

Ref: Notice of a call for tenders

ESMA reference: PROC/2020/05

Tender name: Corporate identity and branding services

Description of required services / products:

ESMA's corporate branding is 10 years old and in light of this approaching anniversary it is important that the organisation develop a fresh coherent corporate image fit for an influential, growing EU regulator moving into its second decade.

There is a growing need to create new templates and pathways for innovative platforms – such as social media and video production – to raise the profile of the organisation to our target audience. Additionally, a separate project to create a new ESMA website will be launched shortly, and it is necessary to develop graphic templates to be used on this new website.

ESMA is seeking the following services:

- Re-designing ESMA's visual identity;
- Propose corporate imagery and graphics;
- Propose visual identity for ESMA's Corporate Events – conferences, hearings, webinars etc.; and
- Produce corporate design manual and templates.

Description of contract – contract value and duration:

The estimated budget for the whole duration of the contract is **€100,000**

How to express interest in participating in this tender:

Please send an e-mail with the tender reference number to: procurement@esma.europa.eu
before **16/11/2020 – 11:59 a.m.**