

Minutes of the Pre-proposal Conference for RfQ17/01467:
Development of LOGO and Visual Identity Guidelines (Brandbook) for the Parliament of the Republic of Moldova
24 March 2017, 10:30

Venue: 162 Stefan cel Mare blvd., office 108, Chisinau, Moldova, SPGM Project office

Agenda:

- I. Presentation and description of procedures
- II. Questions and answers

I. Presentation and description of procedures

The Pre-proposal conference was opened by Mr. Sergiu Galitchi, Project Manager, SPGM Project, who welcomed the participants and thanked for the intention and interest to participate in the tender. Mr. Galitchi made a short presentation of the scope of the project, emphasizing its main objectives and introduced the team present to answer to the questions.

Further, the Procurement Assistant, UNDP Moldova, went through the submission and procedures requirements as indicated in the RfQ document. She also pointed out some of the important aspects like expectations, selection criteria, rules and regulations to be applied in the process of evaluation. There also has been emphasized that the deadline indicated in the RfQ document is very strict and should be followed accordingly without any delays, late submissions are not accepted

II. Questions and Answers

Question 1: *Is the implementation timeframe for the brandbook and the other deliverables the same or are there different deadlines? Which is the tentative starting date of the assignment? Is it possible to apply for the tender in a consortium of firms?*

Answer 1: The deadline for submission of offers is 30 March 2017, 16:00 (local time) and the deadline should be respected strictly.

The tasks in the TOR are divided in two core components, as detailed in Section D of the RfQ. Thus, the table in Section D contains the presentation of deliverables structured based on the priority of submission. According to the needs of the beneficiary institution, the Parliament of the Republic of Moldova, the LOGO of the institution, including all logo derivatives, as well as the guidelines for logo usage (*internal and public*), constitute a priority. Subsequently, the submission of the deliverable will take place in several in stages, according to the indicative timeframes specified in the table, but no later than **15 June 2017**. Regarding the deliverable Brandbook, both the internal use and public versions, these will be submitted as well in stages, in line with the timeframe specified in the RfQ at Section D. The stages of the working process, indicated in the table, constitute an estimative timeframe for submission of the products, which starts from the date of Contract signature. Shall be noted that the entire assignment, as to the deliverable brand book, is to be completed not later than **10 November 2017**.

Kindly note that a consortium of companies is allowed to apply for the tender, provided that the allocation of tasks and responsibilities of each of the companies is clearly described and a legal Consortium Agreement between the companies participating in the consortium is concluded.

Question 2: *Which are the stages of clearance of the submitted deliverables? Which are the actions to be taken in case of occurrence during the clearance process of situations which could delay the implementation period?*

Answer 2: After the evaluation process, during the contract signature with the winning company, a coordination mechanism will be agreed with representatives from the beneficiary institution. The timeframe for submissions of comments and feedback from the beneficiary will be included in the general table that will describe the timeframe for completing the deliverables. When appropriate, in case of occurrence of unforeseen circumstances, additional or extended coordination and consultations, the possibility of contract period extension will be considered.

Question 3: *Considering that there are multiple items (pens, t-shirts, basket) which are to be further subject to branding, design and application of identity elements, how important is to have a partnership*

with a company that is a supplier of such items ? Is it expected that the bidder should subcontract a company that has office supplies in stock? Are the bidders expected to provide, at the time of presenting the branding proposals of the items enumerated above, samples of these items?

Answer 3: The “physical” presentation of the items – samples is not required; it is recommended that samples of the branded items are presented in a graphic/computerised simulation.

it is expected that in line with the provisions of the Terms of References, Section E, point 3.11 (*Stationary*), page 17 from the RFQ: *“To spread the visual identity of the Parliament, the design team will explore, select and propose office supplies and their personalization by developing the layout design and applying identity elements, such as: colours, text, logo variations, graphic symbol, depending on the features of each item listed below.*

It is important to note that the design team will not only provide graphic ideas for office supplies stylization, but will also ensure:

- *Exploration of at least three types of variations per each office item available at the specialized local suppliers.*
- *From the explored variations, the one with the optimal price-quality ratio will be chosen.*
- *Specific features of each selected optimal item will be described, so that they are respected during the acquisition process (size, thickness, material type, usage).*
- *Both files with graphic designs will be offered and computer simulation of the layouts application on the item will be performed (mockup), so that it is clear how each item is stylized.*
- *The optimal methods and technologies of stylization will be chosen and specified according to the type of item and the graphic design (e.g. application of logo by means of screen printing, multicolour printing, sublimation printing, printing press, etc.).”*

Thus, the companies that intend to apply for the tender, are advised, to estimate the costs for implementing the assignment described under the ToR, taking into consideration that as part of the elaboration of Brandbook and personalization of visibility items, the company shall conduct researches/checks of applicability of their branding proposals.

Therefore, for each visibility item, suggested for branding, in line with the lists included in the RFQ, Section E, points 3.4 to 3.15, will be provided the technical specifications, which are to be subsequently followed by the beneficiary during the procurement process of the visibility materials.

Additionally, the contracted company shall specify in the Brandbook the methods and technologies that are most suitable for branding/styling of visibility items, depending on the type of the item and graphic concept.

Question 4: Which are the expectation related to the logo? Is it expected that a totally new concept is developed or shall the adjustment to the existing logo be performed?

Answer 4: The expectation of the beneficiary is to receive an adjusted, modernised version of the existing logo. Currently, the existing logo is not used properly. Each time it is applied, it has different colours, and the small elements are not visible when zoomed in. A compulsory requirement is that the logo illustrates the Parliament building, and the image quality is clear and not blurred.

Question 5: Is it necessary to present the breakdown of the costs?

Answer 5: The Company that applies for the tender is encouraged to present the breakdown of costs, however this is not a mandatory requirement. Companies that did not submit the breakdown of costs shall not be disqualified, based on this grounds.

Question 6: Which operational system does the Parliament of Moldova use?

Answer 6: Microsoft

Question 7: Do we use Licenced Fonts? Do we include in our financial offer costs for additional licences?

Answer 7: Companies should include only Licensed Fonts. But, it is recommended to use alternative text default that matches maximally the default style and font; the alternative font should be spread as standard in Windows operating systems. No additional costs for additional fonts should be included in the financial offers.