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Contract

Reputation & Identity Project

Natural History Museum

F20: Modification notice

Notice identifier: 2023/S 000-006497

Procurement identifier (OCID): ocds-h6vhtk-02aaa8

Published 6 March 2023, 4:05pm

Section I: Contracting authority/entity

I.1) Name and addresses

Natural History Museum

Cromwell Road, South Kensington

London

SW7 5BD

Contact

Andy Davies

Email

a.davies@nhm.ac.uk

Telephone

+44 2079425416

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.nhm.ac.uk

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Reputation & Identity Project

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.2) Description

II.2.1) Title

Reputation & Identity Project: Brand Update & Rollout

Lot No

2

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

LONDON

II.2.4) Description of the procurement at the time of conclusion of the contract:

Following the completion of the brand strategy a clear verbal and visual identity is required to consolidate our look and feel into a singular system that reflects that brand idea so it can be used and applied consistently to internal and external audiences. The Museum may require assistance to implement the new brand identity.

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

9 August 2021

End date

31 March 2022

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2021/S 000-009015](#)

Section V. Award of contract/concession

Contract No

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Lot No

2

Title

Reputation & Identity: Brand Update & Rollout

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

26 April 2021

V.2.2) Information about tenders

The contract/concession has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

Pentagram Design Limited

11 Needham Road

London

W11 2RP

Country

United Kingdom

NUTS code

- UKI - London

National registration number

01599748

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £150,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=765621299>

GO Reference: GO-202336-PRO-22268490

VI.4) Procedures for review

VI.4.1) Review body

Natural History Museum

Cromwell Road

London

SW7 5BD

Telephone

+44 2079425416

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Natural History Museum

Cromwell Road

London

SW7 5BD

Telephone

+44 2079425416

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79413000 - Marketing management consultancy services

VII.1.3) Place of performance

NUTS code

- UKI - London

Main site or place of performance

LONDON

VII.1.4) Description of the procurement:

Following the completion of the brand strategy a clear verbal and visual identity is required to consolidate our look and feel into a singular system that reflects that brand idea so it can be used and applied consistently to internal and external audiences. The Museum may require assistance to implement the new brand identity.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

6

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£217,834

VII.1.7) Name and address of the contractor/concessionaire

Pentagram Design Limited

11 Needham Road

London

W11 2RP

Country

United Kingdom

NUTS code

- UKI - London

National registration number

01599748

The contractor/concessionaire is an SME

Yes

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The Contractor will also: (i) act as brand guardian and oversee the consistent and coherent implementation of the newly created brand identity; (ii) provide International Semiotic and internal focus group testing of new visual identity; (iii) design and build a software tool for the creation of static and moving assets (symbols, patterns and word rings) using the brand colours, typeface and behaviour principles; and (iv) print and deliver test proofs for the new brand identity colour palette.

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The Contractor is familiar with all aspects of the new brand identity and its rollout. For technical reasons, the additional services require an in-depth knowledge of the new brand

identity and its design and development. A new contractor would require significant additional time in which to gain this knowledge - at significant inconvenience and duplication of cost and time.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £67,834

Total contract value after the modifications

Value excluding VAT: £217,834