Request for Proposals
Development of IAS visual identity guidelines

Full Proposals – Closing date and time: 31 August 2020, 23:00 (CEST)

1. About IAS:
IAS - the International AIDS Society - leads collective action on every front of the global HIV response through its membership base, scientific authority and convening power. Founded in 1988, the IAS is the world's largest association of HIV professionals, with members in more than 170 countries. Working with its members, the IAS advocates and drives urgent action to reduce the impact of HIV. The IAS is also the steward of the world's most prestigious HIV conferences: the International AIDS Conference, the IAS Conference on HIV Science, and the HIV Research for Prevention Conference.

The IAS promotes and invests in HIV advocacy and research on key issue areas through our strategic programmes, initiatives, and campaigns that advocate for urgent action to reduce the global impact of HIV, including increased investment in HIV cure research; optimizing treatment and care for infants, children and adolescents with HIV in resource-limited settings; preventing and treating HIV-related co-infections; and expanding access to prevention, treatment and care for key populations vulnerable to HIV acquisition – such as men who have sex with men, people who inject drugs, sex workers and transgender people – including protecting their human rights by combatting punitive laws and discriminatory policies.

More information on the IAS can be found at www.iasociety.org.

2. About the visual identity of IAS:
The IAS hosts three distinct annual or biennial conferences, with distinct branding needs which were, in the past, serviced without visual identity guidelines framing their development.

The IAS also runs over ten programmes and initiatives, which have their own distinct logos that were also created without an overarching visual identity framing what IAS related programmes must look and feel like.

In short, the ability for the IAS to position its brand and its causes is hampered by a confused branding structure.

To note: An IAS CI guideline covering conferences was developed and may be used as a starting point. It was never implemented and does not cover initiatives and their brands.
Additionally, in 2021, the IAS will run a campaign marking the importance of following evidence-based policies and scientific advice in responding to HIV. A campaign identity will need to be developed.

3. Purpose of the Consultancy:

The IAS invites proposals to develop visual identity guidelines for the IAS that build on the current CI, extend it to conferences and initiatives, using the current IAS logo and CI as starting point.

The updated visual identity should strike the right balance between the need of individual IAS brands to retain a distinct identity while still being tied to the IAS mother brand.

As a result, the IAS brands and projects will gain in coherence and structure. This coherence will pool branding power and serve the overall IAS brand.

The visual identity guidelines should cover all platform, digital and print.

The IAS campaign should also fall in line with the new visual identity.

4. Scope of the work and deliverables

In collaboration with the Communications department of the IAS, the chosen agency will perform the following tasks:

- Conduct an assessment of the current IAS visual identity and associated brands.
- Update the CI guidelines, creating templates for future conferences and initiatives.
- Integrating existing brands of initiatives into an overarching visual IAS framework.
- Create a logo for the IAS 2021 conference in accordance to with to-be-developed conference branding guidelines.
- Create a visual identity for an IAS campaign marking the 40 years since the discovery of AIDS in 2021.


6. Proposal Requirements:

The proposal should outline:

- A budget.
- How project deliverables will be met.
- Examples of successfully executed similar projects by the team assigned to this project specifically.
- The team assigned to this project.
7. Submission Details:

Proposals should be addressed via email to Bijan Farnoudi bijan.farnoudi@iasociety.org and Tara Mansell tara.mansell@iasociety.org. The deadline for submission is 31 August 2020, 23:00 (CEST).