

## **Call for Proposal: Logo Design for Statelessness and Dignified Citizenship Coalition - Asia Pacific (SDCC-AP)**

### **Overview**

The SDCC-AP is seeking a proposal from interested individuals or organizations to design our official logo. The logo will serve as the cornerstone of our coalition, representing the coalition in all our communications, advocacy efforts, and promotional materials.

### **Background**

SDCC-AP is a regional coalition of civil society organizations and activists working together to address statelessness and ensure the right to nationality for all in the Asia Pacific region. Our work includes advocacy, research, and capacity building. The coalition was officially launched at the World Conference on Statelessness

The work of the SDCC-AP centres around one core value of - solidarity and inclusivity - and five central principles being:

- Dignity and Respect
- Rights-based Approach
- Accountability, Transparency and Trust
- Valuing Lived Experience
- Collective Action, Collaboration and Partnership

### **Scope of Work**

The selected individual/organization will be responsible for:

- Conducting initial research and consultation with the Steering Committee and the secretariat to understand the coalition's goals, mission, and vision.
- Developing several logo concepts for consideration, including a rationale for each design.
- Refining the chosen concept based on feedback from the Steering Committee and the Secretariat.
- Delivering the final logo in high quality and various formats (e.g., JPG, PNG, etc).

### **Proposal Requirements**

The proposal should include:

- A summary of your experience (not more than one page)
- Examples of previous logo designs or relevant work
- An outline of your proposed design process, including a timeline of the design process (not more than one page)
- Budget

### **Selection Criteria**

Proposals will be evaluated based on:

- Creativity and originality of previous work.
- Experience with similar projects or organizations.
- Proposed approach and understanding of the project.
- Cost-effectiveness and value for money.
- Availability to complete the work within the desired timeframe

- Alignment with the organizational values of SDCC-AP

### **Submission Guidelines**

- Proposals should be submitted in PDF format via email to [kritagya.rai@nationalityforall.org](mailto:kritagya.rai@nationalityforall.org)
- The email's subject line should be "Logo Design Proposal: SDCC-AP."
- The deadline for submissions is April 10, 2024.
- Inquiries about this call for proposals can be directed to [kritagya.rai@nationalityforall.org](mailto:kritagya.rai@nationalityforall.org)

### **Timeline**

- Proposal deadline: April 10, 2024
- A short list of proposals is prepared: April 17, 2024
- Final decision and notification: April 26, 2024
- Contract signing and commencement date: April 30, 2024
- Final delivery of logo: May 26, 2024

We look forward to receiving your creative proposals and collaborating on a logo that embodies the spirit and mission of the Statelessness and Dignified Citizenship Coalition.

***People with lived experience of statelessness are highly encouraged to apply.***