

# TERMS OF REFERENCE (TOR)

For Engaging a Graphic Designer or Design Company for Visual Identity Refresh of New Social Initiative (NSI)

## 1. Background

New Social Initiative (NSI) is a civil society organization based in Mitrovica, Kosovo, dedicated to fostering dialogue, inclusion, and sustainable development.

As NSI continues to grow and expand its public presence, the organization aims to refresh its visual identity to ensure a modern, professional, and consistent look across all communication channels - both online and offline.

To achieve this, NSI seeks to engage a qualified graphic designer or design company to develop an updated and cohesive visual identity system aligned with the organization's mission, values, and long-term strategic direction.

## 2. Objective of the Assignment

The overall goal of this engagement is to enhance NSI's brand identity through a comprehensive visual refresh - including logo redesign, updated color and typography system, standardized templates for social media and communication materials, and a professional brand book that will guide all future branding efforts.

## 3. Scope of Work and Deliverables

The selected designer or company will be responsible for delivering the following:

- Logo Redesign and Variations:

Refresh NSI's logo to better reflect its mission and visual style. Deliver several concept options, revisions, and final versions in multiple formats (horizontal, vertical, monochrome, color, favicon, etc.) suitable for both print and digital use.

- Social Media Branding Templates:

Develop a set of cohesive templates for social media posts, stories, covers, and profile visuals for Instagram, Facebook, X, and LinkedIn, ensuring professional and unified presentation across all digital platforms.

- Updated Color Palette and Typography System

Create a refined color scheme (primary, secondary, accent) and font system that ensures clarity, accessibility, and consistency across digital and printed materials.

- Comprehensive Brand Book (Visual Identity Manual)

Deliver a brand guideline document (approx. 15–20 pages) outlining the full visual system, including logo usage rules, color codes, typography, layout examples, and dos & don'ts.

The Brand Book will serve as the foundation for consistent visual communication across all NSI projects and materials.

- Branded Templates for Internal and External Use

Design standardized templates for PowerPoint/Google Slides presentations, reports, letterheads, and email signatures to ensure unified internal and external communication.

- Project Management, Coordination & Revisions

Participate in briefing sessions with NSI staff, implement feedback, and ensure all deliverables meet the organization's expectations and branding standards.

#### 4. Duration and Timeline

The assignment is expected to begin immediately upon contracting and be completed by December 31, 2025.

The deadline for submitting offers is **October 25, 2025 (23:59 CET)**.

#### 5. Required Qualifications

Eligible applicants: individual graphic designers or registered design companies.

Applicants should demonstrate:

- Proven experience in visual identity and branding design;
- Strong portfolio of relevant previous work (preferably with NGOs or institutions);
- Proficiency in Adobe Creative Suite or equivalent design tools;
- Creativity, attention to detail, and understanding of modern design standards;
- Ability to communicate effectively in English.

#### 6. Application and Submission Details

Interested applicants should submit the following documents:

- CV or Company Profile, including contact information;
- Portfolio or examples of previous work (links or attachments);
- Brief financial offer (lump sum, in EUR, including all taxes).

Applications should be submitted electronically to:

✉ **admin@newsocialinitiative.org**

no later than **October 25, 2025 (23:59 CET)**

with the subject line:

"Application – NSI Visual Identity Refresh"

Late submissions will not be considered.

## 7. Evaluation Criteria

- Portfolio quality and relevance - 40%
- Creativity and understanding of NSI's visual direction - 30%
- Cost-effectiveness - 20%
- Timeliness and communication - 10%

## 8. Contact Information

For any clarifications, please contact:

✉ [admin@newsocialinitiative.org](mailto:admin@newsocialinitiative.org)

New Social Initiative (NSI)  
Mitrovica, Kosovo  
🌐 [www.newsocialinitiative.org](http://www.newsocialinitiative.org)



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