

TERMS OF REFERENCE (ToR)

Development of a Visual Identity for the National Parks in Kosovo: “Bjeshkët e Nemuna” and “Sharri”

1. Introduction

The National Parks of the Republic of Kosovo are rare natural assets that are distinguished by their special geomorphological forms, prominent landscapes, crystalline water sources, rich biodiversity - rare flora and fauna, as well as cultural values. The parks represent important pillars for the preservation of ecosystems, strengthening awareness for the protection of nature and promoting sustainable development, bringing measurable benefits to local communities.

Their mission is the long-term conservation and management of natural values in accordance with the principles of sustainable development, ensuring that future generations inherit the same natural wealth and beauty. Through the protection of landscapes, natural resources, biodiversity - flora and fauna, parks contribute to strengthening the identity of natural heritage, as well as to fulfilling international standards and obligations for nature protection.

To enhance public visibility, communication, and awareness about the parks and their role, the Kosovo Environmental Protection Agency (KEPA), in partnership with the Swedish Environmental Protection Agency (SwEPA), is initiating the development of a visual identity system for both parks. This initiative is implemented within the framework of the Sida-funded project “Capacity Building for Nature Protection and Use of Environmental Data”.

The creation of a visual identity will serve as an important step toward establishing a coherent, recognizable, and professional representation of Kosovo’s National Parks — one that communicates their uniqueness, authenticity, and environmental importance to both national and international audiences.

2. General Information

The development of a visual identity is intended to strengthen the institutional visibility and recognition of the two National Parks managed under KEPA.

Currently, the parks use separate, uncoordinated symbols and materials, which do not reflect a unified institutional image or the shared objectives of environmental protection and sustainable tourism. A professional, unified visual identity will enhance both communication and cooperation across all levels — national, regional, and local — and will serve as a long-term asset for branding Kosovo’s protected areas.

The project aims to combine professional graphic design standards with environmental symbolism and cultural representation, ensuring that the final design conveys the essence of the parks — nature, authenticity, and national heritage.

The assignment will be implemented in coordination between:

- KEPA, as the lead national agency;
- SwEPA, providing strategic guidance and quality assurance;
- CEDE, serving as the administrative and procurement facilitator.

3. Purpose of the Assignment

The purpose of this assignment is to design and deliver a complete visual identity system for Kosovo's two National Parks — Bjeshkët e Nemuna and Sharri — which reflects their natural, cultural, and social significance.

The visual identity shall serve as a tool for communication, education, and promotion, representing the values of biodiversity, conservation, and sustainable use of natural resources. It will also enable the parks and KEPA to communicate effectively with citizens, visitors, and international partners.

The visual identity must:

- Express the connection between humans and nature;
- Emphasize sustainability and protection of natural values;
- Be easily recognizable, adaptable, and timeless in design;
- Reflect both unity and individuality of the two parks;
- Be compatible with print and digital applications.

4. Objectives and Design Principles

4.1 General Objective

To create a unified, professional, and environmentally sensitive visual identity system for Kosovo's National Parks, encompassing logo design, color palette, typography, and applications adaptable across various communication platforms.

4.2 Specific Objectives

- Develop a unique logo and accompanying graphic elements representing the natural and cultural features of both parks;

- Create a color system and font family that harmonize with the parks' visual landscape and ensure consistency in future applications;
- Produce mock-ups and digital prototypes for use in signage, printed materials, websites, and park-related communications;
- Deliver a Brand and Visual Identity Manual outlining technical standards, usage rules, and applications.

4.3 Design Concept and Symbolism

The visual identity should capture the essence of Kosovo's natural beauty, particularly the landscapes, biodiversity, and cultural patterns that distinguish Bjeshkët e Nemuna and Sharri.

4. Overarching objectives

Dominating colors:

- Green (forests, nature, life);
- Blue (clean water and sky);
- White (snow and alpine peaks);
- Brown (earth and connection with nature);
- The message the symbol/logo must convey:
- Protection of nature and biodiversity;
- Harmony between humans and nature/sustainable development;
- Local identity (ethnography).

Visual elements:

- Landscapes, peaks and mountains;
- Flora and fauna characteristic of national parks in Kosovo (lynx, protected eagle, endemic plant species, etc);
- Water sources, gorges, canyons, waterfalls and glacial lakes; and

It should convey:

- The authenticity and purity of nature;
- The coexistence of human and natural ecosystems;
- The connection between the two parks under one national identity;
- A visual style that is modern yet respectful of traditional elements.

Artificial Intelligence (AI)-generated or copied designs are permitted. The creative concept must be original and developed specifically for this assignment.

5. Main Tasks of the Service Provider

The consultant or agency will be responsible for carrying out the following main tasks:

1. Preliminary Research:
 - Review existing KEPA and park materials;
 - Conduct a brief visual benchmarking of other national parks in the region and EU.
2. Concept Development:
 - Propose at least three (3) creative logo and identity concepts with written explanations of the design rationale, symbolism, and color philosophy.
3. Consultation and Feedback:
 - Present the concepts to KEPA, SwEPA, and park representatives for review;
 - Incorporate feedback and refine the selected option.
4. Design Implementation:
 - Develop the final visual identity package, including logo variations, color codes, font usage, and layout examples;
 - Produce mock-ups and templates for print and digital applications (documents, signs, social media, brochures, uniforms, etc.).
5. Preparation of the Visual Identity Manual:
 - Compile all graphic standards, color codes, proportions, and usage rules into an editable Brand Manual;
 - Provide both print-ready and digital versions of the manual.
 - Presentation and Delivery:
 - Present the final product to KEPA, SwEPA, and CEDE;
 - Deliver all editable files (AI, EPS, SVG, PDF, PNG, JPG) and the final Brand Manual in English.

6. Expected Results

Upon completion, the contractor shall deliver the following outputs:

1. Three initial design concepts with written explanations;
2. One approved final visual identity system, including logo suite, colors, and typography;
3. Digital mock-ups demonstrating the application of the identity in various contexts;
4. A complete Brand and Visual Identity Manual;
5. Final presentation summarizing the process, concept, and technical guidelines;
6. Editable design files in the formats required by KEPA/SwEPA.

All deliverables shall be approved by KEPA and SwEPA through CEDE, and the final products will become the exclusive property of KEPA/SwEPA.

7. Duration and Timeline

The total duration of the assignment shall not exceed 40 working days from the date of contract signature, including consultation and approval phases.

An indicative schedule may include:

- Phase 1: Concept development – 15 days
- Phase 2: Feedback and refinement – 15 days
- Phase 3: Finalization and delivery – 10 days

8. Qualifications of the Service Provider

The selected company or individual must meet the following criteria:

- Minimum three (3) years of experience in graphic design, branding, or communication design;
- Proven experience in at least two (2) similar projects, preferably in environmental, tourism, or institutional branding;
- Demonstrated creativity and innovation in past assignments;
- Strong portfolio showcasing professional design quality;
- Experience in producing brand manuals and corporate identity systems;
- Excellent communication skills in English; knowledge of Albanian is an advantage.

9. Cooperation and Reporting

The contractor will work under the supervision of KEPA, in close coordination with SwEPA and CEDE.

All communication, deliverables, and revisions shall be shared electronically. Feedback will be provided collectively by CEDE, consolidating comments from KEPA and SwEPA.

The consultant will participate in online or in-person review meetings as required.

10. Budget and Financial Provisions

The assignment will be financed through Sida/SwEPA funds as part of the project “Capacity Building for Nature Protection and Use of Environmental Data.”

The estimated budget is approximately SEK 100,000 (equivalent to about EUR 9,000), covering all creative, professional, and administrative costs. The contract will be issued as a lump-sum agreement, and no additional reimbursements will be made.

Payment will be made in instalments upon successful completion and approval of deliverables.

11. Ethical and Environmental Standards

The contractor shall comply with Sida's and SwEPA's ethical principles, including the code:

Prevent – Never Accept – Always Inform – Always Act.

Any attempt of fraud, corruption, or misrepresentation will lead to immediate contract termination.

Designs must adhere to environmental values by avoiding non-recyclable materials, encouraging digital communication, and representing sustainability principles through color and form.

12. Ownership and Confidentiality

All intellectual property rights related to the visual identity, design files, and manuals produced under this assignment shall be transferred in full to KEPA/SwEPA.

The contractor may not reuse or reproduce any material from this work for commercial or promotional purposes without prior written approval.

All project-related information is confidential and shall not be shared or published before official release by KEPA or SwEPA.