



Request for Proposals

Global Compact Network Australia – Bribery Prevention Network Logo and Brand Development

Purpose	Logo and Brand Development
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Date	28 May 2020
Submission Deadline	17 June 2020
Budget	\$10,000 (incl. GST)

Background

Australian businesses need easily accessible, reliable and relevant resources to manage risks as they reach into international markets. Australian companies operating internationally are faced with a myriad of bribery and corruption laws that can sit in contrast to local customs, expectations, and competitive pressure to bribe.

Knowing how to address the risks of corruption while succeeding in business internationally can be challenging. Particularly for small and medium sized enterprises (SMEs), despite increasing expectations to comply.

There is a wealth of material globally that is available, but it is disparate, difficult to find and hard to know what is relevant or reliable.

The Bribery Prevention Network establishes a central repository of resources for Australian companies. It will be an easily accessible source for reliable and relevant resources curated by Australia's leading anti-bribery experts.

The Bribery Prevention Network is overseen by a Steering Committee of representatives from business and the host organisation, alongside government and NGO advisors with a common vision of raising the bar, on the detection and prevention of bribery and the promotion of a culture of compliance.

The designer will work closely with the Communications sub-Committee, a working group of the Bribery Prevention Network. The Communications sub-Committee will be the main focal point for the designer and work closely with them during the development process.

Mission:

The Bribery Prevention Network will be an online portal that is:

- Accessible — The Bribery Prevention Network will be free to users.
- Reliable — Formalised Content Governance Principles and Content Governance Processes are established to provide for the reliability of information on The Bribery Prevention Network. These involve selection and approval of resources by anti-bribery experts.
- Relevant — Content Governance Principles seek to make resources relevant to the target audience.

Target Audience:

The target audience for the Bribery Prevention Network is Australian businesses, including small and medium-sized enterprises, seeking to do business overseas.



Logo:

The proposal should include the development of a unique logo for the Bribery Prevention Network. The logo should not reference the logos of the organisations who are members of the Steering Committee.

The Bribery Prevention Network will seek to engage a predominantly business audience. As such the logo should have a professional, business look and feel with a colour palette that reflects this.

The Communications sub-Committee will provide the designer with insights from the upcoming target audience research session to help inform their design. They will also have an initial in person meeting with the designer to talk through the direction of the logo design and provide further guidance.

It is expected a minimum of three logo designs will be created for consideration by the Communications sub-Committee and Steering Committee and that the proposal will include three rounds of revisions to the chosen logo.

Brand Development:

In addition to the logo, the proposal should include the full development of brand guidelines for the Bribery Prevention Network. The brand should not reference the brands of the organisations involved in the Steering Committee. Instead, it should be tailored to the audience and purpose of the Bribery Prevention Network.

The Communications sub-Committee will host a research session with the target audience and provide insights to the designer to aid the brand development process. They will also work closely with the designer throughout the process.

As an initial guide, the brand will need to reflect the professional, business look and feel of the logo. It should be distinctive to establish a clear brand identity for the Bribery Prevention Network and visually pleasing.

The elements of the brand should be presented in the form of a brand guidelines document. At a minimum the brand guidelines should include:

- Brand Colour Palette
- Brand Font Selection
- Imagery Guidance
- Tone of Voice Guidance
- Logo Usage Guidance

The proposal should include up to three rounds of revisions for the brand guidelines.

Further Information:

For further information or queries related to this request for proposals, please contact:

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