

## REQUEST FOR PROPOSALS

### DEVELOPMENT OF A NEW VISUAL IDENTITY FOR THE EUROPEAN ANTI-POVERTY NETWORK (EAPN)



---

#### 1. Introduction and Background

**The European Anti-Poverty Network (EAPN)**, the largest European network of grassroots organisations, NGOs, and individuals dedicated to combating poverty and social exclusion, is seeking proposals for the development of a comprehensive new visual identity. This initiative aims to modernise EAPN's brand while maintaining a strong connection to our mission: advocating for social justice, equality, and the eradication of poverty across Europe.

As our work evolves to respond to today's reality, our visual identity must also reflect the modern world, our mission, and current communication trends. Therefore, at EAPN we aim to carry out a process to redesign our visual identity and branding, to strengthen recognition, align our image with our mission and values and improve our communication with different audiences through different channels.

---

#### 2. Objectives

**The new visual identity should:**

- Modernise EAPN's brand while respecting its 35-year history, core values and missions.
- Enhance recognition and engagement across various platforms, including digital, print, events and offline materials.
- Ensure consistency in application across all materials and communications.
- Align with accessibility standards:

- Ensuring all visual elements (e.g., colors, typography and graphics) meet accessibility guidelines,
  - Designing user-friendly and intuitive templates and graphic elements that are adaptable to different devices and screen sizes.
- 

### **3. Scope of Work**

**The selected agency or individual will be responsible for delivering:**

#### **Core Elements**

##### **Logo Design:**

- A modern, versatile logo that retains a connection to EAPN's history and mission.
- Variants for different applications (full-color, monochrome, responsive formats).

##### **Color Palette:**

- A primary and secondary color palette that communicates hope, urgency, inclusivity and action. One that can be used and adapted to an institutional level and to communicate with broader audiences.

##### **Typography:**

- A font family for headings, body text, and digital use, ensuring readability and professionalism.

##### **Visual Patterns, Graphic Elements and a Bank of Illustrations and Images**

- Complementary visual elements for use in presentations, reports, and promotional materials.

#### **Application**

##### **Templates:**

- Branded templates for reports, presentations, social media, and other formats.

##### **Imagery and Illustration Style:**

- Guidelines for selecting and creating visuals, including photography and illustrations.
- Creating graphic elements that can be used on the website, among other applications.

### **Concept Document:**

- A detailed document explaining the concept behind the visual identity and how it responds to EAPN's objectives.
- This should include an overview of the concept development, insights into how the visual identity reflects EAPN's mission and explanations of the key design choices.

### **Brandbook:**

- A comprehensive guide detailing the application of the new visual identity.
  - Designed to ensure all network members can effectively implement the identity.
- 

## **4. Timeline**

- **Timeline Management:** Send a clear project plan, including key milestones and testing phases, should be outlined in the proposal. We hope to have 3 feedback phases with the network.
  - **Ideal timeline:** EAPN expects to dedicate 2025 to the development of the new visual identity: February – March 2025: Call for proposals, agency selection, and kickoff meeting; April – June 2025: Concept development and initial feedback rounds.; July 2025: Finalisation of visual elements and testing phase; September – November 2025: Toolkit creation; December 2025: Public launch of the new visual identity.
- 

## **5. Proposal Requirements**

- **Submission Guidelines:**

Send your submission by email, to [giulia.simonetti@eapn.eu](mailto:giulia.simonetti@eapn.eu), by 10 March with:

- Brief description of the company or individual.
- Portfolio with examples of previous work or case studies.
- Description of the methodology and creative process.
- Alignment with EAPN's mission and values.
- Detailed project plan, including milestones and feedback phases.
- Estimated timeline and costs, including rates for optional ongoing support and for attending two meetings with the website team.

---

## 6. Evaluation Criteria

- Creativity and alignment with EAPN's values and objectives.
- Experience and expertise in developing visual identities and graphic design.
- Capacity to deliver within the proposed timeline and budget.
- Technical proficiency and understanding of accessibility standards.
- Communication and project management approach.

---

## 7. Terms and Conditions

All deliverables and brand guidelines will become the property of EAPN upon final payment.

The selected agency/individual must ensure confidentiality regarding any sensitive information shared during the project.

A warranty period post-delivery must be provided to address any issues at no additional cost.

---

## 8. Contact Information

Please submit your proposal to [giulia.simonetti@eapn.eu](mailto:giulia.simonetti@eapn.eu) by 10 March.

EAPN looks forward to collaborating with a creative and passionate partner to shape a visual identity that reflects our mission and strengthens our impact across Europe.

### **Note:**

*Please note that we are also conducting a website call. You can find it here if you would like to apply for both.*

<https://www.eapn.eu/wp-content/uploads/2025/02/eapn-WEBSITE-CALL-EAPN-6093.pdf>

### **Contact Information**

Giulia Simonetti – Digital Communications Officer

[giulia.simonetti@eapn.eu](mailto:giulia.simonetti@eapn.eu) / +32 473 12 29 21