

## ANNEX I

### 1. Scenario no 1 - Publications

#### Deliverables:

- 3 reference publications
- 1 exhibition Catalogue
- 2 illustrated publications
- 1 publications catalogue
- 3 issues of Cedefop Info newsletter

#### 1.1 Publication

<b>Description</b>	Publication of Cedefop Reference series
<b>Design Manual</b>	Cedefop Layout & Design Guidelines
<b>Size</b>	B5
<b>Data Input</b>	MS Office
<b>Language versions</b>	DE,EN,FR,EL
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3 (cover)
<b>Pages</b>	192
<b>Colours</b>	Cover CMYK Interior K+PMS
<b>Tables</b>	15
<b>Graphs</b>	10
<b>Charts</b>	10
<b>Images</b>	0
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

#### 1.2. Exhibition Catalogue

<b>Description</b>	Exhibitions catalogue, presenting pictures
<b>Design Manual</b>	NA
<b>Size</b>	21x21 cm
<b>Data Input</b>	MS Office
<b>Language versions</b>	1 multilingual volume EL/EN
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3 (cover)
<b>Pages</b>	64
<b>Colours</b>	Cover CMYK Interior CMYK
<b>Tables</b>	0
<b>Graphs</b>	0
<b>Charts</b>	0
<b>Images</b>	50
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 1.3. Illustrated publication

<b>Description</b>	Publication with complicated and unique design using many design elements, illustrations and images. Sophisticated design and layout that does not follow conventional Cedefop layout schemes.
<b>Design Manual</b>	NA
<b>Size</b>	A4
<b>Data Input</b>	MS Office
<b>Language versions</b>	DE,EN,FR
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3 (cover and interior)
<b>Pages</b>	48
<b>Colours</b>	Cover CMYK Interior CMYK
<b>Tables</b>	15
<b>Graphs</b>	10
<b>Charts</b>	10
<b>Images</b>	10
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	Development of new unique concept

### 1.4. Publications catalogue

<b>Description</b>	Catalogue of Cedefop Publications. Each entry has an image and a summary. New entries are added to the ones already existing. Imposition will follow the instructions of the printer. Cedefop Information series.
<b>Design Manual</b>	Cedefop Layout & Design Guidelines
<b>Size</b>	10.5x21 cm
<b>Data Input</b>	MS Office
<b>Language versions</b>	One multilingual volume, combination of BG, ES, CS, DA, DE, ET, EL, EN, FR, GA, IT, LV, LT, HU, MT, NL, PL, PT, RO, SK, SL, FI, SV, IS, NO
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3 (cover)
<b>Pages</b>	256
<b>Colours</b>	Cover CMYK Interior CMYK
<b>Tables</b>	0
<b>Graphs</b>	0
<b>Charts</b>	0
<b>Images</b>	80 new images
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 1.5. Cedefop Info

<b>Description</b>	Cedefop's periodical newsletter. It comprises articles and follows the design and layout of a newspaper. Three issues per year.
<b>Design Manual</b>	Cedefop Layout & Design Guidelines
<b>Size</b>	A4

<b>Data Input</b>	MS Office
<b>Language versions</b>	DE, EN, FR
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	20
<b>Colours</b>	K+PMS
<b>Tables</b>	4
<b>Graphs</b>	2
<b>Charts</b>	3
<b>Images</b>	5
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

## 2. Scenario no 2 – Promotional material

### Deliverables:

- 2 briefing notes
- 3 flyers 10x21 cm
- 1 flyer 16x22.5 cm
- 1 e-newsletter

### 2.1. Briefing note

<b>Description</b>	Briefing notes that are published 3-4 times per year. Design will be complicated and similar to a newsletter including images and charts.
<b>Design Manual</b>	NA
<b>Size</b>	A4
<b>Data Input</b>	MS Office
<b>Language versions</b>	ES,DE,EN,FR
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	4
<b>Colours</b>	CMYK
<b>Tables</b>	1-5
<b>Graphs</b>	1-5
<b>Charts</b>	1-5
<b>Images</b>	1-5
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 2.2. Flyer 10x21 cm

<b>Description</b>	Promotional flyer linked to a publication
<b>Design Manual</b>	Cedefop Layout & Design Guidelines, or other guidelines specifically requested
<b>Size</b>	10x21 cm (Spread: A4 - folded twice)
<b>Data Input</b>	MS Office
<b>Language versions</b>	DE,EN,FR
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3

<b>Pages</b>	NA
<b>Colours</b>	CMYK
<b>Tables</b>	1
<b>Graphs</b>	1
<b>Charts</b>	1
<b>Images</b>	2
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 2.3. Flyer 16x22.5 cm

<b>Description</b>	Promotional flyer not linked to a publication. Design will be complicated and not following the standard Cedefop manual.
<b>Design Manual</b>	NA
<b>Size</b>	16x22.5 cm (Spread: 67.5x48 cm - Cross-shaped flyer folded four times)
<b>Data Input</b>	MS Office
<b>Language versions</b>	BG, ES, CS, DA, DE, ET, EL, EN, FR, GA, IT, LV, LT, HU, MT, NL, PL, PT, RO, SK, SL, FI, SV, IS, NO
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	NA
<b>Colours</b>	CMYK
<b>Tables</b>	0
<b>Graphs</b>	0
<b>Charts</b>	2
<b>Images</b>	5
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 2.4. E-newsletter

<b>Description</b>	Newsletter for electronic distribution (e-mail, site download, etc.).
<b>Design Manual</b>	Design will follow the already published newsletter.
<b>Size</b>	A4
<b>Data Input</b>	MS Office
<b>Language versions</b>	EN
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	16
<b>Colours</b>	RGB
<b>Tables</b>	5
<b>Graphs</b>	10
<b>Charts</b>	10
<b>Images</b>	0-10
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	Electronic file (PDF)
<b>Option</b>	NA

### 3. Scenario no 3 - Conference

#### Deliverables:

3 conferences comprising:

- visual identity system
- folder
- programme
- notepad
- banner

#### 3.1. Visual identity system

<b>Description</b>	Development of the visual identity system of the conference. It will be adapted to all conference material: folder, programme, notepads banners and the web.
<b>Design Manual</b>	NA
<b>Size</b>	NA
<b>Data Input</b>	MS Office
<b>Language versions</b>	NA
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	NA
<b>Colours</b>	CMYK
<b>Tables</b>	NA
<b>Graphs</b>	NA
<b>Charts</b>	NA
<b>Images</b>	NA
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

#### 3.2. Folder

<b>Description</b>	Folder with 2 sleeves on each inner side, suitable for A4 papers, a conference program and a notepad. Imported design from the visual identity system. A die-cutting template should be delivered.
<b>Design Manual</b>	NA
<b>Size</b>	A4 (Spread: 70x35 cm)
<b>Data Input</b>	MS Office
<b>Language versions</b>	Multilingual EN/EL
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	NA
<b>Colours</b>	CMYK
<b>Tables</b>	0
<b>Graphs</b>	0
<b>Charts</b>	0
<b>Images</b>	2
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 3.3. Programme

<b>Description</b>	Programme of the conference. Elements from the visual identity system should be included. Double-sided.
<b>Design Manual</b>	NA
<b>Size</b>	A4
<b>Data Input</b>	MS Office
<b>Language versions</b>	Multilingual EN/EL
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	4
<b>Colours</b>	CMYK
<b>Tables</b>	1
<b>Graphs</b>	1
<b>Charts</b>	2
<b>Images</b>	3
<b>Print-run</b>	150
<b>Medium</b>	Coated paper, white matt 200 gr/m <sup>2</sup>
<b>Production</b>	Digital printing
<b>Option</b>	NA

### 3.4. Notepad

<b>Description</b>	Notepad for the conference; no cover. Imported design from the visual identity system.
<b>Design Manual</b>	NA
<b>Size</b>	A4
<b>Data Input</b>	MS Office
<b>Language versions</b>	Multilingual EN/EL
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	NA
<b>Colours</b>	CMYK
<b>Tables</b>	0
<b>Graphs</b>	0
<b>Charts</b>	0
<b>Images</b>	2
<b>Print-run</b>	NA
<b>Medium</b>	NA
<b>Production</b>	NA
<b>Option</b>	NA

### 3.5. Banner

<b>Description</b>	Banner for the conference. Imported design from the visual identity system. Same design applied to all different sizes of printed versions and to the web.
<b>Design Manual</b>	NA
<b>Size</b>	a. 80x210 (QuickScreen) b. 90x120 cm c. 120x210 cm d. 120x280 cm
<b>Data Input</b>	MS Office
<b>Language versions</b>	Multilingual EN/EL
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Pages</b>	NA

<b>Colours</b>	CMYK
<b>Tables</b>	0
<b>Graphs</b>	0
<b>Charts</b>	2
<b>Images</b>	2
<b>Print-run</b>	a. 2 copies 80x210 (QuickScreen) b. 3 copies 90x120 cm c. 1 copy 120x210 cm d. 1 copy 120x280 cm
<b>Medium</b>	a. 80x210 (QuickScreen), Plastic canvas b. 90x120 cm, Coated paper, white matt 150 gr/m <sup>2</sup> c. 120x210 cm, Coated paper, white matt 150 gr/m <sup>2</sup> d. 120x280 cm, Plastic canvas
<b>Production</b>	Digital printing
<b>Option</b>	a. 80x210 (QuickScreen), Mounting on 'Expand QuickScreen' mechanism b. 90x120 cm, mounting on 'Kapa-Fix' c. 120x210 cm, matt plastification d. 120x280 cm, placing of bars at both ends

#### 4. Scenario no 4 – Creation of web pages and guidelines

##### Deliverables:

- Web pages
- Web graphic design manual

<b>Web design</b>	
<b>Description</b>	Develop graphic design concept for web pages, using a design imported one following a visual identity system. Comprising Front page with freestyle design 500 words of text, 8 images, 10 non-menu links per page, four additional pages of similar style to the front page standard menu, standard banner design based on Cedefop own logo.
<b>Design Manual</b>	NA
<b>Data Input</b>	MS Office
<b>Language versions</b>	EN, FR DE and EL
<b>Drafts</b>	up to 3
<b>Design proposals</b>	3
<b>Production</b>	Optimised size Bitmap formats (tiff, bmp, png, in various sizes and dpi resolution) and Vector formats (psd, eps, png, wmf, cdr)

<b>Web design technical advice</b>	
<b>Description Production</b>	Provide technical guidance to Web developers for web design <ul style="list-style-type: none"> <li>a. design manual for application of Cedefop corporate image to the web</li> <li>b. ad-hoc design advice as required</li> </ul>

#### 5. Scenario no 5 - Meeting

##### Deliverables:

One meeting for one day involving two persons.