

TMG Research gGmbH
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Berlin, 23 April 2025

INVITATION TO PARTICIPATE IN:

CALL FOR TENDERS FOR THE PROVISION OF LAYOUT AND GRAPHIC DESIGN
SERVICES FOR VARIOUS PROJECTS

TENDER NO.: T.1000.25.004

Dear Sir/Madam,

TMG Research invites qualified individuals and/or organizations to submit tenders to provide services outlined below.

Please direct any questions regarding the Call for Tenders to the *Point of contact for Questions* listed below. All questions should be submitted in writing by email to the address stated in this Call.

TMG Research reserves the right to disqualify and reject proposals from suppliers who do not comply with the guidelines laid out in this letter and below. As part of this tender process, TMG Research makes no obligations in any way to:

- a) Pay any vendor for any Call for Tenders response; or
- b) Award the contract to the lowest or any specific bidder; or
- c) Accept any Tender information received from vendors; or
- d) Include vendors responding to this Call for Tender, in any future invitation; or
- e) Any other commitment to vendors whatsoever.

We look forward to receiving your response.

Yours sincerely,

TMG Research gGmbH

Email: info@tmg-thinktank.com

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CALL FOR TENDERS FOR THE PROVISION OF LAYOUT AND GRAPHIC DESIGN SERVICES FOR VARIOUS PROJECTS

TENDER NO.: T.1000.25.004

Disclaimer: TMG Research reserves the right to determine the tendering process, number of short-listed participants, the right to withdraw from the process, the right to change the time schedule at any time, and the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party whatsoever.

Synopsis:

Tender No. (To be quoted on all communication)	T.1000.25.004
Issuing office and address	TMG Research gGmbH EUREF Campus 6-9 10829 Berlin Germany
Point of contact for questions	Joanna Trimble Joanna.trimble@tmg-thinktank.com
Email address for submission	Joanna.trimble@tmg-thinktank.com annegret.sachadae@tmg-thinktank.com
Date of call for tender	24 th of April 2025
Deadline for submission of bids	18 th of May 2025
Validity of Tender	Tenders will be deemed binding for 4 calendar weeks from the date of the deadline for submission of bids.
Award type	Service Agreement
Duration of assignment	1 st of June 2025 – 31 st of May 2026

Available resources	In alignment with deliverables outlined under 6. Deliverables
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Terms of Reference

1. Background

TMG Research is dedicated to driving just and sustainable transitions through action research and policy dialogue. Committed to a rights-based approach, our programmes focus on responsible land governance, food systems transformation in rural and urban settings, and adaptation to climate change.

We explore how local innovations and global policies intersect to drive systemic change, ensuring that international frameworks are both inspired by and responsive to community-led transformations. And we co-develop our research projects and advocacy with civil society, policymakers, scientists and the private sector to ensure international sustainability efforts are informed by emergent innovations and forge real-world solutions.

TMG is headquartered in Berlin, with a team in Nairobi. Our research focuses primarily on the European Union and Africa, including Benin, Kenya, Madagascar, Malawi, and South Africa.

2. Objectives

The main objective of this call is to identify an individual or organization with the ability to cover the following:

- a) Update TMG's current corporate identity, moving away from a programmatic focus of design to a singular vision for all products produced to ensure maximum organizational adaptability when programmes shift and ensure brand coherence.
- b) Produce a range of print and digital communications products outlined under Section 4, Deliverables.

Primary Audience:

Sustainability researchers, practitioners, grassroots activists, staff of specialized policy institutions, government officials, United Nations agencies, and other networks of interest in our thematic focus areas.

3. Tasks

- a) Review the current corporate identity for information products and update the visual style, including:
 - a. Building on what's been developed, shift the brand identity away from a programmatic approach to a unified visual voice for all products, with visual differentiators suggested for product types (info brief, policy brief, landmark publication, event flyer etc.).

- b. Develop additional visual elements, including modern, stylish, professional and engaging icons and graphics.
 - c. Develop a range of icons per programme for differentiation.
- b) Upon request, provide design services to our programme teams by producing a range of print and digital communications products on request. For these products, TMG will provide all information, and we would expect a minimum of approx. 2-3 feedback rounds. Fewer may be required for shorter/smaller outputs such as info briefs and more for larger outputs such as project reports.

4. Deliverables

The deliverables are to be produced in accordance with TMG's Corporate Identity Guidelines.

- a) Update TMG Corporate Identity Guidelines and PowerPoint presentation, up to a max of 21 working days including feedback rounds.
 - a. Specifically, transition TMG from a programmatic approach to a unified visual style, including unifying the colour spectrum, font, paragraph width, icons, and graphics.
 - b. Develop additional visual elements, including modern, stylish, professional and engaging icons and graphics with a tone appropriate to TMG's brand and scope of work.
 - c. Develop a range of icons per programme for differentiation.
- b) Update our publication-ready layouts and PowerPoint presentation as part of the corporate identity guidelines.
- c) Provide design services on demand to our Programme teams. An indicative overview of products teams may request for design could range from the following:
 - a. Strategic Reports (up to 40 pages)
 - b. Fact sheets for media (2 pages)
 - c. Policy briefs (5-6 pages)
 - d. Info briefs (ca. 5 pages). These are short texts with illustrations and graphics.
 - e. Event flyers (3-4 pages)
 - f. Working papers, and others (up to 15 pages)

In some cases, the service providers would be asked to create original layouts, including illustrations and infographics. TMG will supply the appointed service providers with detailed information for each layout. Intellectual property rights rest with TMG, as deliverables are to be developed according to TMG's corporate identity.

5. Supplier Requirements

- a) Demonstrated expertise in graphic and editorial design through provided portfolio and years of experience, and excellent attention to detail.

- b) Availability to provide ad hoc design support at short notice and regular availability throughout the period of the contract. TMG would expect a response regarding the confirmation of capacity to fulfil task requests within 24-48 hours.
- c) Ability to turn around design assignments within 3-5 days depending on size of task and consultant workload.

6. Tender requirements

The tender requirements include:

- a) CV(s) of the professional(s) who will work on the assignment, in one PDF
- b) A portfolio of relevant design outputs, including publications that feature graphs or charts, as well as bespoke icons that convey a professional and engaging visual style suitable to a diverse set of audiences. Designers should convey the ability to translate complex research and policy topics into clear, professional, and engaging visual language suited to target audiences.
- c) A detailed financial offer of max. 3 pages in PDF format, providing the following:
 - a. Cost for updating brand identity under (a) section 4. Deliverables up to max 21 working days including feedback rounds.
 - b. Cost for updating 8-10 InDesign files and one presentation under (b) section 4. Deliverables
 - c. Cost per deliverable (according to page number) highlighted under (c) in section 4. Deliverables and estimated delivery time for delivering each of the outputs (see Section 5, b and c).

7. Submission of tender

The complete tender document should be sent by email to the email address(es) listed in the synopsis at the latest by the deadline stipulated in the synopsis and referencing the Tender Number.

8. Evaluation Criteria

Evaluation Criteria	Weight
Price	20%
Experience in graphic & editorial design	30%
Work Samples	30%
Availability	20%
Total	100%