

## **TERMS OF REFERENCE**

### **Logo Designer for the Pacific Feminist Fund**

**Reports to:** Coordinator Consultant - PFF  
**Location:** Remote  
**Duration:** Up to 15 days and to be completed by 28<sup>th</sup> October

### **About the “soon to be established” Pacific Feminist Fund**

The Pacific Feminist Fund is an independent women’s fund based in the Pacific region and led by feminists in the Pacific region. It aims to deliver swift, responsive and impactful support to Pacific women’s organisations, women’s groups and feminist movements, who are change makers at the frontlines of gender equality and human rights. The Fund is for and by the Pacific women’s movement, responding to needs often overlooked by conventional funders - bridging the gap between changemakers of the women’s movement and the support they need to deliver with impact.

In 2019, the Women’s Fund Fiji formerly known as the Fiji Women’s Fund<sup>1</sup> (FWF) and the Urgent Action Fund for Women’s Human Rights, Asia & Pacific<sup>2</sup> (UAF A&P) commissioned a scoping study on funding realities for women’s organisations in the region. The study<sup>3</sup>, entitled *Where is the Money for Women and Girls in the Pacific? Mapping Funding Gaps, Opportunities and Trends*, found several areas of possible collaboration between donors and women’s organisations on the issues that emerged from the scoping study. The study’s first proposition is that there needs to be

#### **An independent Pacific Feminist Fund based in the region and led by feminists in the region**

*“that is a conduit for Pacific women’s organisations to secure funding; to broaden the range of funders available; to represent and direct discussions within and outside the region; to amplify voices of organisations, and women and feminist movements in the region; to lead impact investing in women’s rights and gender based work; and to engage with Pacific Leaders, role models, celebrities and philanthropic networks to support Pacific women and girls.”*

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<sup>1</sup> <https://womensfundfiji.org/>

<sup>2</sup> <https://www.uafanp.org/>

<sup>3</sup> Sumner, C. 2020. Where is the money for women and girls in the Pacific? Mapping funding gaps, opportunities, and trends. A Scoping Study. Urgent Action Fund for Women’s Human Rights Defenders, Asia & Pacific and the Fiji Women’s Fund, Suva, Fiji.

The “soon to be established” Pacific Feminist Fund (PFF) is working towards its registration in New Zealand and Samoa.

## **Purpose and Design Brief**

The Pacific Feminist Fund is seeking a short-term designer to develop a unique Pacific stylized organizational logo which would be our visual identity.

### **If we described PFF as a person, it would be:**

- She is bold
- She is creative and colorful
- She is unique
- She is fearless and adventurous
- She is passionate, caring and supportive
- She is a changemaker
- She is a builder of movements
- She is approachable, upbeat and positive
- She is mature – calm and collected, flexible and strong, engaging
- She is a cultivator of knowledge
- She is distinctly Pacific - representative of sub-regions and ocean-focused

### **When you look at our logo, we want you to feel:**

- Inspired
- Connected
- Engaged
- Vibrant
- Abundant - denoting potential and possibility
- Active - conveying energy and momentum

### **We would like the logo:**

- to be very clean and neat on all PFF collaterals.
- Pacific stylized colors, texture, imagery and creative expression
- to have a stylized look, feel, identity and branding with modern interpretation. We prefer the use of stylized colors and the ability to work multiple colors into the visual design instead of working multiple colors into the logo.

## Scope of Work

The Consultant will work up to a **maximum of 15 working days** which incorporates all aspects of the work including conceptual and preparatory work, preparation of draft and final deliverables.

## Outputs

### 1. Crafting a purposeful and engaging logo for the Pacific Feminist Fund

- 3 logo concepts for review
- 1 logo concept to be selected by the PFF Steering Committee
- Pacific stylized fonts appropriate for the logo created

### 2. Translating finalised logo into publishable formats - digital and print.

- Suite of logo elements developed e.g. stacked and vertically aligned, illustrative elements (potential suite of icons) and color scheme finalised
- The logo in different format JPG, JPEG, PDF and in a design application format.

### 3. Develop a narrative to accompany the logo and finalizing it through consultation with a key focus group of PFF constituents.

- The short-term designer will develop a 2-page narrative of the logo, developed in consultation with key focus group of stakeholder's representatives of 3 Pacific sub-regions.
- The short-term designer will develop a 5-page visual identity guide including the narrative of the logo combined with a user guide and appropriate use of the different logo elements.

## Duration

The consultancy is to be completed **before 28 October 2022**.

## How to Apply

Interested candidates should submit the following to [pacificfemfund@protonmail.com](mailto:pacificfemfund@protonmail.com)

- a. Company/Designer Profile/Portfolio
- b. Evidence of previous work with client contact Information
- c. Price quotation based on the deliverables indicated.

The closing date to apply for this consultancy is at **5pm Fiji Time, 30 September, 2022**.