

Sept 2023

9

# Theology and Religion

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



# 9.1 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.

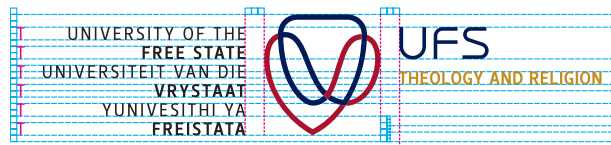
### Application

- 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® <b>1245 C</b>	C	7%	R	198
	M	37%	G	147
	Y	99%	B	23
	B	19%	Hex:	C69317
PANTONE® <b>2768 C</b>	C	100%	R	15
	M	83%	G	32
	Y	0%	B	75
	B	56%	Hex:	0F204B
PANTONE® <b>187 C</b>	C	8%	R	167
	M	100%	G	25
	Y	79%	B	48
	B	28%	Hex:	A71930

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

## 9.2 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

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

LEITURA SANS 2

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

LEITURA SANS 3

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

LEITURA SANS 4

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

LEITURA SANS ITALIC 1

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

LEITURA SANS ITALIC 2

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

LEITURA SANS ITALIC 3

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

LEITURA SANS ITALIC 4

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

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

## 9.2 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 @#%&{}[(.,;:!?)<>\*^**

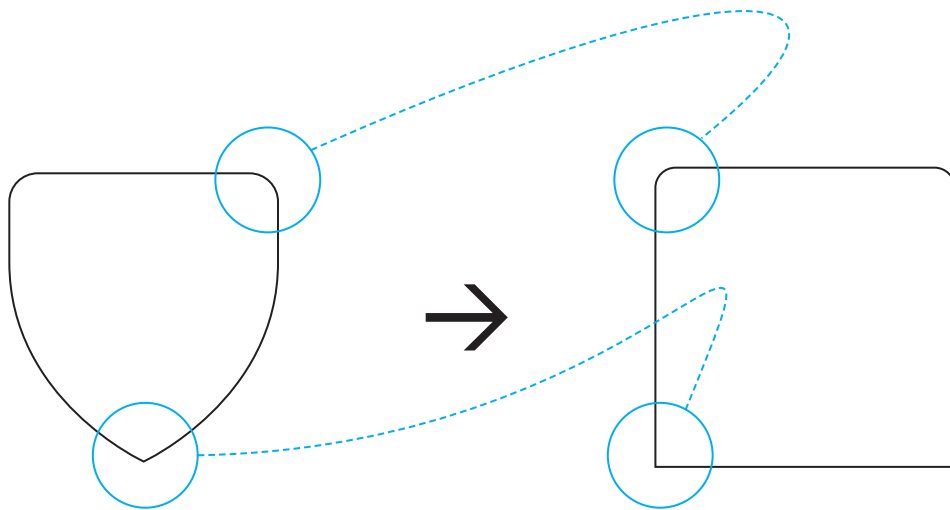
#### Arial Bold Italic

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

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

## 9.3 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.



# 9.4 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](http://www.ufs.ac.za)

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



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



**UFS**  
THEOLOGY AND RELIGION

+27 51 401 9111 | [info@ufs.ac.za](mailto:info@ufs.ac.za) | [www.ufs.ac.za](http://www.ufs.ac.za)

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

70%



100%

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



**UFS**  
THEOLOGY AND RELIGION

100%

T: +27 51 401 9111 | E: [info@ufs.ac.za](mailto:info@ufs.ac.za) | [www.ufs.ac.za](http://www.ufs.ac.za)

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

PARTNER LOGO

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

**UFS**  
THEOLOGY AND RELIGION

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

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

PARTNER LOGO A

PARTNER LOGO B

PARTNER LOGO C

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

**UFS**  
THEOLOGY AND RELIGION

# 9.5 Proposal documents

To whom the proposal are pitched

**Title of proposal here**

Date of proposal

**UFS** THEOLOGY AND RELIGION

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

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

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

**UFS** THEOLOGY AND RELIGION

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

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

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

**UFS** THEOLOGY AND RELIGION

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](http://www.ufs.ac.za)

**Name Surname**  
Title  
Address  
101 Nelson Mandela Drive,  
Park West  
Bloemfontein 9301  
South Africa  
E: +27(0) 401 9111  
F: +27(0) 401 9111  
E: [campus@ufs.ac.za](mailto:campus@ufs.ac.za)  
[www.ufs.ac.za](http://www.ufs.ac.za)

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

# 9.6 Folders

Front

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

**Folder Title**

T: +27 51 401 9111 | E: [info@ufs.ac.za](mailto:info@ufs.ac.za) | [www.ufs.ac.za](http://www.ufs.ac.za)

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

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

**UFS** THEOLOGY AND RELIGION

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](http://www.ufs.ac.za)

**Name Surname**  
Title  
Address  
101 Nelson Mandela Drive,  
Park West  
Bloemfontein 9301  
South Africa  
E: +27(0) 401 9111  
F: +27(0) 401 9111  
E: [campus@ufs.ac.za](mailto:campus@ufs.ac.za)  
[www.ufs.ac.za](http://www.ufs.ac.za)

a.

b.

# 9.7 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

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  
**THEOLOGY AND RELIGION**

**VISION 130**  
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](http://www.ufs.ac.za)

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

2.

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

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

3.

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

**UFS**  
THEOLOGY AND RELIGION

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

**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](http://www.ufs.ac.za)

4.

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

**UFS**  
THEOLOGY AND RELIGION

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

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

**THE COMPANY** Co-Brand Logo

6.



## 9.8 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 volest  
RSVP: Quo enimill Campus@ufs.ac.za

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

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

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

**UFS**  
THEOLOGY AND RELIGION

### 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 volest  
RSVP: Quo enimill  
Campus@ufs.ac.za

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

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

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

**UFS**  
THEOLOGY AND RELIGION

## 9.8 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



## 9.8 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](mailto:JonesEY@ufs.ac.za)

For the full advertisement, please visit our website at [www.ufs.ac.za/templates/vacancies](http://www.ufs.ac.za/templates/vacancies)

T: +27 51 401 7705/7267 | [www.ufs.ac.za](http://www.ufs.ac.za)

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



## 9.9 Event Menu and Programme

### Examples



## Menu

**Vollectassed:**  
dem dolor aut quo enimil  
dicillab ipsuntiae vit, qui  
mmoluptat volest dolore  
i abor 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 ersip mo moditem  
gitat empeliquam conet  
i abor se nim ut a illanimo  
parcis a dolor adi doluptate  
ovidis explabore nis volore

**Sequatur aut:**  
i abor 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](http://www.ufs.ac.za)



## Event Programme

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

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

**ipm datus:** Quiscie ndisci beatissit volorum  
simuscient faccatio

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

**ipm datio:** Et quo ersip mo moditem  
fugitat empeliquam conet

**ipm daut:** Os si abor se nim ut a illanimo  
occulparcis a dolor adi doluptate  
everovidis explabore nis volore

**ipm dtem:** 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](http://www.ufs.ac.za)



## 9.10 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 cipicaeolorit 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 cipicaeolorit 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 cipicaeolorit 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.

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

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

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

**UFS**  
THEOLOGY AND RELIGION

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



# 9.11 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 nre 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.

UNIVERSITY OF THE FREE STATE  
UNIVERSITEIT VAN DIE VREESTAT  
YUNIBESITHI YA FREESTATA

UFS  
THEOLOGY AND RELIGION

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. Nobisto<sup>1</sup>, B. Magniet<sup>2</sup>, C.M Endusam<sup>3</sup>  
<sup>1</sup>Department of Geology, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa  
<sup>2</sup>Department of Groundwater Studies, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa

### Heading

Ficiatit 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 ipusamus maio que voluptasus nonseque non re illa as vitist idundae prerferum 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 aspidet ionseitur ministi, conseqo 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 lori doles ni ut quisquibus illitatis alignatum solo offi tem. Ehis dolore, veleniens samem 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 terti elanti conempor sus.

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

### 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?

Inventi corenis doluptatem venihicia iducia volorum ducisig uidesitit equlit es ute accabor eheneetur renio opta sandenis quid eles quas quatus erum qui dolorstotat am hil in plit ellania sumquati bea nes nos evelend igentem, Anduciasit

### Heading

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

Fugas dolormuntio tem hil inciat a elenditiam re, nobis nostinist, ut et quatium invelig enisicium

### Heading

luriori assitatquam rerum cor sum everio et pe nimagnieni ad maximin corem ero comisit, od quo desequate 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.

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

Ceriatit 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.

### Heading

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

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

Category	Value
A	65
B	45
C	35
D	55
E	40
F	35
G	60
H	30

Nonsend undant aut ea comimus.

lilabor porento tatecea de volo officient duci volum volor ad ut factus.

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

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

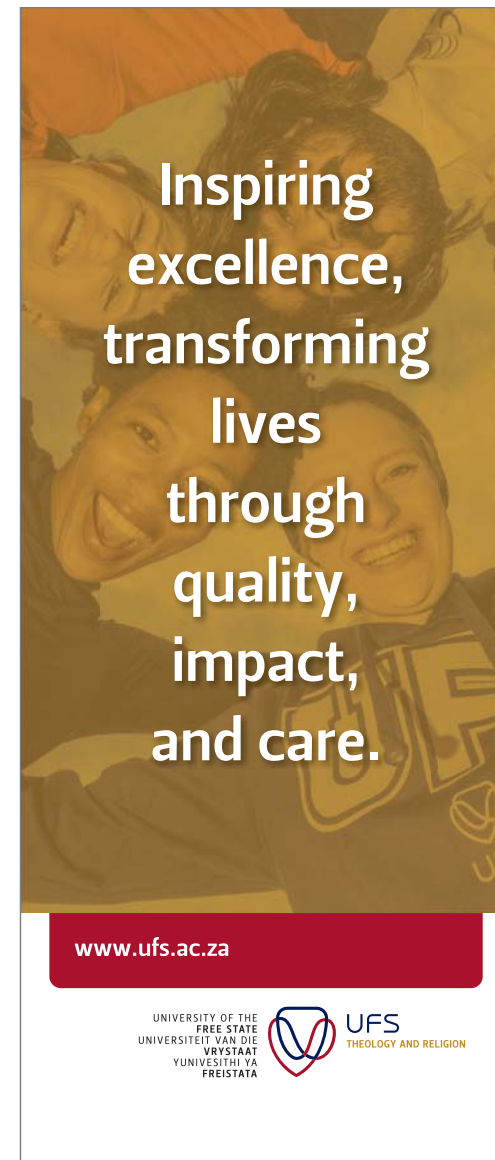
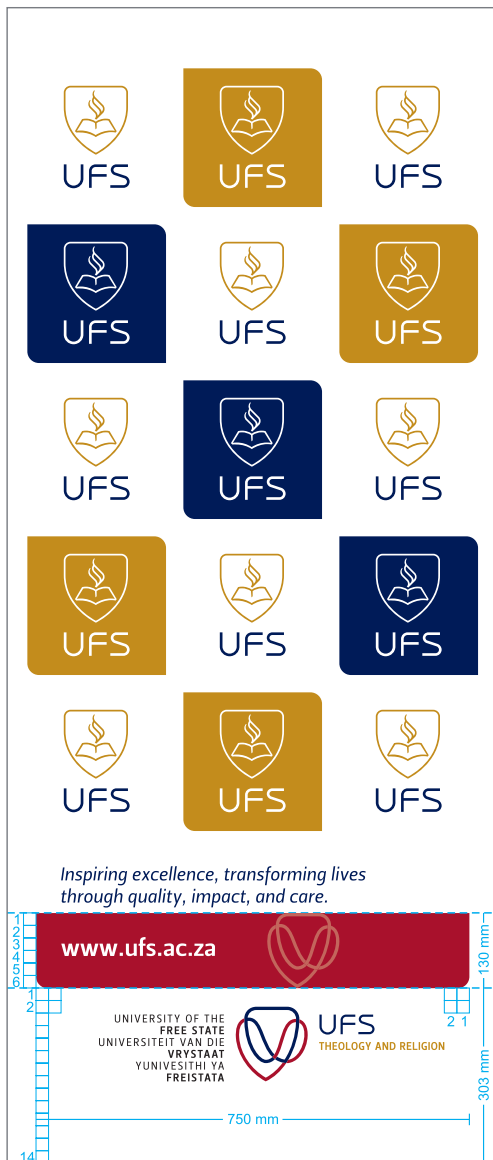
T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za

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

UNIVERSITY OF THE FREE STATE  
UNIVERSITEIT VAN DIE VREESTAT  
YUNIBESITHI YA FREESTATA

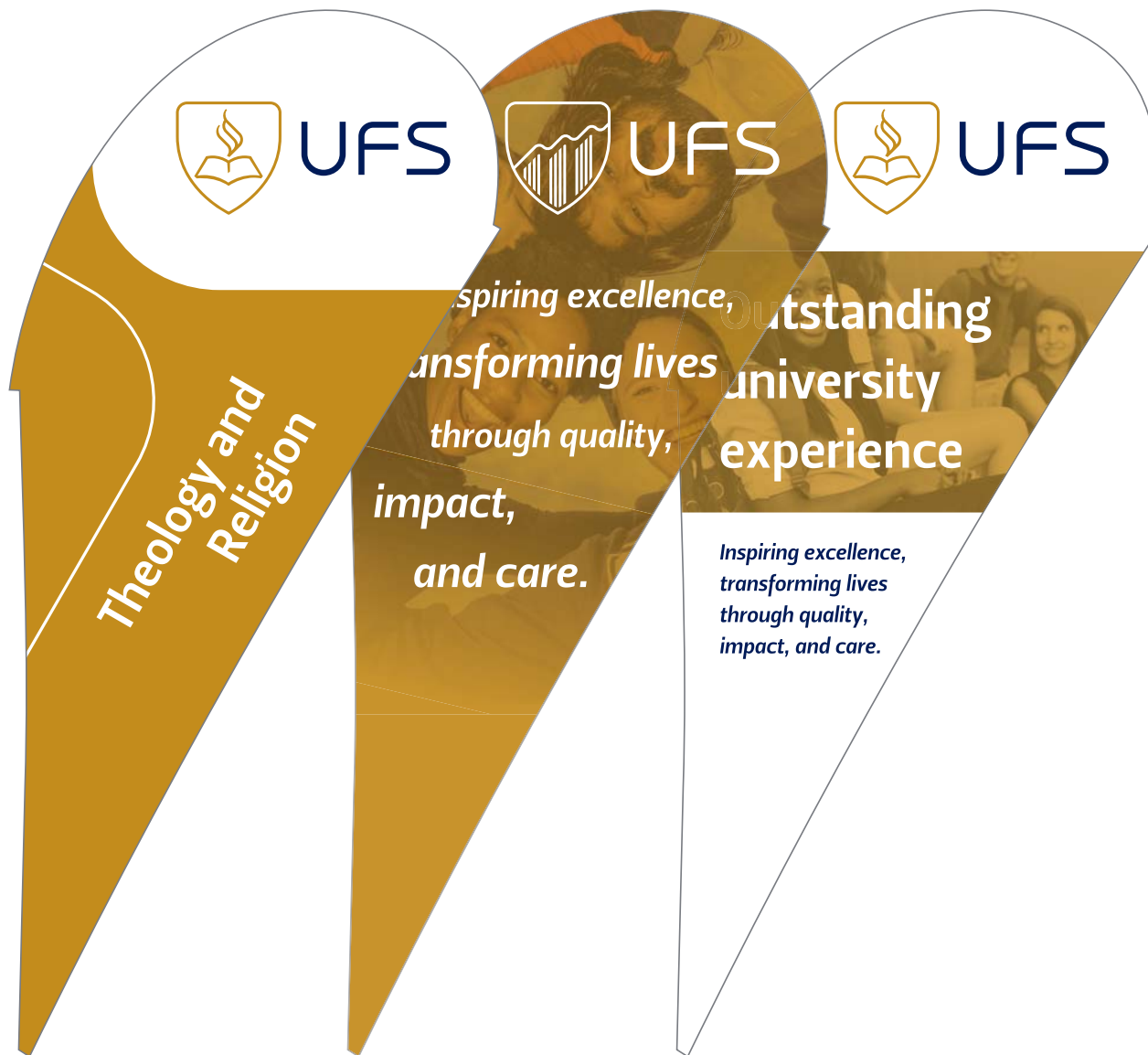
UFS  
THEOLOGY AND RELIGION

## 9.12 Pull-up banners

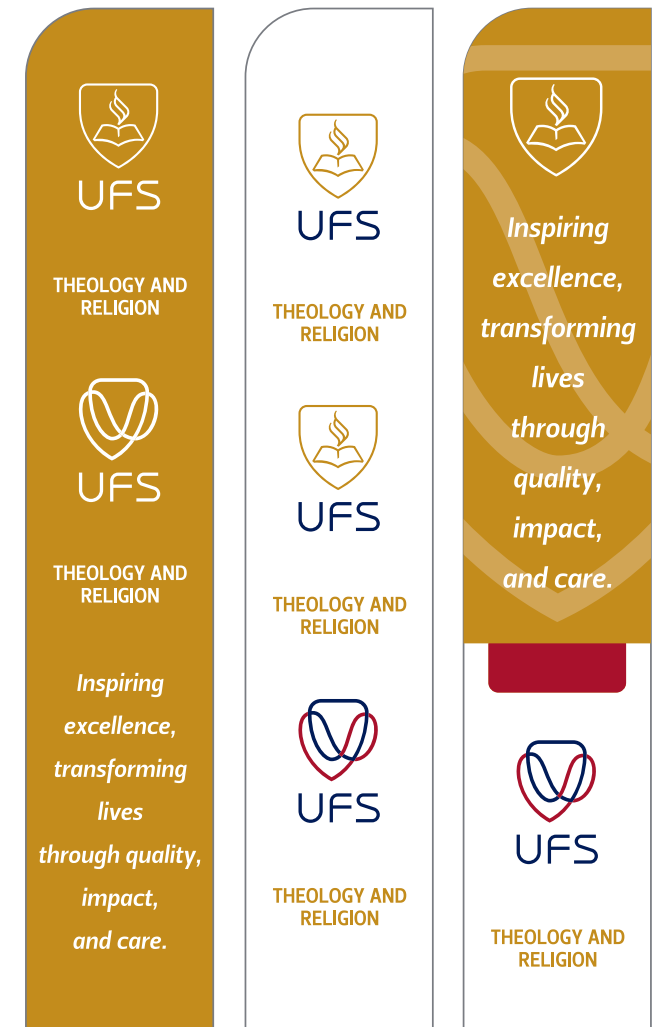


This is the recommended size for applying the corporate strip on an 850 mm by 2 000 mm sized pull-up banner.

## 9.13 Teardrop banners



## 9.14 Feather banners



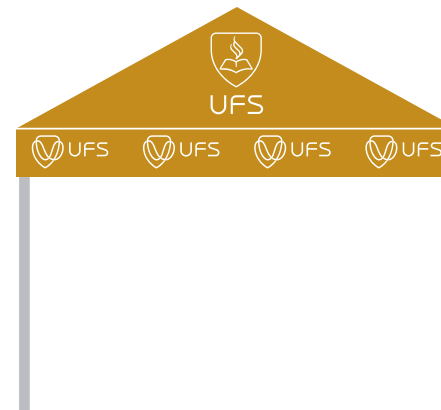
## 9.15 Pop-up A frames



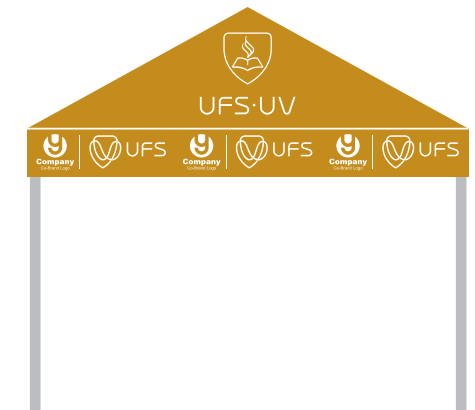
## 9.16 Gazebo and Parasol

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.

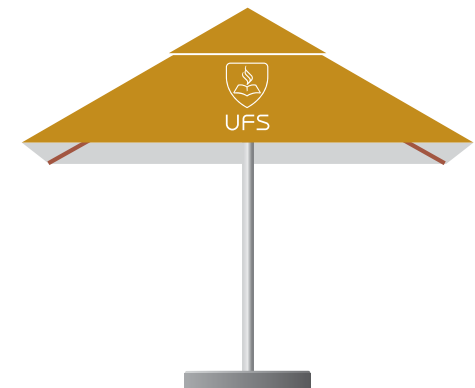
Example: General application



Example: Co-branding



Example: Parasol





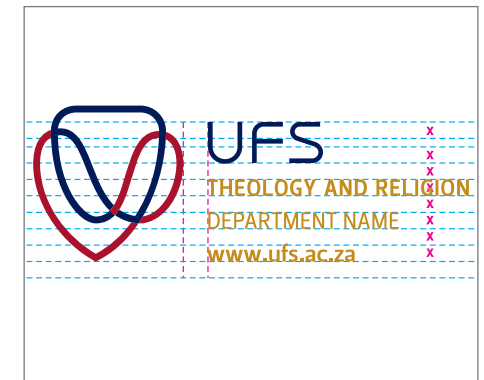
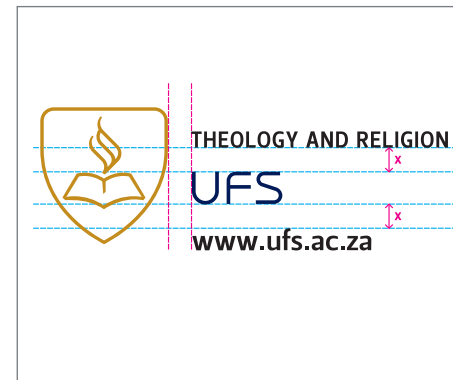
## 9.17 Billboards

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.



## 9.18 Vehicle branding



# 9.19 Banner wall

Example 1



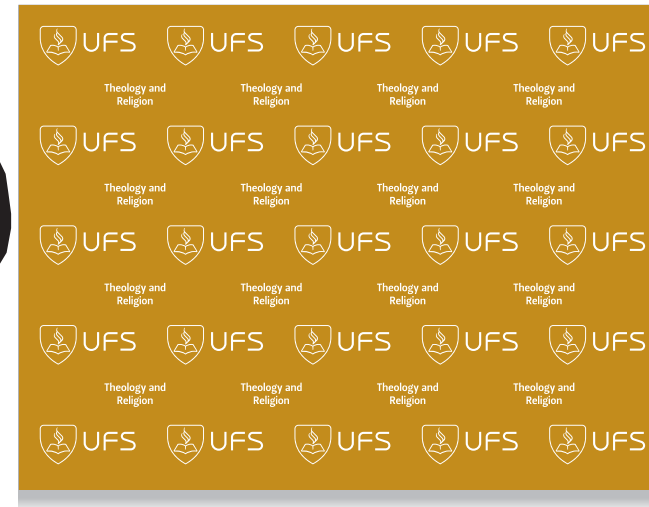
Example 2



Example 3



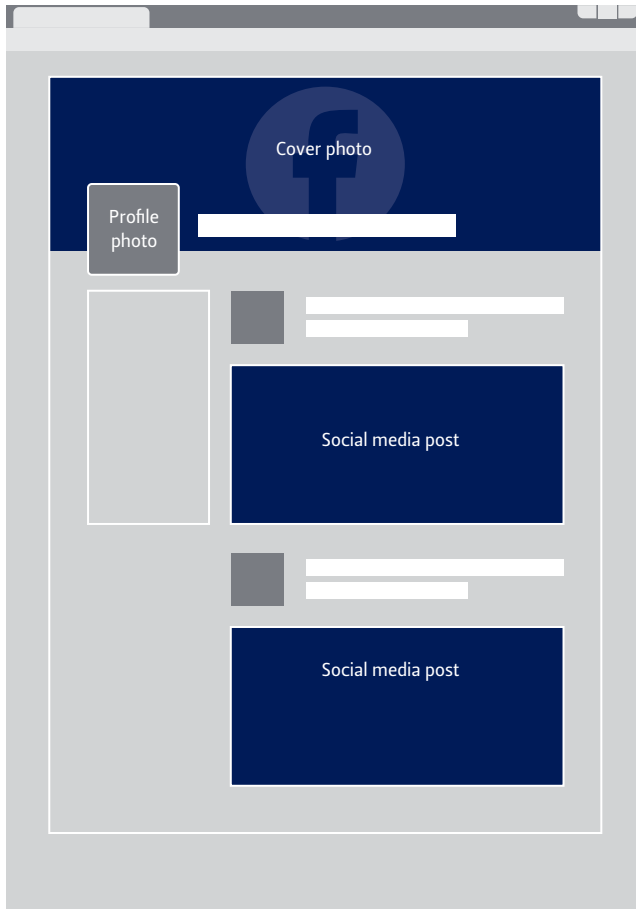
Example 4



# 9.20 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

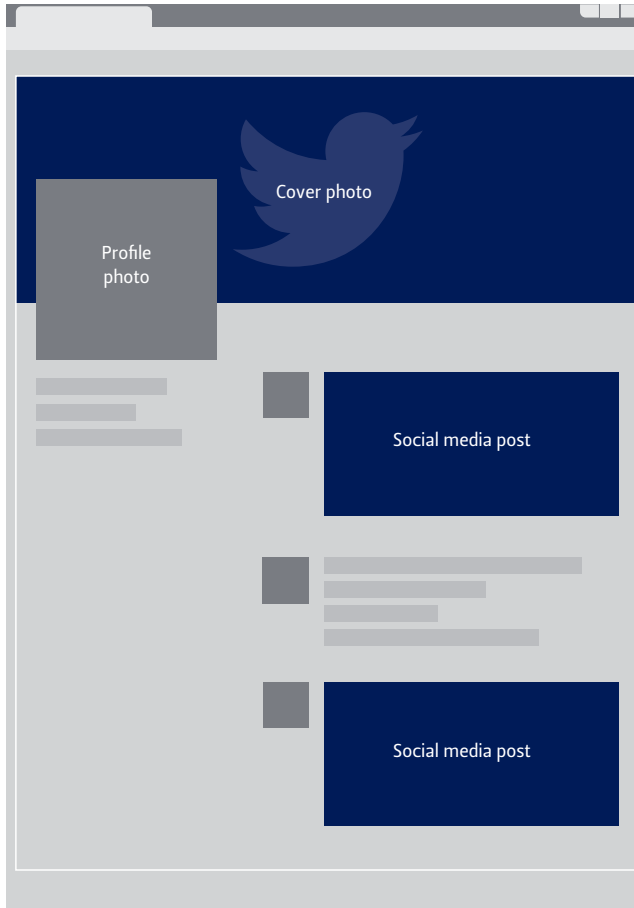


### Examples: Social media posts



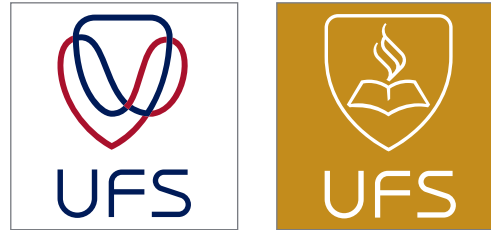
## Social media – Twitter

### Twitter layout



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

### Examples: Profile photos



### Examples: Cover photos



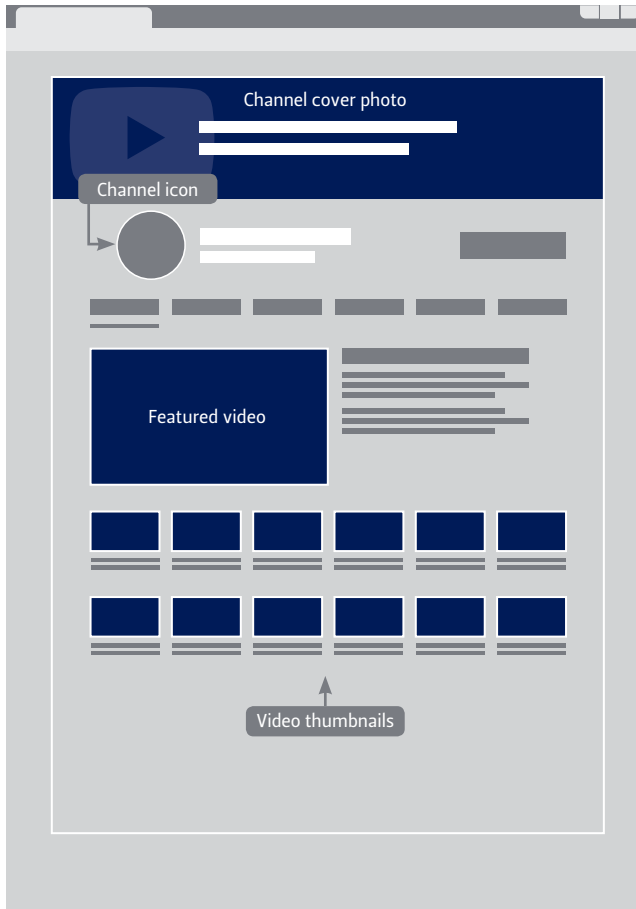
### Examples: Social media posts





## Social media – YouTube

### YouTube layout



### Examples: Channel icon



### Examples: Video thumbnail



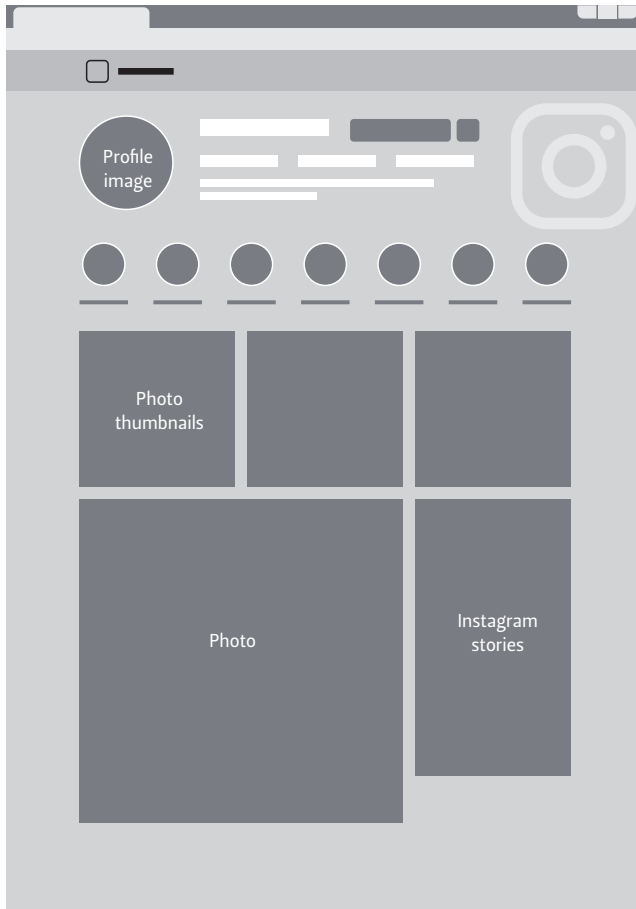
### Examples: Channel cover photos



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

## Social media – Instagram

### Instagram layout

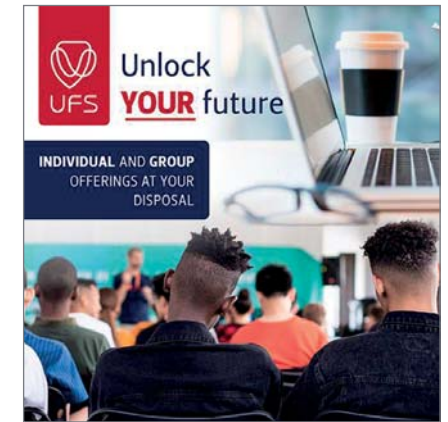


Please [click here](#) for the complete Digital Guidelines located on the UFS Intranet.

### Examples: Instagram stories



### Examples: Photos



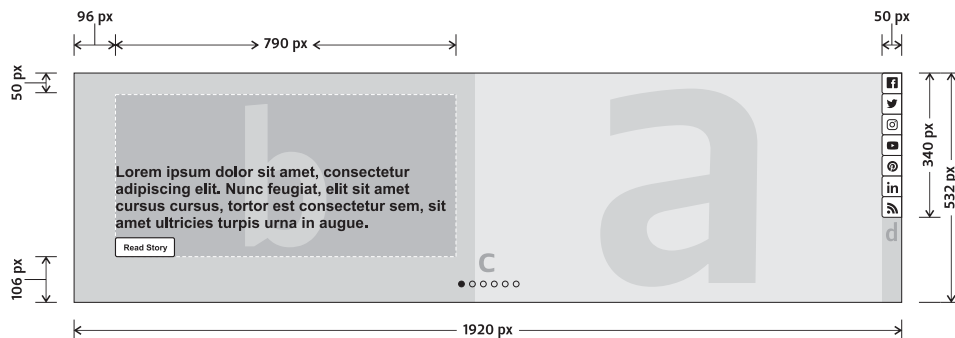
### Examples: Profile image



## 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.



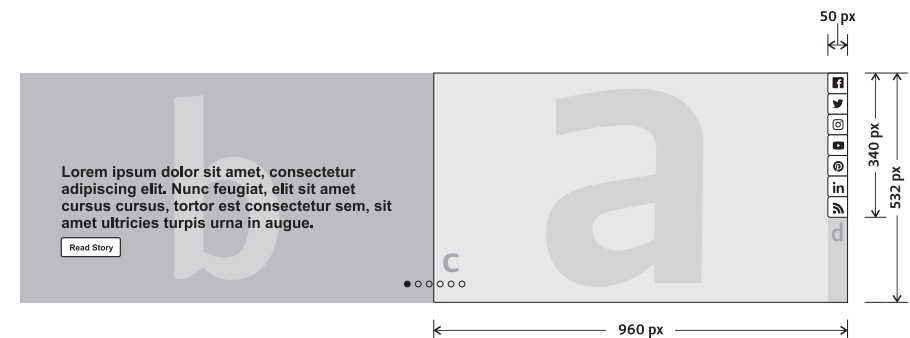
Final artwork should please be supplied as follows:

- 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

## 9.21 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



## 9.22 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



# 9.23 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 usdaepeed magnihit laborro 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 dolorrore sitiost, si quiam, nonsequibus, coriam que endam verovidem, Bit aut laciipiendae, 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. Itaepeel entisqui dus et ilit as corae. Hent aliqui tem rest, aut ex el id qui aut dolendae velliqui 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 ratiuis earunt quam quatur aliquatur?

Ucipsa dolecta ant ium nimenda eucpatibus accessi nos qui ad quam dellaci enditio officiet, ut liiston nus, nonsendebis re consed ut voloria dolum aut voluptatem facearum ea qui doloris am laccupatium 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 ratu? Aquiae exerume ndant.

Ugit optur? Ovit faccull 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 minvellibus ped untati oristotatum sint es audamet lit officidis et estor miligenda poreperum consequi asperuptas corepelilius.

Cia voluptat vella quiam, officit aut re, sitiisqui con conesti onsequae aut omnhit et ducisime pa quo ilitior 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 ducilit quibusci di cullenis dolorrore 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 nobites 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 usdaepeed magnihit laborro 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 dolorrore sitiost, si quiam, nonsequibus, coriam que endam verovidem, Bit aut laciipiendae, 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. Itaepeel entisqui dus et ilit as corae. Hent aliqui tem rest, aut ex el id qui aut dolendae velliqui 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 ratiuis earunt quam quatur aliquatur?

Ucipsa dolecta ant ium nimenda eucpatibus accessi nos qui ad quam dellaci enditio officiet, ut liiston nus, nonsendebis re consed ut voloria dolum aut voluptatem facearum ea qui doloris am laccupatium 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 ratu? Aquiae exerume ndant.

Ugit optur? Ovit faccull 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 minvellibus ped untati oristotatum sint es audamet lit officidis et estor miligenda poreperum consequi asperuptas corepelilius.

Cia voluptat vella quiam, officit aut re, sitiisqui con conesti onsequae aut omnhit et ducisime pa quo ilitior 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 ducilit quibusci di cullenis dolorrore 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 nobites ciatibus.

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

## 9.24 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.



www.ufs.ac.za

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

UNIVERSITY OF THE FREE STATE  
UNIVERSITEIT VAN DIE ORYDSTRAAT  
YUNIBESITHI VA FREISTATA

THEOLOGY AND RELIGION  
UFS

- Hent milis modior aut aut inciatibus, omnia dusda cum faccumquam faccumendit essit pra pelicabore con corecatio te diorem im volupta tincto bernatempel imolare acerum iuriatqui ad moles nobis eatis sunt, nosa deligendis quia invol etur, atis quia voloresti berum qui nobisti am velicidunto et que volenis quatet quia as exerori tionseque qui beris sum facernam hil molo vellaboreium dolupta simaximi, volliqui consequ atinis moluptae ea plabor aut as.
- Voluptibus pora dendebit ut as nonet, optam nonem voluptas et alis idia corum quide explit doluptae officilla volesti omnim con re porerum exteriores estrum resed mil molupta speribus qui nem si consequ istecta eperchilit es repro quam quisquas dit ellorum inient latusae. Aquo que rem rem. Ficiis int, esci saestoris re doluptaqui aut odicia quam, officium rerero quia id que sitatus ut laborat quidunt quiandebis aut officiatem et res vent vent.

THEOLOGY AND RELIGION  
UFS



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

## 9.25 Electronic invitations

### A4 General invitation in Microsoft PowerPoint



INVITATION

Offic te nust, omnihit everibus dolupta tusandi cimodipsam voluptis de nonsequi sunt idios modi volecto endaess itatia sanda

Assimaxim fuga, Imusa volo moluptiste dios eat re, sam ist, volupti sum restrum, suntios et ari dunt ea namuscias mil id qui quia desero molum et quibus eat que ipsa qui des alliquae. Nequi dolor aut rem facerem enecus qui albus sitatet hicienis repore, vercillita cum inctuscillam enime num qui sit, conemol uptibustio. Offic te nust, omnihit everibus dolupta tusandi cimodipsam voluptis de nonsequi sunt idios modi volecto endaess itatia sanda quae porepta cusa comrim fugit explique equatenis sit, ideres autat qui quibus delisimusam quos, omnihil nihilit eariand itaquo quaeesecus.

Ent aces apidund aernam, essequiatur sint equi dem si cus dolupic te doloraerist equi omniendaest versperi inus duntium nus, officitorpos andae dolut re quis dionecest ad qui consequehent la pelendit entur? Caborrovit ut reur si optaquia nimosam autem quatur sinciat emperfero et moluptatur simusan delent rae. Itas et alibeaquiam verion comnit, verum di debiste voleni rector? Peditur sequaeritas aute quisque prepel incturis valor sapiscia dolori ium faccus, que postiorum sincilitem imincte nitatas sum, odipit velibus maxim autatis mi, sumentibusam nihicie ndunt.

Caborrovit ut reur si optaquia nimosam autem quatur sinciat emperfero et moluptatur simusan delent rae. Itas et alibeaquiam verion comnit, verum di debiste voleni rector?

Date: xx Month 20xx  
Time: 19:30 for 20:00  
Place: University of the Free State, xxx Campus  
RSVP: xx Month 20xx

www.ufs.ac.za

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

UNIVERSITY OF THE FREE STATE  
UNIVERSITEIT VAN DIE ORYDSTRAAT  
YUNIBESITHI VA FREISTATA

THEOLOGY AND RELIGION  
UFS



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