



# Call for Tender

## EURORDIS-Rare Diseases Europe

*Brand refresh and development*

**Publication date:** 14 June 2024

**Budget:** 6 000 EUR (tax included)

**Deadline for submission:** Wednesday 10 July 2024

The proposals should be submitted via email in PowerPoint, Word or PDF formats to [communications@eurordis.org](mailto:communications@eurordis.org).

### 1. About EURORDIS-Rare Diseases Europe

EURORDIS – Rare Diseases Europe is a unique, non-profit alliance of over 1000 rare disease patient organisations from 74 countries that work together to improve the lives of over 30 million people living with a rare disease in Europe.

By connecting patients, families and patient groups, as well as by bringing together all stakeholders and mobilising the rare disease community, EURORDIS strengthens the patient voice and shapes research, policies and patient services.

EURORDIS' vision is a world where all people living with a rare disease can have longer and better lives and can achieve their full potential, in a society that values their well-being and leaves no one behind.

To achieve their full potential, people living with a rare disease need to be:

- Recognised as equal citizens with their rights fully respected;
- Diagnosed timely and accurately;
- Supported with state-of-the-art medical and social care, or cured;
- Included in society in all aspects of life and enabled to live independently.

**Our mission** is to work across borders and diseases to improve the lives of all people living with rare diseases.

**In addition to upholding European values of democracy, mutual respect, solidarity, social justice, and equity, EURORDIS is guided by these principles:**

**People first:** EURORDIS prioritises people with rare diseases and their families, maintaining independence to genuinely represent their needs and concerns.

**Authenticity:** EURORDIS is credible, basing its positions on member contributions, evidence, and the experiences of people living with rare diseases (PLWRD), ensuring representation by those who understand rare diseases.

**Authority:** EURORDIS strives for excellence and professionalism, building positions on scientific

evidence and PLWRD experiences.

**Courage:** EURORDIS is committed to integrity and persistently advocates for the needs and preferences of PLWRD.

**Collaboration:** EURORDIS values collective action and seeks synergies with stakeholders who share its vision and goals to improve PLWRD lives.

**Innovation:** EURORDIS is entrepreneurial and visionary, continuously seeking and implementing pioneering ways to serve PLWRD.

## 2. Scope

EURORDIS-Rare Diseases Europe was created in 1997. Our most recent rebranding, completed in January 2017, included a new logo, colour palette, typeface, and wider brand guidelines. As part of that, we collaborated with a creative agency to establish a distinctive look and feel for our various materials, including presentations, reports, social media, position paper templates, etc.

With a new [strategy](#) in place, we have identified a bolder voice for our communications. We now have greater clarity about our identity, our operations, and our partnerships. We believe this is the right moment to further develop our brand.

This brand refresh is not intended to undo our previous efforts or take us in a completely different direction. Instead, it aims to build upon our established brand, elevating it and sharpening our voice and visual identity. This refresh should align our brand more closely with our strategy, helping to reinforce our position as experts and an authoritative voice, and shaping how we are perceived and discussed.

This project should be driven by user testing, including internal workshops with EURORDIS leadership. Where appropriate, EURORDIS can provide previous stakeholder surveys, but discovery workshops and focus groups with staff are expected.

We are also working on enhancing the accessibility of our materials, including reports, presentations, and our website. This should form the basis for materials delivered through this call for tender. The bidder must ensure that all design elements adhere to best practices in accessibility.

All materials produced must be suitable for both digital and print use and coherent with the design elements of the current EURORDIS website.

As we are funded by the EU and AFM-Telethon, some of our external communications outputs, such as reports, leaflets, and business cards, may require co-branding.

**The maximum budget for this project is €6,000, including VAT.**

## 3. Objectives and outcomes

**Primary focus:**

- **General brand identity of EURORDIS:** The brand refresh will concentrate on enhancing EURORDIS's overall brand, ensuring it aligns with the new strategy, modernises its appearance, streamlines its brand elements, and enhances accessibility. This includes updates to our logo, colour palettes, typography, and overall visual and communication strategies to strengthen EURORDIS as a distinct and authoritative voice in the rare disease community.

## Secondary considerations:

- **Programmes and Initiatives:** While the main focus is on the general brand identity, there is room for suggestions regarding the branding of specific EURORDIS programmes and initiatives, except for Rare Disease Day. This includes:
- [Open Academy](#)
- [Rare Barometer](#)
- Flagship Events: the [EURORDIS Membership Meeting](#), the [Black Pearl Awards](#), and the [European Conference on Rare Diseases \(ECRD\)](#)
- [Rare Disease Week](#)

These suggestions should be considered as enhancements that align with and support the refreshed EURORDIS brand identity, rather than primary objectives.

Below are potential areas of development and desired outcomes. The successful bidder will work closely with EURORDIS, for instance through workshops, to fully determine the exact outputs.

## Objectives:

1. **Align** – to ensure consistency and cohesion across all EURORDIS branding and communications. This includes standardising logos, colour schemes, and fonts to ensure that all elements of the brand work together harmoniously.
2. **Modernise** – to update and refresh the brand to reflect contemporary design standards and practices. This could involve updating the colour palette, typography, and overall design elements to ensure they are visually appealing and up-to-date.
3. **Streamline** – to simplify and make more efficient the visual and operational elements of the brand. This could include simplifying design templates, reducing the number of variations in logos and other assets, and creating easy-to-use templates for different types of communications.
4. **Enhance accessibility** – to ensure all brand materials are accessible to everyone, including people with disabilities. This includes ensuring that colours meet accessibility standards, fonts are readable, and digital content is compatible with assistive technologies.

Below are potential areas of development and desired outcomes. The successful bidder will work closely with EURORDIS, for instance through workshops, to fully determine the exact outputs.

## Outcomes:

Building on our existing guidelines, we seek the following developments:

### Basics

- Colours: Review and adapt existing colours to ensure they meet accessibility standards.
- Fonts: Retain existing fonts or introduce new ones as needed.
- Design Elements: Refine shapes, angles, and other design components.

### Editorial style and tone of voice (optional)

- We have an existing House style that provides guidance on preferred spelling and grammar. This needs refinement for greater consistency and a clearer understanding of our identity.

## Logos

- Alignment: We have different logos for various initiatives and EURORDIS itself. We aim to better align these logos for a cohesive brand identity.

### **Social media graphics and infographics**

- Develop a suite of templates for social media, highlighting key information from reports (e.g., statistics and pull quotes) and creating visuals for events, quotes, etc.

### **Video brand guidelines**

- Produce video brand guidelines, including logo usage, intros and outros, lower thirds, and thumbnails. Ideally, these should be compatible with Final Cut Pro.

### **Email Marketing**

We send out two fortnightly e-newsletters (Member News for members and eNews for the wider public), along with ad hoc newsletters.

- Create visually appealing and flexible MailChimp templates that are consistent with our other brand deliverables. These should be user-friendly and support our goal of producing fresher, more engaging e-newsletters to reach new and established audiences over the next year.

### **Written Materials**

- Re-examine the branding of our reports (including the activity report) and related products (press releases, position papers). This should involve a review of styles, colours, and graphic elements.

### **Presentations**

- Adapt the general presentation template and create specific templates for each of our six priority areas.

## **4. Objectives and outcomes**

Due to our in-house capabilities and the expectation that the new guidelines will be intuitive, we do not anticipate needing ongoing support or specialist training from the successful bidder.

We have in-house capacity and access to Final Cut Pro and Adobe Creative Cloud. Therefore, templates should be supplied as Adobe CC files (or as Microsoft Word files, where appropriate) so they can be used by EURORDIS staff.

Bidders are requested to provide a detailed explanation of methods and costs, including consulting or co-creating with staff, producing and amending design ideas with EURORDIS staff, and creating and modifying an enhanced style guide.

Please quote, in accordance with the scope, for:

- Consulting and co-creation
- Design
- Creation of templates and other products

In response to this specification, we ask contractors to provide:

- A brief explanation of the proposed approach and method for delivering the project
- Details of your experience working with similar organisations and on similar tasks, including at least two testimonials and examples of similar deliverables
- A breakdown of costs

## 5. Evaluation Methodology

Bids will be evaluated based on a quality/cost ratio of 70%/30%.

**Experience (Weighting: 10%):** Evaluation of the bidder's experience working with similar organisations and on similar tasks.

**Creative idea (Weighting: 30%):** Assessment of the originality and suitability of the creative ideas proposed.

**Delivery of outcomes and objectives (Weighting: 20%):** Evaluation of the bidder's ability to meet the defined outcomes and objectives.

**Communications and performance (Weighting: 10%):** Assessment of the bidder's communication skills and performance reliability.

**Price (Weighting: 30%):** Consideration of the overall cost in relation to the proposed quality and scope of work.

## 6. Timelines

The indicative timetable for the procurement is as follows:

Stage	Date
Publication date	Friday, 14 June
Deadline for clarifications	Monday, 1 July
CFT return deadline	Wednesday, 10 July 2024
Bidder interviews	Week of 15 July
Notification of result	Wednesday, 24 July
Contract award	Friday, 26 July

EURORDIS reserves the right to amend these dates.

The proposals should be submitted via email in PowerPoint, Word or PDF formats to [communications@eurordis.org](mailto:communications@eurordis.org) by 23:59 on Wednesday 10 July