TERMS OF REFERENCE

Terms of Reference: Graphic Designer (Consultant)

Background

GlobalDev is the blog platform of the Global Development Network that mobilizes academic knowledge on major sustainable development challenges. The blog publishes accessible, high-quality, research-based contributions from researchers working on socio-economic development from a number of disciplinary angles, within and beyond economics, from both Southern and Northern institutions. The blog runs in English, French and Spanish, and its audience includes researchers in the social sciences, policy actors, development assistance professionals, students of development and the general public. As part of a move to increase GlobalDev's readership and update its communication strategy, we would like to renew the blog's visual identity. GlobalDev is run by the Global Development Network, with funding from the French Development Agency (AFD).

Scope of role

In close collaboration with the blog team, and in consultation with GDN's Comms team, the designer will have to reimagine GlobalDev's visual identity:

1. **Analyze the website and social media metrics of the blog**, in light of the blog's objectives (particularly in terms of audience).
2. **Propose a visual identity for GlobalDev** to match the identity the editorial team has been developing over the last 3 years. The proposal should include a range of options for (different levels of) integration with the visual identity of the Global Development Network.
3. **Create suggestions for a new logo.** The logo should reflect the identity of GlobalDev, details will be discussed with the task manager and editorial team of the blog.
4. **Create a visual style guide that governs the use of the identity.** The style guide should include:
   - The new logo and all details related to it (grid and protection zone, variants, logo placement, etc.)
   - Suggested corporate colors
   - Suggested typographic system
5. **Create templates for the following visual elements:**
   - Social media posts related to International Days
   - Visuals accompanying articles

6. **Suggest an improved design for [our blog webpage](#)**

Preferred Qualifications:

- 3+ years of experience in art design, branding, digital design or a related field.
- A portfolio that details work experience and project samples.
- Experience working with blogs is an asset.
- Knowledge of the international development sector is preferred.

Time commitment

20 days (extendable upon request from the task manager)

Timeline

February 2022

Reporting

The Consultant will report to the Blog Manager.

How to apply

To apply, please send you CV, samples of your work, and a brief motivation letter mentioning your daily consulting rate (all inclusive) to jobs@gdn.int. **The deadline is January 31th 2022, midnight GMT +1. Please mention the name of the position in the subject line of your email.**

For queries, please contact the following email: editors.globaldevblog@gdn.int