



**COUNTY GOVERNMENT OF BUSIA
DEPARTMENT OF LANDS, HOUSING
& URBAN DEVELOPMENT
MUNICIPALITY OF BUSIA
P.O. Box Private Bag - 50400
BUSIA, KENYA**

Email: municipalityofbusia@gmail.com



REQUEST FOR PROPOSAL FOR LOGO DESIGN

Municipality of Busia was established pursuant to the Constitution of Kenya 2010, the County Governments Act, 2012 and Urban Areas and Cities Act, 2011 (amended 2019). It qualified to be a municipality not only because it's the Headquarters of Busia County, but also because it met the minimum condition as stipulated in the Third schedule of the County Government Act and the Urban Areas and Cities Act.

The Municipality is in the process of designing its official logo. To do this, it requires the contribution of Kenyan creative designers to develop a new logo and a 'tag line' which encapsulates, embodies and reflects its mandate and vision.

The Municipality hereby invites interested Eligible bidders in Kenya to participate in a public competition to design an innovative Corporate Logo and tagline commensurate to the body corporate.

Tender documents containing detailed information on the tenders can be freely downloaded from the IFMIS Supplier portal (<https://supplier.treasury.go.ke>, <https.tenders.go.ke>) and www.busiacounty.go.ke.

Duly completed tender documents (proposed designs hard and soft copies) in plain, sealed envelope clearly marked "REQUEST FOR PROPOSAL FOR LOGO DESIGN FOR MUNICIPALITY OF BUSIA: TENDER No: BSA/MCPL/KUSP/003/2020/2021" should be deposited in our tender box located at the Trade and Cooperative building so as to be received on or before 22nd September, 2020 at 10.30AM

The Proposals will be opened immediately thereafter in the presence of bidders or representatives who choose to attend at the Trade and Cooperative Boardroom.

MUNICIPAL MANGER
MUNICIPALITY OF BUSIA

MUNICIPALITY OF BUSIA LOGO DESIGN COMPETITION

GENERAL GUIDELINES

The following are guidelines, rules and regulations for the competition:

1. The Design should be in high resolution colour;
2. The logo must be clear and distinctively identifiable for effective application on all Municipality of Busia materials, website and other relevant platforms;
3. The logo should include the name of the Municipality of Busia;
4. Entries should be submitted in A3 size paper and in a PDF soft copy on a windows readable compact disc.
5. The design must be accompanied by a written description of its meaning and features;
6. The entrants are required to identify possible colours for the Municipality of Busia;
7. Entrants in the competition should provide their names, postal addresses, email address and daytime telephone numbers;
8. The design of the winning entry or any other entry that participates in the competition will, subject to modification be used in designing the Corporate Logo;
9. The Municipality of Busia reserves the right to register the winning logo as its copy right;
10. Any material, graphic software or other items prepared by an entrant in the competition shall belong to and remain the property of the Municipality of Busia;
11. The judges' decision is final and will not be open to any correspondence or appeal whatsoever.

Reward the Jury will select the winning logos which will be awarded in order of merit as follows:

- 1. First Position - Kshs 200,000.00 (Two hundred thousand shillings only)**
- 2. Second Position - Kshs 100,000.00 (One hundred thousand shillings only)**
- 3. Third Position - Kshs 50,000.00 (Fifty thousand shillings only)**

TENDER REQUIREMENTS

Logo Design for Municipality of Busia

1. Theme

The Municipality of Busia was established pursuant to the Constitution of Kenya 2010, the County Governments Act, 2012 and Urban Areas and Cities Act, 2011 (amended 2019). The Municipality is launching a search for a logo and graphic identity and tag line. The aim of the search is to adopt the new logo to make the Municipality more distinguishable and recognizable to its stakeholders and the general public.

2. Aim

The aim of the search is to develop a new distinct logo proposal for Municipality of Busia.

The design proposal must have the word "Municipality of Busia" clearly displayed in the logo, and should also include a pictorial symbol. Participants have to make combinations of elements of the mandate to give a proposal to encapsulate Municipality's mission and role optimally.

3. Mandate of Municipality of Busia

Pursuant to Article 184 of the Constitution, provisions of County Government Act, 2012, Urban Areas and Cities Act 2011 (revised 2019), and the Municipality of Busia Charter, The functions of the Municipality shall include:

- (a) Promotion, regulation and provision of refuse collection and solid waste management services;
- (b) Promotion and provision of water and sanitation services and infrastructure (in areas within the Municipality not served by the Water and Sanitation Provider);
- (c) Construction and maintenance of urban roads and associated infrastructure;
- (d) Construction and maintenance of storm drainage and flood controls;
- (e) Construction and maintenance of walkways and other non-motorized transport infrastructure;
- (f) Construction and maintenance of recreational parks and green spaces;

- (g) Construction and maintenance of street lighting;
- (h) Construction, maintenance and regulation of traffic controls and parking facilities;
- (i) Construction and maintenance of bus stands and taxi stands;
- (j) Regulation of outdoor advertising;
- (k) Construction, maintenance and regulation of municipal markets and abattoirs;
- (l) Construction and maintenance of fire stations; provision of fire-fighting services, emergency preparedness and disaster management;
- (m) Promotion, regulation and provision of municipal sports and cultural activities;
- (n) Promotion, regulation and provision of animal control and welfare;
- (o) Development and enforcement of municipal plans and development controls;
- (p) Municipal administration services (including construction and maintenance of administrative offices);
- (q) Promoting and undertaking infrastructural development and services within municipality;
- (r) Any other functions as may be delegated by the County Executive Committee.

4. Participation

a) Eligibility Criteria

The bid is OPEN to all eligible bidders. The bidders MUST have the following:

1. Copy of Certificate of registration, incorporation or passport/ identity card for individual
2. Copy Valid Tax Compliance Certificate
3. Confidential Business Questionnaire dully filled, signed & stamped
4. Anti-corruption Pledge duly signed and stamped in the format provided

b) Exclusion Criteria

Persons working for County Government of Busia or family members of Municipality of Busia Board, Management and staff members are excluded from participation in the bid.

5. Technical and artistic requirements for entries:

With a view to equal treatment, all contestants must submit their logo proposal(s) as follows:

- a) Full colour, black and white, a grayscale version and unicolor outline version of each logo
- b) Logos must be created as vectors to ensure scalability without loss of quality
- c) Logo graphic must be provided in EPS format (vector), using the CMYK colour model.
- d) In addition to the compulsory EPS file mentioned above, contestants should provide each logo in the following file formats, resolutions and sizes:
 - i. JPEG, PNG
 - ii. In high resolution (at least 300 dpi) for print
 - iii. In low resolution (72 dpi) for web
 - iv. 50 pixels in width or height; 100 pixels in width or height; 600 pixels in width or height
 - v. Typeface/fonts used in their design
- e) Contestants should not imprint or watermark any of the contact details in the proposed logo design
- f) Contestants should submit a written description (of no more than 200 words) of their design(s), explaining its graphic identity along with other relevant information such as the programme they used to create it, the colours used (CMYK colour codes, pantones and their equivalents in RGB and HTML), typefaces/fonts used, and any other important facts.
- g) The logo design must be original and should not infringe on the rights of any third party. Municipality of Board will not bear any responsibility for copyright violations or infringements of intellectual property carried out by the bidders. In the event that any entry is found to be infringing on intellectual copy rights even after it is selected, this entry shall be rejected as the winning design. In addition, if the submitted design is found to resemble a similar artwork, Municipality of Board reserves the right to reject it even after it is selected as the winning design.
- h) The artwork must not contain any objectionable or inappropriate content.
- i) Each bidder can submit several logo designs proposals for consideration.

6. Instructions for submission

- (a) The files must be submitted at the very latest on **22nd September, 2020 at 10:30AM.**
- (b) The proposals should be in windows compatible soft copy on a windows readable compact disc and in hard copy presented in plain sealed envelopes, cleared marked "Municipality of Busia logo bid"
- (c) The submissions must contain the name, contact numbers and postal address of the contestant.
- (d) Where several logos are created by a single contestant, each logo needs to be numbered. They should be sent in one, single envelop, but have to be clearly labeled.
- (e) Each entry must be accompanied by full contact details including name, contact numbers (both mobile and/or land line), email and complete postal address with area code.

Evaluation Criteria

No	Description	Marks
1.	The logo has followed the basic submission requirement:- <ul style="list-style-type: none">• High resolution colour, Black and white and gray scale• Include the name of the Municipality of Busia• In A3 size paper and in a JPEG or PNG soft copy on a windows readable compact disc• Accompanied by a written description of its meaning and features.• Has names, postal addresses, email address and daytime telephone numbers of applicant	20 points
2.	The logo proposal represents Municipality of Board mission and ensures recognisability of the basic objectives	20 points
3.	Uniqueness of relevant design and originality	20 points
4.	Its positive and clear visual impact, aesthetics	20 points
5.	Its suitability as visual emblem of public agency, in terms of design, colours, font, and adaptability for use in different media, and all-round applicability	20 points

CHECK OUT OUR COLOR DESCRIPTIONS

BLACK & GRAYS: Formal, mournful, rich, elegant, serious, seriousness, distinctiveness, boldness, somberness, Municipality of Busia, practicality and a corporate mentality

BLUES: Municipality of Busia, dignity, security, faithfulness, trust, reliability, belonging, coolness.

- **Deep Blues:** Analytical, serious, scholarly, academic, naval, regal
- **Pale Blues:** Calm, Pacific, ethereal, fresh, clean, cool.

BROWNS & BEIGES: Somber, natural, authentic, utility, earthiness, woodiness and subtle richness

GREENS: Environmental, motion, mobility, wealth, natural, tranquility, health, freshness

ORANGES: Warm, cautious, hazardous, cozy, energetic, fun, cheeriness, warm exuberance.

PINK: Femininity, innocence, softness, health

PURPLE: Royalty, spirituality, dignity, sophistication, costliness and mystery

RED: Aggressive, assertive, intense, strength, vitality, life-sustaining, passionate, courageous, insightful Tropical, sunlit, healing, illuminated, discovery, positivity, sunshine and cowardice.

Clarifications

All requests for clarification should be in writing and emailed to: municipalityofbusia@gmail.com. All Inquiries received before 7 (seven) days to submission will be compiled and sent to all the consultants within two working days and no other clarifications will be given thereafter.

Deadline for submissions

Entries and designs should be submitted in windows compatible **soft copy** and in **hard copy** presented in plain sealed envelopes, clearly marked **“REQUEST FOR PROPOSAL FOR LOGO DESIGN FOR MUNICIPALITY OF BUSIA: TENDER No: BSA/MCPL/KUSP/003/2020/2021”** and addressed to:

**The Municipal Manager
Municipality of Busia
P.O. Box 1001-50400 Busia**

And be deposited in the tender box located at the Trade and Cooperative building (next to County Assembly) so as to be received on or before **22nd September, 2020 at 10.30AM**

Tenders will be opened immediately in the presence of the bidders or their representatives who may choose to attend at Trade and Cooperative building
Entries received after the deadline shall not be accepted

ANTI CORRUPTION DECLARATION / COMMITMENT / PLEDGE FORM

I/We of Post Office Box
..... declare that I/ We recognize that Public Procurement is based on a free, fair and competitive tendering process which should not be open to abuse.

I/We Declare that I/We will not offer or facilitate, directly or indirectly, any inducement or reward to any public officer, their relations or business associates, in connection with tender No..... for or in the subsequent performance of the contract if I/We am/are successful.

Signed by C.E.O. or Authorized Representative.

Name

Designation.....

Signature.....

Date.....

In case of sub-contracting

Signed by CEO of the firm to be subcontracted

Name.....

Designation.....

Signature.....

Date.....

LETTER OF NOTIFICATION OF AWARD

Address of Procuring Entity

To: _____

RE: Tender No. _____

Tender Name _____

This is to notify that the contract/s stated below under the above mentioned tender have been awarded to you.

1. Please acknowledge receipt of this letter of notification signifying your acceptance.
2. The contract/contracts shall be signed by the parties within 30 days of the date of this letter but not earlier than 14 days from the date of the letter.
3. You may contact the officer(s) whose particulars appear below on the subject matter of this letter of notification of award.

(FULL PARTICULARS) _____

SIGNED FOR ACCOUNTING OFFICER

CONFIDENTIAL BUSINESS QUESTIONNAIRE FORM

You are requested to give the particulars indicated in Part 1 and either Part 2(a), 2(b) or 2 (c) whichever applied to your type of business

You are advised that it is a serious offence to give false information on this form

Part 1 – General:

Business Name

 Location of business premises.

 Plot No..... Street/Road

 Postal Address Tel No. Fax
 E mail

Nature of Business

 Registration Certificate No.

 Maximum value of business which you can handle at any one time – Kshs.

 Name of your bankers Branch

	Part 2 (a) – Sole Proprietor																												
	Your name in full Age Nationality Country of origin <ul style="list-style-type: none"> • Citizenship details • 																												
	Part 2 (b) Partnership																												
	Given details of partners as follows: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 45%;">Name</th> <th style="width: 15%;">Nationality</th> <th style="width: 25%;">Shares</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td></td> <td>.....</td> <td></td> <td></td> </tr> <tr> <td>2.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td></td> <td>.....</td> <td></td> <td></td> </tr> <tr> <td>3.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td></td> <td>.....</td> <td></td> <td></td> </tr> </tbody> </table>		Name	Nationality	Shares	1.			2.			3.		
	Name	Nationality	Shares																										
1.																										
																												
2.																										
																												
3.																										
																												

	4.																												
	Part 2 (c) – Registered Company																												
	Private or Public State the nominal and issued capital of company- Nominal Kshs. Issued Kshs. Given details of all directors as follows																												
	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 35%;">Name</th> <th style="width: 35%;">Nationality</th> <th style="width: 15%;">Citizenship</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Details</td> <td style="text-align: center;">Shares</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">1</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td style="text-align: center;">2</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td style="text-align: center;">3</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td style="text-align: center;">4</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td style="text-align: center;">5</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> </tbody> </table>		Name	Nationality	Citizenship	Details	Shares			1	2	3	4	5
	Name	Nationality	Citizenship																										
Details	Shares																												
1																										
2																										
3																										
4																										
5																										
	Date Signature of Candidate																												

If a Kenya Citizen, indicate under “Citizenship Details” whether by Birth, Naturalization or registration.