



THE
LUTHERAN
WORLD
FEDERATION

Action for Justice

lutheranworld.org

Call for proposals: Developing a visual identity for 2023 Assembly of the Lutheran World Federation

The Lutheran World Federation is procuring a visual identity for its 2023 Assembly.

Background

The Lutheran World Federation (LWF) Thirteenth Assembly will be held in Krakow, Poland, in September 2023.

The visual identity consists of an Assembly logo (which can include graphical emblems and text), colors and font/s.

The visual identity should express the LWF's identity, the theme and context of the Assembly. It is at the heart of how the Assembly is presented to participants, the LWF member churches, the local population in Krakow and Poland, and to the general public. It should adhere to the LWF's overall visual identity and use the fonts of the visual identity.

The visual identity should be adaptable to the LWF's official languages and to Polish:

- English: One Body, One Spirit, One Hope
- German: Ein Leib, Ein Geist, Eine Hoffnung
- Spanish: Un Cuerpo, Un Espíritu, Una Esperanza
- French: Un corps, Un Esprit, Une espérance
- Polish: Jedno Ciało, jeden Duch, jedna nadzieja

The Assembly is LWF's highest decision-making body, consisting of representatives from the communion's member churches. It meets every six to seven years to give general direction to LWF's work, elect the President and Council members, act on the reports of the President, General Secretary and Chairperson of the Finance Committee, and on matters related to the LWF Constitution.

Timeline

7/9/2020: Deadline for submitting proposals

30/9/2020: Shortlisted bidders informed

20/11/2020: Final selection following which all bidders will be contacted

December 2020-February 2021: Development of all deliverables and brand-book

20/3/2021: Launch of the new visual identity

Submission

Proposals should be sent to Arni Danielsson, Head of Communication, arni.danielsson@lutheranworld.org. They can be submitted in English, French, German or Spanish. Any requests for clarification should be referred to the Head of Communication via e-mail.

Criteria and selection process

A point system will be used in evaluating the proposals technically and commercially. Points will be assigned according to the following criteria.

1. How well does the proposal express the (50)
 - a. Assembly theme
 - b. Local context of the Assembly
 - c. Global nature of the Assembly
 - d. LWF's identity and values
2. Adaptability to different types of presentations (30)
3. Overall quality of submitted proposal (20)

Additionally, the following criteria will be applied:

4. Adaptability to different languages (yes/no)
5. Compatibility with LWF's visual identity (yes/no)

Deliverables

The initial submission should consist of

- 1-2 sample logos
- Proposal for color/s and use of visuals
- Explanation of how the proposed logo fits with and expresses the theme, identity and context of the Assembly
- Examples of similar work as applicable
- Detailed budget

For the chosen proposal:

- Logo in different forms, in full resolution for print, low resolution for online use
- The different forms of the logo must cover its intended usage in publications, documents, visibility items, website (including mobile version), branding of space, social media, and videos
- Proposal for font/s, colors and use of visuals
- Graphic elements of the logo (emblems)
- Visual identity guidelines, detailing usage of the logo, colors, font usage, co-branding, and positioning

Additional deliverables to be developed in close cooperation with the LWF Office for Communication:

- Template for presentations
- Template for social media headers
- Template for posters and branding of space
- Template for Assembly publications (report, study book, manual design, both cover and inside pages)
- Social media infographics and other elements
- Graphic elements for videos: titles, subtitles, end slides
- Letterheads and document template

Confidentiality and rights of use

The bidder withholds rights of use until a contract is signed with the LWF. The LWF will uphold confidentiality in as far as possible but will withhold the right to present the incoming bids to the relevant committees and governance groups for feedback and decision.

Legal requirements

Upon signing the contract with the LWF the bidder must show compliance with the legal requirements for work regulations in the country of operation and financial capability to fulfil the specified contractual obligations.

Budget

The submitted application must show how the full proposal can be fully executed. The proposal and budget must be held valid for 90 days from the deadline of submission. The proposal must be feasible to develop and implement within the time frame of 31 October 2020 – 28 February 2021. Costs quoted must be in CHF, EUR or USD including applicable VAT.

Please note that the cost of preparing a proposal is not reimbursable nor can it be included as a direct cost of the assignment.

Background documents

1. About the LWF, <https://www.lutheranworld.org/content/about-lwf>
2. LWF's visual identity, <https://www.lutheranworld.org/content/visual-identity>
3. Samples of previous visual identities of LWF assemblies, https://www.dropbox.com/sh/woomxkn70ejq2ix/AAD7ffbT_9GGb-D8xriR6dsJa?dl=0
4. Explanation of the 2023 Assembly theme https://www.dropbox.com/sh/woomxkn70ejq2ix/AAD7ffbT_9GGb-D8xriR6dsJa?dl=0

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