Terms of Reference for the Call for the Design of a Logo for the Sahel Peace Initiative (SPI)

Context

The Peace Initiative for the Sahel (SPI) is an associative organization whose main objective is to promote integral human development, social cohesion and sustainable peace in the West African Sub-region. SPI was launched in 2019 by the College of Episcopal Conferences of the Sahel countries. The initiative currently covers Mali, Burkina Faso, Niger, Ghana and Côte d'Ivoire, with the possibility of including other countries in the region in the future. SPI's actions focus on advocacy, networking and the implementation of programmatic actions for the benefit of the population.

Objectives of the Consultation

The objective of this call for designs is to select a designer or agency to create a logo that visually represents the Peace Initiative for the Sahel (SPI). This logo should embody the values of the initiative and reflect its commitment to Promote integral human development, social cohesion and sustainable peace in the West African Sub-region in a context of cultural and geopolitical diversity.

Specific Objectives

1. Creation of a distinctive logo that embodies the Sahel Peace Initiative (SPI) and its core values.

2. The logo must be simple, modern and easily recognizable, while being adaptable to different media (print, digital, etc.).

3. Avoid complex graphic elements, favor simple and striking shapes.

4. The logo must reflect the geographical anchoring of the initiative in West Africa, taking into account the diversity of the countries concerned (Mali, Burkina Faso, Niger, Ghana, Côte d'Ivoire) while remaining globally representative of the Sahel region.

Logo Targets

• Internal audiences: members, partners and collaborators of the SPI.

• External audiences: the beneficiary populations of SPI actions in the countries concerned, as well as international cooperation actors (governments, non-governmental organizations, international institutions).

Selection Criteria

1. Relevance: The logo must be relevant to the purpose of the initiative and its geographical scope (Sahel and West Africa).

2. Visual clarity: The design should be clean and easily readable, even in small sizes.

3. Originality and Impact: The logo should stand out from other logos in the field of peace and development, and have a strong visual impact.

4. Versatility: The logo must be adaptable to different communication media (posters, websites, reports, social networks, etc.).

5. Colours: The choice of colours should be thoughtful and in harmony with the values of the initiative (e.g. colours symbolising peace, hope, reconciliation).

6. Cultural harmony: The design must respect the cultures and symbols of the countries of the Sahel region, without inappropriate cultural appropriation.

Expected deliverables

1. Logo Proposal: Submit the finalized high-resolution design in the following formats: .jpg, .png, .eps, pdf and .ai.

2. Concept Explanation: An explanatory document that describes the concept of the logo, its meaning, the choice of colors and shapes, and how it represents SPI's values and goals.

3. Variants: The logo will need to be delivered in several variations, including color, black, and white, as well as horizontal and vertical versions.

Submission Deadline

• The deadline for the submission of proposals is **December 6, 2024**.

• Proposals should be sent to **recrutement@cjpburkina.org**.

Bid Evaluation Criteria

Proposals will be evaluated according to the following criteria:

1. Creativity and originality of design.

2. Alignment of the logo with SPI's values and objectives.

3. Clarity and visual simplicity.

4. Adaptability to different communication media.

5. Compliance with deadlines and technical requirements.

Budget and Compensation

The amount allocated for the logo design will be determined after the designer has been selected. Successful applicants will be informed of the budget for the service.

N.B: By participating in this call for proposals, the winner will transfer all rights relating to the logo to the SPI.

Conclusion

The Peace for the Sahel Initiative (SPI) seeks to create a strong and memorable visual identity for its organization, and invites designers to propose creative concepts that will convey the values of peace, cohesion and reconciliation.