

Terms of Reference: Visual brand refresh for SAAF

1. About SAAF

The [Safe Abortion Action Fund \(SAAF\)](#) was founded in 2006 and is the only global fund exclusively dedicated to safe abortion. We provide grants and support to organisations in low- and middle-income countries working to improve access to safe abortion.

We are currently funding 95 organisations across 51 countries.

- **Useful documents for understanding SAAF and our work:** Our current [Theory of Change](#) and most recent [Annual Report](#).

2. The purpose of the brand refresh

2026 will be SAAF's 20th anniversary. In this time, we have provided consistent support to organisations working on abortion advocacy campaigns, research, attitude-transformation, and the provision of safe, high quality abortion care. We have also adapted and improved our [ways of working](#) in the past few years and would like to refresh SAAF's visual identity to better reflect our values and approach to funding. SAAF's current branding was developed in 2014, and we would like to modernise our brand to ensure it remains engaging, relevant and recognisable to our key audiences. We are now looking for support to develop a visual identity which enables us to share consistent and appealing content on our website, social media channels, and other external publications.

3. Scope of work

We are seeking an agency, team, or individual to work with us to update our digital branding. SAAF is a small team of just nine people. We do not have a communications team. We pride ourselves on being an efficient grant-maker with low administrative costs so that the vast majority of our expenditure goes directly to the grassroots and community-led organisations we support. We are therefore interested in working with individuals or smaller agencies who are dynamic, creative, and experienced, but also can work on a simple scale.

- **Essential key deliverables:**

- Support with audience brand perception, competitor analysis and engagement with key stakeholders (including SAAF grantee partners with whom we communicate in English, French and Spanish). SAAF will organise focus groups and send out surveys, but we are looking for support with developing an overall plan for this kind of audit and for the analysis of findings.
- Options for new:
 - logo design, including language variations
 - brand fonts
 - visual elements to aid consistent design
 - and an updated colour palette based on SAAF's work and values.

We can provide background information to support this and would consult on the chosen final option.

- A brand strategy/guidelines document for brand operators.
- All assets need to be easily accessible using Canva. Our grantees will need language-appropriate versions of the SAAF logo for their own communications.
- Provide assets with the new branding: PowerPoint template, digital letterhead, email signature, Word document template, Zoom backgrounds.

- **Potential deliverables:**

We are open to 'modular' quotes for this work which present options beyond the essential components listed above, based on budget available.

- Following the brand refresh, the [SAAF website](#) will need to be updated. So, we also welcome quotes which include an estimation of time and cost to update our website (WordPress) in three language versions (English, French and Spanish).
- Consideration of ideas which mark our 20th anniversary such as a special version of the new logo/merchandise ideas.
- Additional assets or branding guidance as appropriate.

4. Timeline

We are looking to select the successful candidate in January 2026 and have completed the process by June 2026. We hope to carry out online interviews with shortlisted candidates in late January.

January- March

Recruitment process and initial sharing of information.

| | |
|----------------------|--|
| | Brand audit and competitor analysis and external consultations. Strategy development. |
| March - May | Presentation of brand refresh options and consultation with SAAF team to determine best fit and refinement. |
| By early June | Final brand design chosen and assets provided to SAAF. |

5. Requirements for applicants

- Can demonstrate and share examples of similar previous work carrying out visual rebranding for organisations, preferably non-profits. We are particularly interested in hearing from applicants based in/working in the Global South with experience of working with regional and global organisations.
- Must have feminist values and awareness of the specificities of visual messaging on the topic of abortion.
- Must have a global lens and be culturally sensitive.
- Strong understanding of and commitment to accessibility.
- Comfortable working with SAAF languages: English, French, Spanish (communication with SAAF, and applications, will be in English).

6. How to apply

To apply, please complete the online application form [here](#). We will not accept email applications. For any questions or issues please email info@saafund.org.

The deadline to submit the application form is Wednesday 14th January 2026 (11pm GMT).