

DRC

Terms of Reference (TOR)

for

Consultant Services to Design a Visual Identity and Branding Package for the P2P Programme

1. Who is the Danish Refugee Council?

Founded in 1956, the Danish Refugee Council (DRC) is a leading international NGO and one of the few with a specific expertise in forced displacement. Active in 40 countries with 9,000 employees and supported by 7,500 volunteers, DRC protects, advocates, and builds sustainable futures for refugees and other displacement affected people and communities.

2. Purpose of the consultancy

The Pathways to Protection (P2P) Program seeks to develop a cohesive visual identity for the P2P program that reflects its mission and values, ensures coherence across countries and partners, and complies with the visibility requirements of donors and consortium members.

3. Background

The Pathways to Protection (P2P) program is a multi-country, multi-partner initiative led by the Danish Refugee Council (DRC), the Danish Red Cross (DRC-RC), and the International Detention Coalition (IDC). The program aims to enhance protection outcomes and humanitarian access for people on the move across 10 countries. To support communication, visibility, and partner alignment, a unified and professional visual identity is required.

4. Objective of the consultancy

The purpose of this consultancy is to create a complete visual identity for the P2P programme and develop ready-to-use branded templates and guidelines for consistent use across countries and partners.

The consultant will be required to:

- Design a visual identity (including logo/wordmark, color palette, font selection, graphic elements).
- Produce branded templates (e.g. PowerPoint, report layout, factsheets, Ms Word).
- Develop a concise brand guideline document
- Align all visual elements with the branding requirements of the consortium partners and donors.

5. Scope of work and Methodology

The consultant is expected to carry out the following:

- Review relevant programme documentation and partner/donor branding guidelines.
- Propose 2–3 initial concept directions for the P2P visual identity.
- Develop and finalize visual elements.
- Design templates and layouts for programme use.
- Produce a brand guideline document
- Facilitate at least one presentation and feedback session with CMU.
- Revise deliverables based on CMU inputs.

The Consultant will be required to submit a work plan and methodology outlining how the deliverables will be achieved and what support is needed from DRC.

The Consultant will be required to prepare a detailed methodology and work plan indicating how the objectives of the project will be achieved, and the support required from DRC.

6. Deliverables

The Consultant will submit the following deliverables as mentioned below:

Phase	Expected deliverables	Indicative description tasks	Maximum expected timeframe
Phase 1	Concept Proposal and Moodboard	Document review, meeting with CMU, draft visual direction	5 working days
Phase 2	Draft Visual Identity and Templates	Submit logo, fonts, color palette, and draft templates, draft brand guideline	5 working days

Phase	Expected deliverables	Indicative description tasks	Maximum expected timeframe
Phase 3	Final Brand Guideline and Assets	Submit final templates, editable files, brand guideline	5 working days

The Consultant will provide the documentation **by email or shared folder**

7. Duration, timeline, and payment

The total expected duration to complete the assignment will be no more than **15 working days, to be completed no later than 22 August 2025**.

Payment will be made upon successful completion and approval of deliverables in line with the agreed timeline and payment schedule

8. Proposed Composition of Team

The consultant may be an individual or a team. If a team is proposed, it may include:

- Creative/Brand Designer
- Quality control

9. Eligibility, qualification, and experience required

Essential:

- Proven experience in visual identity design for international NGOs or humanitarian programmes.
- Strong portfolio of branding and graphic design work.
- Ability to work independently and incorporate feedback constructively.

Desirable:

- Familiarity with donor visibility rules (e.g., Danida, ECHO)
- Experience working with multi-country programmes or consortia.
- Understanding of humanitarian and migration contexts.

Minimum Requirements:

- Degree in graphic design, communications, or relevant field.
- At least 3 years of proven experience in brand design or visual communications.
- Strong design software skills (Adobe Suite, Canva, PowerPoint, etc.).
- Fluent in English (written and spoken); French and/or Arabic is an asset.

10. Technical supervision

The selected consultant will work under the supervision of:

- *Grants and Communication – Marina Cassini at marina.cassini@drc.ngo*
- *Chief of Party – Andrew Merat Andrew.merat@drc.ngo*

11. Location and support

The assignment can be completed in person or remotely, with regular virtual coordination.

DRC will provide:

- Relevant background documents
- Partner and donor branding guidelines
- Access to the CMU team for feedback

The consultant will provide their own equipment (laptop, software, etc.).

12. Travel

Travel costs, if any, will be covered according to DRC's travel policy and must be included in the financial proposal.

13. Submission process

>Refer to the RFP <

14. Evaluation of bids

> Please refer to the RFP letter invitation. <

Only those shortlisted will be contacted for an interview with the panel to ensure their understanding of the consultancy services.