



Request for Expression of Interest
(Consulting Services – Individual Consultant)

Country: Ethiopia

Name of Project: Eastern Africa Regional Statistics Program for Results

Grant No: P176371

Assignment Title: Consulting Service for Design of Visual Identity of the African Union Institute for Statistics (STATAFRIC)

Reference No. AUC-339241-CS-INDV

The African Union Commission (AUC) has received financing from the World Bank toward the cost of Eastern Africa Regional Statistics Program for Results Project, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include Consulting Service for Design of Visual Identity of the African Union Institute for Statistics (STATAFRIC). The individual designer shall be responsible for the following tasks:

- Developing a visual identity that reflects STATAFRIC's mandate, core functions, and vision
- Creating a unique and attractive logo that can be used in various media, including online and print
- Developing a color palette, typography, and graphic elements that will be used consistently in all STATAFRIC's materials (both online and offline)
- Applying the visual identity to other materials, including banners, posters, brochures, and other promotional materials

The African Union now invites eligible individuals (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria for selecting the Consultant are:

- The designer's experience and qualifications
- The quality of the designer's portfolio
- The designer's approach to the project

The attention of interested Consultants is drawn to paragraph 3.14 – 3.17 of the World Bank’s *Procurement Regulations for IPF Borrowers - Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services, dated July 2016 and revised Nov. 2020*. (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant selection method set out in the Procurement Regulations.



The detailed Terms of Reference for the Individual Consultants are attached to this request for expressions of interest.

Further information can be obtained at the address below during office hours *i.e. 0900 to 1700 hours*.

Expression of interest including portfolios (PDF booklet and/or behance link), CVs, at least 3 reference contacts, and a detailed description of the designer's approach to the project, must be delivered in a written form at the address below (in person, or by e-mail by 15:00 Hours Local Time **no later than 11 September, 2023**).

African Union Commission,
Attn: Head of Supply Chain Management Division
Building C, 3rd Floor,
P.O Box 3243, Roosevelt Street
Addis Ababa, Ethiopia
Tel: +251 (0) 11 551 7700 – Ext 4305
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TERMS OF REFERENCE

DESIGN OF VISUAL IDENTITY OF THE AFRICAN UNION INSTITUTE FOR STATISTICS (STATAFRIC)

1. Background:

The African Union Institute for Statistics, known as STATAFRIC, was created in January 2013 by the African Union Summit of Heads of States and Governments held in Addis Ababa, Ethiopia, and headquartered in Tunis, Tunisia.

Its strategic vision is to be the Centre of Reference for the production of quality statistics on Africa. Its mission is to provide comparable, reliable, and updated statistics at the opportune time, and to regularly support the African integration program based on proofs of decisions in order to fully realize the vision of the African Union.

As the production of the official statistics of the continent is the exclusive preserve of the national statistical authorities, in the same vein, the continental sovereignty to harmonize and produce official statistics for the entire continent falls within the purview of STATAFRIC which works in collaboration with African Union Member States, Regional Economic Communities (RECs) and Development Partners for the implementation of the African Charter on Statistics and the revised Strategy for the Harmonization of Statistics in Africa (SHaSA 2).

STATAFRIC is tasked with coordinating and regulating the African Statistical System (AfSS), making it speak one voice, with a common statistical language by ensuring the harmonization of statistical concepts, methods, structures, and norms for the whole continent in line with the international standards.

The African Union Institute for Statistics (STATAFRIC) is seeking the services of a qualified and experienced individual designer to create a visual identity that reflects its mandate and core functions.

2. Objectives

The objective of this consultancy is to engage the services of a qualified individual designer to develop a visual identity for STATAFRIC, a brand kit and other deliverables detailed herein.

The visual identity should be in line with STATAFRIC's mandate, core functions, and vision, and in harmony with the African Union's Branding Guidelines, to be communicated to the selected candidate.

3. Scope of Work:

The individual designer shall be responsible for the following tasks:

- Developing a visual identity that reflects STATAFRIC's mandate, core functions, and vision



- Creating a unique and attractive logo that can be used in various media, including online and print
- Developing a color palette, typography, and graphic elements that will be used consistently in all STATAFRIC's materials (both online and offline)
- Applying the visual identity to other materials, including banners, posters, brochures, and other promotional materials

4. Target audience:

- African Union (Heads of States, Executive Council, AU ministers, PRC, AUC, Pan African Parliament, AU Organs, Representatives of Subcommittees, Regional and Specialized Technical Offices etc.)
- African Statistical System (AfSS)
- Regional Economic Communities (RECs)
- National Statistics Offices and National Statistics Systems (NSO/NSS)
- Statisticians and planners
- Strategy consulting firms
- Individual consultants
- Private sector representatives such as trade associations
- Civil Society Organizations
- Researchers, Academics, economists and demographers
- Medias
- Students majoring in statistics and socio-economic studies
- Other stakeholders

5. Key messages:

Brand messaging is the set of practices that define how STATAFRIC will deliver its value proposition and communicate its values, mandate, role and activities.

Based on the tone of voice, language, and core message, STATAFRIC defines a specific way to convey its ideas to its target audience, and has crafted the following key messages as part of its communication plan:

- STATAFRIC, your primary source to African statistics
- STATAFRIC helps you make informed business decisions
- STATAFRIC, your one-stop-shop to official African statistics
- STATAFRIC coordinates and regulates the African Statistical System
- STATAFRIC develops and promotes standards for effective production of statistics in Africa, in line with international standards



- STATAFRIC promotes the production of harmonized, quality and relevant official statistics of the African Union

6. Deliverables:

- 3 draft logos with the tagline and visual concepts (mockups): including but not limited to B/W version, negative version, logo usage, at least 2 logo variations, incorrect uses, size (minimum and maximum), and clearance space
- Brand kit: detailing the color palette, chromatic harmony, typography. The deliverable should be in PDF, and in line with the African Union branding guidelines and Communication Style Guide
- Design of elements for digital use: staff email masthead, social media banners (Facebook, LinkedIn, Twitter, YouTube), 1 website banner, 1 Zoom/Teams background, 1 Power Point presentation template, screensaver, digital signage, 3 project co-branded banners and flyers
- Design of elements for printing: 3 roll-ups (translated in 5 languages), 1 press wall, 2 press release/media advisory template, staff business cards, pens, envelopes, 1 office outdoor banner, 3 tri-fold brochures (1 on STATAFRIC, 1 on SHaSA 2, 1 on the African Charter on Statistics), 1 document holder, staff badge template, mug, tote bag, computer sticker, notebook, cap, T-shirts, USB stick, etc.

The dimensions of the deliverables will be agreed upon with the consultant. The text content will be provided by STATAFRIC. All deliverables must be submitted in the following extensions: .eps/.ai or .psd, PDF, and other image extensions depending on the type of use (TIFF, JPEG or PNG).

7. Timelines

Deliverables	Estimated duration	Payment
3 draft logos with the tagline and visual concepts	3 weeks from contract signature	25% upon approval
Brand kit	4 weeks from contract signature	25% upon approval
Design of elements for digital use	5 weeks from contract signature	25% upon approval
Design of elements for printing	7 weeks from contract signature	25% upon approval

8. Proposal Submission

The proposal should include the following:



- A portfolio of the designer's previous work (PDF booklet and/or behance profile link)
- A detailed description of the designer's approach to the project
- A resume or CV of the designer
- Financial offer

9. Evaluation Criteria

The proposals will be evaluated based on the following criteria:

- The designer's experience and qualifications
- The quality of the designer's portfolio
- The designer's approach to the project