



Independent Communications Authority of South Africa
Pinmill Farm, 164 Katherine Street, Sandton
Private Bag X10002, Sandton, 2146

THE SPECIFICATIONS FOR HEAD OFFICE INTERNAL AND EXTERNAL BRANDING. THE BID WILL BE ADVERTISED FOR PERIOD OF 16 WORKING DAYS IN THE GOVERNMENT TENDER BULLETIN

1. Background

The Independent Communications Authority of South Africa is moving to new premises and as such it requires the services of a service provider to produce and deliver external and internal branding for its new Head Office in Centurion. Qualified and interested companies with a presence in the Gauteng Province, specialising in providing these services are invited to submit a proposal for ICASA's offices as mentioned below.

2. Scope of work

The scope of work includes the following

External branding

1. Office park wall branding (main entrance into the office park)

Produce identification branding for the office park

Specifications: Aluminium cut outs of ICASA's Vertical logo wrapped in Vinyl on pins

Size: The completed product should be 2m X 2m all inclusive

Quantity: 2

2. Black Pillar between the two buildings

Specifications: Aluminium cut outs of ICASA's logo wrapped in Vinyl on pins

Size: 1.5m X 1.5m

Quantity: X2

3. Visitors parking signage

Specification: Metal panel on aluminium with the printed words 'Visitors parking and ICASA logo

Size: Structure must be 1.5m in height

Quantity: X2

4. Outside building Wall branding (facing the N1)

Produce identification branding on the building

Specifications: LED Backlit signage with ICASA's horizontal logo and wording to include 'Access the offices through John Voster drive.'

Size of box: length – 1.5 m; Width 30 cm; height 2m

Quantity: 1

5. Directional signage into the offices

Specifications: Metal panels with Aluminum wrapped in vinyl – displaying the different building sign

Size: Structure must be 2m in height

Quantity: x 2

6. Entrance area signage

Branding of two glass blocks in the entrance area of the buildings

Specification: Window lettering (30 words) displaying office hours and Window Decal of Logo

Quantity: X 2 (one each building)

Internal Office branding

1. Reception areas Block B and C – Wall opposite reception desk

ICASA horizontal logo on clear Perspex on pin

Size: 1m X 1m

Quantity: 2

2. The reception desk (Block B and C)

Specification: Trimmed aluminium wrapped in Vinyl branding of ICASA logo on pins

Size 1.5m X 1.5m

3. Directional signage to different areas inside the building to be placed in the reception areas (Block B and C)

Specification: Perspex with glass decal of wording (350 characters in total)

Size: 2m X 2m

Quantity: 2

4. Reception sign board (block B and C)

Trimmed aluminium wrapped in Vinyl branding of the word Reception on pins behind the reception desk

Quantity: 2

Size: height – 120 cm and nine (9) letter with the word Reception.

5. Additional signage for reception (Block B):

Aluminium trimmed signage with a directional arrow and words 'Reception' written
ICASA logo on aluminium

Quantity: x1

Size: 120 cm for wording 'Reception.'

1 m long directional arrow

6. Working areas

Painting of the fake pillars with ICASA corporate colours (Primary colours)

Quantity: 20

Size: height 2.6m ; width 0.8m – 1m

7. Boardrooms

a. Main Council Boardroom,

ICASA horizontal logo on clear Perspex on pins

Size: 1.5 m x 1.5m

Quantity: 1

One wall size wallpaper as per the ICASA CI guideline to be provided

Size: height 2.6m and width 5.8

Quantity: 1

b. CEO Boardroom

ICASA horizontal logo on clear Perspex on pins

Size: 1.5 m x 1.5m

Quantity: 1

One wall size wallpaper as per the ICASA CI guideline to be provided

Size: height 2.6m and width 3m

Quantity: 1

c. The presentation room

ICASA horizontal logo on clear Perspex on pins

Size: 1.5 m x 1.5m

Quantity: 1

One wall size wallpaper as per the ICASA CI guideline to be provided

Size: height 2.6m and width 5.8

Quantity: 1

d. Canteen

ICASA horizontal logo on clear Perspex on pins

Size: 1.5 m x 1.5m

Quantity: 1

One wall size wallpaper as per the ICASA CI guideline to be provided

Size: height 2.6m and width 5.8

Quantity: 1

8. Rest of the Boardrooms

One wall size wallpaper as per the ICASA CI guideline to be provided

Size: width 3m; height 2.6m

Quantity: 10

3. Project output and outcomes

The successful service provider will be responsible for the production, delivery and placing of the completed branding, that is error free and in line with ICASAs Corporate Identity.

ICASA will be responsible for supplying the successful service provider with the following:

- Electronic versions of the logo

A project plan with timelines and deliverables will be developed in agreement with the ICASA, and the service provider is to have completed the project by the 26 October 2018 .

The ICASA CI guidelines is attached as Annexure A.

4. Service Level Agreement

The successful service provider will be required to enter into a written service level agreement with ICASA.

ICASA reserves the right to:

1. Decrease the quantities and/or items due to budget constraints,
2. Negotiate and/or change the material to be used for the branding elements,
3. Not to award the bid to the lowest bidder, but to the bidder representing the best value for money.

5. Period of assignment

All work is to be carried out in accordance with the time schedule as agreed with the Authority. This is a once off contract for the production, delivery and placing of the completed branding, that is error free and in line with ICASA's Corporate Identity.

6. Briefing Session

There will be a compulsory briefing session onsite@

350 Witch-hazel Avenue, Eco Park Estate

Centurion

11:00

Biidders who do not attend the briefing session are disqualified

7. Bid evaluation

The bid will be advertised for a period of 16 working days in the Government Tender Bulletin on a 80/20 procurement principle.

Bidders will be evaluated on; a) submission of the required documents, b) functionality and c) price/BBBEE. Only bidders who meet the cut-off score of 70 points out of 100 points for functionality will be considered further for price and BBBEE evaluation. All bid proposals submitted will be evaluated in accordance with the 80/20 procurement principle as prescribed by National Treasury Regulations.

No	Category	Weight
A.	Functionality: Pre-qualification criteria	
1.	Provision of samples of previous work completed (Pictures or portfolio) and references (min 2) that match the sample of work provided Evaluation criteria <ul style="list-style-type: none"> • No submission of samples and references = 1 • Submission of samples and unrelated references = 2 • Inaccurate and poor-quality samples submitted and one references = 3 • Partial submission of samples (internal and/or external only) and 2 references = 4 • Accurate, high quality and relevant samples submitted and more than two references = 5 	25
2.	Company Experience and letters of reference Evaluation criteria <ul style="list-style-type: none"> • Less than 3 years' experience in non - similar projects = 1 • Less than 3 years' experience in similar projects = 2 • 3 and more, less than 5 years' experience in similar project (With less than 3 reference letters submitted) = 3 • 5 years' experience in similar project (With 3 or more reference letters submitted) = 4 • More than 5 years' experience in similar project (with 3 or more reference letters submitted) = 5 	40
3.	Project Team Evaluation criteria <ul style="list-style-type: none"> • Service provider has not provided the proof of team CV/profiles and/or proof of qualifications = 1 • Service provider has not provided the relevant skilled area CV/profiles and/or proof of qualifications = 2 • Key personnel (comprising brand specialists, designers) each have limited levels of experience (less than 2 years) based on their CV's/Profiles attached = 3 • Key personnel (comprising brand specialists/architects, designers and /or graphic designers) each have extensive levels of experience (3-4 years) based on their CV's/Profiles attached = 4 • Key personnel (comprising brand specialists/architects, designers and /or graphic designers) and each have outstanding levels of experience in internal and external branding over and above the stated requirement (more than 5 years) based on their CV's/Profiles attached = 5 	35
	TOTAL FOR FUNCTIONAL PRE-QUALIFICATION CRITERIA.	100