PURC

PUBLIC UTILITIES REGULATORY COMMISSION

Public Utilities Regulatory Commission

(PURC)

Request For Proposal

The purpose of this document is to guide bidders in creating proposals for PURC's new brand identity, which should accurately reflect its expanded mandate and promote consistent, modern, and effective communication across electricity, water, and sewage regulation.

REQUEST FOR PROPOSAL (RFP)

For the Design and Implementation of a New Brand Identity

Issued by: Public Utilities Regulatory Commission (PURC), Grenada

Issue Date: July 21st 2025

1. Introduction

The Public Utilities Regulatory Commission (PURC) Grenada invites proposals from qualified marketing agencies or consultants to develop and execute a comprehensive brand identity strategy. This includes a refreshed visual identity, messaging, brand guidelines, and supporting communications tools that promote fairness, transparency, integrity, and accountability in the regulation of electricity, water, and sewerage sectors in the State of Grenada.

The selected agency or consultant will be responsible for crafting a refreshed and timeless visual identity that resonates with the diverse audiences we serve. This rebranding effort marks a critical phase in the Commission's evolution, and we look forward to partnering with a creative and strategic team that can help us tell our story in a more compelling and unified way.

2. Background

The Public Utilities Regulatory Commission (PURC) was established under the PURC Act No. 20 of 2016, as amended, to serve as the independent regulator of public utility services in Grenada. While the Act provides for the regulation of public utilities in general, the Commission's mandate initially focused solely on the electricity sector, beginning in 2016.

The PURC officially commenced operations in July 2019 with the establishment of its office. Since then, the Commission has not only carried out regulatory oversight of the electricity sector but has been mandated to implement renewable energy initiatives and promote energy efficiency and conservation across the State of Grenada.

In a significant development, as of March 2025, the Houses of Parliament passed an amended bill to expand the PURC's regulatory oversight to include the Water and Sewerage sector. This marks a major step forward in the Commission's role as a comprehensive utility regulator.

As the PURC broadens its scope and enhances its visibility, the need for a timeless, cohesive, and strategic brand identity has become increasingly important. This refreshed identity will help clearly communicate the Commission's expanding role and its value to a wide range of stakeholders, including government, utility providers, consumers, and regional and international partners.

Ultimately, the PURC is committed to ensuring that essential public utility services such as electricity, water, and sewerage are delivered in a manner that is efficient, equitable, and aligns with the best interests of consumers and service providers alike.

TERMS OF REFERENCE

3. Objective of the RFP

The objective of this RFP is to select a qualified vendor to:

- Redefine and modernise the PURC brand identity.
- Develop a full visual and messaging system including logo, brand colours, typography, and tone of voice.
- Create brand implementation materials for digital, print, and public engagement.
- Guide and support internal and external rollout activities.

4. Scope of Work

The selected agency/consultant will be responsible for the following deliverables:

a) Brand Research & Discovery

- Stakeholder interviews (staff, commissioners, consumers, partners)
- Industry and/or competitor analysis
- Brand perception survey (**K**nowledge, **A**ttitudes and **P**ractices (**KAP**) Study)

b) Brand Strategy

- Brand positioning and architecture
- Key brand messages and value propositions

c) Visual Identity Development

- Logo (primary and variations)
- Colour palette, typography, iconography
- Brand patterns, imagery, and design motifs

d) Messaging & Voice

- Brand tone and style guide
- Sample messaging for core audiences

e) Brand Guidelines

- Comprehensive brand manual
- Use cases and examples across various media

f) Collateral Design (Print and Digital)

- Stationery (letterhead, business cards, folders, stamp)
- Templates (PowerPoint Presentation, Word document, email signature, press release, report, thank you card)
- Signage (office, directional)
- Paraphernalia (flyers, pamphlets, banners, promotional items etc.)
- Vinyl Vehicle Wrapping Mockup (actual dimensions)
- Editable social media graphic templates

g) Implementation & Rollout

- Brand launch strategy (internal + external)
- Launch event creative direction
- Training session(s) for staff
- Support during rollout phase (minimum 2 months)

5. Proposal Submission Requirements

Interested vendors must submit a detailed proposal that includes:

a) Company Profile

- Legal name, location, and contact details
- Number of years in business and key personnel

Summary of capabilities

b) Relevant Experience

- 3-5 examples of similar branding projects from previous clients
- Experience in the public/regulatory sector (preferred)
- Professional references (minimum two)

c) Proposed Approach and Methodology

- Detailed timeline and phases
- Stakeholder engagement plan
- Project management and communication strategy

d) Project Team

- Curriculum Vitae and roles of all project members
- Identification of subcontractors, if any

e) Budget and Pricing

- Breakdown of fees by phase/deliverable
- Any proposed add-on services to complement the strategy (optional)

Payment terms

f) Compliance Documents

- Tax certificate (where applicable)
- Proof of registration or incorporation
- Conflict of interest declaration

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criteria	Weight
Demonstrated understanding of the project	15%
Experience with similar branding projects	20%
Proposed methodology and creativity	25%
Qualifications and experience of team	15%
Cost-effectiveness and value	15%
References and past performance	10%

7. Timeline

Milestone	Date
RFP Issued	July 21st 2025
Deadline for Questions	August 1st 2025
Responses to Questions	August 8th 2025
Proposal Submission Deadline	August 21st 2025
Vendor Selection and Notification	August 28th 2025
Project Kick-off	September 5th 2025
Targeted Completion	December 19th 2025

8. Inquiries

All questions related to this RFP should be submitted in writing to:

Consumer and Public Affairs Department

Email: consumerandpublicaffairs@purc.gd

Phone: 1 (473) 437 1602

Deadline for Questions: August 1st 2025

Responses to Questions: August 8th 2025 (Will be published on the PURC's website)

9. Submission Guidelines

All proposals must be submitted electronically to:

Ms. Kelisha Gibbs

Coordinator, Consumer and Public Affairs Department

Public Utilities Regulatory Commission,

P.O. Box 2443,

St. George's,

Grenada.

Email: consumerandpublicaffairs@purc.gd

Subject Line: "Proposal – PURC Brand Identity"

Late submissions will not be considered. Proposals must be in PDF format and no more than 25 pages, excluding appendices.

10. Terms and Conditions

- PURC reserves the right to accept or reject any proposal.
- All materials produced will become the property of PURC Grenada.
- Confidentiality must be maintained throughout and after the project.

11. Confidentiality Statement

All information provided in response to this Request for Proposal (RFP) will be used solely to evaluate the proposal. The Public Utilities Regulatory Commission (PURC) assures that any proprietary or confidential information contained within the proposals will not be utilised for any other purpose unless the proposal is accepted and a contract is awarded.