



## TERMS OF REFERENCE

### Graphic Design Expert for Agroecology Label Development

Date 24 September 2025

**Location:** Beirut, Lebanon

**Project Title:** ARADINA

**Contact:** [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)

**Date of Posting, if applicable:** 1 October 2025

**Deadline for Submission:** 1 November 2025

## SCOPE OF WORK

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### Project Description

The ARADINA project is a multi-stakeholder project that supports Lebanon's transition toward more sustainable and resilient agricultural systems in a context of climate change, economic pressure, and social challenges. The 48 months project is funded by the Agence Française de Développement (AFD) and led by CIHEAM IAMM, in partnership with Fair Trade Lebanon (FTL) and Action Against Hunger (ACF). The project zones of intervention are Baalbeck Hermel area and the northern part of Akkar. These areas are agricultural production zones but face persistent challenges including water scarcity, soil degradation, declining farm incomes, limited access to markets, and high levels of social and economic vulnerability.

The project aims to promote agricultural systems that are environmentally sustainable, economically viable, socially inclusive, and traceable. This is achieved through the adoption of agroecological practices at farm level, the strengthening of agricultural value chains, and engagement with relevant policy actors. Through tailored technical assistance, behavior change approaches, and collective investments, ARADINA supports farmers in improving water and soil management, reducing reliance on chemical inputs, and strengthening productivity and climate resilience.

In parallel, the project supports cooperatives and Agri food enterprises to improve their performance and create decent employment opportunities, with particular attention to women, youth, and other vulnerable groups. It also works to improve market access through labeling and traceability systems, the promotion of short value chains, and stronger linkages between producers and markets. Data generated through research and field activities will be used to support policy dialogue, raise consumer awareness, and promote gender equity and environmental sustainability.

### 1- Summary

Fair Trade Lebanon is seeking an **Internal Graphic Design Expert** to design and prepare the **visual identity and graphic components** of the ARADINA agroecology label.

The assignment will support the development of a **clear, credible, and coherent label**, aligned with agroecological principles and ARADINA's objectives, to be used by cooperatives and MSMEs supported under the project for **product differentiation, traceability, and communication**.

## 2- Objective

The objective of this assignment is to **design and structure the visual identity of the ARADINA agroecology label** in order to:

- ensure a clear and professional visual representation of agroecological values,
- support market recognition and consumer trust,
- and provide FTL and project beneficiaries with consistent tools for label application and communication.

## 3- Scope of Work

The Internal Graphic Design Expert will be responsible for the following tasks:

### A. Concept Development

- Review ARADINA objectives, agroecological principles, and target markets.
- Propose **label design concepts** reflecting:
  - agroecology and sustainability,
  - local production and fairness,
  - transparency and quality.
- Ensure alignment with any existing ARADINA or FTL visual identity guidelines.

### B. Label Design and Visual Assets

- Design the **final ARADINA agroecology label** (logo and variants).
- Develop graphic adaptations for:
  - product packaging,
  - printed materials,
  - digital communication.
- Ensure readability, scalability, and adaptability across formats and products.

### C. Usage Guidelines

- Prepare **basic label usage guidelines**, including:
  - size and placement rules,
  - color codes and typography,
  - do's and don'ts for beneficiaries.
- Ensure the label can be applied consistently by cooperatives and MSMEs.

### D. Internal Coordination and Validation

- Coordinate with FTL technical and communication teams for feedback and validation.
- Integrate comments and finalize deliverables accordingly.

#### 4- Deliverables (Supporting Documents):

The expected deliverables include:

- Final **ARADINA agroecology label design** (logo and variants)
- Graphic files in **editable and print-ready formats**
- A **label usage and application guide** (light brand guidelines)
- Visual mock-ups illustrating label application on products or packaging

All deliverables shall be submitted in **English and/or French**, as agreed with FTL.

#### 5- Duration and Timeline

The total duration of the assignment shall **not exceed 10 working days**, to be implemented between **December 2025 and May 2026 2025**, following signature of the contract.

#### 6- Location of Implementation

The assignment will be coordinated from **Beirut**, with remote work arrangements as required.

#### 7- Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- Proven experience in **graphic design and visual identity development**
- Experience designing **labels, logos, or branding for food or agricultural products** (strong asset)
- Sensitivity to **sustainability, agroecology, or fair-trade values**
- Ability to translate technical concepts into clear visual language
- Experience working with NGOs or donor-funded projects is an asset

#### 8- Required Documents for Submission

All applicants (Companies or Individuals) should submit the following:

- Technical Proposal (description of approach and methodology)
- Financial Offer (in local currency or EUR, including all applicable taxes)
- Company Profile or CV
- At least two references or examples of similar previous work
- Signed acceptance of payment terms and conditions

a. In case of Company application: The company should submit the following legal document:

- Commercial Circular
- Fiscal Certificate of Incorporation at the Ministry of Finance
- VAT Certificate of Registration if applicable
- ID of company's authorized representative(s)

b. In case of Individual application: The individual should submit the following legal documents

- CV
- ID
- Fiscal Number

## 9- Evaluation Criteria

The quotation's evaluation process will consider following with assigned weights:

- Financial ..... 30%
- Technical ..... 70%

## 10- Payment Terms

- Payments will be made through bank cheques
- Payment will be made **20 business days** from the last delivery and submission of final invoice.
- The cheque amount will be subject to applicable bank fees.

## 11- How to apply

Applicants are requested to send:

- Detailed quotation as per requirements
- Legal documents
- Acknowledgment letter of payment modality

via email to: [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)

Only selected candidates will be contacted.