Call for Tender
ASEF Corporate Branding
General Publication Guidelines and Templates

LOOKING FOR
Design Agency to develop publication guidelines/templates for corporate branding

DEPARTMENT
Public Affairs

DEADLINE OF SUBMISSIONS
4 July 2014

CONTACT PERSON
Theresa CUA (theresa.cua@asef.org)

Tender for Proposal

In line with ASEF’s recent Corporate Branding Exercise, a set of guidelines and templates for publications and other external communications need to be developed to further contribute towards strengthening the ASEF corporate identity.

We are currently in the process of soliciting quotations from design agencies to undertake such actions. Your company is invited to tender.

Overview of Requirements

- Detailed quotation with payment terms, based on the requirements stipulated in attached briefs
- Brief background of the company and samples of past work in a similar project
- Timeline proposal for completion by end August 2014
- Terms and conditions for acceptance

About the Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education. Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). www.asef.org

Submission and Contact

Interested parties should send in their proposals and queries to Ms Theresa CUA at theresa.Cua@asef.org on or before the stipulated deadline.
Project Brief

ASEF Corporate Branding
General Publication Guidelines and Templates
c/o Theresa CUA (theresa.cua@asef.org)

Project:

Design and development of ASEF publication layout system and templates

Background of 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

Project Background

1. ASEF conducted a Corporate Branding exercise in 2013, consolidating existing branding elements and standardising them into a coherent manual.

2. The Corporate Branding exercise continues in 2014, now focusing on various publication templates that are produced in-house by all ASEF staff and shared externally. A quick survey of what currently goes out shows a need for producing easy-to-use standard templates across the organisation on commonly produced documents which will be outlined below. Such documents are frequently produced in the context of organising events and activities.

3. To ensure use by all staff, the new templates must be easy to update via MS Word (with alternate versions for design software) and must be able to adapt to a wide variety of content.

Objectives

1. To strengthen ASEF brand recognition by standardising all corporate and project communication templates meant for external audiences.

2. To develop specific guidelines and structures related to such template, such as a definite set of typographic and grid structures for easy use. These guidelines should be applied to templates that are easy to adapt and understand for use by staff.

3. To develop a design structure that would accommodate standard corporate identity elements, a variable visual identity in various use, and be able to convey thematic information when needed.
Target audience

1. ASEF Stakeholders (government officials)
2. Academia, Researchers, Think-tanks
3. General Public (Recipients of External communication)

Scope

1. Structural Development
   a. Grid system
      A logical grid structure should be developed for A3, A4, and A5 formats that should guide all publications and layouts.
   b. Typography guidelines
      A set of typography guidelines and recommendations for size, spacing, case, colour, etc, taking into account information hierarchy, should be developed for application across all publications and layouts. A set of typographic styles should be developed specifically for (A4, A5) publications:
      i. Title
      ii. Headings
      iii. Subtitles / Subheadings
      iv. Regular Text
      v. Photo captions
   c. Graph/Chart guidelines
      A set of guidelines for creating graph/charts as visual aids / accompaniments to publications (including presentations)

2. Design and development
   A generic formula or templates based on the above should be developed for the following forms of external communications:
   a. Concept Paper / Note – Contents vary
   b. Event programme
   c. Administrative Notes
   d. Conference / Seminar booklet - should have general guides for
      a. Cover
      b. Abstract / Introduction + Table of Contents
      c. General Text (1 – 2 columns)
      d. Agenda / Programme
      e. Speakers / Participants + profiles
      f. About the Organisers (ASEF+partners)
      g. About the Sponsors / Supporters
      h. Back cover
   e. Calls – announcements soliciting submissions from the audience. Some examples are listed below. A generic call template may be created that can adapt to the various examples
      i. Calls for Participation
      ii. Calls for Tender
      iii. Calls for Proposals
      iv. Calls for Papers
      v. Calls for Job Application
   f. Generic publications – should have general guides for
      a. Cover
      b. Copyright + Credits Page
      c. Abstract / Introduction + Table of Contents
      d. General Text (1 – 2 columns)
      e. Chapter Pages
      f. Table styles
      g. Back cover
   g. Event flyers
   h. Speeches for distribution
   i. Terms of Reference

3. Template production
   a. Translating agreed designs into usable templates in .doc and .indtt format.
Specifications

1. The templates should follow or work within the ASEF Brand Guidelines (logo placement, colours), while re-evaluating the grid systems and typography guidelines.
2. The resulting designs should easily demonstrate a unified identity for all ASEF external communications. However, the design should also allow for differentiation i.e. use of theme colours, etc.
3. ASEF staff are the key end users of these templates, which must therefore be easy to use and update.
4. The templates should be adaptable for a wide variation in content.
5. Two template versions are to be made—one for editing via MS Word, and one for editing via specialised design programmes (InDesign / Illustrator).
6. The template in DOC format should be programmed including the typographic styles.

Deliverables

a. Guidelines on Grid, Typography, Charts/Graphs/Tables – (PDF and open formats .indtt)
b. Publication Guidelines (Overview of templates, how to use)
c. Individual Templates – in .DOC and .INDTT/.AI

Timeline

Expected start date: 14 July 2014
Date of completion: 30 August 2014