

ANNEX A.1
TECHNICAL SPECIFICATIONS

OPEN CALL FOR TENDER

F-SE-16-T15

Graphic Design and Production of Communication and
Awareness Raising Materials

1. Background information

The European Union Agency for Fundamental Rights (FRA) is an Agency of the European Union. It was established on 15 February 2007 on the basis of Council Regulation (EC) No 168/2007. The objective of FRA, according to Article 2 of the Regulation, is to provide the relevant institutions, bodies, offices and the Community Agencies concerned and the Member States with assistance and expertise relating to fundamental rights in order to support them when they take measures or formulate courses of action within their respective spheres of competence to fully respect fundamental rights.

In order to fulfil its objectives, FRA conducts research, collects relevant primary and secondary data and contextual information from EU Member States and analyses them comparatively in order to develop policy relevant reports addressed primarily to its main stakeholders, the EU institutions and EU Member States. In addition, FRA develops and co-ordinates research networks of experts and organisations across the EU based on contractual relations. In this context, FRA hosts many meetings and events in different locations in Europe and welcomes a high number of visitors to these meetings and to its premises.

Find more information and activities of FRA at its website: <http://fra.europa.eu>

2. Objectives and purpose of the framework contract

The purpose of this framework contract is to retain economic operators able to provide graphic design services and customised communication and awareness raising materials.

The objective of the contract is to assist FRA in illustrating and promoting the complex outcome of its work using printed materials, electronic means of communication, animated and interactive communication products and to assist FRA with all technical tasks related to the customisation, production and shipment of stationery and conference and awareness raising communication materials.

Services of a large scale nature like for example the development of a new corporate visual identity for the Agency are not covered under this framework contract and will be contracted outside of the provisions of this FWC.

3. Corporate visual identity

FRA has developed its own corporate visual identity (CVI). DAXLINE PRO is used as a specific font for most of FRA's printed products and Arial and Verdana for its business related communication products. The CVI manual is available in Annex A.2.



Developments and productions under this framework contract must be creatively original, but, if required, they must also respect the FRA CVI guidelines, any relevant graphical style guide or other given instructions.

4. Implementation of the framework contract

The services required by FRA have been divided in two (2) lots, as follows:

Lot 1: **Graphic design**

Lot 2: **Production of communication and awareness raising materials**

The services above will be implemented by means of framework contracts in cascade.

5. Lot 1 Graphic design

Under this lot, the contractor must be able to provide, as a minimum, the following services:

- Participation in meetings at the FRA premises in Vienna
- Development of graphical charters including the production of sketches, templates, artwork and illustrations
- Provision of layout and prepress services
- Supply of colour proofs
- Acquisition of photos and images in the context of materials produced under this framework contract
- Production of appealing illustrations, infographics and presentations
- Production of Power Point, interactive PDF files and accessible PDF files for assistive technology like, screen-readers

The different services described in detail below are identified with a letter and a digit (e.g. CO, C1, D2, etc.) and are identified in the same way in the "Price sheet Lot 1" included in the financial offer.

5.1. Participation in meetings

(CO) If required, the contractor shall participate in technical face-to-face meetings at the FRA premises in Vienna.

The contractor will be responsible for preparing all related documents, as well as the agenda and the minutes. The contractor shall propose an agenda in cooperation with FRA at least three (3) working days ahead of each meeting. The contractor shall draft and send out meeting minutes within three (3) working days following the meeting, which FRA will comment within three (3) working days following their receipt. In case of non-acceptance, the contractor



shall send out corrected meeting minutes within three (3) working days. All comments made by FRA must be taken into consideration.

The price including transportation, accommodation and the services as indicated above shall be included in the price table on a person per day basis.

Other meetings like telephone or videoconferences may be organised upon request by any of the two parties and shall not be invoiced.

5.2. Development of graphical charters including the production of sketches, templates, artwork and illustrations

This service includes the development and delivery of graphical charters, sketches and templates for print and electronic media conveying graphically content and ideas supplied by FRA. Particular importance is placed on the graphical and artistic presentation.

The service may include the request for photos/images. The main function of these illustrations will be to depict the identified content in a straightforward and focused manner, capable of raising the interest of the reader/end-user

As regards the graphical charters, the request can cover:

- **(C1)** design of **branding concept**: graphical interpretation of the content supplied by FRA;
- **(C2)** design of a **logo**: to be provided in positive, negative versions in PMS, b/w, CMYK as vector .ai, high resolution .jpg and .png files.

Based on the FRA CVI, a graphical charter or any other instruction by FRA, the contractor may be asked, on a variable bases, to prepare up to eight (8) types of sketches/templates:

- **(D1/L1)** Sketch/Template type 1: Paper publication up to A4 - cover (front, spine and back cover);
- **(D2/L2)** Sketch/Template type 2: Paper publication up to A4 - text page only (3500 – 4500 characters without space);
- **(D3/L3)** Sketch/Template type 3: Paper publication up to A4 - text page + photos or illustration(s) or graphical chart(s) or table(s);
- **(D4/L4)** Sketch/Template type 4: Paper publication - complex page comprising text, illustrations, drawings, maps, graphic charts and tables;
- **(D5/L5)** Sketch/Template type 5: Poster / Roll up / Backdrop (scalable to any size);
- **(D6/L6)** Sketch/Template type 6: Banner for stationery, website and social media inserts with different sizes;



- **(D7/L7)** Sketch/Template type 7: Electronic newsletter/publication to be send out by E-mail - simple layout including: text, photo(s) and/or illustration(s);
- **(D8/L8)** Sketch/Template type 8: Electronic newsletter/publication to be send out by E-mail - complex layout including: text, photos, illustrations, maps, graphic charts and tables;

Prices

As regards **(C1)** branding concept, the price as inserted in the price table will cover the whole process of creation according to the following process:

- Based on a briefing, specifications and content provided by FRA, the contractor will be requested to develop and present within five (5) working days two (2) different design proposals and describe their concept. The proposals shall include up to three (3) pictures/illustrations, each closely linked to the topic of the request for FRA to choose from. FRA may, based on these proposals, decide within three (3) working days to continue with one of them or, in the event that none of the proposals are suitable, ask the contractor after a new briefing to produce an additional proposal within three (3) working days. FRA will choose one or a combination of the proposals and will provide the contractor within three (3) working days with additional input and guidance to further develop the design concept. The contractor will finalise the design concept within two (2) working days and shall consider in its offer up to three (3) proofing rounds. For each proofing round FRA and the contractor have each to react within one (1) working day. The contractor shall provide FRA with a manual describing the concept of the branding and its application.

As regards **(C2)** design of a logo, the price as inserted in the price table will cover the process of creation of a logo as additional part of **(C1)**. It will thus be included in the development process as described above and result in a section of the branding manual describing the use of the logo.

As regards **(D1) – (D8)** for each sketch requested in the initial order, a corresponding template will be created. The prices inserted in the price table shall be fixed per sketch/template page and shall cover the whole process of creation and development according to the following 3 step process:



- **First step:** based on a briefing, specifications and content provided by FRA, the contractor will be requested to develop and create sketches using all artwork and text in the initial language by presenting within three (3) working days two (2) proposals for the requested deliverables. The contractor shall consider three (3) sets of proofs to take on board any modifications/corrections requested by FRA. For each proofing round FRA and the contractor have each to react within one (1) working day.
- **Second step:** after receipt of the "OK" by FRA the contractor shall produce and deliver within three (3) working days templates that must contain all text in the initial language (mostly EN), paragraph and character styles, title values, colour variations and linked graphical elements. Styles shall include, for accessibility reasons, a proper tagging. The templates must, depending on the use, be provided in a format able to be further processed: using InDesign, Illustrator, MS-Word, HTML/CSS or equivalent.
- **Third step:** after receipt of the "passed for press" order the contractor shall provide FRA within three (3) working days with print ready and web optimised PDF files in the initial language including relevant metadata.

5.3. Provision of layout and prepress services:

(L1) – (L8) Based on the provisions of the FRA CVI or, if available, a specific branding, the contractor shall prepare the layout of products, as specified in the order. FRA will provide relevant text, templates and artwork. This service will often be used for creating language versions of a product already available in one initial language. Due to the sensitivity of the work of FRA, modifications to the content will have to be expected and the contractor shall consider up to three (3) proofing rounds for the layout of products. The contractor shall provide FRA with print ready and web optimised PDF files including relevant metadata as well as open files, including all links.

The price as inserted in the price table shall be fixed per page.

5.4. Supply of colour proofs:

(C3) For selected high quality products colour proofs will be required. If requested, the service includes the production and supply of colour proofs with colour control strip.

The price as inserted in the price table shall be fixed per page and are to be included in the unit prices provided in the price schedule.

5.5. Acquisition of photos and images in the context of materials produced under this framework contract:

(C4) The service may include the request for the provision of photos or images. The main function of these illustrations will be to depict the identified content in



a straightforward and focused manner, capable of raising the interest of the reader/end-user.

Upon request the contractor shall provide FRA with photos or images for inclusion in publications – paper or electronic format (e.g.: PDF, e-newsletter, webpages, social media) – to be disseminated in all editions, forms and media, and in any language. The photos will never be requested/ordered separately, but only in the context of the development of a graphic concept. The contractor shall deliver the proposal of photos together with a first proof of the mock-up/sketches.

The contractor will search for, identify and propose within five (5) working days five (5) photos (or other images) for each branding concept requested; the price of each photo or image proposed must be indicated. Subsequently FRA makes a choice. Only after the acceptance of the photo/image and its price by FRA, the photo/image can be ordered by a complementary order form.

Preferably, photos and images shall be acquired as royalty free, non-exclusive multiple-use stock photos for various contexts/media. A briefing note (sent together with the order form or specific contract) will define the exact rights required for the photos or images (i.e. number of printed copies, publication on the Internet, reproduction authorised within the context of the product subject to acknowledgement of the source, etc.).

If FRA decides to acquire one or more pictures proposed, the contractor will provide copies of the invoices for obtaining the requested rights. The contractor will invoice FRA for an equal amount to which s/he was invoiced plus a fixed amount (to be inserted in the price table (C401)) for searching/proposing the photos or other images. The fixed price will be invoiced only if the photo or other image has been selected by FRA for the publication. Failure to provide the copies of invoices for obtaining the rights will exclude any right of the contractor to invoice FRA for this part of the work. The contractor may not use the picture(s) acquired for FRA for any other purpose.

Photos owned by the contractor shall not be invoiced to FRA.

N.B.: FRA has no obligation to choose one (1) of the proposed photos or other images.

5.6. Production of appealing illustrations, infographics and presentations:

(C5) Design and production of illustrations like graphs, maps, charts... able to visualise complex issues.



Based on a briefing, specifications and content provided by FRA, the contractor will be asked to develop and create illustrations to be used in print and electronic support.

The contractor shall deliver the final illustration in a format suitable for online use, print and open files including all links.

The price as inserted in the price table shall be fixed per illustration.

(C6) Design and production of infographics able to communicate main findings of FRA's project outcome.

Based on a briefing, specifications and content provided by FRA, the contractor will be requested to develop and present within five (5) working days two (2) sketches per infographic and describe their concept. FRA may, based on these proposals, decide within three (3) working days to continue with one of them or, in the event that none of the proposals are suitable, ask the contractor after a new briefing to produce an additional proposal within three (3) working days. FRA will choose one or a combination of the proposals and will provide the contractor within three (3) working days with additional input and guidance to further develop the infographic. The contractor will finalise the infographic within two (2) working days and shall consider in its offer up to three (3) proofing rounds to take on board any modifications/corrections requested by FRA. For each proofing round FRA and the contractor have each to react within one (1) working day.

The production of infographics includes the development of a graphical concept for the infographic; the visualisation of main findings from content provided by FRA (e.g. a report) and the creation of any relevant artwork like: pictograms; icons; illustrations... used for the infographics.

The contractor shall deliver the final infographic in a format suitable for online use, for print on roll-up size 2000 mm of height and open files including all links.

The price as inserted in the price table shall be fixed per infographic and shall cover the entire development process as described above including any artwork created for the infographic. If photos from third party are used, these will be invoiced according to the photo acquisition provisions as described above.

(C7) Design and production of presentations in the form of PowerPoint, interactive PDF, HTML or similar format.

Based on a briefing, specifications and content provided by FRA, the contractor will be requested to develop within three (3) working days two (2) sketches of master slides taking into consideration for the design the topic of the presentation as well as the target audience. FRA may, based on these sketches,



decide within three (3) working days to continue with one of them or, in the event that none of the sketches are suitable, ask the contractor after a new briefing to produce an additional sketch. FRA will choose one or a combination of the proposals and will provide the contractor within three (3) working days with additional input and guidance to further develop the presentation. The contractor will finalise the presentation and shall consider in its offer up to three (3) sets of proofs to take on board any modifications/corrections requested by FRA. For each proofing round FRA and the contractor have each to react within one (1) working day.

The production of presentations includes the development of master slides; the creation of any relevant artwork like: graphs; charts; pictograms; illustrations... used for the presentation and the composition of the different slides with text and relevant artwork and the provision of a final ready to use presentation.

The price as inserted in the price table shall be fixed per page of a presentation and shall cover the entire development process as described above including any artwork created for the presentation. If photos from third party are used, these will be invoiced according to the photo acquisition provisions as described above.

5.7. Production of PDF files accessible for assistive technology:

(C8) Production of accessible PDF files.

Accessibility is a key requirement for FRA products. PDF files may be visually perfect and accessible but they often fail to be logically and semantically accessible when using screen readers. Most of the time, the order of the reading sequence is not logical and makes no sense.

The production of accessible PDF files includes transforming and correcting interactive PDF documents by: redefining the reading order; reducing unnecessary/repetitive information like decoration elements repeated on each page and adding missing information like alt text to be associated with images for example. The final PDF should be suitable for electronic dissemination and provide a logical and useful reading experience for people using assistive technology.

The price as inserted in the price table shall be fixed per page.

5.8. Project team composition and educational and professional requirements

The project team delivering the services should include at least one (1) Graphic Designer and one (1) Layout Designer meeting the minimum professional requirements described below:

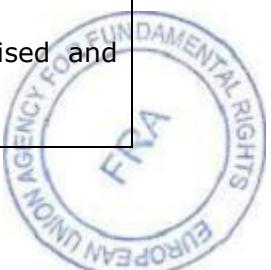


Graphic Designer

<i>Nature of the tasks</i>	<ul style="list-style-type: none"> • Analyse and discuss the client requirements • Develop, with the client, the design brief • Estimate the time required for carrying-out the project • Respect the budget foreseen for a project • Preparing mock-ups • Receive, analyse and discuss clients feedback • Preparing design and layout files and instructions • Review final layouts and suggest improvements, if necessary • Preparing projects respecting the deadlines and contractual limits • Creation of press-optimized, web-optimised and accessible PDF files • Creation of the PowerPoint files • Creation of "passed for press"
	<ul style="list-style-type: none"> • Minimum three (3) years of experience in graphic design developments, working with software tools relevant for the tasks including, as a minimum, InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat Professional and Power Point • Proven experience in producing accessible PDF files. The person proposed must have worked in at least two (2) projects in the last three (3) years • Good knowledge of English (level B2 based on Common European Framework of Reference (CEF))

Layouter / Prepress Operator

<i>Nature of the tasks</i>	<ul style="list-style-type: none"> • Layouts and formats the text following a model, a visual identity or any further instructions • Preparation, adaptation and correction of items for the print • Check-up of colour quality • Analyse of clients files before printing • Preparation of proofs respecting the deadlines and contractual limits • Creation of press-optimized, web-optimised and accessible PDF files • Creation of "passed for press"



<i>Minimum qualifications and professional experience</i>	<ul style="list-style-type: none"> • Minimum three (3) years of experience in implementing design concepts at the prepress stage and working, as a minimum, with InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat Professional and Power Point • Proven experience in the production of still/animated illustrations, infographics and templates. The person proposed must have worked in at least two (2) projects in the last three (3) years. • Good knowledge of English (level B2 based on Common European Framework of Reference (CEF))
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5.9. Technical requirements

The software used by the contractor should be compatible with FRA's current software packages (Microsoft Office 2013, Adobe Creative Cloud), so that no errors, delays etc. occur due to technical incompatibilities. The contractor must have available or purchase the special fonts in FRA's CVI Manual (DAXLINE PRO, ARIAL and VERDANA). The contractor must have the necessary tools and procedures in place, so that the timely deliveries can be monitored and quality can be guaranteed.

The contractor shall ensure the ability to use typefaces (including any special characters) for alphabets used by all EU official languages, including candidate countries.

5.10. Deliverables

The deliverables of this contract falling under the category creative works, designs, layouts, interactive media etc. shall become the property of FRA that will be able to modify and use them worldwide without restrictions and additional costs (as per the provisions of the framework contract on intellectual property rights). They will be delivered on appropriate electronic data storage devices (CD-ROM, DVD, USB-Stick, Hard disk etc.), by email or by file transfer. They shall be delivered in the appropriate formats (MS-office, PDF, .jpeg, .ind, .ai, etc.) as agreed in the respective orders.



6. Lot 2 Production of Communication and Awareness Raising Materials

Under this lot, the contractor must be able to provide, **as a minimum**, the following services and products:

6.1. Provision of printing, finishing and delivery services:

This service will include the production and delivery of:

- **stationery** such as, but not limited to: business cards, note pads, envelopes, post-its, compliments cards, calendars, etc.
- **conference and awareness raising materials** such as, but not limited to: booklets, brochures, posters, banners, flyers, conference folders, exhibition stands, displays like roll-ups and similar.
- **complementary products** such as, but not limited to: supports/stands (e.g. customised displays for publications, frames and hanging support for posters and banners, etc.); specific packaging for safe delivery (e.g. tubes for posters, special traveling boxes for roll-ups and exhibition walls) and others.

The procedure for ordering the services will be as follows:

- The contractor shall have available updated printed or online catalogues of main products it is able to produce including detailed description of the products, net prices, indication on delivery time and warranty statement.
- If no online catalogue is available, the contractor shall provide FRA with 2 copies of printed annual catalogues at the beginning of each year. These catalogues shall include detailed description of the products, net prices, indication on delivery time and warranty statement
- FRA will use the online or print catalogues for the selection of products and price offers. It will then issue an order form or specific contract for the required items and services in accordance with the provisions of the framework contract.
- FRA will provide print ready PDF or open files.

6.2. Delivery requirements

Deliverables produced under this contract falling under the category of printed communication materials will be delivered to the FRA premises in Vienna securely packed in handy sized units and protected against all damage.

The tenderer is responsible for any damage that may occur to the deliverables during the transportation. The boxes shall clearly indicate the product name, including the number of copies and any other relevant information. The contractor



ensures the delivery of materials to the FRA premises as agreed in the respective orders.

FRA reserves the right to reject delivered products within 48 hours from delivery if damaged or incompliant with the order.

6.3. Safety and environmental standards:

All items and material produced under this framework contract must meet European Union quality, safety and environmental standards, which include - but are not limited to: colour, finishing and clear and legible prints.

FRA reserves the right to return any products that are not fulfilling EU safety and quality standards or which are not properly labelled.

7. Project monitoring

FRA will monitor the execution of the framework contract and order forms or specific contracts in technical and administrative terms. The contractor should report immediately to FRA in writing any problems encountered during the implementation of the contract.

8. Communication

During the implementation of the framework contract, communication between the FRA and the contractor will mainly be by phone, e-mail and surface mail.

Requests for offers shall be possible via e-mail and shall be answered within three (3) working days.

The contractor should ensure that questions for clarification regarding any deliverable are addressed the same, at the latest the next working day following the request.

9. Language

The working language of FRA is English. The English language shall be used throughout the project duration for all communication, reports and other documentation.

