

# 1

# Corporate identity elements



# 1.1 Brand architecture

## Academic crest



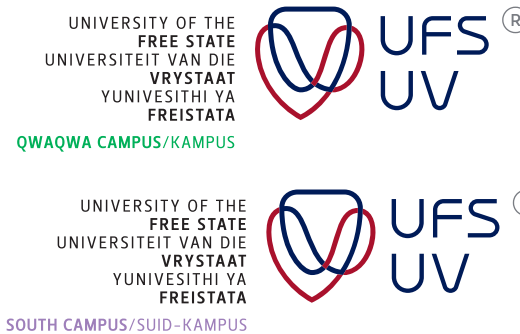
- For ceremonial use
- Selected marketing applications – letterheads
- Electronic signature
- Academic publications
- Academic blazer
- Vice-Chancellor's office
- Alumni

## 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



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

## Faculties



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

## Faculty 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

### Student Affairs



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

### SRC



- 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

### 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

### Shimlas



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

### KovsieFM



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

### Kovsie Act



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

### KovsieGear



### KovsieFit



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

### Kovsie Inn



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

### Kovsie2B



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

## 1.2 Academic crest

### Development of the UFS crest over more than a century



Up to 1935, the same coat of arms as the Grey College School was used.



By 1935, with the name change to University College of the Orange Free State, the coat of arms fell into disuse, especially among students.



In 1947, an agreement between management and students led to the new motto Per Fidem ad Sapientiam (Through faith to wisdom).



In 1952, it was changed to In Deo Sapientiae Lux (In God is the light of wisdom). The traditional orange, white and blue, linking the UFS to the South African national colours, changed in the late 1990s. The orange was replaced by cherry red.



The current academic crest of the University of the Free State, used since 2011.

### Academic crest rationale



#### 1. Simplified shape

The shape is more modern and simplified to align with the shape of the new marketing brand mark. This creates uniformity.



#### 3. The lily

Indicating location in the Free State. The Orange River sprouts a particular lily referred to as the Orange River lily.



#### 5. Open book

Book of knowledge and inspiration. The left side represents past and present – knowledge obtained and imparted. The right side is empty and represents the future – knowledge to be discovered.



#### 2. Rising sun

Glory and splendour



#### 4. The red wave

The flow of a river  
Rivers represent sustainability  
Water represents wisdom



#### 6. Ribbon for text

'IN VERITATE SAPIENTIAE LUX' – 'In truth is the light of wisdom'.

The academic brand – the historic University of the Free State crest that has been the symbol of the university since 1952, has evolved to embrace the aesthetic expectations of the stakeholders. The shape of the traditional academic shield has been simplified and contemporised. Much of the symbolism of the crest remains intact, acknowledging the location of the UFS brand as one of the country's premier institutions of higher education, with a proud history of academic excellence and an ever evolving, vibrant culture.

### Application

- For ceremonial use (UFS Council / Graduation Ceremonies)
- Vice-Chancellor and rectorate stationery
- Iconic signage
- Academic publications
- Chancellor's functions

## 1.2 Academic crest

### Correct vertical application



### Simplified application - Vertical



### Correct horizontal application

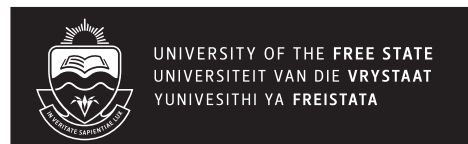


### Simplified application - Horizontal



### Limited horizontal application

Limited horizontal application where the format requires a more slender layout such as endorsements (stationery).



#### Note on size:

- Avoid reducing the crest down to sizes where the text on the ribbon becomes unreadable.
- In some cases, this becomes a borderline issue, such as the endorsement used on stationery whereby the crest endorsement needs to be kept at a minimum lest it interferes with all other elements on the page.
- The absolute smallest size for the crest would be 10 mm in width.

## 1.3 Alumni crest

The alumni mark lends itself to the university crest. This mark is only bestowed on individuals who have succeeded in their studies.

### Application:

- All marketing and market-facing communication
- Administrative documentation

- Advertising
- Stationery
- Office signature
- Promotion articles

### Vertical application



### Horizontal application



### Simplified application

#### Application

- Corporate gifts
- Corporate clothing

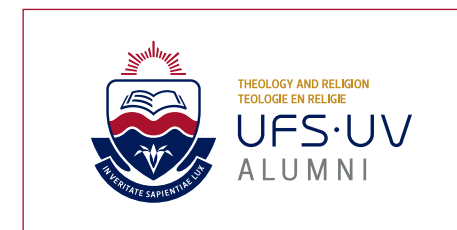
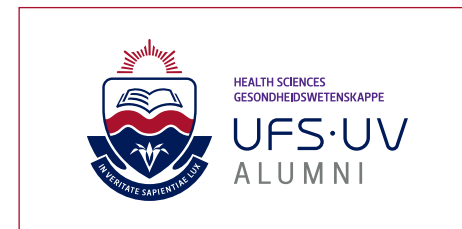


Horizontal application



Vertical application

### Alumni faculty applications



# 1.4 Marketing brand

## Correct horizontal application

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



## Vertical application



## 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

## Simplified marketing brand

### Horizontal application



### Application

- Corporate gifts
- Corporate clothing

### Vertical application



### Application

- Corporate gifts
- Corporate clothing



## 1.5 Kovies brand

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

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

# Kovies<sup>®</sup>

Horizontal composite brand mark



Vertical composite brand mark



## 1.6 KovieSport

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

Full-colour KovieSport marketing brand

# KovieSport

Single-colour KovieSport marketing brand

# KovieSport

Logo on advertising

On advertising and marketing material, the KovieSport logo is always used in conjunction with the UFS Marketing logo. When the UFS Marketing

logo does not appear anywhere else on the marketing material, the KovieSport logo is used as shown in the example below.

Horizontal application



Vertical application



## Sports codes

**KovsieAquatics**



**KovsieArchery**  
Boogskiet



**KovsieAthletics**  
Atletiek



**KovsieBadminton**  
Pluimbal



**KovsieBasketball**  
Basketbal



**KovsieBeach**  
Volleyball



**KovsieChess**  
Skaak



**KovsieCricket**  
Krieket



**KovsieCycling**  
Fietsry



**KovsieDance**  
dans



**KovsieFencing**  
Skerm



**KovsieGolf**  
holf



**KovsieSoccer**  
okker



**KovsieRugby**



**KovsieHockey**  
okkie



**KovsieJudo**



**KovsieKarate**



**KovsieNetball**  
etbal



**KovsieSquash**  
Muurbal



**KovsieTennis**



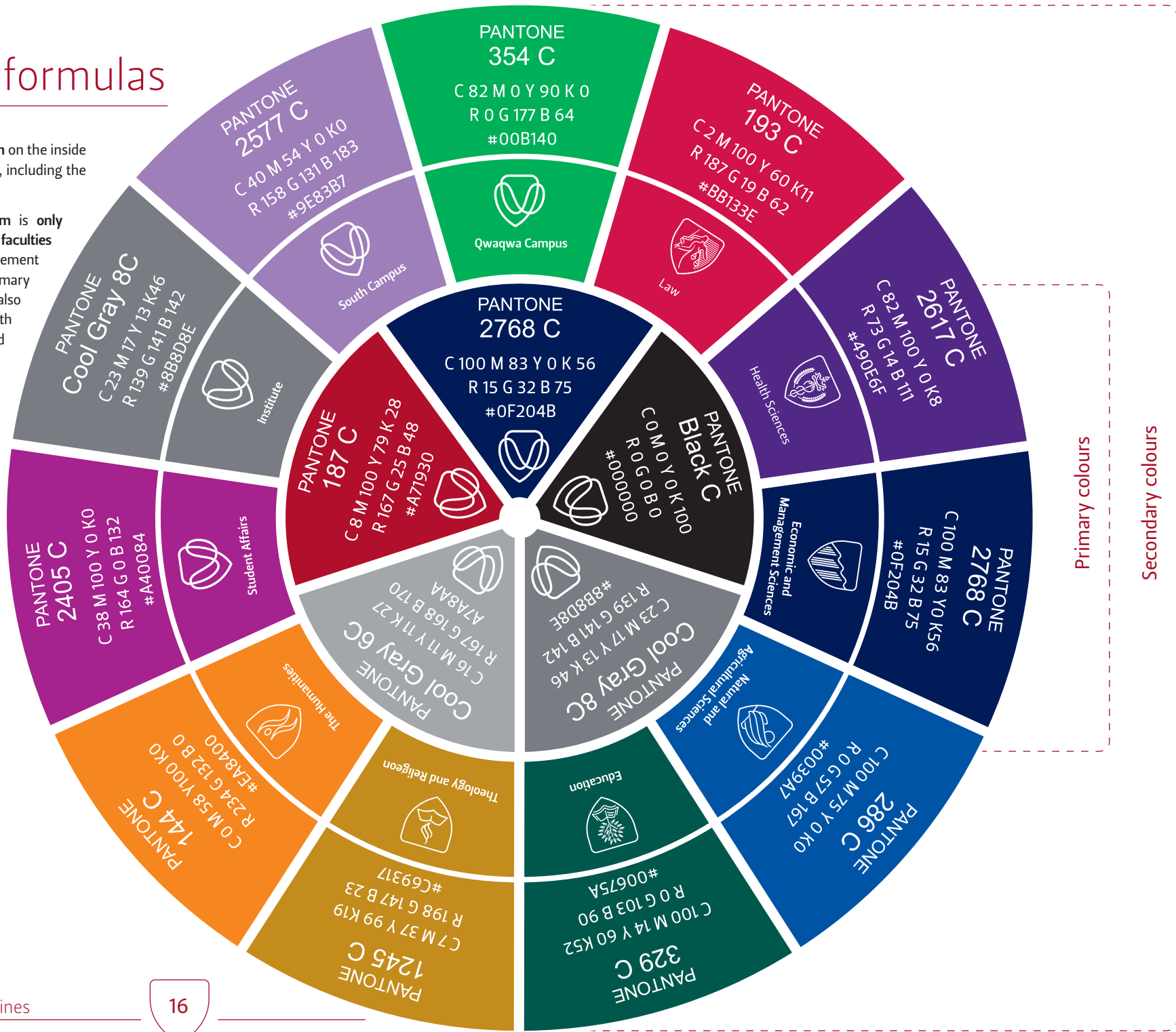
**KovsieVolleyball**  
lugbal



## 1.7 Colour formulas

The **primary corporate spectrum** on the inside is applicable to **all** brand marks, including the faculty marketing brand marks.

The **secondary colour spectrum** is **only** relevant to the **individual faculties** (except for Economic and Management Sciences, which uses the primary corporate blue). These colours also have a historic affiliation with colours that remain unchanged as part of its heritage.



# 1.8 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 contain all characters.

The quick brown  
fox jumps over  
the lazy dog

aA

## Leitura Sans: Corporate and marketing communications

### LEITURA SANS 1

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

### LEITURA SANS 2

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

### LEITURA SANS 3

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

### LEITURA SANS 4

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

### LEITURA SANS ITALIC 1

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

### LEITURA SANS ITALIC 2

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

### LEITURA SANS ITALIC 3

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

### LEITURA SANS ITALIC 4

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*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

### Arial

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

### Arial Italic

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

### Arial Bold

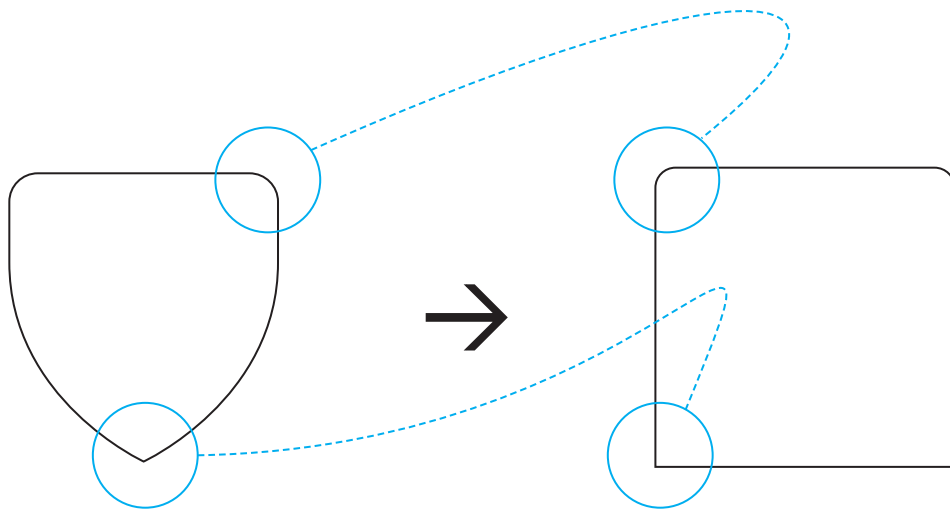
**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @#%&{}[(.,;:!?)<> \*^**

### Arial Bold Italic

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

## 1.9 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.



## 1.10 UFS Strip

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.

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

 UFSUV |  UFSweb |  UFSweb |  ufsuv

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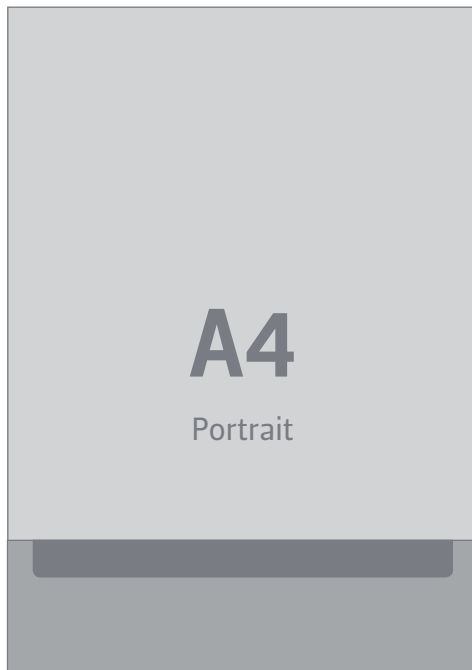
### UFS strip used on A4 advertisement



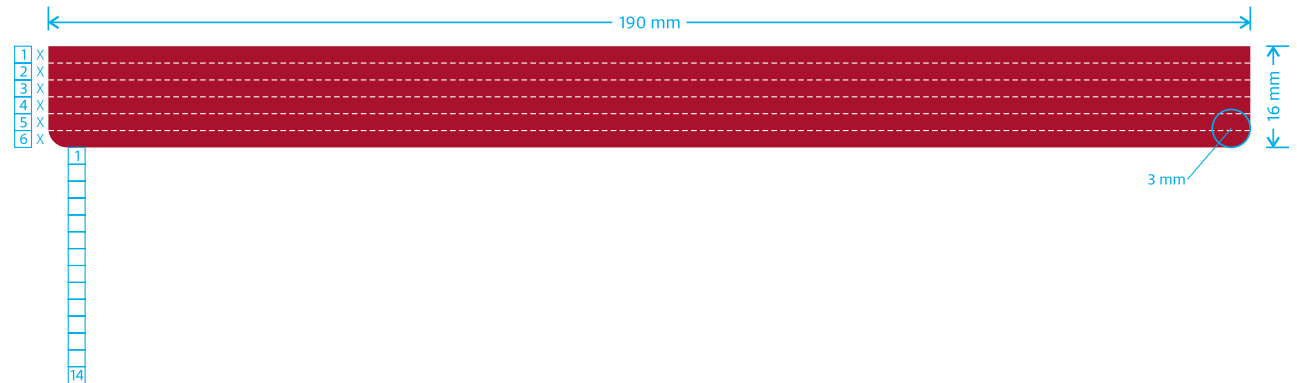
## 1.11 Corporate strip guidelines

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:

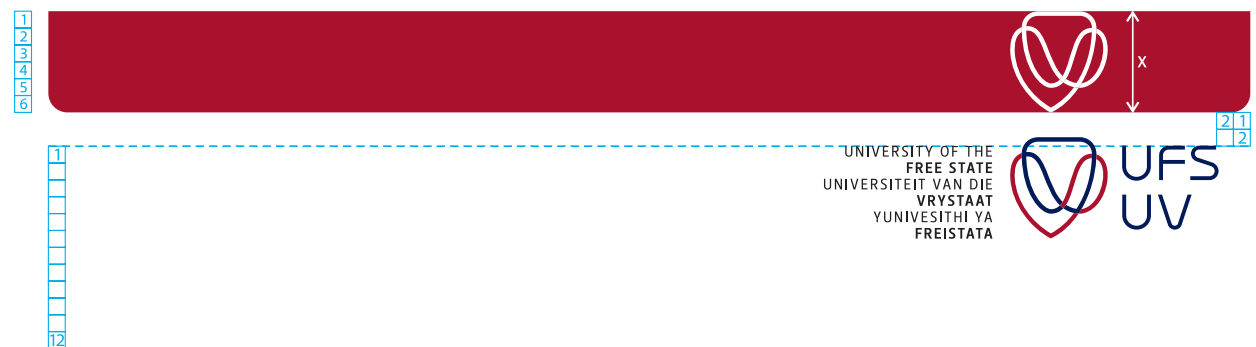


### Correct positioning and proportion on an A4 portrait page



- The strip is 190 mm wide and 16 mm high.
- The strip is placed, on the horizontal plane, in the centre of the page. It will then be 10 mm away from either side of the page.
- The strip is then divided into six evenly spaced imaginary vertical segments.
- The strip is placed 14 segments away from the bottom of the page.
- The bottom two corners are round, with a radius of 3 mm.

### Placement of the marketing brand on the strip

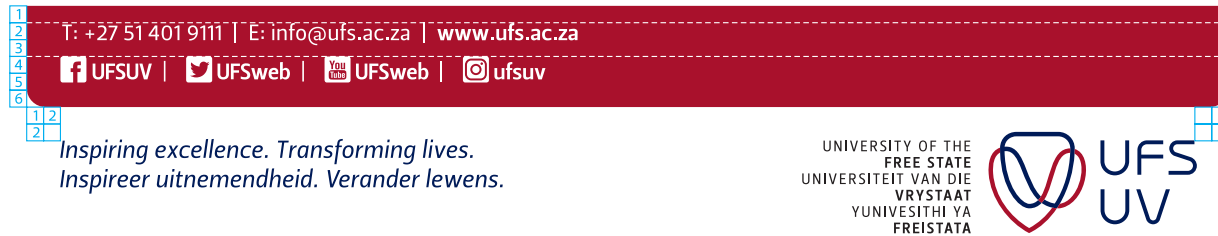


- The size of the marketing logo is determined by the size of the strip. The height of the 'shield' part of the logo is equal to the height of the strip.
- The marketing logo is placed on the right-hand side, below the strip.
- The 'U' of 'UFS' is two (2) segments from the bottom of the strip.
- The far right part of the marketing logo is two (2) segments away from the right-hand side of the strip.

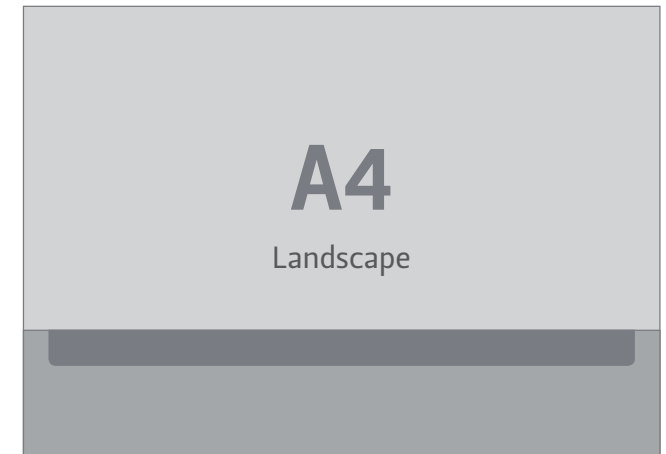


## 1.11 Corporate strip guidelines

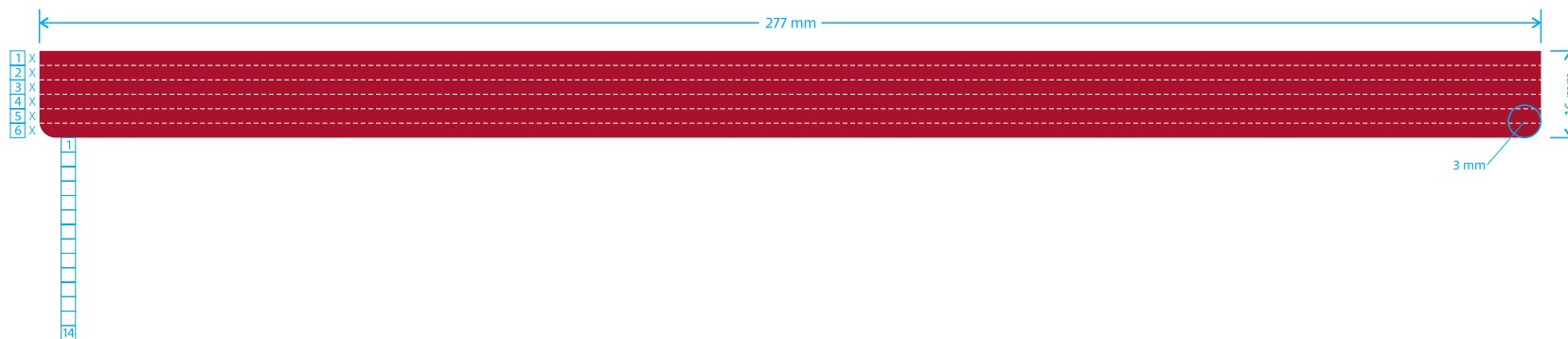
### Contact information, social media and the essence



- Contact information is added in white, using 10pt Leitura Sans Grot 2.
- The contact information is placed inside the strip, one (1) segment from the top and two (2) segments from the left.
- Social media icons are applied at a 10pt size.
- The social media icons are placed three (3) segments from the top and two (2) segments from the left side of the strip.
- The essence is written in UFS blue and 11pt, Leitura Sans, italic 2.
- The essence is placed two (2) segments from the bottom of the strip.
- The essence lines up to the left with the contact information and social media icons.



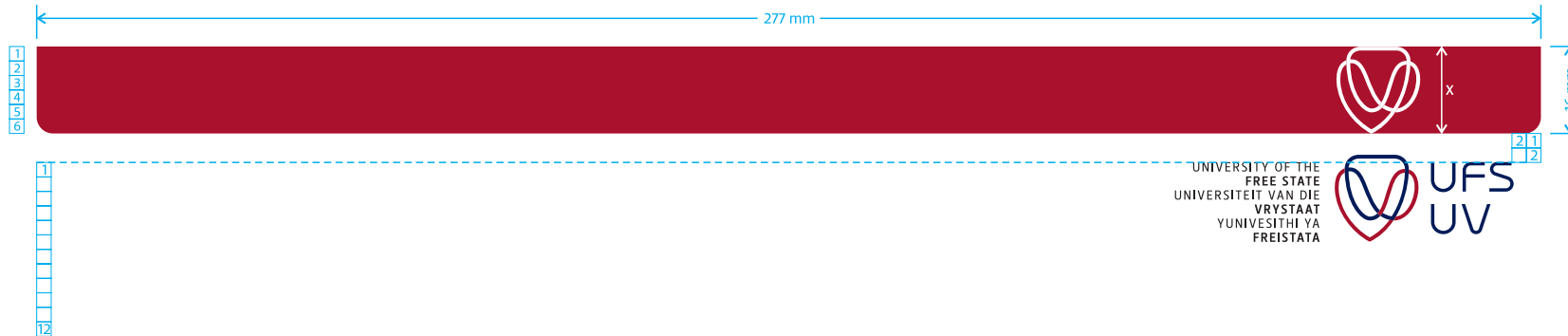
### Correct positioning and proportion on an A4 landscape page



- The strip is 270 mm wide and 16 mm high.
- The strip is placed, on the horizontal plane, in the centre of the page. It will then be 10 mm away from either side of the page.
- The strip is then divided into six evenly spaced imaginary vertical segments.
- The strip is placed 14 segments away from the bottom of the page.
- The bottom two corners are round, with a radius of 3 mm.

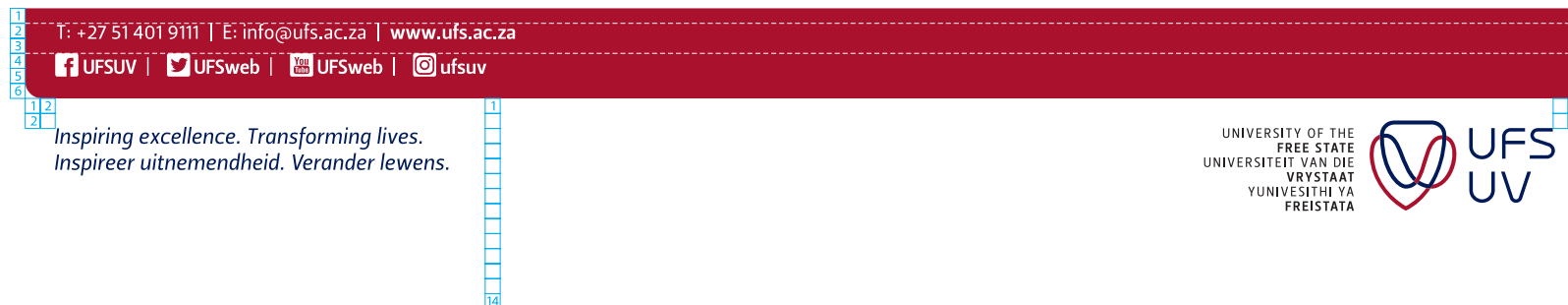
## 1.11 Corporate strip guidelines

### Placement of the marketing brand on the strip



- The size of the marketing logo is determined by the size of the strip. The height of the 'shield' part of the logo is equal to the height of the strip.
- The marketing logo is placed on the right-hand side, below the strip.
- The 'U' of 'UFS' is two (2) segments from the bottom of the strip.
- The far-right part of the marketing logo is two (2) segments away from the right-hand side of the strip.

### Contact information, social media and the essence



- Contact information is added in white, using 10pt Leitura Sans Grot 2.
- The contact information is placed inside the strip, one (1) segment from the top and two (2) segments from the left.
- Social media icons are applied at a 10pt size.
- The social media icons are placed three (3) segments from the top and two (2) segments from the left side of the strip.
- The essence is written in UFS blue and 11pt, Leitura Sans, italic 2.
- The essence is placed two (2) segments from the bottom of the strip.
- The essence lines up to the left with the contact information and social media icons.

## 1.12 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 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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*Verander lewens.*

70%



100%





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VRYSTAAT  
YUNIVESITHI YA  
FREISTATA



100%

Lorem ipsum  
dolor sit amet  
semper.

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PARTNER LOGO





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VRYSTAAT  
YUNIVESITHI YA  
FREISTATA



Lorem ipsum  
dolor sit amet  
semper.

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PARTNER  
LOGO A

PARTNER  
LOGO B

PARTNER  
LOGO C

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FREISTATA



## 1.13 Trademarks and copyright

'Trademarks' are essentially a means of identifying a product or service. Such product or service can be represented graphically, e.g. through a picture, signature, colour, numeral, shape, configuration, pattern, or any combination thereof. The Trademarks Act defines the function of a trademark as distinguishing one entity's goods and services from that of another.

Copyright is essentially the right given to the creator, author or person who may own the copyright of certain types of work, not to have that work copied or reproduced without authorisation.

The 'Brand Identity Guidelines' is the ultimate resource concerning the rules and uses for managing the UFS brand coherently and consistently.

The university has the sole copyright of the Identity as registered with the Registry of Deeds. In terms of this policy, no person or entity will use the Identity of the UFS, or anything identical to it, without the express permission in writing from an authorised officer of the university. In terms of the copyright for the Identity, the custody thereof shall be entrusted to the directorate of legal services.

Violation of the copyright may result in legal action taken against the perpetrator by the university in terms of the laws of the Republic of South Africa. The university will regard any identity that substantially corresponds with the brand identity of the university in word, caricature or design concept, as being within the copyright of the university, and will therefore be governed by this policy.

## 1.14 Principles

### 1. Application of the Identity

- 1.1 The Identity shall be used as an identification mark in all official university material and branding situations, such as publications, advertisements, promotional material, vehicles, letterheads, souvenir items, marketing opportunities, events and ceremonies, etc.
- 1.2 It is the responsibility of all internal stakeholders (staff, students, unions, associations, etc.) of the UFS, as well as agencies, suppliers, and contractors, to abide by the 'Brand Identity Guidelines', which dictates resolution, format, colour, positioning and related legal and common law protection of the UFS brands.
- 1.3 Managing and protecting the UFS brand is a specific term of engagement for all internal stakeholders (staff, students, unions, associations, etc.) of the UFS, which forms part of their engagement contract.
- 1.4 The UFS will ensure that all internal stakeholders (staff, students, unions, associations, etc.), as well as agencies, suppliers and contractors, are aware of, and understand the 'Brand Identity Guidelines' and the best practices for managing the brand coherently and consistently.
- 1.5 The UFS has the right to enforce compliance, and institute fair, just and consistent legal or other disciplinary action against any party infringing its brand.

- 1.6 Should an employee or contractor of the UFS become aware of any actual or potential infringement of the Brand Identity by an employee, contractor or non-related party of the university, such person must bring the infringement to the immediate attention of the UFS department of Communication and Brand Management, a marketing or intellectual property advisor, or the legal department.
- 1.7 Protection of all intellectual property, of which the Brand Identity is an integral part, forms a material aspect of the terms of employment of all employees.

### 2. Internal Usage of the Identity by University of the Free State community

Internal university communities, in this case referring to staff, students, associations, unions, and bodies of the UFS. Internal university communities are allowed to use the Identity under the following conditions:

- 2.1 The use of the Brand Identity Guidelines conforms to the directives of the university brand to ensure that the university is branded appropriately, consistently and coherently;
- 2.2 The Identity is used to promote the general interests of the university in whatever way possible, either through studies, work and/or economic or material relations, or through management or governance contributing to the overall stability of the university.

- 2.3 It is used for research, academic or any type of work in cooperation with an external body to the benefit of the university.

### 3. Misuse/Abuse of the Identity

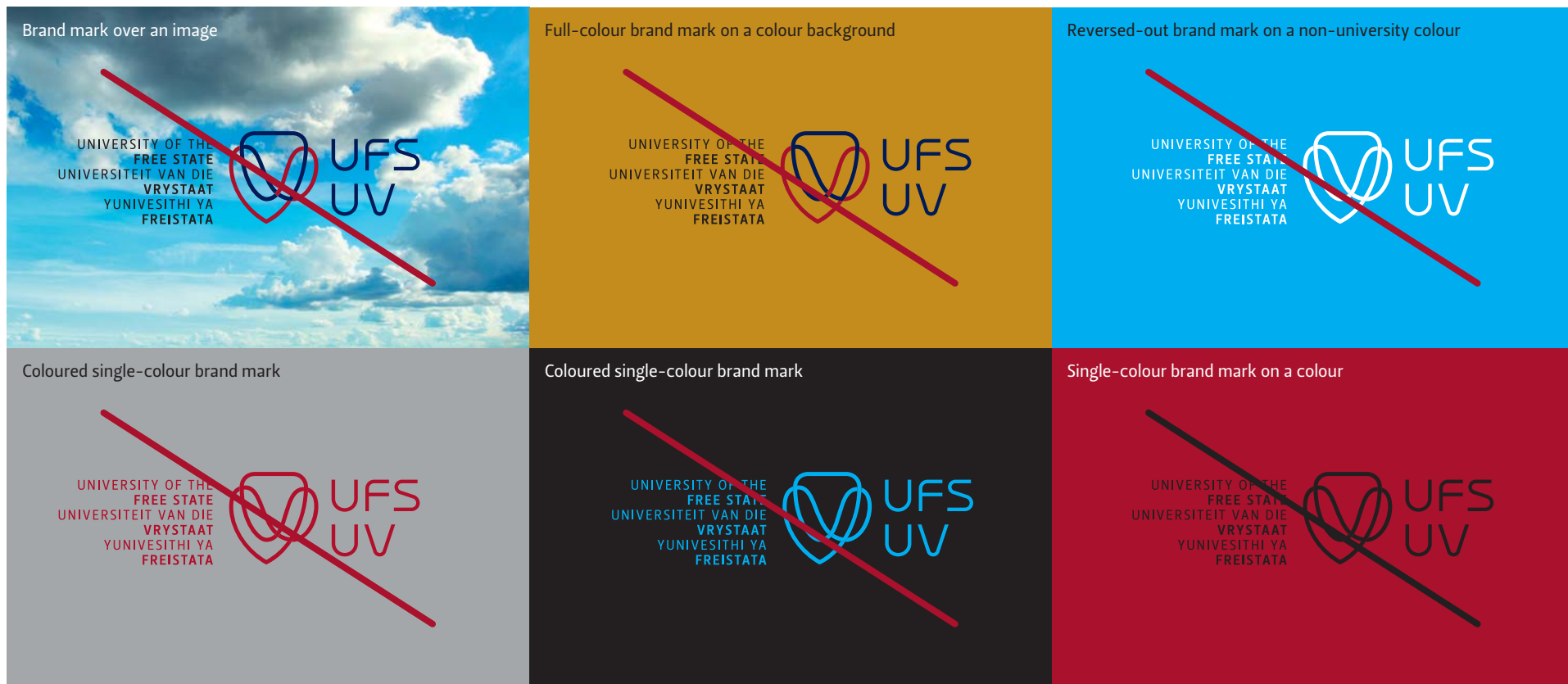
- 3.1 The UFS Identity will not be used to promote political, religious, ethnic, sectarian or any issues specific to any groups or individuals not representing the position or views of the university.
- 3.2 The UFS Identity will not be used in a context where the statutes, regulations, policies and procedures of the university, or the laws of the country, are flouted, or in situations portraying obnoxious or socially unacceptable conduct, such as denigration of political, moral, ethnic, religious, cultural or societal norms and values.
- 3.3 The UFS Identity will not be used to promote commercial undertakings, unless a contract has been signed in terms of which the university will derive some benefits as a result of such use, and unless such undertakings are for the greater benefit of the university.
- 3.4 The UFS Identity will not be used to the benefit of any of the internal communities for commercial purposes.
- 3.5 The UFS Identity will not be used by staff and students or internal publics for purposes other than for promoting the university.

## 1.15 Incorrect application

### Incorrect use of colour




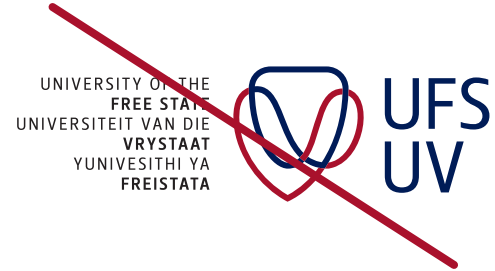

In the previous sections of this document, we explained how to use the brand mark in a correct and consistent manner. Here are some examples of what not to do as far as the general marketing brand is concerned. These apply to all other marketing-related brand marks

as well as symbols. As a general rule, we should always seek to keep the original state of the brand mark composition, adhere to the colour specifications, and keep the visual impact as clean and pure as it is intended to be.



## 1.15 Incorrect application

### Incorrect use of format

<p>Brand mark over an image</p> 	<p>Full-colour brand mark on a colour background</p> 	<p>Reversed-out brand mark on a non-university colour</p> 
<p>Coloured single-colour brand mark</p> 	<p>Coloured single-colour brand mark</p> 	<p>Single-colour brand mark on a colour</p> 