



Terms of reference

REF: BAD 96-2025

Graphic design services for
Mouvement Social, NGO
Beirut, Lebanon

Starting date of work: 1st of January 2026

1. Background

Mouvement Social (MS) is a Lebanese civil society, non-governmental organization founded in 1961, committed to promoting dignity, participation, and justice through non-sectarian, non-charitable, and inclusive development. With 13 centers spread across the country, MS works directly with local communities, municipalities, and marginalized groups, following a human rights-based approach deeply rooted in the communities.

At the heart of MS's work lies the development of active citizenship, non-violence, and equality. The organization is recognized for its long-standing partnerships with local actors and its capacity to respond effectively in times of crisis.

Mouvement Social structures its action around four complementary strategic areas aimed at promoting the fundamental rights of the most vulnerable people in Lebanon. Protection is a core pillar, through preventive actions, psychosocial support, and assistance to children, adolescents, and families exposed to moderate or high risks. Education seeks to ensure access to inclusive and quality learning, through school support programs, non-formal education such as literacy and digital skills programs for children and youth, combined with psychosocial support, as well as tutoring for children enrolled in formal schools to help them succeed in their educational journey. MS is also committed to supporting young people and women in conflict with the law by offering them educational, professional, and social alternatives to facilitate their reintegration. Finally, socio-economic empowerment helps individuals, especially youth and women, to strengthen their skills and develop sustainable livelihoods through training, personalized guidance, and opportunities for integration into the labor market. These four pillars work in a cross-cutting manner to enhance individual and community resilience and build a more equitable society.

Additionally, MS is a member of various national NGO networks, including: the Arab NGO Network for Development, the Lebanon Humanitarian & Development NGOs Forum, and the Lebanese NGOs Network.

2. Purpose of the TOR

The purpose of the Terms of Reference (TOR) for graphic design services is to establish a clear and comprehensive framework that outlines the specific objectives, expectations, and deliverables for a graphic design project. By defining the scope, timelines, and desired outcomes, the TOR serves as a roadmap for both Mouvement Social and the graphic design team. It provides a foundation for effective communication, ensuring that all stakeholders have a shared understanding of the project's goals, target audience, branding guidelines, and any other critical parameters. The TOR not only serves as a contractual document but also acts as a guide that aligns the creative vision with the strategic objectives, fostering a collaborative

and results-driven approach in the pursuit of visually compelling and impactful design solutions.

3. Required qualifications

- The service provider may be an individual supported by a creative team or an established legal entity.
- Minimum 5 years' experience, preferably with NGOs or development organizations.
- Proven experience in graphic design and creative concept development, with a strong portfolio showcasing innovative and impactful work.
- Ability to deliver projects on time and adapt to evolving needs.
- Creativity and innovation: capacity to propose original design concepts, visual identities, and campaigns tailored to project objectives.
- Brand alignment: ability to ensure all design outputs are consistent with MS branding, values, and communication guidelines.
- Cultural and contextual sensitivity: designs should reflect and respect the social and cultural environment of Lebanon, while remaining consistent with Mouvement Social's values and mission, and effectively addressing diverse audiences.
- Strong communication and collaboration skills to effectively transform project ideas into compelling visuals.

4. Scope of work

- MS media projects cover four main sectors: Education, Protection, Access to Justice, and Socio-Economic Empowerment. For more information, please visit: [Mouvement Social](#).
- There is no specific annual quota for graphic design services; it is determined by the forecasted budget outlined in the communication plan for each project.
- Each production item is produced in close coordination with the MS communication department. The service provider is equipped with all the needed support to produce the communication material (content, brainstorming for ideas, MS branding.)
- Target audience: for the visibility material the target audience could be mainly MS beneficiaries and visitors of MS centres. As for the social media productions, the target audience is mainly the beneficiaries, volunteers (present or potential), MS supporters/donors, and stakeholders.

5. Deliverables:

- All needed items are listed in the supporting document with all needed specifications.
- It is worth noting that:
 - Formats: The final version must be provided in different formats as per necessity (AI, jpeg, png, InDesign).
 - Colour gamut: This may be RGB, CMYK, or both as per usage.

6. Technical and financial offer

The technical offer must cover the following points:

- **Portfolio:** Provide a portfolio showcasing a range of graphic design work, including previous projects in the NGO or development field.
- **Create** one sample design for the following exercise: MS social media features a monthly highlight under the concept of هل كنت تعلم؟ (#Did_You_Know?), which shares information about Mouvement Social, its history, and activities. Please develop a reusable template for this concept, noting that the MS team will use the template each time new #Did_You_Know content is shared. The design should include space for both a concept visual and the explanatory picture that changes depending on the info. For reference, please check MS social media platforms. Some examples can be found here: https://www.instagram.com/p/C7L_BjEtUk0/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
https://www.instagram.com/p/Cw5RSYgloTG/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- **Budget breakdown** as per the LTA.

7. Selection and deadline

The selection process will focus on:

- Technical offer: 40%
- Budget: 30%
- Profile: 30%

Deadline for submission: 22 Oct 2025 before 3.00h pm

8. How to apply

Bids should be sent to the head office in two sealed envelopes: one for the technical proposal (documents mentioned above) and one for the financial proposal (Stamped and signed), both included in one sealed envelope that should bear the reference number of the tender (BAD 95-2025).

Working hours: Monday to Friday (8:30AM - 3:30PM) - except official holidays

HQ Address: Badaro main street, Mouvement Social Bldg, 3rd floor (Café Badaro bldg.) – Tel: 961.1.390335/381879.

9. Payment

- In fresh dollars.
- Payment conditions: Bank check in USD cashed fresh money from Fransabank or BLOM – Banking commission (5\$/1000) payable by the supplier.

Financial offer - Tender Ref: BAD 96-2025

Services for graphic design services					
Service	Description	Specifications	Unit	# Units	price
Identity items					
Logo design	2 options with 3 Rounds of edits for the selected option	provided in all main sizes and formats (AI, png, PDF, JPEG)	1	Item	
Identity elements and brand guidbook	Supporting Elements: This encompasses patterns, colors, and fonts, along with a comprehensive style sheet that meticulously outlines the proper use of all brand identity elements. This style guide serves as a reference for consistent branding across a spectrum of applications, including both online touchpoints such as social media platforms and offline materials. It ensures a unified and recognizable brand presence, maintaining cohesion in both digital and print contexts.		1	Guidbook	
identity icons or illustrations	Set of 15 Icons or 5 illustrations		1	Icon/illustration	
Business card	3 Options with 2 Rounds of Edits for the selected option	Dimension: 9*5cm	1	Item	
Letterhead	3 Options with 2 Rounds of Edits for the selected option	Dimension: A4	1	Item	
Envelope	3 Options with 2 Rounds for the selected option	Dimension: 220*110mm/ 8.66*4.33in	1	Item	
Folder	3 Options with 2 Rounds of Edits for the selected option	Dimension: 22.86*30.48cm	1	Item	
Power point presentation template	2 options/Up to 20 Slides with 3 Rounds of Edits		1	pp/20 slide	
Email signature design	3 options with 2 Rounds of Edits for the selected option	Including MS logo, visual, slogan, social media touch points and name/position info	1	item	
Stickers	logo design and MS slogan as per MS branding with 2 Rounds of Edits	circle and rectangular/ standard size	1	Item	
Calendar	12 pages , 2 Options with 2 Rounds of Edits for the selected option	Standard size/ may be horizontal or vertical	1	Item	
Signage	including MS logo, name and foundation year.	dimension: 130 up to 280 * 65 up to 130cm	1	Item	
Editorial design					
Flyer	1 page (Recto verso), 2 options, 3 Rounds of Edit for the selected option	Dimension: A5	1	item	
		Dimension: A4	1	item	
Brochure	Bifold/Trifold, Recto verso, 2 options, 3 Rounds of Edit for the selected option	Dimension: A4	1	Item	
Poster	2 Options with 2 Rounds of Edit for the selected option	Dimension: A4	1	Item	
		Dimension: A3	1	Item	
Banner	Rollup / Display, 2 options with 3 Rounds of Edit for the selected option	Dimension: 200*85cm	1	Item	

Certificate	2 Options with 2 Rounds of Edits for for the selected option	Dimension: A4	1	Item	
Invitation letter	2 Options with 2 Rounds of Edits for for the selected option	Dimension: A4	1	Item	
		Dimension: A5	1	Item	
Newsletter	design 2 options with 3 Rounds of Edits for for the selected option	A4, 4 pages	1	item	
Annual reports	4 Rounds of Edits (include provided images,graphics...)/ up to 60 pages	A4, horizontal or vertical	1	Item	
Infographics	1 page recto,2 options with 3 round of edits for the selected option	Dimension: A4	1	Item	
	1 page(recto, verso), 2 options with 3 round of edits for the selected option	Dimension: A4	1	Item	
Power point presentation design	2 options with 3 round of edits for the selected option-up to 30 slides	Including animation for slides	1	Item	
book cover design	design 2 options with 3 Rounds of Edits for the selected option	A4	1	Item	
Signage design	May include logos and sentences.	Size differ per need	1	Item	
Tool-kit	including book cover design-up to 100 pages	Dimension: A4	1	Item	
Social media					
Post template/guidelines	up to 10 templates	Covering Facebook, Instagram, Twitter and LinkedIn (deliverables provided as per the dimension of each touchpoint)	1	package	
Single post Design	original content pieces (Visuals, Content Ideas, Captions)	Covering Facebook, Instagram, Twitter and LinkedIn (deliverables provided as per the dimension of each touchpoint)	1	post	
Carousel post design	original content pieces (Visuals, Content Ideas, Captions) Covering Facebook, Instagram, Twitter and LinkedIn (deliverables provided as per the dimension of each touchpoint)	Carousel of 4 posts	1	package	
		Carousel of 6 posts	1	package	
Story Design	original content pieces (Visuals, Content Ideas, Captions)	Covering Facebook, Instagram (deliverables provided as per the dimension of each touchpoint)	1	story	
Digital artwork					
Illustration	The following will be used in one of the above items (editorial design/social media)		1	Item	
Digital Artwork/Concept Art	The following will be used in one of the above items (editorial design/social media)		1	Item	
Content Adaptation & Design Support					

Template Customization of a newsletter	Adjustment and integration of project-specific content (text and visuals) into pre-designed templates while ensuring alignment with MS branding and messaging.		1	item	
Template Customization of a post design	Adjustment and integration of project-specific content (text and visuals) into pre-designed templates while ensuring alignment with MS branding and messaging.		1	item	
Design adaptation to another language	Adjustment of communication materials (such as flyers, posters, brochures, banners, certificates, invitation letters, signage, single post designs, illustrations, carousel post designs, etc.) to accommodate languages different from the original provided content. This includes adapting layout, typography (with language content provided by Mouvement Social), and spacing to ensure readability, accessibility, and consistency with MS branding across all language versions.		1	Item	
Design adaptation to another language	Adjustment of communication materials (Annual report, toolkit, newsletter,) to accommodate languages different from the original provided content. This includes adapting layout, typography (with language content provided by Mouvement Social), and spacing to ensure readability, accessibility, and consistency with MS branding across all language versions.	Adaptation of toolkit as per the description mentioned above	1	Item	
		Adaptation of Annual report as per the description mentioned above	1	Item	
		Adaptation of Newsletter as per the description mentioned above	1	Item	

N.B		Stamp And Signature	
Formats	Final version must be provided in different formats as per the necessity (Ai, jpeg,png, InDesign)		
Colour gamut	This may be RGB, CMYK, or both as per usage.		
		Date	