

# CALL FOR PROPOSAL

## REDESIGN OF TACD'S VISUAL IDENTITY

### Background

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[TACD](#) is seeking an external service provider to redesign its visual identity in order to modernize and strengthen the clarity, consistency, and professional quality of its communications across print and digital channels. The assignment should result in a coherent and adaptable identity system that reflects TACD's mission, values, and target audiences. The supplier will be expected to develop a fresh visual identity and provide practical tools for its implementation.

### Objective of the assignment

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The overall objective is to design and deliver a complete visual identity package for TACD, including a new logo, a brand/style guide, guidance for imagery, and a sample illustration.

The assignment should produce a system that is easy to use by TACD staff and external partners, and that can be applied consistently across publications, presentations, web pages, social media, and other communications materials.

The visual identity should be designed to work effectively for both European and American audiences, ensuring that it is culturally appropriate, clear, and adaptable across these contexts.

### Scope of work

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The contractor shall, at minimum, carry out the following tasks:

1. Review TACD's current visual identity, communications needs, and usage contexts.
2. Develop an initial visual identity concept for discussion.
3. Redesign TACD's logo, including primary and secondary versions, horizontal and vertical formats, monochrome versions, and small-use versions.
4. Produce a full brand/style guide covering logo usage, colour palette, typography for print and web, layout principles, spacing, and examples of correct and incorrect use.
5. Develop one sample illustration that demonstrates the proposed illustration style and can be used as a reference for future assets.
6. Create practical templates for TACD's key communications materials, such as letterhead, presentation slides, report covers, email signature, and selected social media formats.
7. Deliver editable source files and final export files in agreed formats suitable for print and digital use.
8. Prepare a short implementation note or handover session to explain how TACD can use the new identity consistently.

9. Provide a short set of recommendations on future development of the identity system, including possible extension to icons, infographics, or additional templates.

The contractor shall ensure that the final identity package is not limited to a logo redesign, but constitutes a complete, usable identity system including design rationale, implementation guidance, editable tools, and asset files sufficient for TACD to apply the identity consistently across all communication formats.

## Technical requirements

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The identity must be suitable for both print and digital use, scalable, legible, and accessible. The style guide should specify colour values in relevant formats, approved fonts, minimum size rules, safe zones, and examples of use on light and dark backgrounds. The design should be original and rights-cleared, and any third-party material must be properly licensed.

## Accessibility and usability

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The proposed identity must consider accessibility from the outset, including sufficient colour contrast, readable typography, and clear visual hierarchy. All templates should be editable using commonly used software, and the final package should be usable by non-design staff without requiring specialist tools for routine updates.

## Rights and ownership

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All final deliverables produced under this assignment shall become the exclusive property of TACD upon full payment. The contractor shall transfer all relevant intellectual property rights to TACD and warrant that the delivered materials do not infringe third-party rights. Any external fonts, images, or graphic elements used during the assignment must be disclosed and properly licensed.

## Timeline and process

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TACD is looking for finalising the project by the end of October 2026.

The proposal should include a proposed workplan with milestones, consultation points, revision rounds, and final delivery dates. TACD expects the contractor to present initial concepts, receive feedback, refine the selected direction, and complete the final package within the agreed timeframe. The contract should specify the number of revision cycles included in the fee.

## Proposal submission requirements

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Bidders should submit:

- A brief understanding of the assignment.
- A proposed methodology and workplan.
- Relevant examples of similar work.
- The CVs or profiles of the proposed team members.
- A clear financial offer.

- An indication of the software and file formats to be delivered.
- Confirmation of availability to provide handover support.

**Proposal deadline: 3 July 2026, 12pm CET. The proposal will be submitted in electronic version only to the following email address: [secretariat@tacd.org](mailto:secretariat@tacd.org)**

## Evaluation criteria

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Proposals may be evaluated on the basis of:

- Quality and relevance of the proposed approach.
- Creativity and originality of the design.
- Experience with similar visual identity projects.
- Quality of the team and portfolio.
- Practical usability of the deliverables.
- Price and value for money.
- Understanding of accessibility and implementation requirements.

### **FURTHER INFORMATION**

For clarification of any of the above, please send an e-mail to: [secretariat@tacd.org](mailto:secretariat@tacd.org)