

SENTECH is seeking to appoint service provider to update the Sentech Corporate Identity Manual.

The service provider will be required to perform the following:

Key Deliverables:

Update the current corporate identity style manual to standardise the creative approach to support the **Sentech** Company's corporate identity so that it is easy to recognise and heightens visibility and credibility in the minds of customers while upholding the integrity of the brand.

The manual should incorporate the policies and procedures that control the formatting and visual presentation of all SENTECH communications, including:

1. Redesign the Sentech logo in high-resolution vector (EPS), jpeg, AI and PDF formats
 - Full colour and white
 - Specify logo usage on backdrop images, such as photographs and graphics.
2. The logo: the usage preferences, word marks, icons, taglines and other identifiers; positioning, orientation, proportional relationships and minimum size requirements, as well as colour and style variations and logo configurations as they apply to every situation; clear space requirements around the logo to optimise visibility; examples of the correct use of copyright statements, disclaimers, etc.

The manual should also provide specific design guidelines and templates on how the logo should be used on the following items: (please provide examples of correct usage)

- Advertisements: layout, placement
- Corporate stationery on both digital and hard copy print: layout, fonts, line spacing, presentations.
- Annual report and Corporate Plan
- Corporate presentations
- Newsletter
- Corporate merchandise/clothing: colours, logo placement, size etc.
- Branding material e.g. outdoor and indoor pull banners, table cloths, podium banner, gazebo, wall banner, flags: layout, colours
- Exhibition stand
- Corporate gifts/giveaways
- Publications and company profile: colours, fonts, layout
- Brochures: online and print colours, font, layout
- Co-branding
- Screensavers
- Presentation template
- Mobi-app
- Signage
- Media: media release, briefing document
- Email signature

- Business cards
 - Digital presence: recommendations for website and social media profiles (twitter, Instagram, Facebook, LinkedIn, YouTube) to ensure a unified online presence
 - Internal communications templates
 - General News updates, CEO's desk, COO's corner, Condolences, Vacancies, New employee announcements, thank you note, Internal Memorandum, Policies template, Banners for e-mail signatures, Motivation template, Procurement Approach template, Invitations, Programs
 - Letterhead Design
 - Name Badges
 - Report Covers
 - A4 Folder
3. Colour Palettes: primary and secondary colours; colour palette; combination of colours and contrasts; which print- and Web-specific colour spaces, colour builds and other specifications have been approved for which form of communication; which file formats are preferred for printing and duplication processes, etc.
 - Colour specifications of the Logo - (Pantone, CMYK, RGB, Embroidery threads, Vinyl specifications and foiling pantones)
 4. Typography: The font or font families; the number of allowable weights and styles and determine the proper spacing and formatting of letterforms; visual hierarchy of headlines, subheads, body copy and other style preferences, etc.
 5. Imagery: illustrations, clip art and photography; the correct use of captions and credits, etc
 6. Editorial Style: Editorial guidelines to manage the treatment of language across multiple documents - rules governing perspective, vocabulary, tone of voice, etc.
 7. Templates: The use of templates for layouts; proportional relationships; rules that govern content management, including the hierarchy of information; etc.
 8. Print ready and open files: for all the elements proposed

Expected Outputs

- Overall design elements according to client briefings
- Updated templates
- Edited soft copy of the CI manual including each of the approved artwork/graphics and guidelines.
- One hard copy of the approved CI manual in full colour

All currently utilised forms and templates will be made available to the service provider upon the appointment. The service provider is expected to complete the project by the **28th of June 2024**.

Other planning matters will be discussed in detail, upon appointment.

****All designs must be given to SENTECH in PDF format and in open files on completion of the project and will remain the property of SENTECH. SENTECH retains exclusive ownership (Copywriter/Ownership) of designs created on its behalf; thus, ownership should be given to Sentech as soon as the work is completed.**