



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

Terms of Reference – PUR 5000/7 – Design, Development and Rebranding

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

Pricing Proposal

Item	Tender Description	Total Price (All-inclusive, incl. VAT)
1	Designing, Development And Rebranding Of The College For Twenty-Four (24) Months	R
2	TOTAL BID PRICE (ALL-INCLUSIVE, INCL. VAT)	R

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?

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.
7. Research community perceptions.
8. Keep building your brand.

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.

Appendix Number	Description of Appendix	Requirement
Appendix A	RFP Document	Each page of the RFP document to be initialled by a delegated representative
Appendix A1	Proof of Payment	Attach Payfast proof of payment and include the company tendering for, if purchased by a different company
Appendix B and B1	Technical specifications and pricing	Complete and Attach your pricing schedule as per specifications
Appendix C	Proof of Bank Account	Provide Confirmation letter from Bank
Appendix D	Company registration documents	Provide certified Company registration documents
Appendix E	Tax clearance certification	Provide an original valid tax clearance certificate or Tax Pin Number
Appendix F	B-BBEE certification	Provide a valid SANAS B-BBEE Verification Certificate
Appendix G	Board resolution	Provide Valid Board Resolution if not Sole Proprietor
Appendix H	Declaration of Interest	Complete form in this tender document
Appendix I	Registration on National Treasury	Provide a copy of your unique supplier number (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 references of contracts of similar size and nature (Branding) done within the past three (3) years: 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	20
Based outside of North West	= 5 points	
Provide at least three (3) brands (profile) that you have designed, developed and accepted by your client		20
Provided	= 20 points	
Not provided	= 0 points	
Submit methodology, with timelines, how you are going to design, develop and rebrand the college		30
Provided	= 20 points	
Not provided	= 0 points	
Total points		100