



Development of a brand book for the National Bureau of Statistics of the Republic of Moldova

Terms of Reference

Job position:

No. 1 Graphic and Layout Designer

1. Background information

The National Bureau of Statistics of the Republic of Moldova (NBS; Romanian: Biroul Național de Statistică, abbr. BNS) is the National Statistical Institute that coordinate and manage the National Statistical System of Moldova and is the main producer of official statistics in the country. It is responsible for the impartial collection, compilation, analysis and dissemination of all statistical information relating to Moldova's people, society and economy. The NBS identity, at present composed of limited visual elements, is about 10 years old and it needs to be revised and enriched with other visual elements and branding products, in line with the modernizing society and the latest best practices and standards adopted by most of the European National Statistical Institutes. This activity is envisaged by the Strategy of Development of the National Statistical System of Moldova and its implementing action plan.

The challenge is to create a strong, modern, creative identity for use across a wide range of communications. The new brand should communicate to the public that the NBS is a highly professional, modern organisation, staffed and equipped with the experts and resources necessary to deliver on their obligations and is the trusted authority for Moldova's national statistical system.

In 2018, Eurostat, the Statistical Office of the European Union, conducted a branding study among the European National Statistical Institutes¹ to understand the user perception of official statistics and how European countries are communicating the difference between providers of official statistics from other providers. The results showed that, among others, a professional and efficient visual identity of National Statistical Institutes can improve awareness and trust of data users towards producers of official statistics, in addition to adequate communication strategies and to the adherence of the statistical institute to the European Statistics Code of Practice (ESCoP)².

2. Objectives and scope of the work

The main objective of this consultancy is to revise with the NBS the current visual elements of the Institution (e.g., logos) and to develop a new set of tools and templates, toolkits, and a manual to apply the new brand in all future communications and statistical production of the NBS.

At the beginning of the consultancy, the selected expert will define jointly with the NBS a detailed and final list of products to be developed and their technical specifications. An indicative list of products is as follows:

- Visual Elements (Group A):

¹ Analysis of user perception and communication of official statistics in the EU. Digital communication, User analytics and Innovative products (DIGICOM) project, EU.

² <https://ec.europa.eu/eurostat/web/quality/european-statistics-code-of-practice>.



- Logo concepts and design, 3 versions and amendments (colours specifications, monochrome, Romanian and English languages, graphics, electronic editable formats). The logo is expected to remain the same but improved;
- Fonts, characters, header/footer, margins, capital/low cases, spacing, tables and figures, page numbering;
- Standards for document titles;
- Standard colours for the visual identity;
- NBS document protocol numbering and references;
- Standards for using the logo in meeting rooms, halls of the NBS, outside the building (paper or adhesive foil).
- Printed Templates (Group B):
 - Letterheads (colours specifications, monochrome, Romanian, Russian and English languages, graphics, structure, and formats), for HQs and Regional Offices;
 - Publications (colours specifications, monochrome, Romanian and English languages, graphics, covers for thematic and synthesis publications, internal pages, structure, and formats);
 - Business cards, corporate and personal (colours specifications, monochrome, Romanian and English languages, graphics, structure);
 - Press releases (colours specifications, monochrome, Romanian and English languages, graphics, covers and internal pages, structure and formats, tables, graphs);
 - Envelopes (colours specifications, monochrome, Romanian and English languages, graphics, structure, and formats);
 - Folders (colours specifications, monochrome, Romanian and English languages, graphics);
 - Flyers, 2 and 3-fold (colours specifications, monochrome, Romanian and English languages, graphics, covers, structure, formats);
 - Booklets (colours specifications, monochrome, Romanian and English languages, graphics, covers, structure, formats);
 - Agenda for events and meetings (colours specifications, monochrome, Romanian and English languages, graphics, structure, formats);
 - CVs of the NBS (Romanian and English languages, graphics, structure, formats);
 - Letters of invitation, congratulations, greetings;
 - Notebook for employees A4 and B5 formats;
 - Plates with number of offices, names of the Services and staff for doors of office rooms.
- Online Templates, PowerPoints, online communications, online newsletters, social media (Group C):
 - Specifications of photos placed on the NBS website;
 - Metadata templates;
 - Digital publications (colours specifications, monochrome, Romanian and English languages, graphics, covers for thematic and synthesis publications and internal pages, structure, and formats);
 - PowerPoints (colours specifications, monochrome, Romanian and English languages, graphics, master and internal slides, structure and formats, background slides);
 - Newsletter (colours specifications, monochrome, Romanian and English languages, graphics, structure, and formats);
 - Social media – Facebook, Twitter, YouTube (cover photos (basic and alternative), profile pictures, posts, structure, formats, disclaimer);
 - Other online communications;



- Standards for emails (fonts, structure, format), signature disclaimer.
- Promotional Items (e.g., billboards, badges, other promotional materials) (Group D):
 - Banner (colours specifications, Romanian and English languages, graphics, structure, formats);
 - Billboard (colours specifications, Romanian and English languages, graphics, structure and formats);
 - Badges (colours specifications, monochrome, Romanian and English languages, graphics, structure, and formats);
 - Wall calendar (3 months) and table calendar;
 - Pen, pencil, cup, bag, t-shirt, flag, sticker for laptop/tablet etc.;
 - Informational panel at the entrance of the conference halls, for announcing meetings.

3. Main activities and tasks

- Define with the NBS (top) management and staff a revised visual identity for the National Bureau of Statistics, taking into consideration data users' perception in Moldova and the latest best practices in the European context;
- Develop with the relevant NBS staff a detailed work plan and final list of products to be developed and their technical specifications for the design and implementation of the new Brand Book for the NBS;
- Interact with national stakeholders and with the team developing the new website of the NBS;
- Produce the products indicatively listed above at para. 2. and reflected in the work plan, together with the relevant NBS staff sharing tasks, responsibilities and deadlines;
- Produce the NBS brand book with guidelines, agreed with the NBS and the ParStat project;
- Initiate and organise weekly meetings with the NBS and project experts to report and discuss about the activities implemented and planned;
- Produce monthly reports about the activities implemented during the month and planned for the next month;
- Organise and deliver training to the NBS staff on the use of the produced templates and toolkits.

4. Expected results and implementation approach

The main expected results are:

- A new brand book of the National Bureau of Statistics of the Republic of Moldova is designed and implemented, and finally approved by the NBS. It is delivered to the NBS with guidelines and technical specifications for each product implemented;
- A 3 days training is delivered to selected NBS staff on the use of the brand book and toolkits.

In addition to the activities and tasks described above in para. 4, the expert should participate to dissemination and/or public events if deemed necessary, should ensure a high-level of professionalism and commitment, and should produce a final report of about 5 pages in professional English language to report on the activities implemented, results achieved, products delivered, problems encountered, lessons learned, and specific recommendations for the NBS. The materials produced as in para 2. and software tools should be listed as annexes in the Final Report. All the deliverables produced will be exclusive ownership of the NBS and of the contracting authority.



The new brand book must also comply with the latest *Communication and Visibility Manual for EU External Actions* concerning acknowledgement of EU financing of the project³.

The work will require frequent interactions with the NBS staff and the ParStat project experts. A meeting (in presence or online) should take place every week at the NBS premises in Chisinau, Moldova. In case of *Force Majeure*, it can be agreed in written form to conduct meetings, trainings, and produce deliverables from remote.

All the activities should be carried out in accordance with the law on Official Statistics of the Republic of Moldova and the related national legal acts, the Programme for NBS Strategic Development and the European Statistics Code of Practice (ESCoP)⁴.

5. Timetable of activities⁵ and deliverables or phases

Deliverable / Phase	Indicative date
1. Revised visual identity of the NBS, and detailed work plan for the overall period of the assignment.	End of month 1
2. Definition and design of the visual elements (Group A of deliverables) as in para. 2 above.	End of month 2
3. Definition and design of the printed templates (Group B of deliverables) as in para. 2 above.	End of month 3
4. Definition and design of the online templates (Group C of deliverables) as in para. 2 above.	End of month 4
5. Definition and design of the promotional items (Group D of deliverables) as in para. 2 above	End of month 5
6. Final delivery of the brand book, final report and delivery of training.	End of month 6

6. Payment

Payments will be disbursed after the successful completion of each phase defined above in the Timetable of activities, upon submission and written approval of deliverables by the NBS and the ParStat project. The ParStat project will perform a supervisory quality monitoring on the products delivered and will countersign the expert's timesheets (30 working days in total).

Payments will follow the timetable of activities as in para 4. according to the following schedule.

	Deliverable / Phase	Indicative date	Approximate % of the overall contract value
1	Revised visual identity of the NBS, and detailed work plan for the overall period of the assignment.	Beginning of month 2	15
2	Definition and design of the visual elements (Group A of deliverables) as in para. 2 above.	Beginning of month 3	15
3	Definition and design of the printed templates (Group B of deliverables) as in para. 2 above.	Beginning of month 4	15

³ http://ec.europa.eu/europeaid/work/visibility/documents/communication_and_visibility_manual_en.pdf.

⁴ <https://ec.europa.eu/eurostat/web/quality/european-statistics-code-of-practice>

⁵ Indicative. A detailed work plan should be prepared by the experts A and B during the first month of the consultancy.



4	Definition and design of the online templates (Group C of deliverables) as in para. 2 above.	Beginning of month 5	15
5	Definition and design of the promotional items (Group D of deliverables) as in para. 2 above.	Beginning of month 6	15
6	Final delivery of the brand book, final report and delivery of training.	Beginning of month 7	25

Examples of limited number of products to be produced in the framework of this consultancy, if necessary, will be covered by a different budget line.

7. Place of performance and travel requirements

The place of performance is Chisinau, Moldova. No travel is required.