



EXECUTIVE SUMMARY OF BID EVALUATION REPORT

Project Name: Design, layout and produce the ECB's Corporate Identity (CI) Manual.

Procurement Reference number: CS/RFP/ECB-2022/23-01-CEO

1. Scope of Services

The scope of work entails:

DESIGN, LAYOUT AND PRODUCTION OF A CORPORATE IDENTITY MANUAL (estimated between 50 - 100 pages)

1.1 Logo Guidelines

1.1.1 Redesign logo architecture; clear space; usage and variations

1.2 Colour Palette

1.2.1 Develop primary and secondary colour palette

1.2.2 Develop guidelines on correct colour palette usage

1.3 Typeface and Typography

1.3.1 Identify primary and secondary typeface and typography

1.4 Brand Devices

1.4.1 ECB in text usage, including guidelines on correct usage

1.4.2 Website and social media tag (ratio, positioning; text and text size)

1.4.3 Email signature (type colour; type setting; type size; type and logo positioning)

1.4.4 Logo graphic symbols (sun and electricity pylons)

1.5 Brand Voice and Visual Tone

1.5.1 Establish brand voice and personality

1.5.2 Develop visual tone and use of visual imagery

1.6 Corporate Stationery

- 1.6.1 Letterhead (dimensions; logo ratio; logo positioning; contact details type setting; contact details positioning; contact details colour; type size; print)
- 1.6.2 Compliment Slip (dimensions; logo ratio; logo positioning; contact details type setting; contact details positioning; contact details colour; type size; print)
- 1.6.3 Envelope (dimensions; Side A logo ratio and positioning; Side B type colour and size, type setting; colour; print)
- 1.6.4 Folder (dimensions; logo ratio; logo positioning; contact details type setting; contact details positioning; contact details colour; type size; print)
- 1.6.5 Diary, desk pads and calendars (dimensions; logo ratio; logo positioning; contact details type setting; contact details positioning; contact details colour; type size; print)

1.7 Corporate Branding

- 1.7.1 Vehicle branding (logo ratio and dimensions; material and finishes; print, Pantone)
- 1.7.2 Clothing (corporate and casual wear - logo ratio and dimensions, material and finishes, print, production: embroidery, heat transfer, emboss/deboss, screen printing, manufacture)
- 1.7.3 Promotional items/gifts (logo ratio and dimensions, material and finishes, print, Pantone, production: embroidery, heat transfer, emboss/deboss, screen printing, manufacture)
- 1.7.4 Interior branding & signage (doors, walls, floors, notice boards etc.)
- 1.7.5 Exterior branding & signage (building branding/finishes, directional signage etc.)

1.8 Corporate banners & outdoor communication

- 1.8.1 Feather, hanging, teardrop, pull-up, wall-to-wall etc. banner branding
- 1.8.2 Street pole, billboard, electronic board etc. branding

1.9 Corporate Templates

- 1.9.1 Develop Tender, Notice, Vacancy, Press Release, Power point (cover slide, inside slides, closing slide) etc. corporate templates

1.10 Deliverables

- i. Inception report
- ii. Approved methodology & timelines

- iii. Draft CI Manual
- iv. Presentations to Board, Management and staff
- v. Final CI Manual - **soft copy + 50 hard copies as per below specifications or better:**

Size: 297 x 210 mm, A4, 80pp 4/4 and Cover 4/4
 Paper type: Sunbrite Gloss
 Text: 115 – 135 gsm Sunbrite Gloss; text printed in full colour
 Cover: 300 – 350 gsm Sunbrite Gloss; printed in full colour plus Aqua Sealer and UV Varnish on one side only
 Binding: Perfect binding and thread sewn in sections with soft cover drawn on.

- 2. **Procurement method used:** Open bidding
- 3. **Date of invitation of bids:** 29 June 2022
- 4. **Closing date for submission of bids:** 29 July 2022
- 5. **Date and place of opening of bids:** 29 July 2022 ECB Main Boardroom
- 6. **Number of bids received by closing date:** 12
- 7. **Responsiveness of bids at Bid Opening:** 12

NO:	Bidder' s Name	Pricing at Bid Evaluation N\$	Responsive (Yes/ No)	Bidder meets Technical Requirements threshold	Comments
1.	Leso Media	Financial Proposal was not opened.	No	No	Bidder disqualified for not complying with section 8(c)(i) (RFP document). This section refers to bidders who submit incomplete information and documentation according to the requirements of the RFP document. The bidding company submitted one big, sealed envelope with the financial and technical documents in two envelopes inside, but they were not sealed.
2.	Vizazi Branding	Financial Proposal was not opened.	No	No	Bidder disqualified for not complying with section 8(c)(i) (RFP document). This section refers to bidders who

					submit incomplete information and documentation according to the requirements of the RFP document. The bidding company had Annexures 1,2 and 3 enclosed in their technical proposal, The RFP document clearly stated that no financial information should be included in the technical proposal.
3.	Blueberry Namibia	Financial Proposal was not opened.	No	No	Bidder disqualified for not complying with section 8(c)(i) (RFP document). This section refers to bidders who submit incomplete information and documentation according to the requirements of the RFP document. The bidding company had Annexures 1,2 and 3 enclosed in their technical proposal, The RFP document clearly stated that no financial information should be included in the technical proposal.
4.	Kuik Media CC	Financial Proposal was not opened.	No	No	Bidder disqualified for not complying with section 8(c)(i) (RFP document). This section refers to bidders who submit incomplete information and documentation according to the requirements of the RFP document. The bidding company submitted the founding statement and the employment equity commission certificates, that were not certified and just scanned.
5.	Afterschool Multimedia	Financial Proposal was not opened.	No	No	Bidder disqualified for not complying with section 8(c)(i) (RFP document).

					This section refers to bidders who submit incomplete information and documentation according to the requirements of the RFP document. The bidding company did not submit the Tax certificate and Good Standing Certificate.
6.	Sons Media	Financial Proposal was not opened.	Yes	Yes	Total technical score of 42.8 % Which is less than the expected 52.5%, did not qualify for the financial proposal to be evaluated.
7.	Ogilvy Namibia	Financial Proposal was not opened.	Yes	Yes	Total technical score of 48.1 % which is less than the expected 52.5%, did not qualify the financial proposal to be evaluated.
8.	Mob Design	Financial Proposal was not opened.	Yes	Yes	Total technical score of 41.7% which is less than the expected 52.5%, did not qualify the financial proposal to be evaluated.
9.	Juxtapose Design	N\$ 124 508.20	Yes	Yes	Overall technical score of 77%
10.	Traditio Investment	N\$ 106 000.00	Yes	Yes	Overall technical score of 79%
11.	Sinco Investment	N\$ 150 000.00	Yes	Yes	Overall technical score of 75%
12.	Vybrands Advertising	N\$ 241 097.50	Yes	Yes	Overall technical score of 76%

8. Price comparison for bids that are substantially responsive

Bidder's Name	A. Price at Bid Evaluation N\$	B. Bid Price after corrections N\$	C. Price after Adjustments N\$	D. Price after Margin of	Rank
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				Preference [If applicable]	
Juxtapose Design	N\$ 124 508.20	N/A	N/A	N/A	Overall technical score of 77%
Traditio Investment	N\$ 106 000.00	N/A	N/A	N/A	Overall technical score of 79%
Sinco Investment	N\$ 150 000.00	N/A	N/A	N/A	Overall technical score of 75%
Vybrands Advertising	N\$ 241 097.50	N/A	N/A	N/A	Overall technical score of 76%

9. Best Evaluated Bid

The Procurement Committee resolved to recommend the tender award and appointment to the highest overall scoring bidder, Traditio Investment Cc for a tender amount of **N\$106 000.00** (VAT inclusive).