REQUEST FOR GRAPHIC DESIGNERS

CALL FOR GRAPHIC DESIGNERS

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

| I.  | BACKGROUND AND SCOPE OF WORK | 2 |
| II. | INSTRUCTIONS FOR RESPONDING   | 3 |
| III.| TERMS AND CONDITIONS OF THIS SOLICITATION | 4 |
I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Graphic Designers (RFGD) and will be the administrative lead organisation for this RFGD.

The purpose of this RFGD is to identify and select a pool of graphic designers to carry out design work and produce branded materials for GAIN on an ad-hoc basis.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicants shall deliver designed branded materials following the GAIN Brand Guidelines (2019) such as:

- Reports and publications (annual report, advocacy documents, technical reports, etc.).
- Brochures and fact sheets (global programmes, countries, thematic documents, etc.).
- Create logos, graphs, infographics and icons.
- Banners, posters, roll-ups.
- Marketing materials: T-shirts, bags, pens, mugs, lanyards, etc.

Possible additional tasks

- Creation of corporate templates (Word, PowerPoint, Illustrator and InDesign).
- Create and edit videos.

4. REQUIREMENTS

GAIN is seeking graphic designers sympathetic to our values and goals and interested in developing a longer-term relationship. The graphic designers could be an individual or agency with:
- Proven track record of designing materials to a high professional standard.
- Good listening skills to understand our needs and translate them into solutions.
- Systematic thinking process that demonstrates good judgement, great problem-solving skills and creativity.
- Flexibility and adaptability to changing demands.
- Ability to advise us on requirements for the design of communications materials.
- Ability to handle requirements of multicultural internal clients.
- Preferred experience with private sector companies as well as in the public sector.
- Preferred experience the delivery of designs from public health organisations.
- Applicants must be fully fluent in Adobe CC programmes, especially InDesign, Illustrator and Photoshop. Knowledge in Adobe Premiere would be a plus.

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

The GAIN Communications Team will review and select the graphic designers. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

Muña Valdez, Junior Communications Associate – Brand & Design, GAIN Geneva.
Email: communications@gainhealth.org

2. SUBMISSION

Please submit your portfolio and resumé by email to communications@gainhealth.org
Please specify your hourly rate when sending your portfolio.

3. DEADLINE

Completed proposals should be submitted to GAIN before Tuesday 25 February 2020.

4. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:
- Incomplete proposals.

5. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the portfolios submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.
6. COMPLETION

- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.

- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Graphic Designers (RFGD), the information contained in this RFGD is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFGD is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFGD.

- By responding to this RFDG, the applicant confirms its understanding that failing to comply with any of the RFGD conditions may result in the disqualification of their submission.

7. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RGDP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

8. REFERENCES

GAIN reserves the right, before the selection of graphic designers, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants’ proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.
4. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN’s express written consent.

5. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN.

6. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the terms and conditions including the costs and the scope of work of each requested project to be agreed between GAIN and the applicant.

7. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.