

TENDER – TERMS OF REFERENCE

YOUNG CITIES: WEB DESIGN AND BRANDING PACKAGE

- **Organisation:** Institute for Strategic Dialogue (ISD)
 - **Contract type:** Tender
 - **Reporting to:** Communications Coordinator, Young Cities
 - **Location:** Preferably London, UK. Other locations acceptable.
 - **Preferred Start Date:** Mid-May 2020, with some limited scope for negotiation
 - **Tender Amount:** £20,000-£25,000 – competitive; based on value for money; slight flexibility.
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About ISD

ISD is a global counter-extremism organisation dedicated to powering solutions to extremism and polarisation. For over 10 years, we have responded to the rising challenge of extremist movements and the ideologies that underpin them, delivering cutting-edge programmes built from world-leading expertise in communications and technology, grassroots networks, knowledge and research, and policy advice.

With teams in London, Beirut, Berlin, Toronto and Washington D.C., ISD enjoys strategic partnerships with the world's leading technology companies and supports more than a dozen governments and institutions, as well as managing global networks of community groups and influencers all of which work to blunt the effects of hate, polarization and extremism.

About Young Cities

Young Cities is a joint effort by the [Youth Civil Activism Network \(YouthCAN\)](#) and one of ISD's other longest running programmes, the [Strong Cities Network \(SCN\)](#), bringing youth voices to city halls across Lebanon, Kenya, Senegal and the Western Balkans. Young Cities works in partnership with both young people and local government to enhance and support youth-led solutions to community challenges such as hate, polarisation, extremism and violence.

Young people have the insights, ability and creativity to affect change on deeply entrenched community challenges. Young Cities supports and amplifies these efforts through local research, capacity-building, seed funding and direct support, giving young people the skills and freedom to develop programming that responds to the needs of their communities.

Simultaneously, Young Cities works with local government to support city-level youth collaboration and to develop more effective policy that champions youth as key partners in resilience building efforts. By working simultaneously with both groups – youth and local government – our youth programme fosters a shared understanding of local youth issues, facilitates new opportunities for cooperation, and ultimately enhances both groups' capacity to tackle community-level challenges of hate and polarisation.

Key Target Audiences

Potential Donors

These are the organisations, institutions, governments (local, national and international) that are both able and willing to fund projects and programmes. Communications with them will seek to make known the impact of Young Cities in effecting social change in its areas of operation, with a special emphasis on youth-empowerment and municipal governance in addressing hate, polarisation and extremism.

National governments

Those working at the highest level of domestic policy-change, and/or are direct gatekeepers for local-level funding, and have an interest in youth-empowerment and youth civic engagement in the context of local governance structures. They present an opportunity for: youth to engage in effective advocacy and policy-change directly which is central to Young Cities' mission; and supporting local-level policy-makers to include youth in decision-making processes through policy development and funding.

Local governments

Those individuals working at the level of municipal or county decision-making, including existing and potential future partners for Young Cities activities. Municipalities are a key partner for Young Cities activities and we work with local-level policy makers and practitioners to develop effective policy that is based on the needs of their young citizens, and champion youth as key partners for matters affecting them. Their values lie in community-level change and engagement, and are motivated to effect these. Specifically, this target audience values youth involvement and engagement in the community, and actively seek to include them in local policy-making.

Civil Society

These are civil society organisations, companies and think tanks working specifically on youth and security issues transnationally. They have an established-trust among other target audiences, have proven-impact in their relevant fields, and present opportunities for partnership or programmatic engagement. They have a great deal of expertise that can further support locally tailored Young Cities engagement, and maximise reach and influence of communications and programmatic deliverables.

Scope of work

Branding is essential for engaging these target audiences, especially when they focus on issues involving youth. The need is therefore to create a dedicated, professional brand and website that is able to effectively capture the attention of the target audiences, as well as to host – in a way that reflects its youth focus - relevant and created content from youth themselves.

The content of the website should reflect this approach to these target audiences. Appealing to national and local governments, professionals in similar sectors and the donor community through: demonstrating impact through statistics and charts that are either interactive or dynamic; representing research and reports in a way that is easily accessible and digestible; hosting video content and contextualising it as part of a wider story.

The brand and website must communicate clearly the link that Young Cities seeks to establish between youth and municipal authorities – how important youth are to local governance, how important municipal authorities are to tackling youth-related issues, and the opportunities that exist for those parties through mutual collaboration.

The website will serve the following functions:

- Sharing **video, audio and image content** as well as dynamic updates from social media and blog posts
- Hosting **reports and publications** from ISD, Strong Cities, YouthCAN and Young Cities
- Communicating clearly with key target audiences, as part of its core message, the value of youth to cities through **motion graphics/animations and statistics**
- Raising the global profile of Young Cities, YouthCAN, SCN and ISD, **using maps and infographics**.
- Contain a password-protected section of the website that enables specific member logins for access to non-public content.
- Have the capacity to be eventually **translated** into multiple languages.

The branding must result in the following key features:

- Minimalist and modern - approachable, accessible and clearly understood
- A brand book containing a range of assets that include, but are not limited to:
 - Logos: appropriate for multiple functions (negatives, transparent backgrounds, with and without text)
 - Fonts: pre-packaged or pre-bought preferable, bespoke design acceptable if efficient
 - Colour palette: minimal colour scheme, with 1-2 accent colours maximum.
 - A full suite of icons: around 20 in total, some of which may be GIFs.
 - A full template suite: PowerPoint, letter heads, reports, briefs etc.
 - Styles for charts and tables
 - Designs for offline material: stand-up banners, flyers, tote-bags, stickers etc.
 - Designs for digital material: photo frames and filters, and video intros
 - Branding guidelines and style guide
- Preference to be given to those brand concepts that think creatively and result in a dynamic and attractive website.

The agency will report to the Young Cities Communications Coordinator, working closely and collaboratively to deliver the website and brand brief over five-six months.

Slight preference will be given to those agencies whose offices are based in London, UK to enable a mix of in-person and remote meetings, although this is certainly not a criterion of exclusion for those outside of London or the UK.

Timing

It is anticipated that the agency will be able to produce most of the deliverables outlined below, resulting in a functioning and publishable website, before the 15th September 2020.

Following this, a four to six-week finalisation of the website, uploading further content, will take place. The full contract term will therefore exist across a six-month time frame, beginning between the middle or end of April 2020 and ending at the middle or end of October 2020.

Deliverables	Approximate Deadline	Milestones
1. Collaboration, understanding and strategy	End May 2020	<ul style="list-style-type: none"> • Clear understanding of goals, purpose, target audience and content • Desk research on similar brands and websites as well as target audiences • Comprehensive strategy for implementation within contract period
2. Website and branding design plan	June 2020	<ul style="list-style-type: none"> • Wireframe outline/sitemap and branding concept finalised • IT technicalities (security, SEO, speed) settled
3. Development of website and core branding	July-August 2020	<ul style="list-style-type: none"> • Web-development, including hosting, coding, back-end and site structure/page layout finalised • Core brand package including fonts, colour palettes, logos and icons complete
4. Upload of content, additional brand development and initial publishing	September 2020	<ul style="list-style-type: none"> • Upload of video, audio, image, report and text with copy and visual editing • Development of non-core branding (GIFs, templates, styles, offline material, digital designs etc.) • Final edits and publishing of workable website by 15th September 2020
5. Final delivery of website and branding style-guide	October 2020	<ul style="list-style-type: none"> • Website delivered and launched • Branding guidelines and style guide prepared • Training & website functionality overview/manual produced and given to Young Cities Coordinator • Full copy-right handover.

Selection Criteria

We seek an experienced, proactive and creative website design and branding agency to work in collaboration with the Young Cities Communications Coordinator to ensure the website and branding is completed on-schedule, on-budget and on-brief.

Essential

- Legally registered website design or branding agency.
- Relevant capacities in UX/UI, graphic design, website development and branding.
- High levels of organisational experience across programming languages and web-hosting services.
- Experience in SEO theory and practice and web analytics.

Desirable

- Extensive portfolio of similar branding and web-design projects focusing on creative approaches to similar target audiences
- Experience in training or imparting knowledge regarding web-design and maintenance after handover.
- Familiarity with working on non-profit sector branding or web design, with a special emphasis on youth, peace or security.

Application process

To apply, please submit the following:

- One-page brief outlining a high-level development concept for branding ideas (logos, colour palette, font) and web design (functionality, structure and ergonomics), along with reasoning.
- Portfolio demonstrating agency's previous experience and capacities in web design, branding and/or UX/UI using examples.
- CV(s) of the staff involved, and brief methodology/strategy for meeting the deliverables in this TOR (Word or Excel preferred).

Proposals must be submitted via email to tenders@isdglobal.org by **18.00 UK time on Monday 4th May 2020**. Subject of the email must be **Young Cities Website/branding tender**. Shortlisted applicants will be contacted within two weeks from the deadline's closure to conduct a short interview before final selection the week after.

For any questions please contact tenders@isdglobal.org.

ISD reserves the right to interview and appoint applicants prior to the closing date of this vacancy.