

TERMS OF REFERENCE

Short-term Consultancy: Design of branding guidelines for Palau’s national adaptation plan (NAP) process

September-November 2024

The Government of Palau’s national adaptation plan (NAP) process is underway, with a current focus on baseline assessments and stakeholder engagement, as well as the development of the communications and outreach strategies.

The NAP process is a strategic process that enables countries to identify and address their medium- and long-term priorities for adapting to climate change. Led by national governments, the NAP process involves analyzing current and future climate change and assessing vulnerability to its impacts. This provides a basis for identifying and prioritizing adaptation options, implementing these options, and tracking progress and results. Importantly, the NAP process puts in place the systems and capacities needed to make adaptation an integral part of a country’s development planning, decision making and budgeting while ensuring it is an ongoing practice rather than a separate ad hoc exercise.

The National Adaptation Plan (NAP) Global Network is a multi-funder initiative that was created in 2014 to support developing countries in advancing their NAP processes and help accelerate adaptation efforts around the world. The NAP Global Network is currently funded by Canada, Ireland, Germany, and the United States. The Secretariat is hosted by the International Institute for Sustainable Development (IISD).

The NAP Global Network will support the Government of Palau to take this communications strategy forward by preparing a photo essay on how the NAP process is advancing its national priorities for climate change adaptation.

The purpose of this assignment is to design a set of branding guidelines and related templates reflecting those guidelines for the Government of Palau to use as part of its communication and outreach efforts for the NAP process.

Assignment

The graphic designer will develop branding guidelines and update templates for the Government of Palau for its National Adaptation Plan (NAP) process.

Activities related to the assignment

The designer will develop:

- A Brand Guideline, with at least two rounds of feedback. Guidelines should align with the Palau Office of Climate Change brand guidelines (to be shared) and include a logo, brand color template, brand fonts (selected from the Microsoft Office suite and available in Canva)
- A set of related templates using the brand guidelines, including:
 - A report template in Word and Canva
 - A Powerpoint template for multiple uses and visual settings (graphics, photos, videos, titles, subtitles, quotes)
 - Social media card templates in Canva:
 - A quote card template
 - An event card template
 - Brand assets for video in Adobe After Effects

Deliverables

The following table describes the anticipated key deliverables for the assignment:

#	Task	Deliverable	Timeline
1	First draft of branding guidelines	Design flats for brand guidelines (three different options)	October 2024
2	Second draft of branding guidelines	Second iteration of brand guidelines, incorporating feedback into the first draft	October 2024
3	Final branding guidelines	Final, approved version of branding guidelines, including: <ul style="list-style-type: none"> ● Logo ● Brand color palette ● Brand fonts 	November 2024
4	Brand assets	Brand templates in Word, Canva, Powerpoint, and After Effects	November 2024

The consultant will work closely with the Office of Climate Change, Government of Palau, and a member of the NAP Global Network Secretariat, IISD, on all activities.

Reporting

For technical matters, the consultant will work closely with the Office of Climate Change, Government of Palau and the NAP Global Network Secretariat/IISD.

For contractual matters, the consultant will report to NAP Global Network Secretariat/IISD.

Application process:

- To apply for this consultancy, please submit a CV (maximum 4 pages), portfolio of past design work, and your financial proposal for this assignment to:
info@napglobalnetwork.org

Application deadline: September 27, 2024

Location: Palau or remote

This project is undertaken with the financial support of:
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