

SRC Brand Identity Guidelines

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



SRC Brand Identity Guidelines

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PROUD PRODUCT OF THE
Department of Communication and Marketing

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> Wherever you see this symbol, the accompanying design or design template can be downloaded from the UFS's intranet.

Academic crest ▾



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ALUMNI

- For ceremonial use
- Selected marketing applications – letterheads
- Electronic signature
- Academic publications
- Academic blazer
- Vice-Chancellor's office
- Alumni

Marketing Brand ▾



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

Campuses ▾



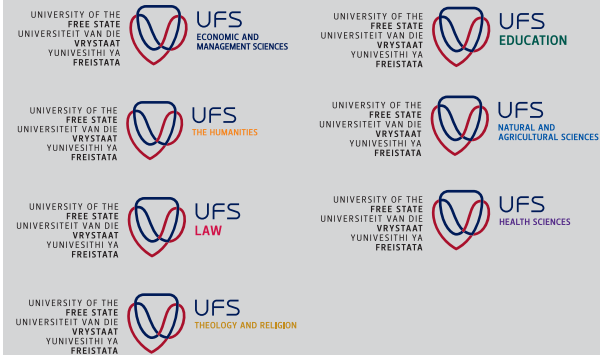
- All marketing and market-facing communication
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles

Business School ▾



- For ceremonial use
- Selected marketing applications – letterheads
- Electronic signature
- Academic publications
- Academic blazer
- Vice-Chancellor's office
- Alumni

Faculties ▾



- For ceremonial use
- Selected marketing applications – letterheads
- Electronic signature
- Academic publications
- Academic blazer
- Vice-Chancellor's office
- Alumni

Faculties affiliation ▾



- As a secondary symbol on faculty marketing material
- Selected promotional collateral

Institute ▾



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

KovsieSport ▾



- To be used in conjunction with the UFS marketing logo
- All marketing and market-facing communication
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles

Student Affairs ▾



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

Shimlas ▾



- To be used in conjunction with the UFS marketing logo
- Specific marketing material
- Advertising
- Promotion articles

Student Representative Council (SRC) ▾



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

Shimlas ▾



- To be used in conjunction with the UFS marketing logo
- All marketing and market-facing communication
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles

Kovsies ▾



- To be used in conjunction with the UFS marketing logo
- Specific marketing material
- Advertising
- Promotion articles

Shimlas ▾



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

Kovsie-Inn ▾



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

KovsieFit ▾



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

KovsieGear ▾



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

KovsieFit ▾



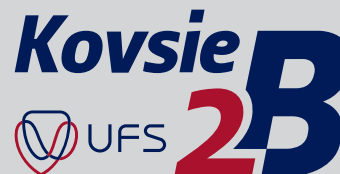
- All marketing and market-facing communication
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles

KovsieInnovation ▾



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

Kovsie2B ▾



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

QLit ▾



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

The marketing brand symbolically expresses 'a state of free thinking'. This is the vehicle through which the university will market its brand and branded programmes, including faculties, units and departments. Importantly, it also functions as a unifying symbol for staff, students and alumni.

Application

- All marketing and market-facing communication
- Administrative documentation / stationery
- Promotion and advertising

Marketing brand rationale ▾



Free State

Free State of Mind
Free State of Interaction
Free State of Expression
Free State of Thinking
Interconnection, Infinity

Shape - University

Academic - Shield
Credibility
Determine brand location
Affiliation

University of the Free State

Explore Boundaries - Inspiring Excellence
Integration - Equality and Tolerance
Continuous - Transformation
Freedom of Being - a Free State

Preferred application ▾



Stacked application ▾



Simplified application ▾

Horizontal application

Application

- Corporate gifts
- Corporate clothing



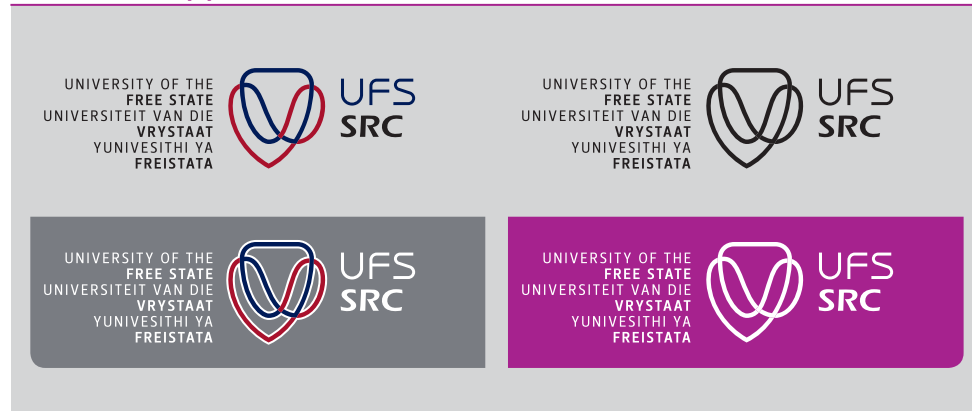
Vertical application

Application

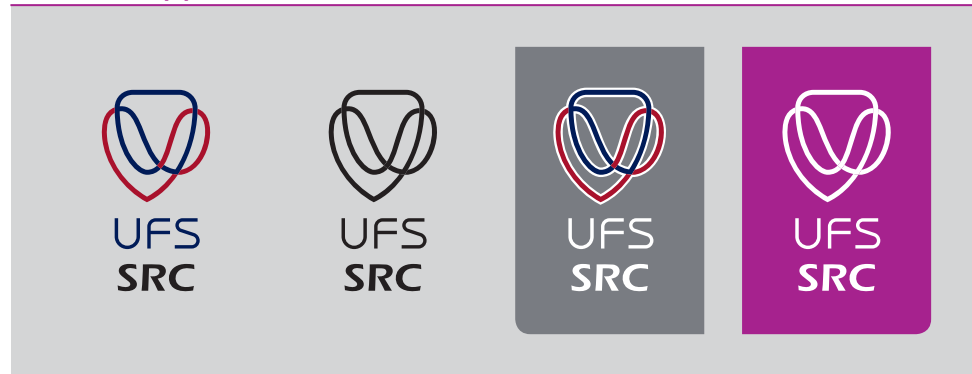
- Corporate gifts
- Corporate clothing



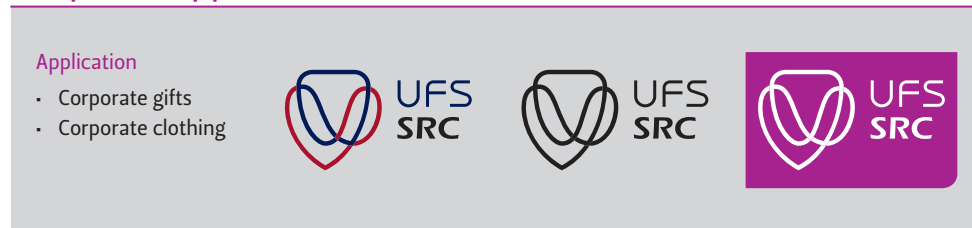
Preferred application ▾



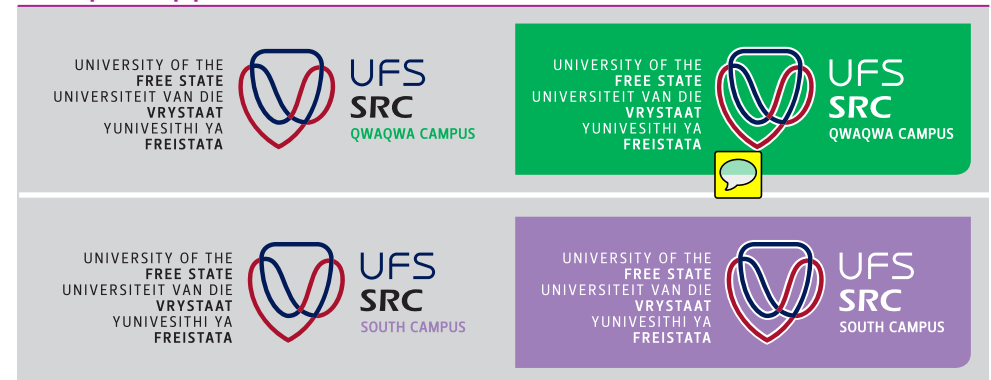
Stacked application ▾



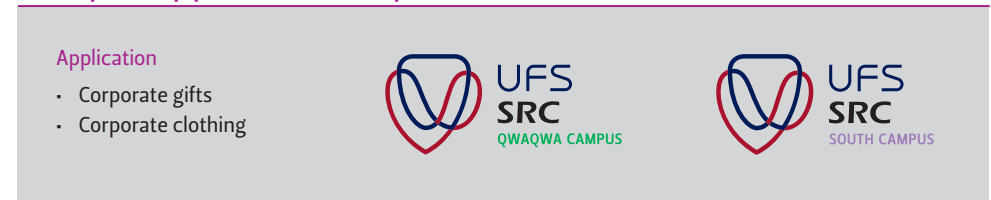
Simplified application ▾



Campus application ▾



Campus application simplified ▾



Colour formulas ▾

PANTONE® 2405 C		PANTONE® 2768 C	
C 38%	R 164	C 100%	R 15
M 100%	G 0	M 83%	G 32
Y 0%	B 132	Y 0%	B 75
B 0%	Hex: A40084	B 56%	Hex: 0F204B
PANTONE® Cool Gray 8C		PANTONE® 187 C	
C 23%	R 139	C 8%	R 167
M 17%	G 141	M 100%	G 25
Y 13%	B 142	Y 79%	B 48
B 46%	Hex: 8B8D8E	B 28%	Hex: A71930

When using the brand mark without the marketing brand mark in a locked position (non-composite), one needs to ensure that the marketing brand mark is applied elsewhere on the application.

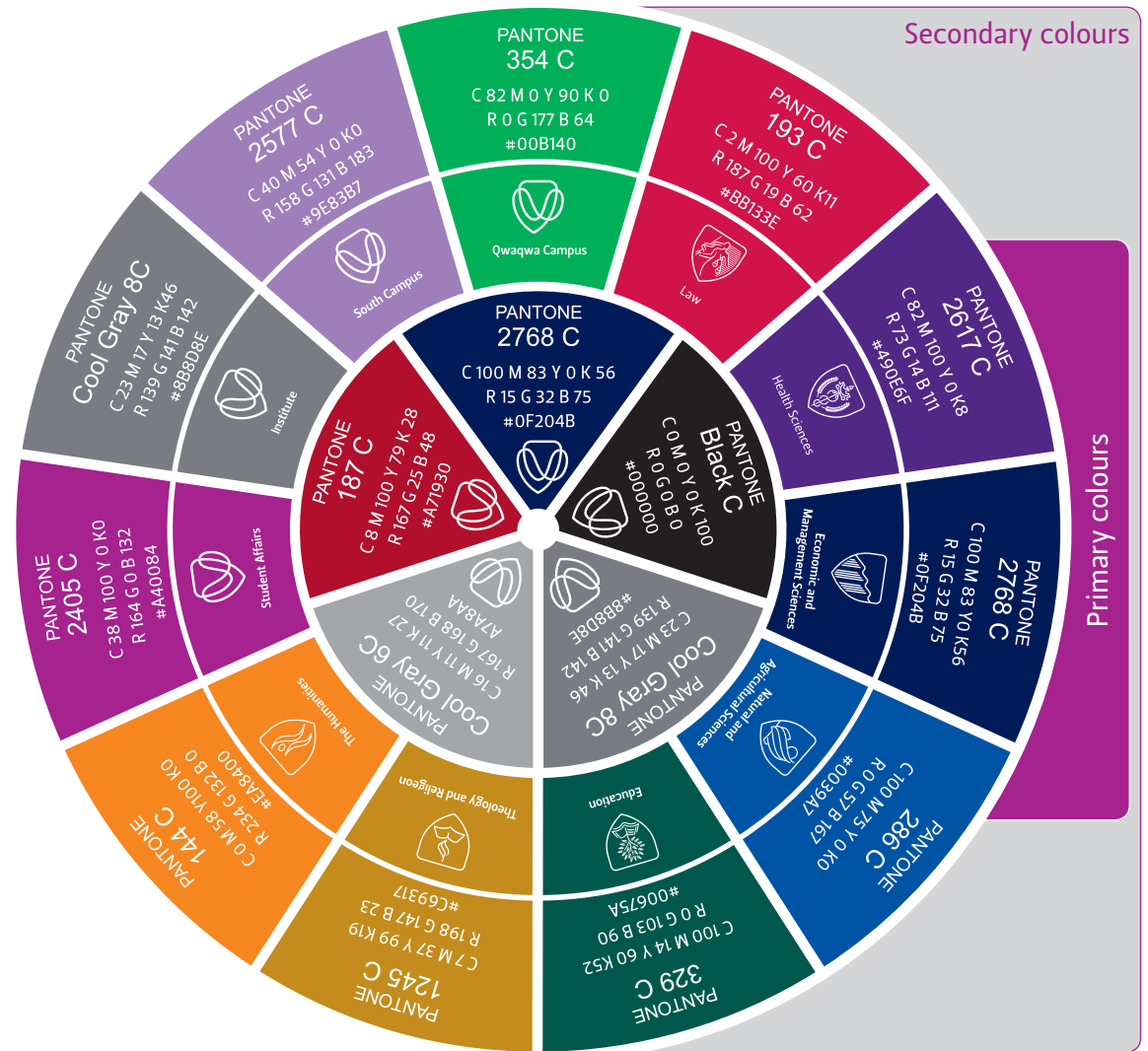
The Kovsie brand is used in the UFS red, but can be used in one of the other primary UFS colours, depending on the application.

Kovsies[®]
Kovsies[®]

Composite brand mark application ▾



Vertical composite brand mark application ▾



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 contain all characters.

The quick brown
fox jumps over
the lazy dog

a A

Leitura Sans: Corporate and marketing communications ▾



LEITURA SANS 1

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

LEITURA SANS 2

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

LEITURA SANS 3

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

LEITURA SANS 4

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

LEITURA SANS ITALIC 1

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

LEITURA SANS ITALIC 2

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

LEITURA SANS ITALIC 3

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

LEITURA SANS ITALIC 4

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

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 font online that does not match the brand image.

The quick brown
fox jumps over
the lazy dog

aA

Leitura Sans: Corporate and marketing communications ▾



Arial

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

Arial Italic

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

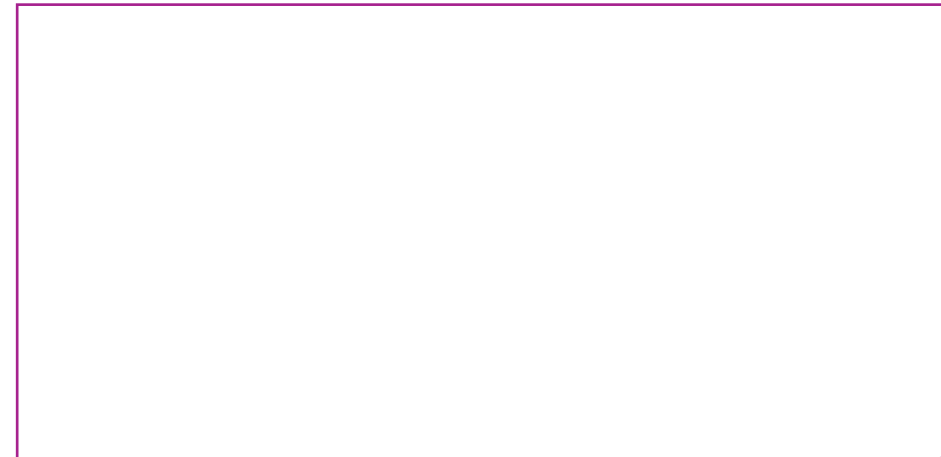
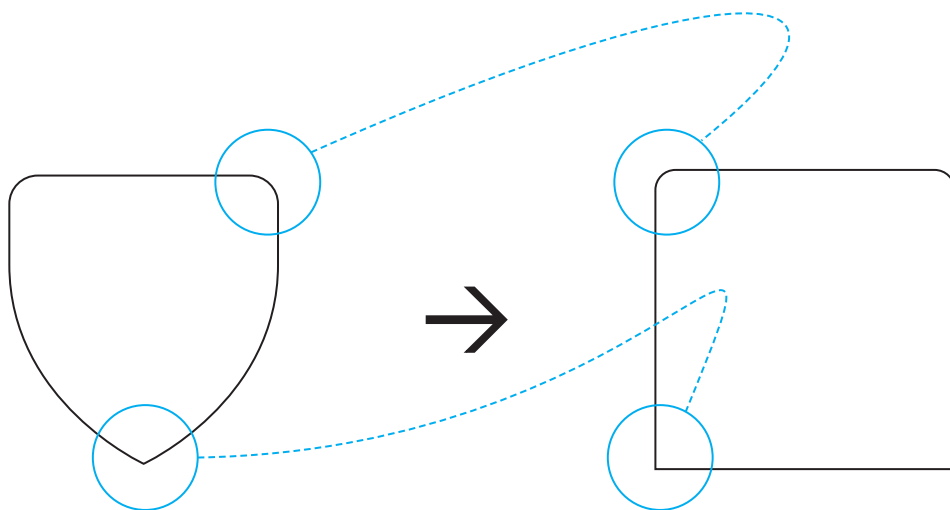
Arial Bold

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

Arial Bold Italic

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

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.



One device is more common, namely the strip used at the bottom of almost all communication material. This strip is used to separate the key image and message from the brand signature. It is also used to house certain contact information as illustrated below. Unlike the general graphic device, this device always appears in the same university red, regardless of university or faculty applications.

Example of UFS strip

The information that appears on the strip, is contact information such as a telephone number, an email address, and the university or faculty's web address. The area below the contact information is reserved for the essence of the university.

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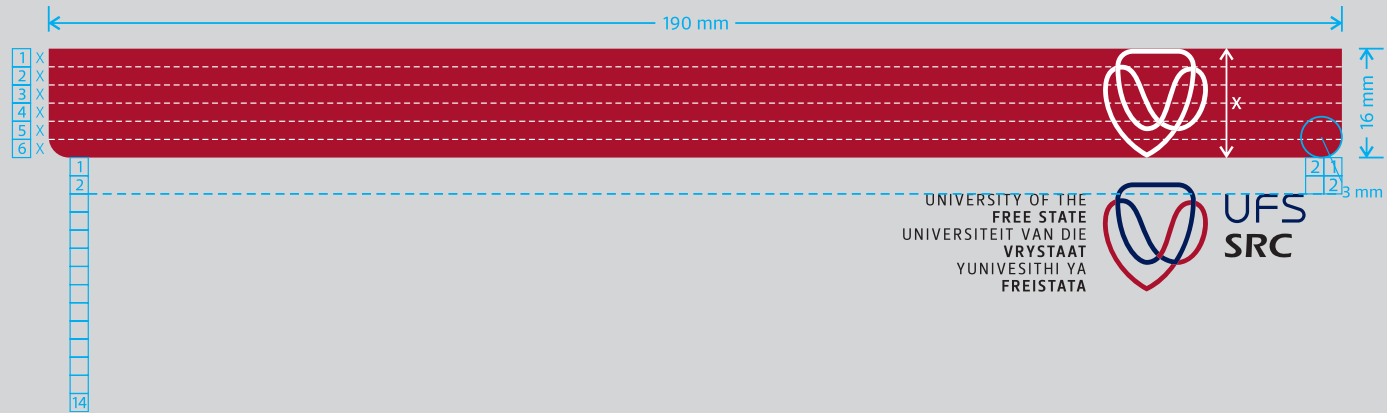
UFS strip used on A4 advertisement



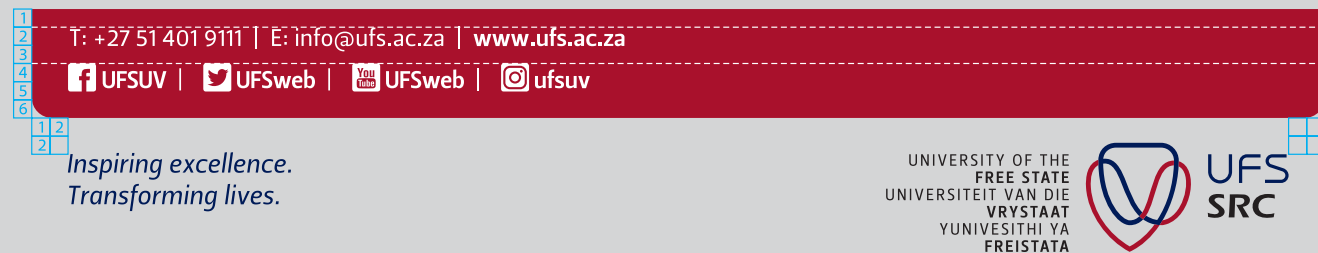
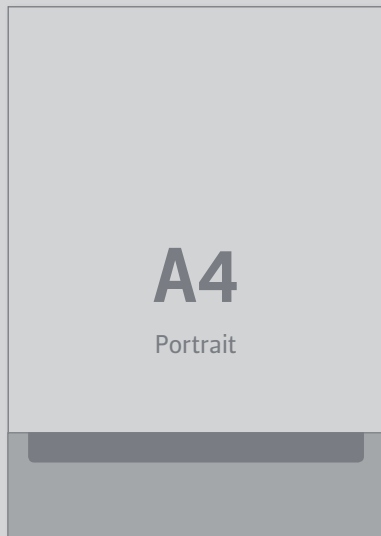
Correct positioning and proportion on an A4 portrait page ▾

The specifications for the corporate strip and placement of the marketing logo is determined on an A4-sized page. The designer is then expected to resize or reduce the strip, in proportion, to other standard A-sized sheets. This proportion is applicable to sheets from A5 to A0 size.

The size for the corporate strip on an A4 page is determined as follows:



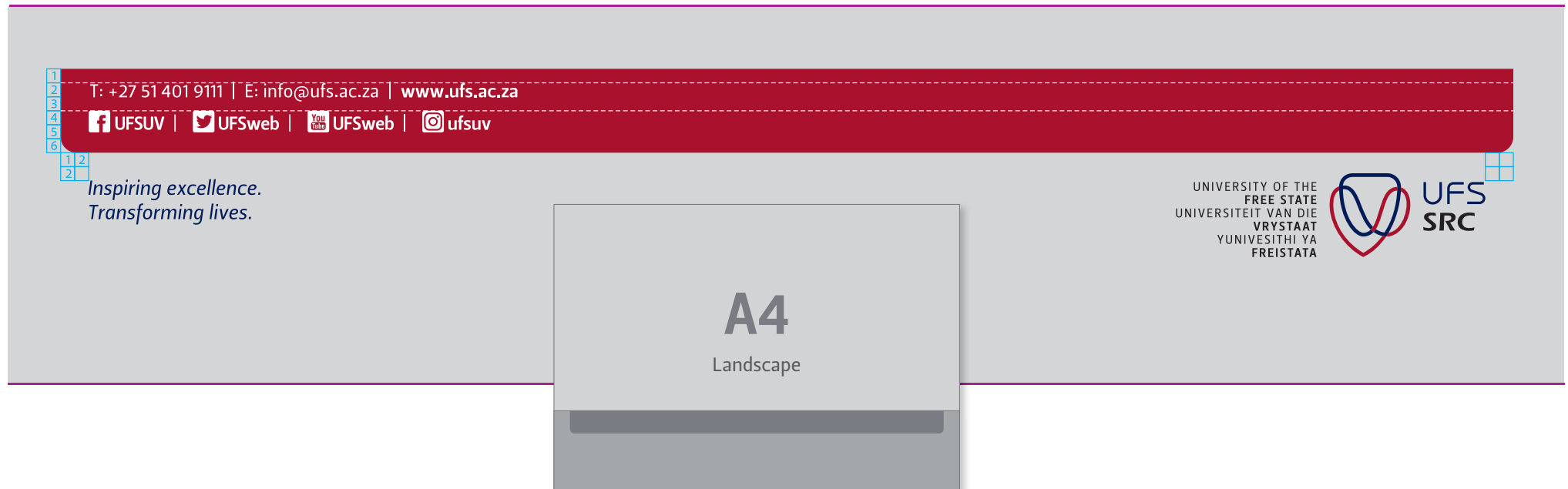
Contact information, social media and the essence ▾



Correct positioning and proportion on an A4 landscape page ▾



Contact information, social media and the essence ▾



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 there is more than one brand 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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Lorem ipsum dolor sit amet semper.

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PARTNER LOGO



Lorem ipsum dolor sit amet semper.

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  ufsuv

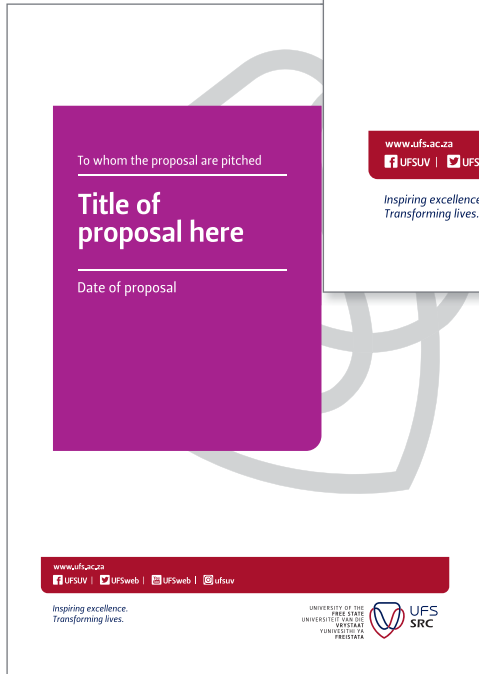
PARTNER LOGO A

PARTNER LOGO B

PARTNER LOGO C



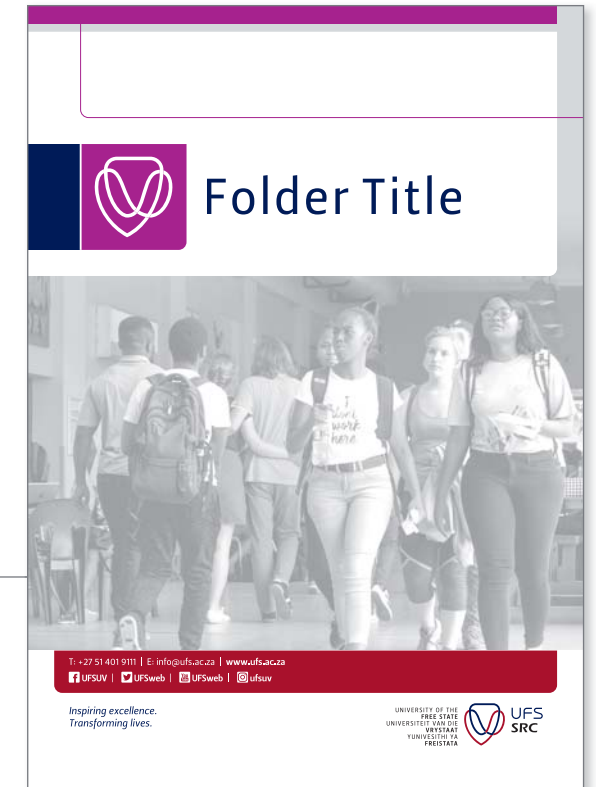
11. Proposal documents ▾



12. Folders ▾



Front



Inside



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 Student Affairs 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. Business card showing contact details for the University of the Free State (UFS) and SRC. The card includes the university crest, name, surname, professional title, department, address (205 Nelson Mandela dr. / r1, Park West, Bloemfontein 9301), P.O. Box (339), and contact information (C/S: +27(0)82 000 0000, T: +27(0)51 000 0000, F: +27(0)51 000 0000, E: address@ufs.ac.za, www.ufs.ac.za). It also features social media icons for Facebook, Twitter, LinkedIn, and Instagram.

2. Envelope back view showing the UFS crest endorsement (a) and the SRC logo. The address is P.O. Box/Posbus 339, Bloemfontein 9300, South Africa/Suid-Afrika, T: +27(0)51 000 0000, www.ufs.ac.za.

3. Envelope front view showing the UFS SRC logo (b) and the address: P.O. Box/Posbus 339, Bloemfontein 9300, South Africa/Suid-Afrika, T: +27(0)51 000 0000, www.ufs.ac.za.

4. Letterhead showing the UFS SRC logo and a red horizontal bar.

5. Letterhead showing the UFS SRC logo, the address (205 Nelson Mandela Drive/Rylaan, Park West/Parkwes, Bloemfontein 9301, South Africa/Suid-Afrika), and the 'THE COMPANY' co-branding logo.

6. Compliments card showing the UFS SRC logo, a red horizontal bar, and the text 'With Compliments'. The address is 205 Nelson Mandela Drive, Park West, Bloemfontein 9301, South Africa, P.O. Box 339, Bloemfontein 9300, South Africa, T: +27 51 401 9111, www.ufs.ac.za.

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

Standard A-sized advertisements ▾

- Distinction between general university and SRC-related advertising relies strongly on the use of colour to differentiate.
- The examples on this page explore both image and text-only 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

Lorem ipsum dolor sit amet

Ut nisl eros, faucibus eget, gnissim eu, nonummy ut, leo. Duis ac sem. Nulla varius sapien rhoncus ante. Praesent justo turpis, pulvinar quis, tristique vitae, auctor a, pede. Nam nisl erat, hendrerit in, sodales nec, hendrerit id, metus. Sed varius, erat non pharetra auctor, leo est volutpat nibh, et pharetra urna elit eu odio. Mauris odio enim, egestas sit amet hendrerit id.

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UFS SRC

Example: Standard A-sized portrait advertisements

Lorem ipsum dolor sit amet?

Ut nisl eros, faucibus eget, gnissim eu, nonummy ut, leo. Duis ac sem. Nulla varius sapien rhoncus ante. Praesent justo turpis, pulvinar quis, tristique vitae, auctor a, pede. Nam nisl erat, hendrerit in, sodales nec, hendrerit id, metus. Sed varius, erat non pharetra auctor, leo est volutpat nibh, et pharetra urna elit eu odio. Mauris odio justo turpis, pulvinar quis, tristique vitae, auctor a, pede. enim, egestas sit amet hendrerit id.

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UFS SRC

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 impact with the headline. Make it a good one.
- Language should suit the language of the selected publication.

Example: Long horizontal advertisement

Lorom ipsum dolor sit amet

Lorit ent maion nulpa serovidita nonectaquis num alibusa nihilis

Ut nisl eros, faucibus eget, gnissim eu, nonummy ut, leo. Duis ac sem. Nulla varius sapien rhoncus ante. Praesent justo turpis, pulvinar quis, tristique vitae, auctor a, pede. Nam nisl erat, hendrerit in, sodales nec, hendrerit id, metus. Sed varius, erat non pharetra auctor, leo est volutpat nibh, et pharetra urna elit eu odio. Mauris odio justo turpis, pulvinar quis, tristique vitae, auctor a, pede, enim, egestas sit amet hendrerit id.

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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 and social-media icons takes priority in the strip. Other contact information can be included in the advertisement itself.


Lorem ipsum dolor sit amet



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Example:
Slim vertical advertisement

Standard brochure design ▾ 

These 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.

Example: A4 fold to DL-sized leaflet



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Heading In This Space

Ex et laborecte volorat magnis illores sequae por aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae vororit vollaudae 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 acs 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 vollaudae 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 acs 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 vollaudae 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 acs sundam quaessin nis etur?

Aliberum voluptat od que voluptatist ex escitate vid quae ditatin cipicae vororit vollaudae 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 acs 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.

Design of UFS posters ▾

The poster on this spread explores a few scenarios of typographic messaging and pictorial applications. One always needs to 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.

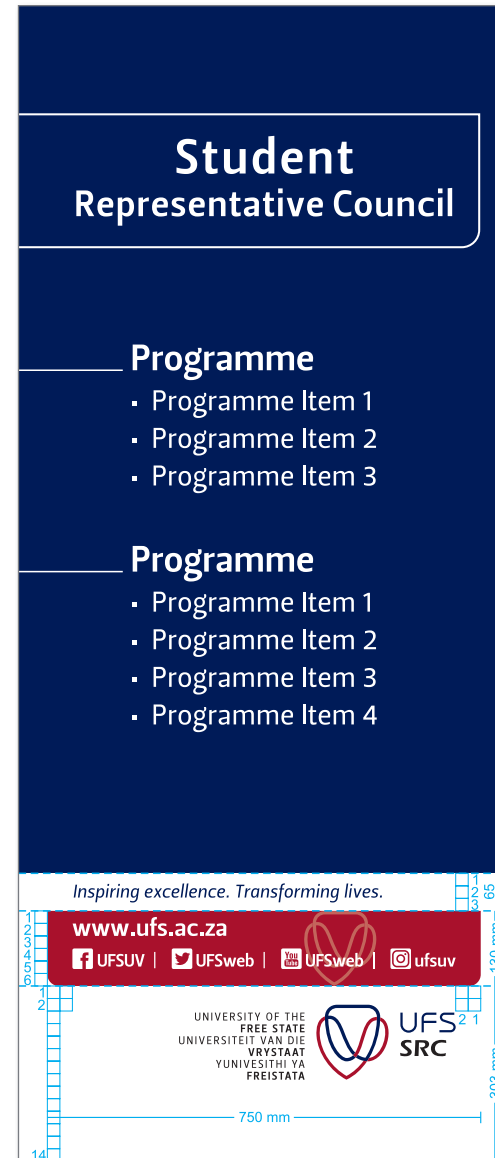
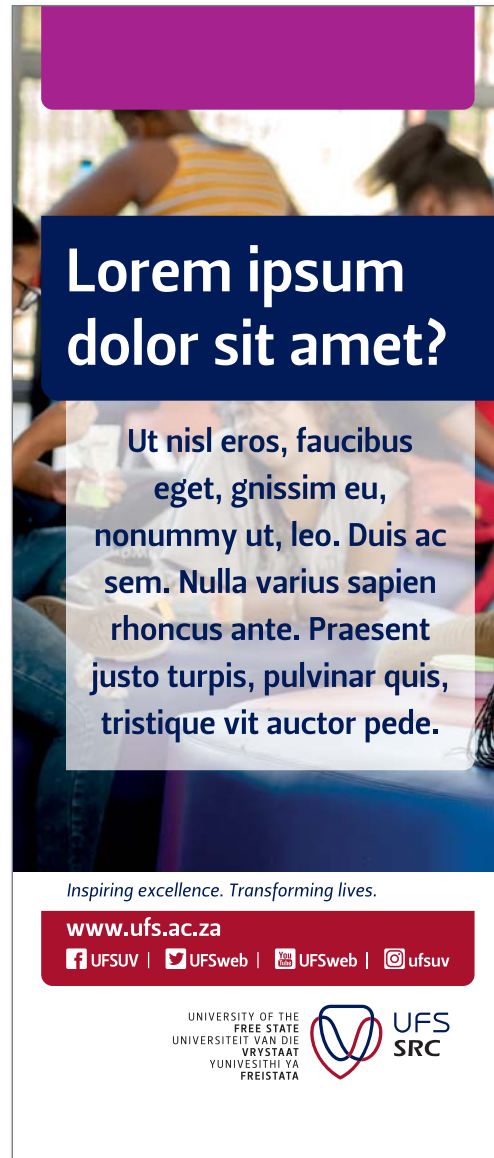
Example: A2-sized poster



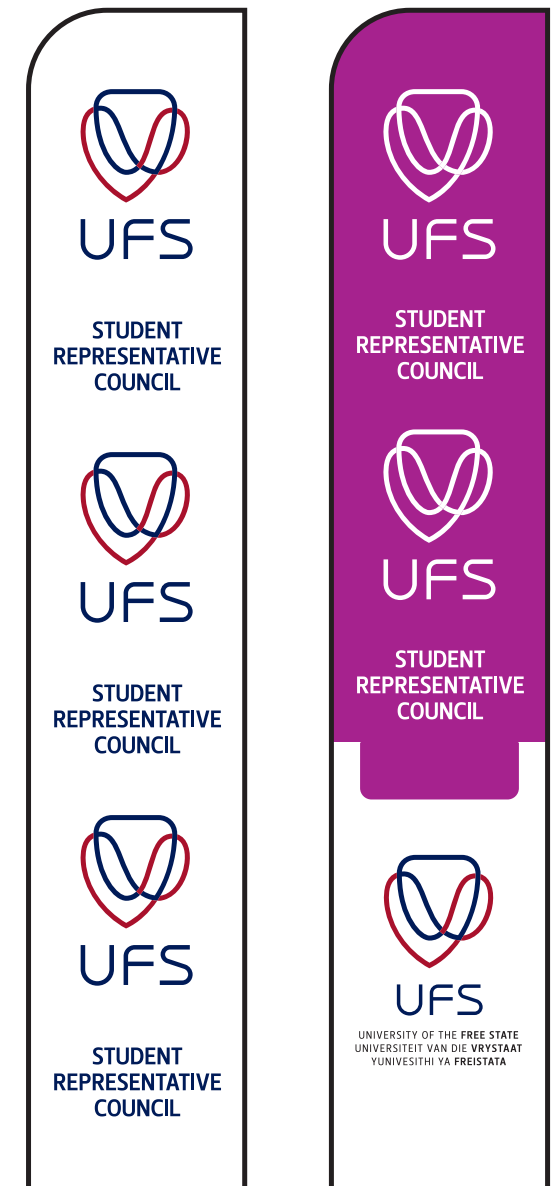
Only approved UFS typography is used in the design of posters.

Example: A2-sized poster





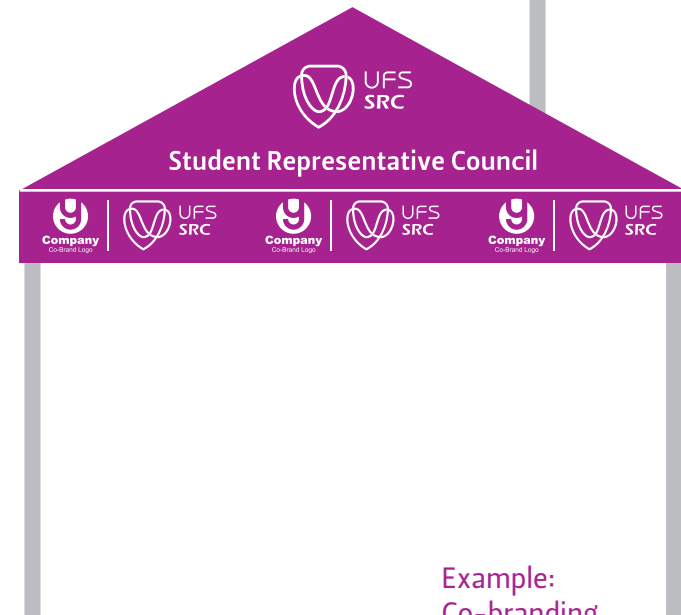
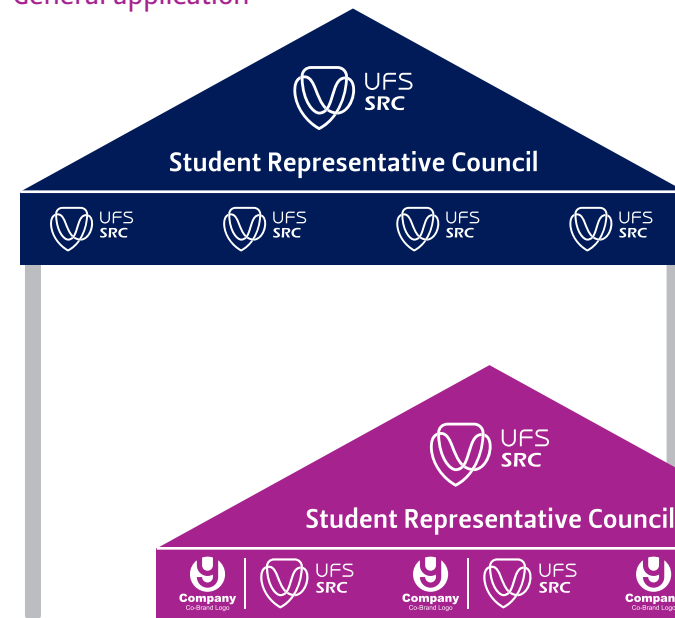
This is the recommended size for applying the corporate strip on a 850 mm by 2'000 mm sized pull-up banner.





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

22. Billboards ▾

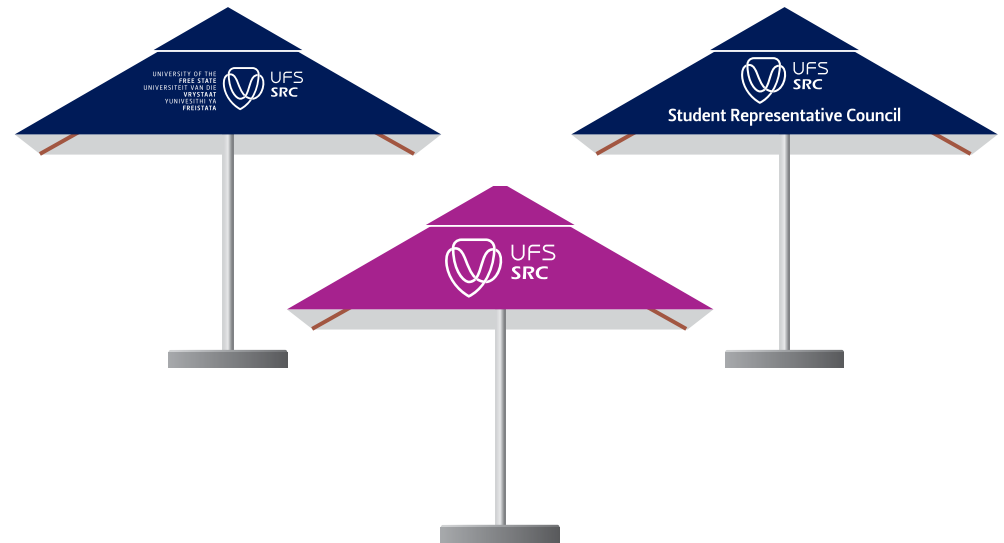
Billboards are viewed by people of all languages, unlike the print adverts. Simple large text and a blue background is recommended. White text on a dark background is always more visible from a

distance. Only the web address appears in the red strip.

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



23. Parasol ▾



24. Banner wall ▾



UFS Social-media Icons ▾

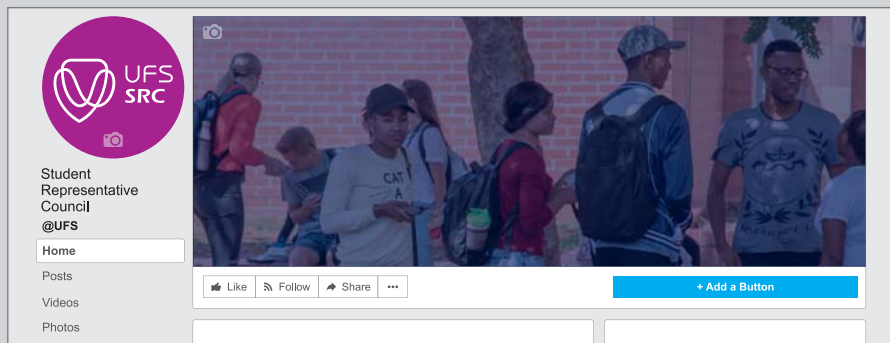
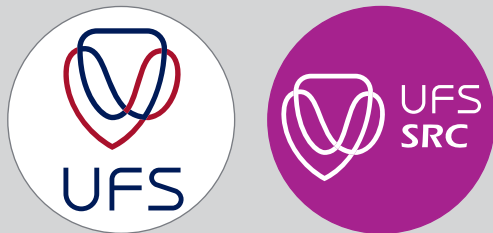
T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za

UFSUV | UFSweb | UFSweb | ufsuv

*Inspiring excellence.
Transforming lives.*

Social-media profile picture ▾

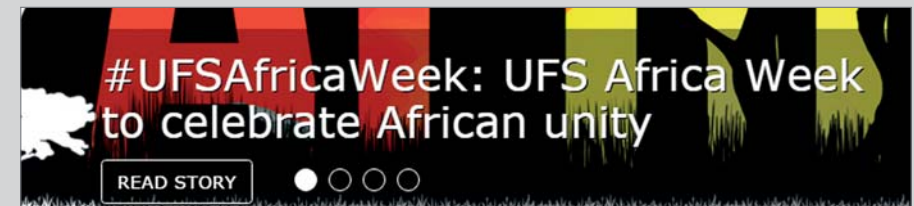
Faculty and departmental profile pictures



Social-media profile picture ▾

Hashtags

When writing a hashtag handle (#) on social media, make use of **Title Case**. Each first letter of a new word will be in uppercase #PleaseDoltLikeThis.



Social-media cover photos ▾

Text only



Photos without text



Photo and text



Graphic elements



Video clips ▾

Video-clip bookend

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

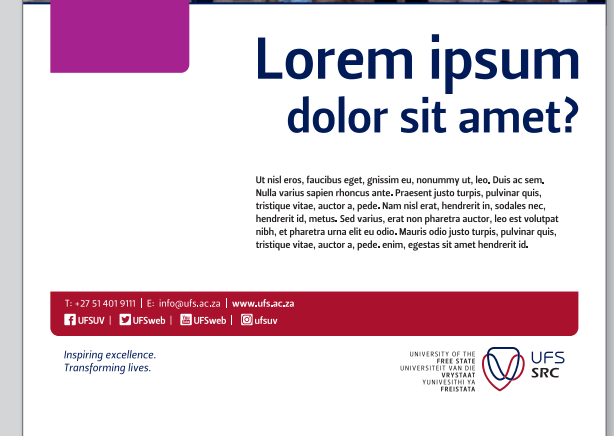


Lower thirds



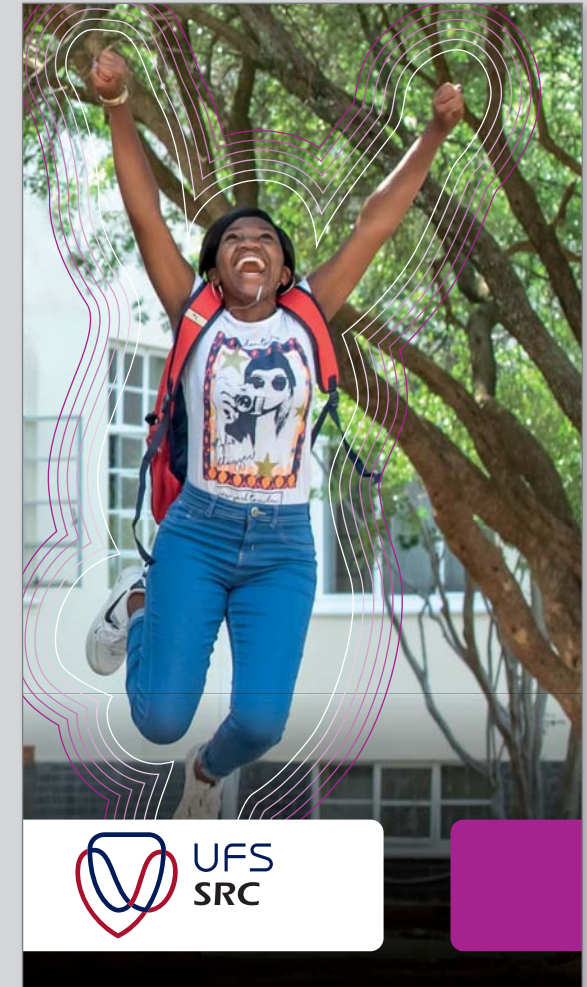
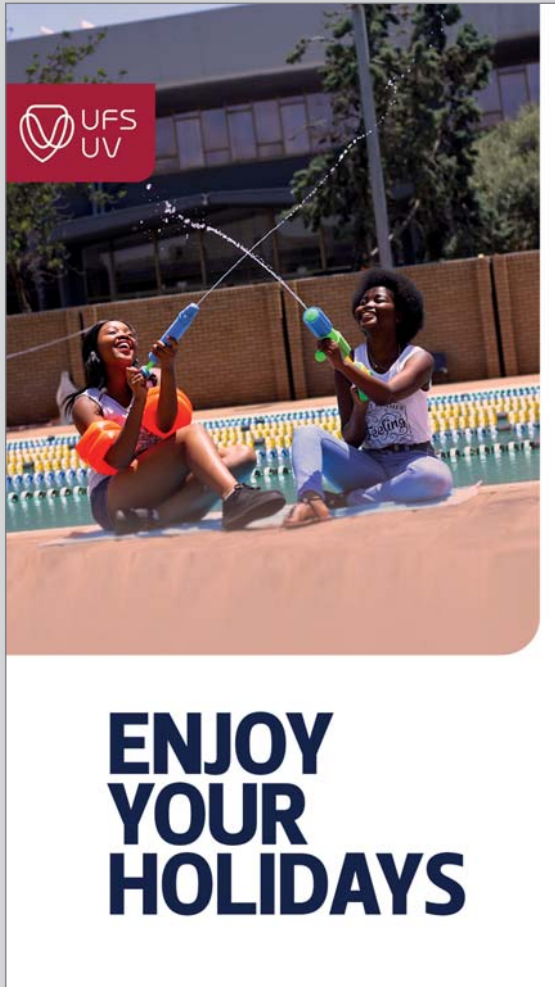
Social-media designs for posts and tweets ▾

These banners and posters are specifically designed to appear on social-media sites such as Facebook and Twitter. Therefore, the branding is applied in such a way as to deal with the unique environment of social-media sites.



Size of poster:
A5 (150 dpi resolution); jpg

Social-media designs for posts and tweets ▾



Web documents ✓



All documents uploaded as a resource on the UFS website:

- Must be in PDF (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.
- Must be professionally language-edited before submission (consult <http://bit.ly/ufsstyle>)



GUIDELINES

1. INTRODUCTION AND BACKGROUND

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2. DEFINITION OF TERMS

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Important information

1. INTRODUCTION AND BACKGROUND

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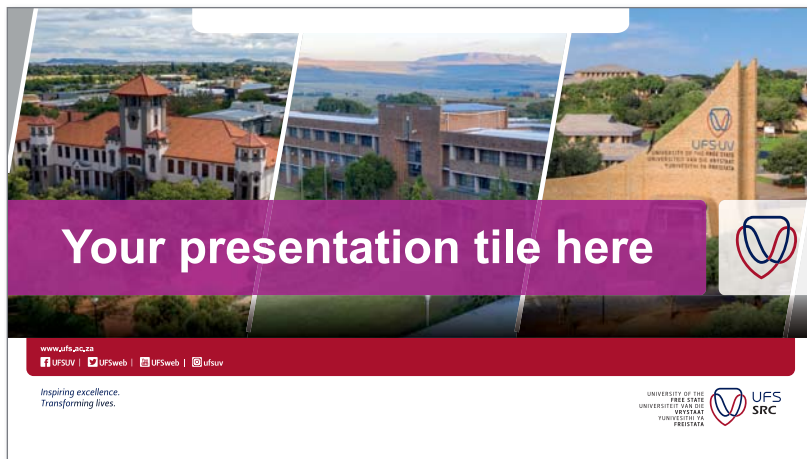
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UFS PowerPoint presentation template ▾



Presentation templates are available electronically. Consistency of the basic elements such as layout, use of the red colour strip, and position of the applicable brandmark is what will characteristically tie the various presentations together. The PowerPoint template is available on the intranet.



Heading

- 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 invel 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 consequi atinolis moluptae ea labor aut as.
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A4 General invitation in Microsoft PowerPoint ▾



Memory stick



Key ring



Mugs



Notebook



Pen set



Coasters



Card holder



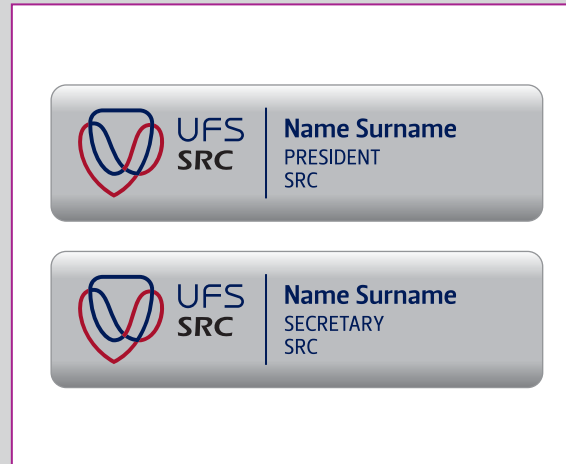
Powerbank and pen set



Corporate wear ▾



Nametags



Long sleeved collared shirt



Scarf



Tie



Casual wear ▾

Beanie



Caps



Hoodie



T-Shirt



Co-branding



Golf shirt

