

**SG ENABLE LIMITED**

**INVITATION TO QUOTE (ITQ)**

**FOR**

**BRAND GUIDE PROPOSAL FOR ENABLING SERVICES HUB (ESH)**

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**1 JULY 2024**

**Section 1 – ITQ Checklist**

Item	Tick if completed
<b><u>Brand Guide Proposal</u></b> <ul style="list-style-type: none"> <li>- Proposal for visual &amp; contextual identities, as well as the applications (virtual background, poster, horizontal banner templates)               <ul style="list-style-type: none"> <li>o 3 variations per template</li> </ul> </li> <li>- Project Team and Project Main Point of Contact</li> <li>- Completed and Signed copy of Section 1 – ITQ Checklist</li> </ul>	
<b><u>Appendix B</u></b> <ul style="list-style-type: none"> <li>- Requirements for Cost Estimates</li> </ul>	
<b><u>Company Track Record</u></b> <ul style="list-style-type: none"> <li>- Company Profile (including ACRA business profile)</li> <li>- Examples of relevant past projects (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)</li> <li>- Examples of similar past projects in the social sector (if any)</li> <li>- Portfolio of creative works handled by project team</li> <li>- Testimonials from previous clients/customers (if any)</li> </ul>	
<b>Name &amp; Designation of Authorised Person with Company Name:</b>	<b>Date &amp; Signature of Authorised Person:</b>
<b>Company UEN:</b>	<b>Company's Official Stamp:</b>

## Section 2 – ITQ Specifications

### **SECTION B: REQUIREMENT SPECIFICATION**

#### **1. INTRODUCTION**

- 1.1 SG Enable Limited (“SG Enable”) is issuing this Invitation to Quote to appoint a suitable vendor to design and produce a comprehensive brand guide for the Enabling Services Hub (“ESH”) as detailed under the Scope of Work.

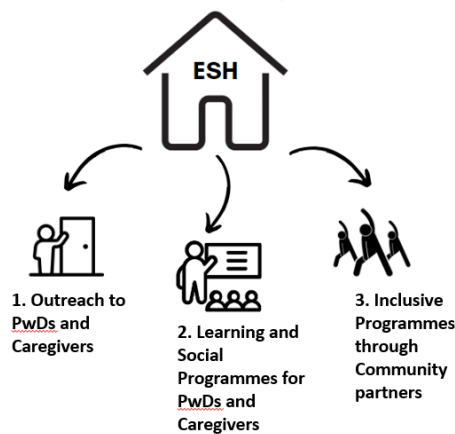
#### **2. ABOUT SG ENABLE**

- 2.1 Set up by the Ministry of Social and Family Development in July 2013, SG Enable is the focal agency for the disability sector in Singapore, dedicated to enabling persons with disabilities and building an inclusive society. It seeks to empower persons with disabilities and their caregivers with timely access to information, referral services and grants; enhance training and employment for them; and engage the community to integrate them as integral members of society. SG Enable is a registered charity and an Institution of Public Character.
- 2.2 For more information on SG Enable, you can refer to the following:
- i. Corporate Website ([www.sgenable.sg](http://www.sgenable.sg))
  - ii. Employment Website ([employment.sgenable.sg](http://employment.sgenable.sg))
  - iii. Enabling Mark Website (<https://enablingmark.sg>)
  - iv. Facebook Page ([www.facebook.com/sgenable](http://www.facebook.com/sgenable))
  - v. YouTube Page (<https://www.youtube.com/channel/UCVfXr9NBxHEoaFx1dqnMOIQ>)
  - vi. LinkedIn Page (<https://www.linkedin.com/company/sg-enable-ltd/>)

### 3. ABOUT ENABLING SERVICES HUB (“ESH”)

- 3.1 Enabling Services Hub (“ESH”) aims to bring community and disability support closer to home for persons with disabilities and their caregivers, especially those who are not receiving any government-funded adult disability services (e.g. sheltered workshop, day activity centre).
- 3.2 ESH is the first stop community touchpoint for disability information and referral for persons with disabilities, caregivers and community partners. ESH also provides social and recreational activities, caregiver support and continual education and learning courses.
- 3.3 The ESH approach:

The physical hub is the centre of ESH.  
A large part of ESH activities also happens outside the physical hub.  
There are 3 main activities that make up the core of ESH services.



- 3.4 The first ESH was set up in Tampines by SG Enable, in partnership with SPD. Two more ESHs will be set up in Jurong West and Punggol with other partners by July 2024.
- 3.5 For more information on Enabling Services Hub, you can refer to the following:
- Enabling Services Hub Website ([www.esh.sg](http://www.esh.sg))

### 4. ITQ OBJECTIVES

- 4.1 The purposes of the ITQ are as follows:
- i. To strengthen the branding of ESH by building on, rationalising and refining the existing brand and collaterals that have been developed.
  - ii. To create a standardised guide that future partner operators can refer to when creating collaterals for localised outreach and publicity efforts.

4.2 The target audiences for ESH's publicity:

- i. Persons with Disabilities
- ii. Caregivers
- iii. Social Sector Professionals
- iv. Community Partners
- v. Volunteers
- vi. Residents/ Members of Public

4.3 Please refer to ESH message house and its target audiences (Appendix D) provided by SG Enable.

**5. SCOPE OF WORK**

5.1 All deliverables for the Scope of Work shall be successfully completed and delivered to SG Enable by the prescribed timeframe assigned to them. SG Enable reserves the right to amend the details of the scope when necessary as the project develops, in consultation with the tenderer within the scope of services and value of quotation.

5.2 The Vendor shall develop branding guidelines and design applications to support the brand strategy and communicate the brand value propositions and messages of ESH. It shall take into account that there would be active digital and on-ground outreach efforts.

5.3 The Vendor shall undertake to develop a comprehensive set of brand guidelines by building on the interim version that has been developed (refer to Appendix C) and compile a branding toolkit that SGE can use to inform and guide further branding efforts. It should include but is not limited to:

- Visual Identity (logo variations, typefaces, imagery/photography, Do's & Don'ts)
- Contextual Identity (brand voice & tone, boilerplates, use of taglines, key messaging)
- Templates (print, digital, dynamic presentation)

- 5.4 Once the brand guide is approved, the Vendor may apply the brand guidelines to the design of the following templates:

Types of Applications	Description
PowerPoint Master Slides	
Virtual Meeting Background	Microsoft Teams/ Zoom
EDMs	Simple text mailer, simple mailer with image, Newsletter, Event
Brochure*	
Poster*	A1 & A4
Banner*	Pull up banner, Horizontal banner
Back Drop	Media back drop, Spider back drop
Email Signature	Partners to incorporate secondary logo
Events Calendar	Both digital and A5 physical copies
Event booth wrap	
Merchandise	E.g. Reusable bags, pens, umbrella
Physical Room/Space	Paint colour for future ESHs
ESH T-Shirt	

## 6. DELIVERABLES AND TIMELINE

- 6.1 All final artwork and materials shall be delivered in one (1) editable working file, one (1) jpeg format and (1) high-resolution PDF format.
- 6.2 The Vendor shall provide SGE with the final brand identity guide in high resolution digital copy, as well as physical hard copy.
- 6.3 The Vendor shall ensure that all the artwork and materials conform to the Web Content Accessibility Guidelines (WCAG) 2.1 as set by the World Wide Web Consortium (W3C). Kindly visit <https://www.w3.org/WAI/> for more information.
- 6.4 The Vendor 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.

<b>Project Milestone</b>	<b>Tentative Date</b>
ITQ Opening date	1 <sup>st</sup> Jul 2024
Virtual briefing for Vendors (Mandatory)	5 <sup>th</sup> Jul 2024
ITQ Closing Date (submit proposals with quotations)	15 <sup>th</sup> Jul 2024
Appointment of Vendor for ITQ	29 <sup>th</sup> Jul 2024
Submission of first draft	12 <sup>th</sup> Aug 2024
Submission of second draft	19 <sup>th</sup> Aug 2024
Submission of final draft	26 <sup>th</sup> Aug 2024
Completion and submission of final brand guide	2 <sup>nd</sup> Sep 2024

## 7. QUOTATION OF COST

- 7.1 Vendors shall provide a breakdown of the costing for the components detailed in Section 5 – Scope of Work above using the template in Appendix B (Requirements for Cost Estimates). Include costs for items not requested in the specifications but additional value-added work proposed by the vendor.
- 7.2 The payment term is 100% upon completion of the project. 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
- 7.3 Vendors shall provide quotations with full costings before commencing work for any additional/ad-hoc services.
- 7.4 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.
- 7.5 SGE reserves the right not to accept the lowest or any quotation received. In no case will any expense incurred by any vendor in the submission of its proposal for this ITQ be borne by SGE.

## 8. EVALUATION CRITERIA

- 8.1 Submissions will be evaluated according to, but not limited to the following criteria:
- i. Price competitiveness;
  - ii. Quality of Proposal;
    - Creativity, suitability, versatility and practicality of designed templates (virtual background, poster, horizontal banner)
  - iii. Quality and experience of project team and track record
- 8.2 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.
- 8.3 Shortlisted vendors may be asked to clarify or present their proposals during the evaluation process.

## 9. COMPULSORY VIRTUAL ITQ BRIEFING

- 9.1 Attend a **Compulsory** ITQ virtual briefing session on 5 Jul 2024 (Friday) at 1000 hours.
- 9.2 Interested Vendors are required to confirm their attendance (with name of representative and company details) for the ITQ virtual briefing via email to [dss-partners@sgenable.sg](mailto:dss-partners@sgenable.sg) latest by 4 Jul 2024 (Thursday) at 1800 hours. Submissions from vendors who fail to attend the briefing will not be considered for evaluation.

## 10. TERMINATION

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

## 11. MODE OF SUBMISSION

- 11.1 When submitting the proposal, please use the ITQ Checklist found in Section 1 to ensure completeness of the submitted proposal along with the signed ITQ Checklist, Requirements of Cost Estimates (Appendix B) as well as supporting documents relating to the ITQ Checklist and Requirements for Cost Estimates.

*\*Vendors will be disqualified if they fail to submit any of the above documents.*



- 11.2 **One (1) softcopy (via email)** of the Proposal should reach SG Enable no later than **15 July 2024 (Monday) at 1800 hours**. The subject title for the email with Proposals must be clearly marked as “ITQ – BRAND GUIDE PROPOSAL FOR ENABLING SERVICES HUB (ESH)” <insert company name>”, and addressed to Chian Kai Xin

Email: [dss-partners@sgenable.sg](mailto:dss-partners@sgenable.sg)

Kindly keep the size of the **email to no more than 20MB (total)** to reduce possibilities of non-delivery.

Enquiries regarding this ITQ should be emailed to: [dss-partners@sgenable.sg](mailto:dss-partners@sgenable.sg)

Please note that enquiries sent after **12 July 2024 (Friday) at 1800 hours**, will not be entertained.

## APPENDIX 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 SG Enable 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 provide “Events and Logistics Management Services for the 5<sup>th</sup> Enabling Employers Award Ceremony”.

**“SGE”** means SG Enable 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.

## APPENDIX B – REQUIREMENTS OF COST ESTIMATES

Vendors should provide an itemised breakdown of the costs for all of the following:

S/N	Item Description	Quantity	UOM	Unit Price (\$)	Total Price (\$)
1	<p>Development of Brand Guidelines:</p> <ul style="list-style-type: none"> <li>- Visual Identity</li> <li>- Contextual Identity</li> </ul> <p>Provision of final Brand Guidelines in</p> <ul style="list-style-type: none"> <li>- High resolution digital copy</li> <li>- Physical Hard Copy</li> </ul>	1	Lot		
2	<p><b>(Optional)</b></p> <p>Development of Templates and Provision of all final artwork and materials in</p> <ul style="list-style-type: none"> <li>- Editable working file</li> <li>- jpeg format</li> <li>- High-resolution PDF format</li> </ul> <p>i. PowerPoint Master Slides</p> <p>ii. Virtual Meeting Background</p> <p>iii. EDMs</p> <p>iv. Brochure</p> <p>v. Poster</p> <p>vi. Banner</p> <p>vii. Back Drop</p> <p>viii. Email Signature</p> <p>ix. Events Calendar</p> <p>x. Event Booth Wrap</p> <p>xi. Merchandise</p> <p>xii. Physical Room/Space</p> <p>xiii. ESH T-shirt</p>	1	Lot		
3	<p><b>(Optional)</b></p> <p>Applications of Templates and Provision of all final artwork and materials in</p> <ul style="list-style-type: none"> <li>- Editable working file</li> <li>- jpeg format</li> <li>- High-resolution PDF format</li> </ul> <p>i. PowerPoint Master Slides</p> <p>ii. Virtual Meeting Background</p> <p>iii. EDMs</p>	1	Lot		

	iv.	Brochure				
	v.	Poster				
	vi.	Banner				
	vii.	Back Drop				
	viii.	Email Signature				
	ix.	Events Calendar				
	x.	Event Booth Wrap				
	xi.	Merchandise				
	xii.	Physical Room/Space				
	xiii.	ESH T-shirt				
<b>Total Cost for Mandatory Item (1)</b>						
<b>Total Cost for Optional Item (2)</b>						
<b>Total Cost for Optional Item (3)</b>						
<b>Grand Total of (1), (2) &amp; (3)</b>						

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

## **APPENDIX C – INTERIM BRAND GUIDE**

The interim brand guide, which your proposal should build upon, can be found here:

<https://drive.google.com/file/d/1zWWEgJ4MArtigPc0aARge5GhxnnTwiMO/view?usp=sharing>

## APPENDIX D – ESH MESSAGE HOUSE

