



MARKET RESEARCH

Graphic Design Support for the AlpineBits Alliance

Bolzano/Bozen 23.01.2025

1. Market research objective	2
3. About AlpineBits and the AlpineBits Alliance	2
3. Objectives for Graphic Design Activities	3
3.1 Completion of the AlpineBits brand identity	3
3.2 Promotional Materials	3
3.3 Infographic	3
4. Constraints	3
5. Enquiries to the supplier	4
5.1 Timing	4
5.2 Billing methods	5
5.3 Skills	5
5.4 Market research timing	5



1. Market research objective

The objective of this market research is to identify an experienced and reliable supplier capable of supporting AlpineBits in completing various graphic design activities. These tasks have been outlined by the AlpineBits Marketing Task Force and aim to strengthen the brand's identity and promotional outreach.

Key deliverables include:

- **Completion of the AlpineBits brand identity**, specifically creating a certification logo derived from the existing brand logo
- **Promotional materials**, including brochures and flyers
- **Creation of an infographic** explaining the certification process, which outlines the following steps:
 1. Initial implementation
 2. Tool testing
 3. Certification request
 4. Certification issuance

All outputs must align with AlpineBits' corporate identity, including existing logos and color schemes.

3. About AlpineBits and the AlpineBits Alliance

AlpineBits Alliance The AlpineBits Alliance is a group of 25 companies, associated with each other on a non-profit basis. The Alliance develops and promotes Open Standards to enhance data exchange and optimise the online presence of stakeholders in the tourism sector. Members contribute their technical expertise to develop standards that remain accessible to non-members as well.

Two main standards developed by the Alliance are:

- **AlpineBits HotelData:** Focused on hotel data exchange, managing requests and reservations, and handling availability and pricing.
- **AlpineBits DestinationData:** Supporting tourism destinations with data exchange for events, ski areas and more.

For further details, visit www.alpinebits.org.

3. Objectives for Graphic Design Activities

3.1 Completion of the AlpineBits brand identity

The supplier will create a specialised logo for AlpineBits certification and complete the AlpineBits brand identity. This design should adapt the current AlpineBits logo into a format that distinctly represents certification, ensuring compatibility with various media and formats.

3.2 Promotional Materials

Brochures and flyers will be developed to effectively communicate AlpineBits' mission and the benefits of its standards to stakeholders, including hotels, software providers and tourism organisations.

3.3 Infographic

The infographic will visually represent the certification process, emphasising clarity and ease of understanding. It should be engaging and professional, suitable for inclusion in promotional materials, website and presentations.

4. Constraints

Wherever the creation is concerned of material subject to proprietary rights, such as copyright, sui generis data rights and related rights, including those relating to mere photographs, industrial design, all rights of economic exploitation arising from the created material are attributed to AlpineBits Alliance, except those expressly excluded at the time of the offer.

Furthermore, if the material includes a software development project, all source code from libraries or other modules used in the completion of the assignment and belonging to a third party must be released under an Open Source licence (opensource.org/licenses) compatibly with the scope of the "outbound" software licence, without AlpineBits Alliance having to make any modifications, integrations, cancellations or having to request permission from third parties. In the absence of any expressly indicated licence, the terms of the GNU GPL v3 licence shall apply. The use of material belonging to third parties must be expressly declared at the time of the offer, or be easily and immediately inferred from the description of the project. In the event that code is developed during the realisation of this assignment, AlpineBits Alliance will initiate a Git repository on which the supplier must develop and publish the source code.

If the material consists of data, creative works (drawings, literary works, cinematographic works, figurative art, photographs), industrial design or other material which are subject in whole or in part to the proprietary rights of a third party, the use of such material is permitted provided it is licensed

under conditions compatible with the licence under which said material will be published, if indicated. If no licence is indicated, the material will be subject to conditions compatible with the **Creative Commons Zero (CC0) licence**.

5. Enquiries to the supplier

The supplier is requested to provide:

1. A description of the previous design work (CV and/or portfolio);
2. A roadmap and timeline in line with the proposal below;
3. A financial proposal (**VAT included**).

5.1 Timing

The supplier will collaborate closely with the AlpineBits Marketing Task Force, presenting results for each phase during scheduled online meetings. These meetings are part of a predefined roadmap that can be consulted here: <https://www.alpinebits.org/alliance/#Calendar>

All activities must be completed by **24th July 2025**, with interim results shared according to the following schedule:

Step proposal	Deadline
Kick off meeting with the AlpineBits marketing Task Force (confrontation to clear all doubts)	by 27th February 2025
Presentation of initial proposals to the AlpineBits marketing Task Force	by 27th March 2025
Presentation of the final proposals to the AlpineBits marketing Task Force marketing	by 24th April 2025
Full implementation	by 26th June 2025
Final delivery	by 24th July 2025

The supplier must adapt to the collaborative nature of the Task Force meetings and ensure progress aligns with these touchpoints.

5.2 Billing methods

The invoice from the supplier should be sent to AlpineBits in electronic format, only after the outputs produced have been approved by AlpineBits. Before proceeding with the testing of the outputs, the supplier must have uploaded the product code on the Git provided by AlpineBits. In the case of multimedia content (e.g. photos, videos, illustrations, documents) the supplier must provide the source files or open versions through the file hosting services indicated by AlpineBits.

A single invoice should be provided at the end of the activities. On the basis of the offers received and the assignments assigned, it will be possible to agree multiple invoices corresponding to milestones defined together during the initial phase of the activities.

Since, as indicated at the beginning of this paragraph, only approved activities can be invoiced, an initial invoice at the start of the assignment is not permitted.

We ask you to specify the total cost **including VAT**.

5.3 Skills

The supplier is requested to submit a list of references relevant to the activities requested in this market survey. In particular:

- Expertise in branding and graphic design
- Proven experience in creating promotional materials and infographics
- Familiarity with technical content is a plus

5.4 Market research timing

We ask you to specify the total cost for carrying out the activities described above (VAT included).

The deadline for sending the offer is **15/02/2025**.

For any enquiries please contact us:

Emily Louise Simonis (email: info@alpinebits.org)