

Project: Enabling Quality Employment through Inclusive Social Dialogue in CEE (GoodWorks4ALL)

Project Visual Identity Brief

Summary Brief

Creation of a graphic identity for the European funded project “Enabling Quality Employment through Inclusive Social Dialogue in CEE – GoodWorks4ALL”

Programme: SOCPL-2025-SOC-DIALOG

Funded by: European Union – European Commission, DG Employment, Social Affairs and Inclusion

Objective

Create awareness of the project and a unique visual identity to be used by representatives of all six countries’ organisations involved in the project.

About the Project:

GoodWorks4ALL is a transnational project implemented by representative employers’ organisations and trade unions from Romania, Bulgaria, and Hungary. The project aims to strengthen the capacity of social partners to contribute to the development and implementation of the European Commission’s Quality Jobs Roadmap.

The project emerges as a response to the European Commission’s Political Guidelines for 2024–2029, which emphasize fair working conditions, inclusive labour markets, and robust social dialogue. With the Quality Jobs Roadmap forming a core part of the EU’s social agenda, this project aligns itself with the roadmap’s three central pillars: fair working conditions, digitalisation, and fair transitions. Through a combination of quantitative and qualitative research, including cross-country surveys, focus groups, national validation and co-creation workshops, the project will generate a comprehensive understanding of how employers and workers across sectors perceive quality employment. By comparing national findings and distilling shared and country specific insights, the project will develop a transnational policy paper with actionable recommendations for strengthening social dialogue, collective bargaining, and job quality at both national and EU levels. The consortium, led by Concordia Employers’ Confederation and including representative employers’ organisations and trade unions from the three countries, will ensure balanced, high-quality implementation. The project outputs -national reports, a comparative study, videos, and policy recommendations-will be widely disseminated through digital channels and a high-level closing event in Brussels. GoodWorks4ALL aims to build the foundations for resilient labour markets and inclusive growth in Central and Eastern Europe, while directly supporting the objectives of the European Pillar of Social Rights and the forthcoming Quality Jobs Roadmap.

Scope of work

The objective of this assignment is to develop a complete visual identity and communication design system for the GoodWorks4ALL project.

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The visual identity should:

- reflect the project's European dimension and institutional credibility
- communicate collaboration between employers and trade unions
- visually support themes such as quality jobs, social dialogue, fair transitions, and inclusive growth
- be modern, professional, accessible, and people-centred
- be easily adaptable across digital, print, event, and multimedia communication materials.

The visual identity and communication materials will address employers' organisations, trade unions, policymakers and public authorities, European institutions and stakeholders, researchers and labour market experts, companies and business representatives, media representatives, civil society organisations. the general public interested in labour market and employment topics.

The selected contractor will be responsible for conceptualising and designing the project visual identity, developing a coherent visual communication system, ensuring adaptability across all communication channels and materials, preparing editable templates and branding assets, delivering a visual identity guideline/manual.

Required Deliverables

The contractor shall deliver at minimum:

1. Logo Package
 - a. Highly recognizable, distinctive and fairly simple, both horizontal and vertical logo versions
 - b. Full colour, monochrome, transparent background versions, black, and white versions (versions suitable for both digital and print use)
 - c. Icon/favicons/social media icon adaptations
 - d. Visual Identity System
2. Colour palette (RGB, CMYK, HEX, Pantone if applicable)
 - a. Typography system and font recommendations
 - b. Graphic elements/patterns/icons
 - c. Visual style & image treatment recommendations
 - d. Templates and Communication Assets
 - Visual identity manual (logo usage rules, minimum sizes and spacing, incorrect usage examples, typography and colour rules, guidance for EU emblem integration, template usage instructions)PowerPoint presentation template
 - Word document templates
 - Policy papers/publications and Report cover pages

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- SoMe editable templates for: event announcement with and without speakers, paper/research announcement, quotes, posts announcing the development of the project
- Workshop/event agenda templates

All final materials must be delivered in editable and non-editable formats.

VISIBILITY OF EUROPEAN UNION FUNDING

The visual identity must comply with the visibility and communication requirements applicable to EU-funded projects.

The contractor must ensure that all proposed designs allow the correct integration of the European Union emblem, the mandatory EU funding statement and the mandatory disclaimer where applicable:

For any communication or publication that relates to the project (such as brochures, leaflets, posters, presentations in electronic form, etc.), must:

(a) indicate that the action has received funding from the Union;

(b) display the European Union emblem.

When displayed in association with another logo, the European Union emblem must have appropriate prominence.

Any communication or publication that relates to the action, made by the beneficiaries jointly or individually in any form and using any means, must indicate:

(a) that it reflects only the author's view; and

(b) that the Commission is not responsible for any use that may be made of the information it contains.

Working Process

The contractor is expected to:

- provide minimum three initial visual identity concepts
- participate in consultation meetings if requested
- include minimum two rounds of revisions
- finalise the deliverables based on consolidated feedback from the project consortium.

Budget: 3500 Euro (all taxes included)

Offer expected: 17 June 2026

First deadline for the delivery of all items: 1 August 2026

Delivery deadline for all the items mentioned in the “Scope of Work”: 1 September 2026