

CALL FOR PROPOSALS

REN21 is looking for a graphic designer for a report to be produced on a short timeline

Timeline: October/November 2020

About REN21 and project background

REN21 is the only global renewable energy community of actors from science, governments, NGOs and industry. We provide up-to-date facts, figures and peer-reviewed analysis of global developments in technology, policies and markets to decision-makers. Our goal: encourage and enable them to shift to renewable energy - now. www.ren21.net

The **PAC project** – “Paris Agreement Compatible Scenarios for Energy Infrastructure” – has been established to develop a future energy scenario for Europe which is compatible with the Paris Agreement. The scenario, under development by civil society, shall guide European energy infrastructure planning and help to ensure that we are planning and building the infrastructure necessary for a future low carbon, renewables-based energy system.

The PAC project is also a capacity building opportunity for stakeholders who wish to expand their knowledge of developing and modelling energy scenarios. PAC will facilitate discussions on pathways to reaching the 1.5°C Paris Agreement target amongst groups who usually do not associate with each other.

General Scope of the Assignment

In the scope of international outreach for the PAC project, REN21 has produced a report (around 10,000 words) investigating grid planning processes in five separate case studies. The report consists of background information to the need for energy infrastructure to achieve high shares of renewables and the importance of civil society engagement. It then details each grid planning process in terms of its stakeholder engagement processes.

The **contractor** for this report will be responsible for transforming the existing document into a layout, including the provided tables and figures. **The main objective of this design will be to create a professional layout at low cost.**

The timeline for this assignment is short, as the report will ideally be prepared for an event at the beginning of November.

Description of Required Tasks

The contractor will need to fulfil following tasks:

1. PAC Case Study report: Layout

The contractor will be responsible for defining the master layout for this report. This design should:

- **prioritize speed and cost** at the expense of innovative or cutting-edge ideas,
- align with the PAC project style guide (see final page of this Call for Proposals).

i. Cover and back cover layout:

The front cover illustration shall reflect the report's topic of the engagement of civil society in power grid planning processes. The cover page shall contain:

- Title of the report
- Publication year
- Logos of the four PAC project partners and the PAC project logo

The report will also indicate the support of the German government with a logo stating "*Gefördert vom Bundesministerium für Wirtschaft und Energie aufgrund eines Beschlusses des Deutschen Bundestages.*"

The back page should include the Logos of the four PAC project partners and contact information.

ii. Graphics and tables design:

This task includes the design of several figures and tables per case study. The layout of these elements should be simple and professional.

iii. Inside page layout:

The Report's inside page layout shall include text, headers, footers, tables, text boxes and figures as well as sources and numbering.

2. PAC Case Study report: Design and Production

The final text of the report be provided to the designer by the REN21 Secretariat in .docx format. The designed draft will be subject to review by the REN21 Executive Director, REN21 project manager, the lead author and the project partners.

The anticipated length of the report is of 30 pages (10,000 words), including 11 tables and five figures. The report is in English.

The contractor will provide the following:

- high resolution PDF for printing
- low resolution PDF

Timeline

Below is a provisional timeline:

By when	What
23 October 2020	<ul style="list-style-type: none">• Designer is selected and report text is sent to chosen contractor
28 October 2020	<ul style="list-style-type: none">• Contractor provides draft of complete, designed report• If possible, contractor can provide report draft earlier.
29 October 2020	<ul style="list-style-type: none">• Feedback provided to contractor for revision
3 November 2020	<ul style="list-style-type: none">• Contractor provides final version of low- and high-resolution PDFs

Proposal Requirements

The submission should include:

- The contractor's specific interest in the project and availability to meet the constrained timeline
- Profile and track record of the graphic design agency incl. documentation of related projects relevant to this assignment
- The proposed budget for carrying out the work, including VAT (if applicable)

Selection Criteria

- Cost of the offer (70% weight)
- Quality of the offer (20%)
 - Relevant experience and references (75%)
 - Brief presentation of ideas in cover letter indicating design direction (25%)
- Ability for contractor to meet short timeline (10%)

Proposals should be emailed to secretariat@ren21.net. Please mention "Submission of proposal: PAC Graphic Designer" in the subject line.

The deadline for receipt of proposals is 22 October 2020 midnight (CET). All received proposals will be acknowledged but only short-listed candidates will be contacted.

Typography Fonts

The Arial Black

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The Helvetica

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abcdefghijklmnopqrstuvwxyzäö
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Typography Styleguide

Font, weight, size, leading, kerning

H1
Arial Black, 36pt., -50

H2
Helvetica, Thin, 24pt.,
H3
Helvetica, Medium, 18pt., 0

H4
Arial Black, 16pt., 0 Capitalized

Body Copy Text „Intro“
Helvetica, Bold 12pt. 10

Body Copy Text
Helvetica, Regular, 12pt., 30

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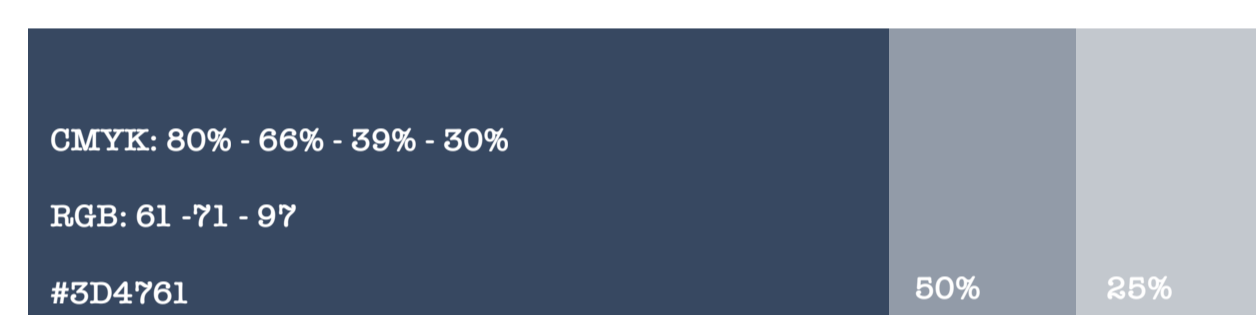
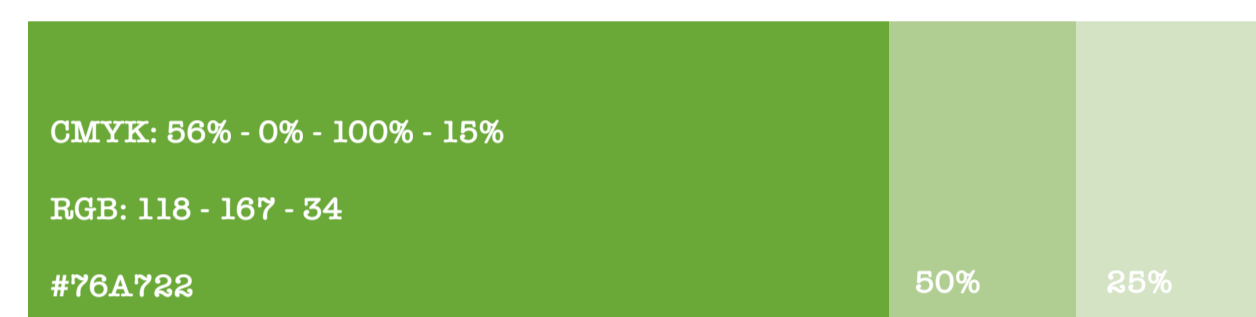
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Colour Palette

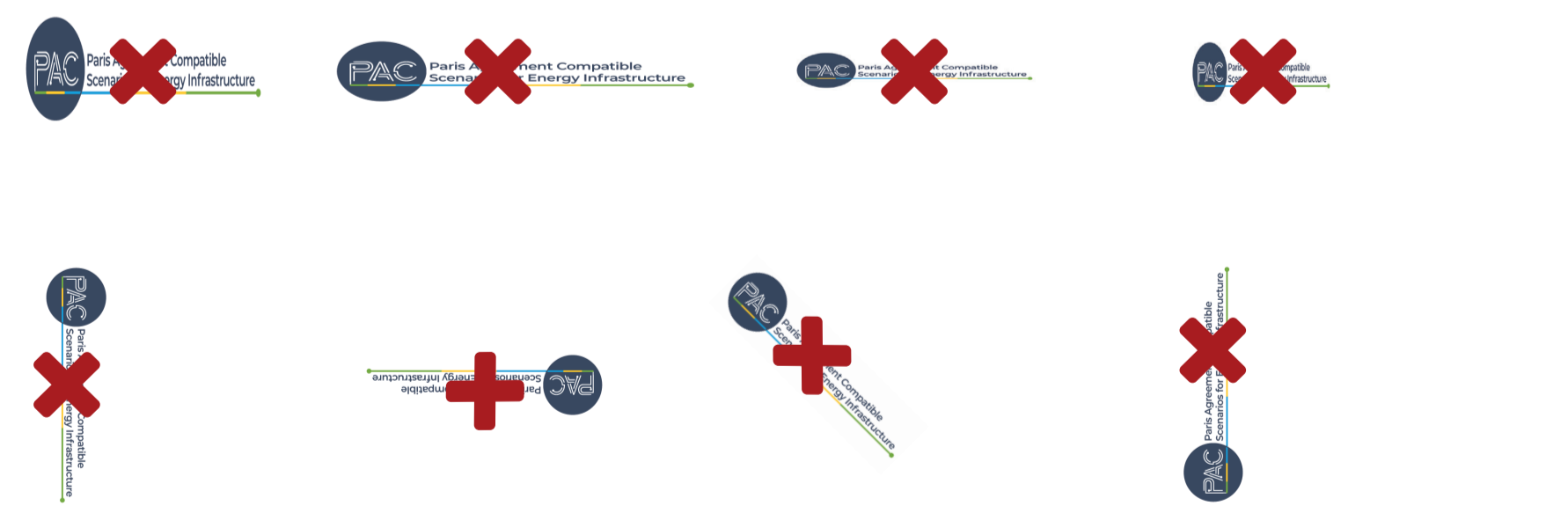
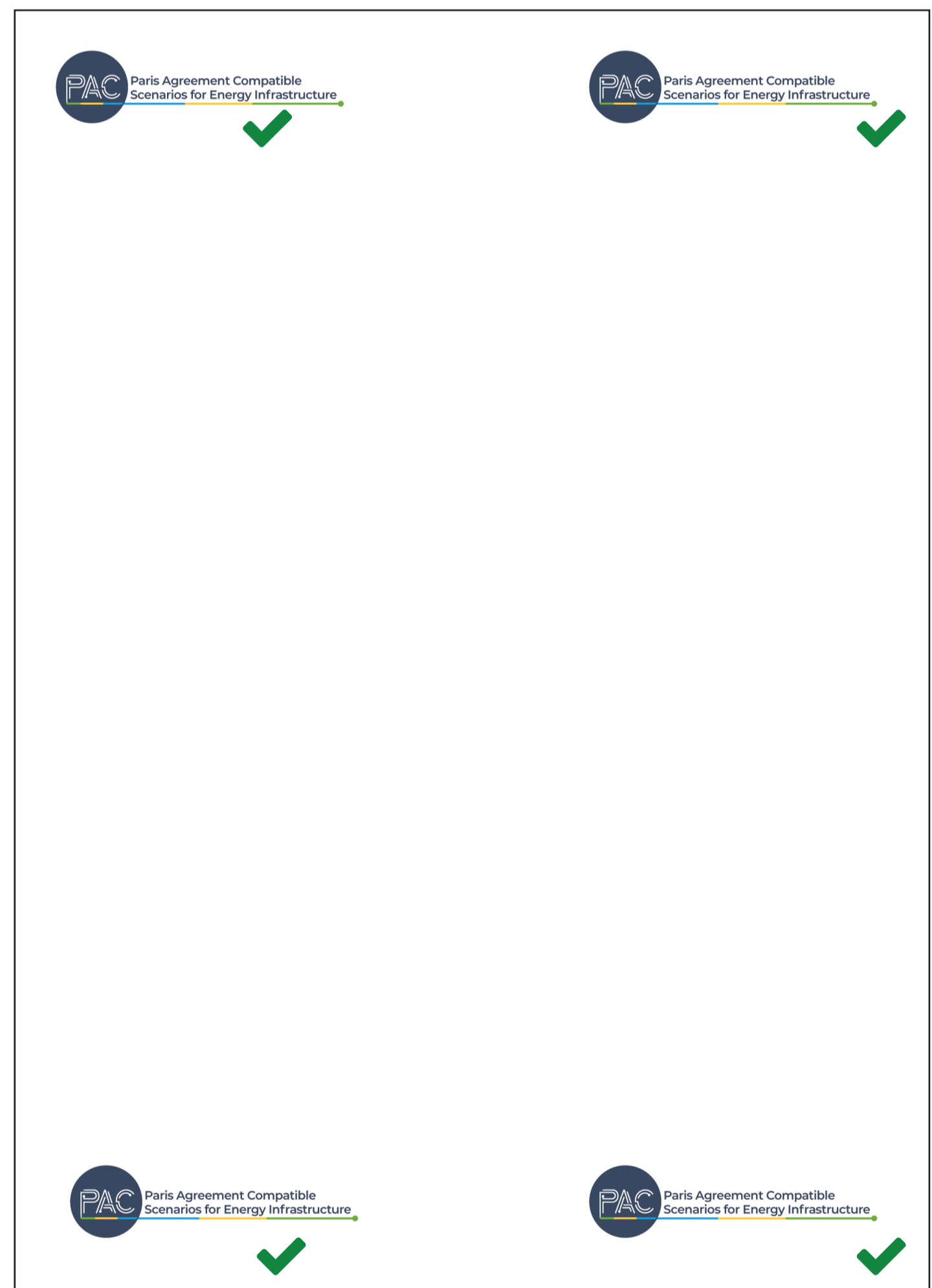
Logo colours



Body Copy Text colours

Logo Positioning

Do's & Dont's



Minimum Respect Area

