

# REQUEST FOR QUOTATION (RFQ)

**YOU ARE HEREBY INVITED TO SUBMIT A QUOTATION FOR GRAPHIC DESIGN  
SERVICES FOR THE  
SOUTHERN CENTRE FOR INEQUALITY STUDIES**

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## REQUEST FOR QUOTATION (RFQ)

<b>RFQ:</b>	RFQ/Graphic Design Services/2021/07
<b>ISSUE DATE:</b>	9 July 2021
<b>BRIEFING SESSION:</b>	Not Applicable
<b>DESCRIPTION:</b>	Graphic design services for a specified time
<b>CLOSING DATE:</b>	23 July 2021 (17:00 South African Standard Time)
<b>SERVICES REQUIRED:</b>	<p>Design the following elements to inform the SCIS Brand Architecture:</p> <p><b>Corporate Identity</b></p> <ul style="list-style-type: none"> <li>➤ Logos (to also provide guidelines for usage as per the Wits University co-branding guidelines)</li> <li>➤ Logo options i.e., various sizes and for different SCIS Research Projects</li> <li>➤ Corporate Identity Manual to include fonts, sizes etc.</li> <li>➤ Letterhead</li> <li>➤ Memos</li> <li>➤ Agenda and minutes templates</li> <li>➤ PowerPoint presentations and closing slides</li> <li>➤ Working Paper template</li> <li>➤ Policy Brief template</li> <li>➤ Media /Press release template</li> <li>➤ Social Media Branding (Facebook, LinkedIn, Twitter)</li> <li>➤ Call for Papers/Call for Proposals template</li> <li>➤ Invoice/Quote template</li> </ul> <p><b>Marketing Collateral</b></p> <ul style="list-style-type: none"> <li>➤ Brochures (A4, A5, Portrait and landscape), electronic and printed</li> <li>➤ Z-Fold Brochure</li> <li>➤ Electronic Invitation</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Electronic Greeting card</li> <li>➤ Pull Up Banner (including co-branded banners)</li> <li>➤ Gazebo</li> <li>➤ Tablecloth</li> <li>➤ Posters</li> <li>➤ Flyers</li> <li>➤ Lanyards</li> <li>➤ Exhibition material</li> <li>➤ Corporate stationery including desk and full yearly calendars</li> <li>➤ Presentation Folder</li> <li>➤ Corporate merchandise including items such as hoodies / t-shirts, caps, water bottles, mugs</li> </ul> <ul style="list-style-type: none"> <li>● Primary and secondary colour palette</li> </ul>
<b>SOURCE:</b>	FROM MS WORD FILES SUPPLIED
<b>SPECIFICATION:</b>	<ul style="list-style-type: none"> <li>a. SCIS seeks the services of a graphic designer of branding agency to develop a brand architecture and marketing collateral.</li> <li>b. Develop a corporate identity manual for SCIS.</li> <li>c. Ensure that ideas and creative material are aligned with Wits / SCIS.</li> </ul>
<b>TIMEFRAME:</b>	<ul style="list-style-type: none"> <li>a. Appointment of service provider: 06 August 2021</li> <li>b. Project timelines: 10 August - 10 September 2021</li> </ul>
<b>QUOTE SHOULD INCLUDE:</b>	<ul style="list-style-type: none"> <li>● Full costing and total estimated cost for specification provided, inclusive of VAT.</li> <li>● Process and estimated turnaround time.</li> <li>● Validity period and limitations.</li> <li>● Bidders are required to provide portfolios of relevant previous work done when submitting the quote, as part of the evaluation process.</li> <li>● Bidders are encouraged to be competitive and propose any innovations towards greater value for money.</li> </ul>

<b>CONTACTS:</b>	Submissions and general enquiries:  Email: <a href="mailto:#Dept-Info.SCIS@wits.ac.za">#Dept-Info.SCIS@wits.ac.za</a> Website: <a href="https://www.wits.ac.za/scis/">https://www.wits.ac.za/scis/</a>

The successful bidder will be notified within a week of the date of bid submission. The award of this tender will be based on value for money and affordability.

## REQUEST FOR QUOTATION: GRAPHIC DESIGN SERVICES FOR A SPECIFIED PERIOD

### Terms of Reference

#### 1. INTRODUCTION TO THE REQUEST FOR QUOTATION

##### 1.1. About the Southern Centre for Inequality Studies (SCIS)

Wits University has embarked on a multi-partner research and policy project focusing on understanding and addressing inequality in the global South and building a collaborative southern institution to strengthen and sustain this work. Our starting premise is that while technical solutions to addressing inequality are very important, they will not be politically feasible unless the social and political forces driving high levels of inequality are clearly understood and addressed. Inequality is a global problem and studying and addressing it in South Africa will also enable us to enter into a dialogue about inequality in other settings across the global South.

The project is conceptualised around four main areas of substantive work:

- To identify key areas where inequality shapes the life chances of individuals.
- To understand, through a focus on the structure of the economy and society, and political, economic and cultural processes, the production, reproduction and intersection of power relations and inequality.
- To imagine and lock in an alternative configuration of power relations that generates affirmative state action, provides greater equality of access to relevant resources and fundamentally alters the structure of power relations in society.
- To develop a research and policy agenda for the inclusive growth of productive forces.

#### 2 PURPOSE

2.1. The purpose of this bid is to appoint a service provider to provide graphic design services to develop a brand architecture for SCIS.

2.2 The contract is expected to commence on 10 August 2021.

2.3 All dates and times in this bid are to be submitted on or before 23 July 17:00 (South African Standard Time).

### 3. SCOPE OF WORK

3.1 The appointed bidder will be required to design the following elements:

#### 3.2 Corporate Identity

- Design a Corporate Identity Manual for SCIS which will serve as a style and brand guide for the Centre.
- Design Logos and provide co-branding guidelines (see Wits University Brand Guide attached).
- Design a variety of Logo options i.e., in different sizes and for different Research Projects
  - SCIS has an existing master brand logo which must be retained
  - The use of **GREEN** as a dominant colour must be maintained. The graphic designer can propose an additional complimentary colour scheme which suits the current branding and follows the branding guidelines provided by Wits/SCIS. This process should also result in a colour palette for SCIS that includes the dominant green colour, and that compliments the existing logo.
- Design images or where applicable source the appropriate stock images where copyright requirements have been fulfilled
- Design electronic invitations
- Design and layout quarterly/bi-monthly stakeholder newsletters
- Design and layout booklets, brochures, publications (digital and print)
- Typeset all relevant documents to include:
  - Letterheads
  - Memos
  - Agenda and minutes templates
  - PowerPoint presentations and Closing slides
  - Working Paper template
  - Policy Brief template
  - Media /Press release template
  - Call for Papers/ Call for Proposal template
- Design all Social Media Branding and relevant graphics for various channels e.g., Facebook, LinkedIn, and Twitter
- Design online campaign banners, including email banners which can also be used on the SCIS website

- Design and layout of special online campaigns e.g., SCIS flagship events such as annual lecture - specifically internal and external newsletters both HTML and PDF, and other formats.

### 3.3 Marketing collateral

- Design and layout all marketing collateral
- Design brochures (A4, A5, Portrait and landscape) electronic and printed
- Design Z-Fold Brochure
- Design invitation templates in PDF, HTML, and other formats
- Design greeting card templates in PDF, HTML, and other formats
- Design posters and flyers
- Design lanyards
- Design Pull Up Banner (including co-branded banners)
- Design gazebo
- Design tablecloth
- Design all exhibition material
- Design all corporate stationery e.g., calendars, pens, pencils, mouse pads, journals, presentation folder
- Design all corporate merchandise including items such as hoodies, t-shirts, caps, water bottles, mugs etc.

## 4. BIDDING REQUIREMENTS

4.1 Proposals must be received no later than 26 July 2021 at 17:00 hours (SAST)

4.2 The application form must be completed using the provided link: <https://Applicationform> and the final proposal must be sent by e-mail to the following address: [#Dept-Info.SCIS@wits.ac.za](mailto:#Dept-Info.SCIS@wits.ac.za)

4.3 A prospective bidder requiring any clarification or contractual matters may notify SCIS via email at the email specified above

4.4 The bidder shall bear all the costs associated with the preparation and submission of the Proposal

4.5 Proposals must offer services for the total requirement of services contained in the RFQ

4.6 Proposals offering only part of the required services may be rejected

4.7 No Proposal may be modified after the closing date of the submission of Proposals, unless SCIS has issued an amendment to the RFQ allowing such modifications

4.8 SCIS may, at its discretion, extend the deadline for the submission of proposals or revise the terms of reference, by issuing a modification to the bid.



4.9 This document and any annexes shall not be construed as a contract or a commitment of any kind

4.10 This request for quote in no way obligates SCIS to award a contract, nor does it commit SCIS to pay any cost incurred in the preparation of the proposal

## 5. SELECTION CRITERIA

5.1 SCIS attaches particular importance to the following criteria:

- Demonstrated ability to comply of the bidder to perform the services listed under section 3 (3.1 and 3.2)
- Pricing conditions

SCIS reserves the right to:

- Award the Contract to a Vendor of its choice, even if the bid is not the lowest
- Award separate Contracts for parts of the work, components, or items, to one or more Vendors of its choice, even if their bids are not the lowest
- Accept or reject any Proposal, and to annual the solicitation process and reject all Proposals at any time prior to award of contract
- Not award any Contract at all if submissions received not meet SCIS requirements

5.2 There is no obligation by SCIS to reveal, or discuss with any Vendor, how a Proposal was assessed, or provide any other information relative to the evaluation process or state the reasons for elimination to the bidder.

5.3 SCIS reserves the right at the time of award of contract to modify the scope of services and goods specified in the RFQ without any change in price or other terms and conditions.

## 6. CONTENT OF PROPOSAL

A bid shall contain the following:

6.2 Company profile

6.3 At least three samples of previous work which will provide documentary evidence to assess the competency of the company, relevant knowledge, skills, and experience, related to the RFQ

6.4 A financial component that includes detailed price information and the number of units and cost per unit

6.5 Please submit an all-inclusive financial offer listing each deliverable as a separate, with all line items costed

6.6 Proposals shall be signed by the Bidder or person, or persons duly authorised to bind the Bidder to the contract

6.7 An incomplete bid without the components listed above will be eliminated from the bidding process

## **7. SUBMISSION GUIDELINES: ELECTRONIC SUBMISSIONS**

7.2 Bidders shall make clear reference to the proposal in the subject field as instructed below:

### **Response to RFQ: Graphic Design Services**

7.3 The proposal shall be submitted to the email addresses indicated in section, with subject line:  
**RFQ/Graphic Designer/2021/07.**

7.4 Email submission shall not exceed **10MB**. It is recommended that all the proposal documents are consolidated into as few attachments as possible which shall be in commonly used file formats.

7.5 Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline. It shall be the Bidder's responsibility to ensure that Proposals are received by the deadline.

7.6 Proposals must be submitted on or before the deadline via email, no late submissions will be accepted

**7.7 No hand-delivered submissions will be accepted.**

7.8 Contract is expected to run from 10 August - 10 September 2021.

- We encourage any bidder to become acquainted with the supplier's terms and conditions
- Please visit this website: <https://www.wits.ac.za/about-wits/tenders/suppliers/>

## **DISCLAIMER**

This Call is just a request for quotation and not an offer document; responses to it should not be interpreted as approval of an offer or as implying that the parties have entered into a contract. By submitting a quote, applicants are considered to have read, understood, and agreed to all terms and conditions. The SCIS makes no representations, warranties, assurances, guarantees, or endorsements to the applicant about this call, whether in terms of accuracy, completeness, or otherwise, and the SCIS will have no responsibility to the applicant or any other party in connection with the RFQ.

**END OF RFQ DOCUMENT**