

## **LETTER OF INVITATION TO QUOTE**

Date: 23 February 2021

23-B Coleman Street  
Singapore 179807

Dear Sir / Madam

Tel. +65 6337 3888  
Fax. +65 6337 8958  
www.spm.org.sg

### **INVITATION TO QUOTE FOR VISUAL IDENTITY DESIGN FOR UPCOMING CHILDREN'S MUSEUM (REF: SPM/QN/01/02/2021)**

COMPANY. REG. NO. 199502248C  
a National Heritage Board Museum

#### **INTRODUCTION**

1. Singapore Philatelic Museum (SPM) would like to invite quotations for the visual identity design of the upcoming children's museum.

SPM has been repositioned to be the first national children's museum. The museum building is undergoing revamp and will re-open its doors as the new children's museum tentatively in 2022.

SPM has completed work on the vision, values and personality of the children's museum. The appointed supplier must base their design of the visual identity on this information.

The visual identity design must be completed within five months from the appointed date.

#### **ABOUT THE CHILDREN'S MUSEUM**

2. a) Target Audience

The proposed target audience is children below 12 years old. The primary audience is children aged 5 to 8 years old.

##### b) Vision of the Children's Museum

- A starter museum for children to inculcate a love for museums and support lifelong learning together as a family
- An inspirational and innovative museum about Singapore and the world
- The best children's museum for all children in Singapore

The museum seeks to help children:

- To understand Singapore's diverse, multicultural heritage and thrive in their differences and similarities
- To prepare them to play their part in their community and have a sense of their value as individuals within the whole
- To explore their place in the world through fun and enjoyment, innovation and creativity
- To feel better prepared to be adaptive, responsible, independent citizens
- To live the best lives they can

More information about the children's museum is in [Annex A](#).

## REQUIREMENT SPECIFICATIONS

3. The quotation shall be provided based on the following specifications:

	Description
<b>a)</b>	<b>PART 1</b>
	Supplier to design, with up to 3 rounds of revision each, and provide Final Artwork and editable source files of the following:
i.	<p>Logo with Application Guidelines The logo is the visual identity of the museum, reflecting its character and personality.</p> <p>Logo Application Guidelines must include:</p> <ul style="list-style-type: none"> <li>- Primary and secondary colours</li> <li>- Usage on backgrounds</li> <li>- Typography</li> <li>- Minimum size of logo &amp; minimum clearance space</li> </ul>
ii.	Namecard
iii.	<p>Letterhead &amp; Envelope</p> <ul style="list-style-type: none"> <li>- Letterhead for A4-sized sheet</li> <li>- Envelope in sizes common for office stationery</li> </ul>
iv.	<p>Adaptations for Social Media</p> <ul style="list-style-type: none"> <li>- For use/ customisation on Facebook and Instagram</li> <li>- To include, but not limited to, profile image, cover photos, header graphics, posts including photo and video posts etc</li> </ul>
<b>b)</b>	<b>PART 2</b>
i.	<p>Supplier shall design a new look and feel of the Website* (current URL: <a href="http://www.nhb.gov.sg/spm">www.nhb.gov.sg/spm</a>), with up to 3 rounds of revision, and provide editable design source files and digital assets generated as part of the design process at no additional cost:</p> <ul style="list-style-type: none"> <li>- Supplier shall provide the design in the form of <u>five different templates</u> that include, but are not limited to, these key pages: <ul style="list-style-type: none"> <li>➤ Homepage</li> <li>➤ Landing page for menu items</li> <li>➤ Detail page for sub-menu items</li> </ul> </li> <li>- Design must be adaptable for Desktop, Mobile and Tablet</li> <li>- Design must be interoperable with NHB's designated hosting environment</li> <li>- All digital assets are to be optimised for web publishing/ viewing</li> <li>- Sitemap will be provided to the appointed supplier</li> </ul> <p>Note: The target audience of the website is parents and educators</p>

## **COPYRIGHT**

4. All copyright, trademarks and intellectual property rights of the content developed for the visual identity design shall belong exclusively to SPM. The appointed supplier has no rights to use any original artwork files or any materials of the museum outside of the Contract without consent from SPM.

All design files in Final Artwork and editable versions are to be handed to SPM upon completion of design.

## **NON-DISCLOSURE AGREEMENT**

5. All interested suppliers must attain the Annex of this document by submitting a signed Non-Disclosure Agreement (NDA) to NHB\_SPM\_ADM@nhb.gov.sg.

## **SUBMISSION GUIDELINES**

6. Suppliers must submit the following:
  - a) Schedule of Prices – Please refer to Appendix 1. – QUOTATION CONDITIONS OF CONTRACT (excel)
  - b) Value Proposition  
A write-up on four A4-sized sheets on why the supplier is most suited for the project, including their design intent to achieve the deliverables.
  - c) Company Profile/Track Records
  - d) Similar Past Works  
A minimum of three similar examples, with at least 2 examples completed within the last 3 years and at least one that involves the creation of a new visual identity or a major brand overhaul.

Suppliers should give a detailed scope of the job for each example including 'before and after' and the budget if possible.

In addition, suppliers must provide contacts of these three past works as references.

- e) Curriculum Vitae (CV) of Project Team

Suppliers must identify all project team members and submit each of their individual CVs and portfolios with relevant works. The supplier's organisation chart must also be submitted.

The proposed project team should at least comprise, but is not limited to, the following:

- Team Leader – at least 10 years of relevant experience

- Project Manager – at least 8 years of relevant experience
- Designer – at least 8 years of relevant experience

If appointed, the project team members must not be changed without prior written consent from SPM.

f) Project Schedule

The project schedule must indicate the various stages/ milestones of the visual identity design.

7. The sum quoted in the supplier’s submission shall be deemed to cover all costs of the supplier including manpower costs, supply of materials, transport, insurance, documentation, delivery and anything indispensable necessary thereto.

### QUOTATION SUBMISSION

8. Interested suppliers must submit quotations based on the Requirement Specifications (para. No. 3) and Submission Guidelines (para. No. 6), including a completed Schedule of Prices, in softcopy via email to NHB\_SPM\_ADM@nhb.gov.sg before the closing of the quotation.
9. **Closing date of quotation is Thursday, 4 March 2021, 12 noon.**

### EVALUATION CRITERIA

10. Quotations shall be evaluated based on the following criteria:

	<b>Evaluation Criteria</b>	<b>Weightage (%)</b>
A	Conformity to the requirements specifications*	Critical
B	No debarment status on or after closing date*	
C	Ability to meet the stated timeline for completion of project* (para. No. 1)	
D	Schedule of Prices* Appendix 1. – QUOTATION CONDITIONS OF CONTRACT (excel)	
E	Price Competitiveness	40%
F	Quality criteria Value Proposition, Company Profile/Track Records, Similar Past Works, CV of Project Team	60%
	<b>Total</b>	<b>100%</b>

\* This is a Critical Criteria. Quotations that do not meet these criteria will be disqualified.

## CLARIFICATIONS

11. Those who wish to seek clarifications shall email their written questions no later than 3 working days prior to the closing of the quotation (by Monday, 1 March at 12 noon) to the following officer(s):

Jocelyn Lee  
Senior Manager, Public Communications  
Tel: +65 65137332 / 63373888  
Email: NHB\_SPM\_ADM@nhb.gov.sg

12. There will also be a voluntary Q&A session conducted remotely via ZOOM on Friday, 26 February 2021, from 10.00am – 11.00am. Interested attendees must register by emailing the completed registration form to NHB\_SPM\_ADM@nhb.gov.sg by Thursday, 25 February 2021, 10.00am.
13. All emails should have 'INVITATION TO QUOTE FOR VISUAL IDENTITY DESIGN FOR UPCOMING CHILDREN'S MUSEUM (REF: SPM/QN/01/02/2021)' as the heading.
14. Singapore Philatelic Museum does not bind itself to accept the lowest or the whole of any quotations.

Thank you.

Yours faithfully

<<No signature required>>

Phyo Zaw Pwint (Miss)  
Assistant Finance Manager  
Singapore Philatelic Museum