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Megawatt Park
Sunninghill
Johannesburg



TERMS OF REFERENCE

OFFICE BRANDING

New HDA Head Office

RFQ/JHB/2023/113

QUOTATIONS TO BE SUBMITTED BY

12 OCTOBER 2023

**COMPULSORY SITE-VISIT WILL BE CONDUCTED ON WEDNESDAY, 10 OCTOBER, 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 06 November 2023** before the HDA staff moves into these new premises, **Phase 2 must be completed by 27 November 2023** and **Phase 3 must be completed by 15 January 2023**.

3. SPECIFICATION

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

3.1. Phase 1

a) **Design, printing and installation (wall at entrance – for traffic coming from both directions)**

Item : Curved **Illuminated lightbox**, High wall mounted (at approximately 2 meters high from ground)

Quantity : X2 (Two)

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

Size : The lightbox should be 1.2 metre in length and 3 meters width

b) **Design, printing and installation (next to boom gates):**

Item : Curved Illuminated curved pylon signage with energy efficient LED lighting

Quantity : X1 (One)

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

Size : 3 metres high, 1.2 metre width

c) **Design, printing and installation (exterior wall building):**

Item : Curved **Illuminated lightbox**, High wall mounted (at 7 meters high)

Quantity : X1 (One)

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

Size : The lightbox should be 3 metres (length) and 1,2 meters (width)

d) **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

e) **Design, printing and installation:**

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

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 painted 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 : **Curved 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 : 3 metres high, 1.2 metre width

c) Design, printing and installation:

Item : Curved High wall mounted **lightbox**
Quantity : X1 (One)
Material : Translucent plastic with HDA logo and directions printed on it
Size : 3 metres in length and 1,2 meters width (at 7 meters high)

d) 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

e) Design, printing and installation (steps leading to reception – HDA values):

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

f) Design, printing and installation (parking):

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** : Slider boardroom door name signs (Occupied/Vacant)
- Quantity** : X6 (Six)
- Material** : Each for the doors (wall mounted next to the doors) and printed in black, with HDA Logo.
- Size** : 80mm x 400mm
- e) Design, printing and installation (glass):**
- Item** : Frosting on three glass doors – Main Entrance Doors
- Quantity** : X3 (three)
- Material** : Vinyl, Easy Removal: Printed & Cut-out frost vinyl (HDA logo + operating hours)
- Size** : 0.8 Metre (W) x 2.1 Metre (H)
- f) Design, printing and installation (glass):**
- Item** : Frosting on three glass doors – Departmental doors
- Quantity** : X8 (eight)
- Material** : Vinyl, Easy Removal: Printed & Cut-out frost vinyl (HDA logo and Department name)
- Size** : 0.8 Metre (W) x 2.1 Metre (H)
- g) Design, printing and installation (elevator):**
- 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)
- h) Design, printing and installation:**
- Item** : Printed transparent stickers
- Quantity** : X12
- 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** : Frost vinyl
- Size** : A4 size for all mirror substrates

i) Design, printing and installation: A0 posters printed the HDA values.

Quantity : X6
Material : 150gsm
Colour : Full colour (CMYK)
Size : A0

j) Design, printing and installation:

Item : Curved Hanging departmental names
Quantity : (X60)
Material : Curved hanging/suspended signage
Size : 80mm x 400mm

4. IMPORTANT TO NOTE

- 4.1.** Vinyl should be applied with HDA logo (CI manual and vector files will be provided by the HDA upon request).
- 4.2.** All installation includes ensuring that all electrical connection is completed by service provider.
- 4.3.** The HDA logo must be in full colour at all times followed by the tag line/descriptor unless otherwise specified.
- 4.4.** All materials must be weatherproof, high quality and durable for a minimum of five years.
- 4.5.** 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.
- 4.6.** A full, high quality branding proposal (with super imposed artwork) depicting how branding will be applied at the new offices must be submitted by bidders, together with a quote.
- 4.7.** The new offices are three floors and most branding will be repeated on all three floors.
- 4.8.** 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.
- 4.9.** Interior design, standards & style guide will be provided by the HDA upon request.

5. EVALUATION

- 5.1.** 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.
- 5.2.** 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 formulae for Price and Specific Goals as per the PPPFA: -
- 5.3.** The following criteria will be used for points allocation for price and Specific Goals compliance on an 80/20 system:

Table 1 – Price and Specific Goals

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

6. PAYMENT STRUCTURE

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

7. BELOW ARE COMPULSORY REQUIREMENTS FOR THIS SERVICE

- 7.1. 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. SUBMISSION OF QUOTATIONS

- 8.1. Quotations should be submitted on or before the **12 October 2023 by no later than 11h00** to: Procurement@thehda.co.za.
- 8.2. Further information regarding supply chain matter and queries can be send via email to: Naledi.Aphane@thehda.co.za. or at tel: 011 544 1000.
- 8.3. The selection of the qualifying submission will be at the HDA’s sole discretion. The HDA does not bind itself to accept any particular bid and reserves the right not to appoint the service provider.

9. PRICING SCHEDULE

PRICING SCHEDULE							
KD 1: Phase 1 (Design, printing and full installation – including all electrical components)							
Item	Task	Professional	Frequency	Rate (R)	Unit/Hour	Quantity	Total (R)
1.	Curved Illuminated lightbox, High wall mounted (at approximately 2 meters high from ground)					X1	
2.	Curved Illuminated curved pylon signage with energy efficient LED lighting					X1	
3.	Curved Illuminated lightbox, High wall mounted (at 7 meters high)					X1	

4.	HDA logo for reception area backing wall					X1	
5.	HDA logo installed on reception counter desk						
Sub-Total (1)							
KD 2: Phase 2 (Design, printing and full installation – including all electrical components)							
Item	Task	Professional	Frequency	Rate (R)	Unit/Hour	Quantity	Total (R)
1.	Painting of walls in HDA colours (including reception)						
2.	Curved Illuminated Pylon Sign, energy efficient LED lighting					1	
3.	Curved High wall mounted lightbox					1	
4.	High wall mounted custom engraved stainless steel logo					1	
5.	Printed signage on 5MM high density foamboard (steps leading to reception – HDA values)					4	
6.	HDA printed parking signs with HDA logo					50	
Sub-Total (2)							
KD 3: Phase 3 (Design, printing and full installation – including all electrical components)							
Item	Task	Professional	Frequency	Rate (R)	Unit/Hour	Quantity	Total (R)
1.	Wall mounted wooden picture frames with pictures					10	
2.	Wall mounted HDA signage (Perspex with fading watermark image printed on top half)					1	
3.	Printing and framing of Head of State and Ministers / Deputy Ministers' pictures					6	
4.	Slider boardroom door name signs (Occupied/Vacant) Frosting on three glass doors – Main Entrance Doors					6	
5.	Frosting on three glass doors – Main Entrance Doors					3	
6.	Frosting on three glass doors – Departmental doors					8	
7.	Branding of stainless-steel elevator doors (elevator doors)					3	

8.	Printed transparent stickers					12		
9.	A0 posters printed the HDA values					6		
10.	Curved Hanging departmental names					60		
							Sub-Total (3)	
							SUB-TOTAL (1) + (2) + (3)	
							+ VAT @ 15%	
							GRAND TOTAL	