



saam vorentoe · masiye phambili · forward together

Brand Identity Manual and Resource Templates

OCTOBER 2018



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Identity Marks

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INSIGHT

Brand Identity Manual Intent

To mark the University's Centenary in 2018, the regular corporate brand identity was officially adapted to include a Centenary brand mark and visual identity. This document provides a brief introduction to the identity, followed by additional usage guidance and links to key resource templates.

The identity rules in this document comprise the approved visual elements of the University's brand identity and their various applications. The intention is to present a clear, consistent and cohesive Stellenbosch University (SU) brand, which is crucial in building on our reputation. In today's increasingly complex and competitive environment, creating and maintaining our reputation is vital when it comes to attracting the very best students and staff,

and the funding to help us achieve our goals. This manual provides the University community with the visual and editorial tools required to articulate, express and apply the brand identity across touchpoints that define and distinguish the institution.

A strong and consistent brand helps us project a strong and simple message of the University; market ourselves more easily; collaborate, partner and engage effectively with leaders; and ultimately maintain and help enhance our ranking as one of the top Universities in Africa.

When you use Stellenbosch University's name and emblems, you communicate on behalf of Stellenbosch University. Keep it consistent. Keep it high quality.

NOTE:

In light of the Stellenbosch University brand valuation and brand perception audit processes that have been initiated in 2018, the Rectorate has taken the decision that the Centenary brand identity will remain SU's official corporate identity until further notice. This is applicable to all SU brands and all its associated brands, including student residences, clusters and PSO wards. It is therefore important to note that all SU emblems used prior to the Centenary year should no longer be in use.

For any queries or to discuss additional branding requirements, please contact the Brand and Corporate Identity Department:

Ms. Marguerite Cloete
Email: marcloete@sun.ac.za
Tel: +27 21 808 3992



TAKE NOTE:
Wherever you see this symbol, the accompanying design or design template can be downloaded.



Wherever you see this symbol, the accompanying design can be requested from Corporate Communication or ordered to be printed at SUN MeDIA.

INSIGHT

Centenary Theme and Expression (Motto)



DOWNLOAD
THE CENTENARY
NARRATIVE

When the theme and/or expression are used, keep the order of the languages the same as per the SU logo, namely: Afrikaans, isiXhosa, English.

*100 jaar van leer, groei en
saam vorentoe beweeg*

saam vorentoe · masiye phambili · forward together



*Iminyaka eli-100 yokufunda,
yokukhula nokuba masiye phambili*

saam vorentoe · masiye phambili · forward together



*100 years of learning, growing and
moving forward together*

saam vorentoe · masiye phambili · forward together

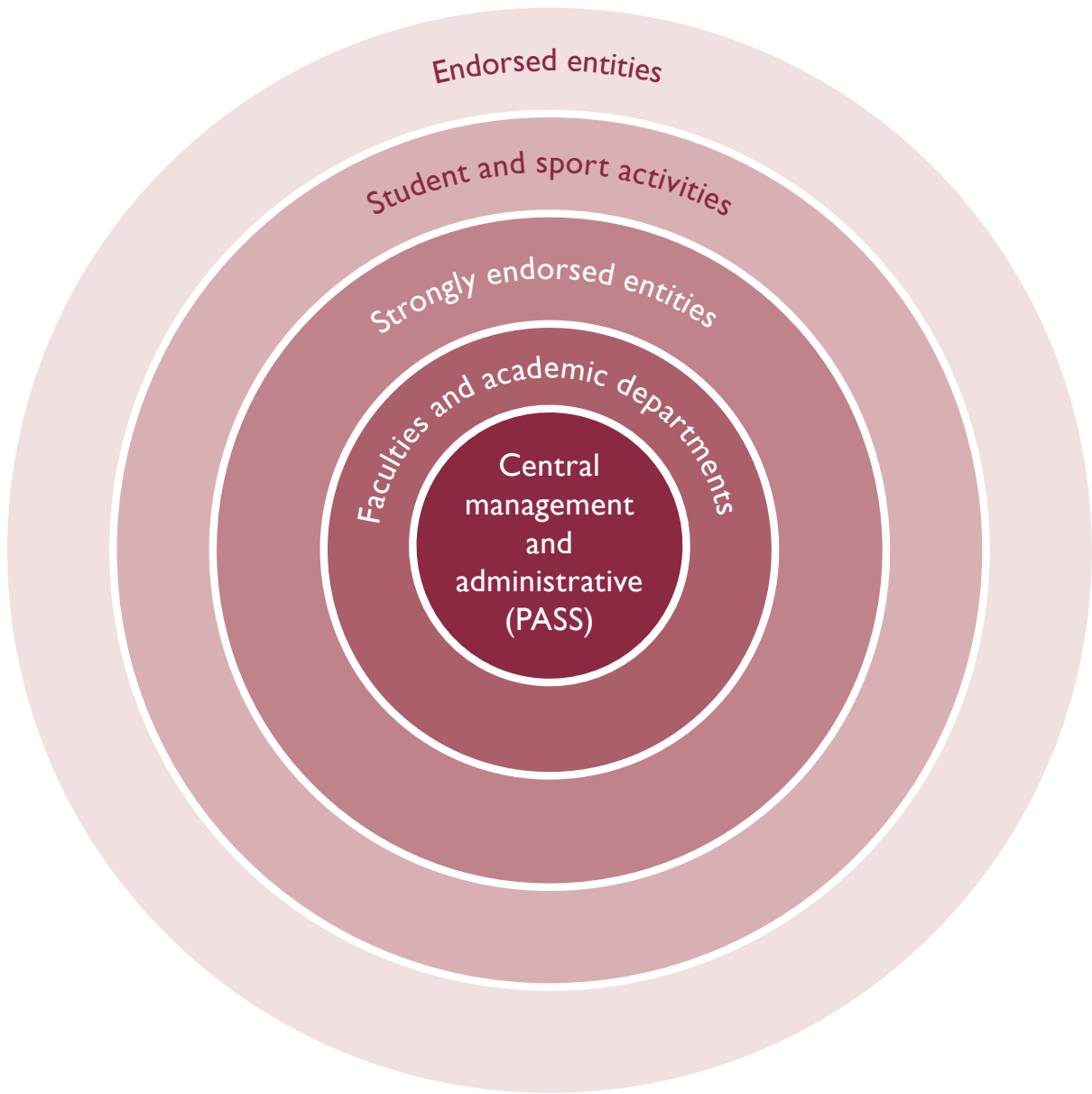


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PRIMARY IDENTITY

The Stellenbosch University Identity Framework

A framework of five levels to distinguish between the various entities based on their relationship to the core institution is depicted below. This relationship dictates the application of the University’s central visual elements, either as the primary feature or as an endorsement.



- **Level 1: Central Management and administrative divisions**
This level includes the core functional entities that form part of the central institutional structure, such as the Rectorate and all administrative divisions. A strictly monolithic (uniform) application of the corporate identity applies at this level. Faculties that do not have their own identity are categorised at this level, too.
- **Level 2: Faculties and academic departments**
This level includes core operational entities with teaching and research as their primary activity; that is, mainly faculties and academic departments. They represent the University's core academic activities, and fulfil a function that are linked directly to SU as an institution of learning. Without strong links with the institution they cannot operate in the external arena and these entities do not require their own market profile or a separate corporate identity. Faculty emblems are permissible as secondary identities, but the SU visual elements remain the primary identity. **Academic departments and divisions may not have their own logos.**
- **Level 3: Strongly endorsed entities (i.e., the entity has its own identity or logo; the SU logo being the endorsing brand)**
This includes operational entities that have developed independent identities in the market or industry, but are linked to the University's activities of teaching and research, and adhere to SU's institutional quality guidelines. The University must have a clear presence in all visual communication. SU emblems must be displayed prominently and used in accordance with these guidelines. The University of Stellenbosch Business School (USB) and the Bureau for Economic Research (BER) are such entities. The independent entity's logo will always be the primary identity, while the SU logo is to take the secondary identity of endorsing brand.
- **Level 4: Student and sports-related activities**
Level 4 includes official student and sports-related activities at SU. The name 'Maties' has been associated with the University for decades, and the Maties identity applies specifically to this level.
- **Level 5: Endorsed entities**
Operational activities that provide an ancillary service to the University, but require their own market profile. These entities are not involved in the core activities of teaching and research, for example AFRICAN SUN MeDIA or the Neelsie. The logo of the independent entity is the primary visual identity – the University emblems do not feature at all, only a description of the relationship, such as: "in association with"/"a Stellenbosch University company"/"under the auspices of Stellenbosch University". Prior approval of such wording should be obtained from the Brand and Corporate Identity Department.

Summary of Brand Marks

Academic crest



Alumni crest



Corporate brand mark – Level 1



Faculties – Level 2



Endorsement brand mark – Level 3



Examples of strongly endorsed entities – Level 3*



* The independent entity's logo will always be the primary identity, while the SU logo takes on the secondary identity of endorsing brand – where either the SU corporate brand mark can be used or the endorsement brand mark.

Student and sports-related brand marks – Level 4



Maties Sport and examples of sport code entities – Level 4



Primary Brand Marks

The Centenary brand mark was developed by simply adding the numerals '100' to the existing corporate brand mark and crest. The isiXhosa, iYunivesithi was furthermore included in the descriptor. The standard grey colour has been converted into a gradient to mimic the appearance of platinum, which signifies the commemoration of a centenary.

Academic crest



Application rules:

The academic crest is the singular accreditation brand and Stellenbosch University's strongest emblem. It lends authority and authenticity to any communication where it appears. The crest has a formal and official quality to it, and therefore is used primarily for official university functions, such as investitures and graduations, or to give official endorsement to the official sub-brands in formal communication, and represents the highest mark of the university. The SU corporate brand mark is recommended for other communications.



Corporate brand mark



saam vorentoe · masiye phambili · forward together

Application rules:

- The regular corporate logo must be replaced by the Centenary version.
- Used on all marketing and market-facing communication.
- Faculties may still use their individual logo as a secondary emblem.
- Professional Administration and Support Services (PASS) environments, academic departments and research groups may not develop their own brand identities.

Endorsement brand mark



- Strongly endorsed entities retain their own identity as primary identity, while the **endorsement brand mark** replaces the SU logo. This applies only to schools, institutes and centres that have been approved by Senate and/or where the contract with a third party funder stipulates the need for an independent brand identity, for example the DST NRF Centres of Excellence.

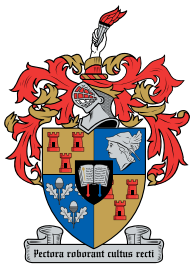
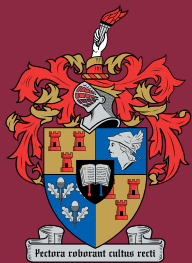
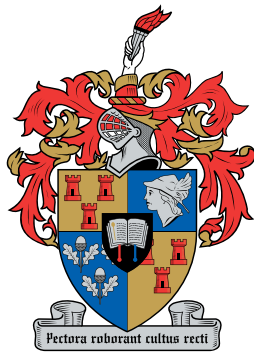





**REQUEST OFFICIAL
CREST ARTWORK**

Stellenbosch University Crest

The University's crest dates back to 1918 and symbolises the University's dignity, heritage, depth and preservation of academic excellence. There are three versions of the crest: horizontal, stacked and stand-alone.

The motto at the base of the crest depicts the Latin phrase: *Pectora roborant cultus recti* and it translates to: "A sound education strengthens the spirit." Read more about the crest [here](#):

Horizontal	Vertically stacked	Stand alone
<div><p>UNIVERSITEIT • iYUNIVESITHI • STELLENBOSCH • UNIVERSITY</p><p>100</p><p>1918 • 2018</p></div> <div><p>UNIVERSITEIT • iYUNIVESITHI • STELLENBOSCH • UNIVERSITY</p><p>100</p><p>1918 • 2018</p></div>	<div><p>UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY</p><p>100</p><p>1918 • 2018</p></div>	<div><p>Minimum: 15mm</p><p>UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY</p><p>100</p><p>1918 • 2018</p><p>X = less than 2.5mm</p></div>

- The crest is to be used exclusively for formal ceremonial purposes and the endorsement of academic achievement, for example degree diploma and course certificates.
- For ceremonial use and official occasions, the crest must be used in full colour.
- The Rector and Vice-Chancellor and other members of the Rector's Management Team may use, and approve the use of, the crest on official stationery, should the situation/addressee necessitate a ceremonial or more formal approach.

- Chancellor's stationery
- Academic and residence blazers
- Academic publications
- Please note that it is vital that the crest remains consistent.
- Do not use it in any format other than that shown in this manual.
- Don't attempt to reproduce the crest from the depicted example. The official artwork is available on request from the Brand and Corporate Identity Department and the application thereof subject to approval.

- When the "X" value is less than 2.5mm, the logotype must be removed from the crest.
- Avoid reducing the crest down to sizes where the motto on the ribbon becomes unreadable. The absolute smallest size for the crest would be **15mm in height**.
- If used as an endorsement on academic publications or on stationery, the grey line-art version of the crest should be used to keep it at a minimum lest it interferes with all other elements on the page.



Alumni Crest

The Alumni crest is primarily used by Development and Alumni Relations (DAR). There are three versions of the Alumni crest: vertically stacked and two horizontal configurations.

Vertically stacked	Horizontal
<div><p>ALUMNI</p><p>UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY</p><p>100</p><p>1918 · 2018</p></div>	<div><div></div><div><p>ALUMNI</p><p>UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY</p><p>100</p><p>1918 · 2018</p></div></div> <div><div></div><div><p>ALUMNI</p><p>UNIVERSITEIT • iYUNIVESITHI • STELLENBOSCH • UNIVERSITY</p><p>100</p><p>1918 · 2018</p></div></div>

- The crest is to be used primarily for formal Alumni events and official functions.
- For use on official stationery where the situation/addressee necessitate a more formal approach.
- Please note that it is vital that the crest remains consistent.
- Do not use it in any format other than that shown in this manual.
- Don't attempt to reproduce the crest from the depicted example.
- The official artwork is available on request from the Brand and Corporate Identity Department and the use thereof subject to approval.

Corporate Brand Mark – Compositions

 [DOWNLOAD
CORPORATE
BRAND MARKS](#)

The corporate brand mark must always be displayed clearly, consistently and effectively, and may not be altered in any way. Preserving the integrity of the corporate brand mark is important for communicating to both internal and external stakeholders. To allow for flexibility of use, two primary logo compositions have been developed :

Primary logo – horizontal

HORIZONTAL
VERSION



HORIZONTAL
BRAND SIGNATURE

The brand mark, word mark and expression (motto) are combined to form the brand signature. When the brand signature is scaled down, the size of the expression (motto) must be at least 7 pt.



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Primary logo – vertically stacked

VERTICALLY
STACKED VERSION



VERTICAL
BRAND SIGNATURE



*saam vorentoe
masiye phambili
forward together*


Application rules

- Core functional entities that form part of the central institutional structure, e.g. Rectorate and administrative divisions
- Ideal for horizontal banners, mastheads, letterheads, footers and compositions in landscape orientation.

- Ideal for vertical compositions, such as covers, clothing, graphic icons and other square or narrow treatments.

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Endorsement Mark – Compositions

 **DOWNLOAD
ENDORSEMENT
MARKS**

The endorsement mark is used for applications where associated brands do not use the SU identity as primary mark.

Horizontal

FULL-COLOUR
TREATMENT



TWO-COLOUR
TREATMENT



ONE-COLOUR: WHITE ON
MAROON BACKGROUND



Vertically stacked

FULL-COLOUR
TREATMENT



TWO-COLOUR
TREATMENT



ONE-COLOUR: WHITE ON
MAROON BACKGROUND



Application rules

The endorsement mark is primarily used for:

- core operational entities with teaching and research as their primary activity, e.g. faculties and academic departments; and
- operational entities that have developed independent identities in the market or industry, but are linked to the University's activities of teaching and research, e.g. the University of Stellenbosch Business School (USB) and the Bureau for Economic Research (BER).
- The height of the endorsement mark dictates the clear space between the endorsement and the primary mark.
- The visual weight distribution is more or less 75% for the primary mark and 25% for the endorsement mark.



80%
of overall
coverage

20%
of overall
coverage



80%
of overall
coverage

20%
of overall
coverage

- The endorsement mark can be used independently of the primary mark, as in the example on the right.



Logo Specifications

The Centenary brand mark must always be of a size that ensures that all elements are clearly visible and recognisable.

Sizing

Minimum: 60 mm



Minimum: 40 mm



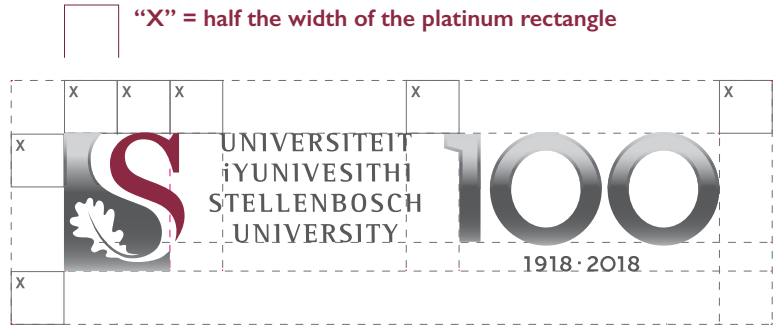
When the brand signature is scaled down, the size of the motto must be at least 7 pt.



- Minimum accepted sizes for production of the logo are listed above. There is no maximum size.
- The logo must never be reshaped or distorted – must be reproduced at a fixed aspect ratio (scaled up or down in size proportionally) to ensure it is reproduced consistently.

To preserve the integrity of the Centenary brand marks, always maintain a clear space around them.

Clear Space

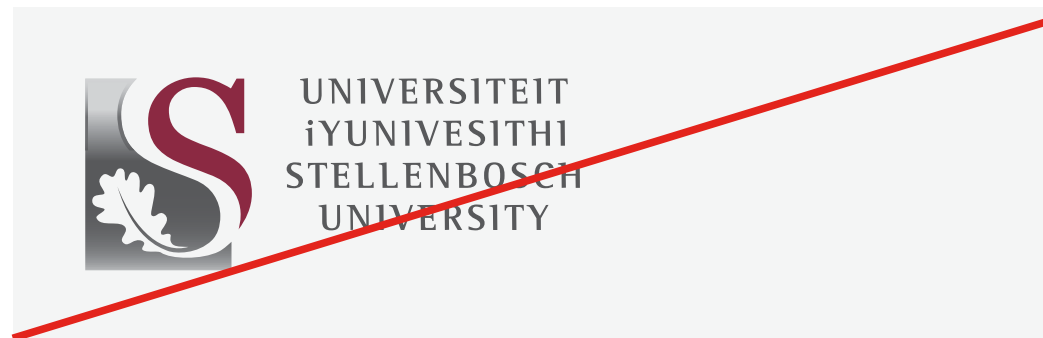


- By isolating the brand mark from other graphic elements (e.g. other logos, copy or photography) the clear space prevents competing claims on attention.
- The minimum clear space area must be calculated as half the width of the platinum part of the icon, and must always be scaled along with the logo.

Incorrect Use

Centenary brand marks may be modified **in no way** whatsoever, and only files provided by the SU Department for Brand and Corporate Identity may be used.

The following is **NOT** allowed:



cutting off parts of the logo;



placing the logo on a non-brand colour;



stretching the logo out of proportion;



moving elements around;



altering the logo colours;



placing the logo on a background that is too light or too dark to be legible.

Faculties

The ten faculties represent the University’s core academic activities, and fulfil a function that are linked directly to SU as an institution of learning. Without strong links with the institution they cannot operate in the external arena and these entities do not require their own market profile or a separate corporate identity. Existing faculty emblems are permissible as secondary identities, but the SU visual elements remain the primary identity. The composite brand marks below depict a formal combination of the SU corporate brand mark and faculty emblems.

The lockup signature of either the faculty emblem or the name of the faculty in three languages and SU corporate brand mark, functions as that faculty’s logo. Using a faculty signature represents SU in a direct capacity, demonstrates official status and proper visual hierarchy within the university, and it creates a unifying experience for the audiences interacting with SU. Use the lockup signature configurations to keep our identity recognisable and effective. Unique faculty/department/unit logos create confusion for people interacting with SU and undermine our visual identity overall.



**REQUEST SU FACULTY
BRAND MARKS**



Ekonomiese en Bestuurswetenskappe
EyeeNzululwazi kuQoqosho nokuPhatha
Economic and Management Sciences



Natuurwetenskappe
EyeNzululwazi
Science



Krygskunde
EyeNzululwazi kwezomKhosi
Military Science



Opvoedkunde
EyezeMfundo
Education



Regsgeleerdheid
EyezomThetho
Law

Maties Brand Mark

 [DOWNLOAD THE MATIES | SU BRAND MARK](#)

The Maties brand mark was specifically created for student and sport-related activities as well as other non-academic activities. The Maties brand mark should always be used in conjunction with the SU corporate brand mark.

Stand alone

HORIZONTAL



WORDMARK WITHOUT BUTTON



VERTICALLY STACKED:



Composite brand mark – SU corporate logo



- On advertising and marketing material, the Maties brand mark is always used in conjunction with the SU corporate logo.
- When the SU logo **does not** appear anywhere else on the marketing material, the Maties brand mark is used as per the examples shown above.



Composite brand mark – SU endorsed logo



- Where space is limited the SU endorsement mark may be used as per the example above.
- When the endorsement composite brand mark is used, it is imperative that the University's name appears in wording elsewhere on the application.

- When using the Maties brand mark without the SU corporate brand mark, ensure that the corporate brand mark is applied elsewhere on the application.

Maties Sport

 [DOWNLOAD THE MATIES SPORT | SU BRAND MARK](#)

The Maties Sport brand is an extension of the Maties brand. The Maties Sport brand mark should always be used in conjunction with the SU brand mark.

Stand alone		Composite brand mark – SU corporate logo		Composite brand mark – SU endorsed logo	
HORIZONTAL OPTION 1		HORIZONTAL OPTION 2		VERTICALLY STACKED	
					
					
					
VERTICALLY STACKED OPTION 1		VERTICALLY STACKED OPTION 2		HORIZONTAL	
					
					
					
					

- When using the Maties Sport brand mark without the SU corporate brand mark, ensure that the corporate brand mark is applied elsewhere on the application.
- On advertising and marketing material, the Maties Sport brand mark is always used in conjunction with the SU corporate logo.
 - When the SU logo or University's name in wording **does not** appear anywhere else on the marketing material, the Maties Sport brand mark is used as per the examples shown above.
- Where space is limited the SU endorsement mark may be used as per the examples above.
 - When the endorsement composite brand mark is used, it is imperative that the University's name appears in wording elsewhere on the application.



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VISUAL LANGUAGE COMPONENTS

Primary Colour Palette

The colours associated with a visual identity become an instantly recognisable element of the institution. The standard grey has been converted into a domed metallic finish to resemble the University's Centenary commemoration.

FULL-COLOUR

TWO-COLOUR

ONE-COLOUR

WHITE ON MAROON OR DARK BACKGROUND

PRIMARY BRAND COLOURS

<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>83</td></tr><tr><td>Y</td><td>34</td></tr><tr><td>K</td><td>51</td></tr></table>	C	0	M	83	Y	34	K	51	<table><tr><td>R</td><td>96</td></tr><tr><td>G</td><td>34</td></tr><tr><td>B</td><td>59</td></tr></table>	R	96	G	34	B	59	<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>0</td></tr><tr><td>Y</td><td>0</td></tr><tr><td>K</td><td>80</td></tr></table> <table><tr><td>R</td><td>51</td></tr><tr><td>G</td><td>51</td></tr><tr><td>B</td><td>51</td></tr></table> <table><tr><td>C</td><td>8</td></tr><tr><td>M</td><td>5</td></tr><tr><td>Y</td><td>6</td></tr><tr><td>K</td><td>34</td></tr></table> <table><tr><td>R</td><td>140</td></tr><tr><td>G</td><td>151</td></tr><tr><td>B</td><td>154</td></tr></table>	C	0	M	0	Y	0	K	80	R	51	G	51	B	51	C	8	M	5	Y	6	K	34	R	140	G	151	B	154
C	0																																											
M	83																																											
Y	34																																											
K	51																																											
R	96																																											
G	34																																											
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K	34																																											
R	140																																											
G	151																																											
B	154																																											

SECONDARY COLOURS

<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>0</td></tr><tr><td>Y</td><td>0</td></tr><tr><td>K</td><td>100</td></tr></table>	C	0	M	0	Y	0	K	100	<table><tr><td>R</td><td>0</td></tr><tr><td>G</td><td>0</td></tr><tr><td>B</td><td>0</td></tr></table>	R	0	G	0	B	0
C	0														
M	0														
Y	0														
K	100														
R	0														
G	0														
B	0														

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VISUAL LANGUAGE COMPONENTS

Colour Palette - Faculties

Engineering



C	0	R	255
M	30	G	156
Y	85	B	47
K	0		

Arts & Social Sciences



C	0	R	255
M	50	G	134
Y	100	B	29
K	0		

Military Science



C	0	R	238
M	70	G	78
Y	60	B	72
K	0		

Science



C	0	R	180
M	94	G	22
Y	94	B	44
K	6		

Law



C	20	R	155
M	100	G	22
Y	95	B	29
K	1		

Theology



C	79	R	86
M	100	G	17
Y	0	B	125
K	0		

Education



C	100	R	34
M	60	G	61
Y	0	B	113
K	18		

Economic & Management Sciences



C	51	R	64
M	0	G	192
Y	18	B	203
K	0		

AgriSciences



C	78	R	61
M	2	G	138
Y	98	B	26
K	9		

Medicine & Health Sciences



C	89	R	0
M	32	G	88
Y	36	B	103
K	44		

Maties Colour Palette

PRIMARY BRAND COLOURS

Pantone®
209

Pantone®
143

Pantone®
443

Pantone
Process Black

C 0
M 83
Y 34
K 51

R 96
G 34
B 59

C 0
M 30
Y 83
K 0

R 255
G 155
B 51

C 8
M 5
Y 6
K 34

R 140
G 151
B 154

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

SECONDARY BRAND COLOURS

Black
80%

Metallic
Pantone
877

C 0
M 0
Y 0
K 80

R 51
G 51
B 51

FULL-COLOUR



ONE-COLOUR:



WHITE ON MAROON
OR DARK BACKGROUND



VISUAL LANGUAGE COMPONENTS

Typography – Print



[DOWNLOAD
FONTS](#)

Primary typeface: Gill Sans

The primary typeface for the Centenary identity is Gill Sans, the University's corporate font, which comes in a variety of weights and offers flexibility of use. Commitment to this typeface will help create a consistent and strong identity. Gill Sans is to be used in all body text.

Gill Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,:;!?)<>*^

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,:;!?)<>*^

- Body copy
- Subheadings

Secondary typeface: Garamond Italic

Designers have been using the Garamond typeface and its variations as a standard for four centuries because of its elegance, warmth, readability, and legibility. Created in 1989 by Robert Slimbach, Adobe Garamond is a careful, modern interpretation influenced by specimens of Garamond's original type.

Garamond Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,:;!?)<>^*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,:;!?)<>^*

- Headlines
- Call-outs
- Sidebars
- Chart titles
- Quotes
- Calls to action

The brand expression (motto) is written in lower case Garamond Bold Italic. Consider the target audience when deciding on whether to put the English, Afrikaans or isiXhosa at the top.

forward together · saam vorentoe · masiye phambili
saam vorentoe · masiye phambili · forward together
masiye phambili · forward together · saam vorentoe



[TO CONTENTS PAGE](#)

VISUAL LANGUAGE COMPONENTS



[DOWNLOAD
FONTS](#)

Typography – Digital and Desktop

Sometimes, the standard typefaces may be unavailable in certain desktop publishing applications or Web or digital interfaces, including email platforms and blogs. When the official SU standard fonts are unavailable, two of the most commonly available fonts, Georgia and Calibri, must be used as substitutes, because they are the closest match for the official fonts.

Calibri

Calibri was designed with an upright stress, open forms, and a neutral yet friendly appearance. It is optimal for print, Web and mobile interfaces, and the letterforms have excellent legibility characteristics.

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,;:!?)<>*^

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,;:!?)<>*^

- Body copy
- Block quote

Georgia

Georgia is a serif typeface designed in 1993 by Matthew Carter and hinted by Tom Rickner for the Microsoft Corporation. It was intended as a serif font that would appear elegant but remain legible even when printed in small character or on low-resolution screens.

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,;:!?)<>*^

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#%&{}[]('.,;:!?)<>*^

- Page title
- Intro paragraph
- Subtitle



[TO CONTENTS PAGE](#)

VISUAL LANGUAGE COMPONENTS

Centenary Subgraphic

The Centenary subgraphic is a visual narrative, symbolic of the past 100 years: a circular composition of 100 leaves.



Standard use on white

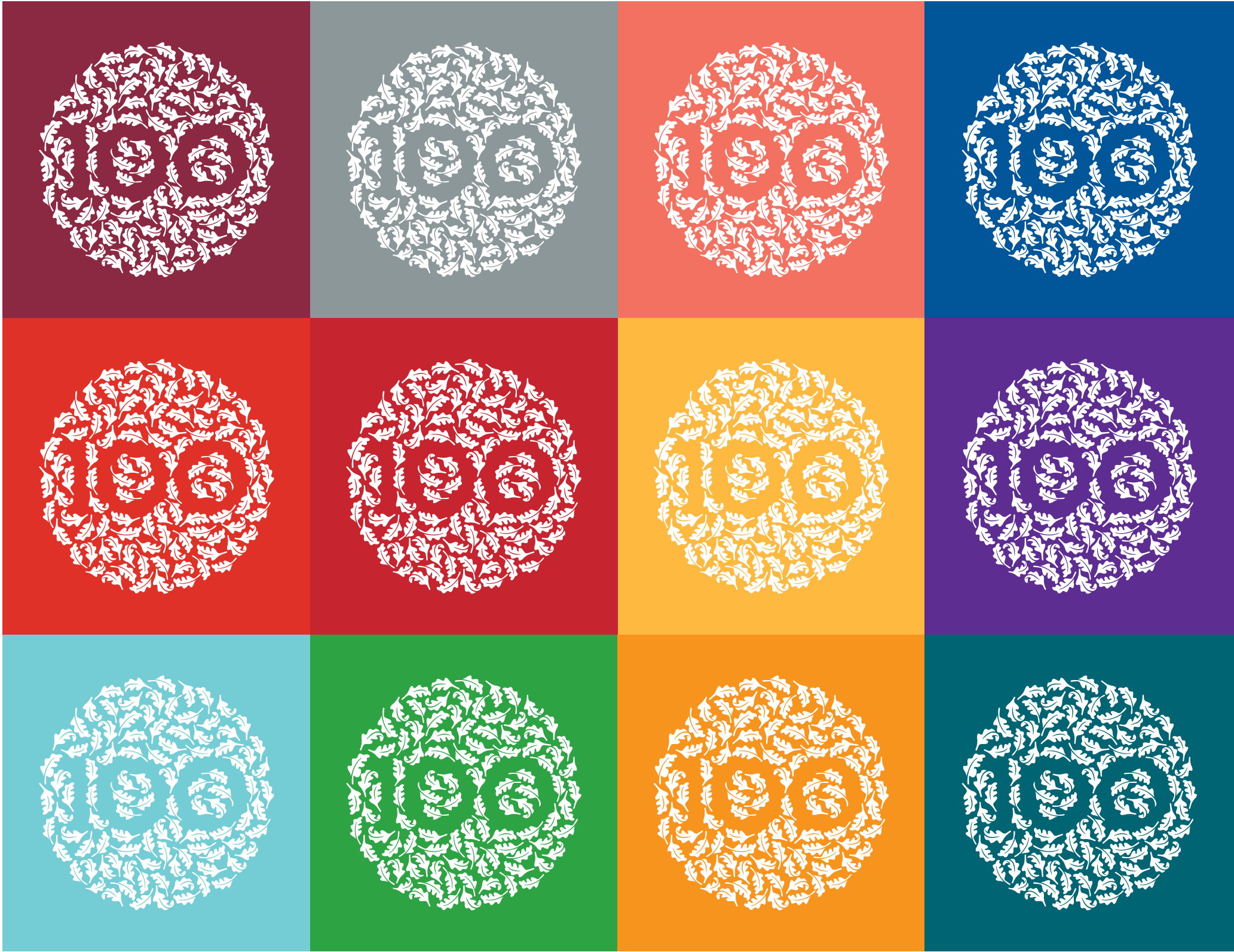


Optional coloured version (faculty-specific use)

Colour options are limited to the colour ranges and combinations illustrated on this page. The subgraphic may be used as a design element. Contact the Brand and Corporate Identity Department for usage guidance.



**DOWNLOAD
SUBGRAPHIC**



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NOTE

The printing costs of the listed stationery and marketing collateral are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.



FORMAL COMMUNICATION

Letterhead

The letterhead has been designed using the horizontal brand signature – adapted and reconfigured from the regular letterhead. Two layouts are available.



[DOWNLOAD
WORD TEMPLATES](#)



[ORDER PRINTED
LETTERHEADS](#)

NOTE

The printing costs are for the individual unit or faculty’s own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.



Beste/Dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem impure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui-vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete/Kind regards

A. N. Other
Postitel/Professional Designation

saam vorentoe · masiye phambili · forward together

Naam van Entiteit | Name of Entity
Privaat Sak X1, Private Bag X1, Matieland, 7602
Tel: +27 21 808 xxxx | Faks | Fax: +27 21 808 xxxx | www.sun.ac.za



Beste/Dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem impure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui-vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete/Kind regards

A. N. Other
Postitel/Professional Designation

saam vorentoe · masiye phambili · forward together

Naam van Entiteit | Name of Entity
Privaat Sak X1, Private Bag X1, Matieland, 7602
Tel: +27 21 808 xxxx | Faks | Fax: +27 21 808 xxxx | www.sun.ac.za



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FORMAL COMMUNICATION

Business Card

All business cards are generated centrally, via AFRICAN SUN MeDIA. Business card must include the SU corporate brand mark and as an endorsement, the grey line-art version of the crest should be applied.



ORDER PRINTED BUSINESS CARDS

NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.



TO CONTENTS PAGE

DIGITAL COMMUNICATION

Email Signatures



**CONTACT THE
BRAND & CORPORATE
IDENTITY DEPARTMENT**

Consistent use of our electronic email signatures will contribute to a consistent brand language and a unified voice in communicating with our stakeholders. Email signatures have been created for levels 1 and 2 of the SU brand identity framework. The master design has been adapted to fulfil all requirements for supporting the Centenary brand identity.

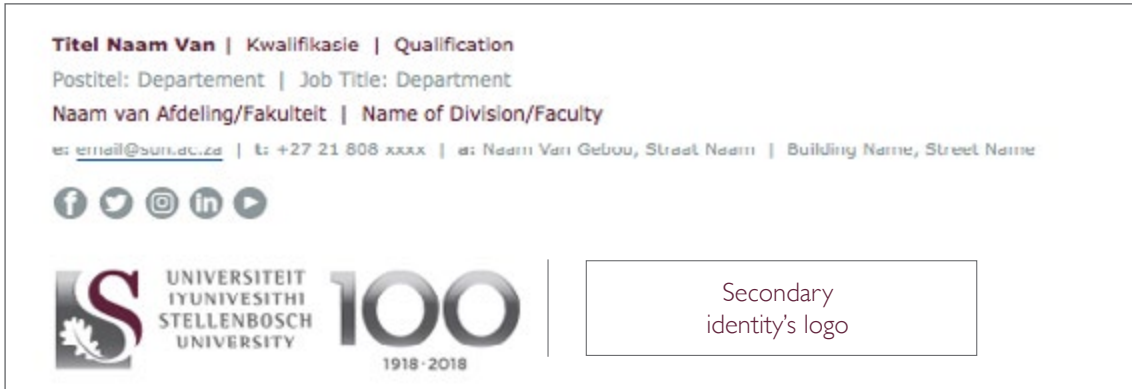
● **Level 1: Central Management and administrative divisions**

- This level includes the core functional entities that form the central institutional structure, such as the Rectorate and all administrative divisions, and involves a strictly monolithic (uniform) application of the corporate identity.
- Faculties that do not have their own identity are categorised at this level, too.
- As the image below illustrates, the SU logo takes the central position, to the left.



● **Level 2: Faculties and academic departments**

- Includes core operational entities with teaching and research as their primary activities – mainly faculties and academic departments. They represent the University’s core academic activities, and fulfil functions that are linked directly to SU as an institution of learning. The visual elements that represent the University remain the primary identity carriers in the signature designed for this level.
- Academic departments and divisions may not have their own logo.
- The SU logo is positioned to the left, with the faculty’s logo to the right. The name of academic departments must be written in full and be incorporated into the email signature. Primary and secondary identities may be displayed only as illustrated in the image below.



↓ [DOWNLOAD
WORD TEMPLATE](#)

↓ [DOWNLOAD
STEP-BY-STEP
GUIDELINES](#)

NOTE

Faculties that do not have their own logos will make use of the Level 1 email signature template.

↓ [AGRICIENCES
DOWNLOAD
TEMPLATE](#)

↓ [MILITARY SCIENCE
DOWNLOAD
TEMPLATE](#)

↓ [ENGINEERING
DOWNLOAD
TEMPLATE](#)

↓ [MEDICINE &
HEALTH SCIENCES
DOWNLOAD TEMPLATE](#)

↓ [THEOLOGY
DOWNLOAD
TEMPLATE](#)

↓ [DOWNLOAD
STEP-BY-STEP
GUIDELINES](#)

DIGITAL COMMUNICATION

Email Signatures

Level 3: Strongly endorsed entities (i.e., the entity has its own identity or logo; the SU logo being the endorsing brand)

- This level includes operational entities that have developed independent identities in the market or industry, but are linked to the University’s activities of teaching and research, and adhere to SU’s institutional quality guidelines. The University of Stellenbosch Business School (USB) and the Bureau for Economic Research (BER) are such entities.
- The University must have a clear presence in visual communication. SU emblems must be displayed prominently and used in accordance with the prescribed guidelines as illustrated in the image below.
- The independent entity’s logo will always be the primary identity (positioned to the left), while the SU logo is to take the secondary identity of endorsing brand (positioned to the right).



Please note that the Level 3 brand guideline applies only to entities (e.g. schools, institutes and centres) that have been approved by Senate. Note that the Level 3 email signature template needs to be created specifically for each environment. Contact the Brand and Corporate Identity Department if you require assistance.

CONTACT THE
BRAND & CORPORATE
IDENTITY DEPARTMENT

Level 4: Maties brand

- Level 4 includes official student and sports-related activities at SU. The name 'Maties' has been associated with the University for decades, and the Maties identity applies specifically to this level.



MATIES SPORT
DOWNLOAD
TEMPLATE

← TO CONTENTS PAGE

DIGITAL COMMUNICATION

PowerPoint Template/Keynote Template

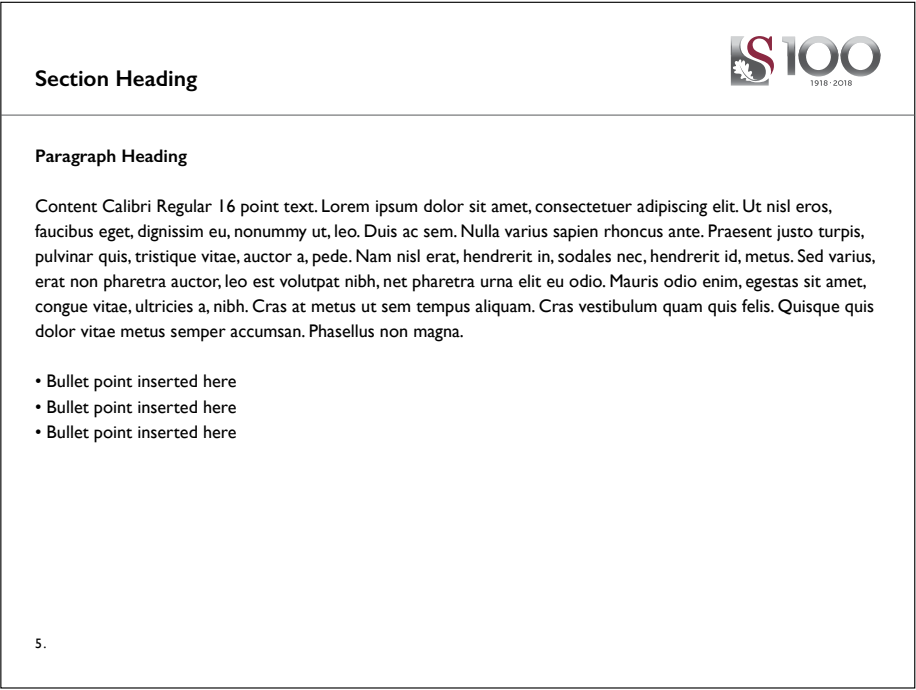
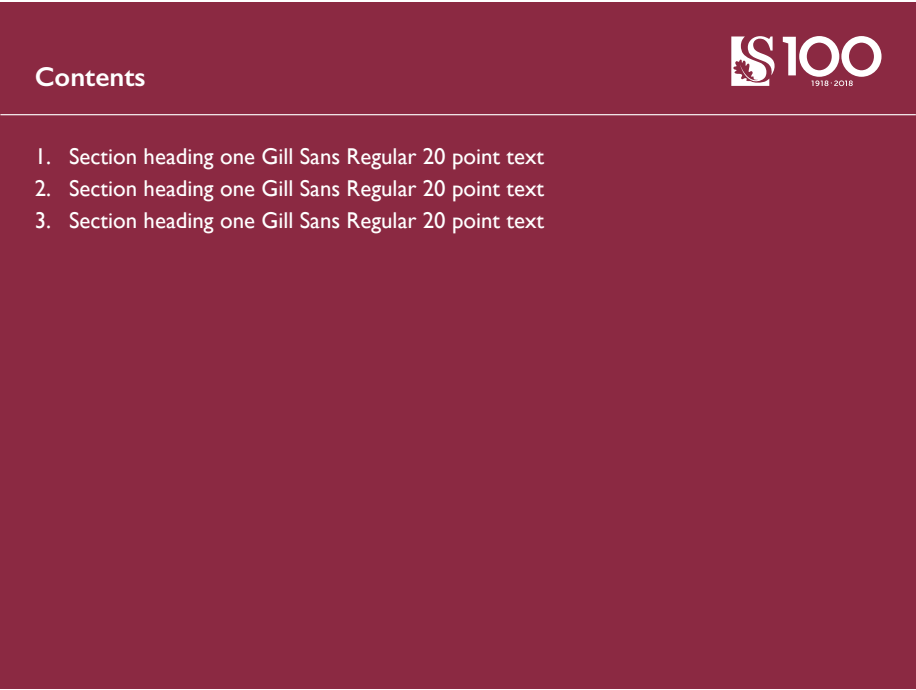
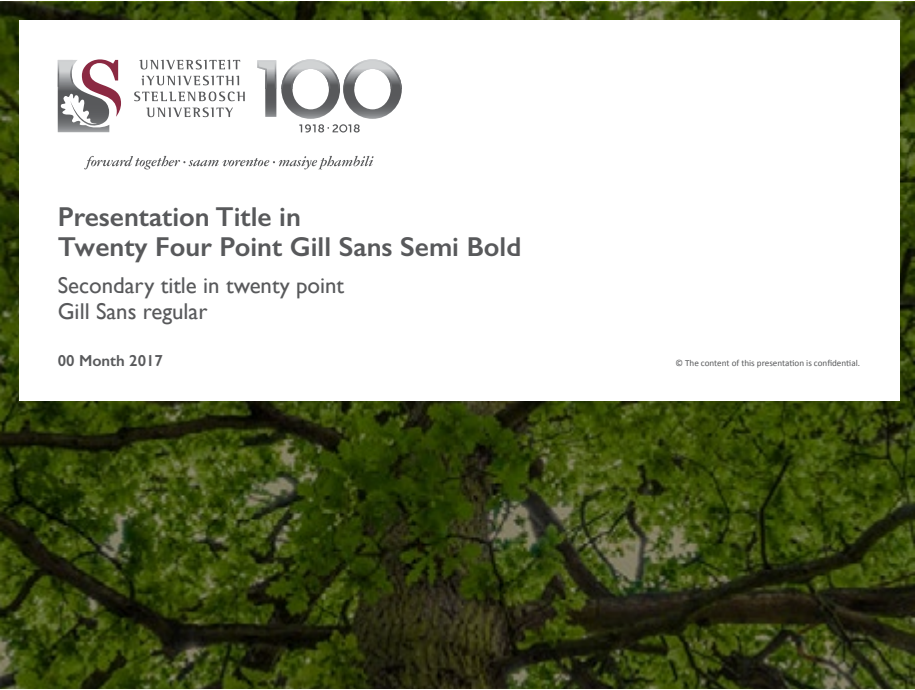
Projecting a consistent image of the University through our internal and external communications is important. The corporate presentation template must be used for all electronic presentations. Users must refrain from reducing text size as large type is easier to parse, especially in large venues.



DOWNLOAD
PRESENTATION
TEMPLATE

NOTE

Contact the Brand and Corporate Identity Department if you require assistance with co-branded presentation templates.



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DIGITAL COMMUNICATION

Electronic Invitations

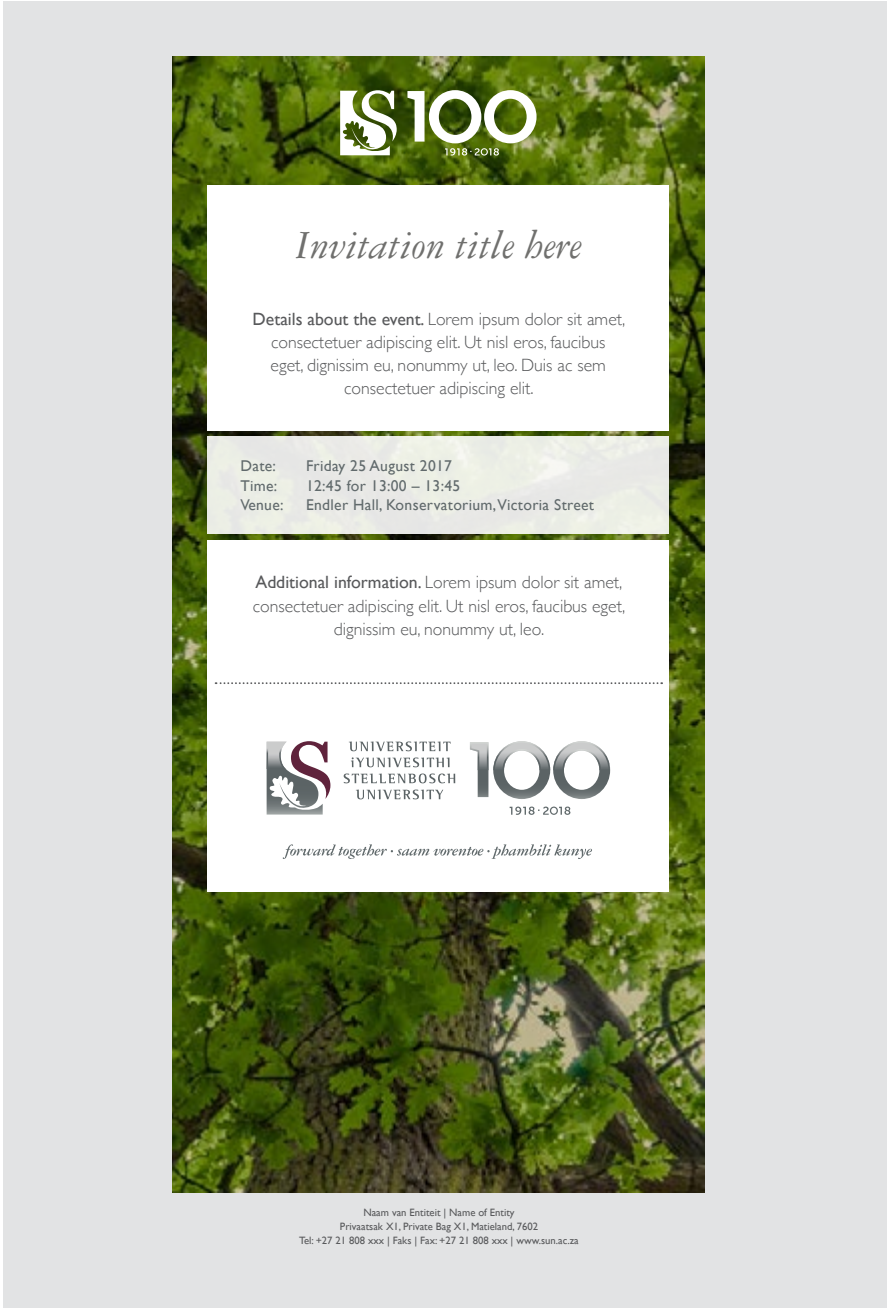
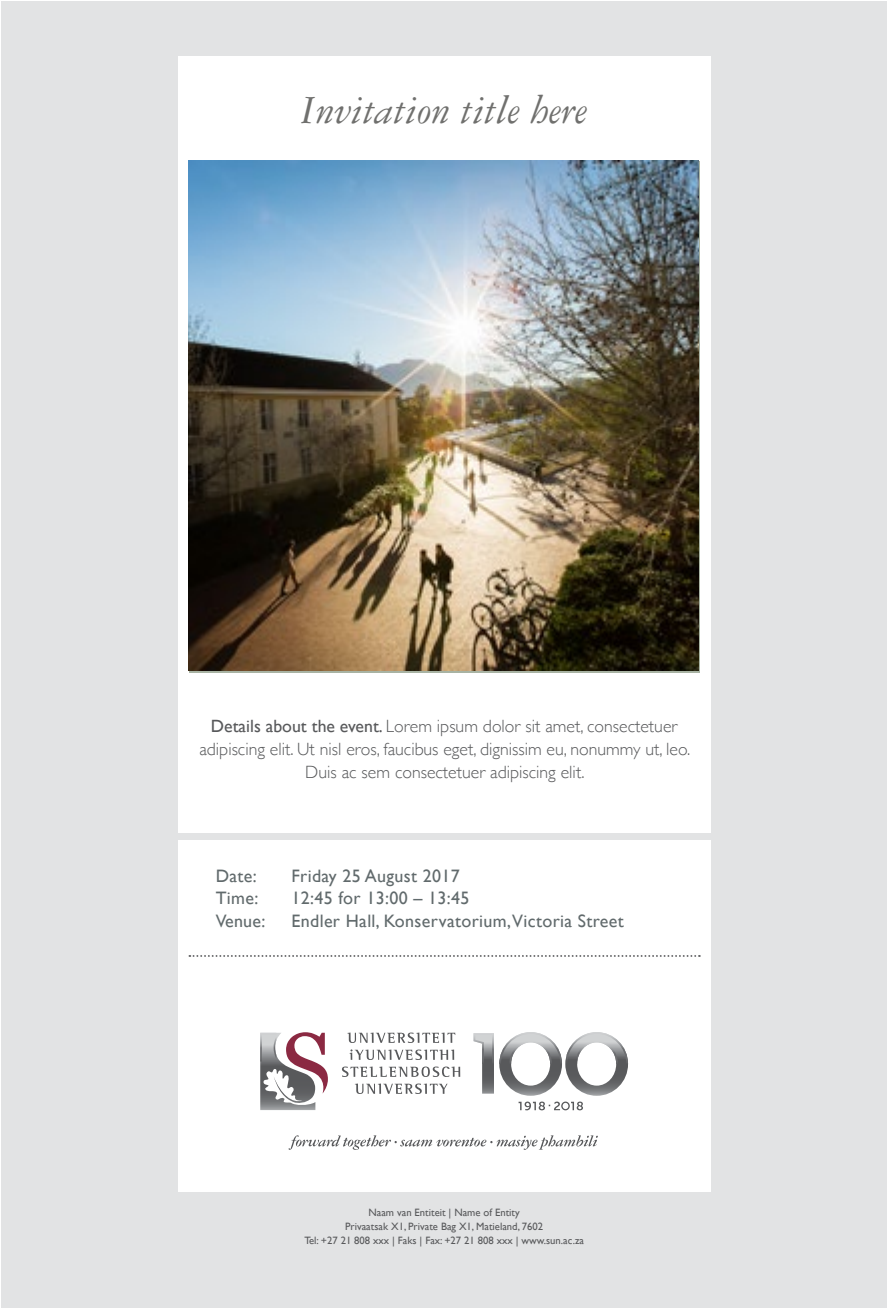
This example depicts the basic layout used for electronic invitations. Two types of electronic invitation templates are available for downloading here.

- 1. General: This version is for events that are not related to the Centenary.
 - 2. Centenary Specific: This is to be used for Centenary related events.
- Follow these [step-by-step guidelines](#) to create a customised electronic invitation.

↓
[DOWNLOAD
STEP-BY-STEP
GUIDELINES](#)

↓
[DOWNLOAD
GENERAL
ELECTRONIC
INVITATION
TEMPLATE](#)

↓
[DOWNLOAD
CENTENARY
SPECIFIC
INVITATION
TEMPLATE](#)



DIGITAL COMMUNICATION

Electronic Invitations: English & Afrikaans

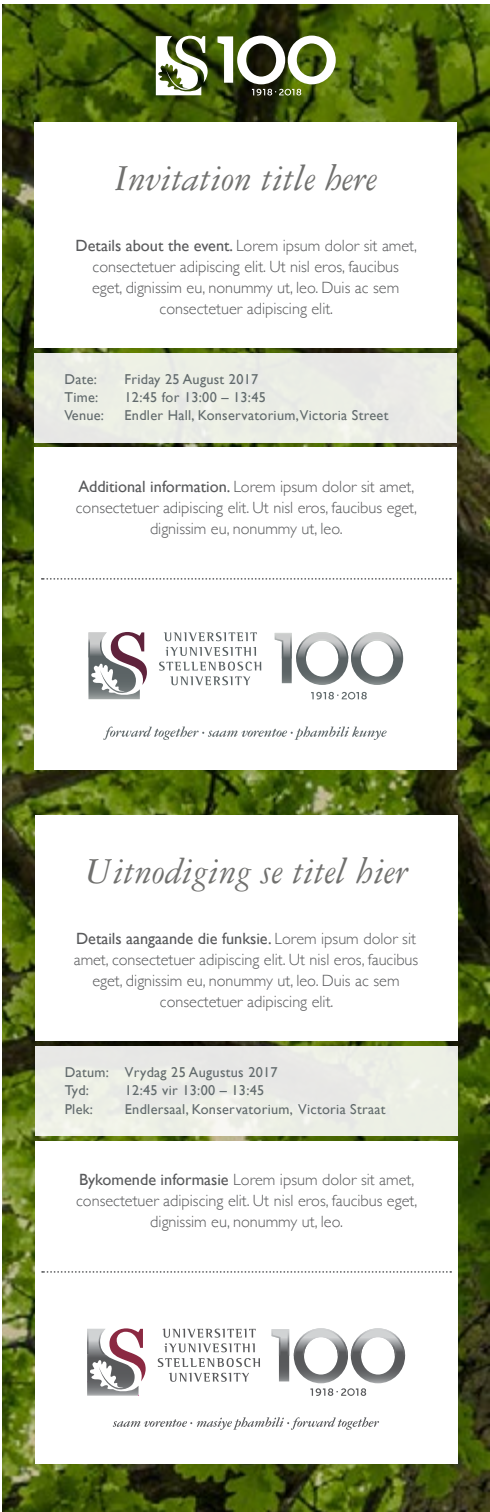
An electronic invitation template is also available in English and Afrikaans. Follow these [step-by-step guidelines](#) to create a customised electronic invitation.



**DOWNLOAD
STEP-BY-STEP
GUIDELINES**



**DOWNLOAD
ELECTRONIC
INVITATION
TEMPLATE**




TO CONTENTS PAGE

FORMAL COMMUNICATION

Internal Memo



**DOWNLOAD
INTERNAL MEMO
TEMPLATE**



saam vorentoe • masiye phambili • forward together

Memorandum

Titel van memorandum/Title of memo
Aan alle personeel/studente/personeel en studente/To all staff/students/staff and students
00 Maand/Month 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitratu. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem inpure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete/Kind regards

A. N. Other
Postitel/Professional Designation



saam vorentoe • masiye phambili • forward together

Memorandum

Title of memo
To all staff / students
00 Month 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitratu. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem inpure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

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Kind Regards

A. N. Other
Professional Designation

Titel van memorandum
Aan alle personeel / studente
00 Maand 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitratu. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem inpure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

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Vriendelike groete

A. N. Der
Postitel



TO CONTENTS PAGE

FORMAL COMMUNICATION

Fax Cover Sheet



[DOWNLOAD FAX COVER TEMPLATE](#)


 UNIVERSITEIT
 IVUNIVESITHI
 STELLENBOSCH
 UNIVERSITY


 1918 - 2018

saam vorentoe • masiy e phambili • forward together

Faks | Facsimile

Aan To:	Van From:
Maatskappy Company:	Datum Date:
Faks Fax:	Bladsye Pages:
Tel:	Onderwerp Subject:

This document template is set on a default text of twelve point Gill Sans at sixteen point leading, ensuring maximum ease of readability.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitratu. Nos quidem Virtutes sic natae sumus, ut tibi servirem, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem impure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Kind Regards

A. N. Other

Postitel | Professional Designation

Naam van Entiteit | Name of Entity
 Privaat Sak X1, Private Bag X1, Matieland, 7602
 Tel: +27 21 808 xxxx | Faks | Fax: +27 21 808 xxxx | www.sun.ac.za

DISCLAIMER: The information contained in this facsimile message is intended for the sole confidential use of the designated recipients and may contain confidential information. If you have received this information in error, any review, dissemination, distribution or copying of this information is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone and return the original message to us by mail or if electronic, reroute back to the sender. If you do not receive all pages, please call the sender at the above number. Thank you.



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FORMAL COMMUNICATION

Thank You Slip / With Compliments Slip



**DOWNLOAD
THANK YOU SLIP
TEMPLATE**



**ORDER PRINTED
THANK YOU SLIPS**

NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.

 <i>saam vorentoe · masiye phambili · forward together</i>	
<i>Dankie Thank You</i>	
Naam van Entiteit Name of Entity Privaat Sak X1, Private Bag X1, Matieland, 7602 Tel: +27 21 808 xxx Faks Fax: +27 21 808 xxx www.sun.ac.za	

 <i>saam vorentoe · masiye phambili · forward together</i>	
<i>Met komplimente Compliments</i>	
Naam van Entiteit Name of Entity Privaat Sak X1, Private Bag X1, Matieland, 7602 Tel: +27 21 808 xxx Faks Fax: +27 21 808 xxx www.sun.ac.za	

 <i>saam vorentoe · masiye phambili · forward together</i>	
<i>Dankie Thank You</i>	
Naam van Entiteit Name of Entity Privaat Sak X1, Private Bag X1, Matieland, 7602 Tel: +27 21 808 xxx Faks Fax: +27 21 808 xxx www.sun.ac.za	

 <i>saam vorentoe · masiye phambili · forward together</i>	
<i>Met komplimente Compliments</i>	
Naam van Entiteit Name of Entity Privaat Sak X1, Private Bag X1, Matieland, 7602 Tel: +27 21 808 xxx Faks Fax: +27 21 808 xxx www.sun.ac.za	



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FORMAL COMMUNICATION

DL Envelope

DL envelopes can be ordered from AFRICAN SUN MeDIA. A Microsoft Word envelope template has also been created that is suitable for desktop printing.



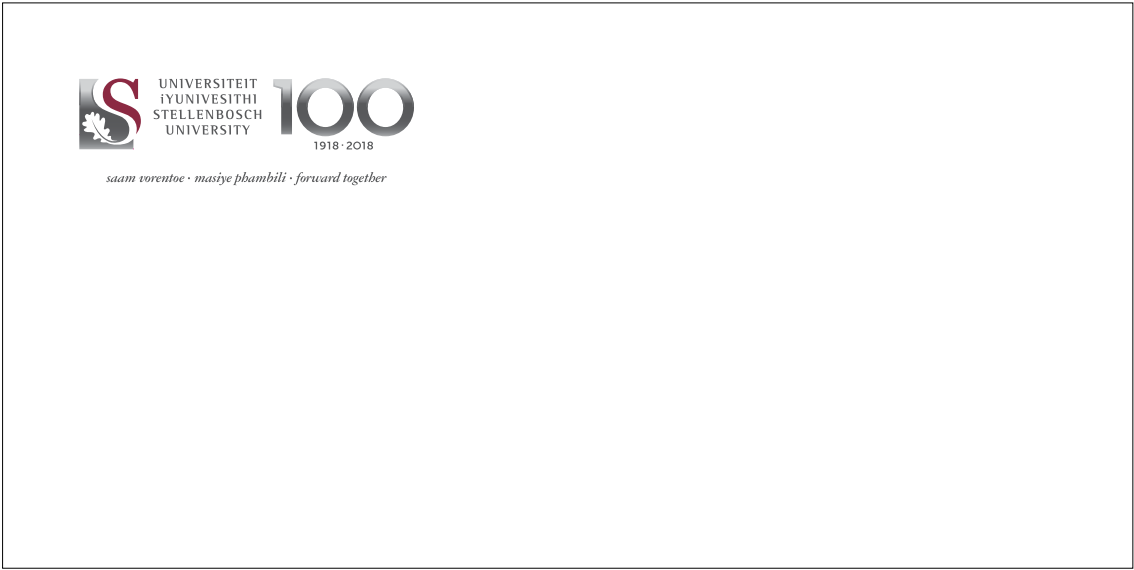
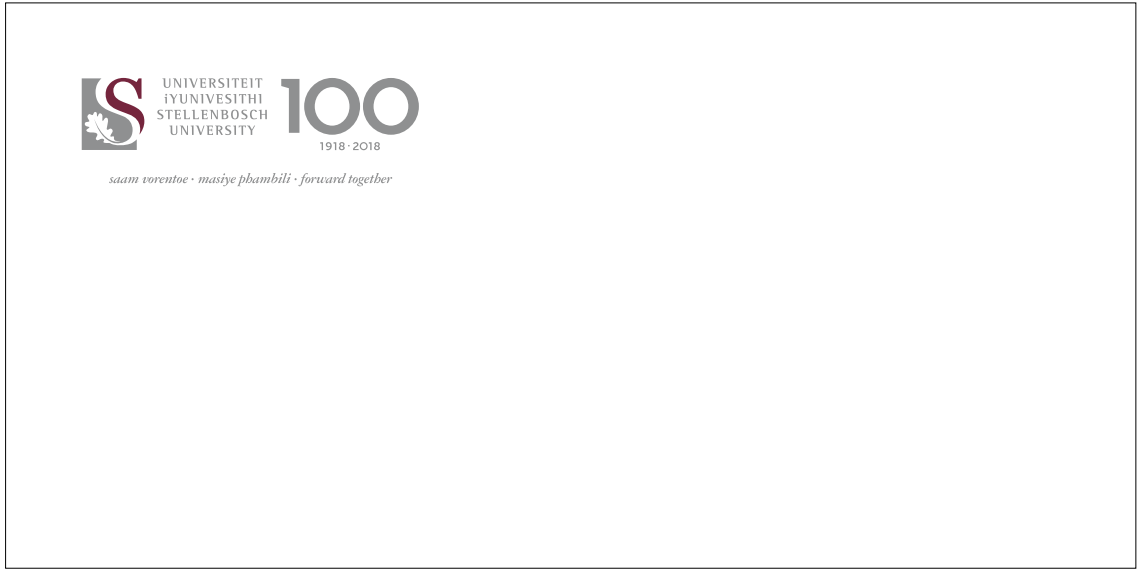
**DOWNLOAD
ENVELOPE
TEMPLATE**



**ORDER PRINTED
ENVELOPES**

NOTE

The printing costs are for the individual unit or faculty’s own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.



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FORMAL COMMUNICATION

Gift tags

Gift tags can be ordered from AFRICAN SUN MeDIA or alternatively download the design files. The various gift tag options are displayed below.



**DOWNLOAD
GIFT TAG DESIGN**



**ORDER PRINTED
GIFT TAGS**

NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.



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FORMAL COMMUNICATION

Conference and Corporate Folders

Maroon corporate folders with a Spot UV finish can be ordered from AFRICAN SUN MeDIA at a cost of R20.00 (including VAT) per folder. A minimum quantity of 10 can be ordered.



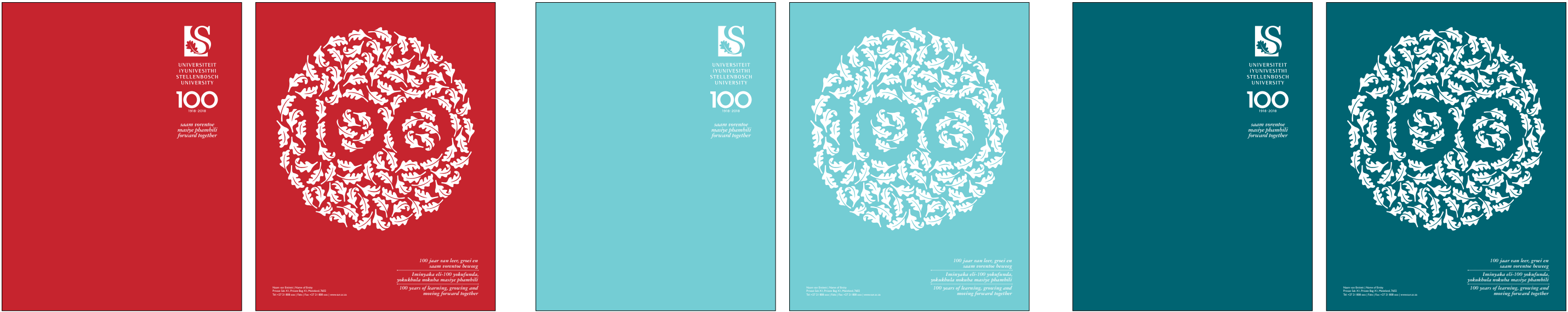
**ORDER
CORPORATE
FOLDERS**

NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned.



Corporate folders can be designed and produced in all the faculty-specific colours. The minimum order quantity is 250.



FORMAL COMMUNICATION

Name Card Template



**DOWNLOAD
NAME CARD
TEMPLATE**

This image depicts the name card layout. A Microsoft Word template has been created that is suitable for desktop printing.



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PUBLIC SPACE

A4 Poster Template

This image depicts the basic layout to be used for A4 posters. Two types of poster templates are available, which can be downloaded, too (Microsoft Word format).



DOWNLOAD
A4 POSTER
TEMPLATE



*Centenary event title
in this Area*

Details about the event. Lorem ipsum
dolor sit amet, consectetur adipiscing elit.
Ut nisl eros, faucibus eget, dignissim eu,
nonummy ut, leo. Duis ac sem.

00 Month 2018



*Centenary
event title
in this area*

Supporting text here

Details about the event. Lorem ipsum
dolor sit amet, consectetur adipiscing elit.
Ut nisl eros, faucibus eget, dignissim eu,
nonummy ut, leo. Duis ac sem.

00 Month 2018



TO CONTENTS PAGE

PUBLIC SPACE

A3 Poster Template

This image depicts the basic layout used for A3 posters. Two types of poster templates are available, which can be downloaded, too (Microsoft Word format).



**DOWNLOAD
A3 POSTER
TEMPLATE**



Eeufeesfunksietitel in hierdie area

Details aangaande die funksie. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl eros, faucibus eget, dignissim eu, nonummy ut, leo.

00 Maand 2018



100 jaar van leer, groei en saam vorentoe beweeg
Iminyaka eli-100 yokufunda, yokukhula nokuba masiye phambili
100 years of learning, growing and moving forward together



saam vorentoe · masiye phambili · forward together

Eeufeesfunksietitel in hierdie area

Sub-teks gaan hier

Details aangaande die funksie. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl eros, faucibus eget, dignissim eu, nonummy ut, leo.

00 Maand 2018



100 jaar van leer, groei en saam vorentoe beweeg
Iminyaka eli-100 yokufunda, yokukhula nokuba masiye phambili
100 years of learning, growing and moving forward together



saam vorentoe · masiye phambili · forward together



TO CONTENTS PAGE

PUBLIC SPACE

Vertical Banners – Indoors



**ORDER
PULL UP BANNERS**

Portable pull-up banners are available to order from AFRICAN SUN MeDIA in all the faculty-specific colours.

NOTE

The production costs are for the individual unit or faculty’s own account. Kindly consider making use of more affordable and recycled materials and request options where the banner frame and fittings can be adapted or evolve to accommodate branding materials beyond the 2018 Centenary commemoration.



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PUBLIC SPACE

Vertical Banners – Indoors



BOOK
PULL UP BANNERS

Portable pull-up banners are available on loan from the Brand and Corporate Identity Department.
Please book in advance through Marjorie van Rooy on 021 808 9923 or mvanrooy@sun.ac.za

SU100 Brand Expression: Afrikaans x3 banners available	SU100 Brand Expression: isiXhosa x3 banners available	SU100 Brand Expression: English x3 banners available	SU100 Corporate Brand: x3 banners available	SU100 Theme and Expression: Afrikaans x1 banner available	SU100 Theme and Expression: English x1 banner available	SU100 Theme and Expression: isiXhosa x1 banner available	SU100 Academic Crest: x3 banners available	Maties 100: Culture Mark x3 banners available

PUBLIC SPACE

Corporate Clothing



**DOWNLOAD
CORPORATE CLOTHING
GUIDELINES**

Branded clothing forms an important touchpoint for both internal and external stakeholders. It is vital that the Stellenbosch University brand is applied consistently .Therefore specific guidelines have been designed for branding on clothing and you can **view it here.**



TO CONTENTS PAGE



**VIEW FULL SET
OF GUIDELINES**

FAQs

Frequently Asked Questions

What does a brand identity manual do?

A brand and visual identity manual provides rules and guidelines with the aim of creating an easily recognisable visual identity. Taking cognisance of the current brand fragmented SU landscape, the brand identity manual aims to provide guidance and clarity. It is intended to assist all stakeholders in applying the brand identity elements consistently and to provide guidance in how it should be used effectively in communications.

Why does having an integrated brand image matter?

Complying with the brand and visual identity rules ensures that diverse audiences have a consistent experience in their interactions with the University. Repeated interactions with a consistent SU brand will reinforce key messages and priorities. What is more, this allows SU stakeholders to communicate professionally, increasing chances of a successful interaction, which builds on the SU brand and ultimately strengthens the University’s reputation.

How will this affect my programme, department, initiative, etc?

Much of the content of this identity manual will seem familiar. Some brand and visual identity changes will require further consultation with the Brand and Corporate Identity Department. These changes required in messaging and imagery will assist audiences in recognising the consolidated visual representation of Stellenbosch University.

May my programme, department, initiative, etc. develop our own symbols, icons, images, type treatments, word marks or logos?

The overall objective is to create a consistent look so that all visuals appear familial and appropriate. More often than not, teams or groups will need to use an item from the established visual system. If, after reviewing this brand and visual identity manual, a specific team or group should identify a need for an as-yet-unaddressed visual item, they are invited to contact the Brand and Corporate Identity Department.

Special circumstances that warrant additional consideration apply to our unit. Whom should we contact?

It is impossible for a single set of rules to cover all circumstances. Therefore, we welcome questions and conversations about special circumstances that individual units may encounter. If you do not find what you are looking for in this manual, please do not hesitate to contact the Brand and Corporate Identity Department for assistance.

NOTE:
In light of the Stellenbosch University brand valuation and brand perception audit processes that have been initiated in 2018, the Rectorate has taken the decision that the Centenary brand identity will remain SU’s official corporate identity until further notice. This is applicable to all SU brands and all its associated brands, including student residences, clusters and PSO wards. It is therefore important to note that all SU emblems used prior to the Centenary year should no longer be in use.



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