

TERMS OF REFERENCE (TOR): PROVISION OF BRANDING SERVICES

About Centre for Rights Education and Awareness (CREAW)

The Centre for Rights, Education and Awareness (CREAW) is a registered, feminist non-profit women rights organization founded in 1999 with a **Vision** of a just society where women and girls are valued, respected and enjoy full rights and live in dignity while the **Mission** is to transform the lives of all women and girls through championing gender equality, rights and social justice.

CREAW's areas of focus are on:

- (1) Addressing violence against women and girls.
- (2) Women and girl's participation in leadership and decision making.
- (3) Advancing comprehensive sexual reproductive health rights.
- (4) Strengthening localisation of resources for women rights organisation, movements and collectives.
- (5) Investing in women and girl's economic empowerment.

The Purpose of the Rebrand

Over the past 25 years CREAW has undergone significant growth, and is looking forward to build on its strength as a leading feminist organisation in Kenya and Africa. In December 2024, CREAW will mark its 25 years of existence a significance milestone that marks a quarter of a century of success, growth and resilience championing the rights of women and girls in Kenya. CREAW has adopted a [bold new strategy \(2024-2028; Power, Voice and Agency\)](#). This strategy reflects the 'new' CREAW, serving as a decisive step forward to a bolder and braver feminist, firmly rooted in the community. In alignment with our new organizational strategy (2024 -2028), we seek to better align the elements of our external brand to better reflect our evolving mission, vision, and values.

We invite qualified communications creative agencies to lead and co-create with CREAW, in this transformative process, ensuring our new brand identity that communicates authenticity and resonates with the communities we serve, our partnership and stakeholders and that enhances our visibility and impact.

Objective

The primary objective of this assignment is to support CREAM to refresh its communications strategy that includes a revamp of its visual brand identity, visibility and ownership across our partnership and will include development of brand guidelines for internal and external communications. This will include a revamp or re-creation of the CREAM website, logo and branding materials for print and digital media. We anticipate that this interactive process, that will engage and involve our staff will culminate to our 25th anniversary celebrations in Q1 of 2025, where we will unveil to our wider partnership, stakeholders and partners- our refreshed look as we launch our new strategic plan.

Scope of Work

Establish CREAM's new visual identity and create a brand guideline book that manages and stipulates the use of the identity. The consultant will be responsible for the following tasks:

1. Brand Audit

- Learn and command details of CREAM's brand's history, mission, values, and vision.
- Assess the current brand identity, including website, logo, colours, and overall visual representation. Analyse the effectiveness of the current brand in communicating CREAM's mission, vision and values.
- Assess the key elements of other leading feminist organisation in Kenya and East Africa to establish common themes, colours and visual styles already present in the market.

2. Define CREAM's New Brand:

Develop a comprehensive rebranding strategy that includes a new website, logo, colours palette, typography, and other visual elements. Ensure the new brand identity is modern, inclusive, and reflective of CREAM's commitment to women's rights and gender equality. Key tasks:

- Website revamp: Design and develop a new website that best exemplifies the CREAM brand.

- Logo Design: Design a new logo that is dynamic, relevant, and simple. The logo should illustrate CREAW's ambition for an equal and just society that allows women and girls to exercise their power, voice and agency. Logo formats should include full logo, text logo or wordmark, single-line, and square versions etc.
- Colour palette: Colour palette information, including CMYK and RGB codes.
- Typography: Design or chose a typeface/fonts: Font styles and text sizes for both print and digital media.
- Imagery: Develop icons, image design elements, and photo types that are to be used; such as where images should and shouldn't appear; access to CREAW's audio-visual content will be granted for this
- Design templates for business card, stationery and letterhead designs.
- Design templates for reports, presentations, social media graphics: Combine the above into a coherent a visual language of CREAW's refreshed brand that powerfully links the logo, colour palette, typography etc.
- Brand Voice and Verbal Identity: Determine the new tone and language style of the new brand that communicates CREAW's personality and values consistently and connects with stakeholders; craft a new tagline/slogan.

3. Brand Guidelines

Develop a guidelines document and share the rules, standards, and instructions for bringing CREAW's refreshed brand to life. It can include but not be limited to the below:

- Tone and grammar: Instructions on tone of voice and grammar rules for CREAW (i.e. UK versus US English,
- Logo Use Guidelines: Develop a guideline on logo usage, including colour palette, file format(s), minimum and maximum sizes, contexts, spacing, and usage permissions, explain when to use which logo, with examples of each format in use demonstrate correct logo use on different backgrounds (e.g., plain versus patterned) and channels (e.g., social media versus your website).
- Imagery Guidelines: such as where images should and shouldn't appear

d. Feedback and Refinement:

- Conduct stakeholder consultations (staff, board members, partners, 20 program participants, and other key stakeholders) to gather insights and feedback on the current brand and expectations for the new brand.

- Identify areas for improvement and use this input to revise and update the brand identity and guidelines to ensure the brand resonates, effective and relevant.

e. Implementation and Rollout:

- Assist in the rollout of the new brand across all platforms and materials, including the website, social media, stationery, and promotional items. Provide training for staff on the new brand guidelines and their application.
- Provide ongoing support during the initial phase of the rebrand implementation for a period of three months after approval of new brand

5. Deliverables

The communications/ creative agency will be expected to deliver the following:

1. Inception Report: Outlining the plan of work, approach, team members and agreed timelines for each element of the project.
2. Brand Audit report/ presentation
3. New CREAM brand including:
 - A new approved CREAM logo designed in all required formats;
 - New CREAM tagline/slogan
 - New Colour palette in CMYK and RGB codes.
 - New Typography: Font styles and text sizes for both print and digital media.
 - Archive of Icons, image design elements, and photo types
 - Templates for business card, stationery and letterhead designs.
 - Templates for Reports, presentations, social media graphics:
 - New Visual language approach
 - New Brand Voice and Verbal Identity
4. Stakeholder engagement conducted and report summarizing the feedback and insights gathered.
5. Comprehensive branding guidelines and strategy document.
6. Support plan for the initial implementation phase for three months should include
 - Training Sessions with key staff members and a report on Training sessions for staff.

- Report on recommendations for new brand-rollout

6.- Copyright: All materials arising out of the consultancy shall remain the property of CREAM

7. Duration and Timeline

The consultancy shall be for a duration of 90 days -, starting from the date of signing the contract.

8. Proposal Submission

General Information

The technical proposal shall include the following information using the consultant's preferred proposal template:

- Proposer's size and geographic/jurisdictional scope, including office locations globally, and the jurisdictions in which the proposer has qualified staff;
- The main contact point(s) and responsible partner/manager for the project as well as a list of proposed consultants and staff, including their CVs, and areas of expertise they will oversee under the proposal.
- Strong track record in branding and rebranding projects in the NGO space.

Assessment Criteria

- Understanding of the assignment
- Methodology: Project working approach, methodology, and proposed timeline for required outputs.
- Agency profile, expertise capability, experience in branding and communication strategies, graphic and web design, and content management.
- References: Provide background information and contacts of references of experience in similar assignments.
- Staffing: A list of proposed consultants and staff, including their CVs, and areas of expertise they will oversee under the proposal. If a dedicated team is considered: the team composition and the description of the different roles and functions, identifying the team leader. In the case that the organization or firm does not have sufficient expertise in all areas, it may partner with other organisations/firms who have such capabilities.
- Budget and Financial Proposal

Availability:

- Confirm that the named personnel are available to commence work immediately

Submission

Applications should be submitted electronically via this link

<https://ee.kobotoolbox.org/x/GlgoF1jh> by 28th August 2024 with subject 'CREAW Rebranding Consultancy'.