

6 Law

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



6.1 Faculty marketing and affiliation brand

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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

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



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

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

Faculty colour formulas

pantone® 193 C	C 2% R 187 M 100% G 19 Y 60% B 62 B 11% Hex: BB133E
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

6.2 Proposal documents



113

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

6.4 Stationery

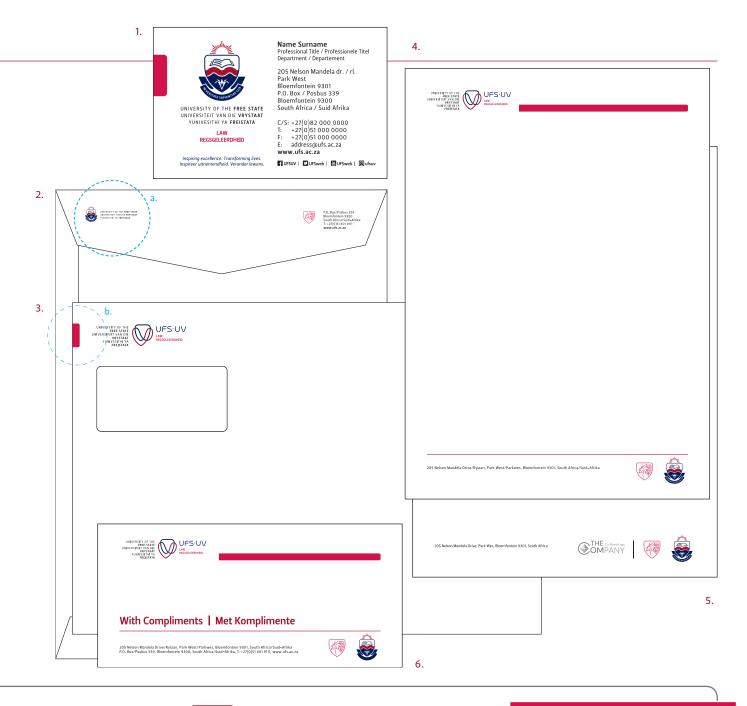
With faculty stationery, there are three dynamics that differentiate itself from the general marketing stationery, namely:

- 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

114

6.5 Menu and Programme

Examples



6.6 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



Example: Standard A-sized portrait advertisements



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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



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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.



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Example: Slim vertical advertisement

6.7 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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118

Heading In This Space

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6.8 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

Example: A2-sized poster



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.

Only approved UFS typography

is used in the design of posters.

Example: A0-sized academic poster

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Heading

Heading

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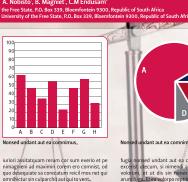
Heading

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6.9 Pull-up banners



UFS·UV

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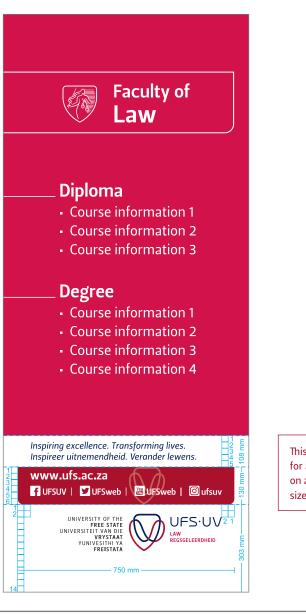
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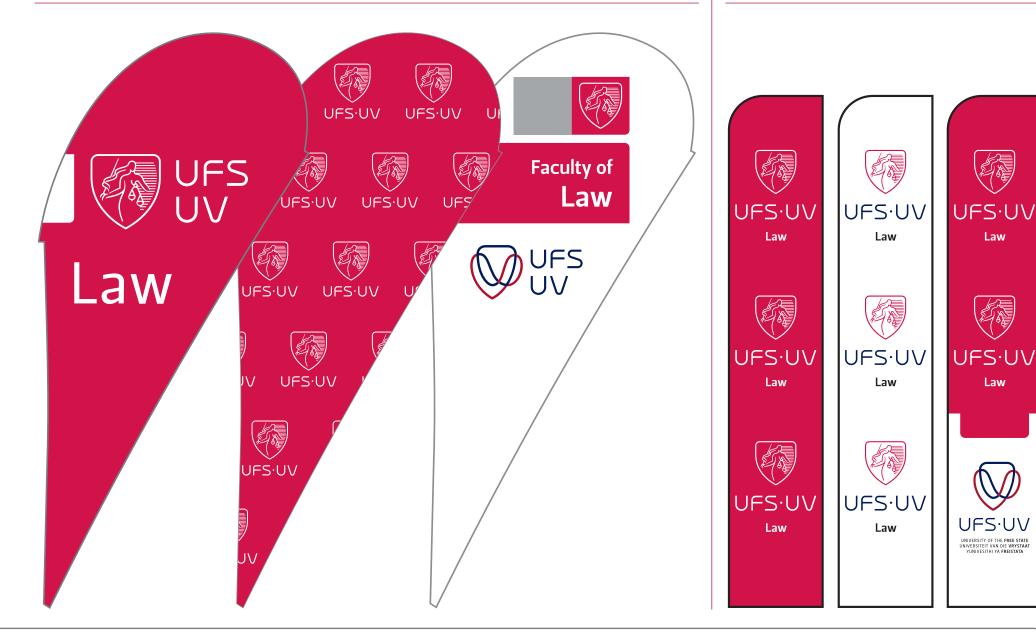




This is the recommended size for applying the corporate strip on a 850 mm by 2'000 mm sized pull-up banner.

6.10 Teardrop banners

6.11 Feather banners



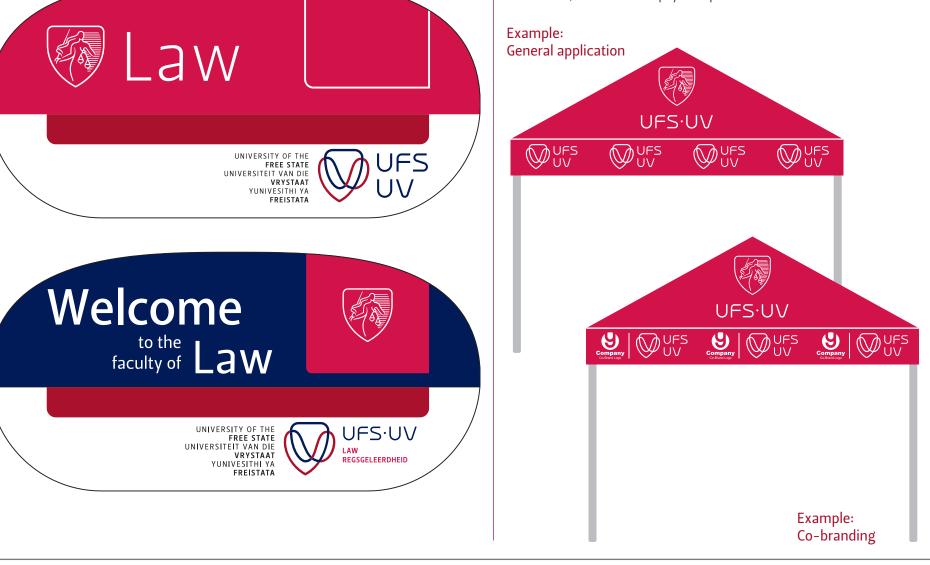
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6.12 Pop-up A frames

6.13 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.



6.14 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.

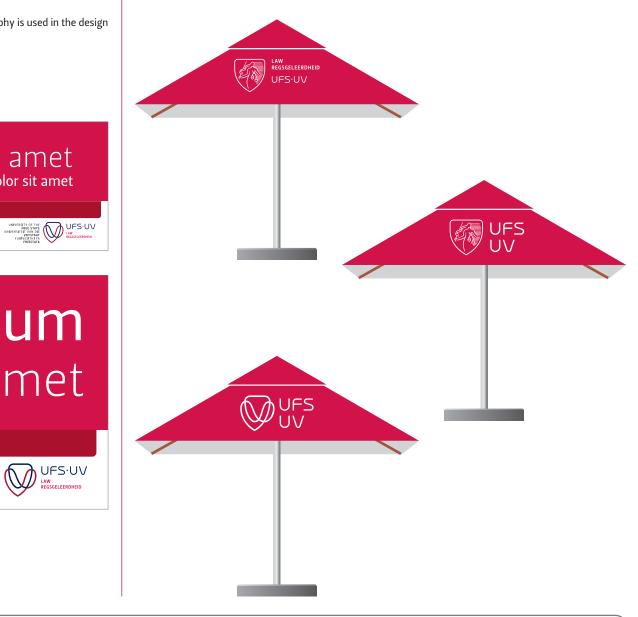
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Inspiring excellence. Transforming lives. Inspireer uitnemendheid. Verander lewens. THE Co-Brand Logo OMPANY UNIVERSITE VAN DIE VUNIVERSITE VAN DIE VUNIVESTIAT VUNIVESTIAT VUNIVESTIAT

6.15 Parasol



6.16 Banner wall

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3.17 Vehicle branding







6.18 Social-media

UFS Social-media Icons

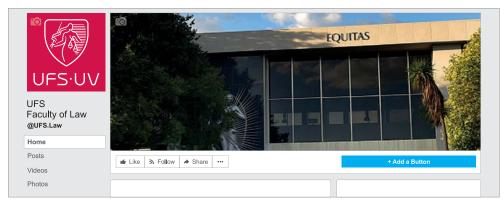
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Social-media profile picture

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 **#PleaseDoltLikeThis**.





Hundreds of matriculants and and parents travelled from far and wide to see what the University of the Free State has to offer during the 2018 Bloemfontein Campus Open Day. The #KovsieCyberSta team got to interact with a few prospective Kovsies to hear what they look forward to about studying at UFS next year.

#UFSOpenDay2018

UFS Brand Identity Guidelines

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Social-media cover photos

Text only





www.ufs.ac.za

Photos without text

Graphic elements



Photo and text



Video clips

Video-clip bookend

Video bookends are short introductory and outgoing video clips that are placed respectably 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



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UFS·UV

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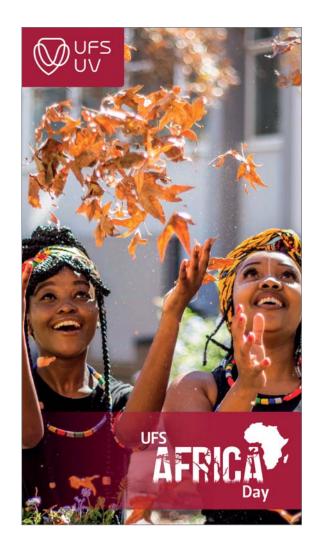


Social-media designs for posts and tweets

#WhatsYourStory #WhatsYourStory is a new campaign in which the university is trying to introduce the various personalities on campus to the broader Kovsie community.







6.19 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. DEFINITION OF TERMS

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6.20 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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6.21 Electronic invitations

A4 General invitation in Microsoft PowerPoint



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