



Voluntary Organisations in  
Cooperation in Emergencies

## Terms of Reference for the re-branding of VOICE

### Background

VOICE stands for "Voluntary Organisations in Cooperation in Emergencies". It is a network of 86 Non-Governmental Organisations from 19 European countries and it promotes effective humanitarian aid since 1992. VOICE is the main NGO interlocutor with the European Union institutions on emergency aid and disaster risk reduction.

We are a not-for-profit organisation (ASBL) mostly funded by our members.

Our website offers further information on our activities and identity: [www.ngovoice.org](http://www.ngovoice.org)

We have had the current logo almost as long as we have existed (25 years). Over the last decade we have developed a graphic line throughout our main publications. We now consider that VOICE visual brand needs to be refreshed to better support the increasing level of activities, expertise and reputation we have gained.

Over the last 3 years, we have undertaken substantial internal work which has led to our Communication Strategy as well as to an update of our Statutes (available on our website). We have done an extensive job on who we are, what we do, what we aim at, etc. which has reconfirmed our common vision.

We expect the re-branding exercise to give us a recognisable and distinctive image, to reflect our organisation's identity and values -- and also to eliminate the current misleading effect of our logo regarding the name of the network: it is VOICE (we use the abbreviation) and NOT "NGO VOICE".

### Brand Design objectives

The VOICE network seeks a consultant or firm with relevant expertise to design and develop a visual identity for the VOICE network that will relate to and reflect VOICE main characteristics:

Humanitarian, European, network, NGOs.

The visual identity will consist in a new logo as well as a new and unified graphic system to be applied to our diverse communication/information tools, external (publications, website, events material) and internal (documents, letter head, e-mail, extranet).

## **Brand Target Audience**

Our first audience are our members. They are active in different sectors of humanitarian aid (such as food and nutrition, health, water and sanitation, shelter, protection and aid to refugees and internally displaced people) in all countries affected by natural and man-made disasters, armed conflicts and emergency situations. These organisations are dedicated to saving lives and prevent suffering (more information on our website in the section: the VOICE network)

Our main external interlocutors are the European Union institutions (Commission, Parliament, Council), the EU Member States, the wider humanitarian community (other networks, Red Cross, United Nations agencies, academics, think tanks...) and other civil society organisations with which we cooperate.

Our brand identity should contribute to identify and differentiate us from other humanitarian networks and stakeholders.

## **Scope of Service**

### Inception workshop with VOICE staff

1. Get the strategy right: exchange with the staff to get our internal perspective, VOICE brand positioning statement and first messaging architecture
2. Overview on VOICE communication tools - examine together existing print and digital branded materials
3. Reflections around our name and possible tagline

### Expected products

1. Develop logo and tagline
2. Develop the visual system (colors, fonts, etc.)
3. Apply the new visual system to the main VOICE communication products/tools
4. Support the creation of a brand book and visual identity standards' manual that governs the use of the new branding (graphic guidelines)
5. Induction sessions for Staff on the visual brand identity to ensure consistency across all visual communication products
6. Advise on the launching of the brand strategy

## Forecasted timeline

Deadline for expression of interest:	22/10/2018
Selection process:	Approx. 1 to 2 months after expression of interest deadline
Visual identity development:	4 to 6 months from contract signing

## Selection criteria

- Proven experience in successful branding of visual identities; please provide examples of (re-) branding exercises that can be considered applicable or similar to the VOICE situation
- Motivation and interest in working with VOICE
- Budget proposal (VAT included) and proposed timeline based upon the different phases as described above in the Scope of Service section

### **Expression of Interest**

Designers willing to submit proposals should inform VOICE of their interest **before 22 October 2018, 12:00, by e-mail to [voice@ngovoice.org](mailto:voice@ngovoice.org)**

Please, note that only suitable candidates will be contacted.

***VOICE Secretariat is available to respond to any further question: 02 541 13 60***