REQUEST FOR PROPOSALS

Retained Creative and Graphic Design Partner

International Finance Facility for Education (IFFEd)

October 2026

1. About IFFEd

The International Finance Facility for Education (IFFEd) is an international institution headquartered in Geneva, Switzerland. IFFEd was established to catalyse increased finance for education in lower middle-income countries, operating through blended finance mechanisms including guarantees and concessional lending. As a growing organisation, IFFEd places a high value on clear, engaging and professional communications that reflect our values, strengthen our brand, and effectively communicate our impact to a wide range of stakeholders, including governments, multilateral development banks, donors, foundations and civil society partners. IFFEd is seeking to appoint a retained Creative and Graphic Design Partner to provide ongoing strategic design support across the organisation.

Indicative timeline of contract, 12 months but renewable.

2. Purpose of RFP

IFFEd invites proposals from suitably qualified graphic designers, creative consultants, or boutique design agencies to provide ongoing graphic design and communications support.

Rather than engaging designers on a project-by-project basis, IFFEd wishes to establish a longer-term partnership with a creative professional who can become an extension of our team, developing a strong understanding of our organisation, audiences and brand.

IFFEd anticipates appointing a supplier under a flexible arrangement, with an agreed allocation of design support days per month or per year. The successful supplier should be able to increase or decrease capacity as organisational requirements evolve and be able to respond to larger projects on a case by case basis.

The successful partner will provide high-quality creative services across both print and digital communications and will proactively support IFFEd in producing clear, engaging and consistent communications.

3. Background and Context

IFFEd is a small, internationally focused organization operating in a complex and technical financial and governmental environment. Our communications must be professional, accessible and visually engaging while remaining consistent with our established visual identity.

We are looking for a creative graphic design partner who can quickly understand our organization, absorb our brand guidelines and work confidently within them. Equally important is the ability to contribute design ideas, identify opportunities for improvement and provide trusted advice on how best to design complex information to communicate for differing audiences.

4. Scope of Services

The retained consultant will provide graphic design support across a broad range of corporate, marketing and digital communications materials.

Services are expected to include, but are not limited to:

4.1 Corporate Publications

- Annual Report design and production
- Corporate reports and publications
- Executive summaries
- Research and policy publications
- Layout of Board and donor materials where required

4.2 Marketing and Business Development

- Brochures
- Marketing materials
- Partnership documents
- Sales and presentation decks
- Business cards and stationery
- Merchandise

4.3 Digital Communications

- Design and production of newsletters within Mailchimp
- Creation and maintenance of branded Mailchimp templates
- Email campaign design and formatting
- Digital graphics for web and social media
- Zoom backgrounds and virtual meeting assets
- Presentation templates and branded digital assets

4.4 Events

- Conference materials
- Event branding
- Exhibition graphics
- Pull-up banners
- Backdrops
- Signage
- Event collateral

4.5 Brand Development

The successful consultant will support the ongoing application and evolution of the IFFEd brand through:

- Consistent application of brand guidelines
- Development of branded templates
- Creation of reusable design assets
- Advice on maintaining visual consistency across all communications

4.6 Editorial Support (Desirable)

IFFEd uses British English and would welcome proposals from consultants who can also provide:

- Copy editing
- Proofreading
- Plain English editing
- Advice on content structure and readability
- Editorial review of publications and newsletters

5. Working Arrangement

IFFEd intends to appoint a creative and graphic design partner under a flexible arrangement.

Bidders are invited to propose an appropriate fee model, which may include:

- An agreed number of days per month or per annum
- Flexibility to increase or decrease support during peak periods
- Agreed response times
- Availability for urgent requests where practical
- Clear arrangements for additional work outside the agreed retainer

IFFEd is seeking a long-term collaborative relationship rather than transactional project support.

6. Eligibility and Qualification Criteria

6.1 Essential Requirements

Bidders should demonstrate:

- Extensive experience delivering professional graphic design services
- Experience delivering design concepts / infographics for financial services or technically complex policy areas.
- Strong portfolio including annual reports, publications and marketing collateral
- Advanced proficiency in Adobe Creative Cloud, including InDesign, Illustrator and Photoshop (or equivalent professional software)
- Demonstrated experience designing directly within Mailchimp
- Excellent understanding of print and digital production
- Ability to manage multiple concurrent projects
- Excellent written and spoken English

6.2 Highly Desirable Experience

Preference may be given to consultants with experience working for:

- Financial service sector
- International Education sector
- International development organizations
- Multilateral institutions

Experience in communicating complex technical, financial and policy information through effective visual design will be highly regarded.

7. Required Skills and Approach

IFFEd is seeking a consultant who demonstrates:

- Excellent graphic design capability
- Strong publication design skills
- Experience producing Annual Reports
- Information design and infographic development
- Excellent typography and layout skills
- High attention to detail
- Ability to interpret and consistently apply brand guidelines
- Proactive working style with the confidence to suggest improvements

- Strong organisational and project management skills
- Ability to work independently with minimal supervision
- Collaborative approach with internal stakeholders

The successful consultant should become familiar with IFFEd's communications objectives and anticipate future design requirements wherever possible.

8. Proposal Requirements

Proposals should include:

8.1 Organisation Profile

- Overview of the individual or organisation
- Relevant experience
- Team members (where applicable)

8.2 Relevant Experience

Please provide examples of, any of the following:

- Annual Reports
- Corporate publications
- Brochures
- Presentation decks
- Mailchimp newsletters
- Digital campaigns
- Event materials

Please include links to portfolios where available.

8.3 Approach

Please describe:

- Your design process
- How you would familiarise yourself with the IFFEd brand
- Typical turnaround times
- Quality assurance processes
- How you manage competing priorities

8.4 Commercial Proposal

Please include:

- Proposed fee model, including any
- Monthly, daily and / or hourly rates
- Availability
- Notice periods
- Any assumptions or exclusions

9. Evaluation Criteria

Proposals will be evaluated on the following criteria. Weightings are indicative and IFFEd reserves the right to adjust these during the evaluation process.

Evaluation Criterion	Weighting
Quality and relevance of portfolio	30%
Experience with annual reports, publications and corporate communications	20%
Mailchimp and digital communications capability	15%
Understanding of IFFEd's requirements and proposed approach	15%
Quality of proposed retainer model and responsiveness	10%
Value for money	10%

IFFEd reserves the right to shortlist bidders and conduct follow-up interviews or presentations as part of the evaluation process. IFFEd is not bound to select the lowest-cost proposal and will take a holistic view of value for money, including service quality and specialist expertise.

10. Process and Timeline

Milestone	Indicative Date
Issue of RFP	30th October
Deadline for clarification questions	6th November
Proposal submission deadline	13th November

IFFEd reserves the right to amend these dates where necessary.

9. Submission Instructions

Proposals must be submitted electronically in PDF format to the following address by the deadline specified above.

Email: media@iff-education.org

Subject line: IFFEd RFP – Creative and Graphic Design Partner– [Bidder Name]

Proposals must be submitted in English. Proposals submitted after the deadline will not be considered. IFFEd accepts no responsibility for proposals not received due to technical issues.

Clarification questions must be submitted in writing to the above address by the deadline specified.

To register as a bidder and to receive any clarifications or addenda to this RFP, please notify IFFEd at the above email address with your or your firm's name and contact details.

10. General Conditions

10.1 Confidentiality

This RFP and all information contained herein is confidential and is issued solely for the purpose of this procurement. Bidders must not disclose the contents of this RFP or of their proposals to any third party without IFFEd's prior written consent.

10.2 No Commitment to Award

Issuance of this RFP does not constitute a commitment by IFFEd to award a contract. IFFEd reserves the right to cancel or modify this procurement at any time, to reject any or all proposals, and to award a contract to more than one bidder or not at all, without incurring any liability to bidders.

10.3 Costs of Bidding

All costs incurred by bidders in preparing and submitting proposals are borne entirely by the bidder. IFFEd will not reimburse any bidding costs under any circumstances.

10.4 IFFEd's Immunities

IFFEd's institutional immunities and privileges under the Swiss Host State Act apply to this procurement process. By submitting a proposal, bidders acknowledge IFFEd's status as an international institution and confirm that they will not seek to bring any claim against IFFEd in connection with this procurement before any Swiss court or administrative authority without IFFEd's express waiver.

10.5 Conflict of Interest

Bidders must disclose in their proposals any existing relationships, financial interests, or other circumstances that could give rise to a conflict of interest in the provision of services to IFFEd. IFFEd reserves the right to disqualify any bidder where an undisclosed conflict of interest is identified.

10.6 Data Protection

Personal data submitted as part of this process will be processed by IFFEd solely for evaluation and procurement purposes, in accordance with applicable data protection principles.

11. Contact

All enquiries relating to this RFP should be directed in writing to:

Name: Joanna Hindley

Institution: International Finance Facility for Education (IFFEd)

Location: Geneva, Switzerland

Email: media@iff-education.org

Annex A: Proposal Checklist

Please confirm that your submission includes:

- Organisation profile
- Portfolio
- Relevant experience
- Proposed approach
- Commercial proposal
- Two client references

Annex B: Pricing schedule

Please provide:

Service	Proposed Fee
Proposed fee structure description	
Further details as applicable	
Monthly rate	
Day rate	
Hourly rate	
Additional services	

Please include any assumptions relating to pricing.

Annex C: Declaration of Eligibility

Bidders must complete and sign the following declaration and include it with their proposal.

I/We, the undersigned, on behalf of [Bidder Name], hereby confirm that:

- The information provided in our proposal is accurate and complete.
- We have read and understood the requirements of this RFP and the scope of services described therein.
- We do not have any conflicts of interest that have not been disclosed in our proposal.
- We accept the general conditions set out in this RFP.

Signed: _____

Name: _____

Title: _____

Date: _____

Annex D: Reference Clients

Please provide details of at least two reference clients that IFFEd may contact these references directly.

Reference 1

Name: _____

Organisation:_____

Services provided: _____

Duration of relationship: _____

Contact name, title, email: _____

Reference 2

Name: _____

Organisation: _____

Services provided: _____

Duration of relationship: _____

Contact name, title, email: _____