ESKOM HOLDINGS SOC LIMITED
DISTRIBUTION FLEET BRANDING REQUIREMENTS

ABSTRACT

This document forms part of the New Engineering Contract, **Term Services Contract** 3rd Edition.

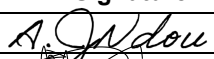
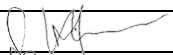
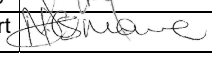
The document defines the Scope of services required from the Suppliers to supply Eskom Distribution with branding of all Eskom vehicles

CONFIGURATION CONTROL

Document History

Rev.	Date	Preparer	Changes
1	05 June 20206	Alusani Ndou Pricilla Maoba	

Document Approval

Action	Function	Designate	Signature
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SCOPE OF WORK (SOW): ESKOM FLEET VEHICLE BRANDING SERVICES

Abbreviations and descriptions

Abbreviation	Explanation
LDV	Light delivery vehicle
NRTA	National road traffic act
Dx	Distribution Division
OU	Operating Unit
CI	Corporate Identity
CAD	Corporate Affairs Department
HOW	Hubs on Wheels
PML	Pedestal Monted Ladder
ICE	Internal Combustion Engine
EV	Electric vehicle

1. Introduction

Eskom Distribution (Dx) owns and manages a Fleet of over 8000 vehicles and equipment. They operate nationally across all provinces. The initiative to rebrand Dx vehicles, forms an integral part of the organisation's broader strategic positioning. Organisations like Eskom require consistent and compliant vehicle branding to meet corporate identity standards and regulatory visibility obligations. With the new branding high-quality materials and good workmanship (e.g., vinyl wraps, reflective graphics) that can withstand harsh environmental and operational conditions is a necessity.

2. Objectives

- Ensure consistent and standardised corporate brand visibility across Dx vehicles.
- Improve fleet identification and operational visibility.
- Promote a professional and uniform representation of Eskom Dx vehicles across the country.
- Enable clear differentiation of internal combustion engine (ICE) and electric vehicles (EV).
- Ensure the application of durable, high-quality branding materials suitable for varying environmental conditions

3. Scope of Services

3.1. General Scope

The general scope is for the design, manufacture, supply, installation, maintenance, and removal of vehicle branding on multiple vehicle categories for Dx vehicles across the country. Service will be rendered on an as-and-when-required basis to support operational demands across Eskom Dx OUs, for a period of five (5) years.

3.2. Service Delivery Requirements

3.2.1. Design and Approval

- Ensure designs as per the Eskom Dx requirements.
- Comply to branding artwork standards as developed to align with Eskom Corporate Identity (CI).
- Adapt branding designs to suit various vehicle categories.
- Incorporate all branding elements and identifiers.
- Strictly adhere to Eskom corporate colours and visual identity guidelines.
- Submit all designs to Eskom Corporate Affairs Department (CAD) for review and formal approval.
- Note that the design concepts in this SOW should serve as a guide on the EV and ICE brand application. Open files where available will be shared once the PO is awarded, but the brand application will have to be adjusted as per the vehicle make and model.
- To ensure alignment and consistency, it is important to obtain approval from the relevant Corporate Identity (CI) representative in the area that will conduct an on-site inspection.
- The brand application should always align with the approved artwork and Corporate Identity standards as per the new Eskom fleet livery.

3.2.2. Manufacturing and Materials

- Produce high-quality vinyl decals that are UV-resistant, heat-resistant, and weather-resistant.
- Use approved materials that ensure long-term durability and colour retention.
- Incorporate reflective safety materials where required for visibility and compliance.
- Ensure standard Eskom decals and fleet identifiers are accurately produced.

3.2.3. Installation and Application

- Perform professional installation across all Dx fleet vehicles.
- Ensure precise, bubble-free application of all decals and wraps.

- Apply half-wrap branding solutions across different vehicle types.
- Install:
    - Vinyl logos
    - Vinyl logos on magnetic backgrounds
    - Emergency stickers
    - Reflective vehicle licence plate numbers on vehicle roofs
- Ensure charging port visibility markings, without obstructing functionality.
- Protect all vehicle components during application, including:
    - Paintwork
    - Sensors
    - EV systems

3.2.4. Removal and Replacement

- Safely remove outdated or damaged branding without damaging vehicle surfaces.
- Replace or update branding as required.

3.2.5. Quality Assurance and Compliance

- Ensure full adherence to Eskom CI standards at all times.
- Conduct post-installation inspections to ensure quality and compliance.
- Rectify any defects or inconsistencies promptly.
- Maintain a consistent standard of workmanship across all installations.

3.2.6. Material Specification (Materials design should be robust)

- Blue material
- Eskom CI colour Pantone 287 on CI spec sheet
- High intensity Prasmatic reflective / luminance
- Minimum 200 - 400 micron
- High quality like used in Traffic control signs
- Weatherproof
- Self-adhesive
- Service life: 10 years
- High scratch resistance
- Resistant to solvent and chemical
- pMMA resin
- Adhesive: Solvent Polycrylate

- Security feature requirement, which will be imbedded watermark

Expected Turnaround Times

Activity	Turnaround Time
Design approval	3–5 working days
New branding	48–72 hours
Rebranding	48 hours
Emergency work	24–48 hours
Removal of branding	48 hours

3.3. Decal Sizes and positioning (Vinyl logo application for vehicles)

These sizes are mandatory unless otherwise specified. The below pictures are some of the types of vehicles that are in the Dx Fleet pool of vehicles.

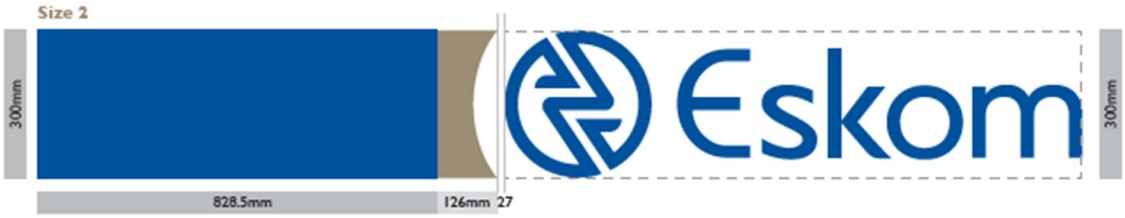
The identity application to all types of motor vehicles, including heavy vehicles, has been standardised to two sizes:

- Size 1: 105 mm in height (used for most fleet vehicles)
- Size 2: 300 mm in height (used for Trucks)

1. Size 1 (I05 mm in height)



2. Size 2 (300 mm in height)



All vehicle markings from manufacturers (e.g., sub-brands) must be removed so they do not overshadow the Eskom corporate signature.

Decal Positioning and Application to Vehicle Doors

Step I

In determining the position of the decal, the door on the driver's side must be measured first, as the position of the door handle may influence the final position of the decal on the passenger door.

Step 2

Divide the space between the bottom ledge of the side window and the beading strip/contour of the door panel into two. The decal is positioned as close as possible to this middle line. If there is no beading strip or contour on the body of the door, position the decal at a visually appealing position on the door.

Step 3

Place the blue band of the decal at the leading edge of the door on the passenger side and on
the trailing edge of the door on the driver's side.

Step 4

Ensure that the blue band of the decal extends a few millimetres past the edges of the door. There must be no base white visible at the edge.

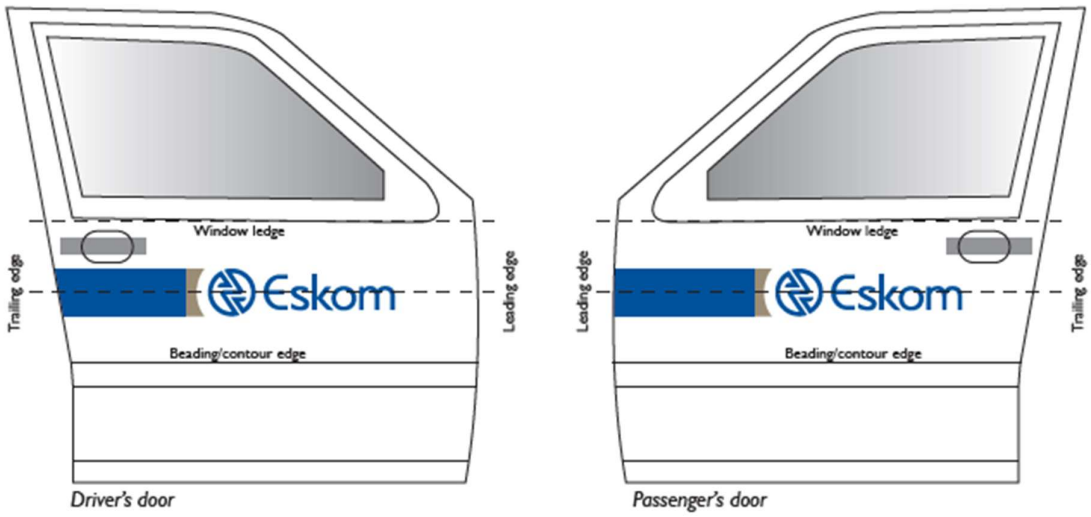


Fig 1. Vinyl Logo

Vehicle Category (Examples of Eskom Branding designs)

EV Truck HOW: Refer to below visual example



Fig 2: EV Truck HOW Branding Design Left Side View



Fig 3: EV Truck HOW Branding Design Right Side View



Fig 4: EV Truck HOW Branding Design Rear View

EV Panel Van HOW: Refer to below visual example



Fig 5: EV Panel Van HOW Branding Design Right Side View



Fig 6: EV Panel Van HOW Branding Design Left Side View



Fig 7: EV Panel Van HOW Branding Design Rear View

LDV Double Cab: Refer to below visual example



Fig 8 : EV LDV Double Cab Branding Design Right Side View



Fig 9 : EV LDV Double Cab Branding Design Left Side View

ICE LDV Double Cab: Refer to below visual example



Fig 10: ICE LDV Double Cab Branding Design Right Side View



Fig 11: ICE LDV Double Cab Branding Design Left Side View



Fig 12: Licence plate number application on ICE LDV

Mobile Generator: Refer to below visual example



Fig 13: Mobile Generator Branding Design Right Side View



Fig 14: Mobile Generator Branding Design Left Side View



Fig 15: Mobile Generator Branding Design Rear View

ICE Panel Van: Refer to the below visual example



Fig 16: ICE Panel Van Branding Design Right Side View



Fig 17: ICE Panel Van Branding Design Left Side View

EV Panel van: Refer to the below visual example



Fig 18: EV Panel van branding design Right Side View



Fig 19: EV Panel van branding design Left Side View



Fig 20: EV Panel - Rear View

ICE Single Cab PML: Refer to the below visual example



Fig 21: ICE Single cab PML Branding design

ICE Extended Cab PML: Refer to the below visual example



Fig 22: ICE Extended cab Branding design

EV Sedan: Refer to the below visual example



Fig 23: EV Sedan Branding design

4. Other Requirements

Due to the different makes and models of vehicles which includes LDV, Sedan, Trucks, Trailers, Panel-vans and minibuses, the final brand application design must be adapted for the different type of vehicles. This design must be submitted for approval to the Eskom contract manager, before any manufacturing of the product.

One prototype vehicle must be fitted with the branding and be approved by Eskom Fleet Services department. If standard is not met, the prototype must be re-designed and applied to the vehicle for inspection and approval before work commences with the rest of the vehicles.

5. Warrantees/Guarantees

- All services supplied in terms of this contract are required to have a warrantee/guarantee which is to be effective on the date that Eskom Dx take possession of the vehicle.
- The warrantee/guarantee must be valid in accordance with the quality standards.
- Full details of the branding warranties/guaranties must be provided electronically and printed as part of the bid submission.
- The service provider guarantees that the items supplied under the contract are new and unused.
- Eskom Dx Fleet office must be informed if the ordered service is damaged while in transit.
- Eskom Dx retains the right to take delivery or refuse to take delivery of any branded vehicle once it was damaged.
- The successful bidder will be required to provide Eskom with documentation or certification confirming the warrantee.

6. Relevant Statistics and Estimated Quantities

Please note that the statistics and quantities provided in this document are indicative estimates only and are intended solely to assist with the preparation of this tender. Actual volumes may vary based on operational requirements and fleet changes. Accordingly, the figures provided shall not be construed as binding commitments but as reasonable estimates for tender evaluation and planning purposes.