



The International Lesbian, Gay, Bisexual, Trans and Intersex Association

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**Invitation to bid for consultancy services  
for the development of ILGA's new visual identity**

The Executive Board of ILGA invites bids from consultants to develop and produce ILGA's new visual identity.

**Specification**

The call refers to the visual identity of ILGA as the global organisation, and it is not specific to its different regions. Please see *Terms of Reference* to learn more about the brief, concept guidelines and required deliverables.

**Time plan**

The project to be developed will be selected in early July 2018.

ILGA's new visual identity should be then finalised by early November 2018, when it will be adopted by the ILGA Executive Board.

The new visual identity will be launched during the ILGA World Conference in Aotearoa/New Zealand between 18 and 22 March 2019.

**Bid**

The bid should contain

- a proposal for a style guide for ILGA – including a new logo, typefaces, colour palettes and their possible applications
- a description of your vision for the new visual identity of ILGA
- your curriculum vitae
- an online portfolio of your most relevant design works

Both freelance designers and agencies are encouraged to apply.

**Deadline**

The deadline for submitting the bid is 24 June 2018, 11:59 PM Central European Summer Time.

**Submission of bids**

Bids are to be submitted by e-mail to Daniele Paletta of the ILGA Media and Communications department, at [media@ilga.org](mailto:media@ilga.org). Please write "ILGA visual identity" in the subject line of the email. Any questions can be directed by e-mail to [media@ilga.org](mailto:media@ilga.org).



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### **Terms of Reference for the development of ILGA's new visual identity**

#### **1. Background**

ILGA - the International Lesbian, Gay, Bisexual, Transgender and Intersex Association - is an international non-profit organisation established in Switzerland. It was founded in 1978, and has more than 1,300 members from all continents. The organisation will turn 40 years old in 2018. Celebrations of this anniversary will begin in August 2018 and culminate at the next ILGA World Conference, taking place in Aotearoa/New Zealand from 18-22 March 2019. This is when the new visual identity of ILGA will be launched.

#### **The history of ILGA**

An overview of the history of the organisation can be accessed [here](#).

#### **Vision**

ILGA's vision is of a world where the human rights of all are respected and where everyone can live in equality and freedom; a world where global justice and equity are assured and established regardless of the people's sexual orientations, gender identities, gender expressions and sex.

#### **Mission**

ILGA's mission is to

*act* as a leading organisation and a global voice for the rights of those who face discrimination on the grounds of sexual orientation, gender identity and/or gender expression and sex (intersex).

*work* towards achieving equality, freedom and justice for lesbian, gay, bisexual, trans and intersex people through advocacy, collaborative actions, and by educating and informing relevant international and regional institutions as well as governments, media and civil society.

*empower* our members and other human rights organisations in promoting and protecting human rights, irrespective of people's sexual orientation, gender identity and/or gender expression and sex (intersex) and to facilitate cooperation and solidarity among ILGA regions and members.

*promote* the diversity and strengths of LGBTI people around the world.

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### **What we do**

Our work is guided by the rules set forth in our [Constitution](#) and [Standing Orders](#).

We *represent* LGBTI communities and movements within the United Nations and other international organisations. ILGA speaks at and conducts advocacy in international fora together with, and on behalf of, its more than 1,350 member organisations from 141 countries worldwide, based in ILGA's six regions.

We *support* our members and other organisations in promoting and protecting human rights.

We *raise awareness* and inform institutions, government, media and civil society through advocacy and research.

We are operating according to our [2014-2018 Strategic Plan](#).

A new strategic plan for the years ahead is currently being developed, and the report including recommendations for the new document – expected to be ready by September 2018 - is likely to inform also the final part of the work on the new ILGA visual identity.

### **Our structure**

The [Executive Board](#) is ILGA's main governing body.

ILGA's current Executive Board is composed of 18 members:

Two Secretaries-General

One representative from the organisations elected as ILGA's Intersex secretariat

One representative from the organisations elected as ILGA's Trans secretariat

One representative from the organisations elected as ILGA's Women's secretariat

One representative from the organisations elected as ILGA's Bisexual secretariat

Two representatives from each of ILGA's six regions elected at regional/world conferences

The [regions](#) of ILGA are:

Pan Africa ILGA

ILGA Asia

ILGA-Europe

ILGALAC (Latin America and the Caribbean)

ILGA North America

ILGA Oceania

Regional organisations are formed by ILGA [member organisations](#) within each region.

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### **2. The assignment**

The assignment is to produce for the ILGA Board a proposal for a style guide for ILGA as a global organisation.

The present call is not specific to the different regions of ILGA. However, the proposals received should take into account that ILGA regions may want to adopt the new ILGA visual identity, and adapt it according to their specific needs.

### **3. Plan outline**

The following areas as a minimum shall be included in the proposal for the style guide: a new logo, typefaces, colour palettes and examples of the aforementioned elements' possible applications. Indications on how to use these elements (dos and don'ts) should be included, too.

Applications may include, but are not limited to: business cards, compliment cards, envelopes in various sizes, letterhead, folders, posters, newsletter templates, on-site display and roll-ups, template for presentations in PowerPoint or similar programmes, email signatures, branded graphics for social media, buttons and pins, t-shirts, cups, tote bags, stickers and more.

### **4. Overview of the current visual identity**

As a global organisation, ILGA has a logo but no defined and comprehensive guidelines for its visual outputs. A first attempt to give it a higher visual consistency in terms of typefaces and colour palettes was made as the [ilga.org](http://ilga.org) website was renewed in November 2017.

The current *logotype* is in black, with a sphere representing the globe and “ilga” standing below it. Colour variations (mainly in white) have been adopted, especially for social media content.

The *typefaces* currently in use are Arial (on the website) and various fonts (mostly Aleo) when producing social media content.

The *main colours* in use on the website are a light grey (HTML code: #777777) for most text, a light purple (#7b3f95) and green (#a5c728) for boxes. Typefaces and colours, however, have not been kept consistent throughout our publications.

Each region of ILGA has its own logo and produces distinct visual outputs for its events and publications.



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### 5. Guidelines for the concept leading to the new visual identity

The focus should be on the fact that ILGA is an international organisation for human rights and a global voice **for (and led by) its members, LGBTI persons** who come from every part of the world.

The concept behind our visual identity should convey this sense of ILGA being **a global voice**, established through 40 years of representing communities from all over the world in international fora.

ILGA also represents **diverse** communities, and it is committed to address the **intersectionalities** of our identities.

It is a **hub of excellence for research and training on LGBTI issues** worldwide, aiming to empower advocates from around the world in bringing about change.

While the main working language at ILGA is English, the official languages of the organisation are both **English and Spanish**. Any proposal for the style guide and its elements should take that into account.

[Our Constitution, Strategic Plan and Standing Orders](#) will provide for further guidance in highlighting concepts that can contribute to shaping our new visual identity.

As much as we are looking for a new visual identity only for ILGA as a global organisation, and not for its regions, the proposals that we will receive should take into account that regions may want to adopt the new ILGA visual identity, and adapt it according to their specific needs.

### 6. Performance of the assignment

The person responsible for the assignment shall be a freelance consultant whose services will be provided to ILGA. The consultant shall have the support of contact persons at ILGA.

The ideal consultant would have proven experience in creating visual identities for non-profits, international organisations or companies in the private sector, as well as an interest in the human rights of LGBTI communities.

In order to increase representation of people among LGBTI communities in our work, we especially encourage women; trans, gender-diverse and intersex persons; people of colour; D/deaf and disabled people to apply. We encourage bidders to mention their background



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and experiences in their application, and we guarantee that all information will be held confidentially.

### 7. Evaluation criteria

The bids will be evaluated according the following criteria:

- quality of response: comprehensiveness of the proposed visual identity; adaptability of the proposed visual identity to both official ILGA languages, and to the needs of the various ILGA regions; compliance with the provided guidelines (see *Guidelines for the concept leading to the new visual identity*).

- value-for-money approach: bids that provide the best overall value for money - taking into account quality, cost, and compliance with the provided guidelines - will be preferred over unbalanced or abnormally low bids.

### 8. Method and time schedule

Bidders will send their bids by the deadline on 24 June 2018, 11:59 PM Central European Summer Time.

The bid should contain

- a proposal for a style guide for ILGA – including a new logo, typefaces, colour palettes and their possible applications (see Plan Outline for further details)
- a description of the bidder's vision for the new visual identity of ILGA
- the bidder's curriculum vitae
- an online portfolio of the bidder's most relevant design works

Bids are to be submitted by e-mail to Daniele Paletta of the ILGA Media and Communications department, at [media@ilga.org](mailto:media@ilga.org). Please write "ILGA visual identity" in the subject line of the email. Any questions can be directed by e-mail to [media@ilga.org](mailto:media@ilga.org).

Both freelance designers and agencies are encouraged to apply.

Please consider that we will not be in the position to offer any compensation for any of the work included in the bid that will not be selected.

The successful bidder (consultant) will be contacted by 15 July 2018. If you will not receive a reply by that deadline, it means that unfortunately your bid has not been selected.



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### **9. Contacts with ILGA and delivery of materials**

Once appointed, the consultant will liaise closely with the ILGA Media and Communication Department to review all the deliverables.

ILGA reserves the right to ask for changes to the proposal in the successful bid. The consultant will be expected to conduct no less than two round of reviews on each deliverable, especially by September 2018 as the report including recommendations for the new ILGA strategic plan will be ready.

#### **9.1 Contacts with ILGA**

In order to ensure that the proposal in the successful bid constitutes a good basis for improvement to the greatest extent possible, the following contacts are the minimum expected to take place between the consultant and ILGA:

- when the bid has been approved, a first discussion shall happen on the possible changes that could be applied to the project (estimated time: July 2018)
- when the report including recommendations for the new ILGA strategic plan will be ready, a further analysis of possible changes will be implemented (estimated time: late September 2018)
- the consultant is expected to make a final presentation at the November board meeting. This could be done by telephone or internet, if a physical presentation to the board is not possible.

#### **9.2 Delivery of materials, adoption and launch date**

Every deliverable, artwork and its source digital files forming the new visual identity of ILGA shall be ready and delivered in electronic form to the organisation by 31 October 2018.

The new visual identity of ILGA will be adopted by the Executive Board by November 2018, and will be officially launched between 18 and 22 March 2019 during the ILGA World Conference. The consultant will be asked not to disclose any detail of the visual identity they created, in any form or through any channel, until the date of the launch.

### **10. Other aspects**

At the request of ILGA, the consultant shall make themselves available for discussions on the ongoing project. The tender may be rejected and the contract cancelled in case of any



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illegal or corrupt practices are found to have been connected with the award or the execution of the contract.

### **11. Specification of requirements**

Bidders shall specify the leader of the assignment.

Bidders shall specify the total cost of the assignment, in the form of an hourly fee for each category of personnel and any other reimbursable costs. A weekly fee for each category of personnel and any other reimbursable costs. All types of costs shall be given in CHF, excluding VAT.

### **12. Resources**

The maximum budget amount available for the assignment is **CHF 6,000**, including any travel costs that may arise.

### **13. Property of materials and future usage and intellectual property rights**

#### **13.1 Bidders**

Bidders have the right to show any artwork, ideas, sketches created for this bid in a portfolio as examples of client work only after 15 July 2018, as the selection process is officially closed.

All preparation materials, sketches, visuals, including the electronic files used to create the project remain the property of the consultant.

#### **13.2 Selected consultant**

The aforementioned conditions do not apply to the consultant whose proposal will be selected, who will be asked not to disclose any detail of the visual identity they created, in any form or through any channel, until the date of the launch (18-22 March 2019).

All preparation materials, sketches, visuals, including the electronic files used to create the project, and all its updates leading to the final and adopted version of the ILGA visual identity will become the property of ILGA.

Any and all intellectual property that the consultant will have produced, including works of authorship, ideas, designs, concepts, plans, programs or applications, within the performance of the project, is and shall remain ILGA sole property during and after the performance of the project. All works of authorship, ideas, and designs (including all improvements) conceived and related to the project, shall be disclosed in writing promptly to ILGA and shall be ILGA sole and exclusive property. The consultant shall cooperate with

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ILGA and its attorneys in the preparation of copyright or design applications, where applicable, for such developments and hereby assigns all such works of authorship, ideas and designs to ILGA. The decision to file for copyright or design protection shall be ILGA sole discretion, and the consultant shall be bound by such decision.

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