Visual identity brief

April 8, 2021

FROM

Name: **ECSITE aisbl**

Contact: **Andrew Whittington – Davis**

Address: **Avenue Louise 89/7, 1050 Brussels, Belgium**

Tax number: **BE 0443 655 135**

Telephone: **+32 478 900 887**

Email: **ajwhittingtond@ecsite.eu**

Contents

1. Introduction

Ecsite is a European Network of Science Engagement organisations based in Brussels. We are currently looking for designers to come up with a visual identity and a set of communication tools for a new EU funded project - GlobalSCAPE.

Science communication is a global field of research and practice central to the relationship between science and society. While recent large-scale studies of science communication have focused on European and Western contexts, GlobalSCAPE will contribute to a more comprehensive picture of science communication by focusing on science communication professionals working in non-Western countries and in regions where work in the field may be challenging or under-valued. The project will implement a programme of electronically-facilitated diary studies to determine the challenges and opportunities faced by science communication professionals as they navigate a rapidly changing landscape. A deeper understanding of how science communication happens in different geographical, cultural, and political contexts will foster collaboration and support global efforts to democratise science. For more information about the project, please read **Annex 1**.

This document includes a project overview and some of the main outputs which will incorporate the projects' visual identity. In providing these details, our intent is not to convey that we have all of the answers. The ideal and preferred provider will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email **ajwhittingtond@ecsite.eu** with questions or comments.

2. Brief – visual identity

Ecsite is looking for a company that would deliver GlobalSCAPE's complete visual identity.

For that we will need the following:

- The visual identity for the project, including:
  - logo, style guidelines for online and offline use
  - font selection, colour selection etc. **NOTE:** the project will be translating documents into other languages outside of English. A font that accommodates for the potential of different alphabets would be necessary. Furthermore, a lot of the work done in the project will be done on Google Docs. A font selected available there will be a plus.
- Template for power point presentations and for word documents (including deliverables, agendas and internal reports). We will support

you in providing the detailed information you need to design these types of templates.

- Social media templates (bearing GlobalSCAPE's logo with space for text and images, adapted for Twitter, Facebook and Instagram with the right size guidelines).
- An Infographic showcasing the connections and focuses from different parts of the project helping to outline the project to a general audience.

3. Budget
The indicative budget for the visual identity is 5.000 €. **Excl. VAT**. Other amounts can be considered.

4. Selection criteria
Proposals will be assessed based on the following criteria:

1.   Price efficiency and effectiveness

2.   Demonstrated track record of working with similar projects and/or formats

3.   Excellent understanding and creative interpretation of the project

4.   Clear and well-defined working process

5. Project Timeline
The deadline to apply is 23:59 CET on 30th April 2021.

The green light to start working on this will be given by Monday 5th of May 2021 with the visual identity being delivered as soon as possible and in any case before the 21th of May. The other communication materials should be produced by the 7th of June.

6. How to apply
In order to give us the possibility to assess the proposal, please prepare a single document in the PDF format, including:

- Your proposal (brief description)
- Project timeline with major tasks and milestones (to assess the process)
- Project budget by line item (to assess the process)
- Portfolio indicating examples of similarly-complex projects (to assess the technical capability)

Please send the document to Andrew Whittington-Davis at: ajwhittingtond@ecsite.eu **by the deadline mentioned above.**

7. Annexes

Annex 1: GlobalSCAPE project background

The principal aim of GlobalSCAPE is to generate a detailed picture of science communication in a global context. Recent research focused on taking stock and re-examining the role of science communication has concentrated primarily on science communication in Europe and the western world.

GlobalSCAPE expands outwards from this to take stock of the lesser-heard voices: the science communicators working in non-western countries and in regions where taking stock of science communication is particularly difficult. The experiences of science communication professionals in these regions have traditionally been under-represented. GlobalSCAPE will ensure that a full and accurate picture of global science communication can be established. The central component to the methodology implements a large-scale programme of automated diary studies to gather perspectives of science communication professionals. Those perspectives and variations will be mapped over time, providing a powerful tool for analysis. The landscape and modes of science communication are changing. This is, in large measure, the result of advances in digital communication in combination with ready and widespread access to smart devices. In its methodology, GlobalSCAPE builds on the very technologies that are changing this landscape. It exploits the global ubiquity of smart devices to implement an innovative and large-scale programme of data collection through the use of state-of-the-art methods in automated diary studies and draws on the expertise of a multi-disciplinary and international team of partners.

GlobalSCAPE will:

1. Present a complete and more fine-grained picture of global science communication

2. Map that picture over time to identify shifts in priorities and incentives/disincentives

3. Innovate a new and ambitious methodology to measure and assess science communication

4. Maximise the resources of SwafS-19 to support the work of science communicators where it is most needed

Overall, the project has a large focus on sharing global experiences of communicating science, this should be emulated in GlobalSCAPE's visual identity.

Keywords: #sciencecommunication #globalscicomm
#ResponsibleResearchInnovation #openaccess #co-creation #scienceeducation
#sciencejournalism

The target audiences of the project include:

- Science communicators
- Journalists
- Academics
- Cultural organisations
- Teachers
- Citizen scientists
- Civil society organisations.

Details of the GlobalSCAPE consortium are available [here](#).