



## **Request for Proposal**

### **IAS 2019 / AIDS 2020 Branding**

Proposals will be accepted until Friday, 9 March 2018

#### **1. About the International AIDS Society**

Founded in 1988, the International AIDS Society (IAS) is the world's largest association of HIV professionals, with members from more than 180 countries. IAS members work on all fronts of the global response to AIDS, and include researchers, clinicians, policy and programme planners, public health and community practitioners on the frontlines of the epidemic. The IAS organizes the world's two most prestigious HIV conferences, each convened biennially in alternating years. In addition, the IAS programmes advocate for urgent action to reduce the global impact of HIV, including increased investment in HIV cure research; optimizing treatment and care for infants, children and adolescents with HIV in resource-limited settings; preventing and treating HIV-related co-infections; and expanding access to prevention, treatment and care for key populations with increased vulnerability to HIV – such as men who have sex with men, people who inject drugs, sex workers and transgender people – including protecting their human rights by combatting punitive laws and discriminatory policies. More information on the IAS can be found at [www.iasociety.org](http://www.iasociety.org).

#### **2. About the IAS Conference on HIV Science and International AIDS Conference**

The IAS organizes the world's two most prestigious HIV conferences, each convened biennially in alternating years. The International AIDS Conference is the largest conference on any global health or development issue. First convened during the peak of the AIDS epidemic in 1985, this conference continues to provide a unique forum for the intersection of science and advocacy, and an opportunity to strengthen policies and programmes to ensure an evidence-based response to the epidemic. The conference also serves as a focal point to intensify political and financial commitments to AIDS. Additionally, the IAS provides the largest international HIV conference scholarship programme, to ensure those living with and affected by the disease are well-represented at the gathering. The next International AIDS Conference ([AIDS 2018](#)) will be held in Amsterdam, the Netherlands (23-27 July 2018).

The IAS Conference on HIV Science is the largest open scientific conference on HIV and AIDS related issues - bringing together a broad cross-section of more than 6,000 professionals from around the world to meet and examine the latest scientific developments in HIV-related research with a focus on moving science into practice and policy. The conference features the latest HIV science, including basic, clinical and prevention research. It brings together a broad cross section of HIV professionals from around the world with a focus on implementation – moving scientific advances into practice. The last conference ([IAS 2017](#)) took place in Paris, France in July 2017.



### 3. Purpose

The IAS seeks proposals from qualified persons or agencies to provide a Logo Design, and Brand Guidelines

Concept Outline:

- The logo concept should be reflective of the 2019/2020 conference destination
- It should incorporate the well-known 'AIDS ribbon';
- It should reflect the conference principles of inclusiveness, participation and gender equality;
- It should be conceptual rather than literal;

The logo should include:

- the abbreviated name of the conference "IAS 2019" / "AIDS 2020";
- the words "10th IAS Conference on HIV Science" / "24th International AIDS Conference";
- and location as well as the date

The logo should in no way include elements of the International AIDS Society or any of the local or international partner logos. In addition, it should not be visually similar to previous conference logos ([see here for examples](#))

### 4. Deliverables

The logo should adhere to the outline above as well as come in the following formats:

- Horizontal
- Vertical
- Simple (solely the logo and conference name)
- Third Party/Partner Version (see here for most recent examples)

The styleguide will be used by in-house designers and partners alike and should cover:

- Rules for logo usage
- Logo Do's / Don't's
- Logo Clearance Specifications
- Primary color palette
- Secondary color palette
- Font specifications

The IAS will also request the license of any concepts provided to the organization in the process of logo creation.

If the logo uses a licensed font, the license will have to be made available to the IAS for future design use.

### 5. Timeline



The final logo/brand guidelines for IAS 2019 should be finalized by Friday 1 June 2018. So that it can be revealed at the AIDS 2018 conference in July. The logo/brand guidelines for AIDS 2020 should be finalized in December on a timeline with work beginning in October. The timeline should allow for the creation of 5 concepts to be refined down into 2 final concepts that can be presented to the organization's Executive team for final selection.

Below is the outline of the expected timeline below:

#### **IAS 2019:**

- 2 April 2018: Presentation of 5 concepts to the organization
- 16 April 2018: Presentation of final 2 concepts
- 23 April 2018: Presentation of final 2 concepts with feedback from communications team implemented
- 30 April 2018: Concepts presented to Executive team
- 7 May 2018: Feedback from Executive team received
- 14 May 2018: Feedback from Executive team implemented
- 21 May 2018: Delivery of styleguide for feedback
- 1 June 2018: Final Logo + styleguide delivered.

#### **AIDS 2020:**

- 30 October 2018: Presentation of 5 concepts to the organization
- 15 November 2018: Presentation of final 2 concepts
- 22 November 2018: Presentation of final 2 concepts with feedback from communications team implemented
- 29 November 2018: Concepts presented to Executive team
- 5 December 2018: Feedback from Executive team received
- 12 December 2018: Feedback from Executive team received
- 19 December 2018: Delivery of styleguide for feedback
- 10 January 2019: Final Logo + styleguide delivered.

## **6. Proposal requirements**

The proposal should include the following:

- A cover letter summarizing relevant experience and previous clients
- A detailed plan outlining the approach, direction, timeline and costs
- A portfolio of previous design work



- An outline of the team who will be working on the project

#### **7. Submission details**

Proposals must be received via email by 23:00 (CET) on Wednesday, 7 March 2018. Late proposals will not be considered. Proposals should be addressed to Mandy Sugrue, Director, Communications. Please email all proposals and/or questions to Joe Entwistle <mailto:joe.entwsitle@iasociety.org>