technical Proposal including a detailed workplan;
* Financial Proposal detailing all costs associated with the assignment (cost per item);
* 2 to 3 samples of previous similar work.

Oxfam in Lebanon reserves the right to reject any and all bids, including the Bidding processes, or not to award the contract at any time, without thereby incurring and liability to the affected Bidders.

Please submit the full application documents to (as mentioned above) to [lb\_oitprocurement@oxfam.org](mailto:lb_oitprocurement@oxfam.org) by no later than midnight of July 30th mentioning “WE’AM Branding Consultant” in the Subject Line.