



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

Aim

Appointment of a Service Provider to Design, Develop and Rebrand the college for a period of twenty-four (24) months.

Bidders must complete the pricing schedule in full, failing which, such bidders will be disqualified.

Background

Taletso TVET College is an institution governed by the Continuing Education and Training Act 2006. The Minister of Higher Education and Training is the Executive Authority, and the Council is the Accounting Authority of the college. The college is governed by the Council appointed by the Minister of Higher Education and Training.

This is a 'proposal based tender' bidders are expected to conduct site visits and propose the re-branding to the college, that is, central office and campuses:

1. Central office, Mahikeng
2. Mahikeng campus
3. Lehurutshe campus, and
4. Lichtenburg campus

REASON FOR REBRAND

Taletso TVET College's rebrand is an active strategy in rebirth. Over the years, the college has grown and changed in various ways and aspects, From Further Education and Training to Technical and Vocational Education and Training, to management, online procurement systems and so forth, however the Image of the college has remained the same.

The new brand of the college has to speak to the new revitalised energy of the institution, to a rejuvenated Taletso TVET College, modernized and current, which means new appealing look by creating a new clean, aesthetically pleasing identity.

TERMS OF REFERENCE

BRANDING STRATEGY

The word 'brand' has been used in business, marketing and advertising to distinguish the product of one unique seller from another. Today, we are living in a world of 'customisation' in which customers opt for a product based on their desirability and according to their favourability and loyalty to a particular product, due, perhaps, to the unrivalled quality of the brand. Given this scenario, higher institutions share similarities with business products, as the core business and product of an educational institution are teaching and learning.

Guideline on how to build a compelling Taletso TVET College brand? (Holistic look at the college)

A. College image revitalization (Research community perceptions):

1. Integrate mission with messaging
2. Develop strategic value propositions.
3. Establish a distinctive voice and tone.
4. Create a strong visual identity.
5. Create a comprehensive style guide.
6. Study your competition

Logos and colours are tangible things that we can wrap our heads around. However, an education brand is an abstract, intangible reality that you cannot quantify or show someone. Tangible, visual brand elements like logos and taglines are necessary to convey or reinforce your brand.

Build a brand promise based on **academic offerings**, student experience, or an institution's prestige. Develop brand strategies that reflect the emotional and psychological dynamics of an educational institution as a whole.

How do you brand for Taletso TVET College?

Build a brand promise based on academic offerings, student experience, or an institution's prestige. Develop brand strategies that reflect the emotional and psychological dynamics of an educational institution as a whole.

Why is branding important at Taletso TVET College?

Branding is important **because it makes the concept of higher education more tangible, promising a certain quality of experience**. With the right college branding campaign, you can reaffirm your student's decision to spend their money on whatever the college has to offer.

Branding ideas that can make your Taletso TVET College standout:

- Define our differentiator.
- Create a unique concept.
- Use the right tone and colours.
- Be consistent with colours and texts.

- Create a welcoming aura.
- Show history into your College's branding.
- Align our college's vision with our audience.

SPECIFICATION

Uniformity – Central office, campuses signage (erected electrified brick and mortar off the roads/entry points), security dwellings, common identifiable colour for the college

1. Research perceptions (community, students, staff, etc)
2. Broad land scraping (from the streets to our immediate internal environment)
3. New look college logo (less is more) (submit sample options), easy to embroil/high quality/visible (
4. Full cover branding of vehicles (per vehicle)
• Mini bus
• Sedan
• Bakkie (single cab)
5. Branding of main entrances – central office and 3 campuses)
6. Branding of campuses (campus centres)
7. Branding of reception areas (per reception)
8. Sample of embroidery (:cotton (50% plus) and polyester
• T-shirt (white)
• T-shirt (Powder blue)
9. Standard advertising digital screen (to own) (to be mounted on brick and mortar, including installation)
10. Propose new colours for the college (show image)
11. Rebranding:
• Boardroom
• Auditorium
• Reception
12. Signage:
• Directional
• Office
• Occupied./Not occupied- boardroom
• Warning (drugs, guns) at entry points, etc.
• Exam – e.g. in progress/silence
• Designated areas e.g., assemble points/smoking
• Standard national road
• Standard billboard

PRICING SCHEDULE

Item	Description	QTY	Price (including VAT)
1	Research perceptions (community, student, staff, etc.)	1	R
2	Broad land scraping (from the streets to our immediate internal environment)	1	R
3	New look College logo (less is more) (submit sample options), easy to embroil/high quality/visible	1	R
4	Full cover branding of vehicles (per vehicle): Type & list <ul style="list-style-type: none"> Mini bus (quantum) Sedan (corolla) Bakkie (Single Cab) 	1 1 1	R R R
5	Branding of main entrances – central office and 3 campuses and one central office)	1	R
6	Branding of reception areas (for 4 reception areas)	1	R
7	Sample of embroidery (:cotton (50% plus) and polyester: <ul style="list-style-type: none"> T-shirt (white) T-shirt (Powder blue) (suggested colour of the rebrand by bidder) 	1 1	R R
8	Standard advertising digital screen (to own) (to be mounted on brick and mortar, including installation (3 x 3 metres)	1	R
9	Propose new colours (using logo) for the college (show image)	1	R
10	Rebranding: <ul style="list-style-type: none"> Boardroom Auditorium Reception 	1 1 1	R R R
11	Signage: <ul style="list-style-type: none"> Directional Office Occupied./Not occupied- boardroom Warning (drugs, guns) at entry points, etc. Exam – e.g. in progress/silence Designated areas e.g., assemble points/smoking Standard national road Standard billboard 	1 1 1 1 1 1 1 1	R R R R R R R R
	BID PRICE (INCL. VAT, DELIVERY AND INSTALATION)		R

Appendix Number	Description of Appendix	Requirement
Appendix A	RFP Document	A duly authorised representative must initial each page and the declaration signed in full.
Appendix A1	Proof of Payment	Attach Payfast proof of payment and include the company tendering for, if purchased by a different company.
Appendix B	Completed technical specifications and pricing	Complete and Attach your pricing schedule as per specifications
Appendix B1	USB x1/No CD Acceptable	Fully scanned tender document and all returnable
Appendix C	Proof of Bank Account	Provide Confirmation letter from Bank
Appendix D	Company registration documents	Company registration documents
Appendix E	Tax clearance certification	An original valid Tax Pin
Appendix F	B-BBEE certification	A valid BBBEE certificate from a SANAS accredited agency or Auditor registered with the IRBA
Appendix G	Audited Financial Statements/ Management Accounts	Provide Audited Financial statements or Management accounts for the last 2 Years
Appendix H	Declaration of Interest	Complete form in this tender document
Appendix I	Registration on National Treasury	Provide a copy (not older than 3 months) of your unique supplier number & document (MAAA....).
Appendix J	Identity documents	Submit certified ID copies (not older than 3 months) of all directors, shareholders and personnel to be allocated to the college

FUNCTIONALITY CRITERIA	POINTS ALLOCATED
Provide three (3) contactable reference letters <ul style="list-style-type: none"> • of contracts of similar nature or service • for the past five (5) years: • Letters must be clearly dated (Commencement, Completion and Duration) 3 References verified = 30 Points 2 References verified = 20 Points 1 Reference verified = 10 Points	30
Offices/workplace in North West Province (submit proof of location, eg municipality statement, lease) Based in North West = 20 points Based outside of North West = 5 points	20
Provide at least three (3) brands (profile) that you have designed, developed and accepted by your client Provided = 20 points Not provided = 0 points	20
Submit methodology, with timelines, how you are going to design, develop and rebrand the college Provided = 30 points Not provided = 0 points	30
Total points	100