

## **MINUTES OF PRE-BID CONFERENCE**

### **REQUEST FOR PROPOSAL COMMUNICATION AND MEDIA CAMPAIGN FOR THE 70<sup>th</sup> ANNIVERSARY OF THE UNIVERSAL DECLARATION OF HUMAN RIGHTS Process No: 66412**

#### **I. Background**

The United Nations Development Programme (UNDP) carries out procurement process on behalf of OHCHR to select a service provider for provision of Communication and Media Campaign for the 70<sup>th</sup> anniversary of the universal declaration of human rights. Considering the complexity of this procurement, the pre-bid meeting was conducted by inviting all interested bidders to join this meeting.

#### **II. Objective**

The purpose of the Pre-Bid Conference is to provide instruction to interested bidders on the requirements, how to prepare responsive proposal and opportunity for bidders to ask for clarifications.

#### **III. Date and Venue**

- Date: 18 May 2018 at 10: 00 am., Phnom Penh Local Time
- Venue: UNDP Cambodia, Fishbowl meeting room (located in Building No. 5, Ground Floor)

#### **IV. Presentation**

To make this pre-bid conference more beneficial to all interested bidders, the Procurement Unit prepared slide presentation which covered the following contents:

##### **1. Invitation to Bid Document**

- ❖ Instruction to Bidders
- ❖ Required Documents for Submission
- ❖ Criteria for the Award and Evaluation of Bid

##### **2. Brief on the Term of Reference**

##### **3. Questions & Answers**

To begin the presentation, Procurement focal point welcomed and thanked all participants who attended this pre-bid conference, and explained about the purpose of the conference. Procurement focal point also encouraged all participants to openly ask for clarification if they are not sure in any part of this presentation.

Procurement focal point went through each slide, presented and explained all the contents of the Request for Proposal document as well as the required documents to be submitted to UNDP.

The brief on the term of reference was presented by Mr. Mahmoud Garga, Human Rights communication and Information Officer of OHCHR. The pre-bid meeting was ended at 11:30 am.

For any request for clarifications, bidders are required to send the queries in writing to Ms. Dalis Heng at email: [dalis.heng@undp.org](mailto:dalis.heng@undp.org) and cc [procurement.kh@undp.org](mailto:procurement.kh@undp.org) . UNDP will issue the clarifications to queries received by posting on the website and share with all bidders.

Please see the detail information in attached slide presentation of pre-bid meeting.

## **V. Queries Raised by Bidders and Answers**

At the end of this presentation, there were some questions from participants and these were clarified as below:

<b>N°</b>	<b>Questions/Clarifications asked for</b>	<b>Answer/Clarification given as</b>
1	Can the submission deadline be extended? There would be more time required for preparing the proposal document.	UNDP agreed to extend the submission deadline to <b>4 June 2018 at 12:00 pm, Cambodia time.</b>
2	Does the bidder allow to propose new timeline to deliver each deliverables?	Yes, the timeline indicated in the Term of Reference is estimate only. The bidders can propose the detail timeline in technical proposal document.
3	What is the definition of youth?	Youth is refer to person who below 30 years old.
4	Can the budget estimate be shared with bidders?	No, we are not allowed to disclose the budget information to bidders.
5	What is the level of detail requirement in the proposal document?	The bidders can submit the propose methodology in response to the requirement in the Term of Reference.
6	In regard to the Term of Reference, it is a six months campaign. Considering the National election will be held at the end of July, the research can be started after that. Does the campaign require to complete by end of the December 2018?	Yes, this campaign still require to complete by end of December 2018. So, we have only 4 months period for a whole campaign. The revised timeline is attached.
7	Does OHCHR has their own media /communications materials that bidders can use?	Yes, the bidder can visits OHCHR's Facebook and Twitter account. The branding guideline and Key message for this campaign are attached.  The bidder can download some resource such as logos, posters and other promotional materials via: <a href="https://trello.com/b/Gbd0zUet/70th-anniversary-of-the-universal-declaration-of-human-rights-2018">https://trello.com/b/Gbd0zUet/70th-anniversary-of-the-universal-declaration-of-human-rights-2018</a>
8	Do you foresee any political concern in contract implementation because it relate to	No. The support letter has been sent to government partnership " Cambodian Human Right committee" to

	Human Rights?	inform about this Campaign. They will support the selected bidder during contract execution.
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**Annex 1: Revised timeline:**

No.	Deliverables/Outputs	Estimated Duration to Complete (Working Day)	Target Due Dates	Review and Approvals Required (Indicate designation of person who will review outputs and confirm acceptance)
1	Output 1: Conduct research and data analysis on Youth and Human Rights in Cambodia	15 days	15 Aug 2018	OHCHR, Head of Communication Unit
2	Output 2: Creative proposal suggestion	10 days	20 Aug 2018	OHCHR, Head of Communication Unit
3	Output 3: Validation of the creative proposal and campaign content/materials production	10 days	31 Aug 2018	OHCHR, Head of Communication Unit
4	Output 4: Launch and roll out of the campaign	120 days	31 Dec 2018	OHCHR, Head of Communication Unit
5	Output 5: Monitor and report on the progress of the communication plan and make necessary adjustments if needed	N/A	On going - 01 Sep to 10 Dec 2018	OHCHR, Head of Communication Unit
6	Output 6: Organize the Human Rights Day event	N/A	Between 07 to 10 Dec 18	OHCHR, Head of Communication Unit
7	Output 7: Report on the success/impact of the campaign	N/A	18 Jan 2019	OHCHR, Head of Communication Unit
<b>Total # of Days:</b>		155 days		

**Annex 2: Branding Guideline and key message for this campaign:**

# VISUAL GUIDELINES

VERSION 1: NOV 17, 2017

**70<sup>TH</sup> ANNIVERSARY OF THE UNIVERSAL  
DECLARATION OF HUMAN RIGHTS**



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# 1. LEGAL

# LEGAL

## 1. DESIGN

The United Nations created this logo for the commemoration of the 70th anniversary of the Universal Declaration of Human Rights (UDHR70), in the six official UN languages. It includes the number 70, in the blue and orange from the colour palette of the Office of the High Commissioner for Human Rights, the words “years” and “Universal Declaration of Human Rights” as well as the tagline #standup4humanrights.

## 2. USE OF THE LOGO

### **Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System:**

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the UDHR70 logo without obtaining prior authorization.

For reporting purposes, the Office of the United Nations High Commissioner for Human Rights (UDHR70@ohchr.org) should be informed of events, information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The UDHR70 logo must be used only in its entirety. If the UN office, Fund and Programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter should be displayed side by side with the UDHR70 logo.

### **Use of the logo by non-UN entities:**

The UDHR70 logo is primarily intended for two kinds of promotional use: a) for information, and b) for fundraising. Information uses of the logo are those which are primarily illustrative and not intended to raise funds. Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of the 70th anniversary of the Universal Declaration of Human Rights.

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, **may use the logo in accordance with the following requirements:**

- The UDHR70 logo can only be used to identify information material, events and activities related to the 70th anniversary of the Universal Declaration of Human Rights.
- The UDHR70 logo must be used only in its entirety and may not be altered.
- The UDHR70 logo cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given pre-eminence vis-à-vis the UDHR70 logo.
- Using the UDHR70 logo does not allow for the use of the United Nations emblem or OHCHR logo.

### **For reporting purposes, we invite the entity to share the following with the United Nations:**

- A short statement of identity (name, nature of the entity and its objectives)
- An explanation of how and where the UDHR70 logo is used

Please send this information to the Office of the United Nations High Commissioner for Human Rights: [UDHR70@ohchr.org](mailto:UDHR70@ohchr.org)

## 3. LENGTH OF USE OF LOGO

The UDHR70 logo may be used from December 2017 through December 2018, which corresponds to the time frame of the year-long campaign for the 70th anniversary of the Universal Declaration of Human Rights.

The logo may be used beyond December 2018 for reporting purposes and in publications about the 70th anniversary of the Universal Declaration of Human Rights.

# LEGAL

## 4. LIABILITY

All entities wishing to use the UDHR70 logo must agree to the following provisions:

- The entity will use the UDHR70 logo only as permitted by these guidelines.
- The United Nations does not assume any responsibility for the activities of the entity.

## 5. DISCLAIMER

- The UDHR70 logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- By using the UDHR70 logo, the entity agrees to provide information to the Office of the United Nations High Commissioner for Human Rights about the events or activities for which the logo is used. This information will be used for reporting on the 70th anniversary campaign.
- The use of the UDHR logo by an entity does not imply the endorsement of the United Nations of such entity, its products or services, or of its planned activities.
- The UDHR70 logo may not be reproduced for self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner that implies United Nations endorsement of the products or activities of a commercial enterprise.
- The United Nations will not assume any responsibility or liability arising from the translation of the UDHR70 logo into languages beyond the six official UN languages.

## 6. INQUIRIES

Please send inquiries to: Office of the United Nations High Commissioner for Human Rights: [UDHR70@ohchr.org](mailto:UDHR70@ohchr.org)

# 2. BRAND IDENTITY

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable.

The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

# RATIONALE

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The United Nations created this logo for the commemoration of the 70th anniversary of the Universal Declaration of Human Rights (UDHR70), in the six official UN languages. It includes the number 70, in the blue and orange from the colour palette of the Office of the High Commissioner for Human Rights, the words “years” and “Universal Declaration of Human Rights” as well as the tagline #standup4humanrights.

# THE LOGO



# BLACK&WHITE / WHITE&YELLOW

For situations where color is not available or the absence of color is the strongest solution for a product, the emblem can appear either as black on a white background or white on a dark background.



UNIVERSAL DECLARATION OF  
**HUMAN RIGHTS**

#STANDUP4HUMANRIGHTS



UNIVERSAL DECLARATION OF  
**HUMAN RIGHTS**

#STANDUP4HUMANRIGHTS

# WITHOUT TAGLINE

When the hashtag  
is used separately  
in content.



UNIVERSAL DECLARATION OF  
**HUMAN RIGHTS**



**UNIVERSAL  
DECLARATION OF  
HUMAN RIGHTS**

# MULTI-LANGUAGES

		
ARABIC	CHINESE	ENGLISH
		
FRENCH	RUSSIAN	SPANISH

# 3. VISUAL ELEMENTS

# TYPOGRAPHY

## FOR PRINT

Futura Std is the typeface for this brand. It is to be used for Headings in print and social media.

## **FUTURA STD MEDIUM**

**IN ALL CAPS IS THE MAIN FONT FOR THE VISUALS WHERE THE MESSAGE NEEDS PROMINENCE ON A SIMPLE BACKGROUND.**

## **FUTURA STD BOLD**

**IN ALL CAPS IS FOR ENFORCING LEGIBILITY FOR BUSY AREAS IN MODERATION.**

Futura Std Book

in upper and lowercase is for longer text paragraphs in documents.

# TYPOGRAPHY

## FOR WEB

When Futura Std isn't available for websites then a similar text substitution can be used.

**HELVETICA BOLD  
IN ALL CAPS MAY BE USED FOR ONLINE HEADINGS  
WHEN FUTURA STD MEDIUM ISN'T AVAILABLE.**

Helvetica Regular  
in upper and lowercase may be used for text paragraphs  
online when Futura Std Book isn't available.

# COLORS

Primary

PANTONE 2935 C	C100 M52	G87 B184	HEX# 0057B8
PANTONE 137 C	M41 Y100	R255 G163	HEX# FFA300

# SIZE OF GRAPHIC

Minimum allowed  
for legibility and  
any modifications  
needed for  
oversized products



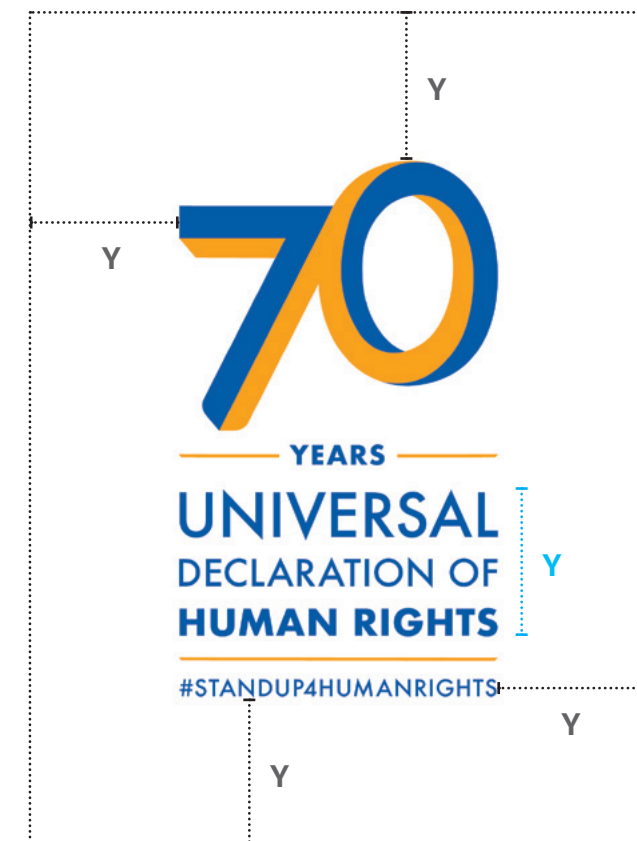
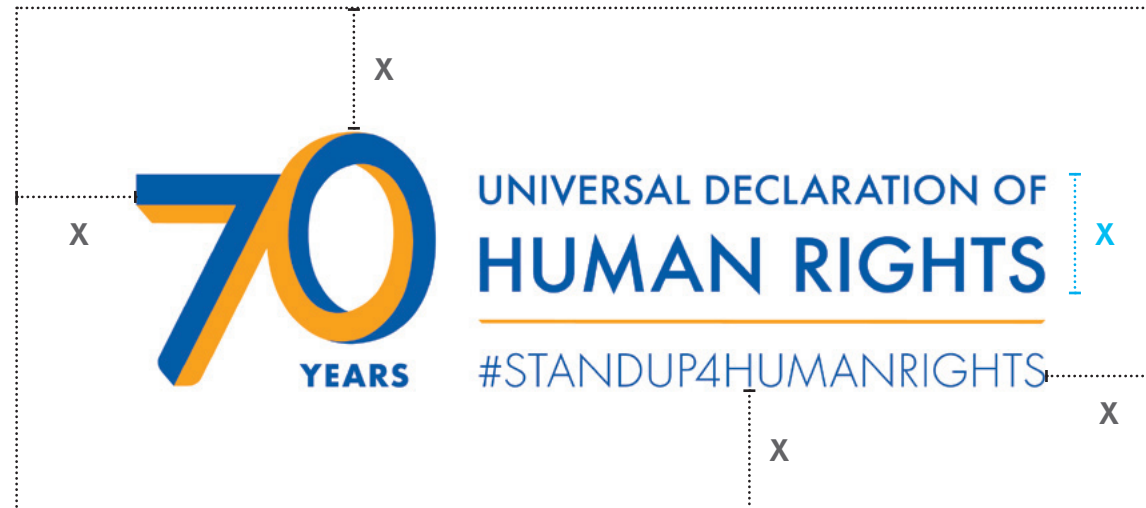
ENGLISH  
1.75" MINIMUM WIDTH



ENGLISH  
1.75" MINIMUM HEIGHT





# CLEAR SPACE AROUND GRAPHIC

Clear space must be maintained on all sides of the emblem. This is necessary for it to be perceived as separate from the other elements in the environment in which it appears.



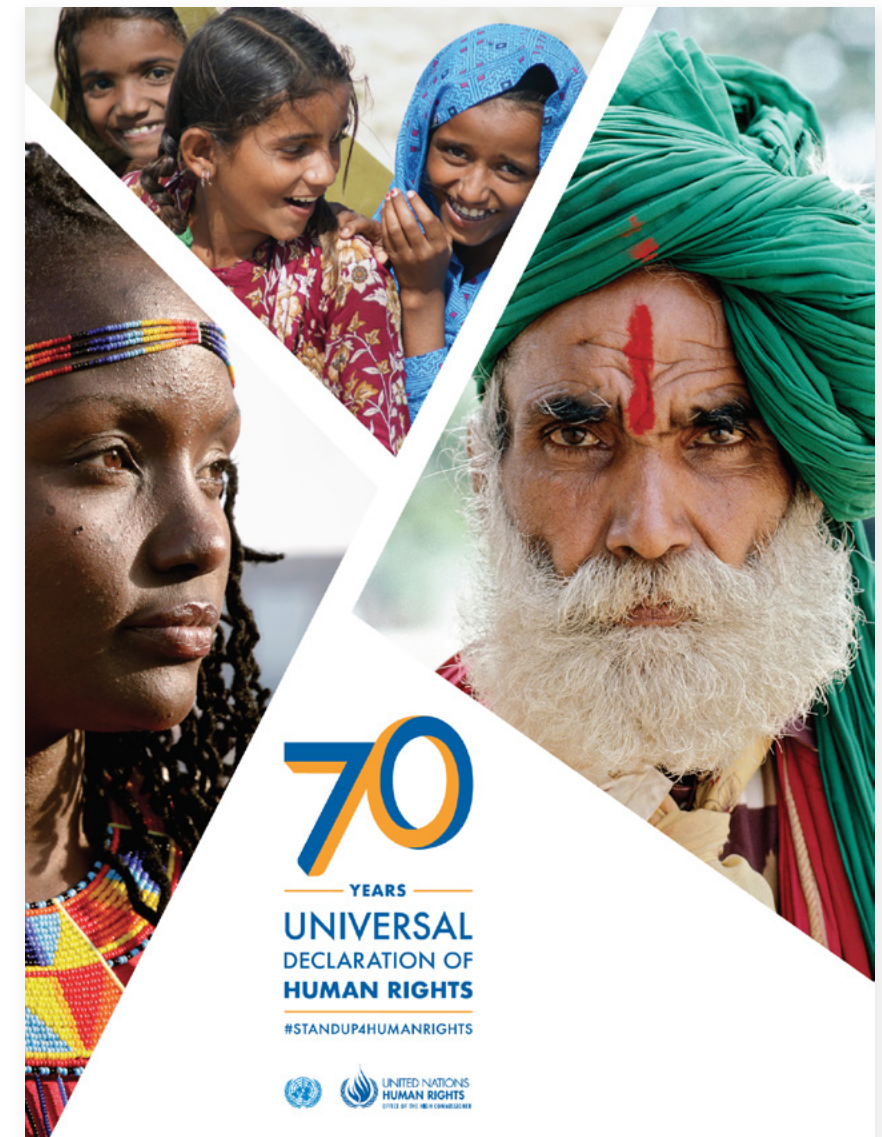
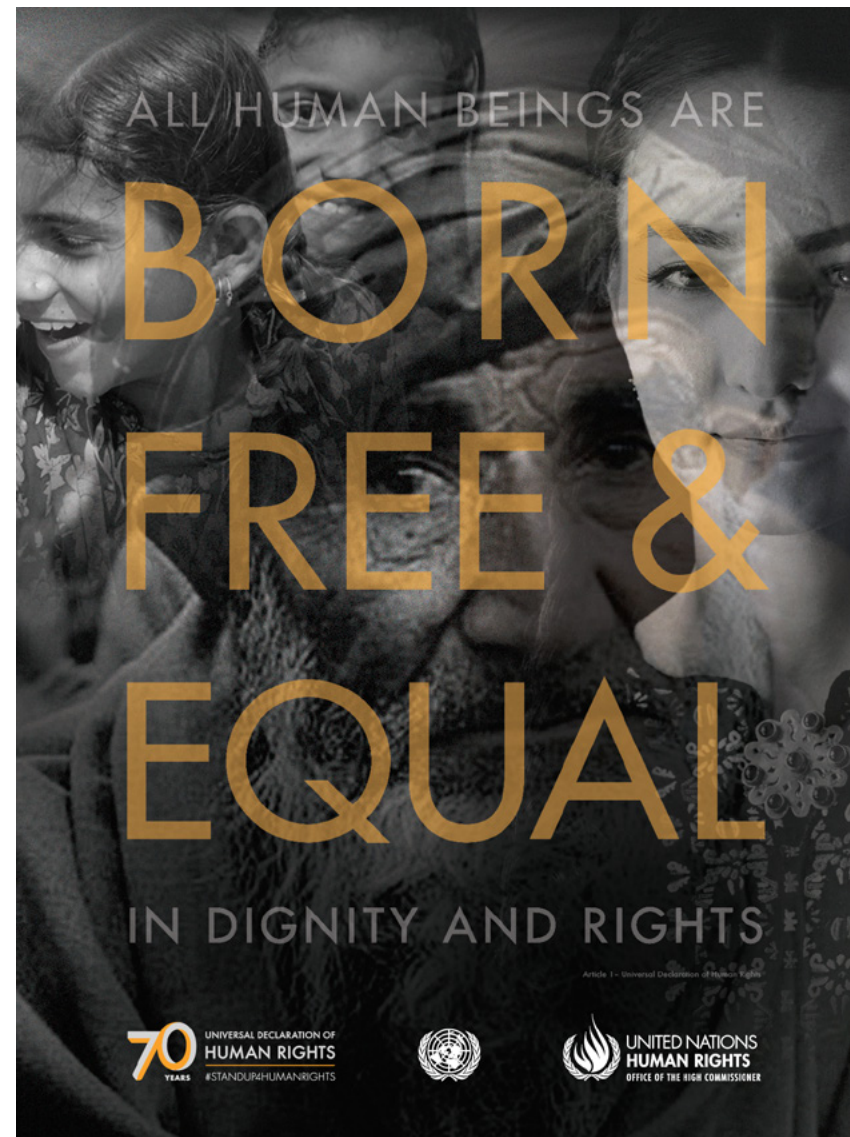
# 4. APPLICATIONS

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.

		
COLOR CHANGE	REASSEMBLY	DROP SHADOW
		
NEW ELEMENTS	OPACITY CHANGE	FONT CHANGES

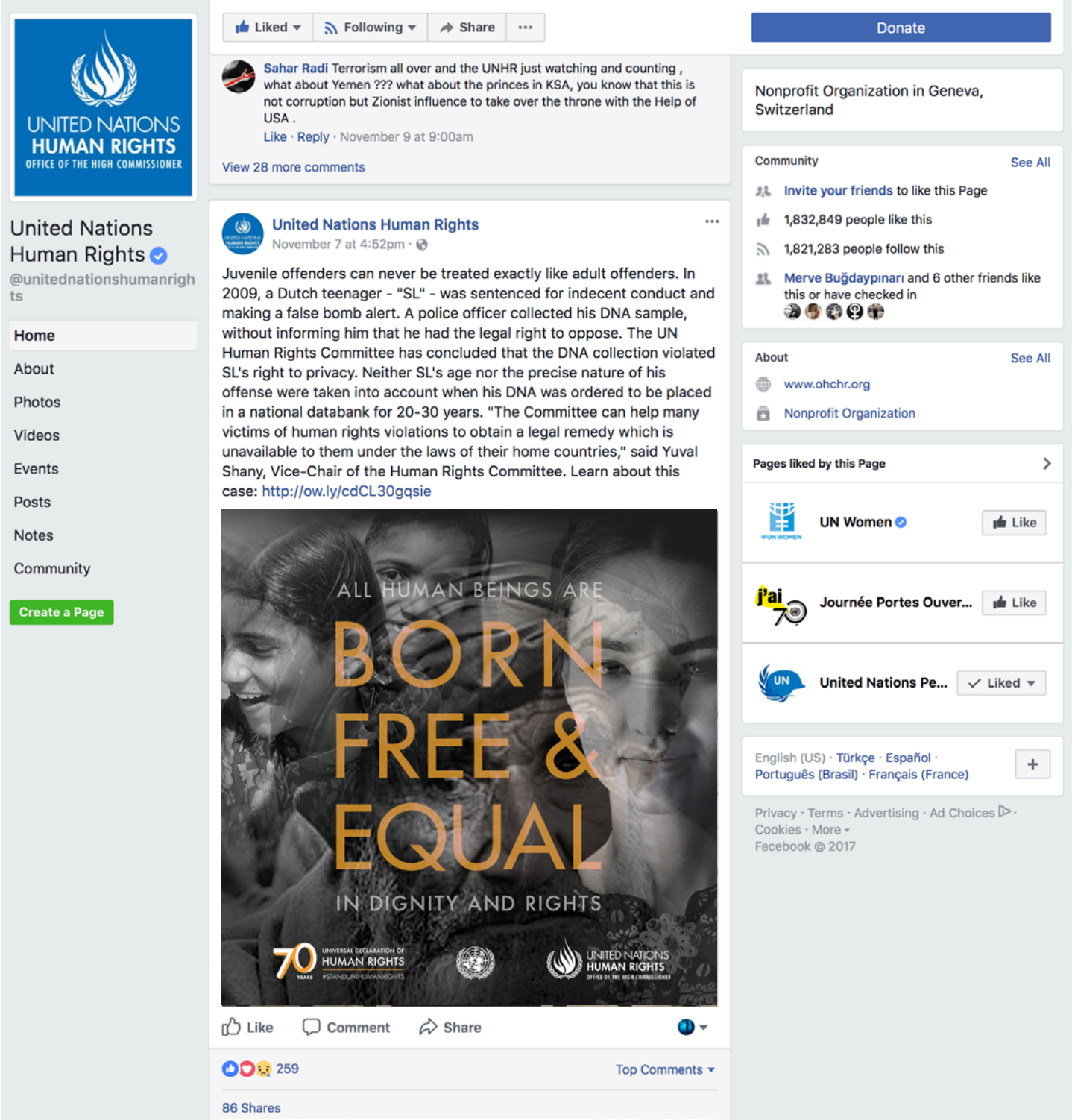
# BACKGROUNDS

Examples of how to overlay the graphic onto colors and/or photography. For best legibility make sure the graphics have sufficient contrast when overlaid on a background and are not cluttered by busy patterns behind it.



# SOCIAL MEDIA

Photography choices should convey human beings. For best legibility make sure the graphics have sufficient contrast and clear space when overlayed on a background.



# COLLATERAL

## EVENT PRODUCTS (BUTTON, T-SHIRT)



# COLLATERAL

LITERATURE (STATIONARY, POCKET CARD, BOOKLETS)



The Universal Declaration of Human Rights empowers us all.

Human rights are relevant to all of us, every day.

Our shared humanity is rooted in these universal values.

Equality, justice and freedom prevent violence and sustain peace.

Whenever and wherever humanity's values are abandoned, we all are at greater risk.

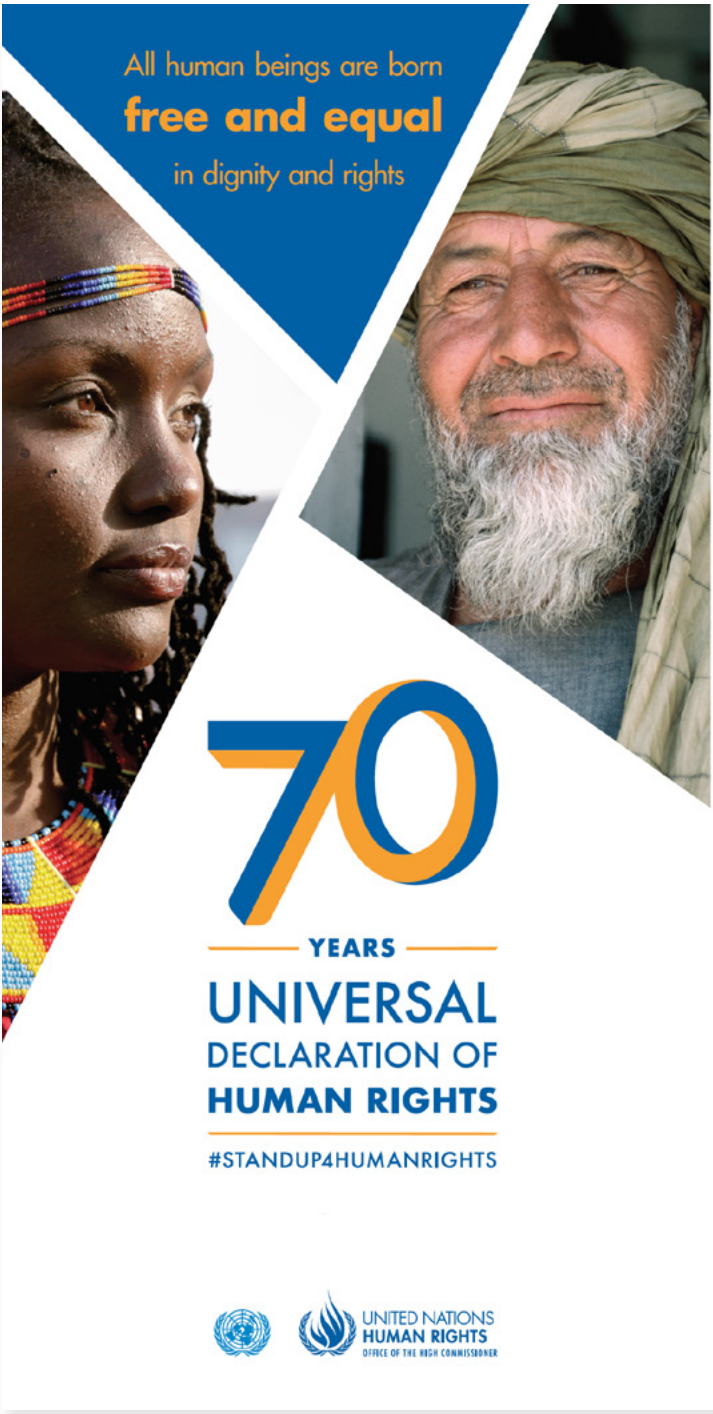
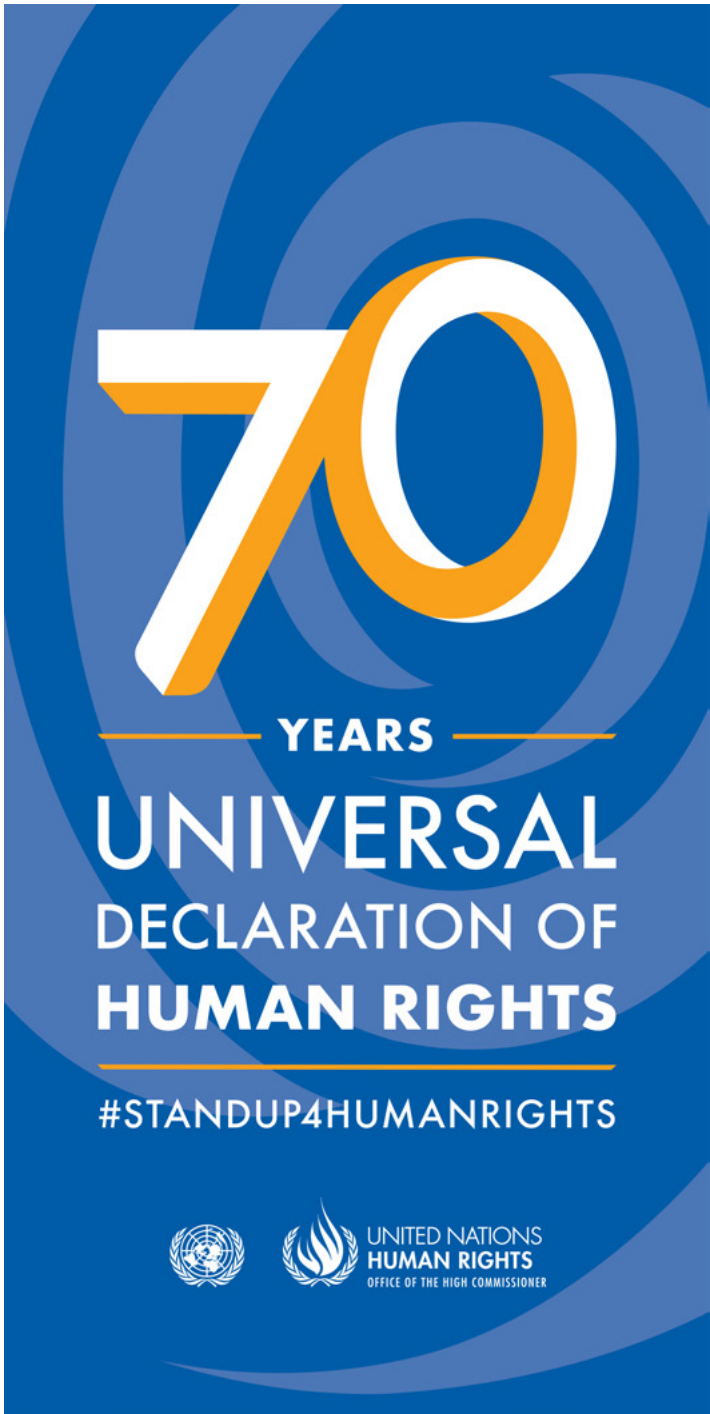
We need to stand up for our rights and those of others.

#STANDUP4HUMANRIGHTS



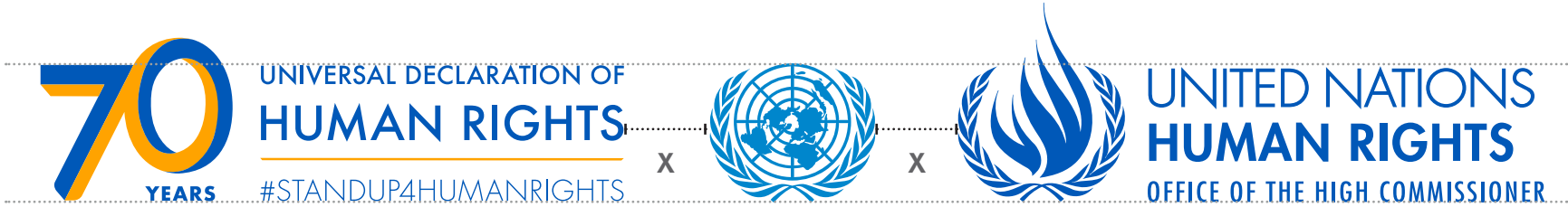
# COLLATERAL

BANNER & BACKDROP



# LOGO PAIRING

Examples of how the logo accompanies the UN emblem or logos from partner organizations



X  
MINIMUM SEPARATION:  
HALF OF EMBLEM WIDTH



Y  
MINIMUM SEPARATION:  
HEIGHT OF THE TITLE



Z  
MINIMUM SEPARATION:  
HEIGHT BETWEEN "70"  
AND THE LINE

# LOGO PAIRING

Examples for other  
dark background  
logo & emblem  
pairings.



# CONTACT

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Office of the High Commissioner  
for Human Rights:  
[udhr70@ohchr.org](mailto:udhr70@ohchr.org)



\*All designs are intellectual property of the Graphic Design Unit (GDU) until client accepts the design. All non-accepted design proposals are property of GDU and can not be used or manipulated without GDU's permission.

# THANK YOU!



UNITED NATIONS  
GRAPHIC DESIGN UNIT

Knowledge Solutions and Design • DPI



### Key Messages

- **The UDHR empowers us all:** It establishes the equal dignity and worth of every person. It confirms that the State has a core duty to promote standards of life that enable us to exercise our dignity and equality, in larger freedom.
- **Human rights are relevant for all of us, every day.** Human rights include our rights to freedom from fear and from want, freedom to speak up, rights to health and education; and to enjoy the benefits of measures to advance economic and social justice.
- **Ours is a shared humanity rooted in these universal values.** We are inter-connected. These human rights that we have in common, solidarity with each other and fulfilment of human rights responsibilities are what bind us together on our shared planet.
- **Equality, justice and freedom prevent violence and sustain peace.** Respect for human rights, and sound, impartial rule of law to resolve disputes are at the core of development and peace.
- Whenever and **wherever humanity's values are abandoned, we all are at greater risk.** We are at a crossroads. Attacks on human rights by people who want to profit from hatred and exploitation erode freedom and equality locally and globally. This can be, must be, resisted.
- **We need to stand up for our rights and those of others.** Each of us can stand up. We can take action in our own daily lives, to uphold the rights that protect us all and thereby promote the kinship of all human beings.

The anniversary's hashtag is **#standup4humanrights**. It builds on the UN Human Rights Stand Up campaign, which calls on people to take action for greater freedoms, stronger respect and more compassion for the rights of others.