

## Terms of Reference visibility manual

### Background

CEE Bankwatch Network is the largest network of grassroots environmental groups in central and eastern Europe. It monitors public finance institutions that invest hundreds of billions of euros across the globe.

Bankwatch has a communications team of seven people responsible for supporting a variety of campaigns led by our 16 member groups in 14 countries, all of which target specific audiences through numerous channels.

As such, **we are looking to create a visibility manual that will standardise how we present ourselves to the outside world** when producing comms materials for different platforms.

The overall goal of such a manual is to provide a quick first reference for the team as it produces communication materials. The manual should also serve for external consultants when a team member contracts any visual materials like a publication, video and so on.

### Subject of the proposal

The purpose of this manual is to develop a set of guidelines to keep a consistent appearance of materials produced, to standardise visual materials for our social media channels, website, publications, videos and other comms materials. The primary audience will be the comms team, and a secondary audience is campaigners working with visual materials and the designers that are commissioned for products.

Bankwatch has at present a colour palette and font type that it uses for the website and related materials, so this manual does not need to start from scratch. What is needed is clearer guidance about how these are used, in what contexts and to what affects.

### Deliverables

- An analysis of the current Bankwatch visual presence
- A visibility manual that should include: communication guidelines, use of the logo, fonts, colours, image treatment, templates and tips on improving visibility (for example on social media)
- Training or presentation of the manual for the communication team

### Timeline

- April 2021 - analysing visual presence of Bankwatch
- May 2021 - preparing a manual
- June 2021 - presentation/training

## **Budget**

- 3000 euro. Note Bankwatch is not VAT-registered

## **About you**

We are searching for a graphic designer with:

- Experience in digital, print and social media
- Experience working with NGOs a plus, ideally on environmental or EU topics
- Experience developing branding or visual identity manuals
- English fluency

## **How to apply**

Please email by 1 April 2021 Gosia Zubowicz-Thull [gosia.zubowicz@bankwatch.org](mailto:gosia.zubowicz@bankwatch.org)

- a CV detailing relevant experience
- two to three examples from a portfolio with relevant work
- A detailed cost breakdown of the work