



REQUEST FOR QUOTATION – SAE 15/2017

UPDATE OF THE CORPORATE IDENTITY MANUAL FOR THE DURBAN ICC

1. Background

The Durban ICC is one of the world's leading events and meetings venues. In order to maintain the extremely high standards demanded by clients and stakeholders, all marketing collateral needs to be specifically purchased, according to the requirements of our venue.

2. Purpose

The Durban ICC requires a service provider to update the existing Corporate Identity (CI) Manual for the Durban ICC Complex, incorporating the Durban International Convention Centre, the Durban ICC Arena and the Durban Exhibition Centre.

3. Scope of Works

3.1 The CI Manual must outline and articulate the following Brand elements in detail

- Brand Pillars
- Brand Differentiators
- Brand Values
- Brand Personality Traits
- Brand Benefits
- Use of Legal Names, Trading Names and Sub-Brands

3.2 The CI Manual must accurately detail the respective layouts and the correct application of the Durban ICC Brand in the following areas

- Logo Development
 - The Logo
 - Construction
 - Official Colours (Pantone Codes, CMYK, RGB)
 - Use of Clear space
 - Minimum Size
 - Incorrect Application Examples
 - Co-Branding
 - Slogan
 - Tag line
- Use of Graphic Devices and Design Elements
- Typography



- Stationery
 - Letterhead
 - Business Card
 - Compliment Slip
 - Envelope
 - Presentation Folder
 - Calendars
 - Banners
 - Certificate
 - Coasters

- Communication
 - Advertising
 - Packages
 - Greeting Cards

- Electronic Communication
 - Electronic Newsletter
 - Emailers
 - E-mail Signature
 - PowerPoint Presentation
 - CD & CD Cover

- People
 - Name Badges
 - Staff ID Cards

- Promotional Items
 - Pen
 - Note-Pad
 - T-Shirt and Golf Shirt
 - Cap
 - Bag
 - Lanyard

- External Signage
 - Pylons
 - Directional

- Internal Signage
 - Venues
 - Directional
 - Restrooms

- Correct use of Sub-Brands
 - Durban International Convention Centre
 - Durban ICC Arena
 - Durban Exhibition Centre



4. Evaluation

The evaluation process is based on:

- The Durban ICC needs to be satisfied, in all respects, that the organisation selected has the necessary resources, qualifications and abilities for this project, and that all submissions are regarded in a fair manner in terms of evaluation criteria and process.
- The first round of evaluation of the proposals will be based on their experience and how well the service provider demonstrates their expertise, methodology and ability to produce high-quality CI Manuals.
- The second round of evaluation will involve the assessment of the quotation and the Service Provider's B-BBEE status
- A minimum quality criteria score of 70 must be obtained in order for the bidder to be deemed responsive and evaluated for price.
- A bidder, who does not meet the minimum quality criteria score of 70, will be deemed non-responsive and not further evaluated.

5. Prompts for judgement

Quality Criteria		Weighting
5.1 Experience	Experience in producing similar Corporate Identity Manuals for other clients. (Please provide a list of these clients and their contact details)	20
5.2 Qualifications	Qualifications in design and years of design experience	20
5.3 Understanding of the work	Quality and responsiveness of the project proposal towards the scope of work as described in this terms of reference	30
5.4 Approach and methodology	Methodology and approach clearly describing the work flow for the design of the CI Manual	30
Total		100



6. Preconditions

A written proposal/quotation will not be considered unless the service provider who submits the quotation provides the following with their proposal/quotation:

- 6.1 Full name.
- 6.2 Identification or company or other registration number.
- 6.3 Tax reference number and VAT number, if any.
- 6.4 Valid original Tax Clearance Certificate from the South African Revenue Services which proves that the service provider's tax matters are in order.
- 6.5 Valid BBBEE Certificate.
- 6.6 MBD 4 Declaration of Interest form must be completed.
- 6.7 Statement that the company's water, electricity and rates are up to date or formal payment arrangements have been made.

7. Requirements to submit quotations

- 7.1 All schedules in this document must be populated and will form part of the quotation.
- 7.2 Company's **must** submit a company profile and provide examples and references of similar such works performed.
- 7.3 A completed ICC Durban (Pty) Ltd supplier application form which is available for download from the Durban ICC website (www.icc.co.za). Alternatively, if the supplier is registered on the Durban ICC database, then the service provider need only submit their supplier number. All the mandatory documents must be included with this application.

8. Compulsory Pricing Schedule

Description	Cost	Total
Design of Corporate Identity Manual, as per specifications	R	R
Please state any additional costs:		R
	Total (Excl. VAT)	R
	14 % VAT	R
	Total (Incl. VAT)	R

I.....being duly authorized thereto by do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Signature: _____ **Date:** _____

Note: Failure of a Service Provider to complete and sign this page will invalidate the quotation



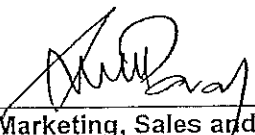
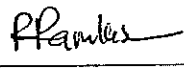

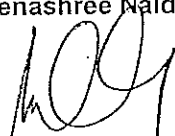
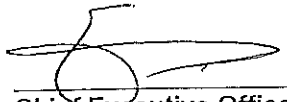
9. **Contact Person**

Scott Langley – Corporate Affairs and Marketing Manager
Tel: 031 360 1315
Email: scottl@icc.co.za

10. **Closing Date**

Quotations, together with this document and supplier registration forms are to be placed in a sealed envelope marked for the attention of the Procurement Department and are to be placed in the Tender Box at the Durban ICC security entrance on the ground floor, 45 Bram Fischer Road Durban before 12:00 on 04 July 2017

11. **Request for proposals approved by:**

 Marketing, Sales and Events Director Mala Dorasamy	20/6/17
 SCM Compliance Officer Ritesh Ramkissoon	28/06/2017
 SCM Compliance Manager Thenashree Naidoo	20/06/2017
 Finance Director Melanie Rambally	23/6/17
 Chief Executive Officer Lindiwe Rakharebe	23/6/2017



DURBAN ICC

INDEPENDENT CONTRACTORS ASSOCIATION
1400 WEST 10TH AVENUE, SUITE 1000
DENVER, CO 80202

12. Past experience in similar assignments

Assignment Description	Key Elements	Date Completed	Contact Person and Telephone Number	Assignment Value

I,.....being duly authorized thereto bydo hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Name: (Block Capitals) _____

Signature: _____ Date: _____

13. Declaration of Municipals Fees

I, the undersigned, do hereby declare that the Municipal fees of

.....
 ...
 (Full name of Company / Close Corporation / partnership / sole proprietary/Joint Venture)

(hereinafter referred to as the TENDERER) are, as at the date hereunder, fully paid or an Acknowledgement of Debt has been concluded with the Municipality to pay the said charges in instalments.

The following account details relate to property of the said TENDERER:

<u>Account</u>	<u>Account Number: to be completed by tenderer.</u>
Consolidated Account No.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Electricity	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Water	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Rates	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Other	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Other	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

I acknowledge that should the aforesaid Municipal charges fall into arrears, the Municipality may take such remedial action as is required, including termination of any contract, and any payments due to the Service provider by the Municipality shall be first set off against such arrears.

- Where the TENDERER'S place of business or business interests are outside the jurisdiction of eThekweni Municipality, a copy of the accounts/agreements from the relevant municipality must be attached (to the back inside cover of this document).
- Where the tenderer's Municipal Accounts are part of their lease agreement, then a copy of the agreement, or official letter to that effect is to be attached (to the back inside cover of this document).

NAME : (Block Capitals)

SIGNATURE : DATE:
 (of person authorised to sign on behalf of the Tenderer)

14. **MBD4 Declaration of Interest**

- 14.1 No bid will be accepted from persons in the service of the state¹.
- 14.2 Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
- 14.3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.
- 14.3.1 Full name of bidder or his/her representative
- 14.3.2 Identity number:
- 14.3.3 Position occupied in the Company (director, trustee, shareholder²):
.....
- 14.3.4 Company Registration Number:
- 14.3.5 Tax Reference Number:
- 14.3.6 VAT Registration Number:
- 14.3.7 The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

References:

¹ *MSCM Regulations: "in the service of the state" means to be –*

- (a) *a member of –*
- *any municipal council*
 - *any provincial legislature*
 - *the National Assembly or the National Council of Provinces*
- (b) *a member of the board of directors of any municipal entity;*
- (c) *an official of any municipality or municipal entity;*
- (d) *an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);*
- (e) *a member of the accounting authority of any national or provincial public entity;*
- (f) *an employee of parliament or a provincial legislature.*

² *"Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.*

14.3.8 Are you presently in the service of the state?
If yes, furnish particulars:

YES	NO
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14.3.9 Have you been in the service of the state for the past twelve months?
If yes, furnish particulars:

YES	NO
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14.3.10 Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and/or adjudication of this bid?
If yes, furnish particulars:

YES	NO
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14.3.11 Are you aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and/or adjudication of this bid? If yes, furnish particulars:

YES	NO
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14.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state?
If yes, furnish particulars:

YES	NO
-----	----

14.3.13 Is any spouse, child or parent of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state? If yes, furnish particulars:

YES	NO
-----	----

14.3.14 Do you or any of the directors, trustees, managers, principal shareholders or stakeholders of this company have any interest in any other company or business whether or not they are bidding for this contract? If yes, furnish particulars:

YES	NO
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15. Full details of directors / trustees / members / shareholders

Full Name	Identity Number	State Employee No.

Signature

Date

Capacity

Name of Bidder