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Block A,
1 Maxwell Drive
Megawatt Park
Sunninghill
Johannesburg



REQUEST FOR QUOTATIONS

OFFICE BRANDING

**New HDA Head Office and Gauteng Provincial Office
(Sunninghill)**

RFQ/2023/JHB/013

QUOTATIONS TO BE SUBMITTED BY

NOT LATER THAN 24 MAY 2023 AT 11H00

**COMPULSORY SITE-VISIT WILL BE CONDUCTED ON MONDAY, 22 MAY 2023 AT 11H00 AT 4
KIKUYU ROAD, SUNNINGHILL, 2157**

Terms of Reference
Office Branding in the Housing Development Agency, Head Office and Gauteng Provincial Offices

1. INTRODUCTION

- 1.1.** The Housing Development Agency (HDA) is a National Public sector development agency that *inter alia* has the mandate to identify, acquire, prepare and develop suitable land for human settlements. The agency also undertakes the programme and project management for development of housing and human settlements. The HDA carries out its functions in partnership with a range of stakeholders including national, provincial and local government and municipalities, as well as with communities, developers and financiers.
- 1.2.** Established in 2009, the Agency was established by an Act of Parliament in 2008 and is accountable through its Board to the Minister of Human Settlements. Additionally, HDA provides project delivery support services to organs of state at local, provincial and national level. The project management of informal settlements upgrading, mining towns upgrading, social, student and emergency accommodation services are some of the focus areas of the organisation. For more information about the HDA, please visit our website: www.thehda.co.za.

2. OVERVIEW

- 2.1.** The HDA Head Offices and Gauteng provincial Office secured new office block, which require exceptional and aesthetic branding and directional signage. Certain items need to be mounted only and others need to be designed, printed and installed. The new building is located at the following address: **4 Kikuyu Rd, Sunninghill, Sandton, 2157**.
- 2.2.** The HDA, therefore, requires the services of suitably qualified service provider to assist with the branding through design, installation and printing of signage as well as vinyl/frosting.
- 2.3.** The branding will be completed in three (3) Phases. **Phase 1** is the branding of the entrance to the premises, entrance to the building and reception, **Phase 2** will be the exterior and **Phase 3** will be the interior. **Phase 1 must be completed by 2 June 2023** before the HDA staff moves into these new premises, **Phase 2 must be completed by 28 June** and **Phase 3 must be completed by 29 July 2023**.

3. SPECIFICATION

General requirements: SIGNAGE, VINYL, PRINTED PICTURES AND WRITING BOARDS

3.1. Phase 1 (installation must be completed on or before 2 June 2023)

a) Design, printing and installation

Item : Illuminated Pylon signage with energy efficient LED lighting

Quantity : X1 (One)

Material : Aluminium, footings below ground level, HDA logo and directions printed on.

Size : 1,5 metres high, 1 metre width

b) Design, printing and installation:

Item : **Illuminated lightbox**, High wall mounted (at 4 meters high)

Quantity : X1 (One)

Material : Translucent plastic with HDA logo and directions printed on it.

Size : The lightbox should be 1 metre in length and 1,5 meters width

c) Design, printing and installation:

Item : **HDA logo for reception area backing wall**

Quantity : X1 (One)

Material : High gloss white finish with back lit HDA signage, incorporated HDA logo

Size : frame size = 1500mm height x 1750mm width

d) Installation only:

Item : HDA logo installed on reception counter desk

Quantity : X1 (One)

Material : Acrylic printed with the HDA logo

Size : 420mm height x 590mm width

3.2. Phase 2 (installation must be completed on or before 28 June 2023)

a) Painting of walls in HDA colours (including reception)

Item : Wall washable and scratch, chip, and stain resistant painting

Material : Brick and mortar as well as dry wall printed with acrylic paint using three HDA colours as per HDA CI manual

Quantity : x3 20L of each of HDA colours (Green, Orange, Blue)

Labour : (Area to be confirmed during site briefing)

b) Design, printing and installation:

Item : **Digital Billboard advert** for traffic audience. (Municipal approved street signage).

Quantity : X1 (One)

Material : LED display screen (pixel pitch at 10mm)

Size : 4.5m x 18m (standing at 3 meters in height)

c) Design, printing and installation:

Item : **Illuminated Pylon Sign**, energy efficient LED lighting

Quantity : X1 (One)

Material : Aluminium, footings below ground level, HDA logo and directions printed on, double sided printing, energy efficient LED lighting

Size : 2,5 metres high, 1 metre width

d) Design, printing and installation:

Item : High wall mounted **lightbox**

Quantity : X1 (One)

Material : Translucent plastic with HDA logo and directions printed on it

Size : 1 metre in length and 2-meter width (at 7 meters high)

e) Installation:

Item : High wall mounted custom engraved stainless steel logo

Quantity : X1 (One)

Material : Stainless steel sign with HDA logo

Size : Size: 420mm height x 594mm width

f) Design, printing and installation:

Item : Printed signage on 5MM high density foamboard

Quantity : X4

Material : High density foamboard with HDA colours logo printed on white surface

Size : Size: 12cm x 4cm

g) Design, printing and installation:

Item : HDA printed parking signs with HDA logo

Quantity : X50

Material : High density foamboard, Colour: HDA colour logo, printed on white surface

Size : 16cm x 40cm (Printed signage on 5MM)

3.3. Phase 3 (installation must be completed on or before 29 July 2023)

a) Installation:

Item : Wall mounted wooden picture frames with pictures

Quantity : X10 (Ten)

Material : Black wood, need to be printed in full colour on photo paper high gloss 250gsm, and mounted inside the HDA boardrooms and other areas.

Size : **Frame size = A2 size/420mm height x 594mm width**

b) Installation:

Item : Wall mounted HDA signage

Quantity : X1 (One)

Material : Perspex with fading watermark image printed on top half

Size : Frame size = 2000mm height x 2500 width

c) Design, printing and installation:

Item : Printing and framing of Head of State and Ministers / Deputy Ministers' pictures

Quantity : **X6 (Six)**

- Material** : Full colour printed on Photo paper high gloss 220gsm, frame boarder trimmed, Black wooden frame
- Size** : A4, Frame size 405mm x 435mm
- d) Design, printing and installation:**
- Item** : Perspex boardroom door name signs
- Quantity** : X6 (Six)
- Material** : Perspex, each for the doors (wall mounted next to the doors) and printed in black, with HDA Logo.
- Size** : 76mm x 436mm
- e) Design, printing and installation:**
- Item** : Frosting on three glass doors
- Quantity** : X3 (three)
- Material** : Vinyl, Easy Removal: with removable window sticker leaves
- Size** : Area size to be confirmed during site briefing
- f) Design, printing and installation:**
- Item** : Branding of stainless-steel elevator doors
- Quantity** : X3 floors (on each floor)
- Material** : Vinyl wraps printed with HDA logo and **the HDA values (Performance-oriented, Excellence, Accountability, Teamwork, Integrity)** on doors located on each of the three floors.
- Size** : 2000mm x 500mm (x2 per outer door)
- g) Design, printing and installation:**
- Item** : Printed transparent stickers
- Quantity** : X7
- Material** : Branding with window/glass transparent decals printed in HDA colours printed with HDA logo and **the HDA values**. Areas to brand are x1 elevator mirror, x6 mirrors in restrooms.
- Material** : PVC
- Size** : A4 size for all mirror substrates
- h) Design, printing and installation: A0 posters printed the HDA values.**
- Quantity** : X6
- Material** : 150gsm
- Colour** : Full colour (CMYK)
- Size** : A0
- i) Design, printing and installation:**
- Item** : Hanging departmental names
- Quantity** : (X60)
- Material** : Frosted acrylic hanging/suspended signage
- Size** : 76mm x 436mm

4. IMPORTANT TO NOTE

- 4.1. Vinyl should be applied with HDA logo (CI manual and vector files will be provided by the HDA).
- 4.2. The HDA logo must be in full colour at all times followed by the tag line/descriptor unless otherwise specified.
- 4.3. All materials must be weatherproof, high quality and durable for a minimum of five years.
- 4.4. A compulsory office/site visit to view and assess the office (at address provided above) will be undertaken and only bidders who attend the site visit will be considered. The Site-Visit will take place on Monday, **22 May 2023 at 11h00**.
- 4.5. A sketch and proof proposal will also be required from the service provider together with a quote.
- 4.6. The new offices are three floors and most branding will be repeated on all three floors.
- 4.7. All material to be used for branding must be high quality, easy to dismantle when the HDA vacates the building at the end of the lease.
- 4.8. Interior design, standards & style guide will be provided by the HDA.

5. EVALUATION

In order to facilitate a transparent selection process that allows equal opportunity to all production companies, the HDA has a policy for the appointment of consultants that will be adhered to. Proposals will be evaluated in terms of the prevailing supply chain policy applicable to the HDA and it should be noted that proposals will be assessed using the 80: 20 formula for Price and Specific Goals as per the PPPFA: -

The following criteria will be used for points allocation for price and Specific Goals compliance on a 80/20 system

6. Table 1 – Price and Specific Goals

| CRITERIA | SUB-CRITERIA | WEIGHTING/ POINTS |
|----------------|----------------------------|----------------------|
| Price | Detailed budget breakdown | 80 |
| Specific Goals | Specific Goals Contributor | 20 |
| TOTAL | | 100 |

7. PAYMENT STRUCTURE

The HDA will only be billed for the amount recorded in the quotation. Payment will be within thirty (30) days upon receipt of invoice and reports.

8. BELOW ARE COMPULSORY REQUIREMENTS FOR THIS SERVICE

- 8.1. It is important to note that the successful person will work under the supervision of a HDA representative, abide by HDA's Code of Conduct, and other organisational guidelines.**

- 8.2. Further information regarding supply chain matter and queries can be send via email to: Njabulo.Hlongwane@thehda.co.za or at tel: 011 544 1000.**

6. SUBMISSION OF PROPOSALS

- 8.3. Quotations should be submitted on or before the 23 May 2023 by no later than 11h00 to: Procurement@thehda.co.za**

- 8.4. The selection of the qualifying proposal will be at the HDA's sole discretion. The HDA does not bind itself to accept any particular bid/proposal, and the HDA reserves the right not to appoint the service provider.**