

	<b>Scope of Work</b>	<b>Eskom Government and Regulatory Affairs Division</b>
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**Title: Scope of Work for new Eskom Group of companies' brand development and corporate identity**

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## 1 Introduction

This document is intended to detail the scope of work as required by the Service Provider to design and develop corporate identities for the *Eskom Group of companies and if required, update/refresh the existing Eskom corporate identity, with a supporting implementation plan.*

The Eskom Strategy Review of 2018 (SR18), which was reaffirmed in the Department of Public Enterprises (DPE) Roadmap for Eskom in a Reformed Electricity Supply Industry, gave strategic direction on how Eskom was to transform its outdated vertically integrated structure and restructure to create three independent subsidiaries - Generation, Transmission and Distribution - under Eskom Holdings. This process has been adopted and is being executed.

- The Transmission Division will be incorporated as the *National Transmission Company of South Africa* as a wholly owned subsidiary under Eskom Holdings.
- The Distribution Division will be incorporated as the *National Distribution Company of South Africa (new name)* as a wholly owned subsidiary under Eskom Holdings.
- The final decision around a potential new holdings company (NewCo) is still to be made by the shareholder - the Department of Public Enterprises. However, the potential new corporate identity requirements will be included as part of the Service Provider's scope of work, when finalised.

This will require that a new corporate identity is designed, developed and implemented for the

- *National Transmission Company of South Africa (not sure if NTCSA will form part of this scope of work)*
- *National Distribution Company of South Africa (new name)*
- *Potential Eskom NewCo (to be confirmed in future)*
- *Any other Eskom Group of companies in the future*

Supporting Clauses

### 1.1 Scope

#### **Eskom Group of companies Corporate Identity (CI) scope of work**

The Eskom Group of companies CI and brand development requirements will be aligned to the unbundling and restructuring process timelines, which will be different for each company/subsidiary. The specific company/subsidiary will then develop a detailed corporate identity and brand design brief, which will be shared with the appointed design agency, providing the necessary insight into the specific company/subsidiary's business. This entails the following information:

1. Registered name and registration number
2. Strategic intent and vision
3. Values, culture of the company/subsidiary
4. Who and what are our employees?
5. Products and services – what do we deliver to our customers?

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6. Unique selling points – reason for being/what do we do?
7. Who is our competitor?
8. Where do we do business? Current and future markets
9. What do we want the customers to feel when they do business with us?
10. Who are our major suppliers?
11. What does the new brand stand for?
12. Is it rebranding or repositioning of an existing brand? Why are we doing the rebranding?
13. What makes us different from the old brand offering?
14. History of the company
15. Who do we compare ourselves to in the market? (does not have to be a 100% fit)

The scope of work for the appointment of the design agency will thus focus on the Corporate Identity elements that need to be developed for the various companies/subsidiaries. This is detailed in the **Scope of work - section three** of this document.

### **1.1.1 Purpose**

The purpose of this document is to define the scope of work as required by Creative Design Agencies.

### **1.1.2 Applicability**

This document shall apply to Eskom Holdings and subsidiaries.

### **1.1.3 Effective Date**

The document is effective from the date of authorisation.

## **1.2 Normative/Informative References**

Parties using this document shall apply the most recent edition of the documents listed in the following paragraphs.

### **1.2.1 Normative**

ISO 9001:2015 Quality Management Systems

### **1.2.2 Informative**

None

## **1.3 Abbreviations**

<b>Abbreviation</b>	<b>Description</b>
CI	Corporate identity
CMYK	CMYK is used in colour printing and describes the printing process itself. CMYK (cyan, magenta, yellow, and black) refers to the four ink plates used in colour printing.

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RGB	RGB ( <b>red, green, and blue</b> ) refers to a system for representing the colours to be used on a computer display - <b>electronic colours</b>
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#### **1.4 Process for Monitoring**

The GRAD/SM&B Marketing Manager will review and update this document annually.

#### **1.5 Related/Supporting Documents**

N/A

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## 2 Scope of Work

The scope of work is intended to provide the Brand Development/Creative Design Agency with clear deliverables when executing the design and development of the *Eskom Group of companies'* Corporate Identity (CI) / brand. The following is required:

- The specific company/subsidiary will develop a detailed corporate identity and brand design brief, which will be shared with the appointed design agency. It should provide the necessary insight into the specific company/subsidiary's business as indicated in document above - **1.1 Scope section**.
- The scope of work for the appointment of the design agency will thus focus on the Corporate Identity elements that need to be developed for the various companies/subsidiaries and can be summarised as detailed in the Scope of work section of this document.

*This section's numbering aligns with the pricing schedule, please don't change.*

### Agency Deliverables

Prices quoted for Phase 1A and 1B must cover all resource hours required to complete each deliverable - presentations, debriefs and three (3) reverts on each design element.

#### 1. Phase 1 A: (PRICE)

- 1.1. Design a new company logo for the *Eskom company/subsidiary*. Provide four possible logo design options for consideration.
- 1.2. Develop a mood board for each logo option; to illustrate how the logo of (*Eskom company/subsidiary*) will be applied, assisting in the selection of a preferred logo option.
- 1.3. The company should be able to conduct an environmental scan within the countries listed in "**Annexure A**" to ensure that the final logo does not receive objections when registering the trademark (each company/subsidiary will confirm their specific country in the detailed briefing document provided)
- 1.4. Develop an implementation project plan with projected timelines for the design of "phase 1 A" and "phase 1 B" as described in this scope
- 1.5. All relevant information needs to be provided to Eskom Legal department for the trademark registration process

#### 2. Phase 1 B: Design project deliverables:

##### 2.1. Eskom company/subsidiary signature (logo) (PRICE)

- 1.1.1. Composition, i.e. logo/symbol and logotype (rules to apply, e.g. independently or as a unit)
- 1.1.2. Possible format options, e.g. horizontal and/or vertical
- 1.1.3. Colour application of the logo, i.e. primary colour/s, black and white.
- 1.1.4. Guide to cross-check accuracy of reproduced *Eskom company/subsidiary* signature
- 1.1.5. Isolation space rules:
  - 1.1.5.1. General application

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- 1.1.5.2. Co-branding identities – rules for when the logo is co-branded i.e. specifications, isolation space
- 1.1.6. Guideline for use with a potential/future pay-offline/positioning line
- 1.1.7. Unacceptable uses of the *Eskom company/subsidiary* signature
- 1.1.8. Provide the logo artwork in various file formats, e.g. GIF, PNG, AI, PDF, EPS, JPG, etc. for application in all Microsoft Office programs and graphic design software.

## **2.2. Eskom company/subsidiary corporate colours (Primary and secondary colour palette specifications) (PRICE)**

- 2.2.1. Primary colour/s – specifications i.e. spot colour, process (CMYK), electronic/RGB
- 2.2.2. Secondary/accent colour palette colour/s - specifications i.e. spot colour, process (CMYK), electronic/RGB
- 2.2.3. Rules for application, e.g. proportion of primary colour application to secondary colour application, use of tints, etc.

## **2.3. Eskom company/subsidiary typeface (PRICE)**

### **2.3.1. Primary typeface**

- 2.3.1.1. Variations (e.g. regular, light, bold, italic, etc.)
- 2.3.1.2. Preferred typeface option and when/where it will be applied

### **2.3.2. Secondary typeface (if recommended)**

- 2.3.2.1. Variations (regular, light, bold, italic, etc.)
- 2.3.2.2. Preferred typeface option and when/where it will be applied
- 2.3.2.3. Rules for applications, e.g. to highlight, quotations, never as a heading, etc.
- 2.3.2.4. Application of text - sentence case, all capitals, title case, lower case.

## **2.4. Eskom company/subsidiary style (reinforcing the *Eskom company/subsidiary* signature in a visual manner, creating a distinct and highly recognisable corporate style for *Eskom company/subsidiary*) (PRICE)**

- 2.4.1. Design of style elements - (minimum 3)
- 2.4.2. Construction and composition of each style element/ Step-by-step guide to creating each style element
- 2.4.3. Rules for the application of each style element
- 2.4.4. Provide each style element artwork in various file formats, e.g. GIF, PNG, AI, PDF, EPS, JPG, etc.
- 2.4.5. 10 examples of the style elements applied to various items, e.g. on stationery, signage, PPE, vehicle livery, pull-up banner, poster, brochure, fact sheet, etc.

## **2.5. Stationery (PRICE)**

### **2.5.1. Letterhead**

- 2.5.1.1. Printed – design elements, layout, measurements, paper and ink specifications.
- 2.5.1.2. Electronic template – fixed elements (i.e. that which cannot be altered)
- 2.5.1.3. Typing guideline – font, size, line spacing, margins, headers, footers, etc.
  - 2.5.1.4. Co-branding area guideline– specific position, size

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## **2.5.2. Business card**

- 2.5.2.1. Printed – design elements (front and back), layout, measurements, paper/card and ink specifications.
- 2.5.2.2. General: Use of punctuation marks, abbreviations, mandatory information
- 2.5.2.3. Electronic: agency to advise best practice.

## **2.5.3. Memo (for internal use only)**

- 2.5.3.1. Electronic template – fixed elements (i.e. that which cannot be altered), design elements, layout, font size and line spacing specifications, etc.

## **2.5.4. Internal forms and documents**

- 2.5.4.1. Layout and design specifications for A4 portrait and A4 landscape, forms and documents, headers, footers.

## **2.5.5. External forms (invocing/billing/remittance)**

- 2.5.5.1. Provide a generic layout example and guide in terms of the application of the *Eskom company/subsidiary* signature to invoices, accounts, SAP documentation, etc.

## **2.5.6. Access/security card design**

- 2.5.6.1. Develop designs for each - an employee access card, for contractors, visitors and security.

## **2.6. Electronic communication tools (PRICE)**

### **2.6.1. Electronic backdrop design for MS Teams/online meetings with video/camera**

- 2.6.1.1. Design for executive/head office.
- 2.6.1.2. Design for employees - daily/normal use
- 2.6.1.3. Design guideline for custom designed MS Teams backgrounds – special events, launches, etc.

### **2.6.2. Presentation template/s (PowerPoint)**

- 2.6.2.1. Template to have fixed design for “title slide”, “chapter divider” and “conclusion” slide
- 2.6.2.2. Format options – wide screen (16:9) or 4:3, landscape and/or vertical formats
- 2.6.2.3. Guideline for application of font, colour palette, style of graphs, charts, etc.

### **2.6.3. Masthead design/s**

- 2.6.3.1. 2-3 header design examples for internal messaging, bulletins, communiques

### **2.6.4. Email signature guideline/standard**

- 2.6.4.1. Show how *Eskom company/subsidiary* employees will be required to format their email signatures

## **2.7. Electronic media applications (PRICE)**

### **2.7.1. Eskom company/subsidiary Website**

- 2.7.1.1. Develop a layout (generic) that provides a “look and feel” for the *Eskom company/subsidiary* website home page. Provide design guidelines, so that the *Eskom company/subsidiary* webmaster is able to maintain this “look and feel” throughout the site.

## **2.8. Social media platforms (PRICE)**

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- 2.8.1. Show how the *Eskom company/subsidiary* logo would be applied as a favicon, on the various social media platforms, i.e. Twitter, YouTube, Facebook, WhatsApp etc.
- 2.8.2. Provide a CI guideline as to the *Eskom subsidiary* signature's application on all social media platforms
- 2.8.3. *Eskom company/subsidiary* logo application on already developed Apps (e.g. Customer Service,)
- 2.8.4. Provide a guideline to applying the *Eskom company/subsidiary's* corporate identity on these applications.

## **2.9. Advertising (PRICE)**

- 2.9.1. Types: marketing, advertorials, public notices, recruitment, tenders, etc.
- 2.9.2. Show typical layouts for each type of advertisement in a portrait and landscape format
- 2.9.3. Recommend positioning of the *Eskom company/subsidiary subsidiary* signature and set design elements.
- 2.9.4. Show examples in colour (magazines, on-line) and black and white (e.g. local newspapers)

**2.10. *Eskom company/subsidiary* Corporate Identity Manual** – in an electronic format that is editable, to enable future updates and additional CI-related items. **(PRICE)**

**2.11. *Eskom company/subsidiary* Corporate identity training presentation** to train employees and external suppliers on the correct application of the *Eskom company/subsidiary* brand elements. **(PRICE)**

## **3. Phase 2: Deliverables in phase two will be briefed as and when required on a task by task basis and will be remunerated through hourly rates for resource time.**

**3.1.** Design corporate identity elements for *Eskom company/subsidiary* as indicated below

**3.2.** Define the projected timeline for this design phase 2

**3.3.** Define budget for this design phase 2

### **3.4. Unique *Eskom company/subsidiary* corporate identity style pattern/s – (creating a distinct and highly recognisable corporate style for *Eskom company/subsidiary*)**

3.4.1. Number of patterns and application options (2-3 different options)

3.4.2. Rules for application of each pattern

3.4.3. 10 examples of the style patterns applied to various items, e.g. on stationery, signage, PPE, vehicle livery, pull-up banner, poster, brochure, fact sheet, etc.

### **3.5. Stationery**

#### **3.5.1. Envelopes**

3.5.2. Front: design specifications of signature applied to sizes DL, C6, C4 and C5

3.5.3. Back: e.g. return address, *Eskom company/subsidiary* company name & registration details

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**3.6. Brochure style** – a few examples (2 – 3) of how the *Eskom company/subsidiary* signature and style is applied to brochure layouts

**3.7. Notepads, (A5 & A4) printed –**

3.7.1. Design elements, layout, measurements, paper and ink specifications.

**3.8. Corporate folders**

3.8.1. Printed – design elements, layout, measurements, board and ink specifications.

**3.9. Certificates**

3.9.1. **Printed** – design elements, layout, measurements, paper (gms) and ink specifications.

3.9.2. **Electronic template** – fixed elements (i.e. that which cannot be altered/customised)

3.9.3. Layout and design examples for:

- Long service (10 year, 15 year, 20 year, etc.)
- Course Certificate
- Manager's Award certificates
- Other, e.g. Safety, etc.

**3.10. Typing guideline** for certificate recipient's details – font, size, positioning, etc.

**3.11. Media backdrop** – design an example with the *Eskom company/subsidiary* signature and style applied to a media panel/backdrops with the recommended background colour, i.e. television white.

**3.12. Optional:**

3.12.1. Compliment slip - design elements, layout, measurements, paper and ink specifications.

3.12.2. Cards

3.12.2.1. Card place names, lapel name cards, tent cards,

3.12.3. Rubber stamps

3.12.3.1. Design elements, sizes, ink colour, font, etc.

**Visual brand representation**

**3.13. Illustration**

3.13.1. Develop an illustration style imagery which reflects the essence of the *Eskom company/subsidiary* brand and provides a reference for ongoing development of the visual language for *Eskom company/subsidiary* (approx. 10 examples)

**3.14. Iconography**

3.14.1. Develop a unique style for the design of a family of icons, which will in future continue to reflect, represent and reinforce the visual language of the *Eskom company/subsidiary* brand (approx. 10 examples)

**3.15. Photography**

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- 3.15.1. Show examples of a photographic style imagery which reflects the muscles and essence of the *Eskom company/subsidiary* brand, and which will provide a visual reference for ongoing photographic applications. (approx. 10 examples)
- 3.15.2. Provide a guideline defining this photographic style imagery, which will ensure that the overall visual image of the *Eskom company/subsidiary* becomes well established.

## **Electronic communication tools**

### **3.16. Newsletters**

- 3.16.1. Provide layout example/template
- 3.16.2. Guide the use of type/font, font size, colour palette, style treatment for headings, titles, captions, alignment of text, etc.

### **3.17. Invitations**

- 3.17.1. Provide 2-3 generic layout examples/templates (PowerPoint/Word)

## **Signage**

- 3.18. Given its vital role in the visual corporate identity programme, the signage should incorporate the *Eskom company/subsidiary* signature, corporate colour/s, typeface, style device and standardised information

### **3.19. General guidelines applicable to all signage:**

- 3.18.1. Type or make of decal/vinyl, colour specification/code, etc.
- 3.18.2. Signage material – i.e. if metal, e.g. aluminium, galvanised mild-steel
- 3.18.3. If spray-painted – i.e. gloss, enamel, colour, etc.
- 3.18.4. If coated – e.g. UV clear coating, cladding, powder coated
- 3.18.5. Guarantee period
- 3.18.6. Manufacturing, construction and installation requirements
- 3.18.7. All exact measurements, e.g. size of sign, width, height, curvature, framework, etc. Size of *Eskom company/subsidiary* signature, font, arrows, line spacing, style device.

### **3.20. External**

#### **3.20.1. Primary signs**

- a. External primary/pylon sign
- b. Site identification sign
- c. Building fascia and projecting signs

### **3.21. Secondary signs**

- a. Freestanding informational and directional signs. Large size - for viewing from 40 meters, medium size for viewing from 25 meters & small, e.g. – “Reserved /handicap parking” sign.
- b. Wall-mounted flat and projecting signs

### **3.22. Internal signs**

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- 3.20.1. *Eskom company/subsidiary* signature and company registration plaque (legal requirement) placed in reception areas of all *Eskom company/subsidiary* facilities (wall mounted)
- 3.20.2. Wall-mounted *Eskom company/subsidiary* signature sign
- 3.20.3. Foyer board (wall-mounted) sign
- 3.20.4. Informational and directional wall-mounted sign
- 3.20.5. Suspended signs
- 3.20.6. 3 size options – with/without arrows
- 3.20.7. Emergency escape route pictograms
- 3.20.8. Projecting signs
- 3.20.9. Venue sign (wall or door)
- 3.20.10. Name signs
- 3.20.11. Desk or counter signs, e.g. Reception
- 3.20.12. Name badges

### 3.23. Other Signs

- 3.21.1. Parking bay, reserved parking, etc.
- 3.21.2. Regulatory/statutory pictograms, e.g. Emergency exit, fire equipment, no firearms. (300 x 300 mm for viewing distance over 10 meters, 150 x 150 mm for viewing distance less than 10 metres)
- 3.21.3. Information pictograms, e.g. Lift, restrooms, paraplegic facility. (300 x 300 mm for viewing distance over 10 meters, 150 x 150 mm for viewing distance less than 10 metres)
- 3.21.4. Window decals, e.g. *Eskom company/subsidiary* signature, business hours, emergency contact numbers, etc.
- 3.21.5. Temporary signs – Project sign, special event sign, tenant pylon sign

### ○ Vehicle livery

- 3.24.1. Decal sizes – 2 decal size options. Size 1: small passenger, light commercial, 4x4 and minibus. Size 2 (larger option) for heavy duty vehicles, service & construction vehicles, tractors, etc.)
- 3.24.2. Guideline for decal positioning on vehicles

### ○ PPE (Personal Protective Equipment)

- 3.23.1. Guideline for application of the *Eskom company/subsidiary* signature to protective clothing (overalls, jackets, dust coats, high-visibility vests, hard hats, etc.)

### 3.24. Promotional items

- 3.24.1. ***Eskom company/subsidiary* flag** (pole mounted)
- 3.24.2. **Banners** - Show a few examples of the *Eskom company/subsidiary* CI applied to banners, e.g. podium, pull-up, teardrop etc.
- 3.24.3. Show a few examples of *Eskom company/subsidiary* branding on items such as pens, key rings, executive gifts, mugs, etc.
- 3.24.4. **Promotional clothing**. Show a few examples of *Eskom company/subsidiary* branding applied to leisure wear/t-shirts, caps, bags, etc.
- 3.24.5. **Corporate uniform** (if required)

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### 3.25. Exhibition Stand

- 3.25.1. Specify the minimum *Eskom company/subsidiary* corporate identity requirements that should be applied to an exhibition stand. Show an example, whereby the exhibition stand conforms to these minimum CI specifications, and the application of style is evident

## Interiors

### 3.26. Upholstery

- 3.26.1. Specify fabric/material/upholstery for office chairs
- 3.26.2. Specify fabric/material/upholstery for office screens
- 3.26.3. Specify fabric/material/upholstery for other seating, e.g. couches, pause areas, reception areas, conference seating, executive offices, board rooms, etc.
- 3.26.4. Specify fabric/material/upholstery for control rooms, operational areas with heavy duty wear

### 3.27. Paint

- 3.27.1. 3-4 paint references/codes from a specific range
- 3.27.2. Provide colour samples/swatches
- 3.27.3. Specify use thereof

### 3.28. Wallpaper

- 3.28.1. Specify range with 2-3 options (should complement the paint colour palette)
- 3.28.2. Provide actual samples

### 3.29. Blinds and Curtains

- 3.29.1. Blinds: e.g. Blinds must be in the same colour as the wallpaper or the wall paint, etc.
- 3.29.2. Curtains: e.g. Curtains must match the upholstery material.

### 3.30. Carpets

- e.g. any commercial or industrial duty carpet that will complement the upholstery material or otherwise specify make, range and colour.
- 3.30.2. Provide actual samples

### 3.31. Tiles

- 3.31.1. Specify supplier/Any tile supplier
- 3.31.2. **Criteria:** e.g. commercial tile (if possible) or a tile that will carry heavy traffic, Non-slip, should not show dirt easily, no varnish finishes on tiles, etc.
- 3.31.3. Must complement the rest of the colour palette for *Eskom company/subsidiary* interiors

### 3.32. Furniture

- 3.32.1. Specify furniture finishes for desks, credenzas, cupboards, tables, filing cabinets, etc.
- 3.32.2. Surface of reception desk, e.g. wood finish, formica or granite.
- 3.32.3. Specifications for powder coating of desk/table legs, cabinet and credenza handles, etc.
- 3.32.4. Chairs must be upholstered in *Eskom company/subsidiary* material, -specify colour/finish of arm rests and legs.

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**3.33. Desk accessories, pot plant holders, dust bins, frames for office screens, door frames and frames for posters/awards, wall clocks**

- 3.33.1. Specify colour and finish for each item
- 3.33.2. Provide paint or powder coating codes/specifications

**Exterior finishes (optional)**

- 3.34. **Provide CI specifications**, if colour specifications have been set for the outside of buildings

**Corporate Identity Manual and Corporate Identity Training material**

- 3.35. **Update the Eskom company/subsidiary Corporate Identity Manual** – in an electronic format that is editable, to enable future updates and additional CI related items with both phase 2 elements.
- 3.36. **Update the Eskom company/subsidiary Corporate identity training presentation** to train employees and external suppliers on the correct application of the Eskom company/subsidiary brand elements with both phase 2 elements.

**Note:**

Thereafter, on an as and when basis, should any corporate identity related elements require an update, or if additional corporate identity elements need to be incorporated into any of the established brands, deliverables will be briefed in, on a task-by-task basis, and will be remunerated through hourly rates for resource time.

The technical evaluation criteria for proposals received will be done according to the shortlisting criteria attached.

**3 Acceptance**

This document has been seen and accepted by:

Name and surname	Designation
Latetia Venter	General Manager: Strategic Marketing and Branding Department
Diane Else	Officer: Marketing: Strategic Marketing and Branding Department
Leon Jean-Louis	Senior Advisor: Agency performance management
Annamarie Murray	Creative Specialist
Matapa Tabane	Middle Manager: Distribution Marketing
Camille Shah	Middle Manager: Transmission Marketing
Vanessa Bylsma	Middle Manager: Generation Marketing

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#### 4 Revisions

Date	Rev.	Compiler	Remarks

#### 5 Development Team

- Latetia Venter
- Leon Jean-Louis
- Diane Else
- Annamarie Murray
- Matapa Tabane
- Camille Shah
- Vanessa Bylsma

#### 6 Acknowledgements

None

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**Annexure A:**

**Annexure A - ESKOM COMPANY/SUBSIDIARY CORPORATE IDENTITY DEVELOPMENT**

The appointed agency must be able to conduct an environmental scan within the countries listed below to ensure that the final logo does not receive objections when registering the trademark (final list of countries will be confirmed by each *Eskom company/subsidiary*)

1. South Africa
2. Morocco
3. Sudan
4. Lesotho
5. Namibia
6. Botswana
7. Kenya
8. Mozambique
9. Democratic Republic of Congo
10. Madagascar
11. Swaziland
12. Egypt
13. Uganda
14. Zambia
15. Malawi
16. Zanzibar
17. Ghana
18. Nigeria
19. Zimbabwe
20. Liberia
21. Angola
22. OAPI Member states
  - a. Benin
  - b. Burkina Faso
  - c. Cameroon
  - d. Central African Republic
  - e. Chad
  - f. Comoro Islands
  - g. Congo
  - h. Cote di'Ivoire
  - i. Equatorial Guinea
  - j. Guinea-Bissau
  - k. Mali
  - l. Mauritania
  - m. Niger
  - n. Senegal
  - o. Togo

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