

**SOUTH AFRICAN LANGUAGE PRACTITIONERS' COUNCIL
(SALPC)**

**THROUGH PAN SOUTH AFRICAN LANGUAGE BOARD AS
IMPLEMENTING AGENT
(PANSALB)**

TERMS OF REFERENCE

(TOR)

FOR

**CORPORATE IDENTITY & BRANDING STRATEGY DEVELOPMENT &
EXECUTION**

RFQ NO: SALPC0001-2023/24

**HEREBY WISHES TO APPOINT A SERVICE PROVIDER FOR THE PROVISIONING OF
BRANDING STRATEGY AND LOGO FOR THE SOUTH AFRICAN LANGUAGE
PRACTITIONERS' COUNCIL (SALPC) FOR A PERIOD OF THREE (3) MONTHS**

CLOSING DATE AND TIME FOR THE RFQ

28 NOVEMBER 2023 @ 12H00

RFQ VALIDITY PERIOD: 60 DAYS

SECTION 1: GENERAL INFORMATION

1.1 PURPOSE

- 1.1. Through the release of this Request for Proposal (RFP) the South African Language Practitioners Council (SALPC) seeks proposals from qualified, full-service branding & design specialists to provide a comprehensive and cohesive Corporate Identity (CI) and branding strategy for the institution.
- 1.2. SALPC is a public entity recently established and seeks to establish its brand and create awareness of its existence and functions.
- 1.3. The CI and branding strategy should complement the strategic marketing & communication objectives of SALPC.

1.2 BACKGROUND

- 1.2.1. The South African Language Practitioners Council (SALPC) was established in terms of Section 3 of the South African Language Practitioners' Act (Act No. 8 of 2014) and is a national public entity subject to the Public Finance Management Act (Act No. 1 of 1999).
- 1.2.2. The SALPC has been established to promote language practice in the country, and has as part of its objectives:
 - a) promote and protect the language practice in the Republic.
 - b) scrutinize particulars of people intending to register.
 - c) register people who are registrable by the Council.
 - d) accredit people who are accreditable by the Council.
 - e) develop, implement, revise, and amend a code of conduct relating to the conduct of registered language practitioners.
 - f) protect language practitioners' professional interests; protect the members of the public who make use of services provided by language practitioners.
 - g) regulate the provision of language service to members of the public; provide and encourage the provision of opportunities for persons, especially from indigenous communities, to enter and participate in the language practice in the Republic.
 - h) contribute to an enabling environment for job creation in the language practice in the Republic.

- 1.2.2. The Pan South African Language Board has been appointed to assist SALPC with the establishment of the entity.

SECTION 2 PROPOSAL REQUIREMENTS

2. GENERAL SCOPE OF WORK

- 2.1.1 The successful bidder must be able to provide the following services (comprehensive evaluations) but not limited to the following term of reference:
- a) Developing a Corporate Identity Manual in line with the objective of SALPC
 - b) Develop a creative branding strategy.
 - c) Distinguished and Noticeable Logo Design and tagline/slogan
 - d) Website design, development, and maintenance
 - e) Design and printing of branded banners and other promotional material
 - f) Reporting to SALPC periodically on project status
- 2.1.2 Create a detailed proposal that includes an approach, methodology, and budget for the development of a corporate identity. This includes designing, and producing branded banners and promotional material, as well as developing a company website and social media pages.
- 2.1.3 Develop a cohesive brand identity and language that can be applied to all marketing strategies and materials. This should be guided by design thinking principles and should include visual design elements such as photography, iconography, packaging, and digital design for the web and other interactive formats.
- 2.1.4 It is important that all business units, products, and applications are covered in the brand identity plan. Clear instructions and examples should be provided for implementing the brand identity in all situations. Additionally, emphasis should be placed on developing a strong photographic and visual language. An organizational logo and tagline that emphasizes institutional values should also be created.
- 2.1.5 **Branding Elements to be included but not limited to:**
- a) Primary corporate identity elements: stationery, presentations, letterheads, business cards etc.
 - b) Distinguished and noticeable Logo design and tagline/slogan
 - c) Website design, development, and maintenance

- d) Internal brand content creation toolkits
- e) External branding and design guidelines
- f) Fully integrated brand CI for both online and offline implementation
- g) Internal Communication Newsletter/House Magazine
- h) Editorial Style Guide

3. REQUIREMENTS

3.1. The following is required from the potential service provider:

- a) Develop a Corporate Identity Manual in line with the objective of SALPC.
- b) Develop a creative branding strategy.
- c) Website design, development, and maintenance.
- d) Design and printing of branded banners and promotional material.
- e) Reporting to SALPC on the project status

4. INTELLECTUAL PROPERTY RIGHTS

4.1. All materials, products, literature, research, and devices produced by SALPC with copyright, patent, and intellectual property rights shall remain in the ownership of SALPC and/or its respective partner (if need be).

5. DUE DILIGENCE

- 5.1. A due diligence review may be conducted at the sole discretion of SALPC or its implementing agent PanSALB at any time prior to the awarding of the contract which may include but is not limited to conducting site visits at the bidder's corporate offices.
- 5.2. PanSALB promotes local production and content and for purposes of this RFQ PanSALB reserves the right to only consider South African-based companies for appointment under this RFQ.
- 5.3. PanSALB reserves the right to interview a service provider who would have been shortlisted for this specific assignment.
- 5.4. PanSALB may, at its sole discretion, award an assignment or any part thereof to more than one service provider.

- 5.5. The successful service provider may not cede or assign any part of its agreement with SALPC/ PanSALB nor subcontract any part of the work assigned to them without the prior written authorization of PanSALB.
- 5.6. Failure to comply with any condition of this request for quotation will invalidate the respective proposal.
- 5.7. Regular monthly written feedback must be given to the Chief Executive Officer, or his/her nominee on all matters, including the progress of the assignment, at no cost to PanSALB.
- 5.8. A bidder shall, in the event of a Change Event, such as a sale, acquisition, merger, or other change of control of a bidder after submission of a proposal where such Change Event is achieved, directly or indirectly, in a single transaction or series of related transactions, or in the event of a sale of all or substantially all of the assets of the bidder in a single or series of related transactions, secure the prior written approval of PanSALB, failing which, PanSALB shall at its own discretion exclude the bidder from further participation in the RFQ process.

6. EVALUATION CRITERIA

6.1. Phase 1 – Evaluation of Compliance

- 6.1.1. This entails the initial screening of RFQ responses received at the close of the RFQ.
- 6.1.2. During this phase, responses are registered to ascertain the number of RFQ responses received before the closing date and time and to verify if the bidders submitted all mandatory requirements.
- 6.1.3. The following mandatory documents should be submitted to qualify for the next phase of evaluation:
 - a) Valid original SARS tax clearance certificate.
 - b) CSD summary report

6.2. Phase 2 – Technical Assessment

6.2.1. Your presentation should cover the discussion point below, where the presentation will be rated as follows:

Poor =1 - 2/5

Fair = 2 – 3/7

Good 3

Excellent 5 allocated for 10/20

No	Power-point Presnetation	Weight	Points
1	Setting Clear Objectives.	5	10
2	Measuring Brand Awareness.	5	10
3	Understanding Customer Perception.	5	10
4	Evaluating Customer Engagement.	5	10
5	Monitoring Market Share and Sales.	5	10
6	Measuring Customer Loyalty and Advocacy.	5	10
7	Conducting Competitive Analysis.	5	10
8	Ensuring Brand Consistency.	5	10
Total			80
Minimum Score Required			60

2	<i>Delivery Period (Days) within three months</i>		
	<i>Service Provider to tick appropriate section to indicate timeframe for delivery.</i>		
2.1	<i>90 days</i>	<i>20</i>	
2.2	<i>120 days</i>	<i>10</i>	
2.3	<i>150 days</i>	<i>5</i>	
<i>MINIMUM</i>		<i>20</i>	
<i>TOTAL</i>		<i>20</i>	

6.3. Phase 3 PPR Evaluation

6.3.1. As per the Preferential Procurement Regulations of 2022 in terms of the 80/20 Points system, the 20 points for Specific goals for the entity are allocated as follows:

- 100% Women Ownership = 5 points
- 100% SMME/EME = 10 points
- 100% owned by Youth = 3 points
- 100% owned by disabled individuals = 1 points
- Locality = 1 point (Municipal Bill or Account Statement to be attached as proof)

Please ensure that Table 1, in paragraph 4.2 of the SBD 6.1 is completed in full to qualify for specific goals aligned to the B-BBEE. Failure by the supplier to complete Table 1 of the SBD 6.1 will disqualify the supplier from receiving points for Specific Goals as per requirements of the Preferential Procurement Regulations of 2022.

Breakdown of points:

80/20 Preference Point Component	Points
Pricing	80
Specific Goals	20
Total	100

THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right) \text{ or } Ps = 90 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender