

Scope of works

SENTECH is looking for a service provider who will

develop between 35 and 40 forms, with an average number of 15 pages per form, as well as between 20 and 25 templates, with an average number of 7 pages per template. The bidder must make allowance for development of new forms, where necessary (an allowance of 5 is acceptable).

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The service provider will be required to perform the following:

Design a comprehensive CI manual spelling out: The rationale of the manual, SENTECH Mission, Vision, Values and Brand Positioning-

The mediums will be used for Website, Mobile, QR Codes, Billboards, Online advertisement ADS and In-line video content for any video/broadcastings.

- Develop templates and guidelines for the use of the visual identity
- The forms and templates must be branded with applicable SENTECH corporate logos and colours
- The forms must have drop down options (Word and PDF) where applicable
- The forms and templates must be interactive and downloadable of the SENTECH website and Intranet
- The forms must be named and numbered, as guided by SENTECH
- SENTECH will require samples before printing and uploading on the website for approval first before initial production of work to the appointed/ awarded bidder.
- SENTECH must be provided with all forms and templates electronically and they must all be savable and printable including the possibility of enabling password protection on outward facing documents

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.

Design, edit and full colour print of the SENTECH Corporate Identity

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- ✓ Provide 1 printed Manuals and a soft copy (PDF) to SENTECH
 - ✓ Provide 30 Branded Crystal 64gb USBs to SENTECH with all contents of the Manual Automation of SENTECH Logo (as well as the open files)

The Manual must include the following:

- ✓ Introduction (Background/History of SENTECH)
- ✓ History of the LOGO
- ✓ Explaining Corporate Identity
- ✓ Purpose of the Manual
- ✓ Colour specifications
- ✓ Typography
- ✓ Correct Use of the Logo (Highlight common Misuses)
- ✓ Minimum Size Requirements
- ✓ Co-Branding Guides and Examples

Technical specification on designs and layout

- Logo components
- Logo typography (fonts) - primary and secondary
- Layout of Logo on grid to determine correct positioning
- Clean spaces around
- Reverse application of the Logo
- Logo colours and backgrounds (dos and don'ts)
- Incorrect and correct use of the Logo
- Smallest allowed size that the Logo may be applied to allow for readability
- Colour specifications of the Logo - (Pantone, CMYK, RGB, Embroidery threads, Vinyl specifications and foiling pantones)
- Corporate and campaign fonts
- Logo usage on background, e.g., photos and graphics
- Brand photography

LOGO DESIGN

Element Associations:

- Logo –symbolism (meaning)
- Logo with and without endorsement
- Logo and the webpage element
- Logo with catch phrase/ slogan
- Association between the SENTECH logo and other logo's (co-branding with other logos)

The Manual must include the design, layout, and specifications of following stationery templates:

- ✓ Letterhead Design
 - ✓ Envelope standards
 - ✓ Business Cards
 - ✓ Name Badges
 - ✓ Report Covers
 - ✓ A4 Folder
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- ✓ PowerPoint Presentation Template
 - Power Point format (normal size and wide size)
 - Use of text on Power Point format
 - Use of diagrams, icons, photos and graphs
 - Colour palettes and correct use of colour
 - Guidelines, page view, font sizes and page numbering on slides
- ✓ Email Signatures
- ✓ Notices
- ✓ Certificate Templates
- ✓ Invitations
- ✓ Programs
- ✓ Event Access Passes
- ✓ Digital guidelines - Media statements, social media, blogs, newsroom, video, audio content, etc
- ✓ Print guidelines
- ✓ Internal Memorandum
- ✓ Policies
- ✓ Banners for e-mail signatures
- ✓ Internal communications tool - 6 x designs
 - General News updates
 - CEO's desk
 - COO's corner
 - Condolences
 - Vacancies
 - Housekeeping
 - New employees
 - Thank you notes

The Manual Must include the following Publication Templates:

- ✓ Brochures and Trifold/Zfold Pamphlets
- ✓ Flyers and Posters
- ✓ Newsletters (Internal and External- Cover & Inner Pages) Minimum 3 Interchangeable
- ✓ Company profile
- ✓ Integrated Annual Reports

The Manual must include the following advertising templates:

- ✓ Newspaper Advert – Recruitment Advert and Generic Advert
- ✓ Social Media Template/Facebook, Twitter, LinkedIn, Instagram and google ads(ADWORD)
- ✓ Magazine Advert and advertorial/Media Articles
- ✓ Blogs
- ✓ Events
- ✓ etc

Social Media

- ✓ Logo specification, placement and guidelines regarding use of logo
 - ✓ Image specification and guidelines regarding use
 - ✓ Website branding
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Branding material: concepts and design

- ✓ Exhibition stands with different sizes x 3 designs.
- ✓ Marketing collateral
- ✓ Events and trade shows
- ✓ Press release templates and boiler plates
- ✓ Brand colours
- ✓ Logo variant and placement
- ✓ Font type and font size
- ✓ Style and tone of voice
- ✓ Spelling (UK)
- ✓ Banner wall x 3 designs
- ✓ Pull-out banners x 3 designs
- ✓ Gazebos x 4 designs
- ✓ Parasols x3 designs
- ✓ Podium banner x3
- ✓ Flag fountains x 2 design
- ✓ Tablecloths x 2 designs
- ✓ Print and digital collateral mock-ups

The successful bidder will also be expected to perform the following services as duties and responsibilities:

- Conceptualize and design all SENTECH templates and provide initial design concepts for the SENTECH to choose from
- Design, layout of different product markings
- Overall design according to client brief
- Create SENTECH logos in vector, jpeg, AI and EPS formats
- Develop SENTECH templates and product markings and guidelines for the use of the visual identity
- Print and digital collateral mockups (including all templates, SENTECH logo and product markings)
- Process of coordinating all changes from SENTECH and making sure that they are incorporated to the CI Manual.

Planning and programming

All currently used forms and templates will be available to the service provided on the working days of appointment. The service provider will be expected to hand the complete project over to SENTECH, by the 13 October 2023

The service provider will be expected to present draft forms and templates to SENTECH, within five (5) weeks of appointment.

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.**
