



Transforming natural resource management
Empowering communities
Transformer la gestion des ressources naturelles
Renforcer le pouvoir d'agir des communautés

TERMS OF REFERENCE

Title:	Graphic Designer for a Policy Brief
Location:	IMPACT Office, Harare, Zimbabwe
Contract Type:	Consultancy agreement
Professional fees:	As per proposed pricing schedule

About IMPACT

IMPACT transforms how natural resources are managed in areas where security and human rights are at risk. We investigate and develop approaches for natural resources to improve security, development, and equality. We are an independent non-profit, collaborating with local partners for lasting change.

IMPACT is headquartered in Ottawa, Canada, and has offices in the Democratic Republic of Congo, Uganda, Zimbabwe, Côte d'Ivoire, and Burundi.

About planetGOLD Zimbabwe

The **planetGOLD Zimbabwe** project is funded by the Global Environment Facility (GEF) and implemented by the UN Environment Programme (UNEP). In Zimbabwe, IMPACT is the executing agency, in partnership with the Ministries of Environment, Climate and Wildlife, and Mines and Mining Development.

The project will work together with local communities to reduce the use of mercury in artisanal and small-scale gold mining, the world's largest source of anthropogenic emissions of mercury pollution—while improving the health and lives of local mining communities. This project is expected to support **7,500 direct beneficiaries** (30% women, 70% men) across Zimbabwe, prevent the release of **4.85 tons of mercury emissions** over its lifetime and contribute to the **sustainable management** of approximately **76,000 hectares** of landscapes. The Zimbabwe project is part of a global program similarly implemented in 25 countries.

Learn more: <https://planetgold.org/zimbabwe>

Background

The project has developed a 17-page policy document that requires professional graphic design, typesetting and layout. The goal is to transform the text-heavy document into a compelling, visually engaging, and authoritative policy brief that effectively communicates key messages to policy makers, stakeholders and a broader audience. The final product must be polished, easy to navigate and adhere to principles of clear visual communication.

Scope of Work

The selected designer/agency will be responsible for the following deliverables:

Design Concept and Template Setup

- Develop 2-3 distinct initial design concepts (cover page and one sample internal page) for review and selection. **Concepts must adhere to the planetGOLD branding and style guidelines**



Transforming natural resource management
Empowering communities

Transformer la gestion des ressources naturelles
Renforcer le pouvoir d'agir des communautés

- Upon concept approval, establish a full master page template in Adobe InDesign including:
- Page grid with two columns and defined margins
- Master pages with consistent placement of headers, footers, and page numbers
- Paragraph and character styles for all text elements

Full Layout and Typesetting

- Import the final approved text from the supplied Word document
- Apply the established styles to all text (H1, H2, H3, body, bullets, captions, quotes)
- Integrate up to 6 supplied images/charts/graphics into the layout, placing them for optimal impact and follow, with consistent styling.
- Ensure good typography, and adjust spacing and pagination to create a balanced, aesthetically pleasing document with not awkward text or page breaks.

Revision and Finalization

- Incorporate feedback on the complete designed draft
- Perform a final quality control check (proofreading for layout errors, image resolution, link functionality etc.)
- Prepare and deliver final print-ready and web-ready PDF files

Technical Specifications

The design must adhere to the following specifications:

- **Page Size:** A4 (210mm x 297mm)
- **Layout:** Two-column
- **Colour mode:** CMYK for print, RGB for web PDF
- **Style:** following the planetGOLD branding and style guidelines

Deliverables

1. 2-3 PDF options for cover and sample page.
2. Full first draft of the policy brief as a PDF for review. (Number of revisions will be discussed with the selected designer/agency)
3. Final Files
 - 3.1. High-resolution, CMYK, print ready PDF file, with all fonts embedded and crops/bleeds if necessary.
 - 3.2. Web-optimized, lower-resolution, RGB PDF suitable for email and online viewing.
 - 3.3. The final Adobe InDesign (.indd) file and all linked assets.





Transforming natural resource management
Empowering communities

Transformer la gestion des ressources naturelles
Renforcer le pouvoir d'agir des communautés

Project Timeline

The project is expected to be completed between October 6-17, 2025 with final assets delivered no later than October 17 after final approvals proposed schedule will be discussed with the designer/agency.

Copyright

All copyright and intellectual property rights for the final designed deliverables will be the sole property of IMPACT. The Designer warrants the work is original and does not infringe on any third-party rights.

Payment

Payment will be made after the Project Manager has confirmed that the company/ individual has satisfactorily delivered the assignment

Submission Requirements for Applicants

Interested designers/agencies should submit:

1. A brief (not more than two pages) proposal outlining their approach to this project, including
 - 1.1. A portfolio demonstrating relevant experience, particularly with report and publication design.
 - 1.2. A fixed-price quotation for the complete Scope of Work.
 - 1.3. The estimated timeframe for completion.

Submission Method: By email to zimbabwe@impacttransform.org with the heading *"Expression of Interest for Graphic Design Consultancy"* by **1 October 2025, 11:59 pm CAT**