



SUPPLY CHAIN MANAGEMENT

Room K 016

FIRST AVE ENTRANCE

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INVITATION FOR A QUOTATION

REFERENCE NUMBER: RFQ/CIMANUAL/MAR/2023

This is a request for a quotation for the development and review of the PACOFS Corporate Brand Identity and to design and install PACOFS external and internal signage.

The Corporate Identity Manual development will help create the circumstances that will allow PACOFS's marketing efforts to succeed.

The appointed service provider will be required to;

- Develop the CI manual including all the elements that are currently outdated. The PACOFS logo will remain intact but a new refreshed look and feel- including the development of the corporate identity manual to ensure consistency on the brand image – is needed.
- The communication channels and visual identity will be enhanced, so that a positive new image is developed, which will ultimately enhance the reputation of the institution within its broader community including the various internal and external stakeholders, such as PACOFS staff, Board, clients, public, the media and sponsors.
- Create signages that will further add to the institution's marketing and brand awareness.
- Supply, install, and maintain the allocated signages. These signages will be placed on the outside and inside of the building.

Additional key deliverables;

- **Provide a Digital copy file with the CI manual/ guidelines and 3 USBs with loaded CI Manual.**
- **Development of Corporate manual elements**
- **Logo design and colour pallets;**

Logo, header, footer

Logo colour specifications (Pantone, CMYK and RGB)

Logo variation (Horizontal, stacked, vertical)

Logo colour variation

Logo abuse (positioning and proportions)

Typography (primary and secondary)

Imagery & Photography (style and interpretation)

Stationery- Business card, letterhead, PowerPoint template, Corporate Folder, Compliment slip, email signature

InDesign and editable templates

Office door name plates
Corporate wear
Corporate gifts
Vehicle branding
Advertising material templates (Vacancy & Public notices)
Internal and external signage
Promotional materials- pull up, wall banner flyer and brochure/Poster
Social media templates- Facebook and Linked-Inn
Copywriting and proofreading
Stock images related to the brand

PACOFs should retain all copyright and ownership of materials produced by service provider i.e. Logo and pantone specs. Please refer to **Annexure A** for additional requirements.

Quotation should indicate;

- All-inclusive fee for development and review of the CI Manual
- All-inclusive fee for designing PACOFs external and internal signage.
- All-inclusive fee for installation PACOFs external and internal signage.

Minimum requirements.

- Own tools or resources for graphic designing and completing the required services.
- Diploma in graphic designing with atleast three (3) years relevant experience in developing CI Manual. Please provide copies of qualifications and the curriculum vitae of the key personnel who will be responsible for completion of the project.
- Portfolio of evidence of previous designs should be submitted with the quotation.
- At least three (5) Contactable references for completion of similar projects.
- Provide company background.

Compulsory Presentation;

Service providers are required to make compulsory presentations on **Monday 13th February 2023**. Arrangements regarding time of presentations should be made with Ms Adri Van Veijeren. **Failure of the service provider to provide a presentation before the submission of the proposal will lead to automatic disqualification.**

Failure to quote as requested , attach copies of qualifications and the curriculum vitae of the personnel and portfolio of evidence of previous designs will lead to disqualification of the quotation.

For any queries and site visit arrangements, please contact Ms Adri Van Veijeren at smmarketing@pacofs.co.za.

1. Please provide your CSD supplier and unique registration number for verification on the CSD database. Please attach a valid tax clearance and B-BBEE certificate.
2. Please submit the completed SBD 4 Bidders Disclosure and SBD 6.1 Preference Points claim form in terms of the Preferential Procurement Regulations 2022.
3. Evaluation criteria 80/20 will be applicable with regards to Preferential Procurement Regulations 2022.
4. The service provider will be allocated points based on the goals stated in table 1 of SBD 6.1 as may be supported by proof/ documentation.
5. The offer scoring the highest points should win the quote. This quotation is subject to the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, the National Treasury General Conditions of Contract (GCC) and, if applicable, any other special conditions of contract.

CLOSING DATE & TIME FOR QUOTATION / PROPOSALS:

FRIDAY, 17 FEBRUARY 2023 at 11h00

Please submit quotation via E-mail to quotation@pacofs.co.za

No late submission will be accepted!

Only emailed quotations will be accepted!

VERY IMPORTANT NOTICE!

1. PLEASE SUBMIT QUOTATIONS ON A COMPANY LETTERHEAD.
2. PAYMENT WILL BE DONE 30 DAYS AFTER RECEIPT OF THE ORIGINAL INVOICE.
3. BANKING DETAILS (REMITTANCE NAME; BRANCH CODE AND ACCOUNT NUMBER) MUST APPEAR ON YOUR INVOICE AND MUST CORRESPOND WITH THE BANKING DETAILS DISPLAYED ON THE CSD REGISTRATION REPORT.
4. PLEASE REMEMBER TO SIGN YOUR QUOTATION. UNSIGNED QUOTATIONS - INVALID.
5. THE TOTAL PRICE QUOTED MUST INCLUDE VAT AS WELL AS DELIVERY COSTS (THE COMPANY WHICH IS NOT VAT REGISTERED SHOULD NOT INCLUDE VAT IN THE PRICE).
6. IF VAT IS CLAIMED, VAT NUMBER SHOULD APPEAR ON THE QUOTATION.
7. NO CESSIONS WILL BE SIGNED.
8. A VALID B-BBEE CERTIFICATE SHOULD BE SUBMITTED.
9. QUOTATIONS SHOULD BE VALID FOR 30 DAYS.
10. PRICE QUOTED SHOULD NOT BE ON SPECIAL OR SALE.
11. PLEASE DO NOT INFLATE PRICES.

