

SGE LIMITED

INVITATION TO QUOTE (ITQ)

FOR

BRAND GUIDE PROPOSAL FOR i'MABLE COLLECTIVE INITIATIVE

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22 NOV 2023

**SGE LIMITED
20 LENGKOK BAHRU #02-06
SINGAPORE 159053**

SECTION 1 – ITQ CHECKLIST (to be submitted with proposal)

Item	Tick if completed
Brand Guide Proposal	
Completed Annex B – Requirements for Cost Estimates	
<p>Track Record</p> <ul style="list-style-type: none"> • Track record of Tenderer – the team assigned to SGE’s account, and the agency – in handling work of a similar nature. Details provided should include the contract title, the name of the client, the value of the contract, the contract period, name and contact details of the client’s representative, and proof of past work done, where possible. • Portfolio of creative works handled by the assigned team 	
<p>Name & Designation of Authorised Person with Company Name:</p>	<p>Date & Signature of Authorised Person:</p>
<p>UEN Number:</p>	<p>Company’s Official Stamp:</p>

SECTION 2 – ITQ SPECIFICATIONS

1. INTRODUCTION

- 1.1. SG Enable Limited (“SGE”) is issuing this Invitation to Quote (ITQ) to appoint a suitable vendor to design and produce a comprehensive brand guide for the i’mable Collective initiative as detailed under Scope of Work.
- 1.2. For the avoidance of doubt, the ITQ Specifications shall be subjected to the Important Notices as set out in Appendix A of this document.

2. ABOUT SG Enable (SGE)

- 2.1. SGE, the focal agency for disability and inclusion in Singapore, enables persons with disabilities to live, learn, work and play in an inclusive society. We create equitable opportunities for persons with disabilities through thought leadership, sustainable social innovation and impactful partnership. Guided by our core values of professionalism, innovation and empathy, we envision a more inclusive Singapore and enabled lives. Set up by the Ministry of Social and Family Development in 2013, we are a registered charity and an Institution of a Public Character. For more information, visit www.sgenable.sg.

3. ABOUT i’MABLE COLLECTIVE

- 3.1. i’mable Collective, an initiative by SGE, is a multi-sectoral platform, comprising partners in the people, public and private sectors who, together with persons with disabilities, collaborate and contribute towards the development of a viable market for quality crafts/merchandise created by persons with disabilities.
- 3.2. It comprises a coalition of makers and partners that are committed to collaborating and contributing knowledge and resources to create a viable market for products made by persons with disabilities. Makers are individuals, Social Service Agencies and Social Enterprises that create the artworks, designs and products. Partners include subject matter experts, professional designers and makers, creative schools and agencies, marketers, business service providers (such as owners of retail spaces and logistics providers) and consumer brands (for business, marketing and sales opportunities).

Figure 1: Collaborative Framework for i'mable Collective



3.3. Objectives of i'mable Collective - Collaborate with Partners and Makers in three areas:

- 3.3.1. Create opportunities to showcase abilities of persons with disabilities through Arts and gifts;
- 3.3.2. Build capability of makers to improve skills or product offerings;
- 3.3.3. Market and sell products from the disability community

3.4. Outcomes of i'mable Collective:

- 3.4.1. Financial – additional income; additional pathways to work for persons with disabilities;
- 3.4.2. Meaningful occupation – improved functionality/skills; self-expression; fulfilling aspirations of persons with disabilities;
- 3.4.3. Mindset change – persons with disabilities are recognised by society for their skills and capabilities

3.5. Visit <https://www.sgenable.sg/imable-collective> for more information on i'mable Collective.

4. SCOPE OF WORK

4.1. All deliverables for this Scope of Work shall be successfully completed and delivered to SGE within the agreed timeline, subject to SGE's inputs and approval.

4.2. The brand guide should include but not limited to the following:

- a) **Static Brand Logo:** Create a refreshed brand logo based on "i'mable Collective" with and without tagline in 6 colour formats: Full colour, greyscale, single colour, white, gold (CMYK for printing) and silver (CMYK for printing)
- b) **Brand logo in 2 layouts:** Horizontal and vertical
- c) **Animated Brand Logo** for corporate videos, TVCs, and digital marketing channels
- d) **Brand Personality, Voice & Language:** Identify the right personality, voice and tone of language for communications
- e) **Brand Typography:** Propose the brand's typography and styling guide that conveys the brand's personality appeals to i'mable Collective's stakeholders

- f) **Brand Visual Identity:** Propose brand primary and secondary colour palette, imagery styles (including product shots), grid system
- g) **Application Guidelines:** Across different digital and non-digital marketing platforms (eg. website layout design, social media, EDMs etc) and for collaborations (eg. i'mable Collective collaborate with Brand A for the creation for a product)
- h) **Accessibility:** All proposed designs and colour palette must be accessible. Vendor may utilise this website to assess accessibility:
www.webaim.org/resources/contrastchecker

4.3. Optional Items:

- a) **Brand illustration**
- b) **Branding workshop with the SGE team**

4.4. For the avoidance of doubt, the ITQ Specifications shall be subjected to the Important Notices as set out in Annex A of this document.

4.5. The Vendor shall provide SGE with the high resolution files for the proposed brand logo file(s), font file(s), and any other proposed brand assets in JPEG, PNG, PDF, video (for animated brand logo) and working format including PSD, EPS and AI.

4.6. The Vendor shall provide SGE with the final brand guide in high resolution digital copy, as well as physical hard copy.

5. COPYRIGHTS

5.1. Any intellectual property created by the Vendor in the course of designing and developing the brand guide shall vest in SGE.

6. ESTIMATED TIMELINE

6.1. Proposers shall keep to the following tentative project timeline. Any changes to the project timeline will be determined by SGE after the award of the contract to the Vendor.

Date	Item
22 Nov 23	Release of ITQ
22 - 29 Nov 23	Registration for ITQ Briefing
30 Nov 23	Virtual ITQ Briefing, 10.00am
14 Dec 23	Proposers to submit concept proposals for this ITQ together with their respective quotation

28 Dec 23	Appoint selected Vendor for the ITQ
4 Jan 24	Vendor to submit the first draft of brand guide and assets to SGE
11 Jan 24	Vendor to submit second draft of brand guide and assets to SGE
17 Jan 24	Vendor to submit third draft of brand guide and assets to SGE
19 Jan 24	Vendor to submit third draft of brand guide and assets to SGE
24 Jan 24	Vendor to send all required high resolution files to SGE

7. COMPULSORY VIRTUAL ITQ BRIEFING

- 7.1. Proposers shall attend a compulsory virtual briefing session on **30 November 2023 (Thursday), 10.00am** via online platform, Zoom. Proposers are required to RSVP their attendance (with name of representative and company details) for the briefing via email to Janis Tan at janis.tan@sgeable.sg. The deadline to RSVP is **29 November 2023 (Wednesday), 4.00pm**.

8. COSTING

- 8.1. Proposers shall provide a breakdown of the costing for each component under the Scope of Work, using the template in Annex B.
- 8.2. Proposers shall also include the itemised costing for optional items.
- 8.3. The Vendor shall provide quotations with full costings amount and obtain SGE's approval before the start of work for any additional/ad-hoc work and services.
- 8.4. SGE will make payment to the Vendor upon satisfactory completion of the project / work that are eventually satisfactorily produced and delivered to SGE, and the receipt of invoice.
- 8.5. The cost(s) quoted in the Vendor's submission shall be deemed to cover all costs of the project. The Vendor shall not assign or sub-contract either wholly or in part this contract without written authorization by SGE.
- 8.6. SGE reserves the right not to accept the lowest or any quotation received. In no case will any expense incurred by any Proposer in the submission of its proposal for this ITQ be borne by SGE.

9. EVALUATION CRITERIA

- 9.1. Proposals will be evaluated according to the following criteria:
- a) Creativity, suitability, versatility and practicality of designs proposed (50%)
 - b) Price competitiveness (40%)
 - c) Experience and track record of the Vendor (10%)
- 9.2. Only complete submissions of documents and materials as stated and compliant with the guidelines for submission will be considered for evaluation. Please refer to Section 1 for details on the submission requirements.
- 9.3. Shortlisted proposers may be asked to clarify or present their proposals during the evaluation process.

10. TERMINATION

- 10.1. SGE reserves the right to reject payment for service and products if they are deemed unsatisfactory or not in accordance to the specifications laid out and agreed upon through this award.

11. MODE OF SUBMISSION

- 11.1. It is required for interested vendors to submit the completed ITQ Checklist found in Section 1 and the Requirements for Cost Estimates in Annex B as well as supporting documents relating to the ITQ Checklist and Requirements for Cost Estimates.
- 11.2. One (1) softcopy (via email) of the Proposal should reach SGE no later than **14 December 2023 at 1700hrs**. The subject title for the email with Proposals must be clearly marked as **"ITQ – Brand Guide for i'mable Collective by <insert company name>"**, and addressed to Ms Janis Tan, email: Janis.tan@sgenable.sg.
- 11.3. Please keep the size of the email small (not more than 25MB) to reduce possibilities of non-delivery.
- 11.4. Enquiries regarding this ITQ should be emailed to janis.tan@sgenable.sg. Please note that enquiries sent after **13 December 2023 at 1700hrs** will not be considered.

ANNEX A – IMPORTANT NOTICES

Agencies submitting Proposals in response to the Invitation to Quote (“Proposer”) are deemed to have read and understood the following provisions:

1. INTERPRETATION

1.1. The Following words and expressions shall have the meanings hereby assigned to them except where the context otherwise requires:

“Contract” means any resultant contract between SGE and the successful Proposer.

“Vendor” refers to the company that is eventually awarded the contract through the ITQ exercise

“Contract Price” means the total amount payable to the Vendor for the performance of the services under this contract, excluding GST. Proposers should state their Contract Price clearly in the proposal.

“Proposal” means any and all documents and information submitted by the agencies in response to the Invitation to Quote

“Proposers” refer to companies who are submitting a quotation for the ITQ exercise to develop a brand guide for i’nable collective initiative.

“SGE” means SGE Limited with its principal office at 20 Lengkok Bahru Singapore 159053.

1.2. Words importing the singular shall also include the plural and vice versa where the context requires.

2. DISCLAIMERS

2.1. This Invitation to Quote (ITQ) is merely an invitation to treat and is not intended to create or impose any binding legal obligations whatsoever on SGE, whether express or implied and whether contractual or otherwise.

2.2. Nothing in this ITQ shall constitute a contract between SGE and any Vendor. Any Vendor selected pursuant to this ITQ for participation in the project shall be required to enter into a legally binding agreement with SGE, the terms and conditions of which shall be agreed between the parties at a later date.

- 2.3. All submissions of Proposals, clarifications, discussions and presentations relating to this ITQ are made entirely at the risk of the Vendor. SGE is not liable for any loss by any Vendor.
- 2.4. SGE does not make any representation or warranty, whether express or implied, or accept any liability for the completeness, relevancy, accuracy and/or adequacy of the information provided by SGE in relation to this ITQ.
- 2.5. SGE does not make any representation of fact or promise to the future in respect of any project contemplated by SGE relating to this ITQ.
- 2.6. SGE accepts no liability or obligation in relation to any Proposal submitted pursuant to this ITQ and/or any subsequent clarifications, discussions or presentations thereon, whether requested by SGE or otherwise. The Participant shall bear all costs and expenses associated with the preparation and submission of its Proposal, and any subsequent clarifications, discussions or presentations thereon. SGE will, under no circumstances, be responsible for reimbursing any costs incurred by the Participant during the process, regardless of the conduct or outcome of the evaluation and selection process.
- 2.7. SGE shall have the absolute discretion to accept or reject any Proposal, whether in whole or in part, without giving any reason whatsoever. The receipt by SGE of any Proposal pursuant to this ITQ shall under no circumstances impose any form of obligation or amount to an acceptance of or an agreement to abide by any terms or conditions stated therein or elsewhere on the part of SGE.
- 2.8. SGE shall have the absolute discretion, at any time, to terminate this ITQ or to change the nature, scope, procedures or timelines for the ITQ, including the proposal selection process and criteria. Under no circumstance shall SGE incur any liability in respect of such termination or changes.
- 2.9. SGE shall not owe any liability to any party for any loss or damage whatsoever (including loss of profit, savings, business contracts, or revenues, and all other forms of actual, direct, special, incidental, or consequential loss or damage) arising from or related to any response to this ITQ, including but not limited to the submission of Proposals.

3. OWNERSHIP OF DOCUMENTS AND INTELLECTUAL PROPERTY (IP)

- 3.1. All proposals and other documents or materials submitted to SGE pursuant to this ITQ shall become the property of SGE. Notwithstanding the foregoing and without prejudice to any subsequent agreement with SGE to the contrary, any background IP contained in any Proposal and/or such other document submitted to SGE shall not be transferred to SGE.

3.2. For the avoidance of doubt, all IP in any documents issued by SGE pursuant to this CFP shall remain vested in SGE. SGE is not liable in the event that there are similar ideas or concepts from submitted proposals.

4. CONFIDENTIALITY OF INFORMATION

4.1. SGE may require any party receiving confidential information from SGE in relation to or arising from this ITQ to sign a written non-disclosure agreement setting out such party's confidentiality obligations in relation to such confidential information.

4.2. SGE accepts no liability or obligation in relation to any confidential information disclosed to SGE by a Vendor pursuant to this ITQ unless otherwise agreed by SGE in a written non-disclosure agreement setting out SGE's confidentiality obligations in relation to such confidential information.

5. SGE'S RIGHT TO SEEK RECOVERY

5.1. Nothing herein shall prejudice or limit SGE's right to seek recovery from the Vendor for any loss, damage, costs, expenses, or liability incurred by SGE and/or its officers, directors and employees, directly or indirectly arising out of or relating to the submission of the Proposal by the Participant and SGE's retention and use thereof, including but not limited to any claim that the Proposal infringes any third party's IP right.

ANNEX B – REQUIREMENTS FOR COST ESTIMATES

Proposers should provide an itemised breakdown of the costs.

S/N	Items	Cost
BRAND GUIDE FOR i'MABLE COLLECTIVE		
1	Design and development of a complete brand proposal including a brand guide based on the work scope stated in Scope of Work	
2	Provision of high resolution files for each component of the brand guide in the following formats: <ul style="list-style-type: none"> • JPEG • PNG • PDF • PSD • EPS • AI • Video and GIF for animated logo 	
3	Provision of physical hard copy of the final brand guide	
	Optional:	
	Brand illustration	
	Branding workshop with the SGE team	
	Other optional item(s)	
	TOTAL COST	
	OPTIONAL ITEM(S) TOTAL COST	
	GRAND TOTAL	

All prices quoted shall be in Singapore dollars and exclude GST.