

Call for proposals: Graphic designer

About CEMR

The Council of European Municipalities and Regions is Europe's first and broadest association of Local and Regional Governments. We are unique, being the only organisation that encompasses 60 national associations of Local and Regional Governments spanning 41 European countries. Through them, we bring together more than 110,000 governments across all tiers of governance – local, intermediate, and regional. Additionally, as the European section of the global organisation United Cities and Local Governments (UCLG), we champion European Local and Regional Governments on the world stage.

About the task

CEMR is seeking a graphic designer to develop the visual identity and branding concept for the CEMR Congress, which will take place in Cluj-Napoca (Romania) from 9 to 11 June 2027.

The selected designer will be responsible for proposing and subsequently designing the various branding elements associated with the Congress. The selected designer will also liaise with production providers to ensure the accurate and consistent delivery of all branded materials.

Throughout the process, the designer will work closely and collaboratively with CEMR's Communications Team to ensure that all outputs align with the organisation's objectives and visual identity.

Deliverables

The selected graphic designer will develop the following deliverables in the designated timeline:

Conceptualisation of the event visual identity and development of basic brand guidelines (November 2026)

Based on a briefing provided by CEMR, the graphic designer will create the visual identity and branding concept for the CEMR Congress. This visual identity will serve as the foundation for the design and production of all Congress branding materials and communication assets. The designer will also prepare a concise set of brand guidelines to ensure consistency across all applications.

Design and print of a presentation brochure (Week 5 October 2026)

Design and print of a promotional brochure (A5 or similar format) presenting and promoting the Congress. As the event branding will not yet have been finalised, the brochure should provide an initial visual direction and the creative approach without requiring a fully developed identity.

Convert the information of the presentation brochure into digital elements: digital save the date, GIFs and presentation slide (Canva) (Week 5 October 2026)

Design of email signatures (November 2026)

Design of the Congress programme and daily agendas (January to June 2027)

Design of digital assets (January to June 2027)

Design of digital assets, including website headers, social media templates and other online communication materials.

Design of a visual branding element for the main entrance of the venue (February 2027)

Main stage branding concept and design and secondary stage branding concept and design (March 2027)

Conceptualisation and design of stage branding elements, including backdrops, podium visuals and other stage-related applications.

Design of branded seating elements such as cardboard benches (February 2027)

Design of presentation slide templates for Congress sessions (February to June 2027)

Design of 4 branded cardboard furniture elements for selected areas of the Congress venue (March 2027)

Design of approximately 15 branded wall panels (March 2027)

Design of approximately 10 branded cubes (March 2027)

Design of floor branding such as carpets (March 2027)

Design of up to 10 hashtag installations (March 2027)

Design of a Congress giveaway item (March 2027)

Design of a press corner backdrop (April 2027)

Design of Congress signage and wayfinding materials (April 2027)

Design of tabletop items and participation materials (April 2027)

Design of the Congress accreditation materials (April to June 2027)

The selected contractor will also be responsible for liaising with suppliers and production companies based in Cluj-Napoca to ensure the correct execution of the designs.

Expertise required

The selected contractor must have:

- Proven experience in developing branding materials for conferences and congresses, preferably for organisations comparable to CEMR.
- Proven experience in liaising with suppliers and producers responsible for delivering materials similar to those covered by this call for proposals.
- Strong expertise in graphic design.
- Excellent communication skills, enabling effective collaboration with CEMR's communications team.
- Detail-oriented working style and a creative mindset to deliver high-quality results.
- Solid understanding of institutional communication standards and visual identity requirements.

Submission process

Interested design agencies or individuals must submit the following documentation compiled into a single PDF file:

- A portfolio showcasing relevant experience and previous work.
- A detailed proposal outlining the estimated cost (VAT excluded).
- References from previous clients.
- Legal and tax registration documents.

Proposals must be submitted by email to **communications@ccre-cemr.org** no later than **20 September 2026, 23:59 (CEST)**. Proposals received after this deadline will not be considered.

Selection criteria

Proposals will be evaluated through a selection committee based on:

- Alignment with CEMR's needs.
- Quality and creativity of past works.
- Cost-effectiveness and sustainability.
- Adherence to timelines and deliverables.

Budget

The maximum budget available for this work is €12.000 (excluding VAT), covering all costs, fees, and deliverables.