

ONGWEDIVA TOWN COUNCIL

BIDDING DOCUMENTS

ISSUED ON: FRIDAY 17TH JULY 2026

FOR

PROCUREMENT OF NON-CONSULTANCY SERVICES

PROJECT: REDESIGN AND
STANDARDIZATION OF THE ONGWEDIVA
TOWN COUNCIL CORPORATE IDENTITY AND
BRANDING TOOLKIT

PROCUREMENT REFERENCE NO: NCS/RFQ/OngweTC-02/2026/27

LEVY: FREE

Name of Bidder		
Contact person		
E-mail Address		
Postal Address		
Total Amount (Vat Inclusive)		
Contact phone number	Work:	Mobile:

Private Bag 5549, Ongwediva; Tel: 065-233700
jhainana@otc.com.na

INFORMATION TO THE BIDDER

The original document, fully completed, initialled and signed where applicable, shall be placed in a sealed envelope, marked, PROCUREMENT REFERENCE NO NCS/RFQ/OngweTC-02/2026/27 REDESIGN AND STANDARDIZATION OF THE ONGWEDIVA TOWN COUNCIL CORPORATE IDENTITY AND BRANDING TOOLKIT

All pages that form part of the bid document must be initialled and must be delivered unopened and deposited in the Biding Box, at Ongwediva Town House in Ongwediva not later than the closing date and time. *Bid documents will be opened and read out to the public in the Board Room as from **Tuesday 04th August 2026 at 14H30.***

All official correspondence must be addressed to the Chief Executive Officer



LETTER OF INVITATION

Dear Sir/Madam,

Subject: REDESIGN AND STANDARDIZATION OF THE ONGWEDIVA TOWN COUNCIL CORPORATE IDENTITY AND BRANDING TOOLKIT

You are hereby invited to submit technical and financial proposals for services required to provide **Non-Consultancy Services to REDESIGN AND STANDARDIZATION OF THE ONGWEDIVA TOWN COUNCIL CORPORATE IDENTITY AND BRANDING TOOLKIT** for Ongwediva Town Council.

SECTION I: INSTRUCTIONS TO BIDDERS

1. Rights of Public Entity

The Ongwediva Town Council reserves the right:

- (a) to accept or reject any quotation; and
- (b) to cancel the quotation process and reject all Bid at any time prior to contract award.

2. Form of bid

This is a hard copy bid submission, and responses must be submitted to the delivery address stated on the cover page. Bidders are required to complete the envelop cover page and paste it on top of their bid envelop.

3. Preparation of Bid

Bidders are requested to quote for the items mentioned in Section III by completing, signing and returning:

- (a) the Quotation Letter in Section II with its annex for Bid Securing Declaration
- (b) the List of Goods and Price Schedule Section III;
- (c) the Specifications and Compliance Sheet in Section V; and
- (d) any other attachment deemed appropriate.

Bidders are advised to carefully read the complete Request for Sealed Bid document, including the Special Conditions of Contract in Section VII, before preparing your quotation. The standard forms in this document may be retyped for completion but the Bidder is responsible for their accurate reproduction.

4. Validity of Bid

The Quotation validity period shall be 180 days from the date of submission deadline.

5. Eligibility Criteria (Mandatory Legal Document)

To be eligible to participate in this exercise, the bidder shall submit with this bid document:

- (a) submit a certified copy of a valid Company/Business Registration Certificate for an entity incorporated or registered under the company or close corporation laws of Namibia. OR, a Certified copy of the certificate of registration of a co-operative registered under the laws regulating Co-operatives in Namibia. OR, certified Document serving as evidence of registration as a trust and the trust deed for a trust registered under laws regulating trusts in Namibia OR, Partnership agreement in the case of a partnership, a valid joint venture

agreement in the case of a joint venture, or a valid agreement in case of other similar arrangements. OR, a certified copy of a valid Good Standing Certificate for all its members to practice as professional Architects and Quantity Surveyors in Namibia issued in terms of the Architects and Quantity Surveyors Act, Act 1979.

- (b) submit an original or certified copy of a valid good Standing Tax Certificate, which must be valid by the date of bid closure.
- (c) Submit an original valid or certified copy of a valid or a printout of a valid electronic or online valid good Standing Social Security Certificate, which must be valid by the date of bid closure document issued in terms of the Electronic Transaction Act, 2019 (Act No. 4 of 2019), subject to the authentication or validation of such printout by a public entity during the bid evaluation process, in accordance with the authentication or validation guidelines of the issuing authority.
- (d) Submit a valid certified copy of an Affirmative Action Compliance Certificate, and if the Affirmative Action Compliance Certificate is over 12 months from the date of issue, a confirmation letter from the Employment Equity Commission indicating that the employer did submit the report for the period following from the date when the certificate was issued, or proof from the Employment Equity Commission that the bidder is not the relevant employer; or an exemption was issued in terms of Section 42 of the Affirmative Action Act, 1998 (which must be valid by the date of bid closure).
- (e) A completed or written undertaking as contemplated in Section 138 (2) of the Labour Act, 2007 (Act No. 11 of 2007).

6. Validity of Document

Any bid document, as a condition for its validity:

- a) Must comprise the original bid document supplied by the Procurement Management Unit and shall be duly filled in, duly signed, and date at each place (so indicated). Any annexures that a bidder submits, inclusive of all coloured brochures, shall all signed or initiated.
- b) Must be filled in and signed using indelible ink (no correction fluid or pencil may be used); if this condition is not applied such bid will be viewed as incomplete/invalid and will not be considered.
- c) All corrections made shall be crossed out and initialled next to the correction

7. Enquiries

- a) All enquiries in connection with this bid document shall be directed in writing (e- mail is acceptable) to the person(s) as listed in the invitation Letter with a cut -off date of three calendars before the bid submission deadline.
- b) Replies to enquiries will be issued to all bidders and potential bidders in the form of addenda to be initialled and submitted by bidders as part of the bid document.
- c) Any verbal information given or perceived to have been given shall not be binding to the Ongwediva Town Council.

8. Site Clarification Meeting

A Site Clarification meeting shall not apply for this Contract

9. Extensions of Time

Ongwediva Town Council may in its absolute discretion by written notice to all Bidders extend the submission closing time. If any bidder applies for and is granted an extension of time to lodge its submission, the extension so granted shall apply to all bidders who will be advised of the extended closing date for receipt of Bid whether their submissions have or have not been lodged. If a bidder has already lodged a submission, it may revise that submission and resubmit it no later than the extended submission closing date.

All pages that form part of the bid document must be initialled and must be delivered unopened and deposited in the Bidding Box, at Ongwediva Town House in Ongwediva not later than the closing date and time. Bid documents will be opened and read out to the public in the Board Room as from Tuesday 30 June 2026 at 14H30.

8. Opening of Bid

The bid will be opened internally by the Ongwediva Town Council. A record of the Bid Opening Report stating the name of the bidders, and the amount quoted will be available to any bidder on request within three working days of the Opening.

9. Evaluation of Bid

The Ongwediva Town Council shall have the right to request for clarifications in writing during evaluation. Substantially responsive offers shall be compared based on price or ownership cost, subject to Margin of Preference where applicable, to determine the lowest evaluated quotation.

10. Scope of Services, Specifications and Performance Standards

The Scope of Services and Performance Standards Compliance Sheet, detailed in Sections III and V are to be complied with. The Specifications, Performance Requirements and Compliance Sheet details the minimum specifications of service to be rendered. The specifications must be met but no credit will be given for exceeding the specifications.

11. Prices and Currency of Payment

To ensure comparative and competitive pricing, the bidders must provide a fixed price. The whole cost of performing the services shall be included in the items stated, and the cost of any incidental services shall be deemed to be included in the prices quoted. Prices for the execution of services shall be fixed in Namibian Dollars as quoted. Bidders shall cover all costs of labour, materials, equipment, overheads, profits and all associated costs for performing the services, and shall include all duties.

12. Labour Clause

To qualify for the award of the Contract, bidders shall subscribe to the undertaking that the salaries and wages to be paid in respect of this bid are compliant with the relevant Laws, Remuneration Order and Award where applicable, and that it will abide by sub-clause 4.6 of the General Conditions of Contract, if it is awarded the contract or part thereof.

13. Technical Evaluation standardization

13.1 Evaluation Criteria Table

Maximum Technical Score: 100 Points | Minimum Technical Pass Mark: 70 Points

No.	Evaluation Criteria	Description / Supporting Documents Required	Maximum Points	How the Bidder Should Be Marked
1	Company Experience, Similar Completed Projects and References	The bidder must demonstrate proven experience in logo redesign, corporate identity development, brand guideline/manual development for corporate / Public institutions, business / public sector or institutional branding, digital template design and print-ready artwork production. Supporting documents required: company profile, portfolio, completion certificates or reference letters with client name, contact person, telephone number, email address, project description and project value where available.	20	20 Points: 4 or more relevant completed projects with appointment/contract evidence and completion/reference evidence. 15 Points: 3 relevant completed projects with supporting evidence. 10 Points: 2 relevant completed projects with supporting evidence. 0 Points: 1 or No relevant experience or no supporting documents provided.
2	Key Personnel: Project Manager & Brand Strategist	Provide CV, certified qualification/certificates where available, assigned role, proof of employment or availability letter/signed commitment letter. At least five years' relevant experience in managing branding, corporate identity, communications, design, marketing, or institutional rebranding projects. Supporting documents required: CV, certified copy of qualification, proof of relevant experience, project references	20	20 Points: Relevant degree/diploma in Project Management, Marketing, Communications, Public Relations, Graphic Design, Brand Management, Business Administration, or any other related field. with at least 7 years of relevant branding, corporate identity or creative project management experience. 15 Points: Relevant qualification with 4 to 6 years of relevant experience. 5 Points: Qualification: Some relevant experience but weak evidence or less than 4 years of

No.	Evaluation Criteria	Description / Supporting Documents Required	Maximum Points	How the Bidder Should Be Marked
				experience. 0 Points: No qualification, no relevant experience or no supporting documents provided.
3	Key Personnel: Lead Graphic Designer / Corporate Identity Specialist	Provide CV, relevant copies of certified qualifications where available, and assigned role Relevant qualification & experience: A qualification such as a Diploma, Degree or professional certification level in one or more of the following fields: Graphic Design, Visual Communication Design, Multimedia Design, Creative Design, Digital Design, Fine Arts, or any other related field.	15	15 Points: Relevant qualification/certification with at least 5 years of proven logo design, brand identity, and corporate identity manual development experience. 10 Points: Relevant qualification with 3 to 4 years of relevant experience. 5 Points: Relevant qualification with some relevant design experience, but limited evidence in corporate identity work. 0 Points: No relevant experience or no supporting documents provided.
4	Technical Proposal and Understanding of the Scope	The bidder must submit a technical proposal showing understanding of Council's requirement to refresh the existing logo without losing its main identity, preserve and modernize the leopard element, and standardize the corporate identity and branding toolkit for print, digital, public notice, advert, presentation and vehicle branding applications. Supporting documents required: technical proposal, proposed design approach, brand refresh methodology, understanding of municipal/corporate communication, explanation of deliverables and file handover approach.	15	15 Points: Comprehensive technical proposal clearly aligned to the full scope, preserving the existing identity while proposing a modern, professional and municipal-appropriate design approach. 10 Points: Adequate proposal, but some details are missing. 5 Points: Basic proposal with limited understanding of the brand refresh and toolkit requirements.

No.	Evaluation Criteria	Description / Supporting Documents Required	Maximum Points	How the Bidder Should Be Marked
				0 Points: No technical proposal submitted.
5	Work Plan, Methodology and 60-Day Implementation Schedule	The bidder must submit a clear methodology and work plan showing implementation from inception to final handover, including brand review, concept development, Council review, refinement, final artwork, template design, brand manual, file handover and orientation. Supporting documents required: methodology, work plan or implementation schedule, project milestones, timeframes, and responsibility matrix/team allocation. The total timeframe must not exceed 60 days.	15	15 Points: Detailed methodology and realistic 60-day work plan with clear phases, milestones, responsibilities, review points, finalization and handover activities. 10 Points: Methodology is provided, but the work plan is incomplete or lacks clear timelines. 0 Points: No work plan or implementation schedule submitted. Deduct marks where the technical proposal is submitted without a clear work plan.
6	Portfolio Quality, Creativity and Relevance	The bidder must submit a portfolio showing quality, creativity, relevance and professional standard of previous logo refresh, brand identity, corporate toolkit, public sector, institutional or business branding assignments. Supporting documents required: portfolio samples with short descriptions, before-and-after examples where available, brand manuals/toolkits or sample templates.	15	15 Points: Strong, high-quality, and relevant portfolio demonstrating modern, professional, clean, and consistent brand identity work similar to the assignment. 10 Points: Adequate portfolio, but limited similarity to corporate identity toolkit requirements. 0 Points: No portfolio was submitted, or the portfolio is not relevant.
	TOTAL TECHNICAL SCORE		100	Minimum pass mark: 70 points. Bidders scoring below 70 points shall be declared technically non-responsive and shall not proceed to financial evaluation.

ALL DOCUMENTS SUBMITTED AS SUPPORTING. EVIDENCE MUST BE CERTIFIED COPIED

The minimum pass mark for the Technical Evaluation shall be **70**, and only those bids having scored at least the pass marks shall be retained for further evaluation. Bids having scored less than the pass marks shall be declared not responsive.

The prices shall be compared as per a marking system. The lowest financial proposal (Fm) will be given the maximum mark (Sm) allocated to financial proposals and the marks shall be computed as follows:

$$S = S_m \times F_m / F$$

Where F is the price of the proposal under consideration.

Ranking of the bids shall be made in the order of the highest marks after adding the technical score to the financial score.

14. Margin of Preference

Bidders applying for the Margin of Preference shall submit, evidence of:

Category of Bidders	Margin of Preference	Documentary Evidence
Micro, Small and Medium Enterprise	2%	- SME registration certificate - Declaration indicating the percentage of Namibian MSME
Women owned enterprise	2%	- IDs of all shareholders - Founding statement/company registration indicating ownership structure /shareholder certificate - Declaration indicating the percentage of Namibian female ownership
Youth owned enterprise	1%	- IDs of all shareholders - Founding statement/company registration indicating ownership structure/shareholder certificate - Declaration indicating the percentage of Namibian youth ownership
Previously Disadvantaged Person owned enterprise	3%	- IDs of all shareholders - Founding statement/company registration indicating Ownership structure/shareholder certificates - Declaration indicating the percentage of Namibia PDPs ownership
Suppliers providing employment to Namibian	2%	Declaration the bidder employs 50% or more Namibia citizens
TOTAL	10%	

- (1) If a bidder qualifies for margins of preference on more than one basis, all such margins of preference must be granted to the bidder and, when considering the bid, the bid price shall be reduced with the amount determined in accordance with the formula below:

$$A = \frac{MP \times BP}{100}$$

in which formula –

- (a) "A" represents the amount to be determined;
- (b) "MP" represents the total percentage of all margins of preferences granted in respect of the bid;
and
- (c) "BP" represents the bid price.

15. Language

Bidder responses shall be submitted in the English language.

16. Award of Contract

The Bidder having submitted the most responsive and economical quotation, beneficial to Council and qualified to perform the services shall be selected for award of contract.

Award of contract shall be by issue of a Purchase Order/Letter of Acceptance in accordance with terms and conditions contained in Section VI: Contract Agreement and General Conditions of Contract. Award of contract may be to multiple service providers.

17. Notification of Award and Debriefing

Ongwediva Town Council shall after award of contract must promptly post a notice of award (Executive Summary Report) on its website within seven (7) days.

18. Costs

Any costs incurred by a Bidder, in the preparation and submission of its response must be borne by the Bidder.

19. Final Check

Please check that you have attached all documents, details or additional information that are related or requested in this document before submitting your responses.

The **Ongwediva Town Council** would like to thank you for considering this invitation to submit proposals.

Yours faithfully,

Mrs. Josephine Hainana
Procurement Management Unit

Enclosures:

Annexure 1: Terms of Reference.

Annexure 2: Supplementary Information.

Annexure 3: Draft contract under which the service will be performed.

SECTION II: QUOTATION LETTER

(to be completed by Bidders)

[Complete this form with all the requested details and submit it as the first page of your quotation with the Price list and documents requested above. A signature and authorisation on this form will confirm that the terms and conditions of the RFQ prevail over any attachments. **If your quotation is not authorised, it will be rejected.**

Quotation addressed to:	
Procurement Reference Number:	
Subject matter of Procurement:	

We offer to supply the items listed in the attached List of Goods and Price Schedule as per the defined specifications, *except for the qualified deviations [Bidder may delete this phrase in case of no deviation]* and, in accordance with the terms and conditions stated in your Request for Bid referenced above.

We confirm that we are eligible to participate in this Quotation exercise and meet the eligibility criteria specified in Section 1: Instruction to Bidders.

We undertake to abide ethical conduct during the procurement process and the execution of any resulting contract.

We have read and understood the content of the Bid Securing Declaration (BSD) attached hereto and subscribe fully to the terms and conditions contained therein. We further understand that this subscription could lead to *[forfeiture of the security amount / disqualification on the grounds mentioned in the BD]*.

The validity period of the Quotation is **days** from the date of the bid submission deadline.

We confirm that the prices quoted in the List of Goods and Price Schedule are fixed and firm and will not be subject to revision or variation, if we are awarded the contract prior to the expiry date of the quotation validity.

The delivery period offered from the date of issue of Purchaser Order/ Letter of Acceptance is as shown in the List of Goods items and Price Schedule.

Quotation Authorised by:

Name of Bidder		Company's Address and seal		
Contact Person				
Name of Person Authorising the Quotation:		Position:	Signature:	
Date		Phone No./Fax		

Appendix to Quotation Letter

BID SECURING DECLARATION (Section 45 of Act) (Regulation 37(1)(b) and 37(5))

Date:

Procurement Ref No.:

To:

I/We* understand that in terms of section 45 of the Act a public entity must include in the bidding document the requirement for a declaration as an alternative form of bid security.

I/We* accept that under section 45 of the Act, I/we* may be suspended or disqualified in the event of

- (a) a modification or withdrawal of a bid after the deadline for submission of bids during the period of validity.
- (b) refusal by a bidder to accept a correction of an error appearing on the face of a bid;
- (c) failure to sign a procurement contract in accordance with the terms and conditions set forth in the bidding document, should I/We* be successful bidder; or
- (d) failure to provide security for the performance of the procurement contract if required to do so by the bidding document.

I/We* understand this bid securing declaration ceases to be valid if I am/We are* not the successful Bidder.

Signed:

Capacity of :

Name:

(Duly authorized to sign the bid for and on behalf of: [insert complete name of Bidder])

Dated on _____ day of _____, _____

Corporate Seal

[Note*: In case of a joint venture, the bid securing declaration must be in the name of all partners to the joint venture that submits the bid.]



Republic of Namibia

Ministry of Justice and Labour Relations

Witten undertaking in terms of section 138 of the Labour Act, 2015 and section 50(2)(D) of the Public Procurement Act, 2015

1. EMPLOYERS DETAILS

Company Trade Name:..... Registration Number

:..... Vat Number:

..... Industry/Sector:

..... Place of

Business:..... Physical

Address:..... Tell

No.:..... Fax

No.:..... Email

Address:..... Postal

Address:..... Full name of

Owner/Accounting Officer:.....

..... Email

Address:.....

2. PROCUREMENT DETAILS

Procurement Reference of:..... Procurement Description:

 Anticipated Contract Duration:

Location where work will be done, good/services will be delivered:

3. UNDERTAKING

I..... *[insert full name]*, owner/representative
 of.....*[insert full name of company]*

hereby undertake in writing that my company will at all relevant times comply fully with the relevant provisions of the Labour Act and the Terms and Conditions of Collective Agreements as applicable.

I am fully aware that failure to abide to such shall lead to the action as stipulated in section 138 of the labour Act, 2007, which include but not limited to the cancellation of the contract/licence/grant/permit or concession.

Signature: Date:

.....

Seal:.....

Please take note:

1. *A labour inspector may conduct unannounced inspections to assess the level of compliance*
2. *This undertaking must be displayed at the workplace where it will be readily accessible and visible by the employees rendering service(s) in relations to the goods and services being procured under this contract.*

SECTION III: LIST OF GOODS AND PRICE SCHEDULE

Procurement Ref No. NCS/RFQ/ONGWETC-02/2026/27

REDESIGN AND STANDARDIZATION OF THE ONGWEDIVA TOWN COUNCIL CORPORATE IDENTITY AND

BRANDING TOOLKIT: Bidders must complete all applicable items. Where an item is not applicable, bidders must clearly state "N/A". Monthly and recurring costs must be stated separately from one-off development and implementation costs. All amounts must be quoted in Namibian Dollars (N\$). Bidders are required to complete all price columns. Prices must be quoted in Namibian Dollars (N\$). The total price must include all costs related to professional fees, design work, revisions, meetings, templates, final files, handover, and any other costs necessary to complete the assignment within sixty (60) days.

Item No.	Description of Goods / Services	Quantity	Unit Price (N\$)	VAT (N\$)	Total Price Excl. VAT (N\$)
1	Concept development for refreshed and modernized Ongwediva Town Council logo, while retaining the main identity elements, including the leopard symbol	1			
2	Development of corporate identity and brand guideline manual, including logo usage, fonts, colour palette, typography, spacing, incorrect usage, imagery style, and application rules	1			
3	Design of official letterhead template in editable Microsoft Word format and print-ready format	1 Set			
4	Design of all digital templates as per the TOR	1			
5	Staff orientation/handover session on the use of the branding toolkit and templates	1			
	Subtotal Excluding VAT				
	VAT at 15%				
	Grand Total Including VAT				

Declaration by Bidder: The bidder confirms that the prices quoted above are complete, inclusive of all costs necessary to deliver the required goods/services, and valid for the period stated in the bidding document.

Name of Bidder:		Authorised Representative:	
Signature:		Date:	
Company Stamp:			

Notes to Bidders

- All prices must be quoted in Namibian Dollars (N\$).
- Prices must include all costs necessary to develop, implement, host, maintain and support the system in line with the scope of work.
- Monthly costs must be clearly separated from once-off development and implementation costs.
- The contract rates shall remain fixed for the contract period, unless otherwise stated in the bid document.
- Ongwediva Town Council reserves the right to request clarification on any item that is not clearly costed.

NAME:	POSITION:	SIGNATURE	DATE
NAME OF BIDDER:	ADDRESS:		

SECTION IV: SPECIFICATIONS AND PERFORMANCE REQUIREMENTS

TERMS OF REFERENCE AND TECHNICAL EVALUATION CRITERIA

Redesign and Standardization of the Ongwediva Town Council Corporate Identity and Branding Toolkit

PART A: TERMS OF REFERENCE

1. INTRODUCTION AND BACKGROUND

Ongwediva Town Council seeks to appoint a suitably qualified and experienced service provider to redesign, refresh and standardize the Council's corporate identity and branding toolkit. Council currently has an existing logo and institutional identity which remain important to its history, public recognition and municipal character. However, the current visual identity requires a professional refresh to make it more modern, clean, sleek, consistent and suitable for contemporary print and digital communication.

The redesign must modernize the existing identity without losing the core elements, meaning and recognisability of the Council's brand. Attention must be given to the leopard element in the existing logo, which must be preserved and refined in a manner that maintains institutional continuity while improving visual appeal, scalability and professional presentation.

2. PURPOSE OF THE ASSIGNMENT

The purpose of this assignment is to procure professional branding and design services to refresh the Ongwediva Town Council logo and develop a standardized corporate identity and branding toolkit for consistent application across Council's official communication platforms, documents, public notices, adverts, digital media, signage and vehicle branding.

3. OBJECTIVES OF THE ASSIGNMENT

- To modernize and refresh the existing Ongwediva Town Council logo while preserving its main identity, institutional symbolism and the leopard element.
- To create a clean, professional, contemporary and municipal-appropriate visual identity that reflects Council's public service mandate and strategic positioning.
- To develop a comprehensive corporate identity and branding toolkit that standardizes the use of Council's logo, fonts, colours, typography, layout systems, templates and visual communication materials.
- To provide editable digital templates that can be used by Council staff for official documents, public notices, adverts, presentations and other communication needs.
- To develop vehicle branding concepts and application guidelines for Council vehicles.
- To ensure that all final materials are supplied in editable and print-ready formats for future use by Council.

4. SCOPE OF SERVICES

The appointed service provider shall be required to undertake, at a minimum, the following services:

4.1 Brand Review and Inception

- Review the existing Ongwediva Town Council logo, colours, typography and current branding applications.
- Conduct an inception engagement with Council to confirm expectations, institutional values, communication needs, preferred design direction and approval process.
- Prepare an inception report and design direction note outlining the proposed approach, key milestones and work plan.

4.2 Logo Refresh and Modernization

- Refresh and modernize the existing logo without losing its primary identity, institutional recognition and core symbolism.
- Retain and refine the leopard element in a visually modern, balanced and scalable manner.

- Present at least three initial logo refinement concepts for Council consideration.
- Refine the preferred concept based on Council comments and provide final approved versions.
- Provide logo variations, including full-colour, one-colour, black, white/reversed, horizontal, vertical, icon-only where appropriate, and simplified small-size versions.
- Provide clear rules on logo spacing, minimum size, incorrect usage and application across print and digital media.

4.3 Corporate Identity and Brand Guidelines

- Develop a comprehensive corporate identity manual/branding guideline document.
- Define official colour palettes, typography, logo usage rules, layout principles, graphic elements, imagery style, document hierarchy and accessibility considerations.
- Develop a consistent design system suitable for Council communication, stakeholder engagement, public notices, regulatory communication and promotional material.
- Guide consistent application across internal and external communication platforms.

4.4 Digital Templates

The service provider shall design and submit editable templates, such as:

- Official letterhead template.
- Council memorandum template.
- Public notice template.
- Event/program poster template.
- PowerPoint presentation template.
- Business card design
- Certificate/recognition template.

4.5 Final Artwork, File Handover and Knowledge Transfer

- Submit all final approved artwork in editable, high-resolution and print-ready formats.
- Provide files in suitable formats including AI, EPS, PDF, PNG, JPG, SVG, DOCX, PPTX and other relevant formats.
- Provide organized source files and a file index for easy future reference by Council.
- Provide a brief orientation or handover session to relevant Council staff on the use of the branding toolkit and templates.

5. EXPECTED DELIVERABLES

No.	Deliverable	Minimum Requirement	Indicative Timeline
1	Inception report and work plan	Confirmation of methodology, design process, milestones, responsibilities and 60-day implementation schedule.	Within 5 days of appointment
2	Brand review and design direction	Review of existing logo and brand applications, including proposed creative direction.	Within 10 days
3	Logo refresh concepts	At least three refined logo concepts preserving the Council identity and leopard element.	Within 20 days
4	Final approved logo suite	Approved logo in multiple formats and variations with usage rules.	Within 30 days

No.	Deliverable	Minimum Requirement	Indicative Timeline
5	Corporate identity/brand manual	Comprehensive branding guideline covering logo, colours, typography, layout rules, templates and applications.	Within 45 days
6	Digital and print templates	Editable templates for letterhead, public notices, adverts, presentations, reports, email signature and other agreed materials.	Within 50 days
7	Final handover and orientation	All editable/source files, print-ready files, file index and staff orientation session.	Within 60 days

6. DURATION OF THE ASSIGNMENT

The assignment shall be completed within sixty (60) calendar days from the date of appointment, signing of the contract, or issuance of the purchase order, whichever is applicable and confirmed by Council. The bidder must submit a realistic work plan demonstrating how all deliverables will be completed within the 60 days.

7. REQUIRED EXPERTISE AND TEAM COMPOSITION

The bidder shall demonstrate access to qualified and experienced personnel capable of delivering the full scope of work. The proposed team should include, at minimum:

- A Project Manager, Brand Strategist or Creative Director responsible for overall coordination, quality control and stakeholder engagement.
- A Lead Graphic Designer or Corporate Identity Specialist with proven experience in logo refinement, brand identity design and visual systems.
- Additional specialists may be proposed where necessary, including copy/layout specialists, print production advisors or vehicle branding designers

8. REPORTING AND APPROVAL PROCESS

- The service provider shall report to the designated Council official or project team appointed to oversee the assignment.
- All major design outputs shall be submitted for review and written approval before finalization.
- Council reserves the right to request reasonable amendments during the design process to ensure alignment with institutional requirements.
- Final artwork shall only be considered accepted upon formal approval by Council.

9. INTELLECTUAL PROPERTY AND OWNERSHIP

All final approved designs, concepts, templates, source files, artwork and branding materials produced under this assignment shall become the property of Ongwediva Town Council upon final payment. The service provider shall not use or reproduce the final designs for any other purpose without written approval from Council, except where Council permits inclusion in a professional portfolio.

10. CONFIDENTIALITY

The service provider shall treat all Council information, documents, draft designs, internal communication and branding materials as confidential. No information or design output may be shared publicly without prior written authorization from Council.

11. PAYMENT MILESTONES

Payment may be linked to approved deliverables, subject to Council's procurement and financial procedures. A proposed payment structure may include payment upon approval of the inception report, approval of the final logo concept, approval of the corporate identity manual and templates, and final handover of all source files. Final payment shall be subject to full delivery and acceptance of all outputs.

12. BID SUBMISSION REQUIREMENTS

Bidders shall submit, at minimum, the following documents for technical evaluation:

- Company profile demonstrating relevant branding, corporate identity, graphic design and toolkit development experience.
- Reference letters or completion evidence for similar assignments.
- Portfolio of comparable branding, corporate identity, logo refresh, template design or public sector communication projects.
- CVs and qualifications/certifications of proposed key personnel.
- Technical proposal explaining the bidder's understanding of the assignment and proposed creative approach.
- Methodology, work plan and implementation schedule demonstrating completion within 60 days.
- Proposed deliverables and file handover approach.
- Financial proposal in the format required by the bidding document.

SECTION V: SPECIFICATIONS AND COMPLIANCE SHEET**Procurement Reference Number: NCS/RP/ONGWETC-01/2026/27**

Bidders should complete columns C and D with the specification of the goods offered. Also state “comply” or “not comply” and give details of any non-compliance/deviation to the specification required. Attach detailed technical literature if required. Authorised the specification offered.

Specifications and Compliance Sheet Authorised By:

Item No	Technical Specification Required	Compliance of Specification Offered	Details of Non-Compliance/ Deviation (if applicable)
A*	B*	C	D
1	Inception meeting, project briefing and review of existing Ongwediva Town Council logo, corporate identity and branding materials		
2	Concept development for a refreshed and modernized Ongwediva Town Council logo, while retaining the main identity elements, including the leopard symbol		
3	Development of corporate identity and brand guideline manual, including logo usage, colour palette, typography, spacing, incorrect usage, imagery style and application rules		
4	Design of official letterhead template in editable Microsoft Word format and print-ready format		
5	Design of all digital templates as per the TOR		
6	Staff orientation/handover session on the use of the branding toolkit and templates		
7	Project management, liaison, revisions, quality assurance and final submission within the 60-day implementation period		

Name:		Signature:	
Position:		Date:	

Authorised for and on behalf of:	Company	
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SECTION VI: GENERAL CONDITIONS OF CONTRACT AND CONTRACT AGREEMENT

Any resulting contract shall be placed by means of a Purchase Order/Letter of Acceptance and shall be subject to the General Conditions of Contract (GCC) for the Procurement of Services - Ref. **S/RFQ-GCC** on the website of the Public Entity www.ongwediva.com.na except where modified by the Special Conditions below.

SECTION VII: SPECIAL CONDITIONS OF CONTRACT

Procurement Reference Number: NCS/RFQ/OngweTC-02/2026/27

The clause numbers given in the first column correspond to the relevant clause numbers of the GCC [This section is to be customised by the Public Entity to suit the requirements of the specific procurement].

Clause	Contract Data
Definitions GCC 1.1(a)	Adjudicator is Not Applicable for this contract
Definitions GCC 1.1(l)	
Definitions GCC 1.1(o)	The Service Provider is: _____
GCC 1.1 Effectiveness of Contract	The Contract shall be deemed to come into effect as from date of the purchase order.
GCC 1.3.1 Intended Completion date	Unless terminated earlier pursuant to sub-clause GCC 1.7 of the Contract, the Service Provider shall complete its activities within 2 months from the date when the purchase order was issued
GCC 1.6.1 Issue of notices	Any notice shall be sent to the following addresses: Ongwediva Town Council, Private Bag 5549, Ongwediva, Corner of Dr. libertine Amadhila and Mandume Ndemufayo Road Ongwediva Josephine Hainana Administration jhainana@otc.com.na +264 65 233700/718 or Otilie Shingenge Technical oshingenge@otc.com.na +264 65 233700/703 For the Service Provider the address and contact name shall be: _____ _____
GCC 2.1 Effectiveness of Contract	The date on which this contract shall come into effect is August 2026. _____
Intended Completion Date GCC 2.3	The intended completion date is End of September 2026.

GCC 2.6 Insurance and liabilities to Third Party	The amount of the Professional Indemnity Insurance Cover shall be at least: N/A
GCC 2.7 Reporting Obligations	The Service Provider shall report to: Ms. Otilie Shingenge, Corporate Communications Officer
GCC 2.10 Performance Security	The Performance Security shall be for an amount <i>[5 to 10 %]</i> of the Contract Price or part thereof if the contract is awarded on a split basis.
Lack of Performance Penalty GCC 3.10.3	The percentage to be used for the calculation of lack of Performance Penalty is <u>5%</u> <i>Not Applicable</i>
GCC 4.2 Contract Price	The amount in local currency in Namibian Dollar.
GCC 4.3 Terms of Payment	Payments will be made within 30 to the Service Provider after completion of the service and upon receipt of invoice days after receipt of invoice.
GCC 4.5 Price Adjustment	Prices <i>shall not be</i> adjustable.
Identifying Defects GCC 7.1	The following inspections shall be carried out

SCHEDULE 3
QUOTATION CHECKLIST SCHEDULE

Procurement Reference No.: NCS/RFQ/OngweTC-02/2026/27

Description	Attached	Not Attached
Quotation Letter		
Priced Activity Schedule		
Specification and Compliance Sheet		
Delivery Period		
Shall be duly filled in, duly signed, and dated at each place (so indicated)		
Indelible ink used, no correction fluid used, and all corrections crossed out and initialled or signed		
Any annexures that a bidder submits, inclusive of all coloured brochures, shall all be signed or initialled		
Bid Validity Period		
A certified copy of a valid company Registration Certificate		
An original or certified copy of a valid good Standing Tax Certificate; (Valid at the deadline of submission of bid		
An original or certified copy of a valid good Standing Social Security Certificate;(Valid at the deadline of submission of bid)		
A certified copy of a valid Affirmative Action Compliance Certificate.		
A written undertaking as contemplated in section 138(2) of the Labour Act, 2007		
A signed Bid Securing Declaration.		
A certified copy of a valid "Registration Certificate" from a Local Authority Health Department or Ministry of Health & Social Services. (Valid at the deadline of submission of bid).		

Bidder submitted Written statement by a power of attorney (or notary statement, etc.) proving that the person, who signed the bid on behalf of the company, is duly authorized to do so.		
Requested certified copies of documents shall only be considered if (certified by a Commissioner of Oath appointed in terms of the Justices of the Peace and Commissioners of Oaths Act.1963 (Act No. 16 of 1963		
All bids that do not comply with the eligibility criteria or any other requirement in this document will be disqualified.		

Disclaimer: *The list defined above is meant to assist the Bidder in submitting the relevant documents and shall not be a ground for the bidder to justify its non-submission of major documents for its quotation to be responsive. The onus remains on the Bidder to ascertain that it has submitted all the documents that have been requested and are needed for its submission to be complete and responsive.*

Contract Agreement

THIS AGREEMENT made on the _____ day of _____ between _____ (hereinafter "**the Employer**"), of the one part, and _____ hereinafter "**the Contractor**"), of the other part:

WHEREAS the Employer desires that the Works known as _____

_____ should be executed by the Contractor, and has accepted a Bid by the Contractor for the execution and completion of these Works and the remedying of any defects therein,

The Employer and the Contractor agree as follows:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Contract documents referred to.

2. The following documents shall be deemed to form and be read and construed as part of this Agreement. This Agreement shall prevail over all other Contract documents.

- (a) the Notification of award
- (b) the Bid
- (c) the Addenda Nos _____
- (d) the Appendix to the General Conditions of Contract
- (e) the General Conditions of Contract;
- (f) the Specification
- (g) the Drawings; and
- (h) the completed Schedules,

3. In consideration of the payments to be made by the Employer to the Contractor as indicated in this Agreement, the Contractor hereby covenants with the Employer to execute the Works and to remedy defects therein in conformity in all respects with the provisions of the Contract.

4. The Employer hereby covenants to pay the Contractor in consideration of the execution and completion of the Works and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of Namibia on the day, month and year indicated above.

Signed by: _____
For and on behalf of the Employer

In the presence of _____

Witness Name, Signature, Address, Date

Signed by: _____
For and on behalf of the Contractor

In the presence of: _____

Witness Name, Signature, Address, Date

