



SPECIFICATIONS

TASK DESCRIPTION: Request for development of a comprehensive Corporate Identity System that provides a consistent visual identity and branding framework for the TER.

Item no.	Full description of the requirement	Quantity
1	1. Brand Discovery The service provider shall: • familiarise itself with the TER's mandate and strategic objectives; • engage with designated TER representatives; • identify branding requirements; and • develop a brand concept aligned to the organisation. Deliverable • Brand Discovery Report. 2. Logo Refinement The service provider shall: • refine the existing TER logo where necessary; • preserve the integrity of the approved logo; • prepare production-ready artwork; and • package the logo for print and digital use. Deliverables • Refined high-resolution logo. • Logo package including AI, EPS, SVG, PDF, PNG and JPEG formats. • RGB, CMYK, Pantone and HEX colour specifications. • Greyscale, monochrome and reverse versions. 3. Corporate Colour Palette The service provider shall: • refine the existing primary colour palette; • develop complementary secondary colours; • provide colour specifications; and • define colour usage guidelines. Deliverable • Corporate Colour Palette. 4. Typography and Graphic Elements The service provider shall develop: • corporate typography; • iconography; • graphic devices; • imagery style; • layout principles; and • visual elements supporting the TER brand. Deliverable	1

- Typography and Graphic Standards.

5. Corporate Identity Manual

The Corporate Identity Manual shall include:

- logo usage;
- logo clear space and minimum sizing;
- incorrect logo usage;
- colour specifications;
- typography;
- graphic elements;
- imagery standards;
- branding applications;
- co-branding guidelines; and
- digital branding standards.

Deliverable

- Corporate Identity Manual.

6. Corporate Templates and Stationery

Develop editable templates for:

- Letterheads;
- Memoranda;
- Reports;
- Agendas;
- Minutes;
- Board papers;
- Submissions;
- Presentations;
- Business cards;
- Invoices;
- Purchase Orders;
- Email signatures;
- Envelopes;
- Folders; and
- Relevant Microsoft Word, Excel and PowerPoint templates.

Deliverable

- Corporate Template Suite.

7. Digital Branding

Develop:

- website holding page;
- website graphics;
- social media profile images;
- social media banners;
- Teams backgrounds;
- email banners; and
- newsletter templates.

Deliverable

- Digital Branding Toolkit.

8. Brand Messaging Guide

Develop:

- brand positioning statement;
- institutional narrative;
- key messaging framework;
- tone of voice;

	• writing style guide; and • plain language guidelines. Deliverable • Brand Messaging Guide. 9. Brand Asset Library Provide all editable source files including: • vector artwork; • templates; • graphics; • icons; and • print and web-ready artwork. Deliverable • Digital Brand Asset Library. 10. Knowledge Transfer The successful bidder shall: • present the Corporate Identity to the TER; • provide implementation guidance; • hand over all editable source files; and Deliverable • Knowledge Transfer Session and Handover.	
2	NB: The successful bidder shall provide: • Brand Discovery Report; • <i>Logo Package</i>; • <i>Corporate Colour Palette</i>; • <i>Typography and Graphic Standards</i>; • <i>Corporate Identity Manual</i>; • <i>Corporate Template Suite</i>; • <i>Digital Branding Toolkit</i>; • <i>Brand Messaging Guide</i>; • <i>Digital Brand Asset Library</i>; and • <i>All editable source files.</i> <i>All concepts, artwork, templates, manuals, source files and other materials developed under this assignment shall become the exclusive property of the Transport Economic Regulator upon final acceptance and payment.</i>	10
3	<i>The service provider/bidder must meet the all criterion stipulated in the check list attached.</i>	

Request for development of a comprehensive Corporate Identity System that provides a consistent visual identity and branding framework for the TER checklist

Description	Checked
Bidder shall submit:	
Company profile.	
Project implementation plan.	
Portfolio of similar projects (attach 3 proofs demonstrating comparable projects)	
Details of the proposed project team.	
At least three (3) contactable references.	
Pricing proposal.	
Valid Tax Compliance Status.	
CSD Registration Report.	
B-BBEE Certificate or Sworn Affidavit.	
Completed SBD Forms.	