

2

Economic and Management Sciences



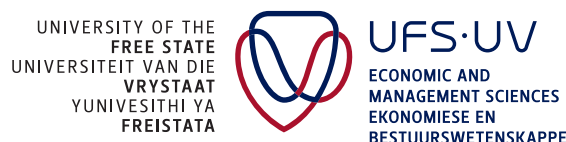
2.1 Faculty marketing and affiliation brand

Faculty marketing brand

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

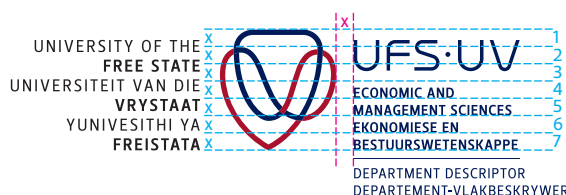
Application

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



Department descriptor

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



Faculty affiliation brand

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

Application

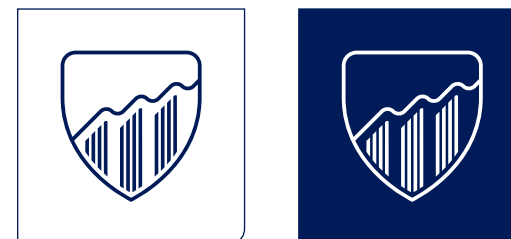
- As a secondary symbol on selected marketing material
- Selected promotional applications

Example: Faculty affiliation logo



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

Faculty affiliation icon



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

Faculty colour formulas

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

Business School brand

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

Application

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



Department descriptor

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

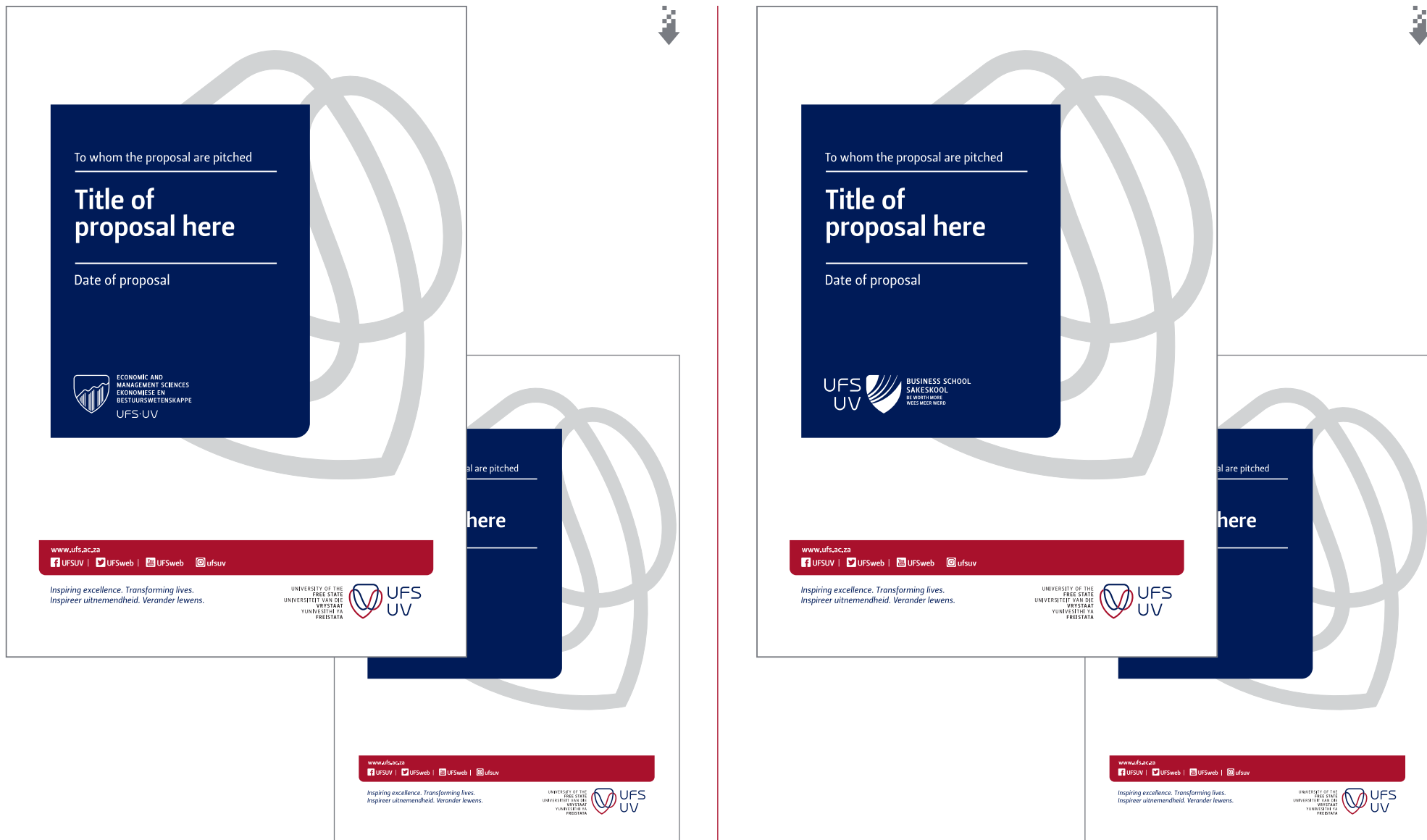


Business School colour formulas

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

2.2 Proposal documents

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



2.3 Folders

Front

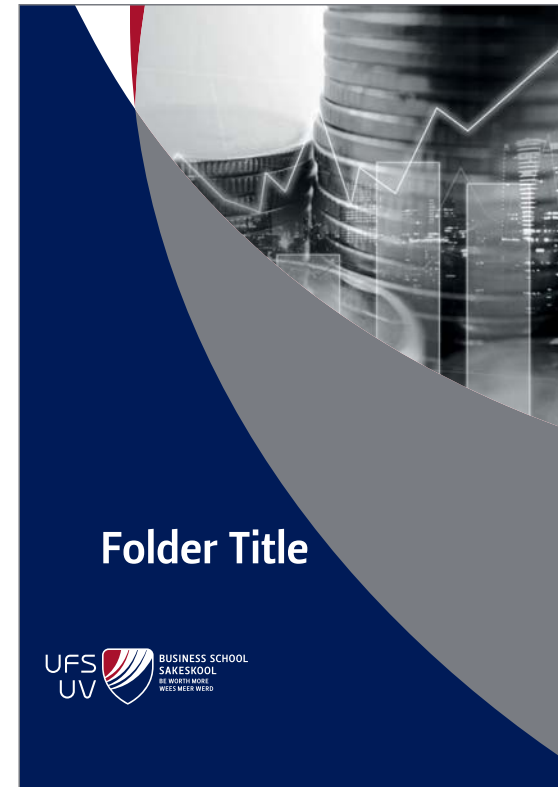


- a. Optional flap
- b. Place for business card

Inside

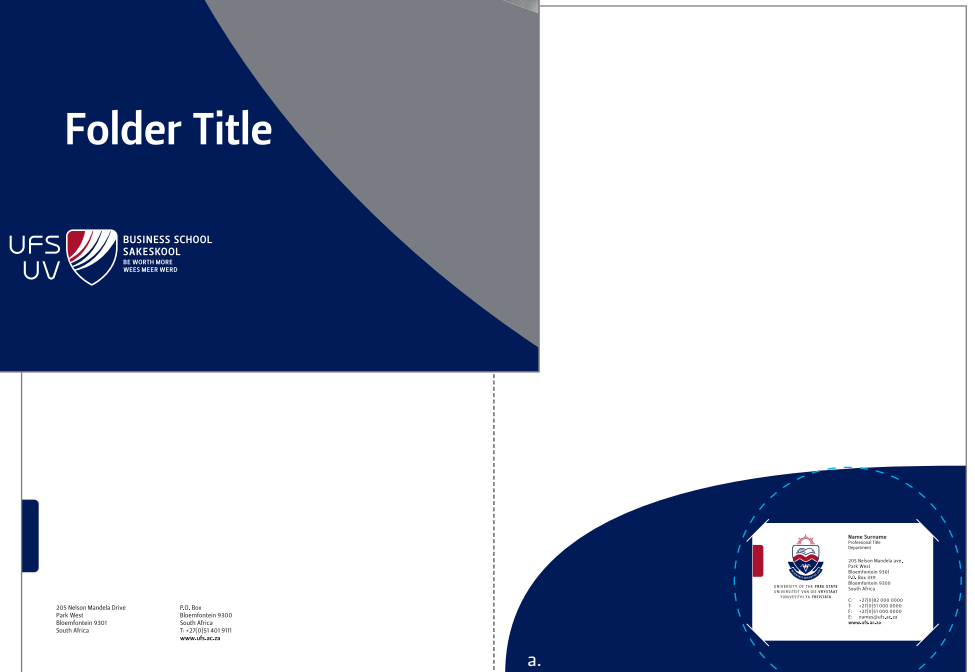


Front



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

Inside



2.4 Stationery

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

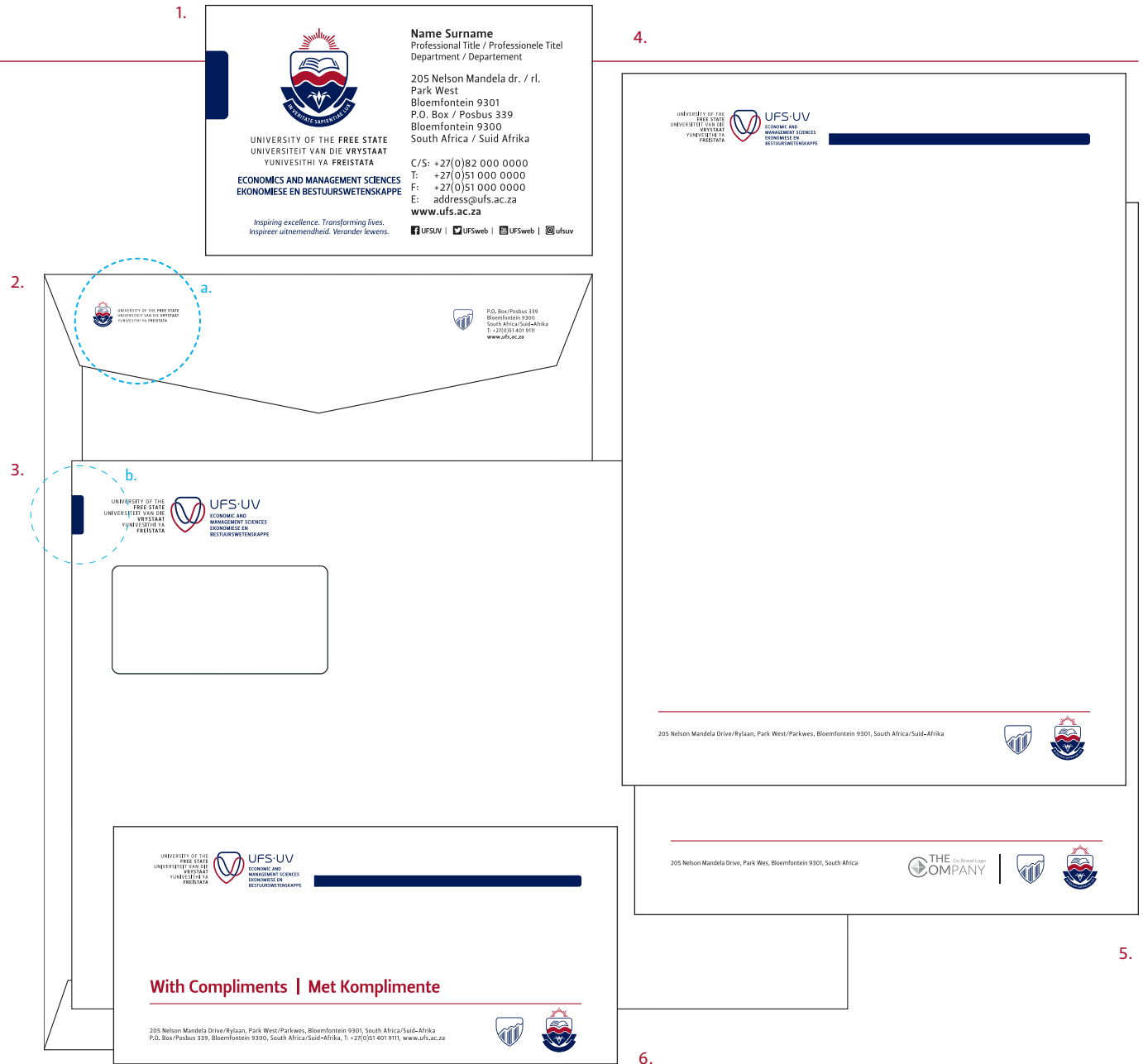
1. The colour bar at the top must match the faculty colour
2. We use the designated faculty marketing brand
3. The faculty affiliation icon is positioned next to the contact details

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

Examples of stationery shown on this page are:

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

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



2.4 Stationery – Business School

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

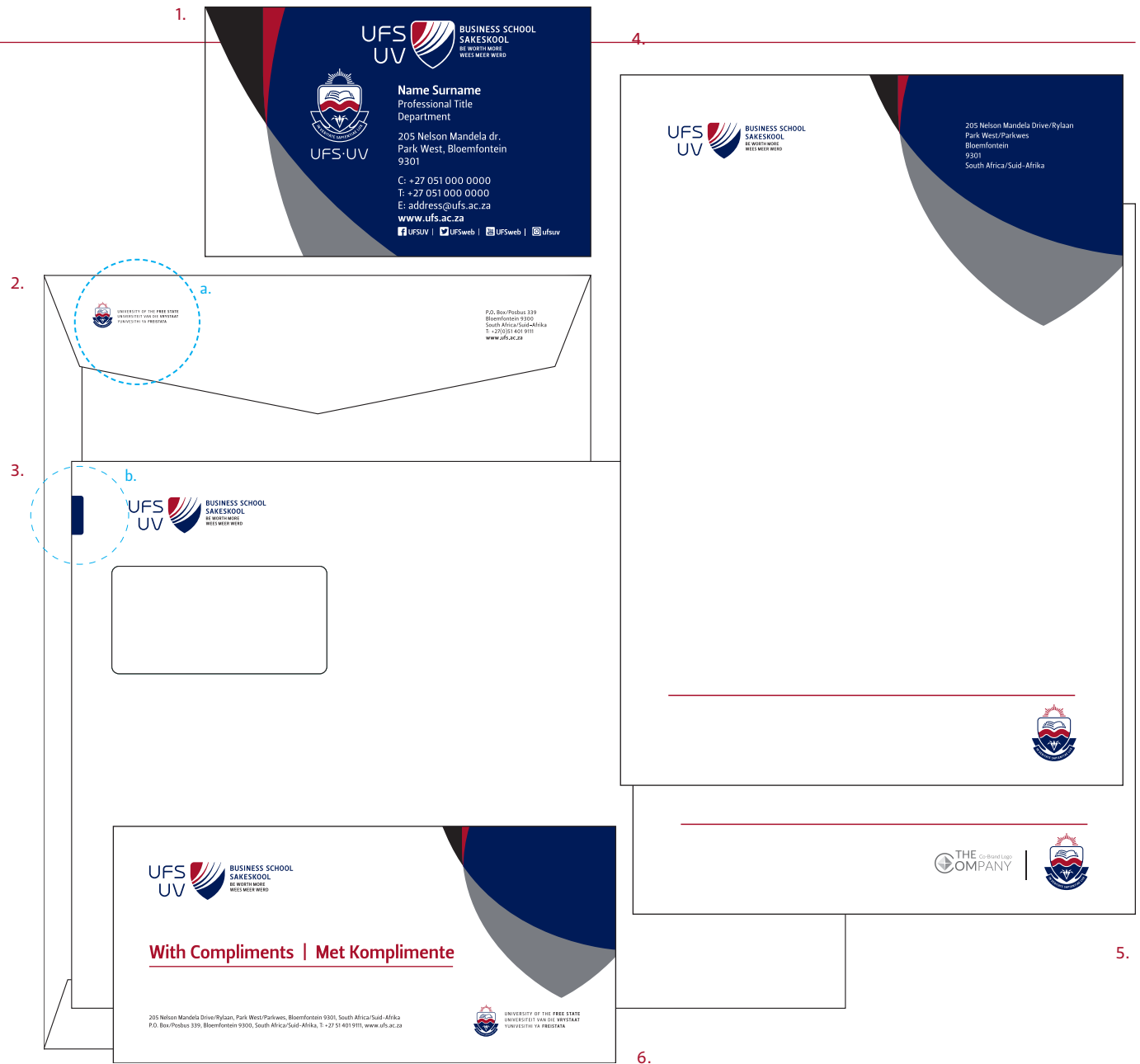
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4. Letterhead
5. Letterhead Co-branding
6. Compliments card

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



2.5 Menu and Programme

Examples



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Menu

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doluptate everovidis

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Catis dem dolor aut quo enimill
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Velis vendaest:


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UFS·UV

Programme

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everovidis explabore nis volore

Fugitaera poreum: Os si abor se nim ut a illanimo
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AWARD DINNER

MENU

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commoluptat volest dolore

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doluptate everovidis

Reiurec turio:
Fugitaera poreum quam esciat
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Os si abor se nim ut a illanimo
occulparciis a dolor adi doluptate
everovidis explabore nis volore

Sequatur aut:
Os si abor se nim ut a illanimo
occulparciis a dolor adi
doluptate everovidis


Catis dem dolor aut quo enimill
endicillab ipsuntiae vit, qui
commoluptat volest dolore

Velis vendaest:


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AWARD DINNER

PROGRAMME

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

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

quamus aut ratus: Quiscie ndisci beatissit volorum
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reiurec turio: Fugitaera poreum quam esciat
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Fugitaera poreum: Os si abor se nim ut a illanimo
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doluptate everovidis

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2.6 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



UFS 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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Example: Standard A-sized portrait advertisements



UFS 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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2.6 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 impact with the headline. Make it a good one.
- Language should suit the language of the selected publication.

Example: Long horizontal advertisement

A long horizontal advertisement for the University of the Free State (UFS). The background is a blue-tinted image of a calculator, a pen, and a document with a bar chart. On the left, there is a small UFS logo. The headline 'Lorom ipsum dolor sit amet' is in a large, bold, dark blue font. Below it, a paragraph of placeholder text is in a smaller, dark blue font. At the bottom, a dark red banner contains contact information in white text: 'T: +27 51 401 9111 | info@ufs.ac.za | www.ufs.ac.za' and social media icons for Facebook, Twitter, YouTube, and Instagram. The UFS logo and name are also present in the bottom right corner.

Lorom ipsum dolor sit amet

Lorit ent maion nulpia 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.

Example:
Slim vertical advertisement

A slim vertical advertisement for the University of the Free State (UFS). The background is a blue-tinted image of a calculator, a pen, and a document with a bar chart. At the top, there is a small UFS logo. The headline 'Lorem ipsum dolor sit amet' is in a large, bold, dark blue font. Below it, a paragraph of placeholder text is in a smaller, dark blue font. At the bottom, a dark red banner contains contact information in white text: 'www.ufs.ac.za' and social media icons for Facebook, Twitter, YouTube, and Instagram. The UFS logo and name are also present in the bottom right corner.

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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2.7 Brochures

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

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Ex et laborecte volorat magnis

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2.8 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



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet



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

Example: A0-sized academic poster

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

A. Nobisto¹, B. Magniet², C.M Endusam³
¹Department of Geology, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa
²Department of Groundwater Studies, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa

Heading

Ficiatin niet doluplat, Apienim inctet dolorest, sumenienit, aut ate voluptatet iunt ipsanti ncipsusam nobis dolore, ad magniet eum, officit experios dolut volorem quassimin eos eliquis enis aspelig endusam ipsusamus maio que voluptassus, nonseque non re illa as vitist idundae prerferum adio. Et reperum undunt elit dolor reperum voluptas aut quiaspero tem eni re nonsequi bea ide porem quae. Nam exped quae et, tempore eatem que aspidet ionseurur ministi, conseqe qui con re sitat fugit, sam fuga de nobistorias sapid quod modia quossimus ut hillescist aut est, sit dolenim volor re, optat dolupta sectia quibus renihicis iunt volit, let qui ullupat quas et ab idit adum essitfortia consedae volorerovit aut earia pedioes trumquo mo et unti omnit et ex eat landut et lant voluptate natur adi dolupta eraturenimus es sunt, volendi quam volupta tatur? It upario tori doles ni ut quibus illitatis alignatum solo offic tem, Ehis dolore, velenentis santem unt, as autecum ut volent ommo est, sequiant.

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Heading

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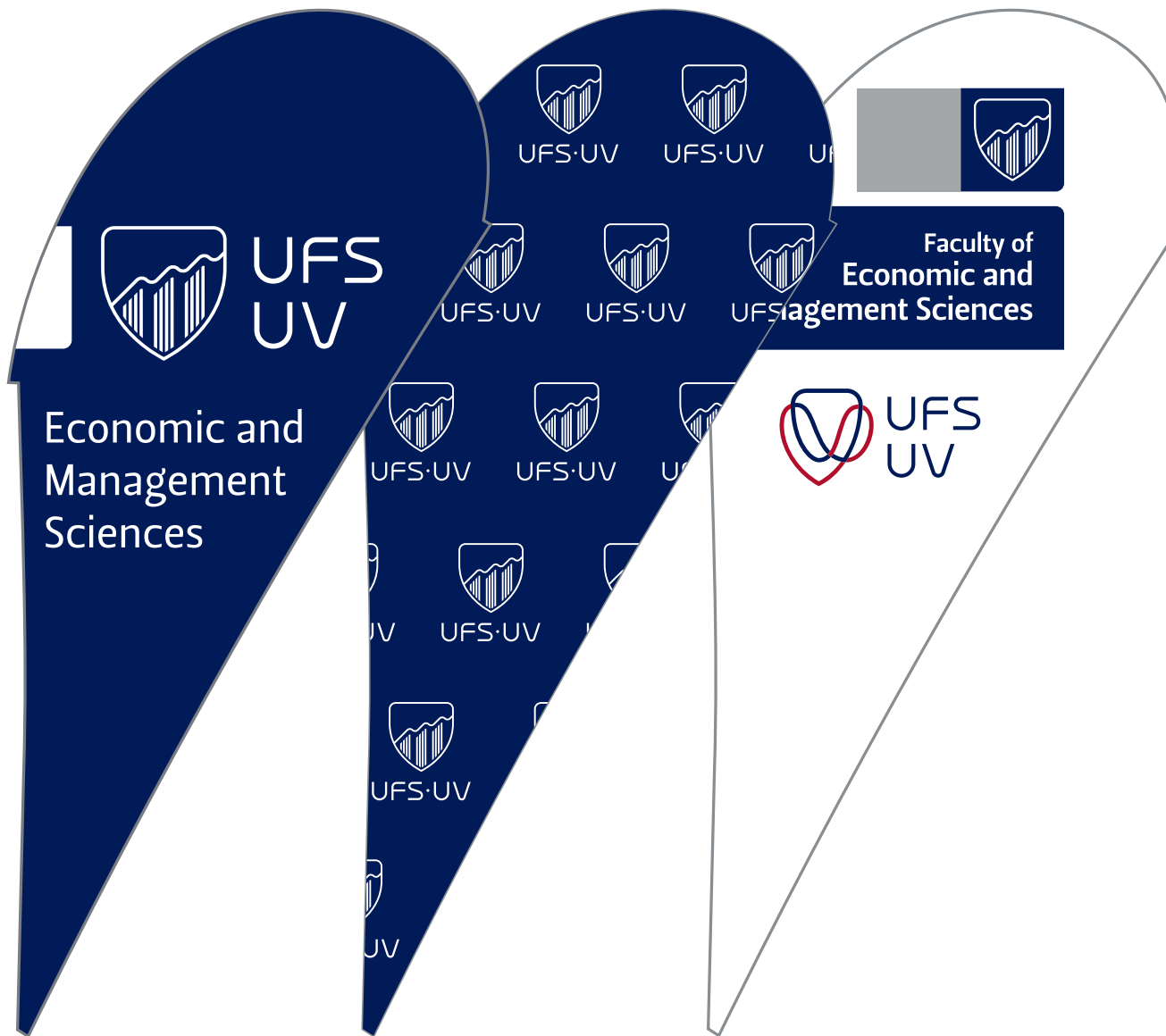
UFS-UV
 ECONOMIC AND
 MANAGEMENT SCIENCES
 EKONOMIESE EN
 BESTUURSWETENSKAPPE

2.9 Pull-up banners

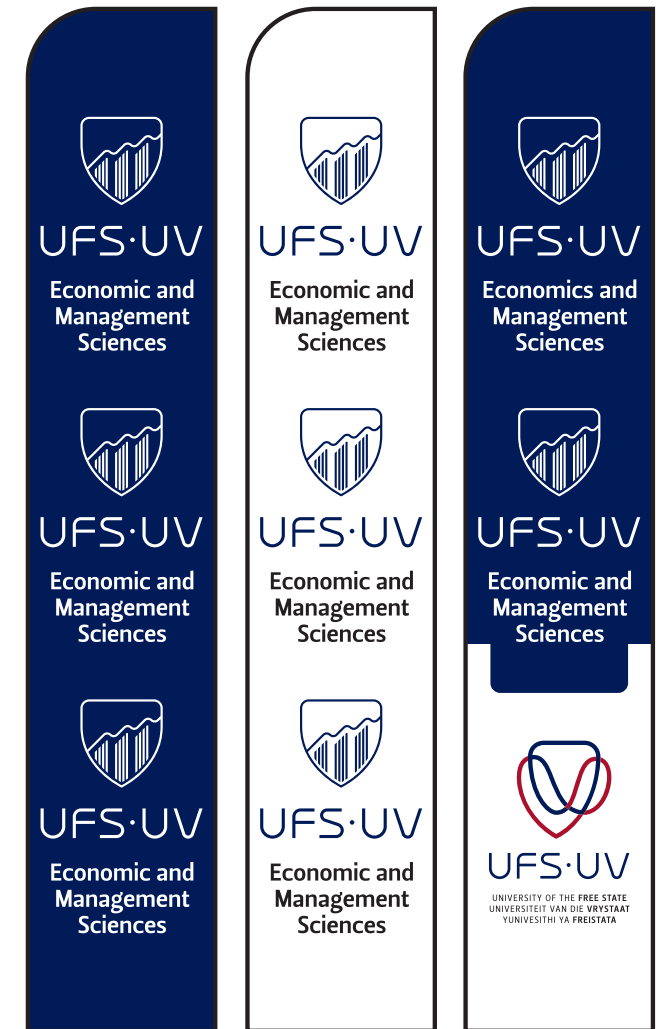


This is the recommended size for applying the corporate strip on a 850 mm by 2'000 mm sized pull-up banner.

2.10 Teardrop banners



2.11 Feather banners



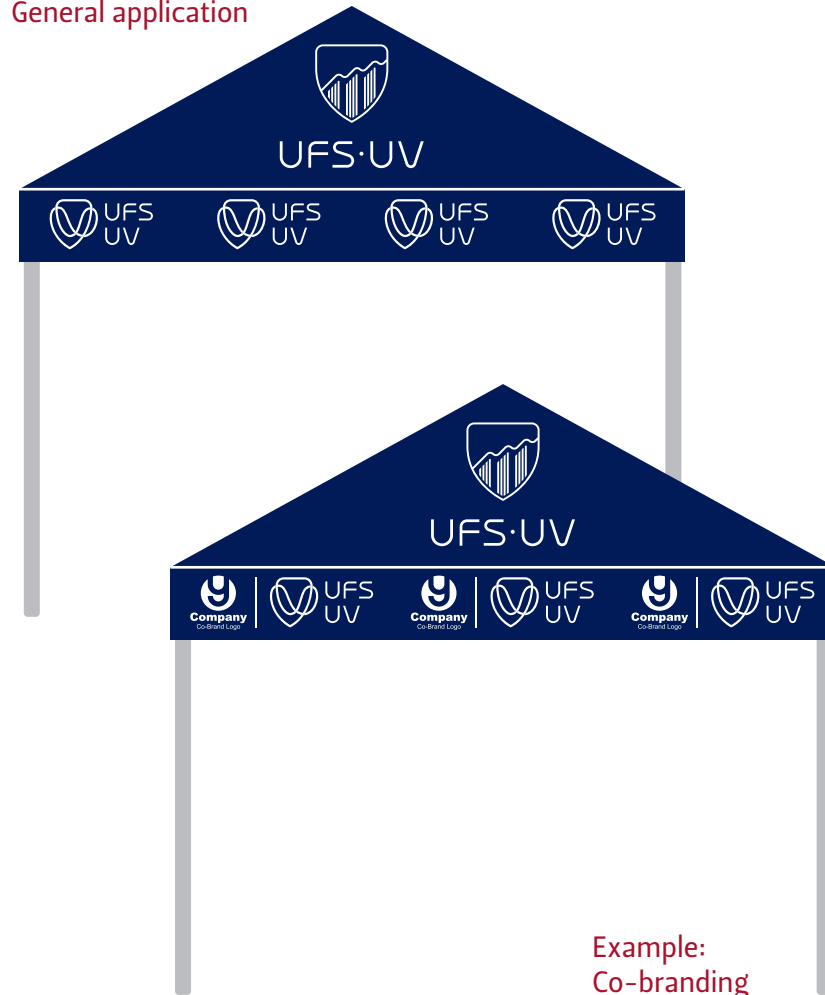
2.12 Pop-up A frames



2.13 Gazebo

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

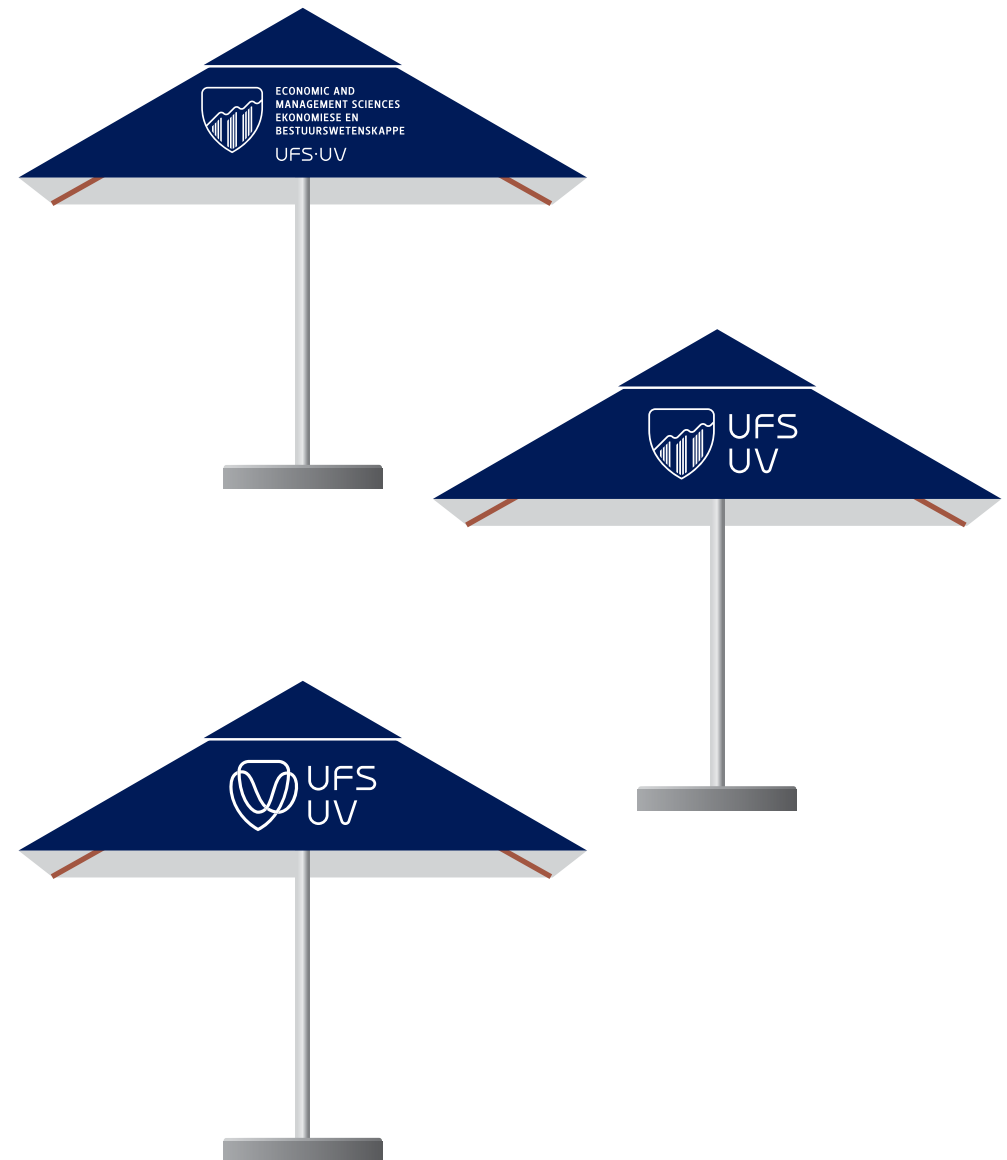
2.14 Billboards

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.



2.15 Parasol



2.16 Banner wall



2.17 Vehicle branding



DEPARTMENT DESCRIPTION
www.ufs.ac.za



UNIVERSITY ESTATE
OCCUPATIONAL HEALTH AND SAFETY

2.18 Social-media

UFS Social-media Icons

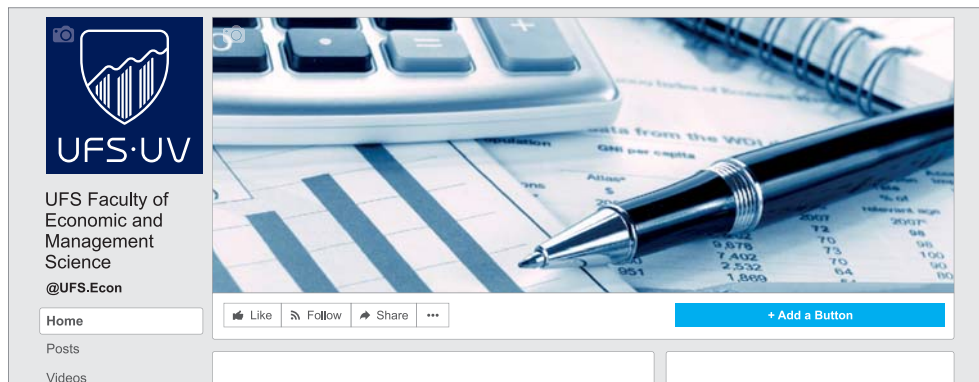
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Social-media profile picture

Faculty and departmental profile pictures



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 **#PleaseDontLikeThis**.



Social-media cover photos

Text only



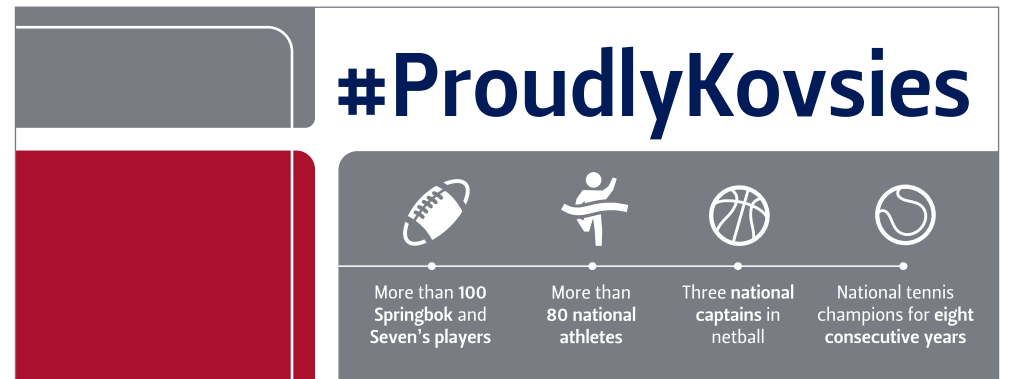
Photos without text



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 UFS's social-media platforms. These clips are used to emphasise the UFS brand.

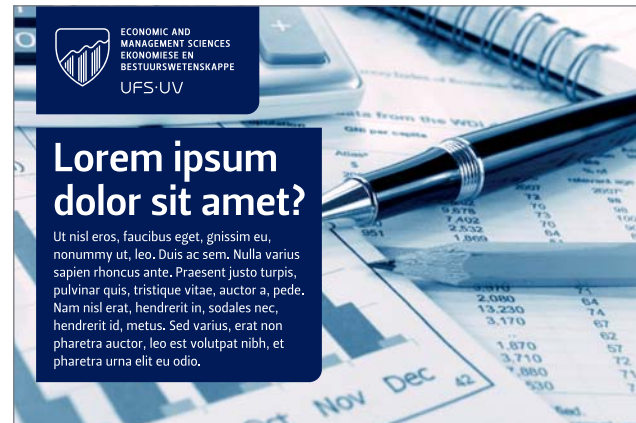


Lower thirds



Social-media designs for posts and tweets

These banners and posters are designed 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



2.19 Web resources

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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2.20 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 brandmark is what will characteristically tie the various presentations together. The PowerPoint template is available on the intranet.



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2.21 Electronic invitations



A4 General invitation in Microsoft PowerPoint



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Date: Day Month, Year
Time: 19:30 for 20:00
Place: University of the Free State, Main Campus
RSVP: Day, Month, Year

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