



Building Algerian Youth's Future (BAYF)

Logo + Marketing Collateral Design Brief

Deadline for proposals: 2 January 2019

Summary:

Fundación Educación para el Empleo (EFE-Europe) is an international non-profit that seeks a designer to produce a logo and marketing collateral for a project that EFE will implement in Algeria until March 2019.

Client Overview:

Fundación Educación para el Empleo (EFE-Europe) is the European hub of Education For Employment (EFE), the leading youth employment organization in the Middle East and North Africa that transforms the future with youth through the dignity of work. Since 2006, locally-run EFE Affiliates in Egypt, Jordan, Morocco, Palestine, Tunisia, Saudi Arabia and Yemen, and support hubs in the USA, Europe, and the UAE, have partnered to link over 80,000 youth to the world of work while supporting nearly 3,000 businesses to obtain the entry-level talent they need to grow. More information on EFE is available here: www.efe.org

Project Overview:

From November 2018 – March 2019, EFE will undertake a series of activities to increase knowledge of the Algerian labour market and youth unemployment among Algerian stakeholders, and to outline recommendations for interventions that will provide the stability and opportunities needed for young Algerian women and men to build a better future for themselves, their families, their companies and their communities. The project will focus on the cities of Ouargla, In Salah, Oran, El Bordj Bou Arreridj, Ghardaia, Tamanrasset, In Amenas, and Tindouf, and will entail the creation and dissemination of a labor market report along with related stakeholder engagement, outreach and visibility activities. The project will produce and disseminate locally-tailored knowledge about labour markets, skills and competences in demand, related constraints and opportunities for economic development, and recommendations for inclusive private sector growth. Throughout the project, special attention will be directed to the intersection of unemployment, gender, poverty and social conflict.

Services:

Logo Design:

- Provision of three logo concepts for client review
- Full design of selected logo concept

- Four rounds of feedback/edits
- Provision of final logo package (all files in .jpg, .png, .ai)

Marketing Collateral:

- 2 varieties of standard-sized roll-ups – French and English (both languages on the same roll-up)
- 1 page flyer on project (2-sided) – French
- 1 page flyer on EFE in Algeria (2-sided) – French
- Pocket Folder – French and English (both languages on same item)
- 1 social media 'frame' (Twitter, Facebook, LinkedIn)
- PPT Template (title slide, table of content, 6 internal layout slides, ending slide)
- 1 map infographic of Algeria with relevant cities – French and English (two versions, one in French, one in English)
- 1 infographic depicting methodology of the project – French and English (two versions, one in French, one in English)
- 3 data infographics depicting simple, easy-to-digest highlights of the data – French and English (two versions, one in French, one in English)

Helpdesk:

Two hours of 'troubleshooting' time to support EFE staff members in modifying templates as needed

Specifications:

Logos:

- Horizontal and square layouts (for social media)
- Full Color and White Versions
- Featured project name in French and English
- Utilizes the brand colors, typeface and other design principles outlined in the project brand guidelines

Marketing Collateral:

- Utilizes the brand logo, colors, typeface and other design principles outlined in the project brand guidelines
- Designed in .indd (preferable) or .psd
- Provided in final format and with editable source documents with images embedded



Deadline for deliverables:

Logo concepts to be submitted to EFE by January 16th, 2019. Final logo package to be delivered by January 21st. Marketing collateral deadlines to be confirmed with EFE team members at project launch.

Application:

Send your proposal, work plan and timeline, budget, and relevant examples of similar work to europa@efe.org with LOGO AND MARKETING DESIGN in the subject line by January 2nd, 2019.