

Helsinki, 9 January 2012

CLARIFICATIONS: 1

**Open call for tender ECHA/2011/183
Design, pre-press and printing services**

Question 1.1:

Can you please let us know the name of the contractor that developed the visual identity of ECHA? Furthermore given that a Manual already exists, what sort of templates and Guidelines are expected on the new contractor?

Answer:

The Visual Identity Manual was created by a Finnish company: Kuudes Kerros Helsinki Oy, Malminkatu 30, 00100 Helsinki, Finland.

One job the new contractor is expected to do for example, is to create more templates for "audience-specific publications - chapter 3.4.5" in the Visual Identity Manual (VIM). The VIM provides only one template for "Manuals" but ECHA publishes 3 types of industry manuals (as explained in the Annex 4.1.1 to the call for tender). The VIM provides also only one template for "Fact-sheets" but ECHA publishes 5 sub-series of fact-sheets as explained in the same Annex 4.1.1. The contractor is expected also to develop new templates and new covers of publications according to future needs identified by ECHA, using the guidelines in the existing VIM.

Section 1.3.2 in the Technical Specifications describes the Guidelines ECHA expects the contractor to draft. The Guidelines concern the use of symbols ECHA purchases from online data-basis, so that each symbol is used in all publications in a consistent way.