

# BREDE-GOURITZ

Catchment Management Agency  
Opvanggebied Bestuursagentskap  
I-Arhente yoLawulo lomMandla nokungqongileyo  
51 Baring Street Worcester 6850, Private Bag X3055 Worcester 6850

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## **BREDE-GOURITZ CATCHMENT MANAGEMENT AGENCY**

51 Baring Street, Worcester 6850

Telephone number: (023) 346 - 8000

### **TERMS OF REFERENCE**

LOGO DESIGN FOR THE BREDE-GOURITZ CATCHMENT MANAGEMENT  
AGENCY (BGCMA) - WOCERSTER AND GEORGE OFFICES

NOVEMBER 2016

<b>TERMS OF REFERENCE</b>	
PROJECT TITLE	LOGO DESIGN FOR BGCMA
BID NUMBER	T2016/02: DEVELOPMENT OF BGCMA LOGO

DELIVERABLES	Development of Logo for the Breede-Gouritz CMA (Worcester Head Office and George Satellite Office)
ENQUIRIES	Ms Z Mbuzi / Ms M Mlabateki

### **1. BACKGROUND TO THE BREEDE-GOURITZ CATCHMENT MANAGEMENT AGENCY**

The Breede-Gouritz Catchment Management Agency (BGCMA) is a public entity in terms of the National Water Act, Number 36 of 1998, as amended. It is governed by the Board which is appointed by the Minister of Water and Sanitation. The Board as an Accounting Authority reports directly to the Minister of Water and Sanitation. The primary mandate of the BGCMA includes the management of its water resources in line with the National Water Act and the National Water Resource Strategy. Being a public entity, it has to comply with the Public Finance Management Act, 1999 and National Treasury Regulation, 2005 (NTR) as amended (including all other relevant Acts). The BGCMA has its Head Office in Worcester and Satellite Office in George. The logo designed is for all the production material and branding.

The intention of this tender is to appoint a Bidder who designs logos and develops appropriate logo material. It remains the BGCMA's determinant that Bidders must propose logos that talks to the mandate of the BGCMA and suit the Agency's requirements.

### **2. SCOPE OF WORK**

Project Duration	: Three (3) months
Project inception date	: 21 December 2016
Project closure date	: 20 March 2017
New logo effective date	: 01 April 2017

### **3. ESSENTIAL INFORMATION**

#### **Logo Design Objectives**

The logo should reflect the theme of water resources management and sustainability with the combination of natural vegetation in the Breede-Gouritz area.

The logo will be used as the identity for Agency. It will be utilized on all promotional materials, events and on all official documents and publications made by BGCMA.

#### **Logo Target Audience**

All government Ministries and Offices, NGOs, Water sector, Institutions of Higher Learning, Business owners and managers, International Organizations and other institutions.

#### **Scope of Work**

The vendor will be required to prepare a Proposal for submission

##### *The proposal must contain:-*

1. Designer profile (with experience and qualifications),
2. Proposed cost/ Price of the Logo
3. Design details, including:-
  - Three different Logo design concepts must be submitted in hard copy and PDF format.
  - Each logo concept should be accompanied by a brief description of how the logo was developed and what characteristics, values and messages it imparts.
  - Brief logo usage guidelines; including how small it could be used, colour codes, grey scale version, how the logo is used on dark backgrounds etc.
4. The logo should relate to two major characteristics of the BGCMA which are water resources management and sustainability.

#### **Post proposal tasks**

1. The appointed vendor will also have to incorporate the BGCMA's vision, which will be provided once the party has been awarded the design project.
2. The logo package of the selected logo should be supplied with a variety of file types and resolutions in full colour for use in different applications. Greyscale versions should also be submitted.
3. The appointed vendor will be required to incorporate all written guidelines as stipulated by the BGCMA.

*The files to include:-*

- a. AI
- b. EPS
- c. PDF
- d. TIFF
- e. PSD
- f. JPEG

## Changes & Revisions

Vendor is to allow the BGCMA, without any extra charge, for revisions after the initial concepts for logo and vision have been presented within an agreed time period.

### 4. EVALUATION CRITERIA AND METHODOLOGY

4.1 The 80/20 preference point system shall apply. The preference point system is in line with the BGCMA Supply Chain Management Policy. The following is the weighting awarded for each element, and the threshold score:-

Evaluation Component	Weighting	Threshold score
Technical proposal functionality	100	80 points

Evaluation Component	Weighting
B-BBEE status level of contribution	20
Price proposal	80
Total	100

### 4.2 Mandatory requirements

Bidders must meet all the mandatory requirements as stipulated in the bid document. Failure to comply with any of the requirements may lead to the vendor being disqualified. Mandatory Technical Requirements are not subjected to scoring as these are absolute minimum requirements.

Also, all B-BBEE certified copies of certificates must not be older than three (3) months.

	<b>Comply</b>	<b>Not Comply</b>
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4.2.1	<p>The bidder must confirm that they have read and understood the terms and conditions set out in this bid and that they will enter into a service level agreement acceptable to the BGCMA's terms and conditions. It is further stated that the BGCMA reserves its rights to terminate the services of any preferred bidder should it fail to meet the BGCMA's requirements of developing a logo that reflects the mandate of the organisation and the Branding Guidelines. The bidder must submit with the bid:</p> <ul style="list-style-type: none"> <li>A. A proposed bid; and</li> <li>B. A proposed Pricing Schedule</li> <li>C. Service level agreement with the project timelines</li> <li>D. Proof of payment for a non-refundable bid amount of R100</li> </ul> <p><b>Banking details:</b>  Absa Bank Limited  Account holder: Breede-Overberg CMA  Account number: 40- 7200-0995  Branch code: 632005  Account type: Cheque account</p> <p><b>Note:</b> Please forward proof of payment to <a href="mailto:zmbuzi@bgcma.co.za">zmbuzi@bgcma.co.za</a> or Post it together with this document and your proposal.</p>		
	Substantiate / Comments (use separate type page if necessary and make reference to 5.2.1		
4.2.2	The bidder must provide proof of mandate if acting on behalf of the company.	<b>Comply</b>	<b>Not Comply</b>
	Substantiate / Comments (use separate type page if necessary and make reference to 4.2.2		
4.2.3	The bidder must have been established, experienced and operational for a period of at least three (3) years or more. Provide Company Profile.	<b>Comply</b>	<b>Not Comply</b>

	Substantiate / Comments (use separate type page if necessary and make reference to 4.2.3)		
4.2.4	The bidder confirms that they will abide by the BGCMA's requirements and requirements as part of the logo design process.	<b>Comply</b>	<b>Not Comply</b>
	Substantiate / Comments (use separate type page if necessary and make reference to 4.2.4)		

**5.3 Evaluation process**

5.3.1 Following the Closing Time and Date, the BGCMA intends to evaluate the Tenders received.

5.3.2 Tenders will be evaluated against the Evaluation Criteria specified under the section "Evaluation Criteria Format".

5.3.3 Without limiting the BGCMA's rights in the Request for Proposals (RFP), the BGCMA may at any time during the Tendering Process choose to:

- (a) shortlist one or more bidders; and
- (b) accept one or more tenders

5.3.4 Unless the Evaluation Criteria explicitly require, the BGCMA may, but it is not in any way bound to, shortlist, to select as successful, or to accept the Tender offering the lowest price.

5.3.5 Should the BGCMA choose to include a short listing stage in its evaluation process, the BGCMA is not, at any time, required to notify bidders or any other person or organization interested in submitting a Tender.

5.3.6 A bidder's response will not be deemed to be unsuccessful until such time as the bidder is formally notified of that fact by the BGCMA.

## **5.4 Evaluation criteria format**

5.4.1 The evaluation criteria are weighted to reflect the importance of project requirements noted in the Specifications.

5.4.2 In evaluating bidders responses, the BGCMA will have regard to:

- (a) specific evaluation criteria identified in the list below;
- (b) the overall value for money proposition presented in the bidder's response; and
- (c) Particular weighting assigned to any or all of the evaluation criteria specified below.

5.4.3 For the purposes of this Request For Proposals (RFP), 'value for money' is a measurement of financial and non-financial factors, including:

- (a) quality levels; and
- (b) performance standards
- (c) cost
- (d) timelines

5.4.4 Value for money will be assessed on a 'whole of life' (including the transitioning-in, the contract term and the transitioning-out phases of the relationship between the BGCMA and a bidder), with a view to long-term sustainability of the value for money proposition and with a focus on ensuring that value for money outcomes are promoted and protected following the conclusion of any contract that may result from this RFP.

5.4.5 Administrative compliance will be determined in accordance with the conditions listed in this RFP.

5.4.6 The evaluation criteria will be in line with the PPPFA, Number 5 of 2000 and Preferential Procurement Regulations 2011.

5.4.7 Evaluation will be based on a point system and two-stage evaluation process. As a pre-requisite, a bid must comply with the requirements of the bid solicitation and meet the minimum threshold of the functionality evaluation criteria to be declared responsive and qualify to the next evaluation stage.

## 6. Functionality evaluation

The evaluation criteria for measuring functionality, and the weighting attached to each criterion is listed in the table below:

Sub-criteria	Description	Weighting
<b>The bidder must provide requirements and not limited to the following for the building</b>		
<b>Capacity and Capability of the company</b>	Capacity in respect of logo design: Reference letters from other clients.	<b>5</b>
<b>Location</b>	Located in the area of the BGCMA	<b>5</b>
<b>Previous work examples (logo designs)</b>	<ol style="list-style-type: none"> <li>1. Previous work with public entities</li> <li>2. Previous work with government entities</li> <li>3. Previous work with civil society / stakeholders and interested parties</li> </ol>	<b>15</b>
<b>File type</b>	<p><i>The files to include:-</i></p> <ol style="list-style-type: none"> <li>a. AI</li> <li>b. EPS</li> <li>c. PDF</li> <li>d. TIFF</li> <li>e. PSD</li> <li>f. JPEG</li> </ol>	<b>20</b>
<b>Proposal presentation and clarity</b>	A proposal that demonstrates that the BGCMA is a national public water resource management institution with the following responsibilities: conservation, development, protection, management and control of water resources	<b>10</b>
<b>Manual Guideline</b>	The bidder must illustrate steps and approaches to develop the Manual for all printing materials.	<b>10</b>
<b>Methodology</b>	The bidder must indicate the methodology that meets the BGCMA requirements, quality, costs and timelines.	<b>10</b>
<b>Compliance to statutory regulations</b>	Health and Safety Act number 85 of 1993 Municipal bylaws Registration with professional bodies	<b>5</b>
<b>Total</b>		<b>80</b>

A minimum threshold for functionality of sixty (60) out of eighty (80) points is required. Bids that do not meet this threshold will automatically be disqualified and will not be taken for further consideration.



<b>Sub-criteria</b>	<b>Description</b>	<b>Weighting</b>
<b>Company profile</b>	<ol style="list-style-type: none"> <li>1. Company 3 years old or more</li> <li>2. The company has designed logos for at least 3 or more public entities (national or provincial)</li> <li>3. VAT compliant</li> <li>4. The company has expertise in Manual Development – 3 years or more</li> </ol>	<b>20</b>
<b>Total</b>		<b>20</b>

6.1 A minimum threshold for functionality of sixty (60) points is mandatory. Bids that do not meet this threshold will automatically be disqualified from further evaluation.

6.2 Thereafter, only the qualifying bids will be evaluated in terms of the 80/20 preference point system, where a maximum of 80 points are allocated for price and a maximum of 20 points are allocated in respect of the level of B-BBEE contribution of the bidder.

## **7 Price evaluation**

7.1 Relative competitiveness of the proposed price

## **8 Cost proposal content**

8.1 The cost proposal will be used in the evaluation of the RFP and will be used as a basis for the negotiated agreement. Each cost proposal should contain the following as a minimum:

- (a) Describe how BGCMA will be charged for the service required by providing a price structure. All charges must be specified and priced separately.
- (b) Describe how BGCMA will benefit from cost saving by accepting the service Provider's pricing structure, including discounts, waivers, etc.
- (c) Provide various types of service providers or options, discounts and additional information that will allow cost savings towards BGCMA
- (d) Provide direct costs, discounts, benefits, availability of service, for example 24 hours per day, including a toll free number or any other contact method to access these services.
- (e) Describe and provide any direct costs.
- (f) Describe any daily, weekly, monthly rates applicable to providing the service.

8.2 As part of the financial proposal the following must be added to the final proposal in the format.

## **9 B-BBEE evaluation**

9.1 In terms of Regulation 5 (2) and 6 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution.

## **10 Disclaimer**

10.1 BGCMA reserves the right not to appoint a service provider and is also not obliged to provide reasons for the rejection of any proposal.

### **10.2 BGCMA reserves the right to:**

- (a) Award contract to a service provider
- (b) Reject all bids
- (c) Decline to consider any bids that do not conform to any aspect of the bidding requirements
- (d) Cancel this tender or any part thereof at any time.

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