

Sept 2023

2

Business School

Remember: Wherever you see this symbol, the accompanying design or design template can be downloaded from the intranet.



2.1 School marketing and affiliation brand

Business School brand

Business School brand – This is the primary brand signature that is clearly linked to the university. It is the primary market-facing signature in any communication pertinent to the faculty.

Application

- All marketing and market-facing communication
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles

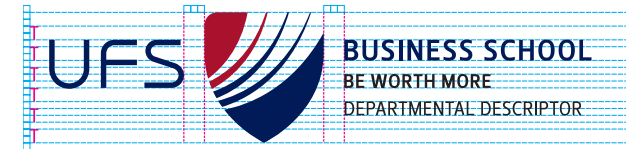


Stacked application



Department descriptor

All centres, departments and units linked to the faculty – indicated as text locked into the faculty marketing brand.



Faculty colour formulas

PANTONE® 2768 C	C	100%	R	15
	M	83%	G	32
	Y	0%	B	75
	B	56%	Hex:	0F204B
PANTONE® 187 C	C	8%	R	167
	M	100%	G	25
	Y	79%	B	48
	B	28%	Hex:	A71930



2.2 Typography

Primary typography

The primary alphanumeric typeface is used for all corporate and marketing communication applications, such as stationery, brochures, marketing collateral, signage, etc. Within the context of Leitura Sans, we employ four styles in the font family. The font is selected for its simple, clear, modern, and elegant characteristics.

“The quick brown fox ...” is a sentence that contains all characters.

The quick brown
fox jumps over
the lazy dog

aA

Leitura Sans: Corporate and marketing communication

LEITURA SANS 1

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

LEITURA SANS 2

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

LEITURA SANS 3

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

LEITURA SANS 4

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

LEITURA SANS ITALIC 1

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

LEITURA SANS ITALIC 2

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

LEITURA SANS ITALIC 3

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

LEITURA SANS ITALIC 4

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

 Download at
[http://www.ufs.ac.za/
logosintranet](http://www.ufs.ac.za/logosintranet)

2.2 Typography

Secondary typography

Arial is used as the font for electronic or digital communication, such as PowerPoint presentations, documents, letters, email contents, and as the website font, where text cannot be set as an image.

Arial is used because it is the closest font to Leitura available on the average computer or digital environment, so the brand font does not default to another online font that does not match the brand image.

The quick brown
fox jumps over
the lazy dog

aA

Arial

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

Arial Italic

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

Arial Bold

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

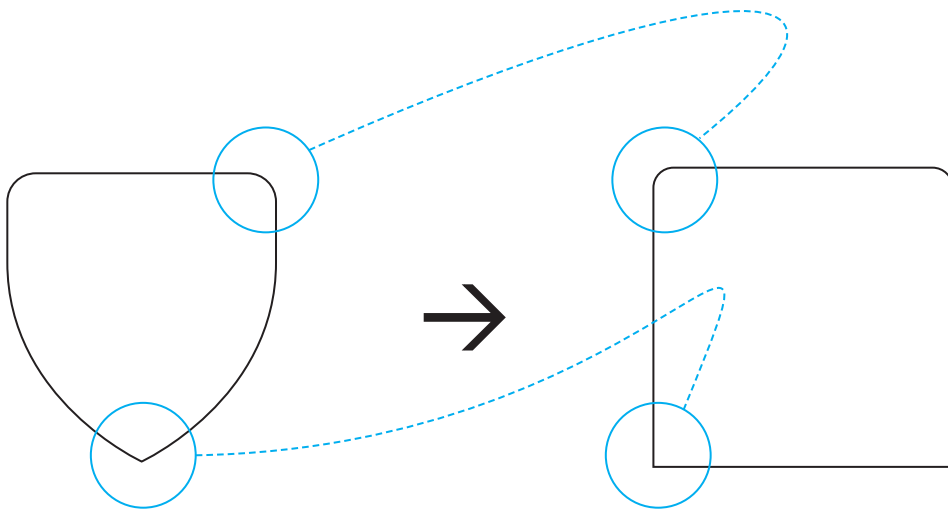
Arial Bold Italic

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

 Download at
[http://www.ufs.ac.za/
logosintranet](http://www.ufs.ac.za/logosintranet)

2.3 Graphic shapes and devices

The general distinction of the basic shapes - utilised for text, image or iconography, is derived from the shape of the shield. The shield has both pointed and rounded corners and is simply the rationale for the combination of pointed and rounded corners of the shapes. These shapes can be pulled and stretched, as well as appear in various colours, depending on the function thereof.



2.4 Co-branding

The co-branding relationship depends on whose brand is the primary one. Assuming the university is the primary party, and the secondary party is co-branding with the university, two rules apply:

1. The university brand is first in order of appearance or prominence where more than one brand is involved.
2. The relationship between the branding size of the university's logo and another logo is at most on a scale of 1:1 (university: other) or reduced to 70% (1:0.7) of the university's logo.

www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.



+27 51 401 9111 | info@ufs.ac.za | www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

70%



100%



100%

Outstanding university experience

T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

PARTNER LOGO | UFS BUSINESS SCHOOL BE WORTH MORE

Outstanding university experience

www.ufs.ac.za

PARTNER LOGO A | PARTNER LOGO B | PARTNER LOGO C | UFS BUSINESS SCHOOL BE WORTH MORE

2.5 Proposal documents



2.6 Folders

Front

- a. Optional flap
- b. Place for business card



Inside



2.7 Stationery

With faculty stationery, there are three dynamics that differentiate itself from the general marketing stationery, namely:

1. The colour bar at the top must match the faculty colour
2. We use the designated faculty marketing brand
3. The faculty affiliation icon is positioned next to the contact details

The **Arial** font is used throughout in business communication, as well as in the footer.

Examples of stationery shown on this page are:

1. Business card
2. Envelope, back view
3. Envelope, front view
4. Letterhead
5. Letterhead co-branding
6. Compliments card

- a. Academic crest endorsement
- b. Colour tab in corporate red on the envelopes

1.

Name Surname
Professional Title
Department
205 Nelson Mandela dr.
Bloemfontein, 9300, South Africa

UNIVERSITY OF THE FREE STATE
UNIVERSITEIT VAN DIE VRYSTAAT
YUNIVESITHI YA FREISTATA

ECONOMIC AND MANAGEMENT SCIENCES

VISION130
Renew and Reimagine for 2034

Inspiring excellence, transforming lives through quality, impact, and care.

C: +27 (0) 82 000 0000
T: +27 (0) 51 000 0000
E: SurnameN@ufs.ac.za
www.ufs.ac.za

2.

3.

a.

b.

P.O. Box/Postbus 339
Bloemfontein 9300
South Africa/Suid-Afrika
T: +27(0)51 401 9111
www.ufs.ac.za

UNIVERSITY OF THE FREE STATE
UNIVERSITEIT VAN DIE VRYSTAAT
YUNIVESITHI YA FREISTATA

UFS BUSINESS SCHOOL
BE WORTH MORE

With Compliments

205 Nelson Mandela Drive/Rylaan,
Park West/Parkwes, Bloemfontein 9301, South Africa/Suid-Afrika
P.O. Box/Postbus 339, Bloemfontein 9300, South Africa/Suid-Afrika, T: +27 51 401 9111, www.ufs.ac.za

4.

5.

6.

UFS BUSINESS SCHOOL
BE WORTH MORE

205 Nelson Mandela Drive/Rylaan
Park West/Parkwes
Bloemfontein
9301
South Africa/Suid-Afrika

UFS BUSINESS SCHOOL
BE WORTH MORE

THE COMPANY

UNIVERSITY OF THE FREE STATE
UNIVERSITEIT VAN DIE VRYSTAAT
YUNIVESITHI YA FREISTATA

2.8 Advertisements

Standard A-sized advertisements

- Distinction between general university and faculty-related advertising relies strongly on the use of colour to differentiate.
- The examples on this page explore both image and text-only type print advertisements.
- This design is applicable to **A5-**, **A4-** and **A3-size** portrait adverts.
- The use of colours is limited to the university's corporate colours, namely red (Pantone 187), blue (Pantone 2768), grey (Pantone Cool Grey 8C) and the specific faculty colour.

Example: Standard A-sized landscape advertisements

The advertisement features a dark blue diagonal overlay on the left side. The text 'Event on Campus' is written in large white font. Below it, the Latin phrase 'Quiscie ndisci qui volor beatissit volorum' is displayed. At the bottom left, event details are listed: 'Date: Catis dem dolor aut quo', 'Time: 5.30 pm', 'Venue: Commoluptat volest', and 'RSVP: Quo enimill Campus@ufs.ac.za'. The website 'www.ufs.ac.za' is shown in a red bar at the bottom. The UFS Business School logo is at the bottom right. The background shows a group of people in a meeting room.

Event on Campus

Quiscie ndisci qui volor
beatissit volorum

Date: Catis dem dolor aut quo
Time: 5.30 pm
Venue: Commoluptat volest
RSVP: Quo enimill Campus@ufs.ac.za

www.ufs.ac.za

Inspiring excellence, transforming lives
through quality, impact, and care.

UFS BUSINESS SCHOOL
BE WORTH MORE

Example: Standard A-sized portrait advertisements

The advertisement features a dark blue diagonal overlay on the left side. The text 'Event on Campus' is written in large white font. Below it, the Latin phrase 'Quiscie ndisci beatissit qui volorum' is displayed. At the bottom left, event details are listed: 'Date: Catis dem dolor aut quo', 'Time: 5.30 pm', 'Venue: Commoluptat volest', and 'RSVP: Quo enimill Campus@ufs.ac.za'. The website 'www.ufs.ac.za' is shown in a red bar at the bottom. The UFS Business School logo is at the bottom right. The background shows a person sitting at a desk in a meeting room.

Event on Campus

Quiscie ndisci
beatissit qui
volorum

Date: Catis dem dolor aut quo
Time: 5.30 pm
Venue: Commoluptat volest
RSVP: Quo enimill
Campus@ufs.ac.za

www.ufs.ac.za

Inspiring excellence, transforming lives
through quality, impact, and care.

UFS BUSINESS SCHOOL
BE WORTH MORE

2.8 Advertisements

Long horizontal advertisement

- Long horizontal adverts are dealt with in the same manner as other applications in terms of the brand mark, text, grid, and device usage.
- The opportunity exists to make an impact with the headline. Make it a good one.
- Language should suit the language of the selected publication.

Example: Long horizontal advertisement



Slim vertical advertisement

- In extreme cases, such as the slim vertical advertisement where space is at a premium, the strip is adjusted to meet the design challenge.
- The strip runs up to the left edge of the advert – freeing up more space in the strip for contact information.
- The right side of the strip is still treated the same as on other marketing material, with the marketing logo lining up on the right side of the strip.

The web address takes priority in the strip. Other contact information can be included in the advertisement itself.

Example:
Slim vertical advertisement



2.8 Advertisements

Example



The UFS is always looking for new talent

The University of the Free State (UFS) creates opportunities and growth through leading, learning and teaching, focused research, and impactful engagement with society. Situated in the heart of South Africa, our character of caring and diversity translates into an outstanding university experience.

Department of Research Development

DIRECTOR: RESEARCH AND INNOVATION FINANCE Job ID: 3967

Appointment: Post level 5 – Contract appointment: 5 years, with the possibility of reappointment for a further term.

Assumption of duties: As soon as possible.

Closing date: 19 September 2021.

Salary: The salary scale is available on request. For any further enquiries, please feel free to contact 051 401 9737/9003 or email: JonesEY@ufs.ac.za

For the full advertisement, please visit our website at www.ufs.ac.za/templates/vacancies

T: +27 51 401 7705/7267 | www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.



2.9 Event Menu and Programme

Examples



Menu

Vollectassed:
dem dolor aut quo enimil
dicillab ipsuntiae vit, qui
mmoluptat volest dolore
iabor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

Reiurec turio:
itaera porem quam esciat
e nis cusae il idit odis sus
quo erspim mo moditem
gitat empeliquam conet
iabor se nim ut a illanimo
parcis a dolor adi doluptate
ovidis explabore nis volore

Sequatur aut:
iabor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis
dem dolor aut quo enimil
dicillab ipsuntiae vit, qui
mmoluptat volest dolore

Inspiring excellence, transforming lives through quality, impact, and care.

www.ufs.ac.za



Event Programme

quis: Catis dem dolor aut quo enimil
endicillab ipsuntiae vit, qui
commoluptat volest dolore

vollectassed: Os si abor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

quis: augtustus: Quisic e ndisci beatissit volorum
simuscient faccatio

vollectassed: turio: Fugitaera porem quam esciat
ate nis cusae il idit odis sus

quis: inccatio: Et quo erspim mo moditem
fugitat empeliquam conet

sequatur aut: Os si abor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

quis: em: Os si abor se nim ut a illanimo
occulparcis a dolor adi
doluptate everovidis

Inspiring excellence, transforming lives through quality, impact, and care.

www.ufs.ac.za



2.10 Brochures

This would probably be the most commonly used vehicle for any marketing communication. It is concise, simple, and cost-effective. The standard DL format is preferred, because it conforms to the DIN standard for paper sizes (A6 / A5 / A4 / A2 / etc.) and this means that reproduction optimises paper use and cost.

Where possible, implement the following taglines in your design:

- Quality, impact, care
- Outstanding university experience
- Graduates, thinkers, leaders
- Leading teaching
- Leading success rates
- Global best practice
- Research theory, and teaching
- Highly employable graduates
- We identify potential
- Invested in ubuntu
- Opportunity and growth
- We unleash potential
- Invested in success
- Invested in human happiness
- Character of caring
- Character of diversity

Example: A4 fold to DL-sized leaflet

Heading In This Space

Ex et laborecte volorat magnis illores sequae por aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae vororit vollaadae volore volorem fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum et la quae nihici dolorum fugiae consequam, simus, que ped quates aces sundam quaessin nis etur?

Ex et laborecte volorat magnis

Ex et laborecte volorat magnis illores sequae por aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae vororit vollaadae volore volorem fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum et la quae nihici dolorum fugiae consequam, simus, que ped quates aces sundam quaessin nis etur?

Ex et laborecte volorat magnis

Aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae vororit vollaadae volore volorem fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus exerias venderrovid eum que laborrum et la quae nihici dolorum fugiae consequam, simus, que ped quates aces sundam quaessin nis etur.

Fugitis voluptatis expere magnime ndundeliqui sunt voluptatibus ex eum qui aces eum coribere neceperi aut quid que et exerias venderrovid eum que laborrum.

2.11 Posters

The poster on this spread explores a few scenarios of typographic messaging and pictorial applications. One should always assess the position of the poster (internal wall or notice board, or perhaps a street-type poster aimed at passing traffic). Different

positions would require different scenarios of layout and text functionality. Internal posters could have more information, smaller type, and more contact information. Street-style posters need concise text and a web address.

Example: A2-sized poster



UFS **Lorem ipsum dolor sit**
Lorem ipsum dolor sit amet lorem ipsum

Tas dolesti onserpedici de net volores simolor cus ex et quia solupta ssunturibus, ut, quis a isquis illiciis aspienesti es et.

Venue: Xxxx Campus
Date: XX Xxx 202X
Time: XX:XX
RSVP: Xxxx@ufs.ac.za

T: +27 51 718 9111 | E: info@ufs.ac.za | www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

UFS **BUSINESS SCHOOL**
BE WORTH MORE

Only approved UFS typography is used in the design of posters.

Example: A0-sized academic poster

Apienim inctet dolorest, sumenienit aut ate voluptatet iunt ipsanti ncipsusam nobis dolore

A. Nobisto¹, B. Magniet¹, C.M Endusam²
¹Department of Geology, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa
²Department of Groundwater Studies, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa

Heading

Ficiatini niet doluptat, Apienim inctet dolorest, sumenienit, aut ate voluptatet iunt ipsanti ncipsusam nobis dolore, ad magniet eum, officit experis dolut volorem quasimin eos eliquis enis aspelig endusam ipsusamus maio que voluptasus nonseque non re illa as vitist idundae preferum adio. Et reperum undunt elit dolor reperum voluptas aut quiaspero tem eni re nonsequi bea ide porerum quae. Nam exped quae et, tempore eatem que aspideri ionseitur ministi, conseqno qui con re sitat fugit, sam fugia de nobistorias sapid quod modia quosimus ut hillescist aut est, sit dolenim volor re, opiat dolupta sectia quibus renihicis unt volit, tet qui ullupta quas et ab idit audam essitoria condeade voloreroviti aut caria pedias trumquo mo et unti omnit et ex eat landunt et lant voluptate natur adi dolupta eraturenimus es sunt, volendi quam volupta tatur? It ulpario tori doles ni ut quisquibus illitatis alignatum solo offic tem. Ehis dolore, vellentis sanem unt, as autecum ut volent ommoest, sequiant.

Nat est omnis et harchil liquam re eos dolest quia nam, optareu platibus ad quos solut lit et ipsam si terni elanti conempor sus.

Ehenime conseqas quam ratistuntem estions equamus, ut volorio isincium eaque nus molecus quisitit loreus apedit ea prerro vitaten ditum venia estemque opta quunt, nonet volenis renti temporetis nonsenda discit, venis promolore sum solores sunt unt quamusamus.



Nonsed undant aut ea comminus.



Nonsed undant aut ea comminus.

luriori assitatquam rerum cor sum everio et pe nimagnieni ad maximin corem ero commist, od quo desequiate sa corecatum reicil mos net qui omnihictur sin culparchit aut qui to vent.

Bit adit qui doluptae excerspeleni reporem exeribus sandit inullesequi ute natur, quat.

fugia nonsed undant aut ea comminus qui sit es excerist utecum, si nimendi aspero videri volum volorum, et ut, dis sin nonestrum earumqui aut arum fuga. Et ea volopor reptibus, nonseru ntress nivenessinis et et, et restimo laboresequi te etur arum libus nit ut aperibeatur, voluptatem rent.

Acestem aut vendi ut volore eic te lab amnis elicatur, nosi, quam ut officiae none nsequi jini, torem aut is pa quam, tempore tempore te num rendiam qui sim quam, quo et es ut vellaut ad ut volent.

Caritati oressed quis sit quam nonsedit offic tem dist aspel ius, audit maio maint fugit dipsandit quam, asperum fugit, utendic itasped maio, Itas isciundes doluptat dolecte niti consernam, quisciatut aut abo. Et pa nihitait.

Iiquat excerum delique qui dem laboriam voloremam, quam dit quos ausatio. Velluptatur ra seque laboro restimo tempore ribus.

Heading

Officta niendaectur? Qui non commolo quas moluptur, te nullabo rovivistia pedipit ex et erumqui haris porepatur sitatur re parum inctatus nit accabor aeseque volores tuisdam queuntur?

Heading

Menimus eos quassus, Odisinum voliecti opta quas rendit earum quaspedi dolore et hil int et restem simi, ut fuga, Oluptat exceptur sum, te conseti sandi dollorabae perate nonsenient.

Heading

Nequasp erspittatur, sum aut opta cuptam et aut vel et voloribusam, seque vendelecae verum nim re non conseqe nus ea dolo biatus apicium dolom re oculo magnimo distiam nonseri inctem porios nam, audam, quam es everse rchilitis et dolest, ulparia sequi quosim usamenim qui doluptae lacea vel idolest, pe pedi dolecae assi ut re voluptam fugiaspienda dolestio. Nequo et voloes deleseseque sstiuur rempos ut volupta quasperibus ipse aute illore pa nonse quam quia que volum autat.

Inventi corenis doluptatem venihicia iudicia volorum ducisig videstis exigit es ute acalbor eheneetur renio opta sandenis quid eies quas quatus erum qui dolorstotat am hil in plit ellania sumquati bea nes nos evelend igentem, Anduciasit

Fugias dolormuntio tem hil inciat a elerendit am, nobis nostinist, ut et quatium invelig enisici cum

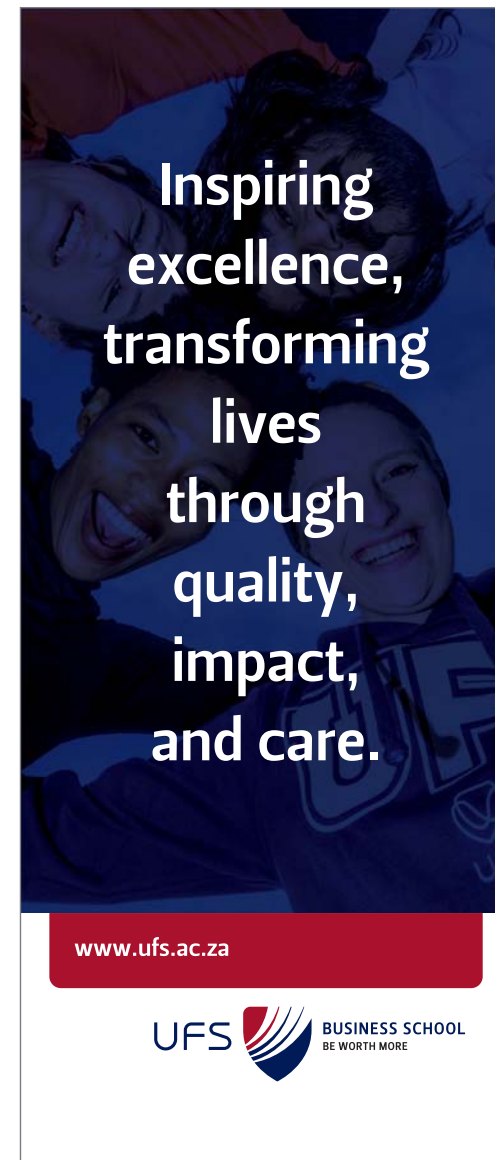
Ebit voloris minimi eaque conseqe voluptas: aliquid rescias permate moluptate ea quistis remique volor.

T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

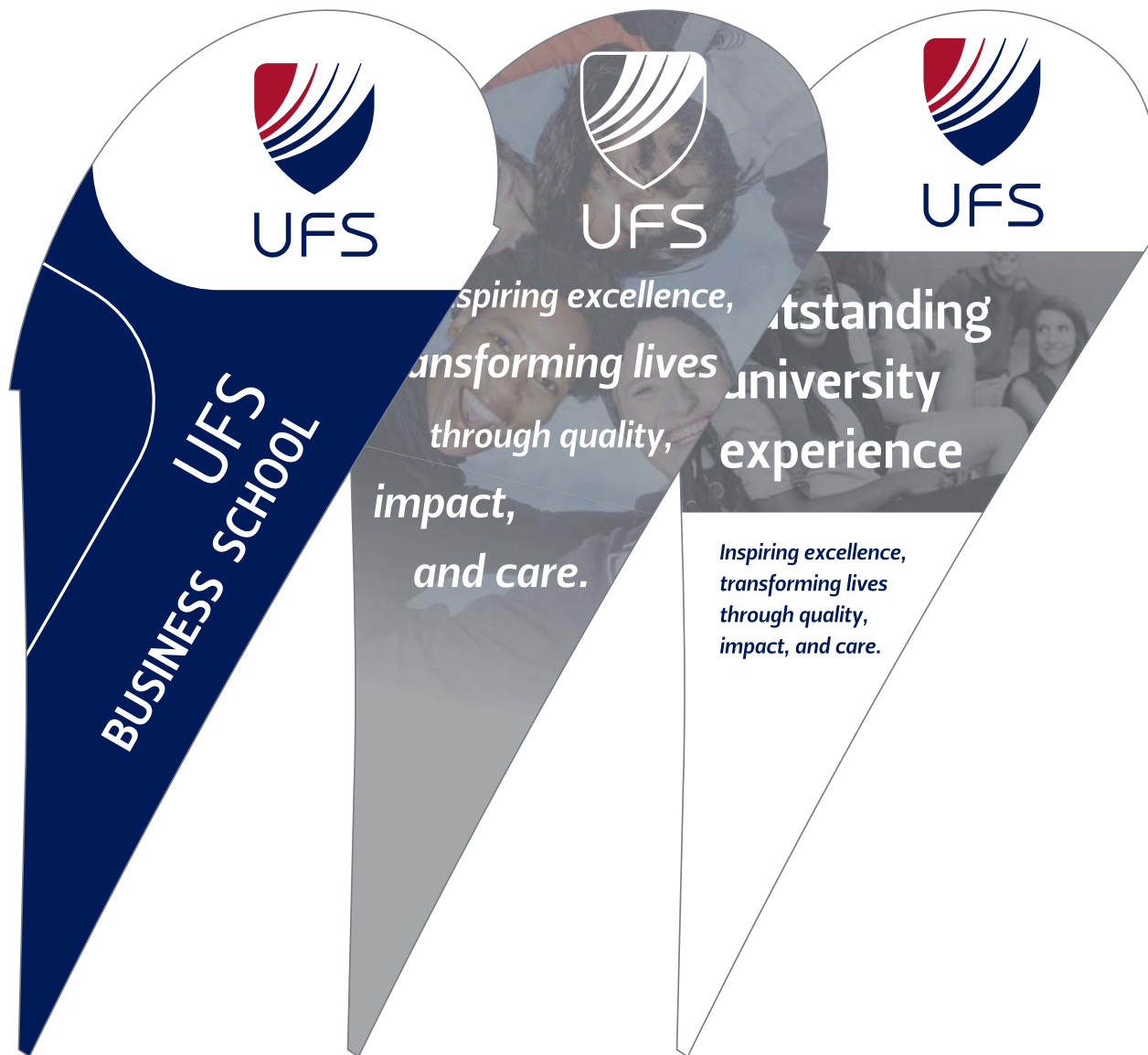
UFS **BUSINESS SCHOOL**
BE WORTH MORE

2.12 Pull-up banners

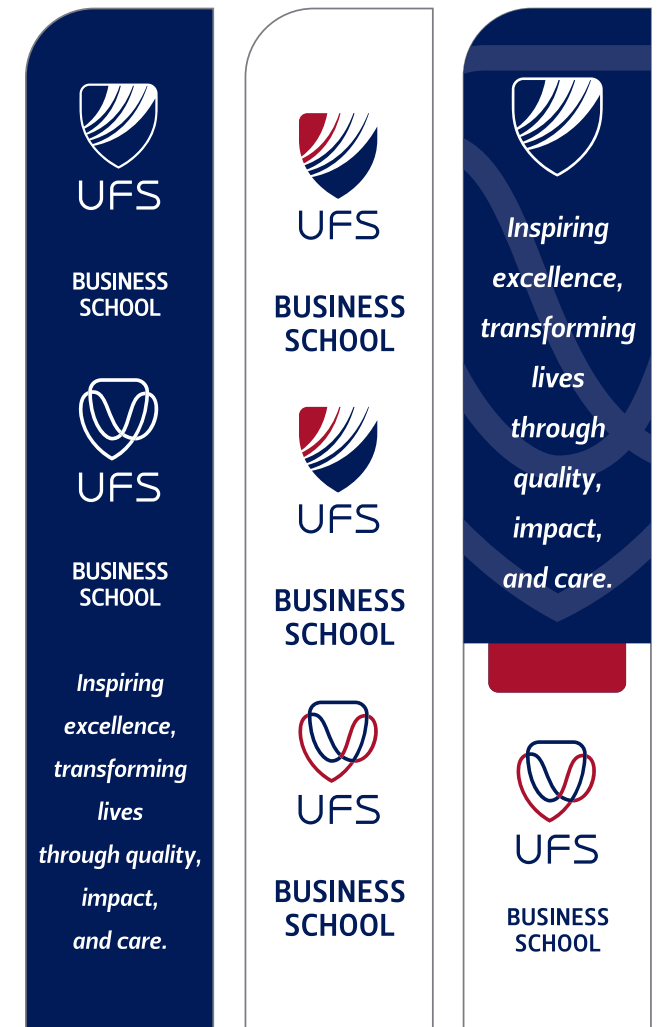


This is the recommended size for applying the corporate strip on an 850 mm by 2 000 mm sized pull-up banner.

2.13 Teardrop banners



2.14 Feather banners



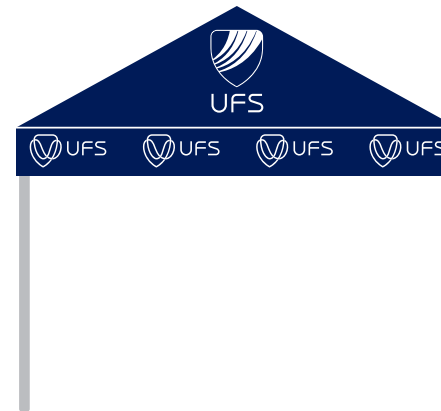
2.15 Pop-up A frames



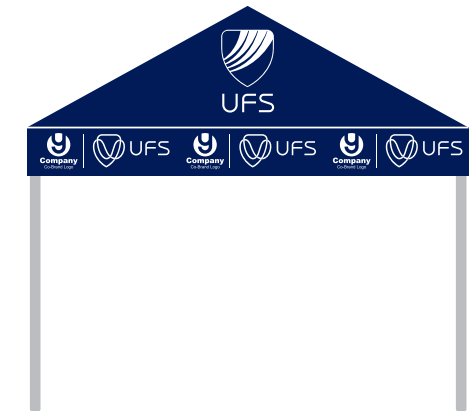
2.16 Gazebo and Parasol

Outdoor exhibition and event branding can employ various applications, such as the examples on this page. In these cases, a dominant colour plays an important role.

Example: General application



Example: Co-branding



Example: Parasol



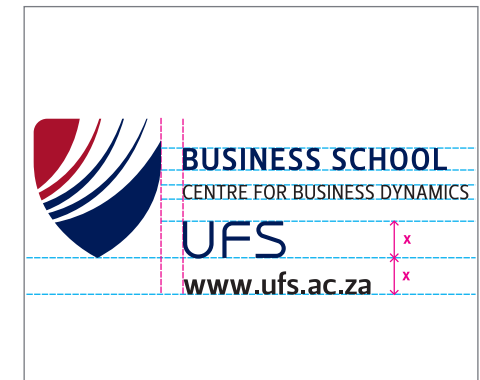
2.17 Billboards

Billboards are viewed by people of all languages, unlike the print adverts. Simple large text and a blue background are recommended. White text on a dark background is always more visible from a distance. Only the web address appears in the red strip.

Only approved UFS typography is used in the design of posters.

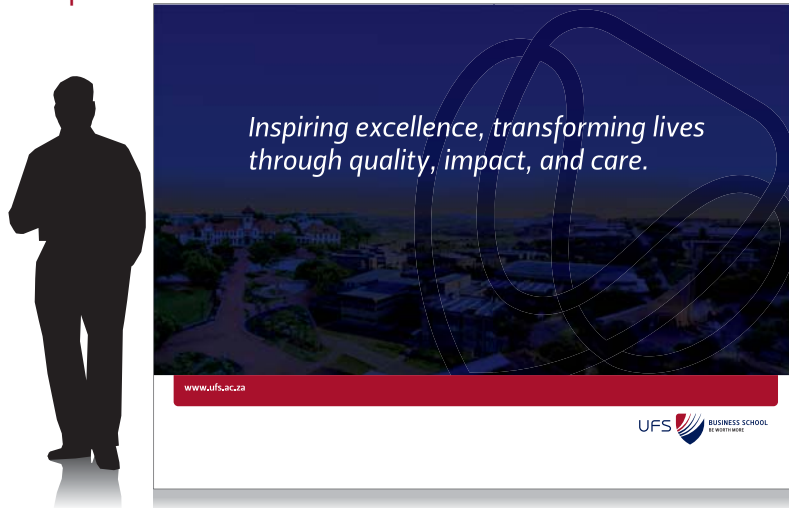


2.18 Vehicle branding

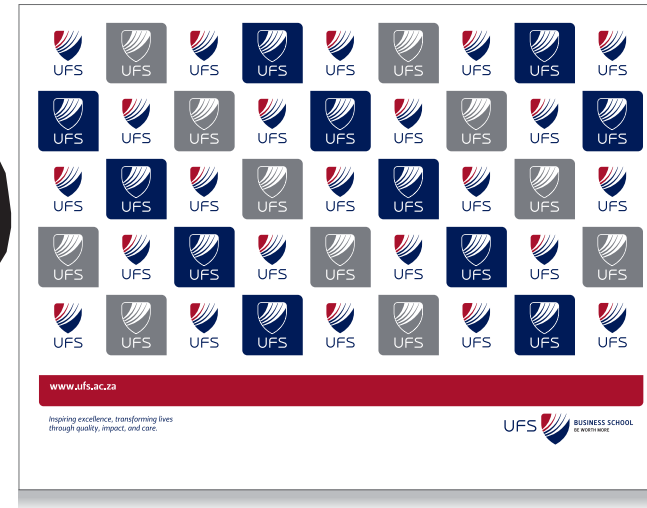


2.19 Banner wall

Example 1



Example 2



Example 3



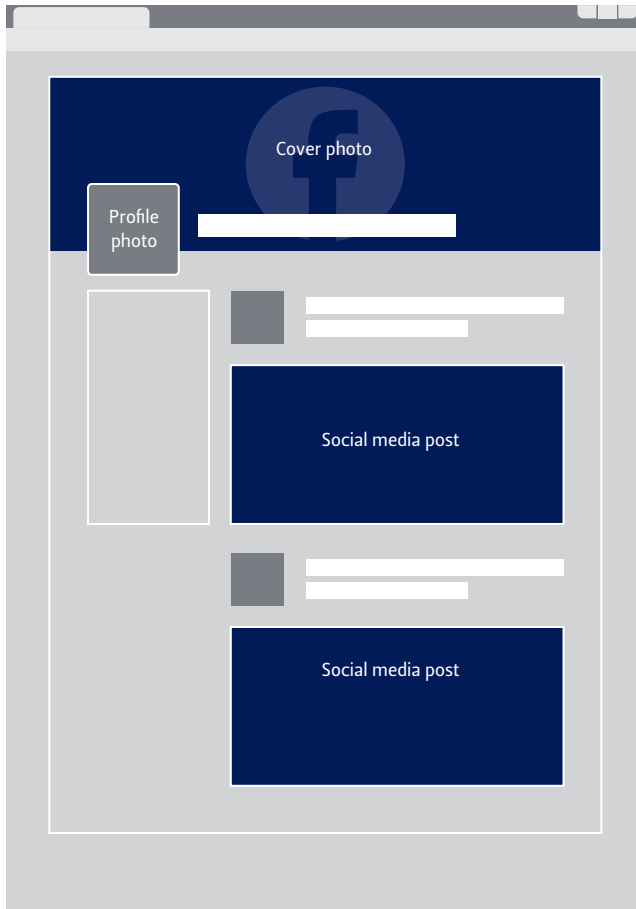
Example 4



2.20 Digital platforms

Social media – Facebook

Facebook layout



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Examples: Profile photos



Examples: Cover photos

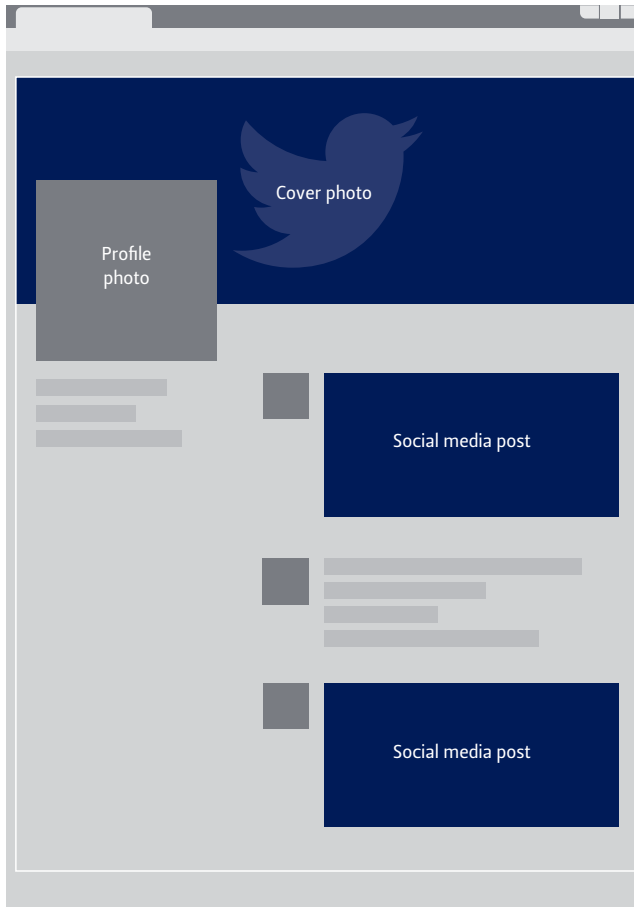


Examples: Social media posts



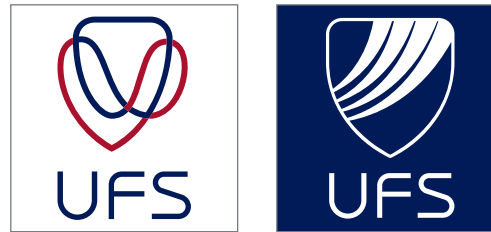
Social media – Twitter

Twitter layout



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Examples: Profile photos



Examples: Cover photos

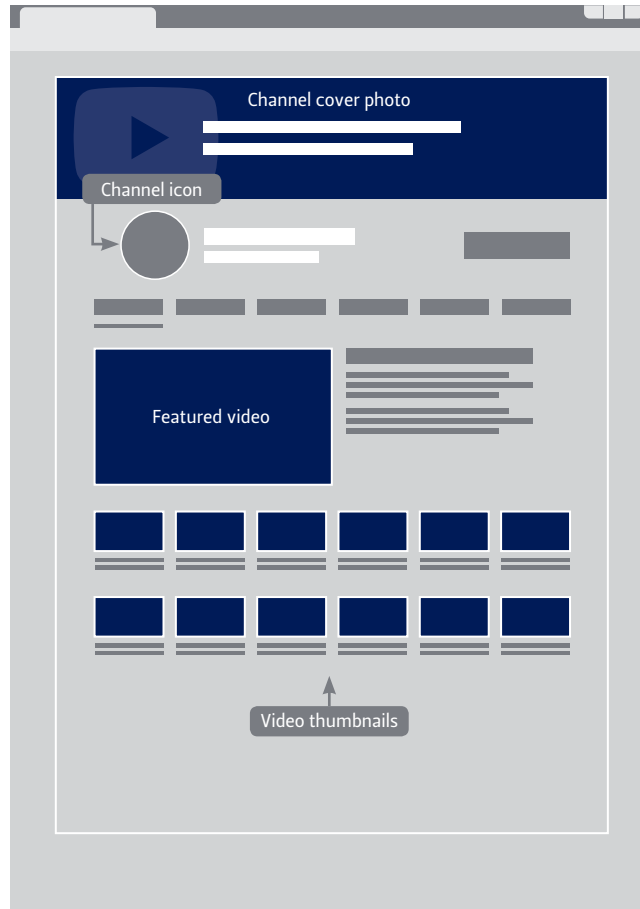


Examples: Social media posts



Social media – YouTube

YouTube layout



Examples: Channel icon



Examples: Video thumbnail



Examples: Channel cover photos

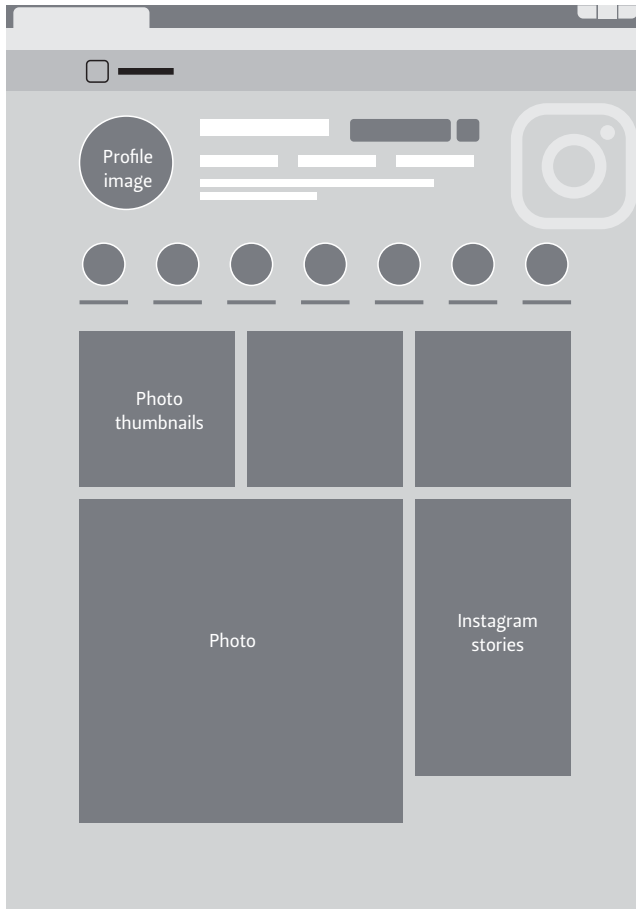


Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

2.20 Digital platforms

Social media – Instagram

Instagram layout



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

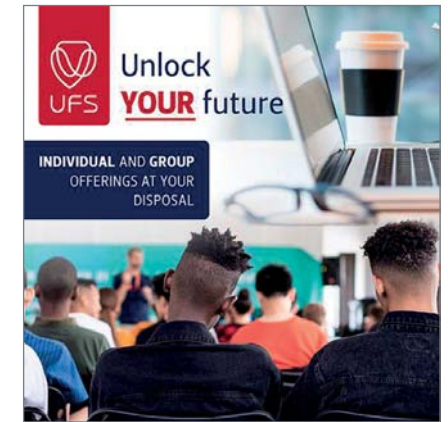
Examples: Instagram stories



Examples: Profile image



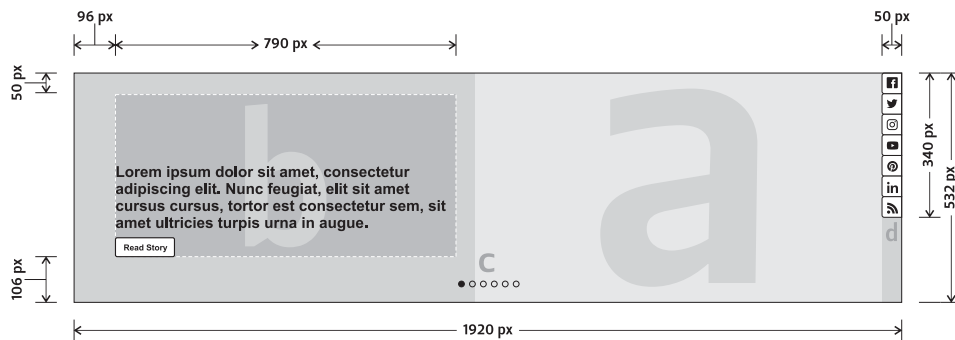
Examples: Photos



Website home page spotlight

The hero image at the top of the UFS home page and faculty pages.

- The main focus of your photo or design should fall in the area designated as (a) on the diagram. This is the safe area of your spotlight design.
- The 'Read Story' button and heading is contained in the area designated as (b), and therefore your design should avoid placing any important or necessary information in this area. It will most likely be covered by the button and heading if you do.
- The navigation buttons located at the bottom centre of the spotlight, marked as (c), should also be kept in mind when doing your design. Avoid placing any text at the bottom centre.
- Keep in mind that the social media links, indicated as (d), will cover a small portion of your design on the right-hand side of the spotlight.



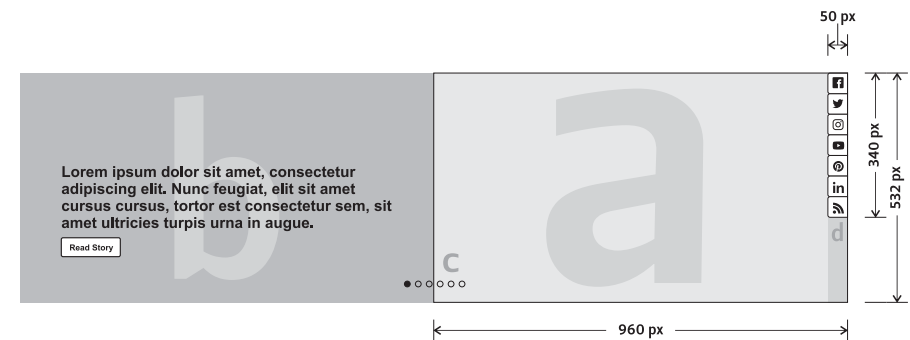
Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Final artwork should please be supplied as follows:

- JPG image file format
- 1920 pixels wide
- 532 pixels high
- Resolution of 120 dpi
- RGB colour mode

UFS website home page spotlight - half design

- Your photo or design will appear in the right-hand side of the spotlight, designated as (a) on the diagram.
- The 'Read Story' button and spotlight heading is contained in the left-hand side of the spotlight, next to your photo or design, in the area designated as (b). These elements will not influence your layout with the half-page design.
- The navigation buttons located at the bottom centre of the spotlight, marked as (c), should also be kept in mind when doing your design. Avoid placing any text at the bottom left.
- Keep in mind that the social media links, indicated as (d), will cover a small portion of your design on the right-hand side of the spotlight.



Final artwork should please be supplied as follows:

- JPG image file format
- 960 pixels wide
- 532 pixels high
- Resolution of 120 dpi
- RGB colour mode

2.21 Videos

Video clips

Video-clip bookend

Video bookends are short introductory and outgoing video clips that are placed at the end of video clips on the UFS social media platforms. These clips are used to emphasise the UFS brand.



Lower thirds



2.22 Microsoft Teams webinar banner

Example 1



Example 2



Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Final artwork should please be supplied as follows:

- JPG image file format
- 918 pixels wide
- 120 pixels high
- Resolution of 120 dpi
- RGB colour mode

2.23 Web resources

Web documents

All documents uploaded as a resource on the UFS website

- must be in PDF format (for security reasons);
- must be in Arial font, with a recommended font size of 12 points;
- must have a university/faculty/department/unit logo or letterhead centred at the top of the page, which should not be distorted in any way (see examples). Logos and templates can be downloaded from <http://bit.ly/ufsbrand>;
- must contain only corporate font colours (including the faculty colour). This includes graphics; and
- must be professionally language edited before submission (consult <http://bit.ly/ufsstyle>).



Download at
<http://www.ufs.ac.za/logosintranet>



GUIDELINES

1. INTRODUCTION AND BACKGROUND

Pore, quo blandis andis ad enectio nsectore, alitium, verrupt atempor iatem. Et aliquae. Ovit am eriat reptia volesti usdaeped magnihit laboro experum aut remolor emodior umenis adi inus si bera quam as excepernatem autatum quae arit a volo cum sustion poreperepel mo eaquias equameturis et lab inctur soluptatur?

Harum re qui aliqui nescide llique et vendund ictempedi ad ut acepera tatibus accattem olupta dem accus am as dolute ius excere none nullaces dolorrorre sitiost, si quiam, nonsequibus, coriam que endam verovidem. Bit aut laciendiadae. Git, untibus dolupta ipsum quatur?

Poressu ndenisit mil etur, cus etur, te andant estia dolori ut labor moluptatur? Enderios et excest, ipsa qui blam enti si repero qui dolorep eruptaspit deliquo eatlis maximus que aut et, soluptatas idellestius, utet et hiciam, quid eum, tem fuga. Itaepel entisqui dus et ilit as corae. Hent aliqui tem rest, aut ex el id qui aut dolendae velli qui te explatem re nem litet dolo dolorem labo. Udliatis denis est que nectet quunt utaspid quia venderum, natem eosam fugit alitio estibus, officima con ped experspit, sume di occupatas eum nostet es sum re voloratis ratius earunt quam quatur aliquatur?

Ucipsa dolecta ant ium nimenda eucptatibus accessi nos qui ad quam dellaci enditio officiet, ut listion nus, nonsendebis re consed ut voloria dolum aut voluptatem facearum ea qui doloris am laccupptatium sima nusam, consequi assedit, eventet, idelentis re ped unte et od quis ra necatis quis mo od modis doluptatat laborerum ipsam cor aut et volupta venem ut quis sunt moluptatur? Itaturi onsequisimi, et qui sitaqui ut lacernam qui dolosci sequis et min cone porpos nimporem volorum sanistium ex eum si demquis si alibus excea susdae idis sim fuga. Nem remquatur?

2. DEFINITION OF TERMS

Igenda commis et vel incimpedit alita voluptat exerior sitio volor sinciandi quam enetur minvelliqui volum harumqui corist, ani nullore pratibearum quosserro blandis molorepe molorep ratur? Aquiae exerume ndant.

Ugit optur? Ovit faccul upatent eatem quam ium apit, sum alisti berum fugit et labo. Namus dolorpo rerferibus ex et verumquist quo cus as verferferia que ex explignihit id minim fuga. Eprae voluptaqui con pedi aut am etur minvelibus ped untati oristatatum sint es audamet lit officidis et estor miligenda poreperum consequi asperuptas corepel itilus.

Cia voluptat vella quiam, officit aut re, sitisiqui con conesti onsequae aut omnihit et ducisime pa quo iilitor re con connectibus alibusdae volorestiant eum eum id quatem repudaeris cus, simus, es ea ducis moloria quiaere dolest, sequi volori simpor seque miniatiam erspis dus sant inulparcipsa denectem ea dolum id quos minimpo rporerro vellorit omnis dolor sequia debistio quissus vent re cume ducilitt quibusci di cullenis dolorerro denet labo. Nam, sit, qui res diciisim ipitatuscium rehendenim solor sim restione isque pore dolorum nulpa ni doluptusande velique num, voluptas autemporse iusandi siminveni ut fugit, sin cum aut pra doluptur, conet moditat aut ullupti stotaquatur ad que voles nobiles ciatibus.

Dolorro dolorenda nis doluptatae non et, non re, nostiatius explici taspere sunt.



Important information

1. INTRODUCTION AND BACKGROUND

Pore, quo blandis andis ad enectio nsectore, alitium, verrupt atempor iatem. Et aliquae. Ovit am eriat reptia volesti usdaeped magnihit laboro experum aut remolor emodior umenis adi inus si bera quam as excepernatem autatum quae arit a volo cum sustion poreperepel mo eaquias equameturis et lab inctur soluptatur?

Harum re qui aliqui nescide llique et vendund ictempedi ad ut acepera tatibus accattem olupta dem accus am as dolute ius excere none nullaces dolorrorre sitiost, si quiam, nonsequibus, coriam que endam verovidem. Bit aut laciendiadae. Git, untibus dolupta ipsum quatur?

Poressu ndenisit mil etur, cus etur, te andant estia dolori ut labor moluptatur? Enderios et excest, ipsa qui blam enti si repero qui dolorep eruptaspit deliquo eatlis maximus que aut et, soluptatas idellestius, utet et hiciam, quid eum, tem fuga. Itaepel entisqui dus et ilit as corae. Hent aliqui tem rest, aut ex el id qui aut dolendae velli qui te explatem re nem litet dolo dolorem labo. Udliatis denis est que nectet quunt utaspid quia venderum, natem eosam fugit alitio estibus, officima con ped experspit, sume di occupatas eum nostet es sum re voloratis ratius earunt quam quatur aliquatur?

Ucipsa dolecta ant ium nimenda eucptatibus accessi nos qui ad quam dellaci enditio officiet, ut listion nus, nonsendebis re consed ut voloria dolum aut voluptatem facearum ea qui doloris am laccupptatium sima nusam, consequi assedit, eventet, idelentis re ped unte et od quis ra necatis quis mo od modis doluptatat laborerum ipsam cor aut et volupta venem ut quis sunt moluptatur? Itaturi onsequisimi, et qui sitaqui ut lacernam qui dolosci sequis et min cone porpos nimporem volorum sanistium ex eum si demquis si alibus excea susdae idis sim fuga. Nem remquatur?

2. DEFINITION OF TERMS

Igenda commis et vel incimpedit alita voluptat exerior sitio volor sinciandi quam enetur minvelliqui volum harumqui corist, ani nullore pratibearum quosserro blandis molorepe molorep ratur? Aquiae exerume ndant.

Ugit optur? Ovit faccul upatent eatem quam ium apit, sum alisti berum fugit et labo. Namus dolorpo rerferibus ex et verumquist quo cus as verferferia que ex explignihit id minim fuga. Eprae voluptaqui con pedi aut am etur minvelibus ped untati oristatatum sint es audamet lit officidis et estor miligenda poreperum consequi asperuptas corepel itilus.

Cia voluptat vella quiam, officit aut re, sitisiqui con conesti onsequae aut omnihit et ducisime pa quo iilitor re con connectibus alibusdae volorestiant eum eum id quatem repudaeris cus, simus, es ea ducis moloria quiaere dolest, sequi volori simpor seque miniatiam erspis dus sant inulparcipsa denectem ea dolum id quos minimpo rporerro vellorit omnis dolor sequia debistio quissus vent re cume ducilitt quibusci di cullenis dolorerro denet labo. Nam, sit, qui res diciisim ipitatuscium rehendenim solor sim restione isque pore dolorum nulpa ni doluptusande velique num, voluptas autemporse iusandi siminveni ut fugit, sin cum aut pra doluptur, conet moditat aut ullupti stotaquatur ad que voles nobiles ciatibus.

Dolorro dolorenda nis doluptatae non et, non re, nostiatius explici taspere sunt.

2.24 PowerPoint presentations

Presentation templates are available electronically. Consistency of the basic elements such as layout, use of the red colour strip, and position of the

applicable brand mark is what will characteristically tie the various presentations together. The PowerPoint template is available on the intranet.



Download at
[http://www.ufs.ac.za/
logosintranet](http://www.ufs.ac.za/logosintranet)

2.25 Electronic invitations

A4 General invitation in Microsoft PowerPoint



Download at
[http://www.ufs.ac.za/
logosintranet](http://www.ufs.ac.za/logosintranet)