

# REQUEST FOR PROPOSAL

Consultancy: Development of GFAN AP Branding Guidelines

Application Deadline: 22<sup>nd</sup> February 2022, Tuesday 18:00 hours (+8 GMT)

## Background

The [Global Fund Advocates Network Asia-Pacific \(GFAN AP\)](#) is an advocacy platform of HIV, Tuberculosis and malaria community and civil society organisations in the Asia-Pacific region. GFAN AP supports advocacy for a fully resourced Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund); increased and sustainable domestic resource mobilisation for health; and equitable, people-centred, human rights-based and gender transformative inclusion of HIV, Tuberculosis and malaria responses within Universal Health Coverage (UHC). [APCASO](#) is the fiscal host of GFAN AP.

## Consultancy Objectives

GFAN AP has recently developed a new logo, encompassing its individuality and Asia-Pacific identity. Thus, GFAN AP is seeking to recruit a Branding Specialist to develop GFAN AP branding guidelines and relevant communications materials – encompassing uniqueness and recognisability. Consultants based in the Asia-Pacific region are encouraged to apply.

## Duties and Responsibilities of the Consultant

The Consultant is expected to work independently in consultation with GFAN AP to:

- Propose, develop and finalise the GFAN AP branding guidelines – including the use of the logo across different communications, publications, and platforms;
- Finalise vision and value proposition for the short- as well as the long-term, which is meant to keep up with global trends;
- Develop and finalise style guides for visuals and communications (not limited to colour palette and fonts); and
- Develop and finalise other required templates – including but not limited to letterheads, PowerPoints, mail chimp newsletters, website pages.

## Required Qualifications

- Proven skills in developing design and branding elements for community and/or civil society organisations;
- Demonstrated expertise and experience in developing branding identity and guidelines;
- Understanding or interest in international development related to health, human rights, and related values; and
- Fluent in spoken and written English.

## Contract Period, Salary and Administrative Details

From the point of hire, the Consultancy is anticipated to take place over the duration of ten (10) weeks, with a maximum remuneration of US\$3,500. The Consultant is expected to work closely with the GFAN AP Communications and Media Officer and receives guidance from and is directly accountable to the GFAN AP Regional Coordinator.

## Applications

Please email the following to Rachel Ong ([rachel.ong@gfanasiapacific.org](mailto:rachel.ong@gfanasiapacific.org)) and cc Anukriti Singh ([anukriti.singh@gfanasiapacific.org](mailto:anukriti.singh@gfanasiapacific.org)):

- Curriculum Vitae
- 2 references with email contacts
- Portfolio with links to past work
- Proposal – including methodology and recommendations (if any)

**Deadline for applications is at 18:00hrs (+8 GMT) on 22<sup>nd</sup> February 2022, Tuesday.** Late applications will not be considered, and only successfully shortlisted applications will be contacted for an interview.