CALL FOR APPLICATIONS
Development of logos and Visual Identity Guidelines (Brandbook) for Marine Spatial Planning

How to apply:

Companies and individual professionals are invited to send their proposals to:

msp-ioc@unesco.org

Please include in the subject of your email: "Development of logos and Visual Identity Guidelines (Brandbook) for Marine Spatial Planning ". All the proposals should include:

- A financial proposal
- A draft workplan accepting the proposed timeline
- A portfolio of experience developing logos and visual identity guidelines
- A first concept of logos would be an asset

Please note that the selected contractor is expected to start immediately after the deadline of this call. Only complete and timely applications will be reviewed. Only short listed proposals will be contacted.

Timeline:

The entire assignment has to be accomplished in 60 days after the signature of the contract as follows:

1. Detailed workplan of the assignment developed and approved by IOC-UNESCO (Day 5 from contract signature)

2. Development of the logo and the logo usage guidelines (internal and public versions) developed (Day 30 from contract signature)

3. Development of Visual Identity Guideline (internal and public versions) developed (Day 60 from contract signature)

Deadline for applications:

To be eligible for consideration, applications must be received by the UNESCO Secretariat no later than: **28 November 2018 (23.59h, Paris time)**.

A. PROJECT TITLE:

MSPglobal / Joint Roadmap to accelerate Marine/Maritime Spatial Planning worldwide

B. BACKGROUND INFORMATION

The Joint Roadmap to accelerate Marine/Maritime Spatial Planning Worldwide

Oceans have an essential role for life on earth, sustainable development, employment and innovation. However, there are increasing pressures facing oceans: climate change, acidification, eutrophication, biodiversity loss, pollution, over-exploitation and illegal activities. Many countries have undertaken the transition to move towards a more integrated and ecosystem-based management of the marine environment, in the pursuit of sustainable development of the ocean and seas.

The Joint Communication on International Ocean Governance by the High Representative of the EU for Foreign Affairs and Security Policy and the European Commission identifies priority areas for EU action; in particular action 10 on maritime spatial planning.

The objectives and programme of work of the IOC/UNESCO are aimed at promoting ecosystem based management, including through the development and dissemination of the marine spatial planning approach and building of related technical capacity within Member States.

There are different levels of implementation of marine/maritime spatial planning (MSP) processes in the world, including areas where MSP is in its infancy and where joint learning, improved cooperation or capacity building is needed, or areas where arrangements for MSP may exist but a strategic approach to facilitate coordination would be beneficial.

The Directorate General for Maritime Affairs and Fisheries of the European Commission, (DG MARE) and the Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO) are committed to support the implementation of the universally agreed Agenda 2030 for Sustainable Development, and in particular the dedicated goal SDG 14, in a comprehensive, consistent and holistic way, both within the EU and beyond at the international level, and the Strategic Plan for Biodiversity 2011-2020 and its 20 Aichi Biodiversity Targets.

In March 2017, DG MARE and IOC UNESCO adopted a "Joint Roadmap to accelerate Maritime/Marine Spatial Planning processes worldwide". This roadmap will contribute to sketching out a vision and a role for MSP in implementing the Agenda 2030. It defines priority areas and strategic objectives for mutual cooperation and includes a set of actions to be implemented in the coming years, reaching out for collaboration with other UN bodies and Member States.

http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/SC/pdf/Joint_Roadmap_MSP_v5.pdf

The International Marine/Maritime Spatial Planning Forum

One of the actions of this Roadmap is to establish an international forum for discussion and exchange, offering concrete examples and guidelines on how to apply MSP. The forum's overarching objective would be to empower a new generation of planners, sectors, businesses and civil society to identify solutions and commit to cross-sectoral actions to conserve our ocean and to use its resources in a sustainable way.

The MSPglobal project / Supporting internationally accepted maritime spatial planning guidance

The overall objective of the MSPglobal project is to support international marine/maritime spatial planning (MSP) for the sustainable development of the blue economy, by enhancing cross-border and transboundary cooperation where it already exists as well as through the promotion of MSP processes in areas where it is yet to be put in place.

The specific objective aims at improving planning of sustainable economic activities at sea by promoting the establishment of MSP plans and by creating an environment conducive to transnational cooperation through the development of international guidance for cross-border and transboundary MSP.

To achieve these objectives, the project will:

-       Build on the results and experiences from a series of cross-border MSP-related projects in the European Union, the Western Mediterranean, the Southeast Pacific and other international initiatives, as well as on existing national MSP processes;
-       Establish frameworks for cross-border cooperation at regional level;
-       Facilitate and carry out concrete cross-border activities at different geographical levels in the pilot case study areas to meet the needs of the national and cross-border processes and to support the countries in successfully implementing MSP initiatives;
-       Develop approaches and tools at regional level to contribute to a coherent MSP process by improving participation and transparency on data and information;
-       Support practical implementation of an ecosystem-based approach in MSP for the pilot projects;
-       Develop methods to build MSP processes integrated with land use spatial planning processes to emphasize the land-sea interactions influencing the development of the coastal areas as well as the state of the marine environment.

- Share best practices and build new knowledge to inform, guide and support MSP at global scale.

The project is designed to support the implementation of the Joint Roadmap to accelerate marine/maritime spatial planning processes worldwide, adopted by the Directorate General for Maritime Affairs and Fisheries of the European Commission (EC-MARE) and the Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO) as part of the conclusions of the 2nd International Conference on MSP jointly organised in Paris, March 2017.

The results of this project will be a joint contribution of EC-MARE and IOC-UNESCO to the joint commitment launched by both institution during the UN Ocean Conference through the #OceanAction15346. This project will also be a major contribution to the International Decade of Ocean Sciences for Sustainable Development adopted by the 72th United Nations General Assembly on 5 December 2017.

C. OBJECTIVES AND SCOPE OF WORK

Scope of work

Working closely with the MSPglobal Coordinador at IOC-UNESCO, the service provider is expected to carry out the following tasks in order to produce the corporate logo and visual identity guidelines:

1. Develop the logos for the MSPglobal project, MSP Forum and Joint Roadmap of MSP.
2. Develop the Public and Internal Logo Usage Guidelines.
3. Develop the public and Internal Use Visual Identity Guidelines.
4. Throughout the process of developing the above noted deliverables, the company will ensure close cooperation and communication with the staff of the Intergovernmental Oceanographic Commission of UNESCO, conduct working meetings to coordinate the clearance process of the submitted products.
5. Develop an indicative timeframe with exact dates for submission, coordination and completion of each of the deliverable required under the current ToR, taking into consideration period of implementation indicated in the call.

D. DELIVERABLES AND INDICATIVE TIMEFRAME

No	Deliverable	Category	Form of delivery	Period of implementation
1	**Detailed Workplan of the assignment developed and approved by IOC-UNESCO**		**Word document containing GANTT chart**	**5 working days from contract signature**
2	**LOGO and LOGO Usage Guidelines (internal and public versions) developed**	Logo	**Shared folder with designs in electronic form**	**30 days from the contract signature**
	Up to 10 main logo concepts designed and submitted including: - MSPglobal project - MSP Joint Roadmap - MSP Forum	Logo	PDF presentation submitted to IOC-UNESCO	Within a period of up 15 days from the signature of the Contract
	Main logo concepts application prototypes produced and submitted	Logo	Branding of at least 3 prototypes for random objects from the Visual Identity Guidelines for each proposed Logo concept	
	Adjustments to the logo concepts for the MSP Joint Roadmap and the MSP Forum submitted for clearance	Logo	PDF presentation submitted to the beneficiary's working group CD/DVD with designs (in 2 copies) sent to IOC-UNESCO	Within a period of up to 5 working days from the provision of adjustments
	Clearance of the Concept of logos - MSPglobal project - MSP Joint Roadmap - MSP Forum	Logo	PDF presentation submitted to IOC-UNESCO	Within a period of up to 5 working days from the acceptance of adjustments.

	3 concepts of the 3 logos followed by maximum 2 adjustments to each of the preferred concepts of the 5 derivative logos produced and submitted for clearance	Logo	PDF presentation with designs to IOC-UNESCO	Within a period of up to 2 weeks from the formal approval/clearance of the main logo final concept
	Public Logo Usage Guidelines	Logo	• PDF and Word manual delivered to IOC-UNESCO	
	Internal Logo Usage Guidelines	Logo	• PDF and Word manual delivered	Within a period of up to 30 days after the final main logo concept has been approved
3	**Visual Identity Guidelines (Brandbook), internal and public versions developed**	Visual Identity Guidelines	**Designs in electronic form (including editable version)**	**60 days from the contract signature**
	Typography	Visual Identity Guidelines	Sets of fonts in case of use of public fonts, or reference and procurement directions for approved commercial fonts	Within a period of up to 45 days from the signature of the Contract
	Public version of the Visual Identity Guidelines.	Visual Identity Guidelines	PDF presentation submitted to IOC-UNESCO	
	Component materials of the public version Visual Identity Guidelines	Visual Identity Guidelines	Designs in electronic form	Within a period of up to 60 days from the signature of the Contract
	Internal version of the Visual Identity Guidelines	Visual Identity Guidelines	PDF and Word format submitted to IOC-UNESCO	

E.   Technical specifications of products

1.   Main Logo and 5 Derivative Logos Concept

1.1. Logo Concept

- Develop up to 10 logo concepts based on global marine spatial planning as main graphic element in order to cover the needs for the 3 corporate initiatives, these 3 logos will be systematically used alongside the institutional logos of IOC-UNESCO and the European Commission:

  - MSPglobal Project
  - Joint Roadmap to accelerate Marine/Maritime Spatial Planning Worldwide
  - International Marine/Maritime Spatial Planning Forum

- Implement up to 10 adjustments/amendments to three selected versions;
- Implement up to 5 adjustments to the final selected/approved three versions;

1.2. Designs and Files

Composition versions - develop designs placing the elements (graphic symbol, text, etc.) in a multiple forms:
- Horizontally
- Vertically

Language Requirements- the final logos, developed according to the approved concept, will be implemented in the following languages:
- English
- French
- Spanish
- Arabic

Colour palette - in order to ensure the standardization of colours used in the logo elements, it will be necessary to choose the colours in the following standards, allowing the use of similar colours regardless of the medium (print/digital) and of the equipment standards:
- CMYK
- Pantone
- RGB
- HEX

Logo colour variations - depending on the concept chosen, the design team may propose alternate colour variations of the logo, which will be included in the set offered to the beneficiary.

Monochrome versions
- White and black
- Black and white
- Variations in three alternative brand colours

Simplified logo versions - to ensure the correct display of small sizes without deformation it is required to develop simplified versions of the logo which will look legible in small sizes.

Logo variations – The logos of the Joint Roadmap to accelerate Marine/Maritime Spatial Planning Worldwide And the International Marine/Maritime Spatial Planning Forum should have a combined version with the official logos of the Intergovernmental Oceanographic Commission of UNESCO and the European Commission for public dissemination. The language versions of these combined logos will be reduced to English, French and Spanish.

1.3. Logo Delivery Formats
- **Vector formats** - AI, uncompressed PDF, EPS
- **Preview formats** - lowest-compression JPG, PNG with transparency, PNG without transparency

2. Logo Usage Guidelines

Scope: Narrative instructions will be developed for all logos and combinations of graphic elements in order to explain the proper use of the developed elements. All instructions will be included in the "Logo Usage Guidelines" - an integral document that will be mandatorily distributed together with all logo files developed.

On the basis of these recommendations, professionals from various fields (design, communication, IT, journalists, etc.), who will use the received logos, will be able to minimize the errors during use of the logo, whilst other the beneficiaries, nonprofessional's, will be able to monitor the compliance with the standardized use of the logo in different environments.

The Logo Usage Guidelines will include at least the following sets of recommendations and explanations (which can be complemented with other elements during the development process):

- **Explanation of logo significance** - narrative description of the logo concept, of the reflected ideas, of the key message or other conceptual information taken into consideration when developing the logo design.
- **Logo geometry, spacing and proportions** - explaining the elements used in the graphic symbol, the proportions, ratios and other elements composing the logo.
- **Minimum and desirable size for print** - determining and explaining the minimum size for print allowing different versions of the logo to appear correctly, without defects, overlays, elements' merge, defocus, so that the logo could be read and understood easily. The explanations and recommendations will be made in accordance with all logo variations developed; a particular attention will be given to the simplified versions of the logos, developed especially for small sizes.
- **Minimum and desirable size for the online** environment- as for print, the minimum size of logo variations will be determined for online too, in order to ensure their correct display. The sizes for standard screens, but also for high pixel density screens (retina) will be specified for online.
- **Using the logo for different types of materials** - use of logo for internal materials (monolingual or bilingual logo), use of logo for public materials (use of multilingual logo or logos in several languages).
- **Using the logo on coloured backgrounds** - presenting the explanations and recommendations related to the use of logo on backgrounds of different colours; graphic examples of correct combinations will be included besides the narrative explanation of the principles of colour combination.
- **Using the logo on images** - recommendations on the use of logo variations on image backgrounds: position, contrast compliance, level of detail, techniques of logo separation, and graphic examples on the correct use of logos.
- **Incorrect use of logo** - the most widespread cases of logo misuse will be graphically illustrated and explained so that logo beneficiaries or users could avoid the deliberate or unintentional mistakes when using the logo.

- **Use with and without combination-** alongside the logo variations the design team will determine together with IOC-UNESCO the cases when the logos will be combined and will specify this in the guidelines, so that the guidelines and logo users know clearly when it is appropriate to include the logo combined.

- **Using a second logo**

  Use with logos of hierarchically similar institutions - recommendations and examples to combine the logos with the logos of other institutions will be developed to determine the sizes, proportions, spacing, delineators, location and other elements ensuring the regulation of the integration of Parliament logo into other logos.
  Use of the logo with the logos of subordinate specific programmes or projects - recommendations and examples of use of the logos into the logos of other programmes or projects will be developed additionally to determine the sizes, proportions, spacing, delineators, location and other elements.

  Use the main logo and logo derivatives - recommendations and examples to combine logos with the logo derivatives will be developed additionally to determine the sizes, proportions, spacing, delineators, location and other elements.

3. MSP Visual Identity Guidelines (Brandbook)

The **Visual Identity Guidelines (Brandbook}** is an integrally developed document with annexes including the following key components of the visual identity of MSP

Visual Identity Guidelines file - a document containing the following elements for each layout:
- Computer-simulated visualization or the realistic shooting of the developed logo designs (mock-up);
- Specification of technical parameters for the application of logo designs;
- Specification of parameters and requirements for the materials on which the design is applied;
- Specification of requirements for the application technology;
- Narrative explanation on the usefulness of each design and how to use it in non-technical terminology;
- Reference/link to the address of the editable design or production design in the folders with related graphic files

Related graphic files - the graphic files prepared in the formats suitable for use in different environments will be structured hierarchically according to the logic of use in folders and sub-folders to avoid the confusion or the difficulty to identify each material.

3.1. Typography

- **Default font** - default text combining with the logo to be used in materials. The default font will mandatory include:
  "Extended Latin"
  Character types: Thin, Thin italic, Light, Light italic, Regular, Regular italic, Medium, Medium italic, Bold, Bold italic, Black, Black italic.
- **Alternative font** - it is recommended to use alternative text default that matches maximally the default style and font; the alternative font should be spread as standard in Windows operating systems.
- **Icon font** - it will be proposed at least an open-source font based on vector icons that can be used as visual elements without losing quality while resizing. The font will include in the set at least 100 icons covering different areas, all of them being developed in the same style and design technique.

3.2. Colour Palettes

Depending on the concept and style of the visual identity developed, the sets of brand colours will be presented and the cases and recommendations for their use will be explained. It will be taken into account the need to specify the following sets of colours:

- Primary colours
- Secondary colours
- Tertiary colours

3.3. Graphic Style, Photos and Illustrations:

- Illustrations style - definition of the style of illustrated view of ideas, messages, schemes to be respected by the professionals in the field of design and communication when developing the communication materials;

- Backgrounds - design of complex graphic backgrounds variations that can be obtained from the visual identity.

3.4. Elements of Visual Identity.

		Elements	Delivery format	Internal/public Brandbook
a)		Business cards: • Nominative with personal data (bilingual: English / French and English / Spanish) • Nominative with general data (bilingual: English / French and English / Spanish)	• Graphic design in editable .Ai format • JPG preview • Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
b)		Correspondence envelopes DL, CO,Cl, C2,C3,C4,CS,C6,C7,C8,C9,C10	• Graphic design in editable .Ai format • PDF for print • JPG preview • Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
c)		Roll-up banner	• Graphic design in editable, Ai format • PDF for print • JPG preview • Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
d)		Spider banner	• Graphic design in editable .Ai format • PDF for print • JPG preview • Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed
e)		Wall banner (with small logos in different languages)	• Graphic design in editable .Ai format • PDF for print • JPG preview • Technical instructions for production in the brandbook	Integrated into the brandbook, public Internally distributed

3.5. Document Templates

	Elements	Delivery format	Internal/public Brandbook
a)	Letterheads and letter templates - layouts, templates (in English) • Press release • Internal letter • External letter • Working document • Report • Letter for external use • Nominative - 1 person • Nominative - more persons	• Graphic design in editable .Ai format • Word templates • Technical and non-technical instructions for use included in the brandbook	Integrated into the brandbook, public Internally distributed
b)	Meeting documents templates (in English) • Agenda • List of participants • List of signatures • Meeting report • Working notes • Meeting notebook • Terms of reference to organise sessions • Badges for participants, speakers, staff, services, volunteers, etc.	• Graphic design in editable .Ai format • Word templates • Technical and non-technical instructions for use included in the brandbook	Integrated into the brandbook, public Internally distributed
c)	Diplomas and certificates (in Romanian, Russian and English) • Standard diploma • Diploma with protective elements • Certificate of participation	• Editable .Ai format • PDF for print • Word templates • JPG preview • Technical instruction for development and non-technical instructions for use included in the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed

Specific and detailed requirements for file formats and content:

- The layouts will be delivered in the native graphic formats they were developed in, advisable in Adobe Illustrator (Ai) - they will be kept for unusual needs to edit the sources;

- Templates will be developed in Microsoft format in order to be used by IOC-UNESCO staff, capable to print them at their own printers and customize at least the following elements:
  Spacing and margins
  Standard font size
  Colours for texts
  Stylization of tables
  Heading customization
  Page numbering

  Bullets and numbering
  Watermarks

- Form/template documents optimized for printing in printing houses in big quantities will be developed, including only visual non-editable elements to be printed in large quantities by the industrial equipment in printing houses. Examples of non-editable elements:
  Header
  Footer
  Space for document numbering

Document type or title (for instance, Diploma, Information Note, etc.)
Watermark

The employees will further use these form/template layouts will insert them into ordinary printers (mostly white/black - laser printers) and will print only the dynamic content, such as:

Document text
Page Numbers
To whom it is addressed/handed
Other information related to the content and not to the structure

Form/template layouts for printing will be developed as PDFs without compression according to the specific requirements of printing to the industrial equipment.

- The design specialists will develop digital templates of printed form documents to be printed at print shops. They will not include non-editable elements that are supposed to be already printed on the standard forms, so they will not have to be printed repeatedly at the employees' ordinary printers.
- It is important that these templates respect the same spacing, margins, space for numbering and other static elements like in the form/template layouts developed for printing, so as to avoid print overlapping or deviations.

The developed templates will have the same stylization elements as the templates for print at ordinary printer:
Spacing and margins
Standard font size
Colours for texts
Stylization of tables
Heading customization
Page numbering
Bullets and numbering
Watermarks

3.6. Digital Materials:

		Elements	Delivery format	Internal/public Visual identity guidelines
a)		**Wallpaper for workplace laptops and computers** - digital images will be developed to be used as wallpapers on computers' desktops. The aspect ratio of images for laptops will be 16:9. The aspect ratio of images for desktop computers will be: 16:9, 16:10,4:3. Optimal image resolutions: 2k and 4k. The following may appear as content of the images: logo, ornaments, illustrations, inscriptions, colour combinations, logos in different languages. These elements will be determined together with the beneficiary's project team during the creation process.	• Graphic design in editable. Ai format • Editable PDF • JPG or PNG for use • Instructions and explanation of scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Publicly distributed
b)		**Wallpapers for wide-format TVs** - wallpapers will be developed for the institution's TVs in order to be displayed on the TV when information material or presentations is not running. The aspect ratio of images for laptops will be 16:9. Optimal image resolutions: 2k and 4k. The following may appear as content of the images: logo, ornaments, illustrations,	• Graphic design in editable .Ai format • Editable PDF • JPG or PNG for use • Instructions and explanation of scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Publicly distributed

	inscriptions, colour combinations, logos in different languages. These elements will be determined together with the beneficiary's project team during the creation process.		
c)	**Wallpapers for standard and wide projectors** - wallpapers for institution's projectors will also be developed and adjusted for qualitative display on the projector (taking into account the image display technology by illumination). The aspect ratio of images: 16:9 and 4:3. Optimal image resolutions: 1280x960 and 1920x1080.	• Graphic design in editable .Ai format • Editable PDF • JPG or PNG for use • Instructions and explanation of scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Publicly distributed
d)	**PowerPoint presentation templates** - will be developed as design templates. After the approval, they will be programmed as editable PowerPoint templates. The content of the PowerPoint template slides will include various models of slides, including at least: • Main page/title • Model of a page containing the table of contents • Page with the chapters • Page with textual content (containing the title, paragraphs, blocks with bullets and numbering) • Page with text and image content • Page with table content • Page with text and stylized graphic content • Page with two-column-text content • Page with photographic content • Page with video content • Final page with acknowledgments (containing the final message, contact information, name and surname of the speaker) The PowerPoint presentation will be developed in two standards aspect ratios • Wide-16:9 • Standard - 4:3	• Graphic design in editable .Ai format including the slides developed • Templates in PowerPoint format	Integrated into the visual identity guidelines, public Distributed only internally

3.7. Online Corporate Communication:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	**Online message published on the official website and other websites**	• Graphic design in editable • Ai format • Editable PDF • Instructions for use and explanation of the component elements and of the scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Publicly distributed
b)	**Email signature (for different hierarchy levels)** • Model for integration into Microsoft Outlook 2010+ • Model for integration into the mobile phone	• Graphic design in editable .Ai format • Editable electronic signature integrated into the Word document - for desktop version • Electronic signature for the mobile phone • Step-by-step detailed instructions on how to include signatures in the clients' emails - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
c)	**Newsletter email template** (in English, Spanish and French) • Urgent message • Standard message • Message summarizing an activity • Press release	• Design layouts in .Psd editable format • Preview JPG or PNG • Templates programmed in HTML & CSS format • Technical recommendations and recommendations for integration into specialized softwares • Instructions and explanation of scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
d)	**Social media** – **Twitter, Facebook and Linkedin** • Customization of official page • Recommendations on the customization of the profile of IOC and staff involved. • Stylization of official events	• Graphic design in editable .Ai format • Images for use in JPG or PNG format • Instructions and explanation of scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
e)	**YouTube** • Customization of the channel's images (cover image, logo canal) • Intro and outro logo animation for video materials in Full HD and 4K resolutions using logos (as image)	• Graphic design in editable .Ai format • Images for use in JPG or PNG format • Video clips in mp4 format compressed with h.264 codec • Instructions and explanation of scenarios for use - integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally

3.8. Print communications (elaboration of templates which can be used for communication in different languages):

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Flyer 10x21 cm	• Graphic design in editable .Ai format • Editable PDF • Technical guidelines for design and development, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed
b)	Flyer A4	• Graphic design in editable .Ai format • Editable PDF • Technical guidelines for design and development, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed
c)	Flyer 2 fold	• Graphic design in editable .Ai format • Editable PDF • Technical guidelines for design and development, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed
d)	Flyer 3 fold leaflet	• Graphic design in editable .Ai format • Editable PDF • Technical guidelines for design and development, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed
e)	AS booklet with several pages: • Front cover layout • Back cover layout • Internal pages with text content • Internal pages with images • Stylization model for graphics • Stylization model for tables	• Graphic design in editable .Ai format • Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed
f)	A4 booklet with several pages: • Front cover layout • Back cover layout • Internal pages with text content • Internal pages with images • Stylization model for graphics • Stylization model for tables	• Graphic design in editable .Ai format • Editable PDF Technical guidelines for design and development, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Internally distributed

3.9. Stationary

To spread the visual identity of MSPglobal, the design team will explore, select and propose office supplies and their personalization by developing the layout design and applying identity elements, such as: colors, text, logo variations, graphic symbol.

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Notebooks • Large -A4 • Medium-A5 • Small-A6 • Pocket size - A7 Layouts will be developed for: • Front cover • Back cover layout • Graph paper notebooks	• Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
b)	Pens • Ball pens - simple • Automatic pens • Gel pens - multicolor • Metal, automatic pens	• Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
c)	Pencils • Simple • Set of colored pencils	• Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
d)	Folders • To distribute conference materials	• Graphic design in editable .Ai format • PDF for print • Technical instructions for choosing, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally

3.10. Clothing and official recognition elements:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	T-shirts • Simple • Polo	• Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
b)	Caps	• Graphic design in editable .Ai format • PDF for print • Technical instruction for development and cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally
c)	Bags • Simple cotton bags for conferences • Document bags • Paper bags	• Graphic design in editable .Ai format • PDF for print • Technical instruction for development, choice, and cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally

3.11. Promotional items:

	Elements	Delivery format	Internal/public Visual identity guidelines
a)	Various objects: • Lanyards • Key holder • Flash drive / USB • Umbrella • Mug • Aluminium bottle for water	• Graphic design in editable .Ai format • PDF for print • Technical guidelines for development and choice of product, cases of use, integrated into the visual identity guidelines	Integrated into the visual identity guidelines, public Distributed only internally