



Terms of Reference

Developing a Branding Strategy for the MENA Coalition on HIV and Harm Reduction

2017

1. Background

The Regional/Arab Network Against AIDS (RANAA) is a regional network working in the Middle East and North Africa (MENA) region committed to reducing the spread of HIV/AIDS.

RANAA's mission and key objectives are:

- To strengthen the role of the civil society in limiting the spread of HIV/AIDS in the MENA region, including those working with Key Populations (KPs), by promoting and implementing HIV/AIDS programs within the region.
- To ensure the rights of People Living with HIV (PLHIV) to live in dignity and have access to treatment, support and care, through enabling its members and providing them with technical support especially on advocacy, capacity building, partnership development and networking.

Since its creation in 2002, RANAA has focused on working with KPs, PLHIV and its partners on national, regional and international levels in order to enhance and increase the impact of activities for KPs and PLHIV in the region.

2. Rationale

With the support of the of the Arab Human Rights Fund (AHRF), RANAA in collaboration with The Middle East and North Africa Harm Reduction Association (MENAHRRA), launched the MENA Coalition during a workshop that took part in Beirut from the 28th to the 30th of November 2016.

The main objective of the platform is to advocate for the rights of PLHIV and vulnerable groups through creating an enabling environment and networking to unify the voice of the MENA region and receiving funds for the region.

It aims to: limit the spread of HIV/AIDS, having zero new infections, harm reduction, ending stigma and discrimination, build firm foundations that contribute to the creation of a conducive environment that harbor safety, justice, and dignity for PLHIV and vulnerable populations.

The Coalition comprises of the following HIV/AIDS /harm reduction regional organizations and networks: MENAROSA, M-Coalition, AFEMENA, ITPC-MENA, MENANPUD, Y+, MENAHRRA, and RANAA.

The MENA Coalition will focus on strategic communication; developing studies and research on HIV/AIDS related topics, increase the skills and capacities of stakeholders to ensure quality services, reduce stigma and discrimination, and to integrate HIV/AIDS and Harm Reduction programs within the comprehensive services package.

The above mentioned goals cannot be achieved without building a strong branding strategy for the coalition. The strategy should provide a professional appearance for the MENA Coalition while creating credibility and trust among concerned people.

3. Terms of Reference

With the support of AHRFs, RANAA is seeking a graphic designer to develop branding materials for the Coalition.

4. Duties and Responsibilities:

The graphic designer will work closely with RANAA to:

- Review background documentation related to regional networks, the MENA Coalition and on Harm Reduction and HIV in MENA in general
- Support, if needed, in choosing a name for the Coalition from available options, that fits the
- Design 3 logos to choose among
- Design high resolution stock photos/graphics (imagery) to boost the Coalition's communications
- Choose the typeface (typography) and make it work with the layout, grid, color scheme, design theme
- Develop branding guidelines that incorporate at least the following items: color palette, logo design, images that represent the identity of the Coalition, strategic notes description of the concept, textures and other design elements that will guide the Coalition's communications.
- Design the following stationary: business cards, custom letterhead and envelope, stickers
- Design a leaflet for the Coalition to be used in three languages (Arabic, English and French).

The graphic designer will work directly with RANAA secretariat for the completion of the duties stated above.

5. Duration & Road Map

Duration: One month and a half starting March 2017.

Road Map: The graphic designer is requested to present a road map entailing the provision of above requested deliverables.

6. Deadline for submission

Interested applicants are requested to send their proposals no later than Monday March 6th, to the following email addresses: hmansour@ranaa.net; contact@ranaa.net