



*Simply Possible*

## OFFICIAL REQUEST FOR QUOTATION

### Procurement Ref # POSB104/2025

The People's Own Savings Bank (POSB) invites your company to make a firm offer for the Provision of Creative Brand Design Agency as follows.

ITEM DESCRIPTION – Provision of Creative Brand Design Agency	QUANTITY
• Provision of Creative Brand Design Agency	1

### **YOUR OFFER MUST STATE THE FOLLOWING:**

- The applicable currency – Bidders must submit their bids in USD and payment will be processed in local currency at prevailing official bank rate on date of payment processing.
- Payment terms should be clearly stated and to be after delivery. POSB shall not consider demands for cash upfront unless an advance payment guarantee has been provided by the supplier for payments above USD\$20,000.00 or equivalent.
- Validity period of quotation to be a minimum of 30 days.
- Bidders must state delivery period from receipt of official order.
- Bidders must note that if they put more than one option only their main offer will be evaluated.
- Bidders with outstanding orders past their agreed delivery time frames will not be considered.
- Bidders who have failed to fulfill their orders in the immediate past one year will not be considered.

### **Bidders must also submit the following documents**

You are requested to bid for the supply of the products specified in the Statement of Requirements below, by completing and returning the following documentation:

- Supplier Registration number showing that you are registered with the Procurement Regulatory Authority of Zimbabwe for the FY 2025.
- The bidder MUST attach the following MANDATORY documents
- Legal Documents - Certificate of Incorporation.
- CR14 Form (list of directors), 2025.
- Valid 2025 ITF 263 Tax clearance certificate.
- Valid VAT Certificate
- Detailed Company Profile.
- 3 Reference letters from previous customers confirming that the bidder successfully provided the same services.
- Valid NSSA Clearance Certificate
- Bidders with outstanding deliveries and those who have failed to meet the agreed delivery target before will not be eligible for participation in this tender.

**Failure to comply with the terms and conditions set out in this RFQ will lead to automatic disqualification.**

#### **SUBMISSION OFFERS/ QUOTATIONS**

1. The bank will only be accepting electronic submissions on to our email address [rfqs@posb.co.zw](mailto:rfqs@posb.co.zw).
2. NB Offers not received by 1000 hours on the closing date SHALL be treated as late tenders and will not be considered.
3. Any clarifications please enquire in writing to **our email address** [procurement@posb.co.zw](mailto:procurement@posb.co.zw) on or before **01 June 2025 1400hrs**.

<b>Posted date</b>	28/05/2025
<b>Closing date</b>	<b>04/06/2025</b>
<b>Closing time</b>	<b>1000 hours</b>

#### **Technical Specification and Compliance Sheet**

Name of Bidder:

Bidder's Reference Number:

The Goods and Related Services must comply with following Technical Specifications and Standards:

[Columns a and b are completed by POSB. Column c must be completed by the Bidder to indicate the full specification of the items offered and their compliance with the specification required (in Column b)]

The detailed technical evaluation will examine the technical specification of the items offered in column c and determine whether this meets the minimum specification in column b. Bidders must complete column c or their tender will be rejected. **Bidders are required to include technical literature to positively support the details provided in column c.**

a	b	c
LOT No	Item description and full technical Specification required (including applicable standards)	{Confirm full specification of items offered by Bidder and compliance of items to detail in column b}
1	Provision of Creative Brand Design Agency	

The detailed technical evaluation will examine the technical specification of the items offered in column c and determine whether this meets the minimum specification in column b. Bidders must complete **column C** or their tender will be rejected. **Bidders are required to include technical literature to positively support the details provided in column c.**

### List of Services and Price Schedule

**Note to Bidders: Complete the currency of your quotation and the unit and total rates for each item listed below.**

Currency of Quotation/Contract:     USD    

People's Own Savings Bank intends to engage a service provider for the Provision of Creative Brand Design Agency. Bidders are required to complete the Price schedule below and provide all costs that make up the total price.

Item No <sup>1</sup>	Description of Services	Unit of measure	Input Quantity	Unit Rate	Total Price <sup>2</sup>
1	Provision of Creative Brand Design Agency	Each	1		
				Other additional costs	
				Total	

Note 1: Lots and packages should be shown as separate items.

Note 2: Include any additional costs, such as hire or purchase of equipment to perform the services.

Note 2: The description or quantity must indicate the unit of measure where relevant.

Note 4: Include any additional costs, such as VAT. The price to be quoted in the Price Schedule must be the total price of the bid, excluding any discounts offered.

Note 5: Winning bidder will be required to pay contract administration fees in terms of Public Procurement and Disposal of Public Assets Act, Statutory Instrument 193 of 2022.

**Delivery Schedule**

Name of Bidder:

Bidder's Reference Number:

*{Note to Bidders: If the delivery period offered, or any other details, differ from the requirements below, this should be stated in your tender}.*

Item No	Description of Goods	UOM	Quantity	Delivery Date Required by Procuring Entity and applicable INCOTERM	Bidder's offered Delivery period
				<i>[Completed by Procuring Entity]</i>	<i>{to be provided by the Bidder}</i>
1	<b>Provision of Creative Brand Design Agency</b>	Each	1	14 days from issuance of Purchase order	

# POSB BRAND DESIGN

## Background

POSB is embarking on a strategic brand refresh to ensure its visual identity and brand system reflect its evolving market role and growing customer expectations. This initiative marks a critical step in the modernisation of the brand and identity systems, positioning POSB for contemporary relevance and digital readiness.

This evolution of the POSB brand system aims to strengthen the Bank's presence in today's financial services landscape by aligning its external image with its current and future ambitions. The refresh seeks to create a cohesive and modern brand experience across all platforms, that is, digital, physical and experiential, while retaining elements of the bank's legacy and purpose. Far more than a visual update, this strategic brand refresh is an opportunity to unify POSB's communications, build deeper stakeholder engagement and support the Bank's efforts to serve a broader, more digitally engaged customer base.

The contracted agency will be required to review the existing POSB brand elements and come up with new elements that are more consistent, modern and aligned with the brand refresh.

### Activities include:

Brand Design	Design System
<ul style="list-style-type: none"><li>Comprehensive Guideline</li><li>Design of logos and logo treatment</li><li>Colour palette</li><li>Imagery style</li><li>Layout principles</li><li>Iconography</li></ul>	<ul style="list-style-type: none"><li>UI components</li><li>Responsive design rules</li><li>Interaction guidelines</li><li>Content components</li><li>Accessibility standards</li><li>Templates</li></ul>

## Objective Of the Brand Refresh

The goal of this initiative is to develop a future-fit brand design system that works seamlessly across both digital and physical channels, while retaining the core elements of the POSB brand equity. The brand refresh should reflect POSB's evolution and position the Bank for continued relevance in a fast-changing financial landscape.

The winning bidder will be required to conceptualise and come up with a comprehensive refreshed brand identity and design system that will:

- Launch and publicise the newly evolved POSB brand.
- Reposition POSB as bold, fresh and disruptive within Zimbabwe's financial services sector.
- Enhance the visual impact and consistency of all POSB collateral and branded communications.

The initiative must spark national interest and engagement, prompting the question: 'Is this the same POSB we know?'

### **Scope of Work & Deliverables of the Project**

The winning bidder will be required to come up with a robust and contemporary visual design system for POSB and its sub-brands that ensures consistency, adaptability and scalability across all platforms and customer touchpoints. The outputs must support the Bank's ambition to modernise its brand while enhancing usability for internal teams and external partners.

### **Deliverables include (but not limited to):**

- A **comprehensive brand design, guideline and manual** that clearly documents the philosophy, visual identity, tone and application rules which will serve as the definitive reference for all internal and external brand users, including designers, marketers, agencies and printers.
  - A flexible logo system will be required, including sub-brand marks for internal programs and future offerings.
  - A brand architecture system will be required to be developed, outlining how sub-brands, internal initiatives and future services will visually relate to the refreshed master brand.
- A **digital design system** (in document or library format) that acts as the "single source of truth" for digital execution. It should include UI components, responsive

design specifications and interaction guidelines, ensuring that POSB's presence across websites, apps and other digital interfaces is brand-consistent, user-friendly and easy to maintain.

### Summary of Deliverables

The winning bidder will be required to deliver the below summarized for the POSB corporate brand as well as sub-brands as required and guided.

Deliverables	Format	Quantity/Scope
<b>Logos design</b>	PDF and master open files	POSB corporate and sub brands
<b>Logo System</b>	PDF and master open files	1 master system, including variations and applications for the main and sub-brands
<b>Comprehensive Brand Guideline and Brand Manual Document</b>	PDF and master open files	Part of the comprehensive document
<b>Digital design system</b>	PDF and master open files like Figma or Adobe XD	<ul style="list-style-type: none"> <li>• Master system</li> <li>• To also include a motion identity system, such as animated logos</li> </ul>
<b>Templates (Email, PPT, Word, Financial Sheet, social media, Videos, animations)</b>	Master open files	Minimum of 10 templates
<b>Launch Materials</b>	Final artwork files	<ul style="list-style-type: none"> <li>• All visual elements</li> <li>• Internal brand engagement tool in the form of a brand orientation deck, staff wall design, or internal culture launch visual to support rollout and adoption.</li> </ul>
<b>Special brand collateral (Real-world touchpoint mock-ups)</b>	PDF and master open files	Include branch signage, mobile screens, ATM UI, campaign banners, etc to demonstrate the usability of the brand system
<b>Rationale</b>	Text	Provide a clear rationale behind creative decisions.

### Evaluation Criteria

Bidders are required to submit verifiable examples of similar previous work, each supported by signed and stamped reference letters from the respective clients. A minimum of three (3) completed projects must be provided for evaluation. These projects



should clearly demonstrate the bidder's capability to deliver on all elements outlined in the Scope of Work for the POSB brand evolution initiative.

In addition, bidders must submit a 10-minute video presentation outlining the case studies' creative thought process and methodology. This presentation will form a key part of the technical evaluation. Below is the evaluation criteria to be used:

<b>Evaluation Category</b>	<b>Score</b>
Strategic Sensitivity	15%
Design System Thinking	15%
Visual Execution & Craft	15%
Digital Readiness	10%
Usability & Practicality	5%
Case Study Relevance	15%
People & Process (Team Capability + Methodology)	10%
Brand Architecture Capability	5%
Brand Expression and Capability	5%
Budget & Delivery Plan	5%
<b>Total</b>	<b>100%</b>

**\*\*\* NB:** - All creative outputs and source files from the project will become the property of POSB upon final delivery and payment, with full usage rights transferred.