



TENDER

NATURE OF SERVICES

GRAPHICAL/COMMUNICATIONS SERVICES

Recipient of proposal

THE COMMITTEE OF EUROPEAN SECURITIES REGULATORS (CESR)

OBJECT OF THE TENDER

CREATION OF A LOGO AND GRAPHICAL ELEMENTS FOR EUROPEAN SECURITIES and
MARKETS AUTHORITY



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Development of a logo for European Securities and Markets Authority

Background

Following a decision by the European Union, three existing supervisory Committees (CESR, CEBS and CEIOPS) will be transformed into three supervisory authorities on 1 January 2011: European Securities and Markets Authority (ESMA), a European Banking Authority (EBA) and a European Insurance and Occupational Pensions Authority (EIOPA).

In this context, CESR is therefore preparing the visual identity of ESMA.

Objectives of the Authority:

The Authority must protect public values such as the stability of the financial system, the transparency of markets and financial products and the protection of depositors and investors, by strengthening international supervisory co-ordination.

The broad objectives of ESMA are therefore to:

- help restore and maintain confidence in financial markets and institutions;
- ensure convergence amongst supervisors in day-to-day practices and contribute to the development of a single rulebook in financial services;
- mediate between supervisors in cases of cross-border disputes;
- ensure adequate oversight of cross-border firms;
- prevent the build-up of risks that threaten the stability of the overall financial system and play a strong role in crisis situations (whilst not impinging on the fiscal responsibilities of EU Member States);
- provide technical advice to the European Commission in the development of EU legislation;

The relationship of ESMA with the other Authorities (EBA and EIOPA), the ESRB and the EU Institutions:

ESMA's Members are the supervisory Authorities responsible in each Member State for regulation of market and securities. The European Commission will participate as observers. ESMA Members (national supervisors) will continue to carry out day-to-day supervision on a national basis and as such ESMA, will operate within a network which functions like a "hub and spoke". The objective is for ESMA and national supervisors is to work 'hand in hand'.

ESMA will act only where there is clear added value, and the areas where ESMA can act will be clearly defined by Member States and the European Parliament in EU legislation.

ESMA will work to create convergence amongst sectoral supervisors, in the field of financial markets supervision.

In addition, ESMA will work together with the other regulatory Authorities, such as EBA and EIOPA, to ensure convergence in regulatory practices across sectors where appropriate.

ESMA will be independent, but publicly accountable to the Institutions of the European Union (the European Parliament, the European Council and the European Commission). Furthermore, ESMA should carry out its responsibilities, in such a way as to foster public understanding, confidence and acceptance amongst all relevant stakeholders.

ESMA along with the two Authorities (EBA and EIOPA) are also Members of the European Systemic Risk Board. The ESRB has responsibility to contribute to the prevention or mitigation of systemic



risk to financial stability. To achieve this, the ESRB is tasked with collecting and analysing information, in order to identify potential systemic risks and issue warnings and recommendations to policy makers and supervisors. The Authorities will contribute to the work of the ESRB, in particular in providing statistics and further information which will enable any potential systemic risks to be identified.

The three Authorities and the ESRB, form part of what is therefore considered the European System of Financial Supervisors (ESFS), further increasing existing cooperation.

Target Audiences:

The target groups of ESMA include:

- Stakeholders in the financial as well as the public sector such as Securities regulators in Member States, stock exchanges, financial service providers, securities firms or banks, investment management firms, credit rating agencies, accounting firms, issuers, retail investor associations (and retail investors);
- Advisory firms (such as trade associations, law firms, accountants, auditors, public affairs consultants etc.)
- European Institutions, in particular the European Parliament and Council
- General public, including interested experts and academics and consumers of financial services
- Supervisors/regulators beyond the EU.
- International and European media

For further information on the creation of ESMA and the Authorities please see:
(http://ec.europa.eu/internal_market/finances/committees/index_en.htm)

Positioning of ESMA

The visual identity developed for ESMA should convey that:

- ESMA helps build and maintain confidence in Europe's financial markets and by so doing, contributes to financial stability of Europe and its continued financial prosperity.
- it operates in a transparent and accountable manner, actively listening to stakeholders and keeping dialogue open;
- it should convey credibility, competence, professionalism and the protection of investors;
- it is an EU body that provides oversight of financial markets and the provision of financial services to consumers (these can be both professional investors and retail investors);
- ESMA is innovative, forward looking and responsive to change;
- The work of ESMA is not limited to the Euro area and the organisations it supervises operate in global markets, as such it should avoid giving the impression it is linked to the Euro currency.



Service requirements

Development of a style guide

A document setting out the visual elements for the Authority should be developed. This style guide should include the elements below:

Development of a logo

The logo developed should be institutional in nature. The acronym ESMA may be included in the logo, or the full name European Securities and Markets Authority. However, thought should be given to how this will be handled with language translations.

The words - *European System of Financial Supervisors* - may be included in the logo either as a part of the logo or as a sub-text. The agency is requested to provide a proposal on how to integrate this if this option is chosen.

The logo should respect the colour palette of the websites of the Authority, and clearly show its European identity.

#B0E0E6	# 778899	# B0C4DE	# 6495ED	#D3D3D3	#696969
R176 G224 B230	R119 G136 B153	R176 G196 B222	R 100 V 149 B 237	R 211G 211 B 211	R105 G105 B105
Powder blue	Light slate gray	Light steel blue	Cornflower blue	Light gray	Dim gray
#0000CD	#FFFF00				
R0 G0 B205	R255 G255				
Medium blue	Yellow				

Other graphical elements for ESMA

The stream below is referred to as the convergence stream and is meant to convey progress in harmonisation. This is also currently used on business cards.



The carousel of European images will appear on the front page of the website and rotates. It reflects the way financial services are integrated in every aspect of daily life and includes financial and European images superimposed on the scenery.





Please note that the documents and website of ESMA may be translated in the Community languages in the future and therefore proposals should convey this.

The logo should be delivered in the following styles and formats:

Full colour
Bi-colour
Black and white

.pdf
.jpg – for print and web
.psd

The logo should be re-sizable for different supports (web, print, publishing etc).

The copyright for the logo will belong to ESMA.

Advice on choice of fonts:

The provider should supply advice on the choice and size of fonts for the web and print.

CESR currently uses a non-serif font for web, namely Tahoma and a serif font for print, namely Century Schoolbook. **Advice on whether ESMA should keep the font for web is requested (and if not an alternative proposed) and a new font for print is requested.**

The fonts proposed must be readily available in most Mac and Windows programmes free of charge.

Development of basic word templates

The agency should develop, using the logo and the chosen font, a template for an ESMA word document.

The template should present on the page the following elements:

- The logo(s)
- The name of the Authority
- The addresses/contact information in a footer
- Main layout elements (cover page, table of contents, headlines, page numbers, dates and document reference numbers, bullet points, numbering, heading types, justification or indentation, a business paper option etc.)



This should be tested by users before final delivery. This is not intended to mean programmed macros.

Development of visual for business cards

The provider should develop, using the logo and the chosen font, a visual for business cards for ESMA.

The information to be included on the business cards will be provided by ESMA, and the visual can be based on the graphical elements included in this document.

Printing is not included, however, the cards should be presented in a format which can be easily adapted by ESMA, for instance .psd.

Backdrop for press conferences

The agency should develop a backdrop for press conferences. This could include, but would not be limited to, the name of the authority, the logo, the wording EFSF etc.

Planning

Two physical meetings as a minimum (one for the kick-off, and one for the presentation of the proposals) will be needed. These should take place in Paris, at CESR's offices.

Following the selection procedure the project should start end October, for a delivery at the latest on the following two dates:

8 December 2010 - Delivery of the logo and other elements

- The final approved logo, in the formats and styles set out above
- Advice on 2 fonts, one print and one web font (if decided its necessary to change from the Tahoma font)
- All elements necessary for word templates
- The graphic design of business cards

A more detailed timetable will be outlined on the engagement of the company but if further information is sought on the steps envisaged please call the co-ordinator.

15 December 2010 – Delivery of the remainder of the project

Finalised style guide including any elements not finalised before.



Requirements for the offers

The response to this tender should include the following elements:

1. A proposal for three 'themes' for the logo (i.e. 3 logos with at least one showing how the ESFS would be integrated if necessary, see 2. below) which are in harmony with the graphics of ESMA.

Please note that the logos proposed will help CESR to assess which provider it will work with further. This may involve developing one of the logo proposals further or requesting further creative design work to be undertaken.

2. For each theme, show how the wording *European System of Financial Supervisors* can be integrated, either directly on the logo or as a sub-text
3. A planning
4. Information about the agency and the staff which will be working on the project
5. References
6. Price

Any questions should be addressed to co-ordinator of this project.

Victoria Powell, Director of Communications:
Email : vpowell@cesr.eu Phone : 00 33 1 58 36 43 23

Presentation of offers

The response from the agency should include a table with the following breakdown of the price:

	Working days	Price €
Project management		
Graphical direction		
- development of logo - press conference backdrop - advice on font for print and web - development of template for word document - development of visual for business cards - a style guide		
Total		
Total with VAT		

The following criteria will be used to select the agency:

- Price – 40%
- Graphical and technical proposal – 60%
 - Design
 - Capacity to deliver
 - Project management



- References in similar projects

Submission of the offers

Deadline for the responses: 14 October at 6 pm

The proposals should be provided via email in pdf format to the following email address:

Victoria Powell, Director of Communications:
Email : vpowell@cesr.eu Phone: 00 33 1 58 36 43 23

A printed copy of the proposal should also be sent to CESR, 11-13 Avenue de Friedland, 75008 Paris, France.