

REQUEST FOR PROPOSAL (RFP)
GRAPHIC DESIGN SERVICES FOR FIND

PUBLICATION REFERENCE:
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1. BACKGROUND INFORMATION:

Established in 2003, FIND is a global nonprofit dedicated to ensuring equitable access to diagnostics. We connect countries and communities, funders, decision-makers, healthcare providers and developers to spur diagnostic innovation and make testing an integral part of sustainable, resilient health systems. For more than 20 years, FIND has been at the forefront of revolutionizing diagnostics, particularly in the realm of infectious diseases, bringing lower-cost, quality diagnosis to those who need it as an essential component of universal health care while also leading efforts in pandemic preparedness, and driving access to essential tools as a recognized thought leader.

Diagnosis is the first step on the path to health yet almost half the world's population i.e., nearly 1 out of 2 people do not have access to accurate, reliable diagnosis. FIND's vision is to ensure that everyone has access to high-quality, affordable, and reliable diagnostics when and where they need them (#DiagnosisForAll).

We do this by:

1. Accelerating the development and delivery of new diagnostic technologies
2. Leading efforts in pandemic preparedness
3. Driving access to essential diagnostic tools

FIND is not just about delivering testing tools and capacity to the last mile. We also focus on building long-term, systemic change that will increase access and reduce health care costs for both patients and health systems. Our work is to ensure diagnostics reach the most vulnerable, closing the gap between disease and treatment and driving global equity.

More about FIND and our programmes can be found on www.finddx.org.

2. STATEMENT OF PURPOSE:

FIND is seeking a graphic design agency to deliver marketing collateral, publications, and other visuals for the organization.

3. SCOPE OF WORK AND DELIVERABLES:

The graphic design agency selected will be tasked with a wide variety of tasks related to the organization's visual identity and marketing collateral. Examples of such projects could include (but are not limited to):

- Design of visuals (logo) for an event or a project
- Design of PowerPoint slides
- Creation of infographics
- Creation of invitations, "save the dates", agendas
- Design and layout of publications ranging from 2 pages to 100+ pages
- Design of banners (in multiple formats)
- Design and creation of short videos, both "live" and with animation
- Design of materials for exhibitions and conferences

These materials may occasionally be produced in one or more languages, so experience in handling layout in multiple languages would be useful.

Many of these projects will need to be produced to very tight deadlines and might on occasion require evening or weekend work. Given that there will be occasions where several pieces might need to be completed within the same timeframe, FIND is specifically looking for providers who could assign more than one designer to a given project.

4. PERFORMANCE STANDARDS:

The work of the selected provider will be judged against the following standards:

- The provider's ability to deliver original creative work
- The provider's overall responsiveness
- The provider's ability to turn work around quickly and to work to very tight deadlines
- The provider's ability to work in multiple languages
- The creative direction and advice provided to the organization
- Creation of branding guidelines
- The provider's ability to put multiple designers on projects where necessary

5. APPLICATION GUIDELINES:

Candidates interested in responding to this RFP should submit a creative dossier including the following information:

- History of the agency, including number of staff members and list of clients
- Explanation of how they work with clients
- CVs of key staff members who would work on FIND projects
- Samples of previous work carried out for clients similar to FIND

In addition, FIND is asking interested candidates to submit initial concepts for three potential projects:

- A printed invitation to a high-level round table event
- A 40-page publication on "TB diagnostics : history, use, and market relevance" (cover page and inside page layout with images)
- A two-pager on the importance of diagnostics in women's health

Entries will be judged on conformity with FIND's brand guidelines (page 7), creativity, and use of color and materials.

Due to coordination requirements, providers based in time zones more than 6 hours from CEST are not eligible to apply.

Please direct your submissions and any questions to the following email: procurement@finddx.org.
The deadline for proposal submission is 8 August 2025 at 23:59 CEST.

6. EVALUATION AND AWARD PROCESS

Submissions will be reviewed by a committee composed of the Director of Communications and other relevant parties. Each submission will be evaluated based on the following criteria:

Criteria
Completeness
Creativity
Ability to meet the needs of the organisation
Price

The technical criteria will comprise 80 percent of the overall grade given to each submission, with cost comprising the remaining 20 percent.

7. TIMELINES:

	Activity	Expected date
1	Publication of RFP	21 st July 2025
2	Closing for submission of proposals	8 th August 2025 at 23:59 CEST
3	Evaluation	11 th August - 22 th August 2025
4	Communication on Award/s of Contract	22 th August 2025
5	Contract/s signed with selected Bidder	25 th August - 26 th September 2025
6	Communication to unsuccessful applicants	26 th September 2025

8. AWARD CONDITIONS (EXCLUSION CRITERIA):

Applicants/Bidders that are selected for final award are required to:

- Provide a proof of legal registration as a service provider or an individual contractor.
- Sign a declaration confirming no [Conflict of Interest](#).
- Be legally permitted to perform work in the country where the contract will be performed.
- Commit to and sign the [FIND Code of Conduct and Ethics](#).
- Sign the [Due Diligence Self declaration form](#).

9. CONTRACTUAL TERMS AND CONDITIONS

- The contract will be awarded to the successful bidder following the completion of the evaluation and selection process.
- The agreement shall become legally binding only upon both parties signing the contract.
- The service provider must execute the services in accordance with the scope of work outlined in this RFP.
- The service provider is responsible for ensuring high-quality performance, timely deliverables, and compliance with agreed methodologies.
- Invoices should be submitted monthly and must include a clear description of completed deliverables. Payments will be made upon FIND's approval of these deliverables, in line with the agreed milestones.
- FIND reserves the right to withhold payment if the service provider fails to meet agreed-upon performance standards.
- All information received, created, or shared during the service provider will remain confidential and must not be disclosed to third parties without FIND's prior written consent.
- The service provider must comply with applicable data protection laws and ensure the security of sensitive information.
- Any documents, reports, frameworks, tools, or methodologies developed as part of this contract will become the property of FIND.
- The service provider grants FIND unrestricted usage rights to all deliverables under this contract.

10. TERM OF CONTRACT

- The contract will become effective on 01 October 2025, upon signature by both parties and the issuance of a formal contract agreement by FIND. It will be valid for three years, and the service provider is expected to begin work on the project as of 01 October 2025.
- In the event that additional time is required to complete the agreed scope due to justifiable reasons, the service provider may request an extension. Any extension must be formally approved by FIND in writing.
- FIND reserves the right to renew or extend the contract for additional phases of work if further engagement is necessary. Renewals will be based on the service provider's performance, availability of funding, and evolving organisational needs.

11. CONFIDENTIALITY:

FIND considers any proposal received under the RFP as confidential. If required, FIND can sign a Confidentiality Disclosure Agreement (CDA) with interested Applicants/Bidders prior to proposal submission. FIND will not disclose the proposal to third parties without the prior written agreement of the proposal submitter. Review of proposals will be carried out by an internal FIND team as well as a team of external experts (which may or may not include members of FIND's independent Scientific Advisory Committee), all of whom are under confidentiality and are recused if found to have a potential conflict of interest (which they are obliged to disclose). Any specific questions concerning confidentiality should be addressed to the FIND team.

12. HOW TO APPLY

Interested providers should submit a dossier with the items listed on "[5. Application Guidelines](#)".

Reminder: Due to coordination requirements, providers based in time zones more than 6 hours from CEST are not eligible to apply.

Providers should also submit, in a separate document, a list of prices for standard projects as well as an explanation of how costs would be calculated for non-standard projects.

It is recommended that the entire Proposal be consolidated into as few attachments as possible. All files must be free of viruses and not corrupted.

Please email the proposals in English, in PDF format to: procurement@finddx.org

The proposer should receive an email acknowledging receipt of the proposal.

Applications will be accepted and responded to expediently until August 8th, 2025.

In case you have any questions, kindly contact procurement@finddx.org.

APPENDIX/ICES:

- FIND Brand Guidelines (please find the Brand Guidelines in the following pages)
- [Brand hub - FIND website](#)

Aubergine

C75 M100 Y50 K10
 PANTONE 511C
 R90 G34 B89

Turquoise

C90 M00 Y35 K00
 PANTONE 3125C
 R67 G171 B182

Blue-Grey

C58 M34 Y31 K00
 PANTONE 535C
 R140 G158 B171

Light Blue-Grey

Blue-Grey 15%

White**Pomegranate**

C00 M86 Y65 K00
 PANTONE 1935C
 R205 G70 B82

Orange

C00 M80 Y78 K00
 PANTONE 1797C
 R211 G85 B63

1 MAIN COLOURS

The following colour hierarchy sets the order of their use in documents.

AUBERGINE

Contrasting well with white, Aubergine is easy to read: this colour is perfect for main headings, epigraphs and other highlighted text.

N.B.: Standard colour for texts is black.

TURQUOISE

Turquoise is a rich colour that can be used for secondary or sub-headings or for colour strips or blocks.

BLUE-GREY

Blue-Grey is a discreet colour, best suited to colour blocks or borders for insert/excerpt text.

LIGHT BLUE-GREY

This colour brings lightness. It can be used to separate more intense colour blocks, such as Turquoise or Blue-Grey.

WHITE

White is an integral part of the FIND colour palette. Its use lightens the layout and guarantees the clarity and intelligibility of FIND's discourse.

2 SECONDARY COLOURS

Pomegranate and Orange are two accent colours, to be used sparingly. They are intended to identify or highlight an item or specific information on a page.

3 COLOUR SHADES

Aubergine, Turquoise and Blue-Grey, as well as Pomegranate and Orange, are available in screened and half-tones for use in diagrams, graphs, charts and other information graphics. When creating an information graphic, follow the colour hierarchy, using Aubergine first, followed by Turquoise and Blue-Grey before Pomegranate and Orange, which are used for accentuating or highlighting key data.

Graduated two-colour strips serve as heading bands in a chart to delineate an image. The two colours blend at the centre of the strip. The creation and use of these strips are a matter of art direction, to be decided by a professional.

4 TYPOGRAPHY & COLOUR BACKGROUND

Most text will be written in black on white background. To create a secondary reading level, it is possible to place text on colour blocks. For optimum legibility use the following combinations: Aubergine, Turquoise and Blue-Grey colour blocks with white font. Or light Blue-Grey colour blocks with Black, Aubergine, Turquoise or Blue-Grey font.

Colour Shades


100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%
100%	85%	65%	45%	25%

Possible options for graduated two-colour strips




Writing on colour backgrounds: examples


Amaximi liquius, nium
aur nihil hosupie nteste,
eset vide culabus et vis
etort. Riatendel il ium est,
te mincienia qui optate
deliciet.




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4

URW Imperial has been chosen for its modernity, refinement and personality; Helvetica Neue for its clarity, concision and legibility. To cover all possible uses, different weights are available for both typeface families.

URW Imperial & Helvetica Neue



LOREM

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omaximi liquius, nium aurnihil hosupie nteste, eset vide
culabus et vis etortorum scres occite popublium.

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pos iae audent, quiti?

1 PRINT & WEB

The URW Imperial typeface family has been chosen for its personality, elegance and simplicity. It is used for titles, subtitles, introductions and highlights.



URW Imperial Bold + *Oblique*

URW Imperial Bold is perfect for titles, subtitles and short headers.

URW Imperial Medium + *Oblique*

URW Imperial Medium is best suited for introductions, editorials or for highlighting words or sentences.

URW Imperial Regular + *Oblique*

URW Imperial Regular is for long headers.

The Helvetica Neue typeface family has been chosen for its readability and serenity. It is used for texts, legends, captions and notes.



Helvetica Neue Bold + *Italic*

Helvetica Neue Bold is for highlighting words or sentences.

Helvetica Neue Roman + *Italic*

Helvetica Neue Regular is the standard weight for texts.

Helvetica Neue Light + *Italic*

Helvetica Neue Light is best suited for captions and notes.

Helvetica Neue Light Condensed + *Oblique*

Helvetica Neue Light Condensed is perfect for writing within schemes and graphs.

2 POWERPOINT & WORD DOCUMENTS

The Franklin Gothic Medium typeface family is used for titles, subtitles and introductions.



Franklin Gothic Medium + *Italic*

Arial is the standard typeface family for texts, legends, captions and notes.



Arial Bold + *Italic*

Arial Bold is for highlighting words and sentences.

Arial Regular + *Italic*

Arial Regular is for texts.

Arial Narrow Bold + *Italic*

Arial Narrow Regular + *Italic*

Arial Narrow is for titles and texts within schemes and graphs.