TERMS OF REFERENCE FOR DEVELOPING ILLUSTRATOR GRAPHICS

Introduction
International Gorilla Conservation Programme is a unique coalition programme for Conservation International, Fauna & Flora International and WWF. IGCP’s mission is to secure the future for mountain gorillas. IGCP is in the process of developing educative, clear high quality Illustrator graphics for its Gorilla Friendly™ Pledge campaign. The Gorilla Friendly™ Pledge is an on-line awareness raising campaign with the aim to encourage all tourists to pledge to observe gorilla tourism rules during treks and to share their trekking experience after the visit through the Gorilla Friendly™ Pledge website. The materials will be used on social media and shared with respective value chain tourism players including tourists, parks, hotels, tour operators and guides and conservation institutions among others.

Purpose/Objectives of the Assignment
The purpose of this assignment is to produce strong, educative well illustrated graphics that will help in creating awareness about the Gorilla Friendly™ Pledge, gorilla tourism rules and facilitate an increase in the number of people taking the Pledge.

Reporting
The service provider, (Individual or company) will work closely with the Communications and Advocacy Manager and Communications Officer who will provide him/her with the content and approval for all the graphics to be produced.

Required Expertise
The service provider (Individual or company) should have proven skills and experience in graphic designing specifically the development of illustrator graphics. The service provider should also be registered and have a TIN ID No. and bank account details that match his/her registration.
Scope of Assignment
The service provider is develop 20 colorful illustrator graphics guided by the color, font and pattern provisions of the IGCP Brand guidelines. The assignment shall take a maximum of three weeks starting from the time the contract is signed. The service provider shall share drafts of the designed work with the Communications and Advocacy Manager for approval before final submission of the work.

Expected Output
- Draft samples of illustrator graphics for approval
- Strong, clear educative and attractive illustrator graphics.
- Full number of requested/approved.

Payment
IGCP will give 30% at the start of the work, 30% after approval of the drafts, and 40% upon successful completion of the task and delivery of the agreed upon deliverables to the service provider, (Individual or company).

Application
Interested persons should send samples of related work done in the past and a proforma invoice not later than 4pm on Friday 12th Nov 2021 to procurement@igcp.org and copy to info@igcp.org