

## Terms of Reference

### Graphic Designer to develop a style guide and series of document templates

#### Background and rationale:

The WASH Severity Classification (WSC) project will develop a set of analytical tools and protocols to classify the severity of water, sanitation and hygiene (WASH) needs and vulnerabilities against established standards. Similar to the [Integrated Food Security Phase Classification](#) (IPC), the WSC aims at supporting humanitarian and development decision makers with a rigorous analysis of WASH conditions in emergency contexts. More specifically, it will allow for classifying geographic areas into five severity phases, estimate the population in each different phase and allow comparison of findings over time and across countries. The WSC will be therefore designed to be compatible in any context irrespective of the type of crisis.

The primary purpose of the WSC is to support decision making on effective WASH interventions. The system will be designed to be highly user-friendly, both in terms of analytical tools and in how the findings are disseminated. Presenting complex analysis in a clear, concise, and actionable manner is a key factor in the success of this project. The WSC is currently in development phase, with the pilot exercises due in September and October 2020, with results to be released subsequently.

#### Seeking:

A graphic designer able to develop a suite of project information specifically to be used for the WSC. The successful candidate will demonstrate capability to produce original and professional design outputs that are visually co-ordinated and consistent. All outputs should communicate the relevant information clearly and succinctly. We are specifically interested in professionals who are able to demonstrate an ability to produce designs that stand out against typical international development/humanitarian styles and brands.

The successful applicant will be able to deliver to a strict programme and budget, and should make an allowance for all costs with any proposals. All work will be conducted remotely.

#### Deliverables:

- Graphic charter: A (brief) graphic charter, with colours and fonts that align with existing colour schemes (such as the Global WASH Cluster colour palette), while also giving WSC information products a unique and recognisable character.
- Logo: A logo for all information products and documents.
- Document template: A word document template for general purposes
- Presentation template: A PowerPoint template for WSC presentations
- Report templates: A set of InDesign file templates for:
  - “Overviews” (1 page executive summaries, highly visual)
  - “Factsheets” (multi-page documents with an overview page followed by 1 page summaries for each region covered in the analysis)
  - Full reports (primarily text-based documents)
  - Guidance documents (containing guidelines on how to conduct analysis process, and therefore should be highly visual and easy to understand)

**Tasks:**

Together with WSC Development Team, and based on initial input (calls, emails, example materials):

1. Draft a graphic charter and logo for the project documents
2. Draft document and presentation templates
3. Draft report templates
4. Accommodate input and feedback from WSC Development Team (anticipating 2 – 3 rounds of feedback)
5. Prepare a final series of documents, shared in both hi-res pdf. and working versions (eg. Indesign or Word, PowerPoint).

**Timeline:**

The final suite of deliverables is to be completed by 15 September 2020, with initial deliverables (graphic charter and document/presentation templates) delivered by 21 August.

**Application process:**

Interest applications are to share:

- a short expression of interest (maximum 1 page)
- their CV
- minimum one example of a document or publication relevant to the topic of this consultancy
- a financial offer specifying a daily rate (in USD)

Applications will be assessed according to the following selection criteria:

- Relevance of the technical offer, in relation to these ToRs
- Relevance of financial offer
- Relevance of past experience in conducting similar exercises
- Availability at requested dates

Shortlisted applicants will then be required to undertake an interview process (skype/teleconference).

Please send applications to [tenders@impact-initiatives.org](mailto:tenders@impact-initiatives.org) by 2 August 2020.