

The Hague, 13th November, 2023

## **Invitation to Tender for the Creation of the ESIC Project's Logo and Brand Identity to be supplied to Euclid Network (EN)**

Euclid Network (EN) is inviting submissions to tender in relation to the creation of the **ESIC Project's Logo and Brand Identity**.

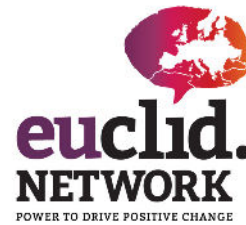
By participating in this tender you are indicating your acceptance to be bound by the guidelines set out in this document.

Please direct any questions regarding the tender to **Caterina Tognoni**, Communication Officer, Euclid Network [caterina@euclidnetwork.eu](mailto:caterina@euclidnetwork.eu).

As part of this tender process Euclid Network makes no obligations in any way to:

- (i) pay any vendor for any response; or
- (ii) award the contract with the lowest or any bidder; or
- (iii) include vendors responding to this call, in any future invitation; or
- (iv) any other commitment to vendors whatsoever.

Any proposal received is subject to contract.



## Introduction to Euclid Network (EN)

[Euclid Network \(EN\)](#) catalyses positive change by connecting, enhancing and celebrating social entrepreneurs, social innovators and their support organisations who help them pave the way for a socially inclusive and green economy and society.

The members and partners of the network are frontrunners in shaping the European ecosystem for social enterprise. They are supporting and representing the social enterprise and social innovation sector in Europe and neighbouring countries, collectively representing close to 100,000 organisations, with presence in 29 and activities in 62 countries.

EN's activities range from :

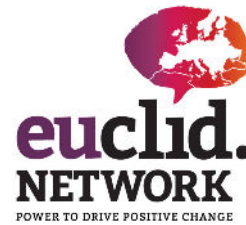
- providing networking space and opportunities for member and partners,
- providing support regarding EU/other funding opportunities,
- acting as a pan-European disseminator of information and causes related to the development of social enterprise ecosystems, social entrepreneurship and social innovation;
- participating in European projects in its capacity as disseminator, thought expert and technical advisor;
- Engaging actively with the European Commission, governments and municipalities to support lobbying and policy-making efforts.

## Introduction to the European Social Innovation Campus (ESIC)

EN is one of the 15 partners that joined the European Social Innovation Campus (ESIC) Alliance in September 2023. ESIC is a project co-funded by the European Union, under the Erasmus+ Programme.

Joining the [Pact for Skills on Proximity and Social Economy](#), ESIC contributes to the challenge of the upskilling and reskilling of 5% of the workforce and entrepreneurs of the sector each year to tackle the green and digital transitions in the social economy by boosting social innovation capacities.

The Alliance brings together higher education and vocational education and training, social economy organisations and enterprises from several European countries and European-level actors coming from ten countries across Europe, including Finland, Estonia, Belgium, Norway, Italy, Spain, Romania, Ireland, Ukraine, and The Netherlands.



The partners are: Diaconia University of Applied Sciences (Project Lead), University of Tallinn, Odisee University of Applied Sciences, University of South-Eastern Norway, EURICSE, AMUSAL, AdV Romania Foundation, Live Vocational College, Autonomous Province of Trento, Bucovina Institute Association, Federazione Trentina della Cooperazione, FECOMA, Rethink Irelands, Ukrainian Social Academy, Euclid Network

EN leads the work package on Communication and Dissemination. One of the main deliverables within this work package is the development of the project's logo and brand identity.

### **Key Responsibilities of the designer: Creation of the ESIC Project's Logo and Brand Identity**

Develop and share a few logo and brand ideas for Euclid Network and Diaconia University of Applied Sciences (Diak) to decide what is the most suitable option.

Develop the brand identity, guidelines and related templates as outlined below.

### **Style Requirements of the Brand Identity**

The ESIC visual identity needs to reflect the expectations of our audience, including: learners (students and persons interested or who could benefit from the trainings), trainers and teachers in Higher Education (HE) and Vocational Education and Training (VET), social innovators, social entrepreneurs, managers in social enterprises, education, enterprise and employment guidance professionals, including incubation and acceleration providers and external stakeholders and policy makers at local, national, and European level

**The following keywords** should be the starting point to build the brand visual identity: social innovation, social economy, sustainability, digital transformation, green transformation, social entrepreneurship, education.

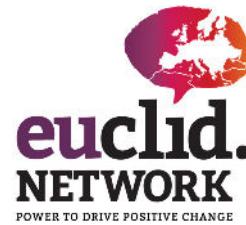
Euclid Network and Diak expect the logo and visual identity to be clean, sophisticated, professional and modern, while using design elements and colours that convey social innovation and sustainability.

*All material and templates listed below need to contain the project logo and the “Co-funded by the European Union” emblem following these [guidelines](#).*

### **Immediate Needs - Logo, Brand Identity, Brand Guidelines and Templates**

- A few logo and brand ideas to be sent to Euclid Network. Diak and Euclid Network, together with the project partners, will select one option.
- Creation of the ESIC Brand guidelines. Since templates will be provided, the brand guidelines need to be simple and short, including the brand colour palette, the typography, the imagery and do's and don'ts.
- Powerpoint graphics – to be used for presentations.
- Google doc and Word templates – to be used for customised documents, such as press releases and reports. Please include a page with a header banner and other pages with the logos on top or bottom.
- Email banners for newsletter: vertical, horizontal, square and rectangular (editable in Canva, ideally).
- Banners to be used as covers in Google Forms, Qualtrics and other evaluation forms.
- Social media templates including the EU emblem and project logo, both square and rectangular (editable in Canva, ideally).
- Header and footer in png format for documents including: the project logo, project name, Co-Funded by the European Union's emblem, and all partners' logos.
- Templates in png format of different sizes (social media posts, banners for newsletter, presentations, flyers etc.) including: the project logo, project name, Co-Funded by the European Union's emblem, and all partners' logos.
- Images to be used on the project platform's homepage and footer including: the project logo, project name, Co-Funded by the European Union's emblem, and all partners' logos.
- Some background images and icons that can be used in different materials.
- Event flyers editable in Canva

## Preferred Timeline



- The designer shall send a few logo and brand ideas to EN by 4 December 2023. The ESIC Partners will agree on one logo by 11 December 2023.
- The final logo, brand identity, brand guidelines and templates shall be sent to EN by 22 December 2023.

### Location

- Online meetings
- Emails

### Other

In parallel to the logo and brand's creation, we are currently working on developing a dedicated website/platform for the ESIC Project. The designer should be available to align with the web developer/designer and ensure that the ESIC logo and brand identity are properly implemented on the ESIC website/platform as well.

### Budget

The total fee for the branding guidelines, related documents and implementation should be € 2000.

### How to Respond

Please send your PDF proposal to [caterina@euclidnetwork.eu](mailto:caterina@euclidnetwork.eu) by 21 November 2023 at noon - CET.

Euclid Network reserves the right to disregard any response submitted after the deadline. Your proposal should include:

- Your proposal - including your understanding of the task and working methods
- A short portfolio of relevant experience
- Your company profile and CV
- Financial proposal

Euclid Network (EN) reserves the right to modify the provisions of this call for tender at any time prior to the scheduled date for submission of offers. Additional scope and requirements may be added. Notification of such changes will be provided to all vendors.



Should you wish to propose a deviation from the specification please ensure that you clearly identify and highlight where appropriate in your response.

By submitting a response, you are committing that you have understanding of the requirements and have sufficiently addressed all aspects of the tender and that you have checked all stated details, such as prices, to be correct and as intended.

**EUCLID NETWORK**

The European Network for Social Enterprises  
Saturnusstraat 14, 2516 AH, The Hague, The Netherlands