

# WORKING TOGETHER TO END INEQUALITIES



## **Description of services (Annex 1)**

### **Negotiated award**

#### **"AIDS Action Europe Visual Identity Relaunch"**

**Berlin 28 March 2024**

*The bilingual network AIDS Action Europe (AAE) is looking for a designer to develop its new visual identity and branding. This includes developing a color palette, logo, fonts, and templates for documents, presentations, and newsletters for the period of 01 May 2024 -30 June 2024.*

### **Background of AIDS Action Europe**

AIDS Action Europe (AAE) is a network of more than 370 NGOs, HIV-service organisations, activists and community-based groups of people living with and/or affected by HIV, AIDS, TB, and viral hepatitis as well as other key populations across 53 countries in Europe and Central Asia. The office is located in the host organization premises, Deutsche Aidshilfe, in Berlin.

AAE vision is that equally across Europe and Central Asia, people living with, affected by and vulnerable to the life-threatening and chronic infections of HIV/AIDS, TB and viral hepatitis, lead as fulfilled and productive lives as possible, free from stigma, discrimination and persecution, and access the necessary prevention, treatment, care and support.

AAE mission is to strengthen civil society to work towards a more effective response to the HIV/AIDS, TB and viral hepatitis epidemics in Europe and Central Asia. We are striving for the best standards of human rights protection and universal access to prevention, treatment, care and support, tackling health inequalities and focusing on key affected populations.

Framed by our mission, vision, guiding principles and core values, AAE's general goal in Europe and Central Asia is to strengthen civil society's contribution to a more effective response to the HIV, TB and viral hepatitis epidemics.



## The list of tasks

1. Design of visual identity (logo, color palette, fonts) (to be finished by **25 June 2024**) – explained in detail below
2. Development of the templates for presentations, documents, and certificates (to be finished by **30 June 2024**) – explained in detail below
3. Development of the template for newsletters (to be finished by **30 June 2024**)– explained in detail below

The maximum price amount for all the tasks should not exceed €6000 including VAT

### 1. Redesign of visual identity (logo, colour palette, fonts)

The task is intended to be finished by 25 June 2024. The Logo will be the main visual element to represent AIDS Action Europe. The logo and standardized color palette will be used in:

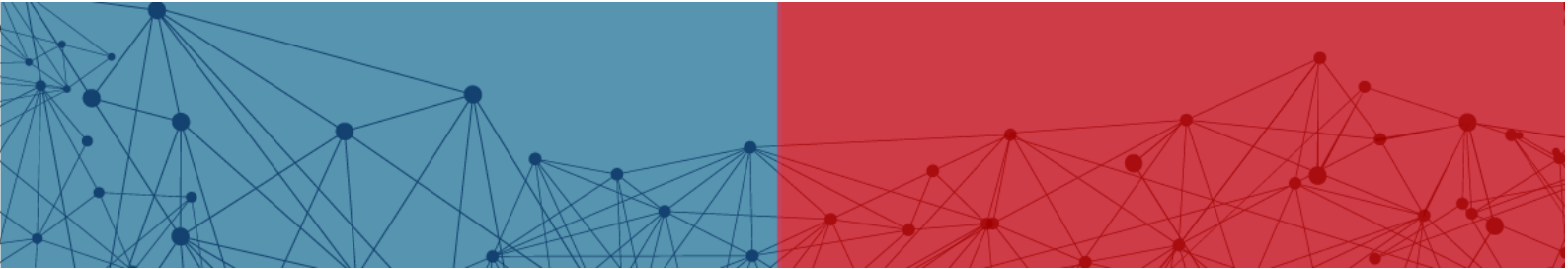
- Website
- Newsletters
- Social Media
- Presentations
- Reports
- Printed materials
- Merchandise

The relaunch of the AAE visual identity commemorates the network's 20-year anniversary. The logo and color palette shall be complimentary (not similar) to the current AIDS Action Europe [Strategic Plan 2022-2026 – Working Together to End Inequalities](#). AAE would not like for the logo to contain drawings of humans, or corporate style visuals.

### 2. Development of templates for presentations and documents

The deadline for development of templates for presentations and documents is 30 June 2024. The necessary templates:

- PowerPoint
- Word Document (versions for agendas, reports, certificates)



### **3. Development of the template for newsletters**

The deadline for the development of template for the newsletters is 30 June 2024. AIDS Action Europe newsletters are built on the platform Mail Chimp. The designer will be given the necessary access to design a template for the newsletter on this platform.