

**AD AND SPEC APPROVAL MM010/2021**



**ROUTE FORM**

Reference: MM010/2021

Enquiries: C EDWARDS-KLOSE

Telephone: 044 801 9160

**The signatories below hereby declare that all applicable policies and legislation have been adhered to in line with fiduciary duties and delegations. No relevant challenges and/or disputes were identified for the Municipal Manager to consider, before authorising the letter/contract/agreement.**

<b>FROM:</b>	DIRECTORATE: FINANCIAL SERVICES		
Date: 12/04/2021	Track No: N/A	File No: N/A	
<b>SUBJECT:</b>	AD AND SPEC MM010/2021		

1. FROM RESPONSIBLE OFFICIAL: M GERICKE				
			<i>Signed:</i>	
Date: 12/04/2021	Date Due (optional): 12/04/2021			
Action Required: Approve				
				<i>Date:</i>
2. TO RESPONSIBLE OFFICIAL: ACTING DIRECTOR: FINANCIAL SERVICES				
MR. L WALLACE				
Date: 12/04/2021	Date Due (optional): 12/04/2021		<i>Signed:</i>	
Action Required: Approve				
				<i>Date:</i>
3. TO RESPONSIBLE OFFICIAL: OFFICE OF MUNICIPAL MANAGER				
CHANTEL EDWARDS-KLOSE			<i>Signed:</i>	
Date: 12/04/2021	Date Due (optional): 12/04/2021			
Action Required: Approve				
				<i>Date:</i>

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<b>4. TO RESPONSIBLE OFFICIAL: COMPLIANCE</b>	
<b>MS I DU PLESSIS</b>	<b>Signed:</b>
Date: 12/04/2021	Date Due (optional): 12/04/2021
Action Required: Approve	<b>Date:</b>
<b>5. TO RESPONSIBLE OFFICIAL: MUNICIPAL MANAGER</b>	
<b>DR M GRATZ</b>	<b>Signed:</b>
Date:	
Support / Not supported / Noted / Approve / Not Approve / Amendments	
<b>** Please note: A 3-day turnaround time applies for all documents to be signed / authorised</b>	<b>Date:</b>

**GEORGE MUNICIPALITY / GEORGE MUNISIPALITEIT**  
**QUOTATION NO. MM010/2021 / KWOTASIE NR. MM010/2021**

Quotations are hereby invited for:

**APPOINTMENT OF A SERVICE PROVIDER FOR THE UPDATING OF THE CORPORATE IDENTITY MANUAL FOR GEORGE MUNICIPALITY**

Completed quotations in a sealed envelope, clearly marked:

**Quotation No. MM010/2021**, must be placed in the tender box at the George Municipality on the First Floor, Directorate: Financial Services, Supply Chain Management, York Street, George by no later than **12:00 on Friday, 30 April 2021**. Quotations are not allowed to be placed in the tender box after 12:00. Quotations will be opened on the same day on the 1st Floor, Committee Room at 12:05. Late or unmarked Quotations will not be considered. No posted quotations or quotations per fax or e-mail will be accepted.

Quotation documents are available at a non-refundable deposit of **R49.00** each from the Supply Chain Management Unit, First Floor, Civic Centre, York Street, George.

Quotation documents are available on the George Municipality's website: [www.george.gov.za](http://www.george.gov.za), free of charge.

Quotations will be evaluated and adjudicated as follows:

In terms of the Preferential Procurement Policy Framework Act (Act 5 of 2000) Regulations 2017 and the George Municipality's Supply Chain Management Policy, where 80 points will be scored for price and 20 points for B-BBEE status.

For more information contact: Mrs C Edwards-Klose at (044) 801 9160.

The Municipality reserves the right to withdraw any invitation to quote and/or to readvertise or to reject any quotation or to accept a part of it. The Municipality is not bound to accept the highest or any quotation.

**It will be required from all successful bidders to register on the Central Supplier Database (CSD).**

**DR M GRATZ  
MUNICIPAL MANAGER  
GEORGE MUNICIPALITY  
GEORGE  
6530**

Kwotasië word hiermee ingewag vir:

**AANSTELLING VAN 'N DIENSVERSKAFFER VIR OPGRADERING VAN KORPORATIEWE IDENTITEITS-HANDLEIDING VIR GEORGE MUNISIPALITEIT**

Voltooide kwotasiës in 'n verseëelde koevert, duidelik gemerk:

**Kwotasië Nr. MM010/2021**, moet voor **Vrydag 30 April 2021 om 12:00** in die tenderbus by die George Munisipaliteit op die Eerste Vloer, Direkoraat: Finansiële Dienste, Voorsieningskanaal Bestuursseenheid, Burgersentrum, Yorkstraat, George, geplaas word. Geen kwotasiës sal toegelaat word om in die tenderbus geplaas te word na 12:00 nie. Kwotasiës sal om 12:05 dieselfde dag in die Komiteekamer op 1ste Vloer oopgemaak word. Laat of ongemerkte kwotasiës sal nie oorweeg word nie. Geen kwotasiës per pos, faks of e-pos sal aanvaar word nie.

Kwotasië dokumente is verkrygbaar teen 'n **R49.00** nêterugbetaalbare deposito elk by die Voorsieningskanaalbestuur Eenheid op die Eerste Vloer, Burgersentrum, Yorkstraat, George.

Kwotasië dokumente is gratis op die George Munisipaliteit se webblad beskikbaar: [www.george.gov.za](http://www.george.gov.za)

Kwotasiës sal ge-evalueer en toegeken word soos volg:

In terme van die Wet op die Raamwerk vir Voorkeurverkrygingsbeleid (Wet 5 van 2000) Regulasies 2017, asook George Munisipaliteit se Voorsieningskanaalbestuursbeleid, waar 80 punte ten opsigte van die prys en 20 punte ten opsigte van B-BBEE status toegeken sal word.

Vir verdere inligting kontak Me C Edwards-Klose by (044) 801 9160.

Die Munisipaliteit behou hom die reg voor om enige versoek vir 'n kwotasië terug te trek en/of te her-adverteer of enige kwotasië te verwerp of gedeeltelik te aanvaar. Die Munisipaliteit is nie daartoe gebind om die hoogste of enige kwotasiës te aanvaar nie.

**Dit sal van alle suksesvolle bidders verwag word om op die Sentrale Verskaffersdatabasis (SVD) te registreer.**

**DR M GRATZ  
MUNISIPALE BESTUURDER  
GEORGE MUNISIPALITEIT  
GEORGE  
6530**

**QUOTATION NUMBER: MM010/2021**

**APPOINTMENT OF A SERVICE PROVIDER FOR THE UPDATING OF THE CORPORATE IDENTITY MANUAL FOR GEORGE MUNICIPALITY**

**SPECIFICATIONS**

The George Municipality developed a Corporate Identity (CI) Manual which was finalized and implemented in January 2018. The development of the CI Manual included the creation of word templates. Following the roll out, amendments have been made to certain of the templates, and additional templates have been created. It is therefore necessary to update the existing manual accordingly. In certain instances, a redesign is also required.

**Logo / Icons**

- Co-Branding Grid – offer suggested designs / options
- Logo variation – horizontal / stacked / vertical
- Use of logo on glass
- Icons – incorporate new icons that have been designed
- Email icon to match our CI Manual for use on the website etc
- Stone colour on red background

**Corporate Stationery**

**Footer – incorporate new general email address**

This will then need to be replaced on several Needs to be redone on several items marked with \*

- Letterhead – replace with amended/\*
- Fax Cover Sheet – remove n/a
- Memo – replace with amended/\*
- Compliment Slip – \*
- Corporate Folder \*
- PowerPoint Template – amended with slide numbers/\*
- A4 Document Cover Portrait and Landscape – amended /\*
- Email Signature –\*

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- Focus On – \*
  - Social Media Banners – amend footer to include Email Icon / change photographs (access will be given to our photographic gallery) / provide in jpeg format
  - Meeting Attendance Registers – design and include word template
  - Conference Name Tag – word template required
  - Notices and Recruitment Advertisement – redesign, simplify and provide word template options
  - Invitations – Include Save the Date option
  - Library Card – provide word template
  - A3 Poster – include new artwork
  - A5 Flyer with and without a graphic – include new artwork
  - Flyer – A5, Z-fold, Gatefold, DL – require word templates
  - Formal Email Notification – include in manual
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- Marketing Material
    - Media Backdrop (Wall Banner) – amended artwork / colour selection
    - Banners – redesign required
    - Teardrop – replace with amended artwork
    - Pen / Pencil – replace with amended artwork
    - Licence disk – add general email address
    - Staff badges – redesign / text too small
- 
- Signage
    - Project boards – basic design / use of our logo
    - Billboards – redesign required
    - Department signage
- 
- Co-Branding rules
- 
- Imagery – include samples from George Mun existing photographic gallery

## **AD AND SPEC APPROVAL MM010/2021**

- Ad hoc items to be included in the CI Manual
  - Covid Stencil
  - Covid sticker
  - Covid posters
  - George Municipal Generic Poster
  - Fireworks Poster
  - Water poster
  - Danger Poster
  - Bathroom etiquette Poster
  - Energy poster
  - Framing of photographs – standard required/labelling
  
- Include Tourism Department Corporate ID as addendum

The Corporate Identity Guideline document was created in Indesign and we retain the Open Indesign Files.

### **The upgraded CI document must be provided as:**

1. One complete document in pdf format
2. Per chapter in pdf format
3. Open InDesign or similar files
4. Page numbering to be included
5. All word templates provided must be editable.

The full pdf version of the current CI Manual is available on request for review prior to providing the quotation. Service providers are to note copyright for all material developed, is retained by George Municipality.

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**APPOINTMENT OF A SERVICE PROVIDER FOR THE UPDATING OF THE  
CORPORATE IDENTITY MANUAL FOR GEORGE MUNICIPALITY**

**PRICING SCHEDULE**

<b>DESCRIPTION</b>	<b>PRICE (15% VAT EXCLUDED)</b>
APPOINTMENT OF A SERVICE PROVIDER FOR THE UPDATING OF THE CORPORATE IDENTITY MANUAL FOR GEORGE MUNICIPALITY	R
15% VAT	R
<b>TOTAL PRICE (15% VAT INCLUDED)</b>	<b>R</b>