

Terms of Reference (ToR)

New Branding and templates for CEMR

Date of publication on the CEMR website:
28 JANUARY 2025
Deadline for submissions
05 FEBRUARY 2025
To be sent to: communications@ccre-cemr.org
Subject: "CEMR branding"

1. About CEMR:

- The **Council of European Municipalities and Regions (CEMR)** is the first and most comprehensive European association of local and regional governments. Established in 1951, CEMR empowers cities, municipalities, and rural areas to address global challenges, foster sustainable transitions, and engage communities in achieving collective goals.
- For more information: <https://ccre-cemr.org/who-we-are>

2. About the task:

- CEMR seeks to partner with a professional and certified branding or design agency to support the creation of templates and guidelines that strengthen CEMR's visual identity and streamline internal and external communications.
- The goal is to design templates for various purposes and platforms while ensuring coherence, professionalism, and usability across the organisation. The agency must work collaboratively with CEMR to produce high-quality deliverables and materials.

3. Expected results:

The selected agency will develop the following templates and guidelines within specified timelines:

- i. Templates for Presentations (March)
 - a. Branded presentation templates for internal and external use.
- ii. Position Paper Templates (March)
 - a. Custom templates for drafting official position papers.
- iii. Generic Word Document Templates (March)
 - a. Clear indications and examples for tables, typography, colours, bullet points, logos, annexes, title levels...
 - b. Two versions: one for CEMR and one for PLATFORMA.

- iv. Templates for Statutory Documents (April)
 - a. Speaker nametags for the CEMR Leaders' Summit.
 - b. Draft agenda template for Leaders' Summit events.
- v. Letter Templates (April)
 - a. Templates for official circular emails sent by the CEMR Secretary General to members.
 - b. Templates for official letters/emails to specific groups (e.g., SGDs, PC members, UCLG European Section).
 - c. Generic templates for official correspondence.
- vi. Email Signatures (April)
 - a. Two versions: one for CEMR and one for PLATFORMA.
- vii. Social Media Templates (May)
 - a. Instagram stories and galleries.
 - b. Posts on X (formerly Twitter) and Bluesky.
 - c. YouTube thumbnails.
 - d. Templates for key ideas from studies, reports, or policy papers.
- viii. Video Elements and Guidelines on: (May)
 - a. Opening and closing slides.
 - b. Chyrons for speakers' names and titles.
 - c. Guidelines about the main style for videos.
- ix. Basic Style Guide for Studies (June)
 - a. A style guide adaptable to different study topics.

Templates should be done in CANVA!

4. Steps:

The contractor will:

- Engage with CEMR staff to refine objectives, processes, and expectations.
- Deliver templates for the outlined categories by their respective deadlines.
- Provide clear, user-friendly guidelines for each template.
- Offer up to three rounds of revisions for each deliverable to ensure alignment with CEMR's vision.

All deliverables must adhere to high-quality standards in design and functionality.

5. Technical specifications:

Languages: All templates and guidelines must be in English and in French.

Format: Deliverables should be submitted electronically in editable formats (e.g., MS Word, PowerPoint, Adobe Suite formats).

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Communication: Regular updates on progress are required, with milestones clearly defined and shared.

6. Expertise required:

The selected contractor should have:

- Proven experience in branding and template creation for organisations.
- Proficiency in graphic design and relevant software (Adobe Creative Suite, Microsoft Office, etc.).
- Strong communication skills to collaborate effectively.
- An understanding of institutional communication and visual identity requirements.

7. Application:

Interested agencies or individuals must submit the following:

1. A portfolio showcasing relevant experience and previous work.
2. A detailed proposal outlining the approach, methodology, and timeline.
3. A cost estimate (VAT excluded).
4. References from past clients.
5. Legal and tax registration documents.

8. Application Process:

Proposals should be clearly structured and demonstrate how the applicant meets the selection criteria. All bids must be submitted by **05 February 2024** via email to communications@ccre-cemr.org.

9. Selection criteria:

Proposals will be evaluated based on:

- Alignment with CEMR's requirements and vision.
- Quality and creativity of past work.
- Cost-effectiveness and sustainability.
- Adherence to timelines and deliverables.

10. Price:

The total budget for this assignment is €9.000 (VAT excluded), covering all costs, fees, and deliverables.

CEMR is committed to equality, diversity, and inclusion.

Contact point:

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