



PHILIPPINE NATIONAL OIL COMPANY
PNOC Building VI, Energy Center
Rizal Drive, BGC, Taguig City
Tel. No.: 8789 – 7662
www.philgeps.gov.ph / www.pnoc.com.ph

REQUEST FOR QUOTATION / PROPOSAL

The PHILIPPINE NATIONAL OIL COMPANY (PNOC) through its Bids and Awards Committee (BAC), invites all interested and PhilGEPS-registered suppliers / contractors / consultants to submit quotations / proposals for the following company requirements:

Date : **14 October 2024**
Project Title : **Development of Comprehensive New PNOC Logo and Corporate Identification**
Reference No. : **2024-10-160**
Total ABC : **PhP 300,000.00**
Submission Deadline : **22 October 2024 / 09:00 AM**
Place of Delivery : **PNOC-Main Office, BGC, Taguig City**

Accomplished **Price Quotation/Proposal and Compliance Form** together with below listed documentary requirements and information may be submitted via:

Electronic Mail; Password-protected PDF copy to email address:
or newprocurement@pnoc.com.ph

Physical Submission Sealed envelope to PNOC Procurement Management Division at the above address

Documentary Requirements:

- Mayor's/Business Permit
- PhilGEPS Registration Number
- Notarized Omnibus Sworn Statement - Annex "A" (Unnotarized copy may be submitted prior to submission deadline, but the notarized one shall be submitted after award or before payment)

Additional Requirements:

- Design Firm should have at least five (5) years experience in handling corporate branding, logo design and corporate identity projects, preferably with experience in the energy sector and in handling government projects.
- Key personnel having expertise in fields of Graphic Design, Visual Arts, Brand Management or related field with a minimum of three (3) years experience in handling logo design and corporate identity projects.

The PNOC reserves the right to accept or reject any or all quotations/proposals or parts thereof, to waive formality therein or to accept such or to award any that are considered most advantageous to the company.

For any clarification, you may contact the Procurement Management Division at (02) 8789-7662 or send email to newprocurement@pnoc.com.ph / gsmendoza@pnoc.com.ph.

Thank you.


ATTY. JOSEPHINE CASSANDRA J. CUI
Chairperson
Bids and Awards Committee 



PRICE QUOTATION / PROPOSAL AND COMPLIANCE FORM

Development of Comprehensive New PNOC Logo and Corporate Identification

LOT	UOM	TECHNICAL SPECIFICATIONS	QTY	TOTAL AMOUNT OF BID (P)
1	lot	<p>ENGAGEMENT OF A PROFESSIONAL BRAND DESIGNER TO DEVELOP A COMPREHENSIVE NEW PNOC LOGO AND CORPORATE IDENTIFICATION ALIGNED WITH THE NEW VISION, MISSION, CORE VALUES AND STRATEGY MAP OF PNOC.</p> <p><u>Purpose of the Engagement:</u></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Modernize Brand Identity <input checked="" type="checkbox"/> Reflect Sustainability Commitment <input checked="" type="checkbox"/> Enhance Brand Recognition <input checked="" type="checkbox"/> Foster Stakeholder Engagement <p><u>Scope of Services:</u></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Project Kickoff and Initial Consultation <input checked="" type="checkbox"/> Research and Analysis <input checked="" type="checkbox"/> Concept and Development <input checked="" type="checkbox"/> Design Refinement <input checked="" type="checkbox"/> Final Design and Approval <input checked="" type="checkbox"/> Corporate Identity Manual Development <input checked="" type="checkbox"/> Implementation Support <input checked="" type="checkbox"/> Final Presentation and Handover <p><i>(Pls. refer to attached Terms of Reference)</i></p>	1	
Total Amount of Bid (VAT incl.)				
in figures:				
in words:				
Total Amount of ABC: PhP 300,000.00				
Delivery Schedule:	Please refer to Part V. (Deliverables) of the Terms of Reference for respective project timeline			
Delivery Place:	PNOC Building 6, Energy Center, Rizal Drive, BGC, Taguig City			
Awarding on per lot basis / one (1) lot				
Quoted Price should be VAT inclusive				

PHILIPPINE NATIONAL OIL COMPANY
PNOC Building VI, Energy Center, Rizal Drive,
Bonifacio Global City, Taguig City

TERMS OF REFERENCE

Project:	Development of Comprehensive New PNOC Logo and Corporate Identification
Project Location:	PNOC Building VI, Energy Center, Rizal Drive, Bonifacio Global City, Taguig City
Justification:	The current PNOC logo has served the organization well over the years, but it no longer fully represents the dynamic and forward-looking nature of PNOC. With the company's renewed focus on sustainable energy solutions, innovation, and strategic partnerships, it is important to adopt a logo that reflects these priorities and resonates with stakeholders, partners, and the public.

I. INTRODUCTION

The Philippine National Oil Company (PNOC) is undergoing significant changes to align with its new vision and mission approved in July 2023. The vision states: "By 2028, PNOC is recognized as a strategic niche player in the Philippine Energy Industry." The mission emphasizes: "To complement the efforts of the private sector in developing energy sources and in broadening the adaptation of renewable energy technologies in the most cost-effective manner." Additionally, PNOC has introduced new core values encapsulated in the acronym PRIDE: Productivity Oriented, Resourceful, Innovative, Determined, Enthusiastic.

PNOC will engage a professional brand designer to ensure a visually compelling and strategically aligned logo and have an objective perspective, allowing PNOC to maintain focus on core operations while enhancing brand equity and stakeholder engagement.

II. PURPOSE OF THE ENGAGEMENT

To develop a new PNOC Logo and Corporate Identification aligned with the new vision, mission, core values, and strategy map of PNOC.

The new PNOC Logo and Corporate Identity shall have the following:

a. Modernize Brand Identity: A contemporary logo that aligns with the company's new vision, mission, core values, and strategy map.

- b. **Reflect Sustainability Commitment:** To incorporate elements that signify PNOC's commitment to renewable energy and environmental sustainability.
- c. **Enhance Brand Recognition:** To develop a distinctive and memorable logo that stands out in the energy sector and strengthens PNOC's brand recognition.
- d. **Foster Stakeholder Engagement:** To engage internal and external stakeholders by presenting a visual identity that underscores PNOC's role in the energy transition.

III. SCOPE OF SERVICES

The service provider/ brand designer shall develop a comprehensive new logo for PNOC. The principal tasks, duties and responsibilities are outlined below.

1. **Project Kickoff and Initial Consultation.** The designer shall conduct initial meetings with key stakeholders to discuss project goals and expectations, review existing brand materials, and understand PNOC's vision, mission, and core values.
2. **Research and Analysis.** The designer shall gather insights to inform the design process. These include market analysis, competitor benchmarking, and stakeholder surveys to understand preferences and expectations.
3. **Concept Development.** The designer shall develop multiple logo concepts that align with PNOC's new vision, mission, core values and strategy map.
4. **Design Refinement.** The designer shall refine selected concepts incorporating feedback from PNOC stakeholders to improve and finalize the logo design.
5. **Final Design and Approval.** The designer shall prepare presentation of final logo design options, selection of the preferred design, and obtain formal approval from PNOC management.
6. **Corporate Identity Manual Development.** The designer shall create a comprehensive Corporate Identity manual, including logo usage rules, color palettes, typography, and application examples.
7. **Implementation Support.** The designer shall provide necessary files and formats for different media, training sessions for staff on brand guidelines, and support during the initial implementation phase.
8. **Final Presentation and Handover.** To ensure a smooth transition and complete project closure, the designer shall prepare final presentation to PNOC, handover of all design assets, and a detailed project report summarizing the process and outcomes.

IV. COMMENCEMENT DATE AND PERIOD OF IMPLEMENTATION

The commencement date of the engagement period shall be upon the issuance of Notice to Proceed (NTP) . All required deliverables under the service contract as enumerated below shall be completed within a period of **seventy - five (75) calendar days** from the commencement date.

In case where completion of all deliverables cannot be achieved within the contract duration, contract extension may be allowed, provided, the cause of delay is not accountable to the Consultant and that it shall bear no additional cost to PNOC.

V. DELIVERABLES

The deliverables for the service, as enumerated in the table below, shall be submitted by the Project Consultant in both hard and electronic copies to PNOC.

Deliverable Number	Deliverable	Timeline
1	Project Kickoff and Initial Consultation	Within 15 Calendar Days from NTP
2	Concept Development	30 Calendar Days from NTP
3	Corporate Identity Materials	60 Calendar Days from NTP
4	Brand Guidelines Development	60 Calendar Days from NTP
5	Final Presentation and Handover	75 Calendar Days from NTP

The designer shall provide the necessary technical assistance/support during final presentation of the new PNOC Logo and Corporate Identity to PNOC Top Management.

VI. MINIMUM SERVICE PROVIDER REQUIREMENTS

6.1 Design Firm Qualification

1. With at least 5 years in branding, logo design, and corporate identity projects.

2. Proven track record in logo and corporate identity design, preferably with experience in the energy sector and/ or government projects.

6.2 Key Expert Qualification

Key Expert	Requirements
Lead Graphic Designer / Brand Strategist	<ul style="list-style-type: none"> ● Bachelor's degree in Graphic Design, Visual Arts, Brand Management, or a related field. ● Minimum of 3 years of experience in graphic design and branding, with a strong portfolio showcasing previous work in logo design and corporate identity projects.

VII. DEFINITION OF SIMILAR PROJECTS

The designer/ service provider must have completed at least three (3) logo design and/ or rebranding projects in the energy sector and/ or government with complete portfolio demonstrating successful projects.

VIII. OTHER EQUIPMENT AND FACILITIES

The Designer shall be responsible for providing its own supplies and other materials, equipment, transportation, telephone, and other communication facilities, that shall be required in the performance of the services described in these Terms of Reference.

IX. PAYMENT SCHEDULE

Milestone payments will be adopted, as presented in the table below, where the payment shall be released upon approval of PNOC of the deliverables – ensuring that these conform to the requirements set for the purpose. Payments are to be made in milestone payments as outlined below:

Milestone	Percentage of Payment
Project Kickoff and Initial Consultation	10%
Submission of Final Logo Design, Corporate Identity Materials and Brand Guidelines	60%
Submission of Final Presentation and Final Handover	30%
Total	100%

The payments are subject to the usual government accounting and auditing requirements. Hence, the designer is expected to be familiar with the Government Accounting and Auditing Manual (GAAM).

X. APPROVED BUDGET FOR THE CONTRACT

PNOC has an approved corporate budget in the amount of **Three Hundred Thousand Pesos (PHP300,000.00)** for the *Development of Comprehensive New PNOC Logo and Corporate Identification*.

TERMS AND CONDITIONS

1. Payment Terms: Government Terms - full payment upon completion of delivery/implementation, or subject to the conditions specified in the Scope of Works/Activities or Terms of Reference.
2. All entries shall be typed or written in a clear legible manner.
3. Bidder shall offer one (1) bid only. Alternative bids shall be rejected.
4. All prices offered herein are valid, binding and effective for THIRTY (30) calendar days upon issuance of this document.
5. As a general rule, price quotations to be denominated in Philippine Peso shall include all taxes, duties and/or levies payable.

6. In case of tie quotations, tie breaking shall be on draw lots or toss coin.
7. In case supplier pro forma quotation is submitted, conditions will be governed by the submitted signed Terms of Reference / Technical Specifications Sheet.
8. During evaluation of quotation/proposal, the project proponent may require additional documents to verify, validate and ascertain the compliance of the supplier/contractor or consultant.
9. Liquidated damages shall be imposed pursuant to Section 68 of the Revised IRR of RA 9184.

We undertake, if our Proposal is accepted, to supply/deliver the goods/services in accordance with the specifications and/or delivery schedule.

We agree to abide by this quotation/proposal for a period of thirty (30) calendar days, which is the price's validity period and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We acknowledge that failure to password-protect/seal our proposal/quotation or submitting it late will result in automatic disqualification.

Until a Contract or a Purchase Order is executed, this Quotation/Proposal shall be binding upon us. We understand that you are not bound to accept the lowest or any Proposal you may receive.

Signature over Printed Name : _____

Designation / Position : _____

Name of Organization : _____

Address : _____

Telephone/Mobile No. : _____

Email Address : _____

TIN : _____

PhilGEPS Registration Number : _____

INSTRUCTIONS AND PROCEDURES FOR ONLINE SUBMISSION OF QUOTATIONS/PROPOSALS FOR SMALL-VALUE PROCUREMENT

1. Interested bidders must submit proposal/quotation in a single file password-protected portable document (PDF) format via email address newprocurement@pnoc.com.ph **without giving the password yet.**

File format should be:

RFQREFERENCENO_NAME OF THE COMPANY_passwordprotected.pdf
Example: RFQ202401001_XYZCompany_passwordprotected.pdf

Note: RFQ Reference Number is located at the front page of the request for quotation.

Email Format Instructions:

- a. The subject line must indicate the RFQ Reference Number
- b. The email body must include the following details:
 - i. Project Title
 - ii. Name of the company and its authorized representative
 - iii. Contact details such as telephone/mobile number and email address

Proposal/quotation must be in a single PDF file only and must not exceed 25 MB.

2. Bidders will be immediately notified via email of the receipt of the proposal/quotation.
3. Proposal/quotation not password-protected and/or submitted late based on system timestamp will be automatically disqualified.
4. A bid opening will take place immediately after the deadline through video conferencing. The meeting link will be sent to participating bidders.
5. For proposal/quotation submitted online, the bidder shall provide the password of the file password when requested via the chat box or call/SMS during the bid opening.
6. Upon opening, the BAC shall verify the presence or absence of the specified requirements in the quotation/proposal. All eligible quotations/proposals will undergo further evaluation.
7. The award of contract shall be made to the Lowest Calculated Responsive Quotation or Highest Rated Responsive Bid, which complies with the minimum technical specifications and other terms and conditions. The result will be posted on the website and the official social media sites of PNOC.