

Terms of Reference for the Campaign Logo Competition

to mark the 16 Days of Activism against Gender-based Violence in Palestine

Background

The 16 Days of Activism against Gender-Based Violence is a global campaign that takes place each year from 25 November, the International Day for the Elimination of Violence against Women, until 10 December, Human Rights Day. To show solidarity toward this global movement and to tackle all forms of violence against women and girls in Palestine, the national and international partners in East Jerusalem, West Bank, and Gaza Strip are encouraged to organize events in collaboration with survivors of violence, youth change makers, male gender equality champions, women’s human rights activists, relevant government ministries, schools, academia, and private sector to embark on coordinated actions to end violence against women and girls.

Building on the successful collaborations for the International Women’s Day 2018 and 16 Days of Activism against Gender-based Violence joint campaign 2018, and International Women’s Day 2019, this year’s 16 Days of Activism against Gender-based Violence under the slogan of **“Together Against Violence”** will continue to be jointly conducted with various partners including civil society organizations, donors, UN agencies, media, and private sector working on ending violence against women and girls. The campaign will also invite various new partners committed to advance gender equality and safeguard women’s fundamental human rights in Palestine.

Objective of the Joint Campaign

Overall goal: Creating an environment where every woman and girl can pursue a life free from violence.		
1. Policy change	2. Awareness-raising and behavior change	3. Improved and accessible GBV services
Desired outcome: Adoption of the Family Protection Bill & Publishing of CEDAW in the National Gazette	Desired outcome: Positively changed views and behaviors towards gender equality and women's human rights, achieved through innovative methods, including by fostering & mobilizing new and existing gender equality champions	Desired outcome: More information available on GBV services via brochure, e-billboards, media outlets and improved capacity of service providers

Objective of the Assignment

The main objective of designing the joint campaign logo, which will fully reflect the joint campaign slogan “**Together Against Violence**”, is to effectively communicate our campaign objectives in a visual and artistic way, highlighting the solidarity component of the joint campaign. The campaign logo is expected to trigger awareness and actions from audiences from all walks of life, especially policy makers, young women and men, survivors of violence, and service providers, playing a vital role in achieving the campaign objectives.

Important Consideration in Designing the Joint Campaign Logo

1. Reflect the slogan “Together Against Violence”. Show solidarity of people involved to advocate for women’s rights and ending violence against women and girls;
2. The campaign slogan should be appealing to all but particularly to our major target groups - policy makers, general public (men, women, girls, boys), and service providers (e.g. NGO staff) by having people in the design who “look like themselves”;
3. Show diversity – skin color, different age groups, social backgrounds, and physical structure;
4. Show action – The design should trigger awareness and action among audience;
5. Add something Palestinian. For example, the people could be wearing traditional Palestinian clothes (with patterns) to look more local, while we need women in both hijab and without hijab;
6. Overall colors – Do not use too many colors and **include orange color** (RGB code should be R241 G93 B34). Orange should be the dominating color, although it should not be “too dominating”;
7. Make sure that the people in the design look that they are wearing clothes – in case the design takes on an abstract form;
8. Try different fonts for the slogan “Together Against Violence” to find the best font and sizes – the slogan should be presented in bold and powerful image to leave strong and lasting impression.

Specific Tasks

1. Designing of the joint campaign logo – 1) the default campaign logo (to be completed first by 23 Sep 2019) as well as the 2) final campaign logo with all partner logos included (partner logos will be added after the default image is finalized and approved – please note that the partner logos can be as many as 50; All design process should be consultative and should reflect feedbacks received. Examples can be found below.



2. Designing of templates using the final joint campaign logos – the templates include invitation, banners, roll-ups, posters, [calendar](#), email signature, as well as templates to be used for give away products such as the mugs, T-shirts, mousepad, etc, to be tailored by partners as needed for their own joint campaign events. Examples of the design templates can be found below.

		
<p>Final campaign logo with all partner logos</p>	<p>Posters</p>	<p>Roll ups</p>
		
<p>Invitation</p>	<p>Banners</p>	<p>Email signature</p>

Deliverables

1. Default joint campaign logo – this will be the basis of the following design work;
2. Joint campaign logo which includes all partner logos (as many as 50 logos) – All partner logos and a clear instruction on where to add the logos will be provided;
3. Various templates using the campaign logos – the templates include invitation, banners, roll-ups, posters, calendar, email signature, as well as templates to be used for giveaway products such as the mugs, T-shirts, mousepad, etc.

Financial Award

The selected designer will receive **700 Euros** award once the deliverables are approved.

Duration of Assignment

From 17 Sep 2019 until 11 Nov 2019

1. Submission of the 1st draft of the default campaign logo – **10AM Wednesday 25 Sep 2019**, the latest (Only selected designer in this step will move to the next step)
2. Submission of the final default campaign logo reflecting all feedbacks – By noon, Mon 30 Sep 2019
3. Submission of the 1st draft of the joint campaign logo with all partner logos included – By noon, Mon 14 Oct 2019
4. Submission of the final joint campaign logo with all partner logo included reflecting all feedbacks – By noon, Mon 21 Oct 2019
5. Submission of the final design templates (All, excl. calendar) – By noon Mon 28 Oct 2019
6. Submission of the final design template (only calendar) – By noon Mon 11 Nov 2019

Application:

The deadline for submitting the default campaign design is **10AM Wednesday 25 Sep 2019**. Only selected candidate will be contacted for the next steps.

Interested candidates should submit their design in JPEG or PDF format to the EU Representative Office via Silja-Jasmina.SAARELA@eeas.europa.eu