

	SERVICES PROVIDER	
	Corporate Identity Development and Manual	
	INTERSITE HEAD OFFICE	

1. SCOPE OF THE DESIRED SOLUTION

To appoint one (1) service provider to develop and implement a comprehensive Corporate Identity (CI) framework and Brand Manual for Intersite Asset Investments for a period of 12 months on as and when basis.

2. Development of the Intersite Corporate Identity Manual

2.1 Development of the Intersite Corporate Identity Manual

Intersite Asset Investments requires a professionally developed Corporate Identity (CI) and CI Manual to standardise its brand across all regions, platforms, properties and stakeholder engagements. The CI Manual will serve as a definitive guide for maintaining visual and messaging consistency across internal and external communications, supporting Intersite's strategic positioning and brand visibility.

2.2 Purpose

To develop a comprehensive Corporate Identity Manual that:

- Defines and standardises the Intersite brand
- Ensures consistent application across all media and touchpoints
- Aligns with PRASA's overarching brand framework
- Supports marketing, stakeholder engagement and Intersite positioning

2.3 Objectives

- To develop a cohesive and modern visual identity system
- Align the brand with Intersite's strategic goals and positioning
- Create clear guidelines for consistent brand application
- Enhance brand recognition and credibility in the market
- Provide tools for internal teams and external partners

3 Scope of Work

3.1 Brand Strategy Development

- Brand vision, mission and values
- Brand positioning and personality
- Target audiences
- Key messaging framework

Develop tone of voice and communication principles

3.2 Visual Identity Development

- Logo refinement (if required) or enhancement guidelines
- Colour palette (primary and secondary)
- Typography (font families, hierarchy, usage rules)
- Iconography and graphic elements
- Imagery style and photography guidelines
- Layout and design principles

3.3 Corporate Identity Development for Intersite (Head Office and 3 Regions)

The CI Development must include:

Brand Overview

- Brand story
- Vision, mission and values
- Brand personality

Logo Guidelines

- Primary and secondary logos
- Logo usage rules
- Incorrect usage examples

Colour System

Official colour codes

Application across print and digital

Typography

- Primary and secondary typefaces
- Usage across different applications

Imagery & Graphics

- Photography style guidelines
- Illustrations and icon usage

Station & Asset Branding Applications

- Retail space
- Corporate Office Space
- Stations
- Intersite Projects (during and after construction)
- Investment Projects (during and after construction)
- Signage (Corporate and Commercial spaces)
- Promotional paraphernalia
- Shop fronts

Communications Suite

- Letterheads
- Email signatures
- Presentation templates
- Reports and brochures
- Social media templates



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Digital Guidelines

- Website
- Social media

Co-Branding Guidelines

- Integration with PRASA CI
- Partnerships and stakeholder branding rules

Application & Roll-Out Toolkit

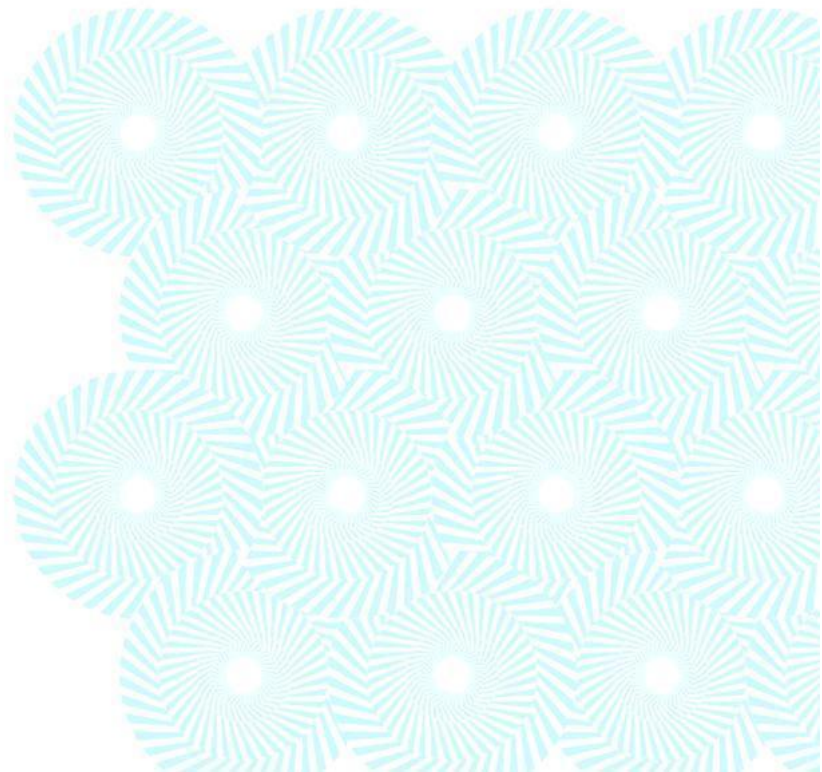
- Editable templates
- Brand asset library
- Quick-reference brand guide

3.4 Training & Handover

- Conduct brand training workshop for Internal Teams
- Provide a practical user guide
- Support initial rollout and implementation

3.5 Deliverables

- Comprehensive Corporate Identity Manual (PDF and editable format)
10 x hard copies
- Brand toolkit (logos, fonts, templates, assets)
- Communication Suite
- Office Space Mock-ups / Mood Board
- Station/retail branding mock-ups
- Training material and workshop d



4. PRICING SCHEDULE

- Detailed pricing schedule is attached.

5. PROGRAMME

12 months programme

BOQ/ PRICING SCHEDULE

ITEM NO.	ITEM	DESCRIPTION	TOTAL AMOUNT	
			R	C
1.	Brand Strategy Development	Intersite (A Subsidiary of PRASA) Brand Research, including its 3 Regions and PRASA		
2.	Visual Identity Development	Existing logo refinement, colour palette, typography, imagery and graphic systems. New visual identity development for the 3 Intersite Regions		
3.	Corporate Identity Manual Development	Development, design, copy writing, editing and layout of the CI Manual		
4.	Brand Applications	Mock-ups for Corporate offices, To Let signage, retail shopfront, statutory-signage, project signage, promotional material, building signage.		



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5.	Marketing and communication Templates	Communication template suite for Intersite Head Office and the 3 Regions. Letterheads, email signatures, social media, reports, posters, flyers, advertising, communication and brochures templates.		
6.	Digital Guidelines	Website and social media branding standards		
7.	Brand Asset Library	Logo files, icon sets, fonts, corporate templates and artwork packages		
8.	Internal workshop	workshops and user guides (soft copy and 10 hard copies)		
9.	Printing	Production of hard-copy CI Manuals (10 copies)		
		SUB TOTAL		
		VAT 15%		
		TOTAL		