

Brand and identity specification: Call for Proposals

Purpose:

This project is intended to develop the visual identity of the European Association of Science Editors (EASE), with a rebranding strategy that consolidates the design of various materials into a modern, unified, cohesive identity. This document calls for proposals for a rebranding of the visual presentation and styling of EASE, including designs for various documents, logos and social media assets.

The document includes some contextualising history of EASE as an organisation and its members, and details of the key resources, materials and assets which would be central to a redesign of the Association's image. We also include requirements for submitting proposals, anticipated timelines and our selection process.

Overview of EASE

The European Association of Science Editors (EASE) was established in 1982, as a merger between the European Life Science Editors' Association (ELSE) and the European Association of Earth Science Editors (Editerra), formed in 1968.

Though it has long history with European roots, EASE has grown into an international organisation, with approximately 500 members in over 50 countries around the world, and dedicated regional chapters across Europe but also in Asia and the Americas.

The EASE community is made of a wide range of individuals from diverse backgrounds, linguistic traditions, subject area specialities, and professional experience, brought together through a shared interest in science communication and editing.

Our mission is to improve global standards and quality in science editing by promoting the value of science editors, supporting professional development, research and collaboration.

We advance our mission through events and publications, which take several forms. Our flagship events are biennial conferences, held in locations around Europe. EASE also provides in-person training workshops, and from 2020 has begun providing online conferences and workshops.

Our flagship publication is an open access journal, [European Science Editing](#), which publishes articles covering all aspects of scientific editing and publishing. This online journal is partnered by a quarterly print-publication member-magazine, *EASE Digest*, featuring abstracts from the journal, industry information and opinion pieces, book and website reviews, meeting reports and more.

Our most popular resources to support professional skills and development include the [EASE Guidelines for Authors and Translators of Scientific Articles](#), the [Science Editors' Handbook](#) (in softback print and online), Authors', Editors' and Peer Reviewers' [Toolkits](#) which compile freely available online information and training materials, the [SAGER Guidelines \(Sex and Gender Equity in Research\)](#) used globally to improve reporting standards, and our monthly e-newsletter highlighting EASE news and wider industry articles about editing and publishing.

Brand image and corporate identity

The current EASE corporate identify (white background, blue gradient and red font) was created around 2008 and used in a refresh of the EASE website, in 2010. It was also employed across all the EASE publications: the journal *European Science Editing*, the *Science Editors' Handbook* and the *EASE Guidelines*.

In the absence of any formal brand guidelines, various officers have interpreted the brand in their own way over time, and now there are a wide range of variations in circulation. Administrative documents, letters, reports, minutes, invoices etc have all seen many variations of font and style over the years, doing little to reinforce the EASE brand image to our stakeholders.

This is made all the more difficult as roles change and different people, in different countries, with their own styles create and edit documents for EASE. Many use the logo, but even then, there is no consistency in application resulting in a rather 'home-made' look. We would like to balance the need for many people to be able to create and edit documents with the need to retain and cherish the brand identity.

To attract new members, especially in the younger age categories, and to engage with our existing membership, EASE needs to redefine its image to convey something of the excitement of science and discovery, as well as the satisfaction of the 'art and craft' of successful science communication.

The key style, assets and materials which we would like proposals to address are:

- The overall colour scheme/theme for the Association
- Website
- Logo
- Member badge, based on the logo
- Regional Chapter badges, based on the logo
- Stationary and Publication style to be incorporated into: correspondence document header and structure, official resource styling and structure, flyers and posters
- *ESE* journal design
- *EASE Digest* design
- Social media theme

Website

The EASE website is the main hub for all activities and outputs of the Association. It has been developed piece-meal over the past 10-15 years, and we are planning to upgrade the structure, look, feel and navigation of the site to modernise it, make it more streamlined and effective. While there is a large amount of useful content, it has grown significantly in recent times and the content needs updating and a major reorganisation to ensure it is current and user friendly.

Candidates will need to have experience of working with web developers to apply designs and branding during website rebuilds and technical, structural redesign.

Logo, Member and Regional Chapters Badges

We would like a logo that is a more definite, recognisable design, representative or illustrative of the organisation.

We would like to develop versions of the logo as a member badge for all members, and a flexible version for each of the Regional Chapters. This must be in a format that we are able to create for each country. We have played with ideas (see below), but need something that can work consistently for every country, be easily identifiable and enhance the identity, sense of belonging, community feel and cohesion between all members of the Chapter.



EASE online presence

Website: <https://ease.org.uk/>

European Science Editing: <https://ese.arphahub.com/>

EASE Blog: <https://ese-bookshelf.blogspot.com/>

EASE [Twitter](#)

European Science Editing [Twitter](#)

Facebook [Page](#)

Facebook [Group](#)

LinkedIn [Page](#)

LinkedIn [Group](#)

[YouTube channel](#)

All these platforms use the EASE logo and branding which does not look particularly engaging in these formats, and is not always easy to repurpose.

There are two exceptions to this. The Blog is a Blogspot/Blogger platform, and has a unique colour scheme and theme using Blogger templates which is not co-ordinated with the EASE brand; and the journal *European Science Editing* is hosted on a separate journal publishing platform developed by ARPHA, which again has a unique design, but is based on the red/blue/white colour scheme.

We are keen to harmonise the brand across all channels with a more invigorating and consistent look and feel.

EASE publications and print media

We have several key publications:

European Science Editing – an openly free-to-read journal publishing articles regularly

EASE Digest – quarterly members magazine

Science Editors' Handbook – book, historically offered to new members

EASE Guidelines for Authors and Translators of Scientific Articles – a very popular resource, first published in 2010, updated annually till 2018 (an online publication in many languages)

Besides, **promotional flyers** present a brief overview of EASE, its mission, resources and activities to be distributed at events.

As part of a rebranding and redesign, we would like to modernise our publication formats and style, to more modern designs, with consistent branding, but also develop a style for each that emphasises the character of that publication and helps give it more utility to achieve its purposes.

European Science Editing (ESE)

<https://ese.arphahub.com/>

Publishes academic research style articles, review articles, discussions, and other forms of formal report. The journal has a traditional/formal presentation style, that is quite old-fashioned. Double-column, serif font.

The journal does not currently publish online/html versions of articles, only PDFs. As it is not physically printed, there is no imperative to format it in double-column, and should we begin publishing html, the online version would be single column, so preparing for consistency there would be optimal.

Recent *ESE* article: <https://ese.arphahub.com/article/51987/>

Examples of modern PDF designs of some online-only open access journals:

PLOS:

<https://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0242477&type=printable>

Cogent OA;

<https://www.cogentoa.com/article/10.1080/23311886.2020.1848501.pdf>

Editorial article: <https://www.cogentoa.com/article/10.1080/23311908.2017.1391473.pdf>

EASE Digest

It is our quarterly print member magazine featuring less academic style content, such as book reviews, industry news, interviews, opinion pieces (as well as abstracts from *ESE* journal articles). It started to be published in 2020, when *European Science Editing* stopped to be our quarterly print journal and was moved to the ARPHA platform, as an online-only open-access journal.

EASE Digest has retained the academic-style formatting of *ESE* journal and does not look different from its previous incarnation. Consequently, it looks formal but presents more casual content. We would like to create a distinct character for the *Digest* that feels more like a warm, personal, community-minded publication that better conveys the content.

Science Editors' Handbook

<https://ease.org.uk/publications/science-editors-handbook/>

<https://ease.org.uk/wp-content/uploads/intro.pdf>

Is promoted as an invaluable resource for anyone working in the field of editing either in print, or digitally. It covers a wide range of subjects, including journal management, editor responsibilities, and copy editing.

It is intended to serve as a go-to reference resource to provide examples of best practice, help with decision making, and support editorial development.

EASE first produced the handbook in 1994. In 2013 the original content was updated with 23 new chapters, but the design has remained largely unchanged between editions, and looks more like journal articles than an instructional or guidance book.

The content and style are now considerably outdated, and we are planning to create a completely revised version, with updated content and more practical utility in mind.

EASE Guidelines for Authors and Translators of Scientific Articles

<https://ease.org.uk/publications/author-guidelines-authors-and-translators>

Available in 29 languages, *EASE Guidelines* provide simple, clear advice aimed at making international scientific communication more efficient and drawing attention to ethical issues. This document has a similar journal-style to the *Science Editors' Handbook*, and could benefit from a more functionally effective redesign.

Promotional flyers

Simple leaflets introducing EASE to potential new members and other interested parties. These are available digitally, or can be colour printed locally in small numbers e.g. to distribute at a local event. Simple, but rather home-made.

EASE Acronym and definitions

In 1995 there was some discussion amongst Council and members about dropping the European from the name of the Association, European Association of Science Editors, to reflect its more global reach. This idea was rejected at the time, however, we feel now is a suitable juncture to reconsider this, as part of the brand identity work.

A recent discussion suggested there may be some merit in adopting the acronym as the actual name of the Association. The organisation has always been widely referred to as EASE, with many people perhaps not even knowing its full name. This has been done successfully with the *British Medical Journal*, changing to just the *BMJ*.

Doing this would provide some scope for strap lines and alternate definitions of the EASE acronym, for example **Excellence and Accountability in Science Editing** which has been used at the Strasbourg conference in 2016.

Submission requirements:

Please send your response to this call to Mary Hodgson, at secretary@ease.org.uk by Friday 15th January, and include the following details:

1. Your impressions of the current design and image of EASE, and a description of your ideas for approaching the redesign requirements in this brief.
2. Portfolio of similar work completed for previous clients (links to online materials and/or client websites are suitable), and descriptions of similar tasks such as graphic, print media, and website design.
3. Your availability to begin the project, and an estimate of the duration the project will take to complete,
4. A list of fees for the completion of each of the elements required (see page 2) and the total estimated cost to complete the project. Costs can be presented as hourly fees (with number of hours estimated) or flat rates for each item.

Selection criteria and decision-making process

Selection will be based on both qualitative and financial criteria. Proposals will be reviewed by a selection Committee, made up of the President, the Secretary, and EASE Council members.

The outcome of the review is intended to select one individual or firm for more detailed consultation to carry out the required work.

If two or more candidates are shortlisted, we will request finalists to make a further proposal presentation of concepts and suggestions for desired outcomes.

Project timeline

We would like to receive proposals by Friday 15th January. Proposals will be reviewed by the selection committee, and an initial decision reached by Friday 22nd January.

Date of project commencement may depend on the availability of the selected candidate. However, we would like to complete all redesigns of image and materials by June, in preparation for our Conference and Annual General Meeting, where we will unveil the new design.