**ANNEX X**

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| **List of tasks and deliverables** |

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| **Stage 1 - Research and analysis** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 1.1 CEPOL image analysis booklet | **Files** | n/a | n/a |

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| **Stage 2 – Corporate Identity development** |
| **2.1 LOGO DEVELOPMENT OR UPDATE** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 2.1 CEPOL logo design | Not required | Design | Design |
| 2.1.1 CEPOL corporate logo | **Files** | Design | Design |
| 2.1.2 Trademark rights acquisition | Not required | YES | NO |
| 2.2 CEPOL logo guidelines | **Files** | Design | Addendum |
|  |
| **2.2 LAYOUT DEVELOPMENT** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 2.2.1 CEPOL layouting schemes | Not required | Design | Addendum |
| 2.2.2 CEPOL layouting guidelines | **Files** | Design | Addendum |

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| **Stage 3 - Variants of CEPOL’s layouting schemes** |
| **3.1 Stationary** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| **LETTERHEAD PAPER****Regular version : monochromatic for internal printing****Deluxe version: full-colour, B&W: pre-printed** |
| 3.1.1 Letterhead paper portrait A4 and continuation sheet | **Files** | Design | Design |
| 3.1.2 Letterhead paper landscape A4 (to display tables, charts, graphics) and continuation sheet | **Files** | Design | Design |
| 3.1.3 Deluxe letterhead paper portrait A4 and continuation sheet | **Files** | Design | Design |
| 3.1.4 Deluxe letterhead paper landscape A4 (to display tables, charts, graphics) and continuation sheet | **Files** | Design | Design |
| 3.1.5 Deluxe B&W letterhead paper portrait A4 and continuation sheet | **Files** | Design | Design |
| 3.1.6 Deluxe invitation card | **Files** | Design | Design |
| 3.1.7 Deluxe compliment slip | **Files** | Design | Design |
|  |
| **ENVELOPES****Pre-printed, in English language and according to Hungarian postal requirements.****Required regular envelope sizes: B4, C6, C5, C4, DL** |
| 3.1.8 Deluxe envelopes: co-ordinated and used with other deluxe stationary | **Files** | Design | Design |
| 3.1.9 B&W envelopes: co-ordinated and used with other B&W stationary | **Files** | Design | Design |
| 3.1.10 Regular envelopes: co-ordinated and used with other regular stationary | **Files** | Design | Design |
|  |
| **PERSONAL IDENTIFICATION****Business cards: pre-printed credit card-like (i.e. 85.m x 54mm).** |
| 3.1.11 Management business card | **Files** | Design | Design |
| 3.1.12 Regular business card | **Files** | Design | Design |
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| **MAILING AND STICKERS****Postal stickers for packages and boxes.****Identification stickers: displaying logo and contact details** |
| 3.1.13 Postal stickers 150 mm x 100 mm | **Files** | Design | Addendum |
| 3.1.14 Postal stickers 20 mm x 40 mm | **Files** | Design | Addendum |
| 3.1.15 Branded adhesive tape | **Files** | Design | Addendum |
| 3.1.16 Identification stickers (25 mm x 40 mm; 45 mm x 55 mm; 55 mm x 30 mm; 125 mm x 50 mm; A5 landscape; A4 landscape) | **Files** | Design | Addendum |
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| **NOTEPADS AND BINDERS** |
| 3.1.17 Notebook A4: cover, page with lined paper, squared paper and plain paper versions | **Files** | Design | Design |
| 3.1.18 Notebook A5: cover, page with lined paper, squared paper and plain paper versions | **Files** | Design | Design |
| 3.1.19 Clipboard A4 | **Files** | Design | Design |
| 3.1.20 Folder A4 | **Files** | Design | Design |
| 3.1.21 Post-it notes 40 mm x 50 mm  | **Files** | Design | Addendum |
| 3.1.22 B2 desktop calendar notebook | **Files** | Design | Addendum |
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| **3.2 CEPOL PUBLICATIONS** |
| **SPECIFIC PUBLICATIONS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.2.1 Annual reports (cover and back pages, table of content page, chapter page, spread page displaying text, images and graphs) | InDesign | Design | Design |
| 3.2.2 Work programmes (cover and back pages) | InDesign | Design | Design |
| 3.2.3 External newsletter (cover and back pages, table spread page displaying text, images and graphs) | InDesign | Design | Design |
| 3.2.4 Internal newsletter (cover and back pages, table spread page displaying text, images and graphs) | InDesign | Design | Design |
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| **THEMATIC PUBLICATIONS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.2.5 The contractor shall propose a system to graphically differentiate publications for each of the following categories:* CEPOL training catalogue
* CEPOL research and science journal
* CEPOL Common curricula
* CEPOL European Police Exchange Programme
 | InDesign | Design | Design |
| 3.2.6 Training catalogue | InDesign | Design | Design |
| 3.2.7 Research and science journal | InDesign | Design | Design |
| 3.2.8 Common curricula | InDesign | Design | Design |
| 3.2.9 European Police Exchange Programme | InDesign | Design | Design |
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| **GENERIC PUBLICATIONS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.2.10 Leaflet | InDesign | Design | Design |
| 3.2.11 Summary of the Annual report | InDesign | Design | Design |
| 3.2.12 Factsheet | InDesign | Design | Design |
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| **CEPOL CERTIFICATES** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.2.13 CEPOL course certificate | File / InDesign | Design | Addendum |
| 3.2.14 CEPOL Master certificate | File / InDesign | Design | Addendum |
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| **CONFERENCE PUBLICATIONS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.2.15 Conference programme, cover and back pages, one spread page with images and graphs | File / InDesign | Design | Addendum |
| 3.2.16 Conference invitation | File / InDesign | Design | Addendum |
| 3.2.17 Participants badges | File / InDesign | Design | Addendum |
| 3.2.18 Table nameplate (folded A3 format) | File / InDesign | Design | Addendum |
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| **PRESS MATERIAL** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.2.19 Feature article – A4 cover and continuation sheet | File / InDesign | Design | Design |
| 3.2.20 Factsheet – A4 cover and continuation sheet | File / InDesign | Design | Addendum |
| 3.2.21 Press release – A4 cover and continuation sheet | File / InDesign | Design | Design |
| 3.2.22 Press pack – A4 cover and continuation sheet | File / InDesign | Design | Addendum |
| 3.2.23 Press pack folder – A4 cover and continuation sheet | File / InDesign | Design | Addendum |
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| **3.3 CEPOL MULTIMEDIA** |
| **PRESENTATION MATERIALS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.3.1 Set of PowerPoint slide templates (title template, scheme template, bulletpoint template, graphic template) | MSO 10 | Design | Design |
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| **WEBPAGES, ONLINE SERVICES AND TOOLS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.3.2 CEPOL’s website Homepage | HTML and graphic files | Design | Design |
| 3.3.3 CEPOL’s website standard content page | HTML and graphic files | Design | Addendum |
| 3.3.4 CEPOL’s website news page | HTML and graphic files | Design | Addendum |
| 3.3.5 CEPOL’s e-net Homepage | HTML and graphic files | Design | Design |
| 3.3.6 CEPOL’s e-net content page | HTML and graphic files | Design | Addendum |
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| **3.4 CEPOL INDOOR** |
| **CONFERENCE AND EVENTS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.4.1 Banner: horizontal and vertical versions | File  | Design | Design |
| 3.4.2 Rollups | File  | Design | Design |
| 3.4.3 Speaker podium CEPOL cover | File  | Design | Addendum |
| 3.4.4 CEPOL carpet | File  | Design | Addendum |
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| **3.5 CEPOL OUTDOOR** |
| **BUILDING SIGNAGE** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.5.1 Logo on building (vertical and horizontal versions) | File  | Design | Addendum |
| 3.5.2 Entrance plaque | File  | Design | Design |
| 3.5.3 Flags (vertical and horizontal versions) | File  | Design | Design |
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| **3.6 CEPOLWEAR** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.6.1 CEPOL ties (5 patterns) | File  | Design | Design |
| 3.6.2 CEPOL scarves (5 patterns) | File  | Design | Design |
| 3.6.3 Jacket pins (2 models) | File  | Design | Design |
| 3.6.4 T-shirts | File  | Design | Addendum |
| 3.6.5 Polo T-shirts | File  | Design | Addendum |
| 3.6.6 Sweater | File  | Design | Addendum |
| 3.6.7 Jacket (Fleece) | File  | Design | Addendum |
| 3.6.8 Cap | File  | Design | Addendum |
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| **3.7 CEPOL PROMOTIONAL** |
| **GIFTS &GADGETS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.7.1 Fountain pen | File  | Design | Design |
| 3.7.2 Pens and pencils | File  | Design | Design |
| 3.7.3 Lanyards | Not required  | Design | Addendum |
| 3.7.4 USB pendrive | File  | Design | Design |
| 3.7.5 Plastic / paper carrier bag | Not required | Design | Addendum |
| 3.7.6 Fabric document bag | Not required | Design | Addendum |
| 3.7.7 Mousepads | Not required | Design | Addendum |
| 3.7.8 Antistress balls | Not required | Design | Addendum |
| 3.7.9 Keyrings | Not required | Design | Addendum |
| 3.7.10 Business card holder | Not required | Design | Addendum |
| 3.7.11 Mug | Not required | Design | Addendum |
| 3.7.12 Smartphone pocket | Not required | Design | Addendum |
| 3.7.13 Laptop bag | Not required | Design | Addendum |
| 3.7.14 Backbag | Not required | Design | Addendum |
| 3.7.15Umbrella | Not required | Design | Addendum |
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| **3.8 CEPOL COINS** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.8.1 CEPOL coin | Not required | Design | Addendum |
| 3.8.2 CEPOL framed coins | Not required | Design | Addendum |
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| **3.9 CEPOL WORKING DOCUMENTS AND TEMPLATES** |
| **DECISIONS AND OTHER TEMPLATES** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.9.1 Decision and working arrangement | MSO 10 | Design | Addendum |
| 3.9.2 Director decision  | MSO 10 | Design | Addendum |
| 3.9.3 Governing Board decision | MSO 10 | Design | Addendum |
| 3.9.4 Working arrangement | MSO 10 | Design | Addendum |
| 3.9.5 Third country agreement | MSO 10 | Design | Addendum |
| 3.9.6 Administrative notice | MSO 10 | Design | Addendum |
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| **3.10 CEPOL’S TEMPLATES AND STANDARD TEMPLATES** |
|  | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 3.10.1 Training and Research Unit: 10 templates | MSO 10 | Design | Addendum |
| 3.10.2 Strategic Affairs Unit: 5 templates | MSO 10 | Design | Addendum |
| 3.10.3 Finance and procurement documents: 5 templates | MSO 10 | Design | Addendum |
| 3.10.4 Human resources: 6 templates | MSO 10 | Design | Addendum |
| 3.10.5 ICT: 5 templates | MSO 10 | Design | Addendum |
| 3.10.6 Standard documents: 10 templates | MSO 10 | Design | Addendum |
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**Stage 4**

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| **4.1 CEPOL’s Corporate Identity Manual** | **Files and templates** | **Option I: Complete design** | **Option II: Partial redesign** |
| 4.1.1 CEPOL CI Manual compilation and design | File  | Design | Design |
| 4.1.2 10 printed copies of CEPOL CI Manual | Not required | Not required | Not required |
| 4.1.3 20 DVD copies containing the electronic version of the CEPOL Corporate identity Manual, and all related files and templates | Not required | Not required | Not required |
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