

**REQUEST FOR QUOTATIONS**

**23 FEBRUARY 2026**

**REQUEST FOR QUOTATIONS FOR RFQ FOR REFRESH  
AND MODERNISING THE CORPORATE IDENTITY (CI)**

## 1. Purpose

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- 1.1. To invite service providers to RFQ for Refresh and Modernising the Corporate Identity (CI)
- 1.2. The purpose of the appointment is to refresh and modernise the RSR's Corporate Identity to ensure that it:
  - Reflects the organisation's strengthened regulatory role under the Railway Safety Act, 2024;
  - Projects a credible, authoritative, and modern public image;
  - Supports digital communication demands and cross-platform consistency.
  - Enhances accessibility, inclusivity, and readability; and
  - Enables unified and professional communication across all internal and external platforms.

## 2. Considerations/background

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- 2.1. The Railway Safety Regulator (RSR) is a public entity established under the National Railway Safety Regulator Act (Act No. 16 of 2002), as amended, to oversee and enforce safe railway operations throughout South Africa. A Corporate Identity (CI) Manual was developed and approved in 2018 to guide the RSR's visual and communication standards. However, with the evolving regulatory landscape, particularly the implementation of the Railway Safety Act, 2024 (Act No. 30 of 2024)—and the Regulator's growing emphasis on stakeholder engagement, digital communication, and public education, the current CI has become outdated.
- 2.2. The RSR therefore seeks to appoint a suitably qualified and experienced service provider to

refresh and modernise its Corporate Identity. The refreshed CI must align with the organisation's strengthened mandate, reflect its strategic direction, and meet contemporary design and communication standards, while retaining continuity with the established RSR brand heritage. The refreshed CI will align with the revised communication strategy that was tabled and endorsed at Exco on 5 November 2025.

### **3. Scope of work / Specification**

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Specifications are as follows:

The scope of work will be delivered in eight (8) structured phases:

#### **Phase 1: Discovery & Brand Audit**

1. Review the 2018 CI Manual and current applications across departments.
2. Identify inconsistencies, outdated elements, and improvement areas.
3. Benchmark against comparable regulatory and public sector organisations.
4. Deliverable: Brand Audit Report and Gap Analysis

#### **Phase 2: Conceptual Refresh of the Visual Identity**

1. Develop three (3) modernised visual identity routes that retain key RSR brand elements.
2. Deliverable: Creative Routes Presentation

#### **Phase 3: Finalisation of Visual Identity System**

1. Develop the final approved design system, including:
2. Logo System: primary/secondary lockups, variations, clearspace, and misuse rules.
3. Colour System: updated palette with CMYK, RGB, HEX, and Pantone values.

4. Typography: modern, accessible typefaces with clear hierarchy.
5. Graphic System & Imagery: updated icons, motifs, and photographic styles.
6. Deliverable: Final Visual Identity System

#### **Phase 4: Verbal Identity Refresh**

1. Update tone of voice, brand positioning, key messaging pillars, and tagline options.
2. Deliverable: Verbal Identity Framework

#### **Phase 5: Application Templates**

1. Develop new templates for:
2. Corporate Stationery: letterheads, business cards, certificates, email signatures.
3. Reports & Publications: Word, PowerPoint, and policy templates.
4. Digital Assets: social media layouts, infographics, video graphics, digital banners.
5. Signage & Branding: office signage, event branding, pull-up banners, PPE usage.
6. Deliverable: Template Library

#### **Phase 6: Corporate Identity Manual**

1. Compile a detailed CI Manual covering:
2. Brand narrative and usage rules
3. Colour, typography, and accessibility standards
4. Co-branding, digital, and signage guidelines
5. Correct and incorrect usage examples
6. Deliverable: Comprehensive CI Manual

#### **Phase 7: Brand Asset Toolkit**

1. Provide all editable and digital assets in required formats:

2. AI, EPS, SVG, PNG, JPG, DOCX, PPTX, MP4, MOV
3. Licensed/open-source fonts and icon libraries
4. Deliverable: Complete Brand Asset Toolkit

### Phase 8: Rollout Support

1. Conduct one (1) physical and two (2) virtual brand training sessions.
2. Provide implementation guidelines and an optional launch campaign concept.
3. Deliverable: Training & Implementation Report

#### 4. EXPECTED DELIVERABLES SUMMARY

Deliverable	Description
Brand Audit Report	Findings and recommendations from brand review
Creative Routes	Three modernised design concepts
Final Visual Identity	Approved, refined identity system
Verbal Identity	Updated tone and messaging
Templates	Digital, print, and signage templates
CI Manual	Comprehensive design and usage guide
Brand toolkit	Editable and digital brand files
Training sessions	Brand rollout and implementation support

#### 5. Administrative / Compliance Requirements

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- 5.1. Registration on National Treasury CSD report

- 5.2. Comprehensive quotation (prices must be VAT Inclusive)
- 5.3. Tax Pin & Tax clearance certificate
- 5.4. Fully Completed and signed Standard Bidding Documents (SBD) forms documents
- 5.5. A valid BBBEE certificate or sworn affidavit (on sworn affidavit indicate the day, month and year of the financial year period ie, 31 March 2022)
- 5.6. Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
- 5.7. A Copy of the identity document of the company owner(s)
- 5.8. Valid Medical Certificate
- 5.9. Valid South African Social Security Agency (SASSA) registration (**Where applicable**)
- 5.10. Valid National Council for Persons with Physical Disability in South Africa registration (NCPDPSA)

*Failure to submit valid documents listed above (No - 4.5, 4.6, 4.7, 4.8, 4.9, 4.10) for proof of claim specific goals as stipulated in Section 6 below will lead to the service provider not being awarded points for specific goal.*

## 6. Functionality Evaluation Criteria

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- 6.1. The suitable service provider must demonstrate capacity and capability to execute this project by complying with the functionality criteria on the table below:

No.	ITEM	FUNCTIONALITY CRITERIA	POINTS
1.	<b>Company Experience</b>	The company must be operating for more than 10 years.	<b>10</b>

	Company Experience will be checked against the Registration Certificate/CSD registration.	<p>The scoring will be as follows:</p> <ul style="list-style-type: none"> <li>• Between 0 and 2 years' experience=0 points</li> <li>• Above 2 years but less than 5 years' experience= 5 points</li> <li>• From 5 years but less than 10 years' experience = 7 points</li> <li>• From 10 years and above experience=10 points</li> </ul>	
2.	<p><b>Experience in CI Refresh Projects through the provision of contactable reference letters</b></p> <p>The reference letter/s should be signed and on the company letterhead, include the type of project (CI design or refresh), scope of services delivered, duration of project and contact person and details (e-mail or Tel).</p>	<p><b>Completed Corporate Identity refresh / CI design projects (past 5 years).</b></p> <p>The service provider must submit reference letters that are not older than 5 years, which are relevant to Corporate Identity design or refresh.</p> <p>The scoring of company experience will be as follows:</p> <ul style="list-style-type: none"> <li>• No references = 0 points</li> <li>• 1 reference = 10 points</li> <li>• 2 references = 20 points</li> <li>• 3 references= 30 points</li> </ul> <p>NB: The RSR reserves the right to verify the letters provided.</p>	<b>30</b>
3.	<p><b>Portfolio &amp; Technical Capability</b></p> <p><b>The portfolio should include at least the following:</b></p> <ol style="list-style-type: none"> <li>1. CI Proposal</li> <li>2. CI / Brand Guidelines Manual</li> </ol>	Portfolio demonstrating CI systems, manuals, templates and brand applications.	<b>30</b>

	<p>A comprehensive document outlining the brand's visual and verbal identity, including, logo, typography.</p> <p><b>3. Branded Templates</b></p> <p>Examples of practical, ready-to-use templates that reflect the CI system, such as PowerPoint templates and letterheads</p>	<p>Scoring:</p> <ul style="list-style-type: none"> <li>Limited evidence = 10 points (some but not all CI outputs included)</li> <li>Satisfactory evidence = 20 points (more than one CI outputs included).</li> <li>Solid evidence = 30 points (3 or more CI outputs included)</li> </ul>	
<p><b>4.</b></p>	<p><b>PROJECT LEADER'S CAPACITY</b></p> <p>The bidder must have an experienced project leader with Corporate Identity design or refresh.</p> <p>CV must specify years/months of experience e.g. January 2022 to December Dec 2025: Corporate Identity Design Project Lead at ABC Agency</p>	<p>The bidder must submit the CV of the Project Leader showing experience in Corporate Identity design or refresh or related projects.</p> <p>The scoring of the project leader's capacity will be as follows:</p> <p>Scoring:</p> <ul style="list-style-type: none"> <li>More than 15 years = 30 points</li> <li>Above 10 to 15 years = 20 points</li> <li>Above 5 to 10 years = 10 points</li> <li>From 2 to 5 years = 5 points</li> <li>Less than 2 years = 0 points</li> </ul>	<p><b>30</b></p>

Service Providers must attain a minimum threshold of **70 points** or more to be considered for evaluation on the 80/20 Preference Point System.

*Failure to attain the set minimum threshold will result in a disqualification.*

## 7. Evaluation 80/20 Preference Point System

- 7.1. The price quotations will be evaluated in accordance with the pre-scripts of the Preferential Procurement Policy Framework Act (PPPFA) and its regulations, in particular Preference Procurement Regulation 2022 which stipulate **80/20 preference point system for acquisition of goods or services with Rand value equal to or below R50 million (inclusive of all applicable tax).**
- 7.2. **A maximum of 80 points for price and 20 points for the specific goal specified on the request for quotation may be awarded to a Service Provider.**
- 7.3. **Points for the specific goal will be awarded as specified on the table below:**

NO	SPECIFIC GOALS	PREFERENCE POINT (OUT OF 20)	PROOF OF CLAIM
1	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is <b>at least 51% owned by black people</b>	10	<ul style="list-style-type: none"> <li>• Copy of the identity document of the owner(s)</li> <li>• A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable)</li> <li>• Central Supplier Database (CSD) report</li> </ul>

			<ul style="list-style-type: none"> <li>Valid company registration documentation that are issued by Companies &amp; Intellectual Property Commission (CIPC)</li> </ul>
2	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is <b>at least 51% owned by black women</b>	5	<ul style="list-style-type: none"> <li>Copy of the identity document of the owner(s)</li> <li>A valid SANAS accredited BBBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable)</li> <li>Central Supplier Database (CSD) report</li> <li>Valid company registration documentation that are issued by Companies &amp; Intellectual Property Commission (CIPC)</li> </ul>
3	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is <b>at least 51% owned by youth</b>	3	<ul style="list-style-type: none"> <li>Copy of the identity document of the owner(s)</li> <li>A valid SANAS accredited BBBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable)</li> <li>Central Supplier Database (CSD) report</li> <li>Valid company registration documentation that are issued by</li> </ul>

			Companies & Intellectual Property Commission (CIPC)
4	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is <b>at least 51% owned by person(s) with disabilities</b>	2	<ul style="list-style-type: none"> <li>• Copy of the identity document of the owner(s)</li> <li>• A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable)</li> <li>• Central Supplier Database (CSD) report</li> <li>• Valid company registration documentation that are issued by Companies &amp; Intellectual Property Commission (CIPC)</li> <li>• Valid Medical Certificate</li> <li>• Valid South African Social Security Agency (SASSA) registration <b>(Where applicable)</b></li> <li>• Valid National Council for Persons with Physical Disability in South Africa registration (NCPDPSA)</li> </ul>

7.4. For Points to be awarded for the specific goals the proof for the claim for such goal must be submitted.

## 8. **Technical Enquiries**

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### 8.1. **SCM Enquiries**

Mr. Fumani Mabunda

[fumanim@rsr.org.za](mailto:fumanim@rsr.org.za)

### 8.2. **Project Manager Enquiries**

Celine C. Morolong

[Celine.Morolong@rsr.org.za](mailto:Celine.Morolong@rsr.org.za)

## 9. **Closing Date and Time for responses to this request for quotation**

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- 9.1. The request will be **closed on 05 March 2026 at 16h00**. Responses may be emailed to [fumanim@rsr.org.za](mailto:fumanim@rsr.org.za)