

## Invitation to Tender: Branding DIGI SEII Project

**Project ID:** 101167798

**Project Name:** Digital Scaling for Social Enterprises: Empowering Impact and Innovation (DIGI-SEII)

Euclid Network (EN), on behalf of the Consortium, is inviting submissions of tenders in relation to the creation of the EU funded **Digital Scaling for Social Enterprises: Empowering Impact and Innovation (DIGI-SEII) project 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 Euclid Network with reference “Tender Logo and Brand identity DIGISEII” at [team@euclidnetwork.eu](mailto:team@euclidnetwork.eu).

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

- (i) pay any applicant/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 a contract, which includes but are not limited to: deliverables, fee, activities and timeline.

**Deliverables** (see full description in Section B. Proposal criteria):

- **Logo & Brand Identity:** Logo concepts for selection.
- **Brand Guidelines:** Simple guide with colours, typography, and usage rules.
- **Presentation Graphics:** PowerPoint and document templates (Google Docs/Word).
- **Banners & Templates:** Email, form banners, and social media templates (Canva).
- **PNG Files:** Headers, footers, and templates for social media, newsletters, and flyers with project logos.
- **Online Images:** Homepage and footer images with logos.
- **Backgrounds & Icons:** For use in materials.
- **Event Flyers:** Editable in Canva.

### Criteria:

- We can only accept proposals from applicants that are registered and based within the European Union
- Preference for applications with affinity within the social enterprise sector.
- Experience with tenders/assignments funded by the European Commission is considered an asset.

## A. The Project:

### Digital Scaling for Social Enterprises: Empowering Impact and Innovation (DIGI-SEII) Project

Digitalisation is fundamentally changing the way we work, innovate and interact, offering social enterprises (SEs) and their support organisations (SESOs) a real lever to scale and accelerate their impact. Digitalisation has the potential to increase the resilience of SEs, e.g. in the context of war in Ukraine or amidst Covid-19. Yet, SEs and SESOs face challenges in harnessing the potential of digitalisation, lacking crucial digital skills, knowledge and culture, affecting their operational capacity, access to opportunities and scaling.

SESOs often lack the expertise to guide their members through the digital transition, compounding the challenges of navigating the digital landscape. Digitalising SMEs is a complex process requiring more than the adoption of technological advancements, amidst the Covid-19 pandemic. It requires a paradigm shift accompanied by well-structured, tailored training pathways.

DIGI-SEII responds to this need by deploying a hybrid approach to learning with e-learning formats, face-to-face training, tailored peer-exchanges, mentorships, study visits & match-making activities, a hackathon for SEs and a train-the-trainer event for SESOs.

DIGI-SEII will:

1. map skills gaps & needs of SEs and SESOs in relation to digitalisation;
2. develop a tailored Capacity-Building Package made of existing materials curated for the project & original curricula delivered in a bite-size and modular approach
3. Train and connect 260 SEs and 40 SESOs in digitalisation
4. integrate an AI tool for pre- and post-training evaluation to guide participants and evaluate outcomes

The project has been built to carry a strong European and transnational significance by developing materials and methodologies that can be tailored and applied locally, regionally and nationally, across the EU, and by involving partners from varied SE and digital landscapes (Sweden, France, Ukraine, Greece, Belgium).

The partners include: [EIT Digital](#), [Reach for Change](#), [ScaleChanger](#), [ESSEC University](#), [Social Economy Ukraine](#), [Academy for Entrepreneurship](#) and us, [Euclid Network](#) - the European Social Enterprise Network.

## B. Proposal Criteria:

### Key Responsibilities of the designer: Creation of the DIGI-SEII Project's Logo and Brand Identity

Develop and share a few logo and brand ideas with Euclid Network, who will decide with the consortium what is the most suitable option. Develop the brand identity, guidelines and related templates as outlined below.

### Style Requirements of the Brand Identity

The visual identity of DIGI-SEII needs to match the spirit of digitalisation, innovation and strategy and the expectations of our audience who are: social entrepreneurs, social innovators, managers and leaders in social enterprise as well as 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: Digitalisation, Social Enterprises, Social Enterprise Support Organisations, Capacity-building, Scaling, Social Innovation, Social Impact, People and Planet First before Profit

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

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

### DELIVERABLES - Logo, Brand Identity, Brand Guidelines and Templates

- **LOGO:** A few logo and brand ideas to be sent to Euclid Network. Euclid Network, together with the project partners, will select one option.
- **BRAND GUIDELINES:** Creation of the DIGI-SEII 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:** Powerpoint graphics – to be used for presentations.
- **TEMPLATES:** 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.
- **BANNERS:** 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.
- SoMe TEMPLATES: Social media templates including the EU emblem and project logo, both square and rectangular (editable in Canva, ideally).
- PNG FORMATS: 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.
- PNG FORMATS 2: 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.
- ONLINE IMAGES: 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.
- BACKGROUND: Some background images and icons that can be used in different materials.
- CANVA AND ADOBE TEMPLATES: Event flyers editable in Canva

#### Preferred Timeline (it can be adjusted based on availability)

- The designer shall send a few logo and brand ideas to EN **by 14 October 2024**. DIGI-SEII Partners will agree on one logo **by 25 October 2024**.
- The final developed and approved Logo, Brand identity, Brand guidelines and templates shall be sent to EN **by 4 November 2024**.

#### Location

- Online meetings
- Emails

#### Budget

The total fee available for developing the branding guidelines, related documents and implementation should be included between **€2,000 and €3,000, including VAT**.

## C. How to Respond

Please send your PDF proposal by email to Euclid Network at [team@euclidnetwork.eu](mailto:team@euclidnetwork.eu) by **28 September 2024 at noon - CET**. In the subject line at the following reference:  
Proposal Branding DIGI SEII

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.*

## *Annex I*

### **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 over 120,000 organisations, with presence in 33 and activities in 77 countries.

EN's activities range from :

- providing networking space and opportunities for member and partners;
- performing research and publishing insights and thought leadership;
- providing support regarding EU/other funding opportunities;
- providing support regarding access to (international) markets and customers;
- acting as a pan-European disseminator of information and causes related to the development of social enterprise ecosystems, social entrepreneurship and social Innovation;
- engaging actively with the European Commission, governments and municipalities to support lobbying and policy-making efforts;
- driving the future of impact measurement and management

EN does this inter alia through participating in European projects in its capacity as disseminator, thought expert and technical advisor;