

Brussels, 05/03/2020

## **Ex-ante publicity notice - negotiated procurement procedure**

**Subject : Corporate design refresh, manual and templates**

**Ref: SRB/NEG/8/2020**

The Single Resolution Board (“SRB”) will soon launch a call for tenders for a service contract of an estimated total amount of EUR 50 000 (fifty thousand euros). Please note that this figure is given for estimation purposes only and the actual value of the contract will be decided at a later stage.

### **Purpose of the Tender**

The SRB is looking for an economic operator to carry out tasks related to re-designing elements of its visual identity and producing corporate imagery and graphics, templates and an event visual identity.

The SRB would like to invite the interested economic operators to declare their interest in participating in this tender, as specified below.

### **Background & scope of the tender**

The SRB’s communication work plan has three main objectives:

- *Increased visibility, awareness and reputation*
- *More proactive and confident communications*
- *Consolidate and develop crisis readiness*

### **Description of services**

In this context, the Single Resolution Board is seeking the following services.

#### *Re-designing elements of the visual identity*

As part of the SRB’s focus on more visibility, it is seeking to sharpen up its visual identity: this means enhancing the existing brand without drastically changing the current look and feel.

Using these changes as a basis, the SRB would also like to explore alternative design options for the positioning of its logo, use of font and use of images across a number of different templates.

SRB will then require the future contractor to take the agreed options, apply them across the full range of SRB templates and put them into a revised visual identity guide.

SRB will require a series of options, including different design paths ranging from simple improvements to a more thorough update.

#### Corporate imagery and graphics

In line with the work outlined above, SRB will require a set of corporate images and graphics to use across our communication material. Graphics should be provided in editable as well as final formats, and in versions with high and low definition and suitable for use in publications, Powerpoint, Word documents, on the web and in social media. More technical specifications to be provided at a later stage.

#### Visual identity for the SRB Annual Conference

Using the new visual elements and corporate imagery, a proposal of the visual identity for the 2020 SRB Annual Conference will be required.

#### Template documents

SRB will require the production of a series of templates, based on the re-designed visual identity, including documents, PowerPoint, conference materials and so on. Technical requirements will be provided.

### **Description of the procedure**

Interested economic operators can express their interest in participating in the call for tenders by completing Annex 1 to this ex-ante publicity until 18/03/2020, 12:00 Brussels time, in writing, by email to:

[SRB-PROCUREMENT@srb.europa.eu](mailto:SRB-PROCUREMENT@srb.europa.eu)

No evaluation is performed at this stage. All the economic operators who have expressed their interest in participating in this procurement procedure before the above-mentioned deadline will subsequently be invited to submit a tender. The SRB, as contracting authority, reserves the right to also invite additional economic operators not included on the list of interested economic operators who responded to this ex-ante publicity notice.

An economic operator may consider submitting a tender as a single entity or in collaboration with other service providers: either by submitting a joint tender with (a) partner(s) (assuming joint and several liability towards the contracting authority for the performance of the contract) and/or through subcontracting. In case of a joint tender with (a) partner(s), all partners must be identified in the expression of interest and cannot be modified at a later stage of the procurement procedure.

Only the economic operators invited by the contracting authority to submit a tender in this procurement procedure will be admissible.

It should be noted that the SRB reserves the right to decide not to launch the negotiated procedure. Such a decision will be communicated accordingly.

### **SRB Procurement**

## ANNEX 1

### EXPRESSION OF INTEREST TO PARTICIPATE

**Subject :** SRB/NEG/8/2020 "Corporate design refresh, manual and templates"

Company information :

Company Name

Contact Person :

Contact	Details
Name	
Organization	
Address	
Telephone	
Fax	
E-mail	

On behalf of the [company I represent][on behalf of the consortium comprising of [names of parties in consortium] ("Consortium"), I hereby submit this expression of interest (which is not an offer) and would like to participate in the procurement procedure. I acknowledge that the Single Resolution Board (SRB) may cancel the process at any time and that the SRB reserves the right to also invite economic operators not included in the list of interested economic operators who responded to this ex-ante advertisement

**Name:**

**Function:**