

Call for tenders

Graphic design

1. Background

services

ATIBT regularly produces communication documents, reports, presentations, and visual aids as part of its projects and promotional activities. These requirements include:

- Document **layout** (reports, brochures, fact sheets, presentations).
- **Graphic design** (logos, infographics, illustrations).
- **Event materials** (banners, posters, web banners).
- **Formatting of the ATIBT annual report.**

The work is occasional but regular (at least 5 orders per year) and requires **responsiveness** and a **good understanding of ATIBT's visual identity** and its projects.

2. Objectives of the service

- To design and format communication materials in line with the visual identity.
- Produce professional, attractive visuals adapted to different channels (print, web, social media).
- Layout the ATIBT annual report, incorporating the text, tables, graphs, and visuals provided.
- Ensure that files are delivered within the agreed deadlines, in formats suitable for print and digital use.

3. Description of expected services

3.1. Layout

- Institutional and/or academic reports and publications.
- Brochures, leaflets, project sheets, PowerPoint presentations.
- ATIBT annual report: complete, consistent layout suitable for printing and digital distribution.
- Compliance with the ATIBT/FairCPrecious graphic charter.

3.2. Graphic design

- Creation or adaptation of logos.
- Explanatory infographics, diagrams, pictograms.
- Illustrations adapted to forestry and environmental themes.
- Creation of communication concepts/campaigns

3.3. Event materials

- Banners and roll-ups.
- Posters, signs, banners (physical and digital).
- Templates for booths or presentations at trade shows/conferences.

3.4. Formats and deliverables

- Supply of source files (AI, PSD, INDD, etc.).
- Print-ready versions (HD PDF) and web-optimized versions.
- Compliance with technical printing standards (CMYK colors, bleed, etc.).

4. Required profile

- Proven experience in graphic design and layout.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Ability to work on institutional and association projects (compliance with important donor standards).
- Speed and ability to meet tight deadlines.
- Sensitivity to environmental and forestry issues is appreciated.
- Commitment to CSR.

5. Duration and terms

- One (1) year framework contract, renewable.
- One-off orders, at least 5 per year, on request.
- Mandatory re-tendering every 3 to 5 years
- Rapid response to requests (response time \leq 24 working hours).
- Delivery of initial proposals within an agreed timeframe (e.g., \leq 5 business days).
- Possibility of revisions included (minimum 2 rounds of revisions).

- Unit prices per type of service (layout, annual report, logo design, kakemono, etc.).
- Flat rates available for service packages.
- Billing for each order or grouped at the end of the period (to be agreed).

6. Selection criteria

Economic and financial capacity of the bidder: The reference period to be taken into consideration corresponds to the last three closed financial years.

The bidder's average annual turnover for the last three financial years must not be less than EUR 30,000.

Professional capacity of the bidder: The reference period to be taken into consideration corresponds to the last three financial years preceding the deadline for submission.

The bidder is not subject to any conflicting professional interests that could adversely affect the performance of the contract. The existence of conflicting professional interests is examined on the basis of the information provided in the sworn statements and, where applicable, in other statements and documents submitted.

Technical capacity of the bidder: the candidate has provided services under at least two contracts performed at any time during the last three years preceding the deadline for submission.

7. Evaluation criteria

Criterion for awarding best value for money.

Criterion	Weighting	Description
Technical and creative quality	40	Portfolio, references, technical expertise, creativity.
Responsiveness and organization	25	Response times, meeting deadlines, work process.
Price	25	Unit prices or flat rates offered.
Value added	10%	Ability to suggest graphic improvements, creative monitoring.

8. Application procedures

Bids, all correspondence, and all documents relating to the tender exchanged between the bidder and the contracting authority must be written in French.

Candidates must provide:

1. Technical proposal

- **Presentation** of the service provider or agency with CV of the lead expert.
- **Proof of legal existence**
- **Portfolio** or examples of similar projects (layout, annual report, logos, kakemonos, event materials).
- **Client references** and contacts
- **Tools used, work process, average turnaround times**

2. Financial proposal (in euros)

- **Unit price list, any flat rates, cost of the annual report**

3. Declaration of integrity:

- the fight against corruption, money laundering, and terrorist financing,
- compliance with international sanctions (UN, European Union, Germany),
- the application of social and environmental standards, including the fundamental conventions of the ILO, human rights, and gender equality,
- acceptance of the right to audit and the obligation to provide supporting documents relating to the performance of this contract.

4. Submit your application

- **at this link:** <https://form.jotform.com/2525G3336003351>
- **in person at the ATIBT headquarters, or by post/DHL**

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5. Closing date: October 22, 2025, before 7 p.m.