

TERMS OF REFERENCE FOR THE PRODUCTION OF 2025 SOLICITATION MATERIALS

2025 BRANDED DIARIES AND CALENDAR SUPPLY TOR (SOLICITATION MATERIALS)

Background

The Annual production of solicitation materials forms part of the organization's branding activities spearheaded by the Communications unit of ActionAid Ghana. It is aimed at promoting brand positions while strengthening mutual relationships of our valued stakeholders.

Over the years, this production has been handled by professional brand material agencies, and has served the primary purpose, and met the expectations of the unit. Diaries and calendars are communication tools that can be used to enhance the brand visibility of ActionAid Ghana, as well as enable staff, partners and key stakeholders record and keep track of their daily tasks. Additionally, provides vital details, giving users information on expected and up-coming world and national events. Annually AAG calendars are designed, printed and distributed right before the end of the year or before the end of the first month of the new year. AAG keeps scouting to indulge the best productions firms to bring out some innovations and creativity with respect to these productions.

Content, Context and Style

The design of the 2025 diaries will be based on ActionAid's brand guide and the final output (design and insert) will be reviewed by the country leadership team with the assistance of some staff members.

The diaries will be produced in the following format:

- i. Executive A4
- ii. Daily A5

The Task:

ActionAid 's communication team will have to perform the following functions to give the diaries the highest editorial and publishing quality;

- i. Proofread and edit ActionAid values, achievements and mission included in the diaries meet the highest professional standards.
- ii. Ensure new and old global and national holidays and events are updated and old ones corrected and included within the diaries.
- iii. Ensure that printing meets all AAG's brand guidelines.

Pictures and Logos

While the diaries are not primarily picture-driven, vibrant insertions of the AAG Logos, anniversary logo, awards or pictures should be included. The selections of these images must be relevant to the calendar year and must also serve as a branding promotion and advertising tool for AAG.

Creative and Branding Mandatories

AAG uses the **British S** and note American **Z** in words like organize. This must thus influence the type of language used in the printing of the diaries. Our preferred printing type is Arial or Helvetica.

Our colours are **RED, WHITE, WARM GREY and BLACK. Red (Pantone 485)** is our most dominant colour and communicates who we are. While we encourage the creative use of colour, we advise that no other colours are used for our designs.

Format, Size and Printing Quality

The diaries will be produced in two formats as listed above in the proforma invoice. The executive A4 will be arranged weekly and will be biggest size, whereas the A5 format will be presented in a daily pattern.

Information within these diaries will include;

- i. ActionAid Logo
- ii. Mission and Objectives
- iii. Values
- iv. Theory of Change
- v. Approach
- vi. Human Rights-Based Approach
- vii. Introduction to our CSP VII
- viii. Mission and Strategic Enablers for CSP VII
- ix. Addresses and Contact Details of AAG.

The cover of the two diaries will be printed on rough-surfaced leather. The cover designs for the versions may vary but we highly recommend the strategic use of images, symbols, and other branding effects to establish a strong connecting between both diaries.

Requirements

The printed version must meet the AAG's printing requirements and standards.

Cost of Job

We believe in competitive pricing and insist on quality delivery. Based on a satisfactory appraisal of the proforma invoice, we will advance **20%** when requested for by **the supplier** of the total cost of the job. Supplier will also be required to sign a contract, a legal document, which binds and commits the

consultant to the terms and conditions between AAG and the service provider. This arrangement may vary depending on the special circumstances of a particular contract-with reference to time, urgency, and other extenuating factors.

Quantity for Production

We intend to print **678** copies of the diaries (**A4- (191) and A5-(487)**) after the editing and other consultancy services have been approved by AAG.

First Draft

The designer is expected to submit the first sample by **18th October 2024**, and AAG to view and provide comments to the service provider by **23rd October, 2024**.

Delivery of Finished work

We expect delivery of all the **678** copies of the diaries within 30 working days following approval of samples. The copies shall be neatly packaged and delivered in individual hard card boxes with a waybill. The communications officer and Head of Programs shall be required to sign the waybill and forward a copy to the Admin Department to facilitate the processing of the remainder of the payment.

Paying of the Job

After delivery of the satisfactory service, all payment processes will be immediately initiated between our administrative and Finance departments, who coordinate and facilitate all service payments in AAG. However, the communications unit would be expected to assist in clarifying outstanding payment irregularities when necessary.

Background: Printing of CALENDARS

The Annual production of solicitation materials forms part of the organization's branding activities spearheaded by the Communications unit of ActionAid Ghana. It is aimed at promoting brand positions while strengthening mutual relationships of our valued stakeholders.

Over the years, this production has been handled by professional brand material agencies, and has served the primary purpose, and met the expectations of the unit. Diaries and calendars are communication tools that can be used to enhance the brand visibility of ActionAid Ghana, as well as enable staff, partners and key stakeholders record and keep track of their daily tasks. Additionally, provides vital details, giving users information on expected and up-coming world

and national events. Annually AAG diaries are designed, printed and distributed right before the end of the year or before the end of the first month of the new year. AAG keeps scouting to indulge the best productions firms to bring out some innovations and creativity with respect to these productions.

1. Content, Context and Style

The design of the 2025 Calendars will be based on ActionAid's brand guide and the final output (design and insert) will be reviewed by the country leadership team with the assistance of some staff members.

The diaries will be produced in the following format:

- iii. Branded table/desktop calendars
- iv. Branded wall calendars

The Task:

ActionAid 's communication team will have to perform the following functions to give the diaries the highest editorial and publishing quality;

- I. Provide quality images and proof-read captions that capture the true essence of the image.
- II. Work with the service provider to ensure design and use of ActionAid logo is in line with the brand guide.
- III. Provide up-to-date address and main office details of AAG as main office details and social media accounts names.

Pictures and Logos

The theme for the 2025 calendars will focus on the high resolutions' pictures AAG, Operations, achievements and visibility activities over the year.

Creative and Branding Mandatories

AAG uses the **British S** and note American **Z** in words like organize. This must thus influence the type of language used in the printing of the diaries.

Our preferred printing type is Arial or Helvetica.

Our colours are Red, White, Warm Grey and Black. Red (Pantone 485) is our most dominant colour and communicates who we are. While we encourage the creative use of colour, we advise that no other colours are used for our designs.

Format, Size and Printing Quality

The calendars will be produced in two formats as listed above in the proforma invoice. [The desktop and wall]. The A2 size wall calendar will be arranged monthly, each page consisting of two months with the agreed corresponding pictures for the months.

The desktop calendars will have each page double sided and consisting of two months. Both sides will be duplicates tied with a leather stand.

Requirements

The printed version must meet the AAG's printing requirements and standards.

Cost of Job

We believe in competitive pricing and insist on quality delivery. Based on a satisfactory appraisal of the proforma invoice, we will advance 20% when requested for by the supplier of the total cost of the job. The supplier will also be required to sign a contract, a legal document, which binds and commits the consultant to the terms and conditions between AAG and the service provider. This arrangement may vary depending on the special circumstances of a particular contract-with reference to time, urgency, and other extenuating factors.

Quantity for Production

We intend to print **736** copies of the calendars (desktop – **303**, wall calendar **433**) after the editing and other consultancy services have been approved by AAG.

First Draft

The designer is expected to submit the first sample by **18th October 2024**, and AAG to view and provide comments to the service provider by **23rd October, 2024**.

Delivery of Finished work

We expect delivery of all the **736 copies** of the calendars within 30 working days following approval of samples on or **before the end of November 2024**. The copies shall be neatly packaged and delivered in individual hard card boxes with a waybill. The communications officer and Head of Programs shall be required to sign the waybill and forward a copy to the Admin Department to facilitate the processing of the remember of the payment.

Paying of the Job

After delivery of the satisfactory service, all payment processes will be immediately initiated between our administrative and Finance departments, who coordinate and facilitate all service payments in AAG. However, the communications unit would be expected to assist in clarifying outstanding payment irregularities when necessary.