

## **TERMS OF REFERENCE**

### **DESIGN AGENCY FOR BRAND IDENTITY GUIDE DEVELOPMENT**

#### **INTRODUCTION**

Fairtrade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organisations certified against international Fairtrade standards producing traditional export commodities such as coffee, flowers, cocoa, bananas, mango and non-traditional commodities including shea butter and rooibos tea. The organisation represents over 1 million producers across 33 countries in Africa to promote fair trade in the global value chain system.

Fairtrade Africa producers are certified for traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea.

#### ***Our Vision***

A world in which producers in developing countries can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

#### ***Our Mission***

- To support our members to strengthen their organizations in line with Fairtrade standards.
- To improve and increase our members' ability to access Fairtrade markets.
- To empower our members to advocate for their interests and take active ownership of the global fair-trade system.

#### **WHAT WE DO**

Our Strategic Plan 2016-2020 provides a comprehensive long-term outline towards achieving our commitment to smallholder farmers, workers and artisanal miners. By working within the Fairtrade system and with strategic partnerships through country and producer networks, we will deliver on the following:

1. Deliver relevant valued services to Fairtrade smallholders and workers.
2. Build, secure and sustain access to market for our members.

3. Advocacy.
4. Build a strong, settled producer network as part of a global system

## SCOPE OF WORK

In order to achieve our strategic objective, FTA seeks to engage the services of a Design Agency to develop corporate identity FTA through creation of a brand identity guide that translates our mission, vision into design, but also adds as a guide to give information of how to communicate the FTA brand.

### *Tasks*

The specific tasks to be carried out are:

1. Undertake a review of the existing publications and branded material.
2. Hold consultation meeting with the Senior Leadership Team(SLT) to seek their views.
3. Design and develop a visual identity design and guideline.
4. Present to the SLT and incorporate comments and finalise the branding.
5. Presentation of the final Brand Identity Manual to the Senior Leadership Team.

### *Outputs*

1. Brand Identity Manual

## DURATION OF THE ASSIGNMENT

The consultant is expected to complete the assignment in 3 months from the date of issuance of an LPO.

## QUALIFICATION OF THE CONSULTANT

FTA is looking for a firm with demonstrated experience in corporate branding to undertake this assignment.

Your proposal should indicate:-

1. Company profile
2. A detailed work plan, including timeframes
3. Sample of previous Brand Identity Guides developed
4. A financial quotation bases on the terms of reference above

## HOW TO APPLY

Interested consultant(s) are/is requested to submit their technical & financial proposals outlining relevant qualifications, experience, a breakdown on proposed budget and contact details of three professional referees to [recruitments@fairtradeafrica.net](mailto:recruitments@fairtradeafrica.net) by 2<sup>nd</sup> October 2018. The email subject must read **FTA Brand Identity Guide**". Successful consultancy firm(s) should be available to commence the assignment immediately.