

ToR for developing an updated Brandbook for MOST

The present ToR provides the general requirements for MOST Brandbook. It has been prepared as background information to be used in relation to providing a quotation for the development of the Brandbook and visibility items for the project MOST.

Brand

EU4Belarus: Mobility Scheme for targeted people-to-people contacts (MOST), EU-funded programme

Contact person

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General information

Sector	EU-funded programme for Belarus, non-commercial
Timeframe	Deadline of tender: 4 June 2024 Deadline for development of graphic design: 23 July 2024
Key visual identity/ graphic design	Brandbook and visibility items

I Background

“EU4Belarus: Mobility Scheme for targeted people-to-people contacts (MOST)” is a project funded by the European Union, and is being implemented by the Goethe-Institut e.V.

MOST General Objective:

To contribute to the mobility and internationalization of Belarusian professionals and to support their integration into European-wide professional networks.

MOST Purpose:

Purpose 1: To facilitate the establishment of professional contacts between Belarusian and EU-based professionals/companies/organisations;

Purpose 2: To develop better mutual understanding between EU and Belarusian professionals, helping to see each other as reliable partners.

MOST Expected Results:

Result 1: At least 1170 Belarusian professionals have participated in the MOST mobility programme, either in the form of short-term mobility or longer term internship.

Result 2: Transfer of know-how and experience has improved the skills and competences of the participating Belarusian professionals, and the capacities of their companies/organisations.

Result 3: The results of mobilities are shared with wider professional communities in Belarus in different sectors and with the general public.

MOST target groups:

The programme is aimed at a large Belarusian community, over 18 years-old. Access to the programme is open to all Belarusian professionals on the territory of Belarus and abroad who work in one of the following priority sectors:

- society (incl. human rights and media) ,
- culture,
- business,
- education,
- health & care,
- and sustainability.

MOST has undergone four phases:

- Phases I and II (December 2014 – January 2020)
- Phase III: “MOST+” (01.07.2022 – 30.09.2024)
- Phase IV (01.10.2024 – 30.09.2027)

II Overall communication objectives¹

- Raise awareness of MOST among the Belarusian public as a project for mobility schemes for targeted people-to-people contacts to enhance people-to-people contacts between the European Union and Belarusian professionals, to supporting their integration into European-wide professional networks and for promoting better mutual understanding and exchange of best practices.
- Positively enhancing of MOST strategy and activities by offering both information dissemination and transparency. To communicate and make visible to the different target groups the achievements of MOST as well as their immediate or potential impact on the process of sharing experience and improving the skills and competences of Belarusian professionals and the capacities of their companies/organisations.

III Development of an updated Brandbook and visibility items

Intended functions: the Brandbook shall provide the graphic design and visibility to be used in connection with all actions and communications for MOST.

During the third phase, in November 2022, a new logo and a brandbook were created.

The current request concerns the development of an updated brandbook (the “Brandbook”) to be used during the project implementation as soon as possible. It will allow to:

- Modernise the graphic design, colors and visibility of MOST, but keep the current logotype and typography,

¹ The objectives that have been set and activities will be implemented in line with the Communications and Visibility Manual for EU external relations (see https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en).

- Use existing materials (cartoons, posters and videos) created outside of the framework of the brandbook.

1. Brandbook

Color palette

Illustrations for the 6 project sectors

Logo adaptation

Key visuals

2. Project presentation flyer

3. Project letterhead, business cards and PPP templates

4. Design for social media: new avatars and headers for social network profiles, templates for info “posters” (Telegram, Instagram, Facebook, YouTube - 20 templates)

5. Covers for videos (10)

6. Website graphics²

7. Visuals for mugs, pen and other “merch” (custom-made advertising products)

8. Covers of progress reports (6-7)

9. Cover, illustration and text design of text/documents (Application Guidelines) for internal and external use (in 3 language versions).

IV What to pay special attention to

1. All sentences, words and mottos in the Brandbook should be created in three languages (English, Russian, Belarusian). Belarusian is the default language.

2. Often, the project logotype appears together with the logotypes of the EU and the Goethe-Institut

3. Brandbook visual materials should be provided in raster (png) and vector (tbd) formats.

² Online hub developer will prepare online hub design in coordination with graphic designer (Brandbook designer)