Visual identity refresh RFP

Objective: Create an updated visual identity and logo that communicates personal data and human centricity.

Budget: EUR2500

Rationale: MyData's current logo puts a person at the centre to demonstrate the human centricity of our approach. The ring surrounding the person is made up of segments, each of which denotes a sector where personal data can or is playing a transformative role. We wish to simplify the logo, while retaining some of these key elements.

MyData as a brand holds an implicit western bias on the importance of the individual, while the organization itself is global. The logo therefore needs to work in multiple settings. MyData has 30 hubs based in different territories spanning South and North America, Eurasia and Africa - the updated visual identity will need to allow for some customisation.

Visual identity update guidance for consultants:

Elements from the existing MyData logo that should be featured in the updated version include:

- A similar representation of a person/human at the heart/centre
    - This should be gender and race neutral
        - The current design could be seen as masculine due as it vaguely resembles the signage for male toilets
    - Less passive, more action
- Simplifying the surrounding graphic
    - This should communicate personal data without giving examples from different sectors
    - The link between the human at the centre and the generation of personal data could be visualised
- Digital
    - MyData is a non-profit that focuses on data rights[1] - the logo would ideally in some way reflect this focus

[1] Data rights are specified legal rights with regard to personal data. The most common ones are the rights to information, access, rectification, erasure, restriction of processing, data portability, objection, and not being subject to automated decision-making. One of the key shifts that MyData is working towards is making these rights more and more actionable, easy and convenient for people to use.

- The MyData Declaration is the founding text of MyData Global. It states a common set of principles for the development of human centric personal data.

As such, it is our core product and describes three shifts

    - from formal to actionable rights
    - From data protection to data empowerment
    - From closed to open ecosystems
  - And a series of principles
    - Human centric control of personal data
    - Individual as the point of integration
    - Individual empowerment
    - Portability: access and re-use
    - Transparency and accountability
    - Interoperability

For the purposes of the design please consider how the logo might in some way visually evoke these shifts and principles. We recommend focusing on shift 2: from data protection to data empowerment and principle 1: the human centric control of personal data. As we believe these are the easiest to understand for a broad audience.

The above can be summarised as **"People having control over their personal data and deciding if and how it should be used and shared with others"**

The person at the heart of the existing logo conveys some of this already but we hope to communicate visually the shift towards a more ethical personal data economy.

How the MyData logo is used

The MyData logo is used in various ways (branding policy with further info), including by hubs, thematic groups, members (as a sticker on e.g. their slack profiles) and for events. The visual identity guide should include templates for each of these uses - the suggested formats can be aligned but needs to allow for some flexibility as detailed below.

Hubs - MyData Global has 30 hubs around the world that use a variation of the MyData Global logo

- The new logo will need to allow space for the local hubs to add
  - Location name, for example 'MyData Taiwan' in place of 'Global'
  - Location identifier, for example a flag or other symbol
  - 2 to 3 options that allow for differences should be created
  - See example from a different organization

Thematic groups - MyData Global has several thematic groups that are not currently but should be using an adapted version of the MyData Global logo

The format for MyData thematic groups should be flexible to allow for either:

- MyData4Children (example here)
- MyData and health
- MyData X (for example MyData Operators)

The visual identity guide should provide guidance on how typographical names can be included for thematic groups, as well as the option to include an icon.

MyData conference and events - MyData organises a biennial conference and other events. These events are often themed or take place in a specific location. The updated visual identity guide should include a template for how event design should be handled.

- The format is often 'MyData in [location]' or 'MyData [year]'

MyData member logo - Members are encouraged to demonstrate their affiliation with MyData Global online as well as on printed matters, e.g. "<<member's name>> is affiliated with MyData Global" including an embedded or visible link to https://mydata.org/ This may be complemented with the MyData Global member logo.

Only the official members are permitted to use the member logo.

Identity refresh deliverables:

Phase 1

- refresh the logos: evolution rather than revolution, nothing radical, new font and use of colour should be considered.
    - Create low fidelity options for initial review
    - MyData Global logo
    - MyData logo for Hubs
    - MyData logo for thematic groups:
        - Design, Health...
    - MyData Member identity
- update MyData's graphic style manual: colour palette, fonts (web and print), toolkit for varying use of logo and colours, graphical elements and general principles for lay-out. On fonts, we are keen to know of open-source alternatives to google fonts. This has never been revised.
    - Sub-brand style for MyData events

Phase 2 (over a longer period of time - as needed)

- apply changes to core communications products: business cards, slide template, report templates, email signatures, newsletters, letterheads, social media channels, video
- update non-core communications products : MyData's iconography (used for print and web), templates for banners and roll-ups

The updated visual identity guide should include the following elements:

- Logo, logtype and strapline in English
- Guidelines for logo usage (English only).
- Logo files in .eps, and .png format.
- Notes on typography and font usage.
- Colour palette: brand colours and guidelines on their usage.
- Other brand elements (e.g. graphical elements, motifs or patterns) that would be associated with the brand, and guidelines on their usage.

Phase 2: Templates

Templates will be required for the following:

Templates	Required format(s)
Letterhead	Google Docs and .docx/.dot
Slides	Google slides and pptx
White paper	Google docs and .docx/.dot
Report Sleeve (front and back cover)	Google docs and .docx/.dot
Business cards	Indesign files or equivalent
Social media cards showcasing events, speakers and products	Indesign files or equivalent
Email signatures	Format that works for Google mail

Content of proposals

Proposals should include at least the following elements:

- All in rate for completion of deliverables within the allocated time
- Daily rate for additional design work (valid 1 year)
- Any applicable taxes

- Brief description of approach to completing the work and outline
- CV of designer
- Examples of similar projects completed within the past 24 months

Contact details and closing data

The contact person for any questions and the submission of proposals is Victor Ponsford, Communications Lead, MyData Global.

Victor@mydata.global.org

All applications should be received no later than 25 October at 10:00 UTC. Late applications will not be considered.

Fonts

Font (heading): **Roboto slab** (free font)
Font (body): Montserrat (free font)

Color Palette

- Yellow #fdb940 RGB (253, 185, 64)
- Turquoise #16c1f3 RGB (22, 193, 243)
- Red #f05522 RGB (227, 91, 56)
- Light Grey #dddddd RGB(221, 221, 221)
- Dark Grey #a3a3aa RGB (163, 163, 170)
- Darkest Grey #333333 RGB (51, 51, 51)