

REQUEST FOR PROPOSALS (2017.SACN CORPORATE IDENTITY DESIGN UPDATE.150.003)  
(Close: 23 February 2017)

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## **CALL FOR PROPOSALS: SACN CORPORATE IDENTITY DESIGN UPDATE**

### **About SACN**

The South African Cities Network (SACN) was established in 2002 by the Minister for Provincial and Local Government, in collaboration with the mayors of South Africa's largest cities and the South African Local Government Association (SALGA). It is an independent Section 21 company with the mandate to promote good governance and management in South African cities, analyse strategic challenges facing South African cities through urban research and applying the experience of large city government in a South African context. It also aims to promote shared-learning partnerships between different spheres of Government to support the management of South African cities.

### **Introduction**

Over the past 15 years, the SACN has gone through various iterations of its logo and other branding materials. Furthermore, there have been numerous components added during the period as the scope and size of the organisation grew. This has been exacerbated by a lack of consistent use of the existing Corporate Identity elements to adequately and appropriately communicate the identity of the organisation.

### **Objective**

To assist with remedying this situation, the SACN is looking to appoint a small design team over a two-month period that would be able to develop (or where they already exist, improve) both standardised, and complex, design elements.

### **Scope of work**

This short term project consists of the following three components:

1. **Creating a coherent series of branding elements for the organisation to use over the next 5 year cycle.**
  - a) Ensure that the existing logo has the correct colours, size and design.
  - b) Different logo variations - based on placement and usage e.g. colour and black and white. A SACN logo in formats appropriate for use on the organisation's social media platforms.
  - c) Primary colour palette of the organisation's official colours. Ensure that there are clear Pantone colours, CMYK and RGB.
  - d) Secondary colour pallet that could complement the primary colour pallet for use

in publications and other outputs of the organisation.

## 2. Redesign Corporate Templates

The SACN team currently makes use of a series of templates during its day to day work. The successful service provider should carry out the following:

- a) Design a set of SACN corporate typefaces to be used in printed materials (these should be complementary to the logo design and need to be compatible with both Mac and PC.
- b) Design (and template) the following documents)
  - Powerpoint template (a series to provide options).
  - An electronic version of the SACN letterhead for consistent use
  - Agenda, minutes and attendance registers
  - Requests for Proposals/Quotes
  - Terms of Reference (for SACN Reference Groups)
  - Selection & Inception Reports
  - Concept note template
  - Research report template
  - Business Cards
  - Email Signature
  - Digital News Letter
  - Digital Event Flyer
- c) Standard typographic treatments that supports a coherent identity including how we handle key types of text (e.g. a web tagline or even in the standard way that we write headings on the website).

## 3. Corporate Identity Manual

A manual of graphic elements that illustrates how the above elements come together and are used. This manual should include a user guide. All design elements should also be adaptable to mobile applications.

### Deliverables

The following series of deliverables are defined:

1. Agreement with the project manager on the delivery timeframes and intermediate milestones – date to be discussed;
2. A draft set of designs and templates to be submitted by – date to be discussed;
3. Review and feedback from SACN team by – date to be discussed;
4. A set of final design elements and templates to be submitted by – date to be discussed.

### Expertise Required

The successful bidder/s should display relevant experience, technical expertise or capabilities with respect to the following:

-  Creativity and strong design skills and expertise;

- ☀ Ability to translate and provide design elements in the appropriate format for use by the SACN
- ☀ A track-record of satisfactory delivery
- ☀ Ability to work to timeframes and specified outputs
- ☀ Capacity to work interactively and consultatively

## Resources and costing

Time and effort is estimated at approximately 30 days with a maximum budget of R50 000. Payments will only be processed upon approval of work submitted at each respective stage of the project plan and payment schedule.

## Criteria for selection

Bids will be adjudicated against the following criteria:

- Clarity and quality of proposal; 40%
- Qualification, track record & references of personnel that will work on the project; 40%
- The level of involvement of previously disadvantaged individuals; 20%

Bidders are encouraged to be competitive in their pricing, and take note of the *Resources & Costing* guidance in this brief.

## Submissions and enquiries

The award of this tender will be based on quality and interpretation of the proposal.

Interested service providers should provide the SACN with:

- A brief proposal indicating description of proposed approach and project plan (specify any particular capabilities, innovations, or limitations);
- An all-inclusive time-based quote for the activities as outlined above (applicable rates must be clearly specified); and
- Copies of corporate profiles and personnel CVs to support the evaluation.

E-mail your proposals and quotes to [sadhna@sacities.net](mailto:sadhna@sacities.net) by close of business on Monday, 13 March 2017. Technical queries can be emailed to [mayleen@sacities.net](mailto:mayleen@sacities.net).