

Sept 2023

3

Economic and Management Sciences

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



3.1 Faculty marketing and affiliation brand

Faculty marketing brand

Faculty marketing 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.

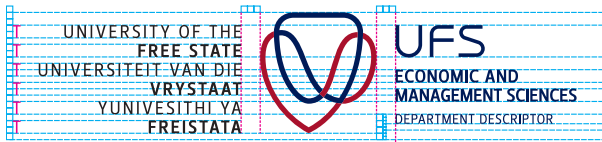
Application

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



Department descriptor

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



Faculty affiliation brand

Faculty affiliation brand – The symbol is a more pictorial depiction of the faculty function and is used as a secondary symbol in conjunction with the UFS marketing brand on selected applications. These historic symbols have been amended to follow a unified design style.

Application

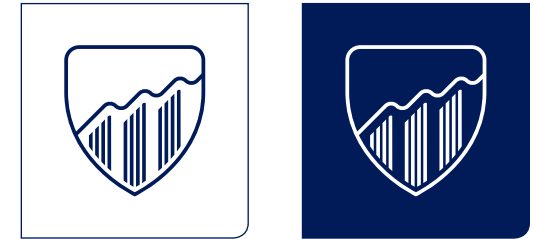
- As a secondary symbol on selected marketing material
- Selected promotional applications

Example: Faculty affiliation logo



Faculty affiliation logo – To be used in the absence of the faculty marketing brand mark. Preferably on internal documents.

Faculty affiliation icon



Faculty affiliation icon – To be used in conjunction with the faculty marketing brand mark.

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


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

3.2 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
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%&{}[(.,;:!?)<>*^

LEITURA SANS 2

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

LEITURA SANS 3

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

LEITURA SANS 4

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

LEITURA SANS ITALIC 1

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

LEITURA SANS ITALIC 2

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

LEITURA SANS ITALIC 3

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

LEITURA SANS ITALIC 4

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

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

3.2 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 @#%&{}[(.,;:!?)<>*^

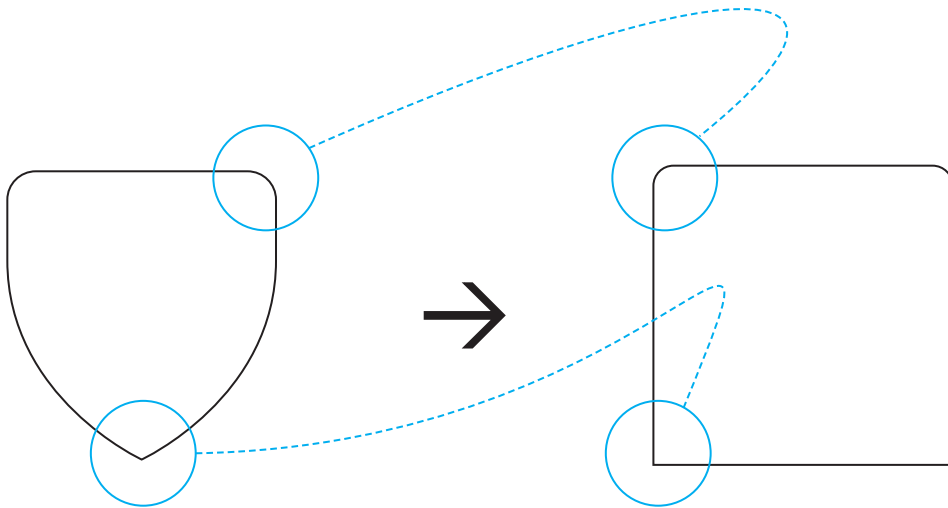
Arial Bold Italic

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

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

3.3 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.



3.4 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.

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70%



100%

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PARTNER LOGO

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PARTNER LOGO A | PARTNER LOGO B | PARTNER LOGO C

3.5 Proposal documents

To whom the proposal are pitched

Title of proposal here

Date of proposal

ECONOMIC AND MANAGEMENT SCIENCES
UFS

pitched

Proposal here

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

3.6 Folders

Front

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

Folder Title

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

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Inside

205 Nelson Mandela Drive
Park West
Bloemfontein 9301
South Africa

P.O. Box
Bloemfontein 9300
South Africa
T: +27(0) 401 9111
www.ufs.ac.za

Name Sontjane
Personal Use
Head of
101 Nelson Mandela Drive,
Park West
Bloemfontein 9301
South Africa
Electron Mail: 9300
South Africa
E: +27(0) 401 9000
F: +27(0) 401 9000
E: sontjanef@ufs.ac.za
www.ufs.ac.za

a.

b.

3.7 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.



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

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

2.



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 YUNIVESITHI YA FREISTATA

P.O. Box 339
 Bloemfontein 9300
 South Africa
 T: +27(0)51 401 9111
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3.

b.

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 ECONOMIC AND MANAGEMENT SCIENCES

With Compliments

205 Nelson Mandela Drive, Park West, Bloemfontein 9301, South Africa
 P.O. Box 339, Bloemfontein 9300, South Africa, T: +27(0)51 401 9111, www.ufs.ac.za

4.

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

205 Nelson Mandela Drive, Park West, Bloemfontein 9301, South Africa

THE COMPANY Co-Brand Logo

5.

6.

3.8 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

Event on Campus

Quiscie ndisci qui volor
beatissit volorum

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

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Example: Standard A-sized portrait advertisements

Event on Campus

Quiscie ndisci
beatissit qui
volorum

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

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3.8 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



3.8 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

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3.9 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
ate nis cusae il idit odis sus
Diquo erspis mo moditem
fugitat 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

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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

atus: Quisic ndisci beatissit volorum
simuscient faccatio

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

atio: Et quo erspis mo moditem
fugitat empeliquam conet

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

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

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3.10 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 valorit 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 valorit 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 valorit 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.

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3.11 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

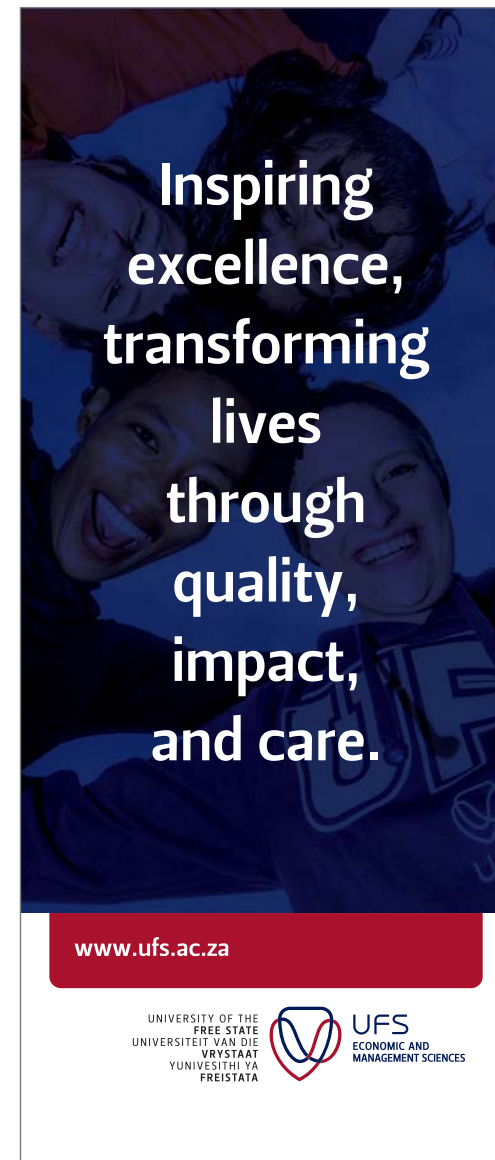


Only approved UFS typography is used in the design of posters.

Example: A0-sized academic poster

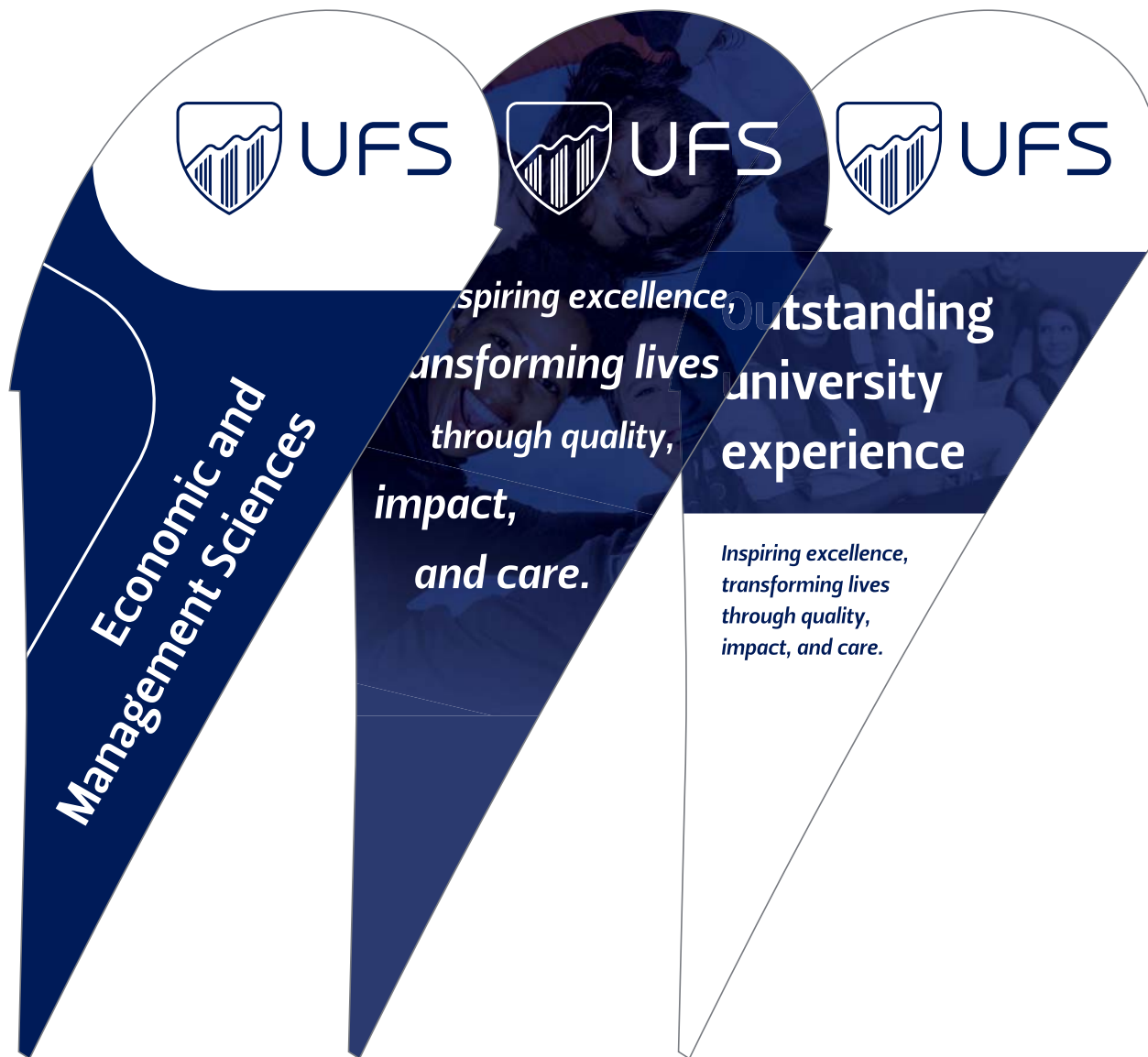


3.12 Pull-up banners

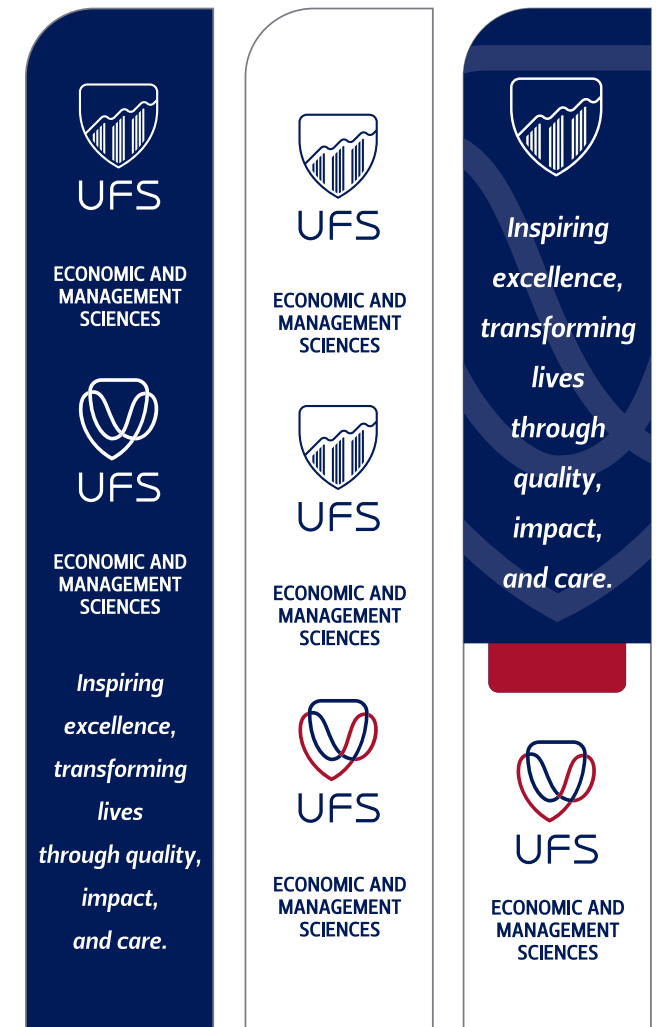


This is the recommended size for applying the corporate strip on an 850 mm by 2 000 mm sized pull-up banner.

3.13 Teardrop banners



3.14 Feather banners



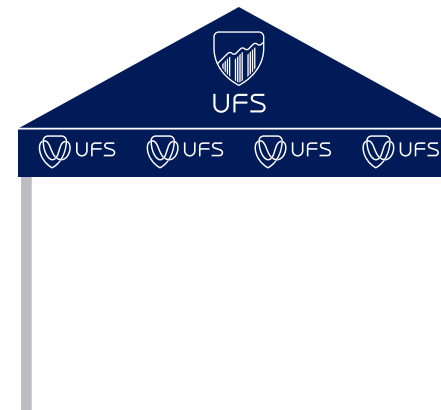
3.15 Pop-up A frames



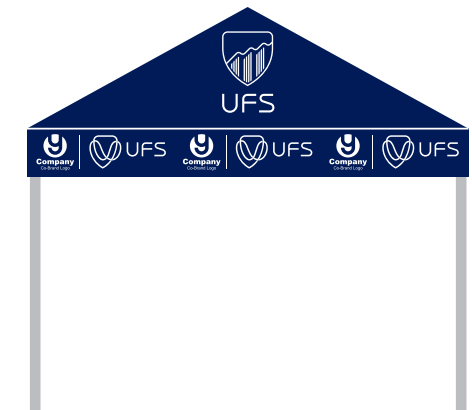
3.16 Gazebo and Parasol

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



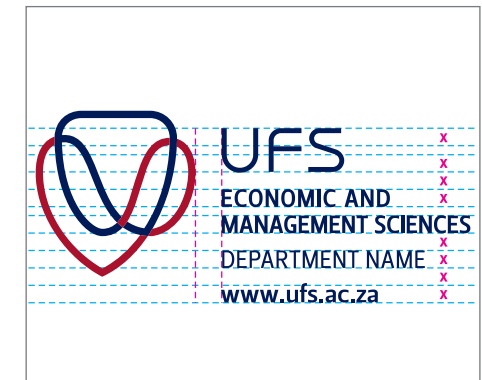
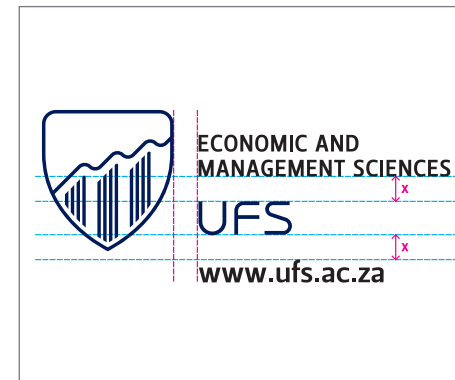
3.17 Billboards

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.



3.18 Vehicle branding



3.19 Banner wall

Example 1



Example 2



Example 3



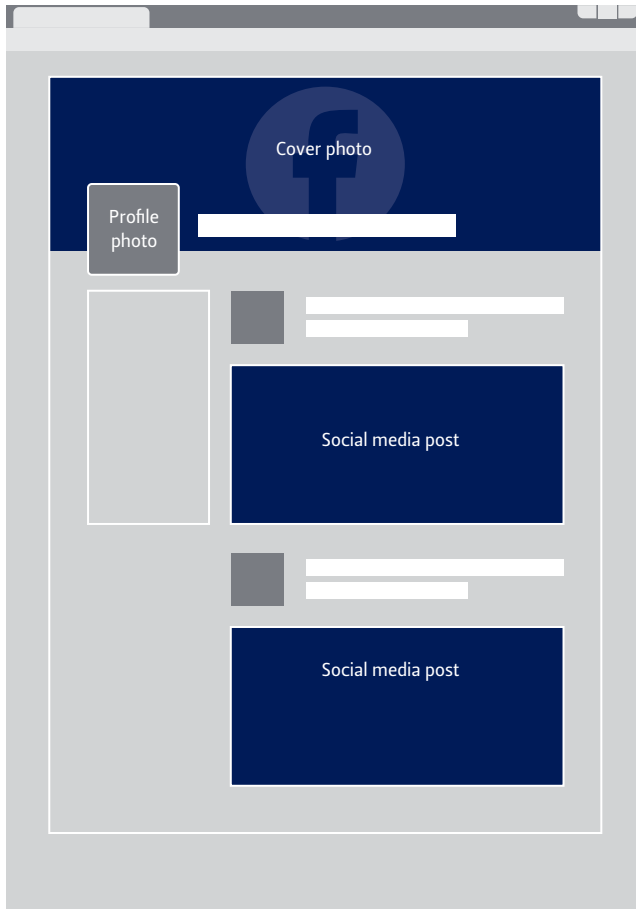
Example 4



3.20 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

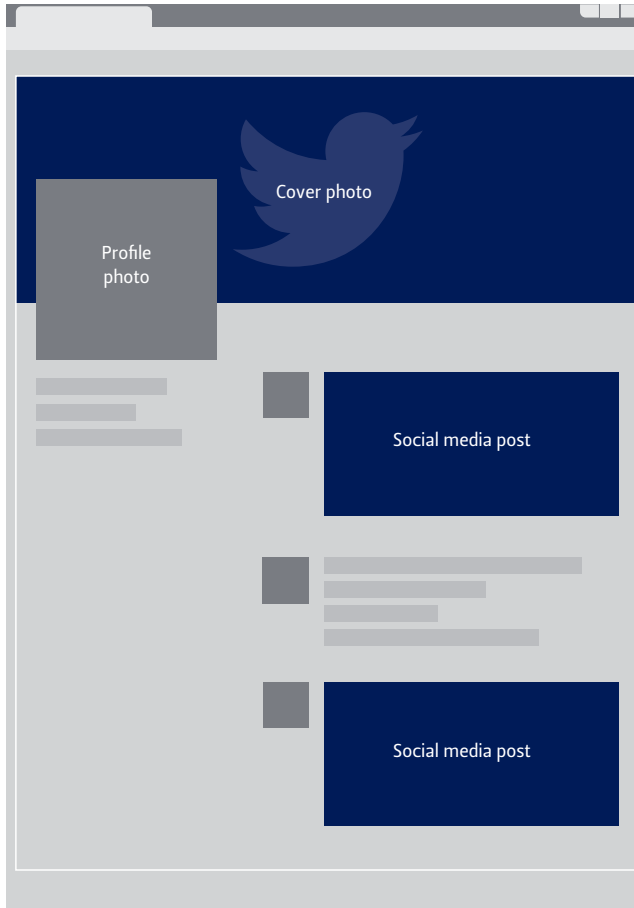


Examples: Social media posts



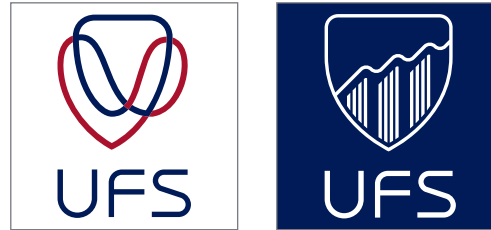
Social media – Twitter

Twitter layout



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

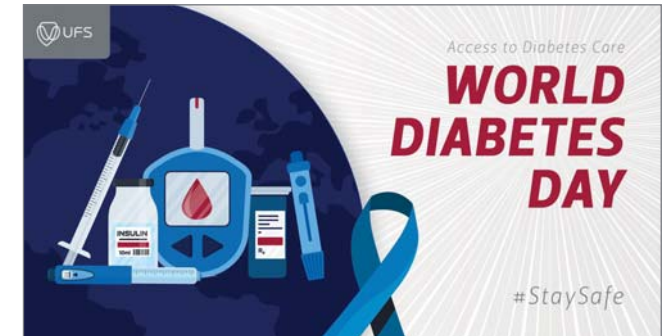
Examples: Profile photos



Examples: Cover photos



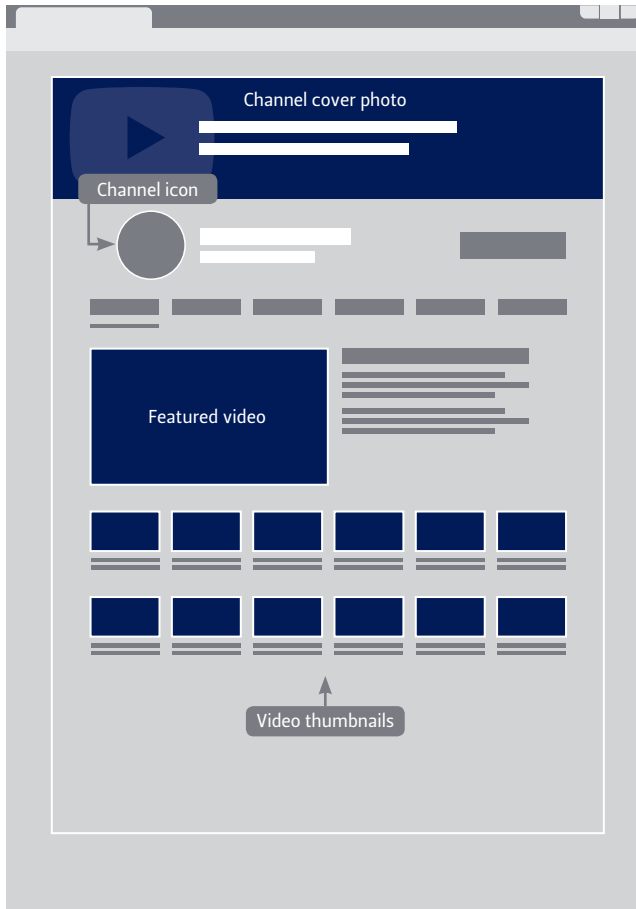
Examples: Social media posts



3.20 Digital platforms

Social media – YouTube

YouTube layout



Examples: Channel icon



Examples: Video thumbnail



Examples: Channel cover photos

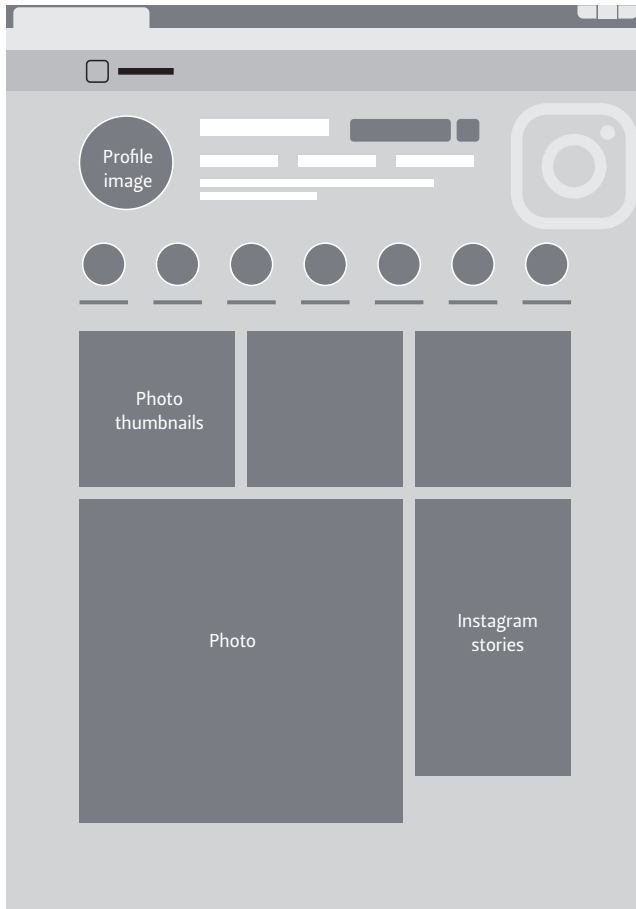


Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

3.20 Digital platforms

Social media – Instagram

Instagram layout

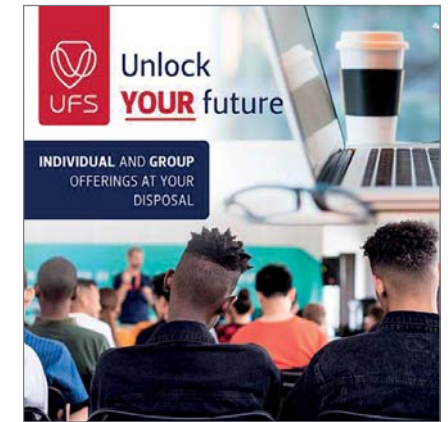


Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

Examples: Instagram stories



Examples: Photos



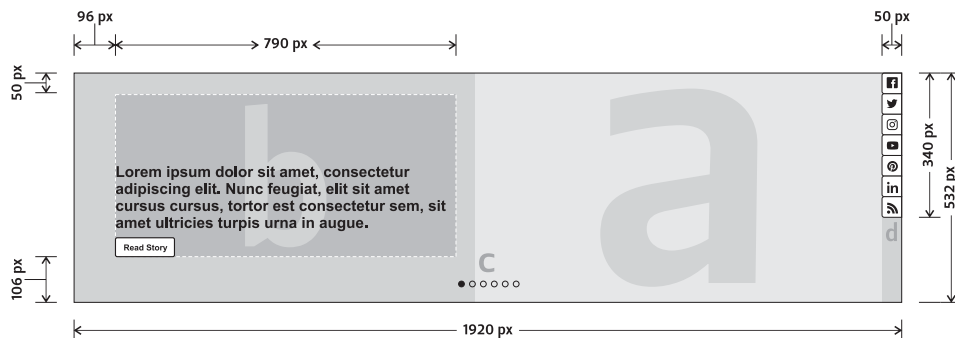
Examples: Profile image



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.



Final artwork should please

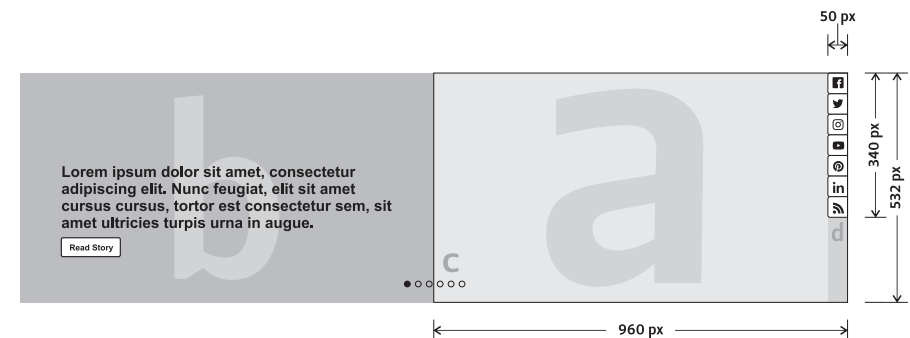
be supplied as follows:

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

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

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

3.21 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



3.22 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

3.23 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>

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

ECONOMIC AND MANAGEMENT SCIENCES

GUIDELINES

1. INTRODUCTION AND BACKGROUND

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2. DEFINITION OF TERMS

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

ECONOMIC AND MANAGEMENT SCIENCES

Important information

1. INTRODUCTION AND BACKGROUND

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3.24 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.



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3.25 Electronic invitations

A4 General invitation in Microsoft PowerPoint



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