



REQUEST FOR PROPOSAL

1. RFP Objective

Background

Geneva Call is a neutral and impartial humanitarian organization that works to promote respect for international humanitarian norms in areas affected by armed conflict. As part of our communications, awareness-raising, advocacy, and training activities, we regularly require the services of a graphic designer to assist with the production of materials for internal and external use.

To ensure the timely production of high-quality communication and advocacy materials, Geneva Call is seeking to establish a **framework agreement** with one or more professional graphic design service providers.

Objective

The objective of this RFP is to identify qualified graphic design companies capable of delivering a range of services on a recurring, on-demand basis, with a strong emphasis on quality, reliability, and timely delivery.

2. RFP Calendar

The timeline for the RFP process is below. While we do not anticipate any changes to this timeline, Geneva Call reserves the right to adjust the timeline as needed.

Action A	Date
RFP Issue Date	7 October 2025
Deadline for Receipt of Proposals	7 November 2025
Vendor Selection Anticipated Date	7 December 2025

Start date of operational services: 1 January 2026



3. Proposal Submission Address

Please divide the offer into two separate proposals, the financial proposal and the technical proposal to the address below no later than 7 November 2025.

Geneva Call

47 chemin de la Chevillarde, CH-1224 Chêne-Bougeries Geneva – Switzerland

And/or to the following email address

The financial proposal can be sent to: rpfinance@genevacall.org

The technical proposal can be sent to: rfp@genevacall.org

4. Bid Validity

Proposals are expected to be binding for a period of ninety (90) days from the published response date. Please see RFP attached for more details.

5. RFP Terms & Conditions

- a. The Request for Proposals is not and shall not be considered an offer by Geneva Call.
- b. All responses must be received on or before the date and time indicated on the RFP.
- c. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by the respondent.
- d. All awards will be subject to Geneva Call's contractual terms and conditions and contingent on the availability of donor funding.
- e. Geneva Call reserves the right to accept or reject any proposal or cancel the solicitation process at any time and shall have no liability to the proposing organisations submitting proposals for such rejection or cancellation of the request for proposals.
- f. Geneva Call reserves the right to accept all or part of the proposal when award is provided.
- g. All information provided by Geneva Call in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. Geneva Call is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- h. Geneva Call reserves the right to require any bidder to enter into a non-disclosure agreement.
- i. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of Geneva Call, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

6. Attachments

- Annex I Request for Proposal minimum requirements

ANNEX I

REQUEST FOR PROPOSAL

1. Scope and requirements

Scope of Work:

The types of documents and assets to be designed may include:

- Layout of A5 leaflets with approximately 4 pages and their adaptation to different languages
- Layout of A6 booklets with illustrations and their adaptation to different languages
- Layout of A1 and A3 posters
- Layout of Annual Reports in A4 format and with approximately 50 pages
- Layout of flyers, leaflets and brochures and other publications in A4 and A5 format
- Layout of business cards, ID-type employee cards, and other similar documents
- Possible development of infographics or other visual elements to display data
- Creation of illustrations and animations for training materials and for communication purposes

In addition, types of digital assets may include:

- Social media graphics and post templates (e.g. static and animated content for Twitter/X, LinkedIn, Instagram, etc.)
- Branded templates (PowerPoint, Canva, email newsletters)
- Web banners, landing page images and other visuals
- Short animations or GIFs for digital campaigns
- Icons or branded asset packs for internal or external use
- Digital reports, e-books etc.

Any other similar documents or assets upon request.

2.. Sustainability & Quality

Bidders are encouraged to indicate:

- Certifications
- Quality control processes
- Previous experience with NGOs or international organizations desirable

3. **Proposal Guidelines: Technical Proposal**

- Company profile and relevant experience
- Portfolio or samples – please highlight examples of work for NGOs if any.
- At least 3 years of professional experience in graphic design, illustration, and animation.
- Demonstrated experience in creating digital assets for social media, web, or digital communications.
- Ability to respect the visual identity and develop materials with the same style as pre-existing ones.
- Creativity and ability to suggest new products or designs.
- Capacity to deliver high-quality work under time constraints.
- Previous experience working for NGOs.
- High level of reliability, discretion, and confidentiality.
- Fluency in English and/or French.
- Information on sustainability practices
- Proposed contract terms and conditions

Financial Proposal

- **Proof of Registration:** Valid registration of the company
- **Pricing Structure:**
 - Completed pricing tables above
 - Explanation of the invoice and payment process.
- **Financial Ratio Company**
 - Financial stability company
 - Liquidity ratio, debt-to-equity ratio, profitability ratios used to assess financial performance
 - Provide the resumes of the key members of the management team of the company.

4. **Eligibility Criteria:**

This tender is open only to organisations legally registered.

5. **Evaluation and Selection Process:**

The contract will be awarded based on the most technically sound proposal at the lowest price, considering the following:

- Demonstrated experience providing similar services
- A list of at least 5 samples of content produced in the last 3 years demonstrating the quality and diversity of the formats covered.
- Capacity to meet tight deadlines and provide quick turnaround times
- Proven ability to ensure quality control and consistency across projects
- Flexible production options and transparent pricing structure

6. **Terms and Conditions:**

Payments will be made upon satisfactory delivery and invoice submission, payment term 30 days net.

7. Confidentiality:

All design jobs must remain confidential and will become the property of Geneva Call. Selected service providers will be required to sign a confidentiality agreement

8. Third Party Performance Reviews and Audit

9.1 **Performance Review.** In addition to internal measures of performance, Geneva Call retains the right to require independent evaluation of Contractor performance. Geneva Call may, contract with independent third parties to audit the contract service levels. The Contractor will cooperate fully with any third-party audit and agrees that all information shared with Geneva Call may be shared with such third-party contractor.

10 The Contract

10.1 **Term of Agreement.** The Agreement resulting of this solicitation shall be for an initial period of two (2) years with the option to extend, at the sole discretion of Geneva Call, for an additional two (2) year period.

10.2 **Termination** Geneva Call may terminate the Agreement resulting from this solicitation, or any services under such Agreement, without prejudice to any other rights or remedies, by giving ninety (90) days written notice to the Contractor.

11 Disclaimer.

11.1 Geneva Call does not guarantee a minimum quantity of purchases