

CONDITIONS OF APPLICATION FOR CONTRACTING:

Creation and Development of the name, logo and slogan for the Haramain Project and adaptation of the Brand manual "Renfe" to them

File No. PH15-00020

Date: 19 May 2015

CONTENTS

1. SCOPE.....	4
2. IMPLEMENTATION PERIOD.....	4
3. PRICE.....	4
4. SUBMISSION OF TENDERS.....	5
4.1 LANGUAGE.....	5
4.2 OPTIONS AND VARIANTS.....	5
4.3 METHOD AND PLACE OF SUBMISSION.....	5
4.4 CONTENTS	6
4.5 PERIOD FOR SUBMITTING BIDS	8
4.6 QUERIES AND CLARIFICATIONS	8
4.7 OPENING OF BIDS	9
4.8 AWARD	9
5. INVOICING.....	10
6. TERM AND METHOD OF PAYMENT.....	11
7. INSPECTION AND CONTROL.....	11
8. CONFIDENTIALITY.....	11
9. INTELLECTUAL PROPERTY.....	12
10. SUBCONTRACTING AND ASSIGNMENT.....	13
11. APPLICABLE LAWS AND JURISDICTION.....	13

APPENDIX

- I. MODEL OF CONTACT DETAILS FOR NOTIFICATION PURPOSES
- II. MODEL OF EXPRESS ACCEPTANCE OF THE DOCUMENT OF INVITATION TO TENDER
- III. MODEL FOR SUBMISSION OF ECONOMIC TENDER
- IV. TECHNICAL DESCRIPTION OF WORKS

1. SCOPE

The Government of the Kingdom of Saudi Arabia (KSA) is developing, through the Saudi Railway Organization (SRO), a new world-class, railway network which includes a new passenger railway line from Makkah to Madinah, via Jeddah (the Project).

The railway will be known as the Haramain High Speed Railway (HHR), and will be approximately 444 km length. The Railway will be a high speed electrified passenger line (up to 320 Km/h), with double track between Makkah and Madinah and standard gauge line (1435 mm). Also the Railway is designed with facilities to run in the up and down directions on both tracks, offering a high quality range of services, focusing on safety, reliability and punctuality.

The HHR is foreseen to be used by over 30 million passengers per year, including Hajj and Uhmrah pilgrims, meaning a great impact in the development of the Kingdom of Saudi Arabia and of the Islamic population worldwide.

The HHR will furthermore significantly decrease traffic congestion at highways through the country and therefore will also achieve a great reduction in Co2 emissions resulting from the use of vehicles.

The scope of the works (hereinafter the Works) of the present tender is defined in APPENDIX IV "Creation and development of the name, logo and slogan for the Haramain Project and adaptation of the brand manual "Renfe" to them".

2. IMPLEMENTATION PERIOD

Graphic proposal shall be submitted together with the financial proposal.

"The Manuals" (according to the description pointed in the Technical Specifications) shall be delivered before 31/12/2015.

3. PRICE

The prices offered shall be fixed and non-revisable during the term of the contract, and they shall include all works, licenses and necessary actions and other expenses regarding compulsory permits and authorizations on the part of the awardee for the correct execution and delivery of Works, in compliance with requirements of the Tender Document herein, with the offer submitted by the successful tenderer and with the output of the possible negotiation that might take place.

Prices will be stated in Euros.

The Prices are not subject to indexation or escalation of any kind, and shall be deemed to provide for any and all fluctuations in rates and costs of salaries, materials, fees, rates, rentals, taxes and insurance, and all other items.

Likewise, prices shall include every tax and expenses that might apply, as well as any fee, tax, duty or cost of whatever nature regarding the application for and obtaining of the registration before the corresponding Authorities/Registry or other bodies (national and international) of the result of the Works (brand, logo, design etc.) or any deliverable under the contract, in order to create and protect RENFE KSA's intellectual and industrial

property right on them. For those companies which are subject to a tax withholding on their invoices, the tenderer will include this rate in the prices.

The lump sum price of the Works shall be deemed to be sufficient to cover all of the awardee' obligations to execute the Works and to perform all of his other obligations under the Contract in respect thereof, including, without limitation, transportation, accommodation and meals regarding its personnel. The awardee shall not be entitled to receive any further or additional payment, other than in accordance with the express terms of the Contract.

Prices shall remain fixed in case of small variations of the documentation under in this Tender document.

4. SUBMISSION OF TENDERS

4.1 LANGUAGE

All documents should be drafted in English save where otherwise provided.

4.2 OPTIONS AND VARIANTS

No options are required.

No variants are accepted.

4.3 METHOD AND PLACE OF SUBMISSION

Any offers shall be submitted within a closed and sealed envelope or wax-sealed envelope, to ensure the integrity and inviolability thereof. The following should be reflected in the outside of the envelope:

- The dossier number and the purpose of the tender as set out in the cover page hereof.
- Clear identification details of the bidder.
- The following address in Arabia where it should be delivered:

Employer: RENFE Saudi Arabia Branch
Address:
Prince Sultan Road
North of the intersection of Al Amal St.
Al-Naeem Dist. No. 4, Building No. 6420 , 7th floor
Jeddah 3126 - 23621
Kingdom of Saudi Arabia
GPS Coordinates: 21.626329, 39.136721

- The following address in Spain where it should be delivered:

Employer: RENFE OPERADORA
Address:
Gerencia de Área Proyecto
AV en Arabia Saudí
Avda. Pío XII, 110,
Caracola 4
28036 MADRID (ESPAÑA)

Bids may be delivered by hand or mailed not later than the date and time for receipt of the bids as set out in the Call for Tenders, and at the aforementioned address.

When submitting the bid, a letter shall be delivered (outside the envelope) which shall be completed as indicated in the "Contact data for the purpose of service" form as attached hereto as ANNEX I, "CONTACT DETAILS FORM", and which will include the Bidder's details and will be used, for all purposes, to liaise with or send communications and notifications between the contracting entity and the bidder.

4.4 CONTENTS

The aforementioned envelope shall contain, in turn, three additional envelopes marked with the letters A, B, and C, also closed and sealed, or sealed with wax, each of which shall contain the following documents:

ENVELOPE "A": ADMINISTRATIVE DOCUMENTS

This envelope will contain the following documents, based on the nationality of each bidder:

1. SAUDI COMPANIES:

A.1.1 Documentary evidence of the powers of the individual(s) who has signed the bid and any documents attached thereto, issued by an official body and a sworn translation thereof into Spanish or English. It should also include a copy of the signatory's passport.

A.1.2 A sworn statement of the Bidder accepting the terms and conditions of the Call for Tenders, in accordance with the form attached hereto as ANNEX II, "Express Acceptance of the Call for Tenders".

A.1.3 Certificates evidencing the Bidder's capacity to operate in KSA and indicating that the Bidder is in good standing as regards its tax and labour obligations, i.e. Commercial Registry License, SAGIA License, Zakat Certificates, GOSI Certificate, Saudization Compliance Certificate and Chamber of Commerce Certificate. Such certificates must be issued by the competent body in each case and a sworn translation thereof translated into Spanish or English must be attached thereto.

2. SPANISH COMPANIES:

In case of Spanish Companies, filing documentation in Spanish will be accepted.

A.2.1 A notarised copy of the powers of attorney of the signatory of the bid and any documents attached thereto.

A.2.2 A sworn statement by the Bidder accepting the terms and conditions of this Call for Tenders as per the "Express Acceptance of the Call for Tenders" for set out in ANNEX II.

3. COMPANIES FROM OTHER COUNTRIES:

A.3.1 A copy of the document evidencing the powers of the signatory of the bid and the documents attached thereto, notarised or legalised by a competent body. If this

document is drafted in a language other than Spanish or English, a sworn statement translated into any of these two languages must be submitted. A copy of the passport of the signatory should also be submitted.

A.3.2 A sworn statement of the Bidder accepting the terms and conditions of the Call for Tenders, in accordance with the form attached hereto as ANNEX II, "Express Acceptance of the Call for Tenders".

ENVELOPE "B": TECHNICAL TENDER

It shall include the original and a copy of the technical offer containing all the necessary and accurate information for the proper implementation of the service under the Technical Specification attached.

For this purpose, the technical bid shall include the information as follows:

B.1 Design's suitability

- Those aspects matching the requirements of the Client and the special features of the project will be an additional asset.

B.2. Experience

- The important projects carried out over the past 5 years. Success cases.
- Works executed for transport industry and / or related services (tourism).
- Projects carried out in an international and multicultural environment, some of them in Saudi Arabia or other Islamic countries.

B.3. Human resources and organizational chart:

Description of the organizational chart and the staff assigned to the project, specifically defining:

- Training
- Experience
- Assigned position according to the organizational chart proposed.

B.4. Methodology and comprehensive planning

Description of the processes (including the creative one) in a "project management" diagram in accordance with the information set out in the bid specifications.

B.5 Technical teams

Technical teams devoted to the project.

B.6 Upgrades

The number of design proposals submitted will be an additional asset (between one and three).

ENVELOPE "C": FINANCIAL PROPOSAL

Bidders are informed that they shall fill out ANNEX IV in Euros.

An envelope C shall be submitted containing the aforementioned financial proposal.

Saudi tax authorities require the payment of the corresponding withholding tax for any payments made to non-resident companies. In the event that this applies, the offered prices should include such item regardless whether any

Double-Taxation Agreement is applicable.

REQUISITES AND CLARIFICATIONS FOR ALL THREE ENVELOPES:

All documents to be included in the different envelopes should be submitted in the established order, with the corresponding title, and should be properly bound.

The aforementioned documents should be included in each envelope, both in paper and in digital format, provided however that documents provided in digital format must be full and true copies of those submitted in paper format and, therefore, in the event that the documents contain signatures, these should also be included.

The CD-ROM inserted in an envelope must not contain files relating to documents included in a different envelope.

Each document in digital format (e.g. power of attorney, express acceptance, technical proposal, financial proposal) should be included in a single PDF file, and any images should be digitalised at an actual size of 150 p.p.p. and labelled according to the following system:

"company name- power of attorney.pdf"
"company name-express acceptance.pdf"
"company name-financial proposal.pdf" etc.

In the event that there is any discrepancy between the information in paper format and the digitalised version, the contents in paper format will prevail.

All documents submitted together with the offer and format used, will be kept by the contracting entity.

4.5 PERIOD FOR SUBMITTING BIDS

The bid submission deadline is the date and time indicated in the Call for Tenders. Such period may be amended at the discretion of RENFE SAUDI ARABIA BRANCH, which amendment shall be duly notified to all stakeholders. The Bidder is solely responsible for submitting the bid at the indicated place, and by the indicated date and hour. Any offer received subsequently may not be accepted.

4.6 QUERIES AND CLARIFICATIONS

Not later than seven (7) calendar days prior to submitting the bid, the interested party may ask for clarification of any doubts as may arise in the interpretation of the terms and conditions set out herein and in the Annexes hereto.

The contracting entity, at its discretion, may also disclose to the other invited companies any answers to frequently asked questions, without disclosing any confidential information on the asking party, to ensure consistency at the time of comparing bids, and also ensuring full transparency in the process.

Queries should be made in writing and sent by post or by e-mail to the following address:

Employer: RENFE OPERADORA
Address:
Gerencia de Área Proyecto
AV en Arabia Saudí
Avda. Pío XII, 110,
Caracola 4
28036 MADRID (ESPAÑA)

4.7 OPENING OF BIDS

The opening of bids shall be carried out in two phases:

Phase 1- Envelopes “A” and “B” will be opened and the documents contained in such envelopes, will be analysed.

Phase 2- Envelopes “C” will be opened only for those bids that have passed the previous phase, and that meet, at the discretion of the contracting entity’s officers, all mandatory requirements. In the event that it is necessary to request the correction of any documents included in envelope “A”, the contracting entity’s officers may decide to not request such corrections to those bidders that did not achieve the minimum required technical rating.

4.8 AWARD

4.8.1 NEGOTIATION

After analysing and evaluating the bids received, RENFE SAUDI ARABIA BRANCH will determine whether it is convenient to start a negotiation process with one or several bidders.

The contract will be awarded on the basis of this Call for Tenders and any bid or bids submitted, in addition to, where applicable, the results of any negotiations carried out.

4.8.2 AWARD CRITERIA

ASSESSMENT CRITERIA

The awarding will be based on technical and financial criteria

The financial assessment will be equivalent to 80% of the overall assessment. The remaining 20% corresponds to the technical bid.

The various sections of the technical bid shall be assessed as follows:

ASPECT	MAXIMUM SCORE	MINIMUM SCORE
Design’s suitability	30	15
Experience	15	8
Human Resources and organization chart	10	5
Methodology and comprehensive planning	15	7
Technical equipment	10	5
Upgrades (between one and three offers)	20	10

The balanced technical assessment (V.T.P.), based on a maximum scale of one hundred (100), is given by summation of all the products of the scores obtained in each section of the document herein, multiplied by its related weighting factor.

Those tenders not passing the minimum score in any of their aspects or those with overall score is below 50 points will not be considered and, therefore, Envelope C of such Tenders will not be opened.

The assessment of the financial tender will be based on the following formula:

$$\text{Financial assessment} = \frac{100 \times \text{amount of most advantageous tender}}{\text{Amount of the tender}}$$

The overall assessment will be 0,80 Financial Assessment + 0,20 Technical Assessment

4.8.3 CONSIDERATIONS ON THE AWARD

Renfe Saudi Arabia Branch reserves the right to amend or cancel this procedure at any time.

Moreover, Renfe Saudi Arabia Branch is entitled to carry out any technical, operational, and functional verifications as it may deem fit prior to the award and, in the event the information obtained is not valid, to reject any bid submitted, even as regards the bidder which has submitted the most advantageous proposal.

4.8.4 VALIDITY PERIOD

The bid will be valid for at least a 6-month period as from the deadline for submission of bids.

4.8.5 VALIDITY AND TERM OF THE CONTRACT

The Contract will enter into force on the date set out therein in accordance with this Call for Tenders, and will end on 31/12/2015.

5. INVOICING

The Price of the Works provided will be invoiced:

- 60% upon signature of the contract.
- 40% upon finalization of the Works.

Prior to submitting the first invoice, the Awardee must submit a bank account holder certificate confirming the details of the bank account into which payment is to be made.

With respect to the provision of services, the KSA authorities require to pay the relevant withholding tax with respect to any payments to non-resident companies. In the event this is applicable, as aforesaid, the quoted prices must include such item, regardless whether any Double-Taxation Agreement is applicable. In any case, such withholding tax shall be borne by the Awardee and, accordingly, shall be deducted from the sum payable to the Awardee by way of price of any services

provided, and RENFE SAUDI ARABIA BRANCH will be released from any liability resulting therefrom.

All commercial invoices must contain the fiscal details of RENFE SAUDI ARABIA BRANCH and the Awardee, i.e. tax identification number, corporate name and registered office, issue date, contract number and any other information required under KSA law.

Furthermore, the contractor's bank account details should be included in the invoice for the purpose of paying the invoices, and such details should match the details set out in the aforementioned bank account holder certificate. Any changes in the bank account details set out in the invoice must be evidenced by a newly issued bank account holder certificate.

All invoices should be sent to the aforementioned address of RENFE SAUDI ARABIA BRANCH.

6. TERM AND METHOD OF PAYMENT

RENFE SAUDI ARABIA BRANCH will make payments within a 60-days period as from the issue date of the invoice, via bank transfer to the current account indicated by the Awardee for payment purposes, and any costs and expenses associated to such bank transfer shall be borne by the Awardee. If the deadline is not a business day, payment will be made on the next subsequent business day.

7. INSPECTION AND CONTROL

The Awardee must comply with all applicable laws in Saudi Arabia governing the implementation of the contract and must also secure all the relevant required permits and licenses, including any Visas required by Saudi authorities in order to render the services under this tender.

Bidders should note the restrictions that may be applicable from time to time in connection with the religious regulations of the country.

RENFE SAUDI ARABIA BRANCH shall be fully entitled to inspect, monitor and control the implementation of any works included within the scope of this Tender.

For these purposes, the Awardee shall make any necessary arrangements so that RENFE SAUDI ARABIA BRANCH may exercise its inspection and control rights in connection with the Works awarded, and shall provide to the inspectors appointed by RENFE SAUDI ARABIA BRANCH any information as they may request

8. CONFIDENTIALITY

RENFE SAUDI ARABIA BRANCH shall handle any documentation provided by the bidders in accordance with confidentiality standards.

All documentation or information furnished by RENFE SAUDI ARABIA BRANCH to potential bidders shall be considered and should be treated by them as confidential.

Once the contract with the Awardee has been executed, in the event that RENFE SAUDI ARABIA BRANCH provides the Awardee with any additional information, necessary to comply with the contract, such information should be considered confidential and, accordingly, the Awardee and any of its workers, whether or not they are involved in the performance of the contract, should treat it as such and should return it to RENFE SAUDI ARABIA BRANCH upon termination of the contract. The Awardee may not use any confidential information related to RENFE SAUDI ARABIA BRANCH for purposes other than those indicated above, save with RENFE SAUDI ARABIA BRANCH's prior and express consent in writing.

The following information or documentation shall not be deemed as "confidential":

- If it was known by the Bidder/Awardee before it was provided by RENFE SAUDI ARABIA BRANCH.
- If it had been provided legally to the Bidder/Awardee by any third party and without breaching any confidentiality agreement;
- If it is or becomes part of the public domain;
- If it is required by any competent authorities in relation to data protection or by any tax or judicial authorities.

9. INTELLECTUAL PROPERTY

All the reports, manuals, brands, logos, designs, models and documents submitted by the Awardee to RENFE SAUDI ARABIA BRANCH, all relevant data and supporting materials compiled in the performance of the Works (including all deliverables) (together referred to as the "Contract Data") and all intellectual property comprised in the Contract Data shall be and remain the property of RENFE SAUDI ARABIA BRANCH from the time of their creation.

The Awardee shall deliver in a timely manner all such reports and documents to RENFE SAUDI ARABIA BRANCH (including all partially completed reports, documents, data and supporting materials irrespective of their state of completeness). The Awardee cannot retain a copy of the Contract Data. The Awardee shall not use the Contract Data for purposes unrelated to the Agreement without the prior written approval of RENFE SAUDI ARABIA BRANCH.

The Awardee shall carry out all and any acts required in order to file and obtain all intellectual and industrial property rights on any deliverable under the contract on RENFE KSA's behalf, bearing any related expense or cost. The deliverables shall be protected on both national and international level, and thus the Awardee shall file the corresponding applications whether at the Kingdom of Saudi Arabia or abroad. The Awardee will provide to RENFE KSA all documents evidencing RENFE KSA's ownership of any IP rights on the deliverables as soon as they are obtained from the corresponding bodies/authorities and in any case no later than within the fifteen (15) calendar days following the termination or expiration of the Agreement.

The above provision shall not apply to the Awardee's pre-existing proprietary designs, models, techniques or analytic methods used by the Awardee in the provision of the Works which shall continue to be the property of the Awardee and the Awardee grants to

RENFE SAUDI ARABIA BRANCH an irrevocable, perpetual, transferable (including by way of sub-license), royalty-free, worldwide license to use such material for the purposes of the Project.

The Awardee shall reimburse RENFE SAUDI ARABIA BRANCH on a full indemnity basis in respect of any costs, damages, liabilities, losses or expenses incurred by the latter arising from any legal action, claim or demand brought against RENFE SAUDI ARABIA BRANCH by any third party arising from RENFE SAUDI ARABIA BRANCH (or its 'contractors', Subcontractors' or agents') possession or use of the Contract Data provided under this Section, or the provision of any Works, or as a result of any Works infringing the intellectual property rights of a third party.

10. SUBCONTRACTING AND ASSIGNMENT

The Awardee shall not be entitled to subcontract, totally or partially, the Works or any part of them, unless prior written authorization is obtained from RENFE SAUDI ARABIA BRANCH. RENFE KSA may assign the contract to the Government of Saudi Arabia or to the SRO at any time and without any restriction.

11. APPLICABLE LAW AND JURISDICTION

The contract shall be governed by the Laws of Spain and, excluding any other venue, will be subject to arbitration in the International Court of Arbitration of the International Chamber of Commerce, at its headquarters in Paris. In the event that the Awardee is a subsidiary or a permanent establishment of a Spanish Company, such arbitration shall be held at the Court of Arbitration of the Official Chamber of Commerce and Industry in Madrid. For the aforementioned arbitration, the parties hereby agree to submit to the arbitration rules and procedures respectively governed by each of the aforementioned entities.

ANNEX I

FORM OF CONTACT DETAILS FOR NOTIFICATION PURPOSES

CONTACT DATA OF THE BIDDER

FOR THE PURPOSES OF NOTIFICATIONS

DOSSIER Ref: _____

SUBJECT MATTER: _____

Mr./Ms. _____ holder of ID CARD NUMBER _____
_____ acting for and on behalf of the company _____ with Tax
Registration Code (C.I.F.) _____

Hereby represents its interest in participating in the aforementioned process convened by the Contracting Entity and, to this purpose, provides the following data on the company and on its representatives and other contacts. These data are provided to the purposes of the communications/notifications that may be necessary in relation to the aforementioned tender process.

DATA TO BE FILLED IN RELATION TO THE COMPANY SUBMITTING THE BID	Corporate name:
	Legal form of the Company:
	Registered address:
	C.I.F.:
	Contact address:
	Contact telephone:
	Address:
	E-mail:

DATA TO BE FILLED IN RELATION TO THE LEGAL REPRESENTATIVE OF THE COMPANY	Name and last names:
	Job title:
	Data on the powers of attorney granted:
	Contact address:
	Contact telephone:
	Address:
	E-mail:
DATA TO BE FILLED IN RELATION TO THE CONTACT PARTY OTHER THAN THE LEGAL REPRESENTATIVE (IF APPLICABLE)	Name and last names:
	Contact address:
	Contact telephone:
	Address:
	E-mail:

(Place, date, signature, and company seal)

ANNEX II

FORM OF EXPRESS ACCEPTANCE OF CALL FOR TENDERS

Mr./Ms. _____ holder of ID CARD NUMBER
_____ acting for and on behalf of the company _____ with Tax
Registration Code (C.I.F.) _____

HEREBY REPRESENTS

- That, aware of the terms and conditions and the requisites for participating in the process sponsored by the contracting entity for the procurement of _____

EXPRESSLY REPRESENTS, UNDER HIS RESPONSIBILITY:

- That he has knowledge of the Call for Tenders of the contracting entity (Dossier number _____ dated _____) and all the documents which are part of it, and that he accepts it unconditionally and expressly.

In witness whereof, I sign this document on the _____ of _____ of 201_.

ANNEX III

FORM OF FINANCIAL PROPOSAL SUBMISSION

ECONOMIC TENDER

Mr. with Identification Document number in
behalf of the company

.....
with Tax Identification Code... submits the following
economic tender for the contracting process "CREATION AND
DEVELOPMENT OF THE NAME, LOGO AND SLOGAN FOR THE HARAMAIN
PROJECT AND ADAPTATION OF THE BRAND MANUAL RENFE TO THEM", in
accordance with the Document of Invitation, File No. PH15-00020, which
acknowledges to be aware of.

The tender shall be valid for six months.

Prices shall include every tax and expenses that might apply, and are fixed and not
subject to any kind of fluctuation or variation.

1.- **TOTAL AMOUNT**

Date, signature and company's stamp

ANNEX IV

TECHNICAL SPECIFICATIONS

The aim of this document is to establish the technical conditions applicable to the procurement of the corporate's branding design and implementation intended to be the representative brand of the HHR Railway System Project, which must be approved by SRO (Saudi Railway Organization).

Renfe, ASC y SRO intend to have the suitable brand for the HHR Project during the launch period of product (6 months prior to the commencement of the commercial operation which is scheduled for December 31, 2016) and during the Operation and Maintenance Phase. For this purpose, the Awardee shall provide Renfe with it, to allow this latter and ASC to submit it to SRO (for final approval of the logo). The proposal shall be composed of one to three designs that meet the requirements as follows:

- Designs (logo) name
- Slogan
- Basic Manual
- Examples of implementation in different formats. Its implementation on the exterior design of the train already approved is compulsory, as well as an example of the leaflet.
- The Awardee shall make a visual presentation to the Client in Saudi Arabia.
- Attach a brief explanation about the ideas which each brand proposal is inspired in (meaning and values), including an explanation regarding all the features and colors used.
- Provide the designs and materials related in electronic and printed formats.

BASIC MANUAL

- **Operating Basic Manual**
 - Creation of the brand name / logo/ slogan (including strategic positioning) and implementation.
 - Brand in color and B/N, on light and dark background, reduction and multiplicity testing
 - Colors - Chromatic applications (Pantone, RGB, CMYK, vinyl)
 - Application to materials, examples: leaflets and exterior of the train (design already approved).
- Additionally, the awarded company shall provide the following material (hereinafter "the Manuals"), basing on current Renfe's manual sketches which will be submitted to the Awardee.

MANUALS

- **Graphic style and communication manual.**
- **Basic Graphic Identity operating manual: (communication formats).**
 - Corporate documentation (Boxed note cards, envelopes, business cards, folders...)
 - Internal/External PPT presentations
 - E-mail Header
 - Advertising models, on website, social networks, press, radio, television, events backdrops...
 - Corporate website image / Intranet / Mobile App
 - Leaflets and notice boards
 - Leaflets and commercial signs

- Leaflets and safety posters
- Site fencing
- Tickets
- Special services. (PRM / Luggage)

- **Vehicles / Trains labeling guide:**
 - Adaptation of the exterior of High Speed Trains (already approved) and auxiliary vehicles.
 - Signage inside the train: Classes, catering, audio, video, communication tone, etc.
 - Vehicles: track works, safety, assistance, sounding, protocol (representation), emergencies, civil protection, electric vehicles at stations, simulators

- **Building signage manual.**
 - Building and offices signage.
 - Stations, pictographic system, routings.
 - Customer service offices, automatic ticket vending machines,

- **Clothes**
 - Identifiers for crews, ground personnel (sales, customer service, information, PRM assistance, VIP lounges).
 - Workshops
 - Security

- **Display and Download formats Manual**

2.1 GRAPHIC IDENTITY

Corporate branding shall, generally:

- Identify and symbolize the HHR Project expeditiously.
- Instill visual strength and dynamism.
- Transmit quality, safety, liability, comfort and innovation values.

The brand representing the project shall be, as a design component:

- Innovative, creative, original and stylish.
- Shall be conformed by an image/symbol and it shall only contain the text "HHR" or the full name "Haramain High Speed Rail" in Arabic and English languages. At least one proposal shall include the full name. The text's typeface design is open.
- Special consideration should be taken with regard to the colors representing Saudi Arabia (represented in the colors of the train).
- Consider all Saudi Arabian sociocultural peculiarities.

Renfe will provide all the bidders with the documents as follows:

- The train's exterior design, design and colors approved.
- Railway stations signage document (Foster & Partners architectural firm)
- Stations design summary (Foster & Partners).
- Videos of stations.
- Once the Awardee is selected, it will be provided with the current archives containing Renfe's manuals, as a starting point for its design.