

REQUEST FOR PROPOSAL FOR LAYOUT/GRAPHIC DESIGNING SERVICES

SCOPE OF WORK

The Financial Sector Transformation Council (FSTC) seeks to appoint a reputable and qualified service provider to produce (design, layout and print) the 2022 State of Transformation Annual Report. The service provider should provide the FSTC with a comprehensive proposal.

REF Number	RFQ-GDSoTAR2022
RGQ Scope	Graphic design, layout and printing of the 2022 State of Transformation Annual Report
Date issued	07 February 2025
Closing date for submission	14 February 2025
Closing time	17:00
Inquires	thamsanqa@fstc.org.za
<i>All inquiries should be in writing</i>	

Proposals may be submitted on or before Friday, 14 February 2025, no later than 17:00.

All submissions should be emailed to the below address with attention to and subject line as follows:

Attention: Thamsanqa Nyawo
Subject line: RFQ-GDSoTAR2022
Email: thamsanqa@fstc.org.za

BACKGROUND

The FSTC is a non-profit organisation established in terms of Section 9(1) of the Broad-Based Black Empowerment Act 46 of 2003 as amended (B-BBEE Act). It is a transformation body mandated to drive and measure transformation within the financial sector using the Amended FS Code gazetted under the B-BBEE Act, as a core enabling framework towards redressing socio-economic inequalities and alleviating poverty.

TASKS & DELIVERABLES / SPECIFICATIONS

Services to be rendered will include, but are not limited to:

The Development of the Annual Report to ensure that its contents are aesthetically appealing by:

- Providing three (3) layout and design options;
- Conceptualising graphics based on FSTC's corporate identity requirements and ensure the use of appropriate colours and layouts for each visual;
- Providing a professional, high-quality and digital layout design, with the content containing text, tables, charts, graphs, and infographics;
- Improving and edit artwork, photos, charts and other graphic elements;
- Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, and cards);

- Creating animations for illustrative purposes such as presentations and apply advanced graphic solutions;
- Sourcing sub-sector photographs for the cover design and testing graphics across various media.
- Delivering creative graphic and technical solutions for use of new media (virtual 3D words/boxes, postcards)
- Delivering creative and innovative ideas of the annual report for print, electronic, web-based and animated presentations.
- Providing, a final high resolution print file and a low resolution website file (PDF) ;
- Ensuring final graphics and layouts are visually appealing and aligned to the FSTC's corporate identity.

Creative concept and production

- The key content and highlights should be communicated creatively throughout the report and in accordance with the table.

Quantity: 100 Books	Printing: Full Colour (CMYK)	Pages: 100(excl. front & back cover)
Size	A5 paper size with bleed, trimmed to 148mm x 210mm	
Paper and cover	Matt lamination with spit UV varnish graphics on back and front covers. Gloss lamination on the inside paper	
Finishing/ Binding style	PUR binding with 130 g/m ² in-text and 250 g/m ² Magno Gloss on the back and front cover text. Provide with a final high resolution print file and a low resolution website file (PDF) including photos collected for the publications and other communication materials.	
Sourced images	The service provider is to source images which will be approved by the FSTC and they will complement the content of the annual report and be in line with FSTC's corporate identity.	
Body content	Arial 11; tables and figures 10	
Other	Provide high-definition images for cover pages.	

PREFERRED QUALIFICATIONS & REQUIREMENTS

The successful entity is required to meet the following criteria:

- At least three (3) years of experience in various types of high graphic design, both print and online. The samples of work should reflect this variety.
- Strong practical background in graphic design, including the use of design software such as Adobe Design Premium, Photoshop, In-Design, Web Design Tools, etc., and other professional software in this regard.
- Ability and flexibility to meet tight deadlines.

Applicants should provide the following:

- A comprehensive proposal;
- A reference's list with track record of clients and vendors (such as printers, photographers, illustrators); and
- Copies of catalogues or samples of the design work.