



**GLOBAL
RIGHTS
ALERT**

CALL FOR CONSULTANCY SERVICES

Global Rights Alert (GRA) is seeking a highly motivated and qualified resource person for the following:

1. Develop a Brand Guide and Manual

Type of contract: External Collaboration Contract

Submission Deadline: **April 20, 2024**

Duration: One Month

Background

Global Rights Alert Initiatives Ltd (GRA), a reputable civil society organization committed to upholding and promoting human and community resource rights, is seeking expressions of interest from qualified and experienced service providers for the development of our Brand Guide and Manual.

Scope of Work

The selected service provider will be responsible for:

- ❖ Conducting a comprehensive brand assessment to understand GRA's mission, values, and target audience.
- ❖ Developing a detailed Brand Guide and Manual that includes guidelines for logo usage, colour palette, typography, and visual elements.
- ❖ Creating a set of templates for various communication materials (letterheads, business cards, presentations, etc.) ensuring consistent branding across all platforms.
- ❖ Providing recommendations on brand positioning and messaging strategies to enhance GRA's visibility and impact.

- ❖ Conducting a training session for GRA staff on the proper implementation of the brand guidelines.

Qualifications:

Interested firms or individuals should possess the following qualifications:

- ❖ Proven experience in developing brand guides and manuals for non-profit organisations or similar entities.
- ❖ Demonstrated expertise in conducting brand assessments and providing strategic recommendations.
- ❖ Strong portfolio showcasing successful branding projects.
- ❖ Excellent communication and training skills.
- ❖ Knowledge of the human rights and social justice sector is an advantage.
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Submission Requirements:

Interested parties should submit the following documents:

- ❖ A detailed expression of interest outlining relevant experience and qualifications.
- ❖ A proposed methodology and timeline for completing the project.
- ❖ A comprehensive portfolio of previous branding projects.
- ❖ A detailed budget proposal, including all costs associated with the project.

All submissions should be sent electronically to procurement@globalrightsalert.org with the subject line "Expression of Interest: Brand Guide Development - [Your Company Name]."

Late submissions will not be considered.

GRA reserves the right to reject any or all expressions of interest. Shortlisted candidates may be invited for an interview.

Thank you for your interest in contributing to Making Natural Resources Equitably Benefit the People.