

TERMS OF REFERENCE FOR THE PRODUCTION OF SOLICITATION MATERIALS

2026 DIARIES AND CALENDAR PRODUCTION

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 2026 diaries and calendars will be based on ActionAid's brand guide. Overall, the production will concentrate on the following items:

- ✓ **Diaries:** 647 pieces which includes Executive A4 and Daily A5.
- ✓ **Calendars:** 651 Calendars.

The Task:

ActionAid's communication team will have to perform the following functions to give the diaries and calendars 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.

Information within these diaries and calendars 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. The supplier will also be required to sign a contract, a legal document, which binds and commits him 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.

Specifications:

i. Desktop calendars

7panels 2 months per panel

Colours: cover full colour

Finishing leather stands / spiral reaming /gloss coated

Wall calendar: Designing and printing 2026 calendars
7panels (2 months per page)
Paper: 135 gsm
Finishing spiral reaming
Size: A2

ii Diaries: Leather hand cover, pen holders and cover with any innovative outlook. This can include side zips, creative layout and outlook which emphasises excellence and quality.

Experience and Expertise Requirement

Interested and qualified printing and branding firms must meet the following criteria:

1. **Registration & Experience:** Legally registered company with at least **3 years' experience** in professional design and printing of branded materials.
2. **Technical Capacity:** Ability to deliver high-quality outputs, with modern printing equipment and a skilled creative team familiar with brand guidelines.
3. **Portfolio:** Provide samples of at least **three (3)** similar corporate print projects (preferably calendars or related materials).
4. **Documentation:** Submit valid **Business Registration, Tax Clearance, and VAT Certificates.**
5. **Proposal Submission:** Include a **technical proposal** (concept and approach) and a **financial proposal** (detailed cost breakdown).

Application Deadline: All applications must be submitted on or by November 05, 2025.