

	RE-BRAND-LSSA & LEAD RFQ 01/2026
Quote Description:	APPOINTMENT OF SERVICE PROVIDER FOR LSSA AND LEAD REBRANDING AND WEBSITE REDESIGN PROJECT FOR THE LAW SOCIETY OF SOUTH AFRICA (LSSA) 304 Brooks Street Menlo Park 0102
Closing Date and Time:	9 OCTOBER 2026 - 13H00
Contract Period	4 months (starting from the appointed date)
High Level Summary of Requirements:	
Response Documents are Delivered via emails:	EMAILS ADDRESS: Thandeka Monica Mpanyana (monica@lssa.org.za) Electronic Submission: Bidders must use the bid reference number: RE-BRAND-LSSA & LEAD RFQ 01/2026, as the subject line when submitting proposals.
Bidding procedure enquiries may be directed in writing to:	Thandeka Monica Mpanyana (monica@lssa.org.za)

REQUEST FOR QUOTATION

LSSA, PROFESSIONAL AFFAIRS AND LEAD REBRANDING AND WEBSITE REDESIGN PROJECT

1. BACKGROUND: LSSA, PROFESSIONAL AFFAIRS AND LEAD

1.1 Legal Practice Support Services Association (LSSA)

The **Legal Practice Support Services Association (LSSA)** is a national professional body representing and supporting attorneys and the broader legal profession in South Africa. LSSA plays an important role in advocating for a strong, ethical, accessible and sustainable legal profession and contributes to professional development, access to justice, the rule of law and the advancement of the legal profession.

LSSA's functions include representing the interests and perspectives of attorneys, engaging with government and other stakeholders on legislation and policy matters, supporting professional development and education, promoting professional ethics and transformation, providing legal and professional information, and undertaking initiatives that contribute to the public interest and the development of the legal profession.

LSSA engages with a broad stakeholder environment, including practising attorneys, candidate attorneys, law firms, legal education and training institutions, government

departments, statutory and professional bodies, universities, Parliament, the media, international legal organisations, strategic partners and members of the public.

As the legal profession and its communication environment continue to evolve, LSSA seeks to strengthen its institutional positioning and ensure that its brand, communications and digital platforms appropriately reflect its mandate, authority, professionalism, accessibility and future direction.

The rebranding initiative is therefore intended to provide LSSA with a **coherent, contemporary and strategically aligned brand identity and digital presence** that supports its institutional positioning and makes its services, resources and information easier for stakeholders to understand, access and engage with.

1.2 LSSA Education and Development (LEAD)

LSSA Education and Development (LEAD) is the education and professional-development arm of LSSA. LEAD provides education, training and development opportunities across different stages of an attorney's professional journey.

Its programmes include **Practical Vocational Training (PVT) for candidate attorneys, post-admission training for practising attorneys, and Practice Management Training** for legal practitioners establishing or managing legal practices.

LEAD operates through physical and digital learning environments, including PVT schools and distance-learning platforms, and has progressively incorporated blended and online learning approaches to improve accessibility and reach.

LEAD serves a diverse audience that includes candidate attorneys, practising attorneys, legal practitioners seeking further professional development, law firms and other stakeholders within the legal education and professional-development environment.

The proposed LEAD rebranding must therefore consider its relationship with LSSA while clearly articulating **LEAD's distinct education, training and professional-development proposition**. The project must determine how the two brands should operate within an appropriate brand architecture while maintaining sufficient differentiation and recognition for LEAD.

2. PURPOSE OF THE RFQ

The purpose of this RFQ is to appoint a suitably experienced and qualified service provider to undertake the **strategic rebranding and visual identity development of LSSA, PROFESSIONAL AFFAIRS and LEAD**, together with the **redesign and redevelopment of the respective websites**, within a maximum implementation period of **three (3) months** from the date of formal appointment and commencement.

The appointed service provider will be expected to undertake the project as an integrated brand and digital transformation assignment rather than as a purely graphic-design exercise.

The successful bidder must demonstrate an understanding of:

- LSSA's institutional mandate and role within the legal profession.
 - LEAD's role in legal education and professional development.
 - The relationship between the LSSA and LEAD brands.
 - The needs of legal professionals and other key stakeholders.
 - Corporate and professional brand positioning.
 - Digital user experience and information architecture.
 - Website design and development.
 - Content presentation and accessibility.
 - Brand implementation and stakeholder adoption.
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3. HIGH-LEVEL SUMMARY OF REQUIREMENTS

The appointed service provider will be required to deliver the following core workstreams:

A. LSSA Brand Repositioning and Rebranding

- Review and assess the existing LSSA brand.
- Conduct appropriate stakeholder and brand discovery.
- Develop a clear brand positioning framework.
- Review the existing visual identity.
- Develop an updated visual identity system where required.
- Refine or redesign the LSSA logo where the agreed strategy determines this to be necessary.
- Develop brand colours, typography, imagery and graphic elements.
- Develop appropriate brand applications and templates.
- Develop comprehensive brand guidelines.
- Provide guidance on implementation across LSSA's key communication touchpoints.

B. LEAD Brand Repositioning and Rebranding

- Review the current LEAD brand and positioning.
- Define the desired relationship between LEAD and LSSA.
- Develop an appropriate brand architecture.
- Develop or refine LEAD's visual identity.
- Establish appropriate visual and messaging differentiation while maintaining the relationship with LSSA.
- Develop LEAD brand guidelines.
- Develop key brand applications and templates.

C. LSSA Professional Affairs Repositioning and Rebranding

- Review and assess the current Professional Affairs brand, its mandate, objectives and positioning within LSSA.
- Conduct stakeholder and audience research to understand perceptions, expectations and opportunities for repositioning.
- Develop a clear brand positioning framework that aligns Professional Affairs with LSSA's overarching strategic objectives and institutional identity.
- Define the programme's brand identity, value proposition, key messaging and communication approach to strengthen its visibility, relevance and professional authority.
- Review and refine the existing visual identity to ensure consistency with the proposed positioning and the broader LSSA brand.

- Develop an appropriate visual identity system, including colours, typography, imagery and graphic elements, where required.
- Develop a distinctive yet cohesive brand identity that differentiates Professional Affairs from other LSSA programmes while maintaining institutional brand alignment.
- Develop a comprehensive suite of branded communication materials, templates and applications for events, stakeholder engagements, media communications, digital platforms and promotional activities.
- Establish a consistent content and communication framework that supports thought leadership, professional dialogue, current legal developments and issues affecting the legal profession.
- Develop comprehensive brand and communication guidelines to ensure consistent application across all Professional Affairs activities and platforms.
- Provide an implementation and rollout plan to guide the integration of the repositioned brand across relevant LSSA communication channels, events and stakeholder engagement platforms.

D. LSSA Website Redesign and Development

The appointed service provider will redesign and redevelop the LSSA website, including:

- Website discovery and requirements analysis.
- Information architecture.
- User experience (UX) development.
- User interface (UI) design.
- Website navigation and content structure.
- Responsive design for desktop, tablet and mobile.
- Search functionality.
- Appropriate integration of LSSA's brand identity.
- Accessibility considerations.
- Content management functionality.
- Website development and configuration.
- Testing and quality assurance.
- Website migration, where applicable.
- Launch and post-launch support.

D. LEAD Website Redesign and Development

The service provider will undertake a similar process for the LEAD website, while ensuring that the website reflects LEAD's specific audience, programmes, education and training proposition.

The LEAD website must provide a clear and intuitive user journey for users seeking information about programmes, courses, training opportunities and related professional-development resources.

E. Integrated Brand and Digital Roll-Out

The appointed service provider must develop a practical **brand implementation and website roll-out plan** covering both LSSA and LEAD.

The plan must address:

- Internal launch and stakeholder communication.
 - Website launch.
 - Brand implementation across key platforms and materials.
 - Digital and social-media implementation.
 - Corporate stationery and templates.
 - Presentations and communication materials.
 - Signage and other physical applications where relevant.
 - Transition from existing to new branding.
 - Stakeholder communication.
 - Implementation priorities.
 - Responsibilities and timelines.
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4. SCOPE OF WORK

4.1 Phase 1: Discovery, Research and Brand Assessment

The appointed service provider must begin with a structured discovery phase.

This should include:

- Review of existing LSSA and LEAD brand material.
- Review of current websites and digital platforms.
- Review of existing communication material.
- Understanding of existing brand perceptions and positioning.
- Identification of brand strengths, weaknesses, gaps and opportunities.
- Stakeholder consultation where required.
- Identification of key audience groups.
- Review of competitor, peer and relevant professional-body positioning.
- Assessment of the relationship between LSSA and LEAD.
- Identification of opportunities for improved brand clarity and consistency.

The service provider must present its findings and obtain agreement on the strategic direction before progressing to final identity development.

5. BRAND STRATEGY AND POSITIONING

The service provider must develop an appropriate strategic foundation for the two brands.

This must include, where applicable:

- Brand positioning.
- Brand purpose.
- Brand promise.
- Brand personality.
- Brand values.
- Key differentiators.
- Stakeholder/audience considerations.
- Brand architecture.
- Relationship between LSSA and LEAD.

- Recommended messaging framework.
- Tone of voice.
- Brand implementation principles.

The final strategy must provide a clear basis for the visual identity and website development.

6. VISUAL IDENTITY DEVELOPMENT

The service provider must develop a cohesive visual identity system for LSSA and LEAD.

The scope may include:

- Logo review, refinement or redesign.
- Logo variations and usage.
- Colour palette.
- Typography.
- Graphic elements.
- Iconography.
- Photography/image direction.
- Layout principles.
- Digital design principles.
- Templates.
- Corporate applications.
- Social-media applications.
- Presentation templates.
- Other priority brand touchpoints identified during discovery.

The appointed supplier must not proceed with a complete visual redesign without first establishing and obtaining approval of the agreed strategic direction.

7. BRAND GUIDELINES

Comprehensive brand guidelines must be developed for both LSSA and LEAD.

The guidelines should cover:

- Logo usage.
- Minimum clear space.
- Incorrect logo usage.
- Colour specifications.
- Typography.
- Imagery.
- Graphic elements.
- Digital applications.
- Social-media usage.
- Corporate communications.
- Presentation templates.
- Co-branding.
- Partner/sponsor branding.

- Brand architecture.
- Relationship between LSSA and LEAD.
- Practical examples of correct application.

The final guidelines must be provided in an editable and suitable digital format.

8. WEBSITE REDESIGN AND DEVELOPMENT

The website work must form an integral part of the rebranding project.

8.1 Website Discovery

The supplier must:

- Assess the existing websites.
- Review existing content and functionality.
- Identify technical and user-experience challenges.
- Review current website analytics where available.
- Identify priority user journeys.
- Identify content gaps and duplication.
- Recommend an appropriate information architecture.

8.2 UX/UI Design

The supplier must develop:

- Sitemap/information architecture.
- Navigation structure.
- User journeys.
- Wireframes where appropriate.
- Desktop designs.
- Mobile-responsive designs.
- Page templates.
- Calls-to-action.
- Forms and interactive elements where required.
- Search and filtering functionality where applicable.

8.3 Website Development

The supplier must undertake:

- Front-end development.
- Back-end/CMS configuration where applicable.
- Responsive development.
- Integration of approved brand identity.
- Content migration where applicable.
- Forms and relevant functionality.
- Search functionality.
- Website security considerations.
- Basic SEO implementation.
- Website performance optimisation.

- Testing and quality assurance.
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9. WEBSITE TECHNICAL REQUIREMENTS

The websites must:

- Be fully responsive across desktop, tablet and mobile devices.
- Use modern web-development standards.
- Be compatible with current mainstream browsers.
- Provide an intuitive and accessible user experience.
- Allow authorised LSSA/LEAD personnel to manage appropriate website content through the CMS.
- Incorporate appropriate website security controls.
- Provide appropriate SEO foundations.
- Be optimised for reasonable page-loading performance.
- Include appropriate analytics integration where required.
- Comply with applicable South African privacy and data-protection requirements.
- Provide appropriate accessibility considerations.
- Be tested before launch.

The supplier must clearly state any third-party software, plugins, licences, hosting requirements or ongoing subscriptions required.

10. WEBSITE PROJECT PLAN

As part of the technical submission, bidders **must submit a detailed website project plan**.

The plan must demonstrate how the bidder will complete the website work within the overall three-month project period.

The plan should include:

- Project phases.
- Key activities.
- Deliverables.
- Dependencies.
- LSSA/LEAD inputs required.
- Design approval points.
- Development milestones.
- Testing.
- Content migration.
- User acceptance testing.
- Training.
- Launch preparation.
- Launch.
- Post-launch support.
- Responsible personnel.
- Proposed completion dates.

The project plan must demonstrate that the **brand development and website development can progress in an integrated and coordinated manner without compromising quality or the three-month deadline.**

11. CONTENT AND CONTENT MIGRATION

The supplier must assess the existing website content and make recommendations regarding:

- Content that should be retained.
- Content that should be revised.
- Content that should be consolidated.
- Outdated content requiring removal.
- Content requiring restructuring.
- New content requirements.
- Calls-to-action and user journeys.

Where content migration forms part of the project, the supplier must clearly identify the scope and methodology for migration.

The supplier is not required to create entirely new website content unless specifically included in the quotation. Any content strategy, copywriting or content-development services must be separately identified and priced.

12. TRAINING AND HANDOVER

The successful supplier must provide appropriate training to designated LSSA and LEAD personnel on:

- Website content management.
- Basic website administration.
- Updating relevant website content.
- Managing approved digital assets.
- Brand application.
- Use of templates.
- Basic brand governance.

The supplier must provide appropriate handover documentation and final project files.

13. PROJECT DURATION

The entire project, including **rebranding and both website projects**, must be completed within **three (3) months** from the agreed project commencement date.

The supplier must demonstrate that the proposed methodology and resources are sufficient to meet this deadline.

Indicative implementation structure

Phase	Key Activities	Indicative Timing
Phase 1	Discovery, research and brand assessment	Weeks 1–2
Phase 2	Brand strategy and positioning	Weeks 2–4
Phase 3	Visual identity development	Weeks 4–6
Phase 4	Brand guidelines and applications	Weeks 5–7
Phase 5	Website UX, architecture and design	Weeks 4–7
Phase 6	Website development	Weeks 7–10
Phase 7	Content migration, testing and UAT	Weeks 9–11
Phase 8	Training, finalisation and launch	Weeks 11–12
Phase 9	Roll-out and post-launch support	Within agreed launch/close-out period

The bidder may propose an alternative methodology and sequencing, provided that the **three-month completion requirement is maintained**.

14. BRAND AND WEBSITE ROLL-OUT PLAN

The supplier must develop a detailed roll-out plan covering both LSSA and LEAD.

The roll-out plan must include:

Pre-launch

- Internal stakeholder briefing.
- Final brand approval.
- Website testing.
- Content verification.
- Staff preparation.
- Digital asset preparation.
- Communication planning.

Launch

- Website launch.
- Brand launch.
- Internal communication.
- External stakeholder communication.
- Social-media implementation.
- Digital asset transition.
- Priority corporate materials.

Post-launch

- Website monitoring.
- Technical corrections.
- Brand implementation support.
- User feedback.
- Analytics review.

- Identification of outstanding implementation requirements.
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15. SUPPLIER EXPERIENCE AND TECHNICAL REQUIREMENTS

To be considered for this RFQ, the bidder must demonstrate:

Minimum Experience

- A minimum of **four (4) years' relevant professional experience** in branding, rebranding and/or integrated brand and digital projects.
- Successful completion of at least **three (3) comparable rebranding projects** for previous clients.
- Experience incorporating website redesign/development into a broader branding or corporate identity project is required.
- Experience working with corporate, professional, institutional, education, legal or similarly structured organisations will be advantageous.

Mandatory Portfolio Evidence

The bidder must submit:

- **Three (3) examples of completed rebranding projects** undertaken for previous clients.
 - **Three (3) reference letters** from previous clients relating to relevant work.
 - Details of the project scope, role of the bidder and completion date for each referenced project.
 - Relevant website examples where the bidder undertook website redesign/development.
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16. PROPOSAL OF APPROACH AND METHODOLOGY

The bidder must submit a written **approach and methodology** demonstrating how it intends to deliver the project.

The methodology must address:

- Discovery and research.
- Stakeholder engagement.
- Brand assessment.
- Brand positioning.
- Brand architecture.
- Visual identity development.
- LSSA/LEAD brand relationship.
- Website UX/UI.
- Website development.
- Content migration.
- Testing and quality assurance.
- Stakeholder approvals.
- Project governance.

- Risk management.
- Training and handover.
- Roll-out.
- Post-launch support.
- Management of the three-month deadline.

Bidders are not required to submit new sample designs, speculative creative concepts or proposed LSSA/LEAD logos as part of the RFQ response. Evaluation of creative capability will be based on the bidder's previous work, methodology, relevant experience and submitted portfolio.

17. PROJECT GOVERNANCE AND APPROVALS

The appointed supplier will be expected to work through an agreed project governance structure with designated LSSA representatives.

The supplier must:

- Identify a dedicated project lead.
- Provide regular project status reports.
- Maintain an agreed project schedule.
- Record decisions and actions.
- Identify risks and dependencies.
- Obtain formal approval at agreed milestones.
- Clearly identify information and decisions required from LSSA/LEAD.
- Escalate delays or risks that could affect the three-month completion date.

No final brand identity, website design or major project deliverable may be implemented without the required approval from the designated LSSA authority.

18. QUOTATION REQUIREMENTS

Bidders must submit a **detailed, itemised quotation** covering the complete project.

All prices must be stated in **South African Rand (ZAR)** and must clearly indicate whether VAT is applicable.

The quotation must distinguish between once-off project costs and any ongoing costs.

Recommended Pricing Schedule

No.	Service / Deliverable	Unit	Quantity	Unit Cost	Total
A. BRAND STRATEGY & RESEARCH					
1	Brand discovery and assessment – LSSA	Project	1		

No.	Service / Deliverable	Unit	Quantity	Unit Cost	Total
2	Brand discovery and assessment – LEAD	Project	1		
3	Brand positioning and architecture	Project	1		
B. BRAND IDENTITY					
4	LSSA visual identity development	Project	1		
5	LEAD visual identity development	Project	1		
6	Brand guidelines – LSSA	Document	1		
7	Brand guidelines – LEAD	Document	1		
8	Brand templates/applications	Package	1		
C. WEBSITE – LSSA					
9	Website discovery/information architecture	Project	1		
10	UX/UI design	Project	1		
11	Website development	Project	1		
12	Content migration	Project	1		
13	Testing and quality assurance	Project	1		
14	Website launch	Project	1		
D. WEBSITE – LEAD					
15	Website discovery/information architecture	Project	1		
16	UX/UI design	Project	1		
17	Website development	Project	1		
18	Content migration	Project	1		
19	Testing and quality assurance	Project	1		
20	Website launch	Project	1		
E. IMPLEMENTATION					
21	Brand roll-out plan	Project	1		
22	Website training and handover	Session			
23	Post-launch support	Period			
24	Other costs	Specify			
Subtotal					
VAT					
TOTAL PROJECT COST					

Pricing Notes

Bidders must clearly identify:

- Any assumptions.
- Any exclusions.
- Third-party software costs.
- Licence fees.
- Hosting costs.
- Domain-related costs.
- Plugin costs.
- Maintenance costs.
- Subscription costs.
- Content-writing costs, if applicable.
- Photography or videography costs, if proposed.
- Any recurring annual costs.
- Any other costs that may arise after project completion.

No undisclosed costs should be introduced after appointment without prior written approval from LSSA.

19. MANDATORY COMPLIANCE DOCUMENTATION

Bidders must submit the following documentation:

- Current **Company Profile**.
 - Proof of at least **four (4) years' relevant experience**.
 - Evidence of **three (3) completed comparable rebranding projects**.
 - **Three (3) reference letters** from previous clients.
 - Three examples of previous rebranding work.
 - Relevant website development examples.
 - Detailed **approach and methodology**.
 - Detailed **website project plan**.
 - Proposed **three-month implementation/roll-out plan**.
 - Valid **CIPC company registration documentation**.
 - Valid **SARS Tax Compliance Status (TCS) PIN/documentation**.
 - **VAT registration certificate/details**, where applicable.
 - Valid **B-BBEE Certificate or Sworn Affidavit**, where applicable.
 - **Bank confirmation letter** reflecting company banking details.
 - Copy/copies of **director(s)' identification documents**, where required.
 - Detailed quotation and completed pricing schedule.
 - Any other documentation expressly required in the RFQ.
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20. DISQUALIFICATION / NON-RESPONSIVENESS

A bid may be declared **non-responsive and excluded from further evaluation** where the bidder fails to comply with a mandatory requirement of the RFQ, subject to the LSSA's applicable procurement policies and procedures.

The following may constitute grounds for disqualification/non-responsiveness:

20.1 Mandatory Compliance

Failure to submit required mandatory compliance documentation, including:

- CIPC registration documentation.
- SARS Tax Compliance documentation/TCS PIN.
- Bank confirmation letter.
- B-BBEE documentation, where applicable.
- VAT documentation, where applicable.
- Director identification documentation, where required.
- Company profile.
- Any other document expressly identified as mandatory.

20.2 Experience Requirements

A bidder may be disqualified where it fails to demonstrate:

- At least **four (4) years' relevant experience**.
- Completion of at least **three (3) comparable rebranding projects**.
- Relevant experience in integrated branding and website projects.

20.3 Mandatory Technical Submissions

A bidder may be deemed non-responsive where it fails to submit:

- The required **approach and methodology**.
- The required **website project plan**.
- The required **three-month implementation/roll-out plan**.
- Three relevant **reference letters**.
- Three examples of previous rebranding work.

20.4 Inaccessible Portfolio Evidence

It is the sole responsibility of the bidder to ensure that all submitted files, compressed folders, hyperlinks, websites, portfolios and supporting evidence are accessible and functional.

Where the evaluation panel cannot access submitted evidence, the relevant evidence may be regarded as **not submitted**.

Where such evidence is a mandatory requirement, this may result in disqualification. Where it is used for technical scoring, the bidder may receive no points for the relevant criterion.

The LSSA will not be responsible for resolving technical, software, browser, operating-system, password, file-format or access issues relating to the bidder's submission.

20.5 Material Deviations

A bid may be deemed non-responsive where the bidder proposes material deviations from:

- The three-month project completion requirement.
- Mandatory deliverables.
- Website requirements.
- Rebranding requirements.
- Mandatory experience requirements.

- Required technical submissions.
- Pricing requirements.
- Other requirements expressly identified as mandatory.

20.6 Late or Incomplete Submission

Submissions received after the stipulated closing date and time may not be considered.

Incomplete submissions that do not contain mandatory information or documentation may be deemed non-responsive.

20.7 Misrepresentation

The submission of false, misleading, fraudulent or materially inaccurate information, documentation, references or portfolio material may result in disqualification and may be subject to further action in accordance with applicable LSSA policies and procedures.

21. TECHNICAL EVALUATION

Only bidders that meet the mandatory compliance and responsiveness requirements should proceed to technical evaluation.

A recommended technical scorecard is:

Evaluation Criterion	Weight
Relevant experience and track record	15
Quality and relevance of previous rebranding work	20
Approach and methodology	15
Understanding of LSSA and LEAD and proposed brand architecture	10
Website design and development capability	15
Website project plan and ability to meet three-month deadline	10
Project team and expertise	5
Roll-out, implementation and change-management approach	5
TOTAL	100

A **minimum technical threshold of 70/100** may be applied before the bid proceeds to the applicable price and preference evaluation, subject to LSSA's procurement policy.

22. EXPECTED FINAL DELIVERABLES

At project completion, LSSA should receive, as applicable:

LSSA

- Approved brand strategy.
- Approved positioning framework.

- Final visual identity.
- Final logo files and variations.
- Brand guidelines.
- Corporate and digital templates.
- Website information architecture.
- UX/UI designs.
- Fully developed website.
- Content migration.
- Testing and UAT completion.
- Website launch.
- Training.
- Website administration documentation.
- Brand implementation/roll-out plan.

LEAD

- Approved brand strategy/positioning.
- Brand architecture relationship with LSSA.
- Final visual identity.
- Logo files and variations.
- Brand guidelines.
- Templates and priority applications.
- Website information architecture.
- UX/UI designs.
- Fully developed website.
- Content migration.
- Testing and UAT.
- Website launch.
- Training and handover documentation.

Joint

- Integrated LSSA/LEAD brand architecture.
- Integrated implementation plan.
- Three-month project completion report.
- Brand roll-out plan.
- Digital asset library.
- Editable source files.
- Website credentials and technical handover documentation.
- Final project files and approved deliverables.

23. INTELLECTUAL PROPERTY AND OWNERSHIP

All final brand assets, approved artwork, website designs, website content developed specifically for LSSA/LEAD, templates and other deliverables produced and paid for as part of the project must be handed over to LSSA in appropriate editable and/or production-ready formats, subject to the final contractual terms.

The bidder must disclose any third-party intellectual property, fonts, stock imagery, software, plugins, licences or other proprietary components incorporated into the deliverables.

Any recurring licence or subscription costs must be clearly disclosed and separately quoted.

24. CONFIDENTIALITY

The appointed service provider may have access to confidential institutional, operational, stakeholder, member or strategic information during the project.

The service provider will be required to maintain confidentiality and may not disclose, reproduce or use LSSA or LEAD information for purposes unrelated to the project without prior written authorisation.

25. NO SPECULATIVE CREATIVE WORK REQUIRED

To ensure that the RFQ evaluates suppliers on **capability, methodology, experience and demonstrated performance rather than speculative work**, bidders are **not required to develop new LSSA or LEAD logos, sample websites, mock-ups or speculative creative concepts as part of their submission**.

Bidders must instead demonstrate their capability through:

- Three completed rebranding examples.
- Three client reference letters.
- Relevant website examples.
- A detailed approach and methodology.
- A detailed website project plan.
- A three-month implementation and roll-out plan.
- Demonstrated experience of delivering comparable projects.

This allows the evaluation process to focus on the supplier's **proven capability, strategic thinking, technical competence, project management and ability to deliver the required outcomes within the specified timeframe**.