

# Design of ASEF Promotional Materials

---

## Project

ASEF is looking to produce a range of promotional materials based on a new visual identity that targets its primary stakeholders as well as members of the general public.

## About the Asia-Europe Foundation (ASEF)

The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

Our goals:

- Strengthen Asia-Europe ties
- Create shared experiences for learning and dialogue
- Enhance mutual understanding
- Explore opportunities for cooperation

For more information, please visit [www.asef.org](http://www.asef.org)

## Project Background

Over the years, ASEF has been producing a range of printed communication materials to inform its main stakeholders (e.g. ASEF Governors, ASEM representatives, project partners and participants) and reach out to new audience members who take an interest in Asia-Europe cooperation.

The materials comprise of:

- The **ASEF Corporate Brochure** – containing a concise and clear overview of ASEF's mission, structure and activities. This material is most commonly used during networking events, meetings, and for display at information booths.
- The **ASEF Folder** – designed to hold all documents into a kit that includes the brochure, the ASEF annual report (or annual summary sheet), and potential thematic hand-outs and the ASEF fact sheet.
- The **ASEF Fact Sheet**, which has so far been produced in-house, is aimed at key stakeholders and partners and contains practical information about ASEF's main objectives and areas of activity.
- The **ASEF Events Calendar**, which provides information about forthcoming events taking place across Asia and Europe.
- The **ASEF Publications Catalogue**, which highlights a number of online and print publications relating to ASEF's various thematic areas (culture, economy, education, governance, public health and sustainable development).
- **Public display materials** such as pull-up banners and maxibit vinyls to use at ASEF and partners' events.

## **Objectives**

1. To establish a clear visual identity that is able to reach a mixed audience comprising of both existing ASEF stakeholders and new potential partners.
2. To use the collaterals at current ASEF projects and activities.
3. To create an effective bridge between printed and digital contents by conceptually linking 'offline' and 'online' communication strategies.

## **Target audience**

1. ASEF stakeholders (e.g. ASEF Governors, ASEM government officials, partner organisations, event participants, alumni).
2. Potential partners and sponsors.
3. Members of the general public.

## **Scope**

1. Design concept development leading to an original range of products that convey ASEF's vision and goals.
2. Overall creative direction that is engaging and in line with ASEF's corporate identity.
3. Layout design, pre-press production and mock-ups of final print materials.

## **Specifications**

1. The information kit will include brochure, folder (or similar item), and infographic-style fact sheet, event calendar, publications catalogue. The format for each piece is to be determined with the design agency.
2. The display materials will consist of a pull-up banner and maxibit vinyl. Formats to be determined by the design agency.
3. Design elements should adhere to the ASEF Branding Guidelines.

## **Deliverables**

1. Print-ready files as well as editable raw files (Adobe InDesign) for all materials produced.
2. Image files (e.g. tif, psd, ai) if applicable.

## **Timeline**

Tender period: 15-30 June 2014

Expected start date: 1 July 2014

Date of completion or expected duration: 15 August 2014

## **Contact**

Sali SASAKI (Ms)

Communications Executive, Public Affairs

[sali.sasaki@asef.org](mailto:sali.sasaki@asef.org)