

3

Economic and Management Sciences



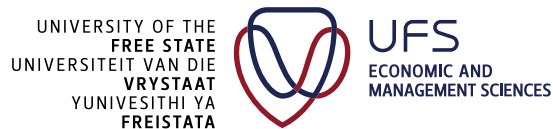
3.1 Faculty marketing and affiliation brand

Faculty marketing brand

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

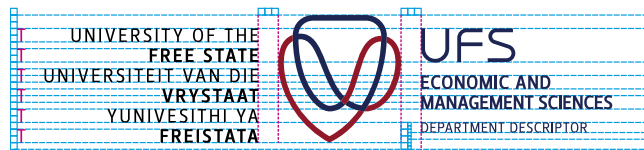
Application

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



Department descriptor

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



Faculty affiliation brand

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

Application

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

Example: Faculty affiliation logo



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

Faculty affiliation icon



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

Faculty colour formulas

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



3.2 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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PARTNER LOGO

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PARTNER LOGO A | PARTNER LOGO B | PARTNER LOGO C

3.3 Proposal documents



3.4 Folders

Front



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

Inside



a.

b.

3.5 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

The image displays six examples of stationery items, numbered 1 through 6:

- 1. Business card:** Features the UFS crest, faculty name, contact details, and social media icons.
- 2. Envelope, back view:** Shows the UFS crest and contact information on the reverse side.
- 3. Envelope, front view:** Shows the UFS crest and faculty name on the front, with a red tab (labeled 'b.').
- 4. Letterhead:** Features the UFS crest, faculty name, and a dark blue horizontal bar.
- 5. Letterhead Co-branding:** Features the UFS crest, faculty name, and a co-branding logo for 'THE COMPANY'.
- 6. Compliments card:** Features the UFS crest, faculty name, and the text 'With Compliments'.

3.6 Menu and Programme

Examples



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Menu

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

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

Reiurec turio:
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ate nis cusae il idit odis sus


Et quo erspis mo moditem
fugitat empeliquam conet

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Sequatur aut:
Os si abor se nim ut a illanimo
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Velis vendaest:


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UFS

Programme

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AWARD DINNER

MENU

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commoluptat volest dolore

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occulparciis a dolor adi doluptate
everovidis explabore nis volore


Sequatur aut:
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doluptate everovidis

Catis dem dolor aut quo enimill
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commoluptat volest dolore

Velis vendaest:

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AWARD DINNER

PROGRAMME

Neque quis: Catis dem dolor aut quo enimill
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occulparciis a dolor adi
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simuscient faccatio: Et quo erspis mo moditem
fugitat empeliquam conet

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

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

Velis vendaest:

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3.7 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



The image shows a landscape-oriented advertisement. The background is a blurred image of a calculator, a pen, and a document with a bar chart. A dark blue rectangular box is overlaid on the left side, containing the university crest and the text 'Lorem ipsum dolor sit amet'. Below this box, there is a paragraph of placeholder text. At the bottom, there is a dark red bar with contact information and social media icons, and the university logo and name.

 **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



The image shows a portrait-oriented advertisement. The background is a blurred image of a calculator, a pen, and a document with a bar chart. A dark blue rectangular box is overlaid on the left side, containing the university crest. To the right of this box, the text 'Lorem ipsum dolor sit amet?' is displayed in a large font. Below this, there is a paragraph of placeholder text. At the bottom, there is a dark red bar with contact information and social media icons, and the university logo and name.

 **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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3.7 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) Economic and Management Sciences. The background is a blurred image of a desk with a calculator, a pen, and a document. The advertisement features a dark blue header with the UFS logo. Below the logo is the headline "Lorom ipsum dolor sit amet" in a large, bold, dark blue font. Underneath the headline is a line of placeholder text: "Lorit ent maion nulpa serovidita nonectaquis num alibusa nihilis". A paragraph of placeholder text follows: "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." At the bottom of the advertisement is a dark red footer containing contact information: "T: +27 51 401 9111 | info@ufs.ac.za | www.ufs.ac.za" and social media icons for Facebook, Twitter, LinkedIn, and Instagram, all labeled "UFSUV". The UFS logo and name are also present in the bottom right corner of the 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.

Example: Slim vertical advertisement

A slim vertical advertisement for the University of the Free State (UFS) Economic and Management Sciences. The background is a blurred image of a desk with a calculator, a pen, and a document. The advertisement features a dark blue header with the UFS logo. Below the logo is the headline "Lorem ipsum dolor sit amet" in a large, bold, dark blue font. At the bottom of the advertisement is a dark red footer containing contact information: "www.ufs.ac.za" and social media icons for Facebook, Twitter, LinkedIn, and Instagram, all labeled "UFSUV". The UFS logo and name are also present in the bottom right corner of the advertisement.

Lorem ipsum dolor sit amet

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3.8 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

UFS

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 acs sundam quaessin nis etur?

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

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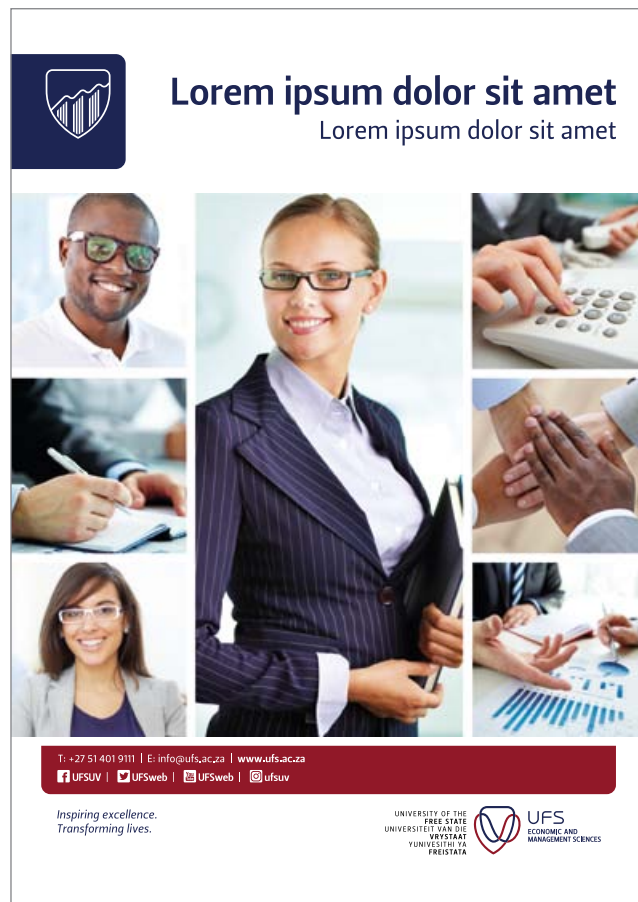
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3.9 Posters

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

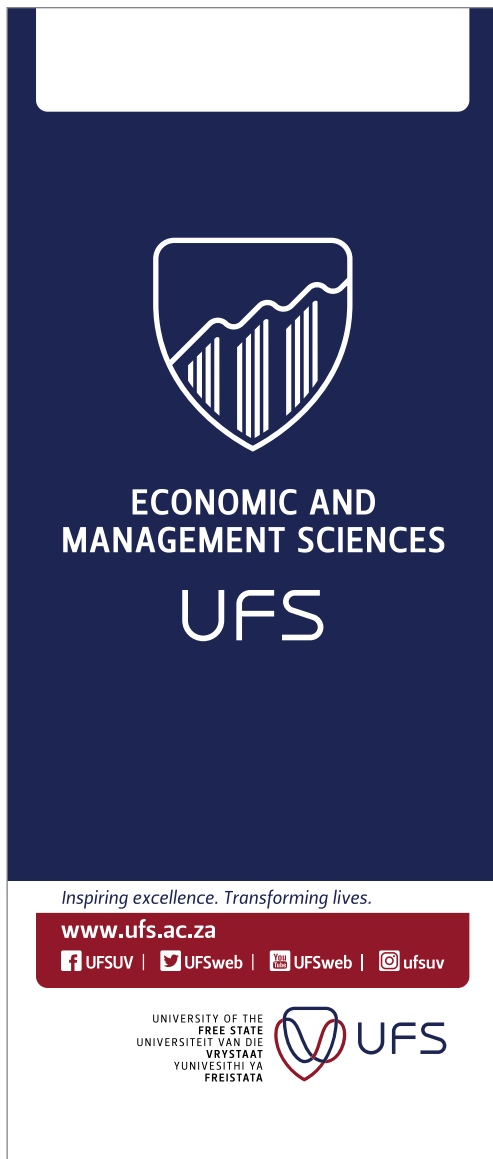


Only approved UFS typography is used in the design of posters.

Example: A0-sized academic poster

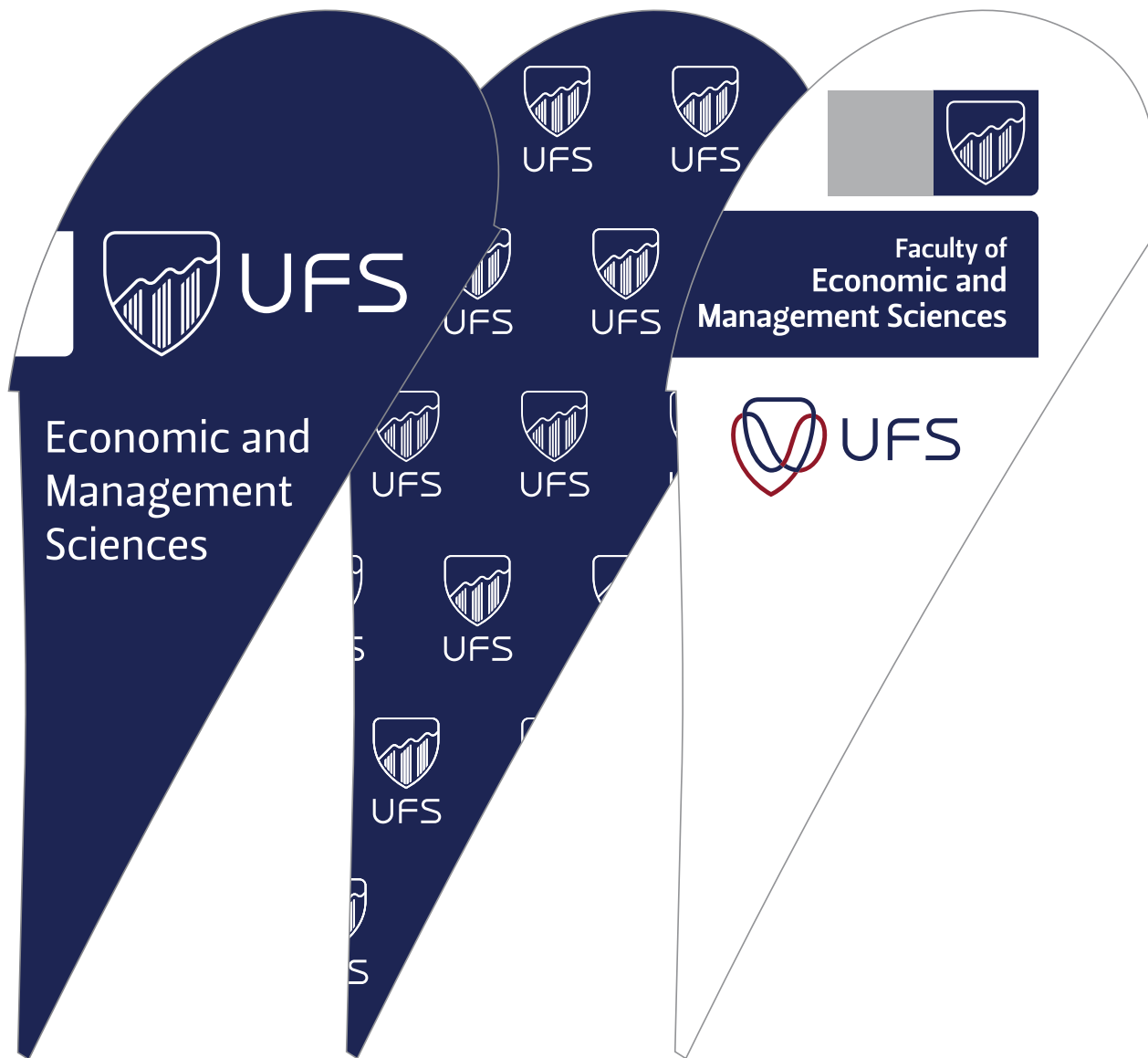


3.10 Pull-up banners

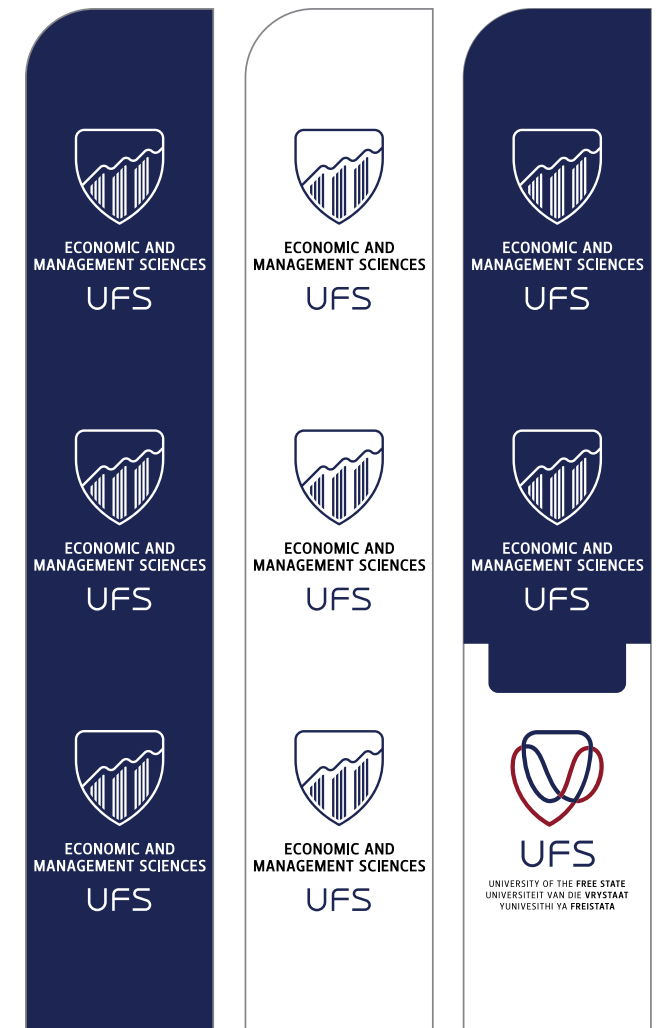


This is the recommended size for applying the corporate strip on a 850 mm by 2'000 mm sized pull-up banner.

3.11 Teardrop banners



3.12 Feather banners



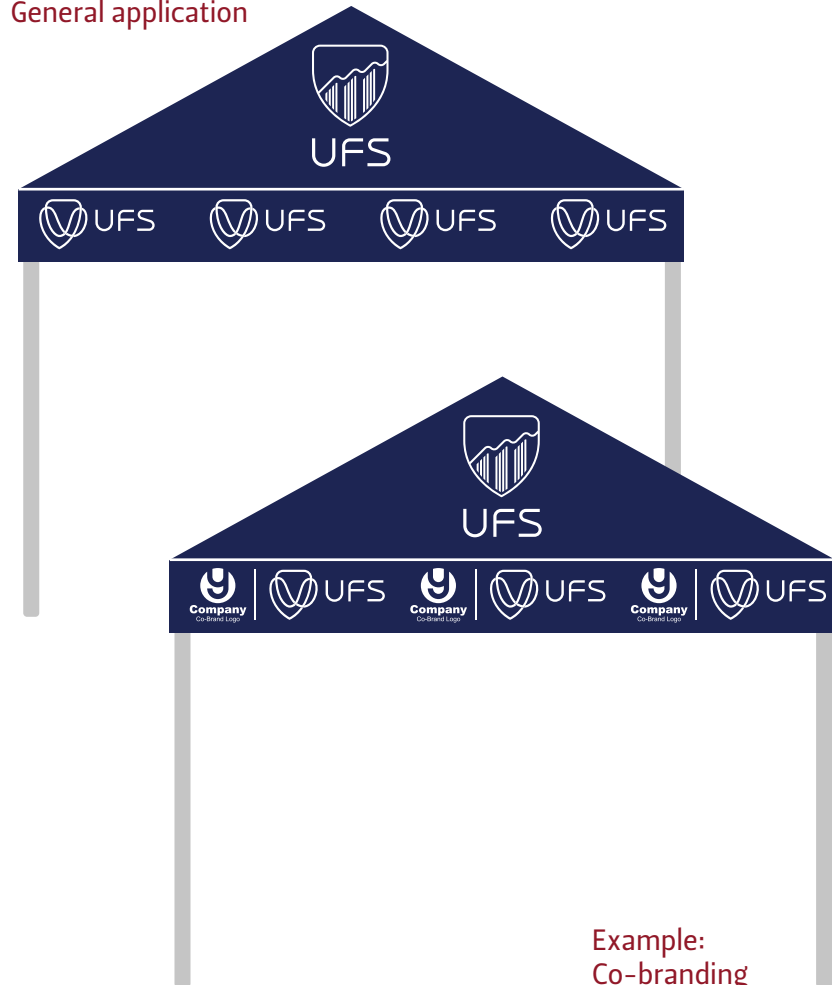
3.13 Pop-up A frames



3.14 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

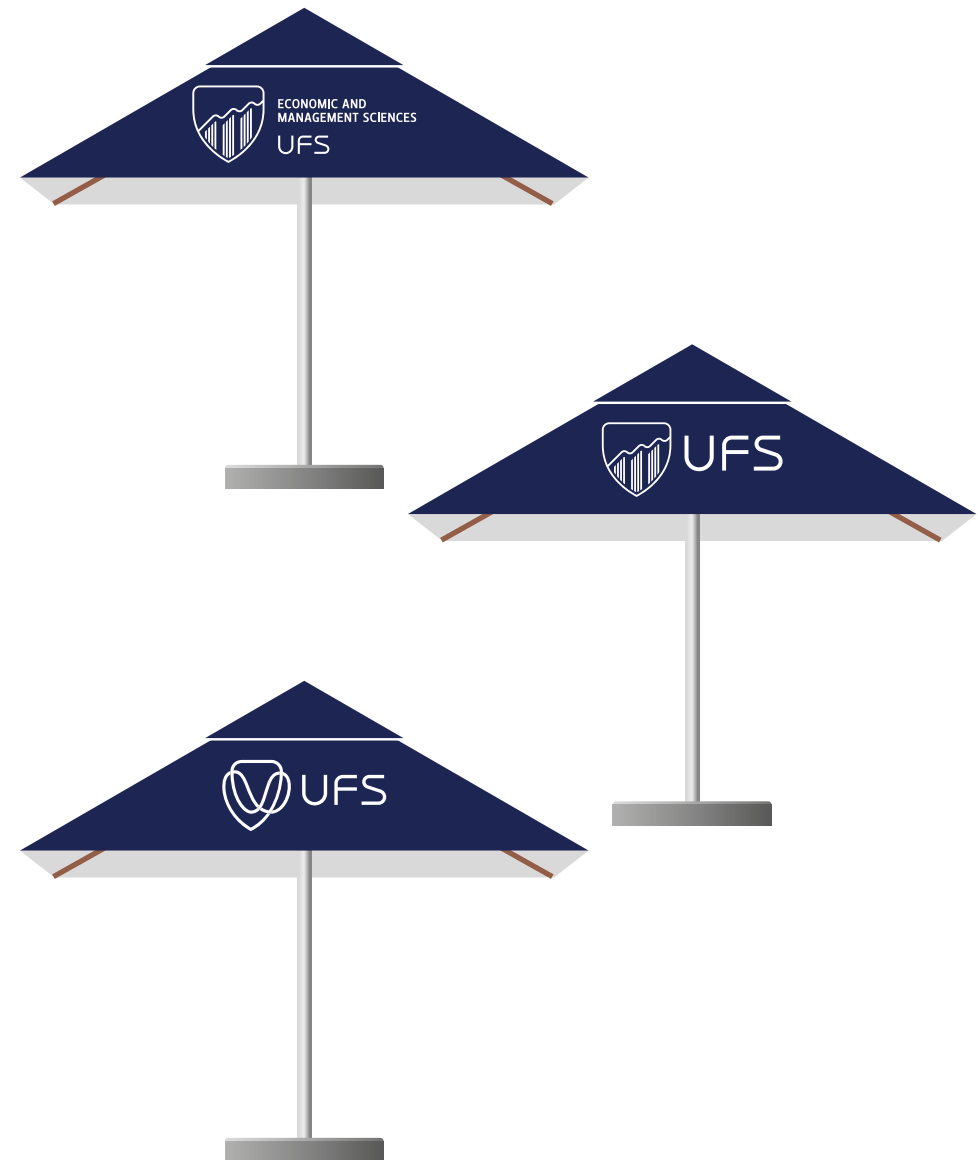
3.15 Billboards

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.

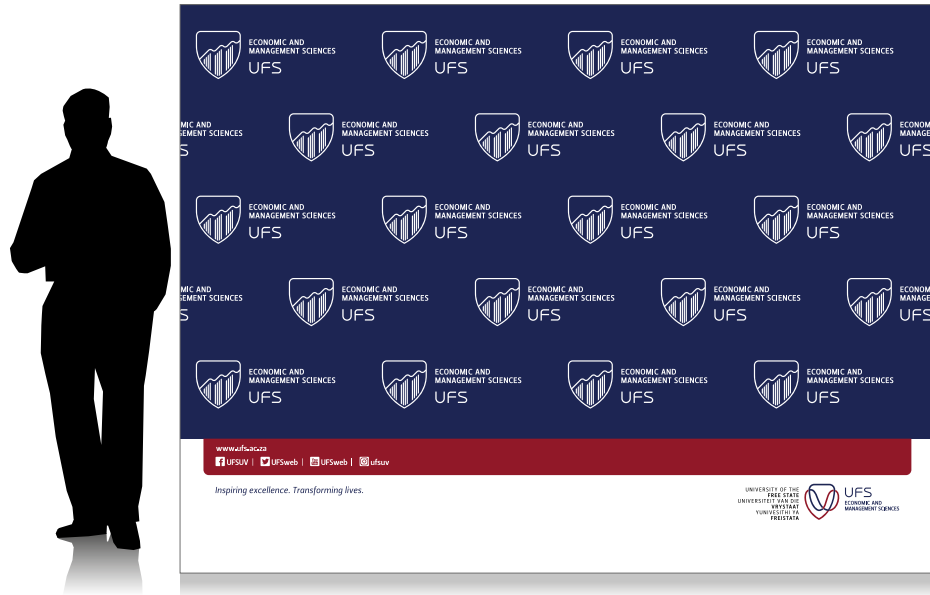
Only approved UFS typography is used in the design of posters.



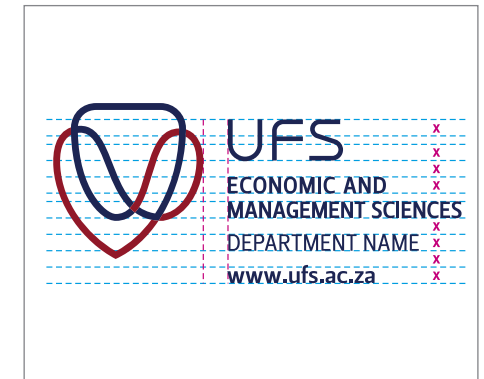
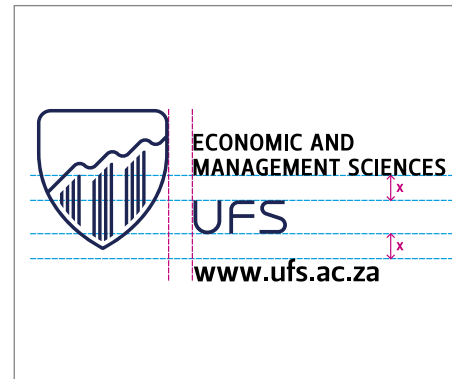
3.16 Parasol



3.17 Banner wall



3.18 Vehicle branding



3.19 Social-media

UFS Social-media Icons

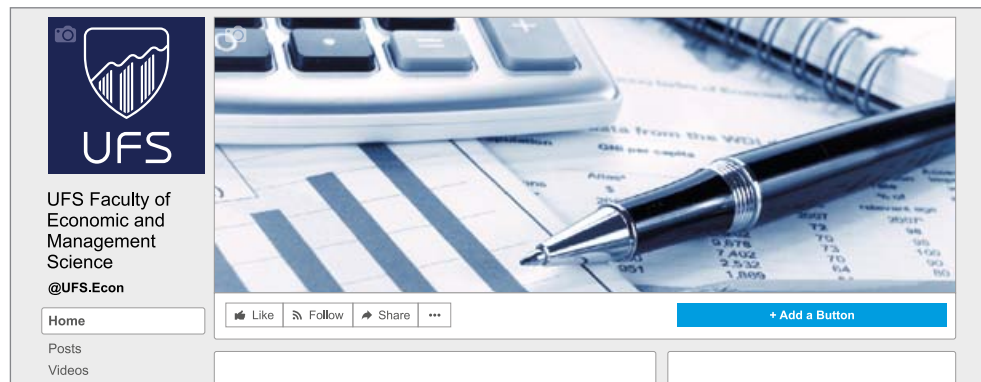
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Social-media profile picture

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 **#PleaseDoltLikeThis**.



Social-media cover photos

Text only



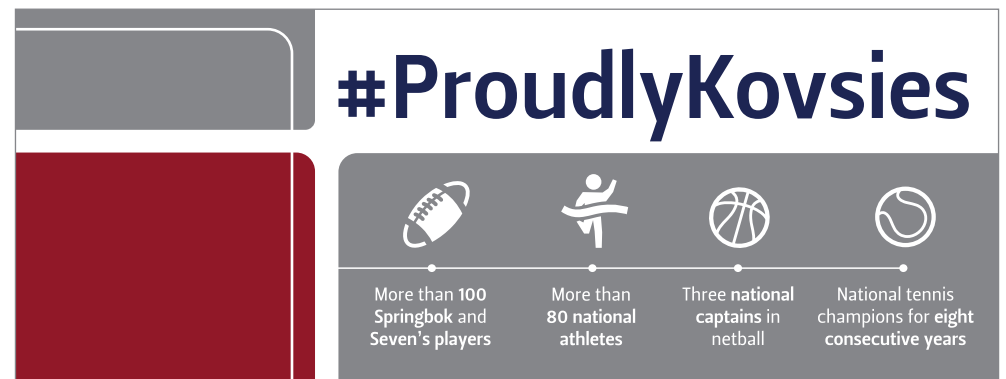
Photos without text



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.



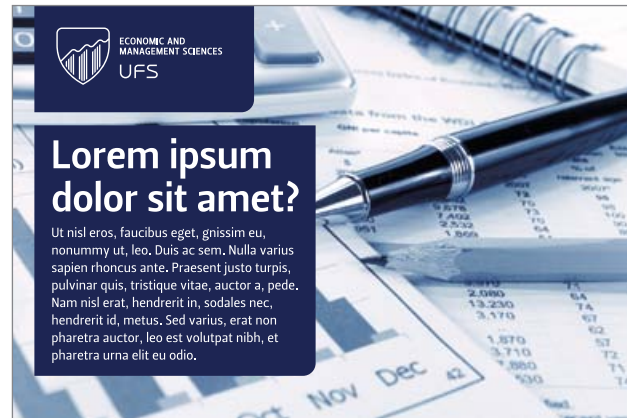
Lower thirds



Social-media designs for posts and tweets

These banners and posters are 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



3.20 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>)



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GUIDELINES

1. INTRODUCTION AND BACKGROUND

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2. DEFINITION OF TERMS


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 UFS
ECONOMIC AND MANAGEMENT SCIENCES
DEPARTMENTAL DESCRIPTION

Important information

1. INTRODUCTION AND BACKGROUND

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



3.22 Electronic invitations

A4 General invitation in Microsoft PowerPoint

