



Negotiated Procedure (low value contracts)

The European Union Agency for Fundamental Rights intends to launch a Negotiated Procedure for “**Development of a Corporate Identity Manual for the European Union Agency for Fundamental Rights**”.

The Fundamental Rights Agency is looking to select a contractor to provide the best production solution in due time for the development of a corporate identity for the European Union Agency for Fundamental Rights. Corporate identity (CI) is defined as combination of corporate design (CD), corporate behaviour (CB) and corporate communication (CC). The services shall include an analysis of the most adequate channels to communicate and address the Agency’s different stakeholders.

The scope of the work includes in a first phase - the Corporate Identity part of the exercise - to perform an analysis of the actual situation of FRA regarding its strengths, its mandate its mission and vision and the formulation of clear descriptions of the operative range of the findings of the analysis and a description of main patterns of behaviour for FRA regarding its communication exercises.

In a second phase - the Corporate Design part of the exercise – the work shall include the development and production of a Corporate Identity Manual which shall comprise a description of main patterns of behaviour, the framework designs for FRA products and communication means and services, graphic specifications/descriptions and visual communication rules for FRA products.

If you are interested to be invited to this negotiated procedure please send by e-mail (procurement@fra.europa.eu) your contact address before 6 November 2009.