

# 7 | Natural and Agricultural Sciences



# 7.1 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.

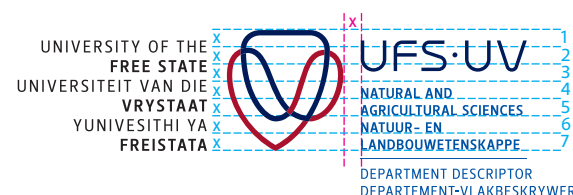
### Application

- 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® <b>286 C</b>	C 100% M 75% Y 0% B 0%	R 0 G 57 B 167 Hex: 0039A7
PANTONE® <b>2768 C</b>	C 100% M 83% Y 0% B 56%	R 15 G 32 B 75 Hex: 0F204B
PANTONE® <b>187 C</b>	C 8% M 100% Y 79% B 28%	R 167 G 25 B 48 Hex: A71930

## 7.2 Proposal documents

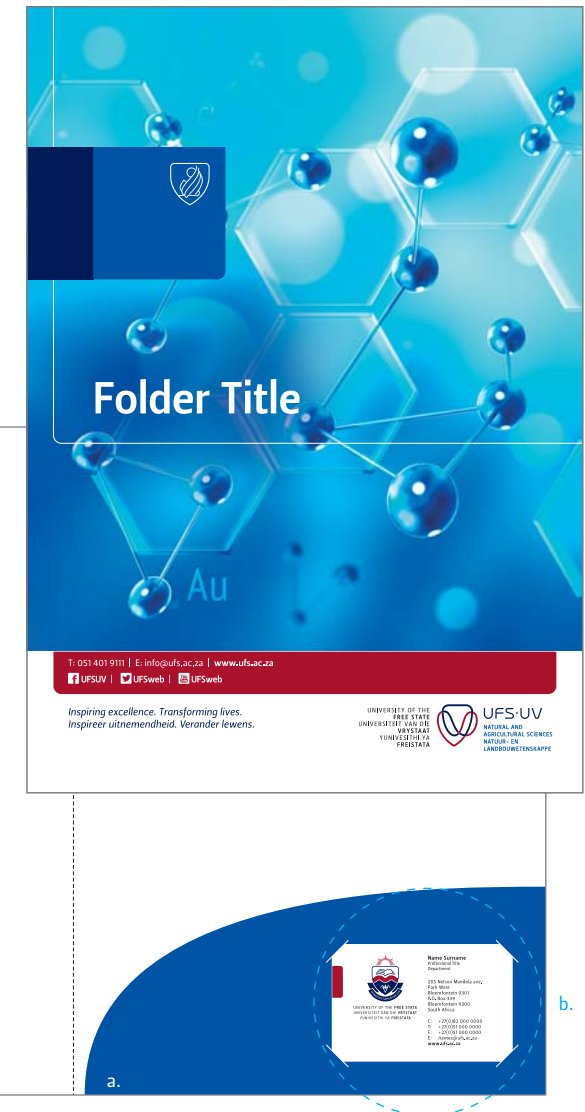


## 7.3 Folders

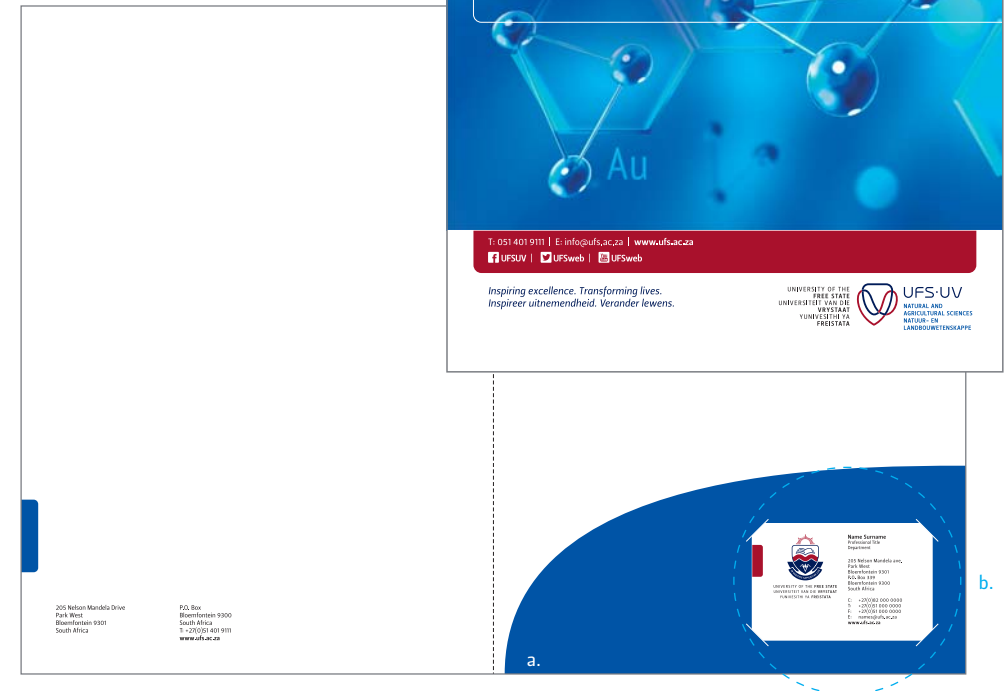
Download at <http://www.ufs.ac.za/logosintranet>

### Front

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



### Inside



## 7.4 Stationery

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

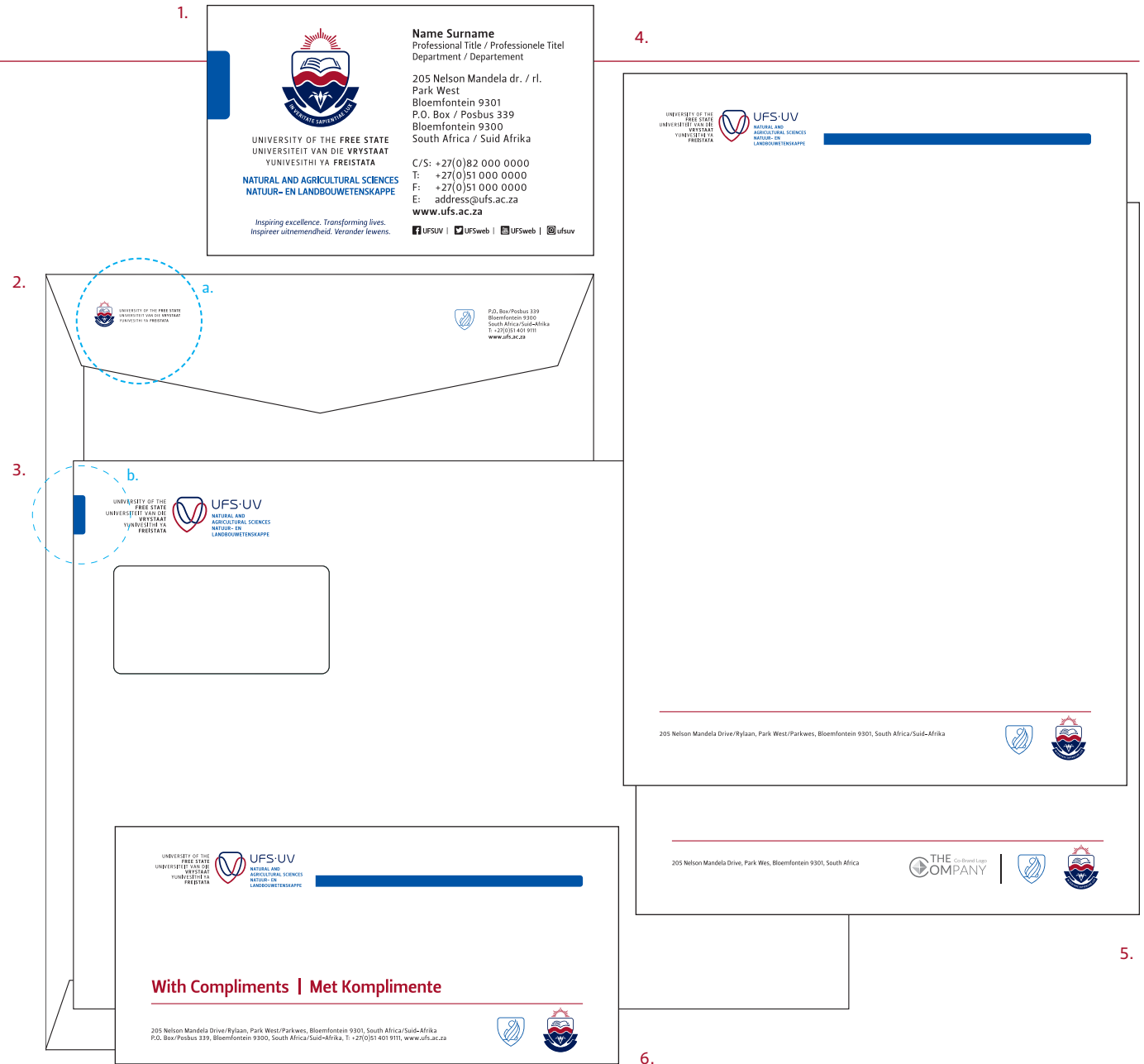
1. The colour bar at the top must match the faculty colour
2. We use the designated faculty marketing brand
3. The faculty affiliation icon is positioned next to the contact details

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



## 7.5 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:**  
Fugitaera poreum quam esciat  
ate nis cusae il idit odis sus

Et quo erspis mo moditem  
fugitat empeliuam conet

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:**


T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za  
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AGRICULTURAL SCIENCES  
NATUUR- EN  
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UFS-UV

# 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  
simuscient faccatio

**reiurec turio:** Fugitaera poreum quam esciat  
ate nis cusae il idit odis sus

**simuscient faccatio:** Et quo erspis mo moditem  
fugitat empeliuam conet

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

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


**velis vendaesto:** Catis dem dolor aut quo enimill  
endicillab ipsuntiae vit, qui  
commoluptat volest dolore

**Velis vendaest:**


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AWARD DINNER

# 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:**  
Fugitaera poreum quam esciat  
ate nis cusae il idit odis sus

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

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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  
simuscient faccatio

**reiurec turio:** Fugitaera poreum quam esciat  
ate nis cusae il idit odis sus

**simuscient faccatio:** Et quo erspis mo moditem  
fugitat empeliuam conet

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


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

**Velis vendaest:**

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## 7.6 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



## 7.6 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



The advertisement features a blue header with the UFS UV logo on the left. The main headline is 'Lorom ipsum dolor sit amet' in a large, bold, blue font. Below it is a sub-headline 'Lorit ent maion nulpis serovidita nonectaquis num alibusa nihilis' in a smaller blue font. The body text is a block of Lorem Ipsum in a small, black font. At the bottom, there is a red bar containing contact information: 'T: +27 51 401 9111 | info@ufs.ac.za | www.ufs.ac.za' and social media icons for Facebook, Twitter, YouTube, and Instagram. The background of the advertisement is a blue and white molecular structure graphic.

**Lorom ipsum dolor sit amet**  
Lorit ent maion nulpis 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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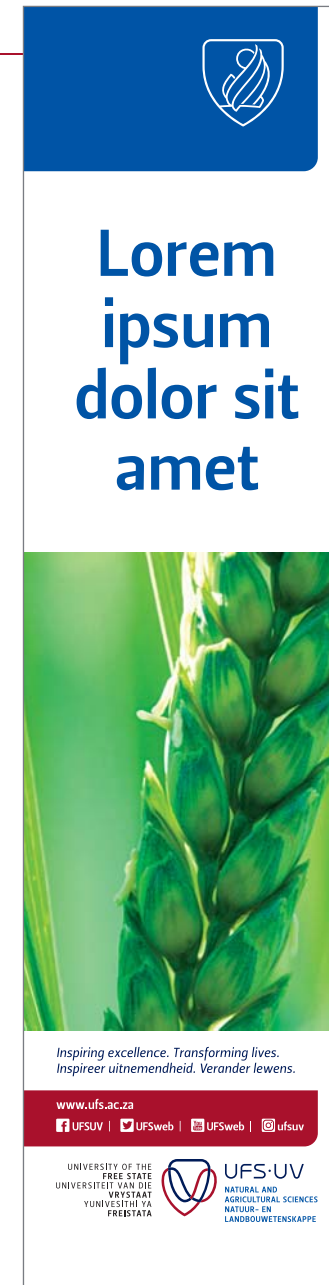
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### Slim vertical advertisement

- 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



The advertisement features a blue header with the UFS UV logo on the left. The main headline is 'Lorem ipsum dolor sit amet' in a large, bold, blue font. Below it is a sub-headline 'Lorit ent maion nulpis serovidita nonectaquis num alibusa nihilis' in a smaller blue font. The body text is a block of Lorem Ipsum in a small, black font. At the bottom, there is a red bar containing contact information: 'www.ufs.ac.za' and social media icons for Facebook, Twitter, YouTube, and Instagram. The background of the advertisement is a green and white molecular structure graphic.

**Lorem ipsum dolor sit amet**  
Lorit ent maion nulpis serovidita nonectaquis num alibusa nihilis

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## 7.7 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





## 7.8 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.

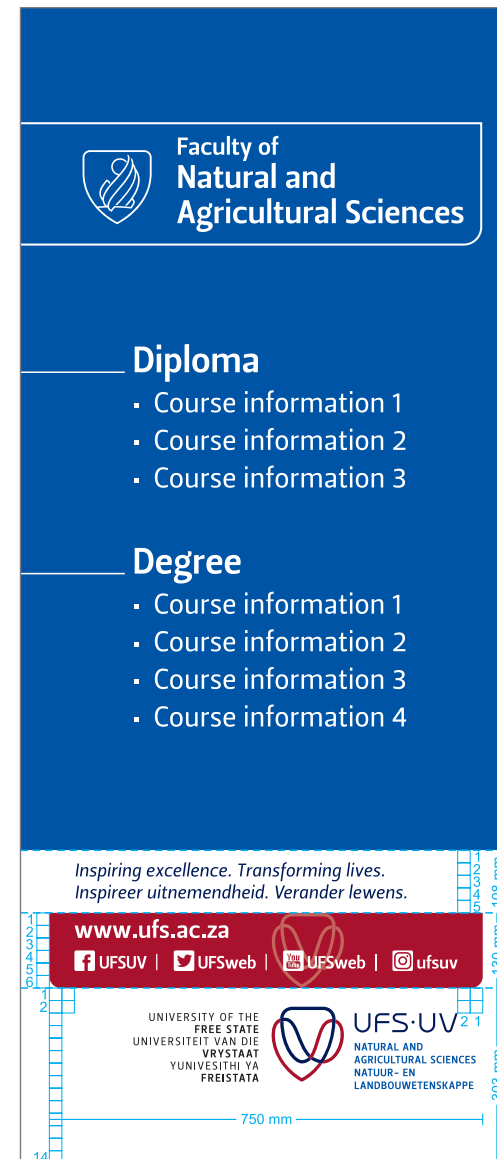
### Example: A2-sized poster



### Example: A0-sized academic poster

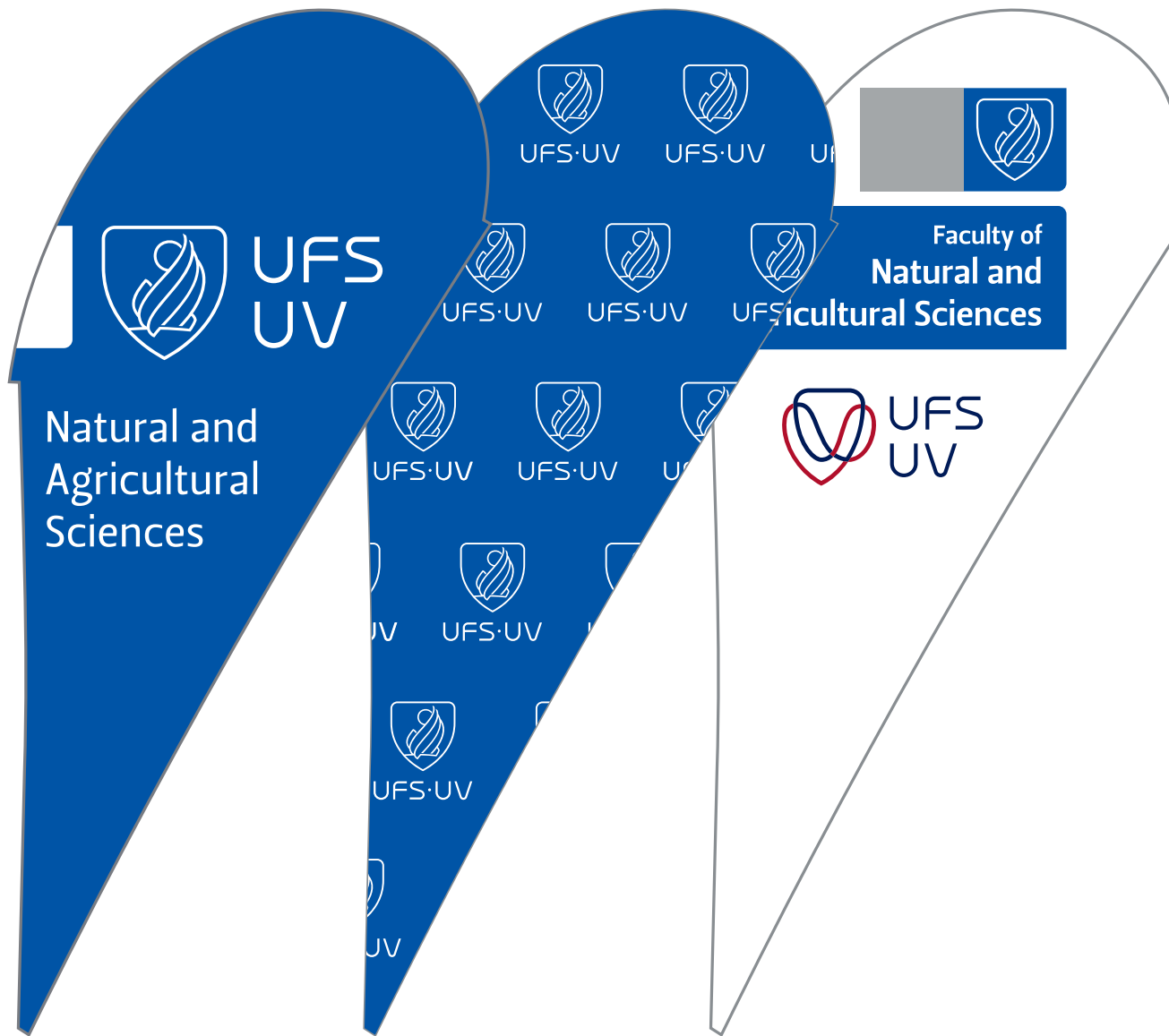


## 7.9 Pull-up banners

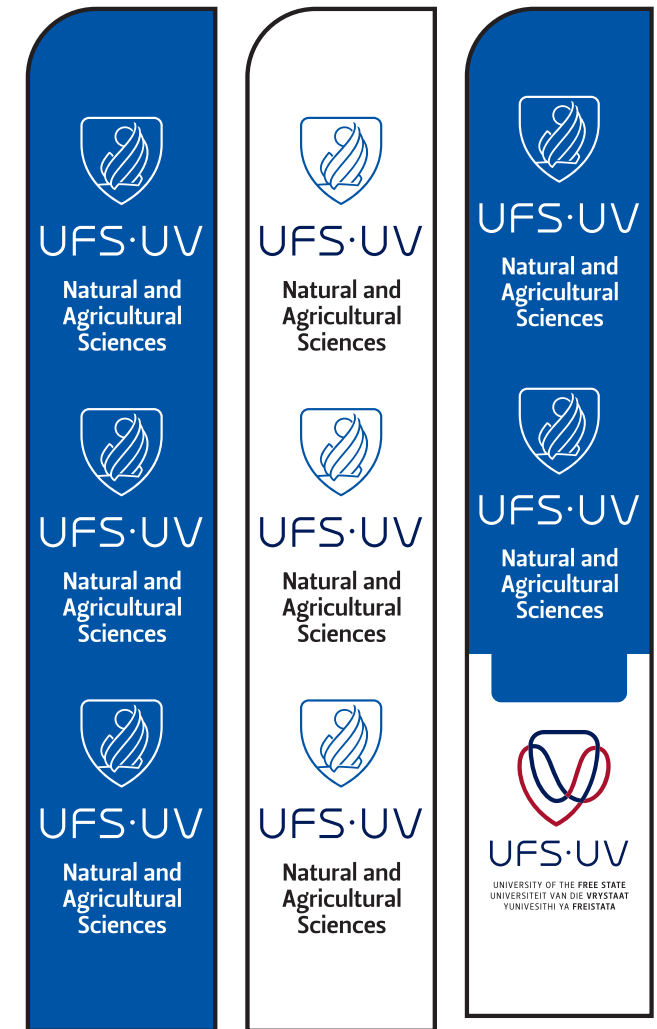


This is the recommended size for applying the corporate strip on a 850 mm by 2'000 mm sized pull-up banner.

## 7.10 Teardrop banners



## 7.11 Feather banners



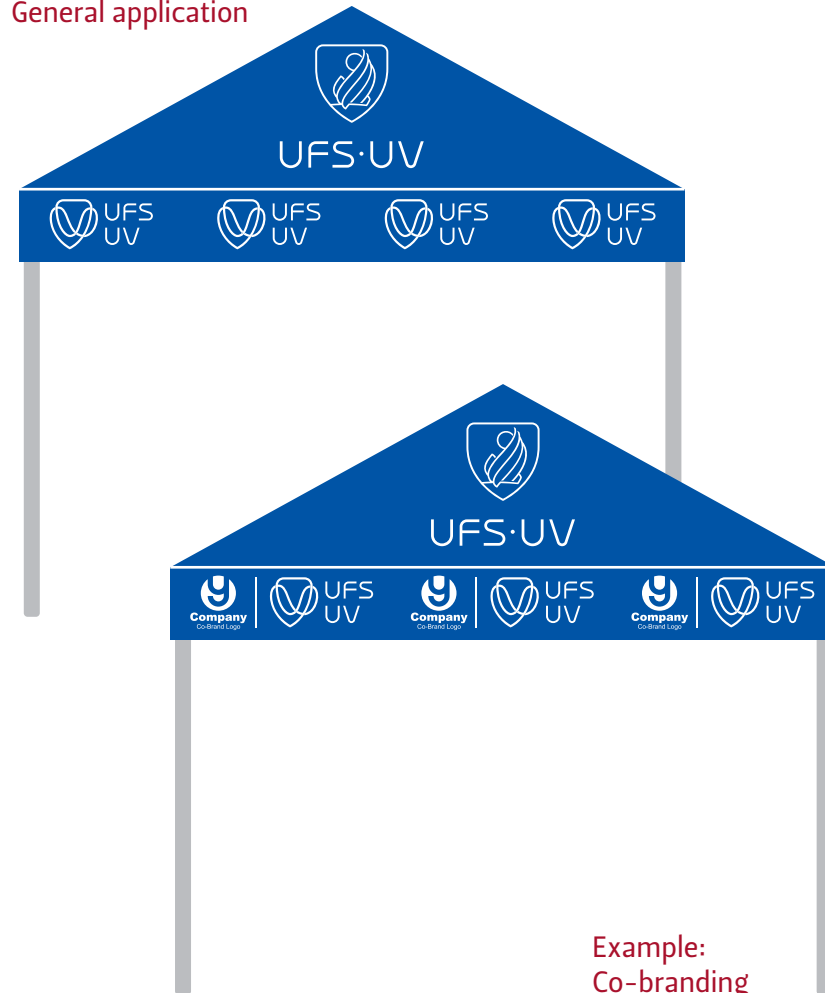
## 7.12 Pop-up A frames



## 7.13 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

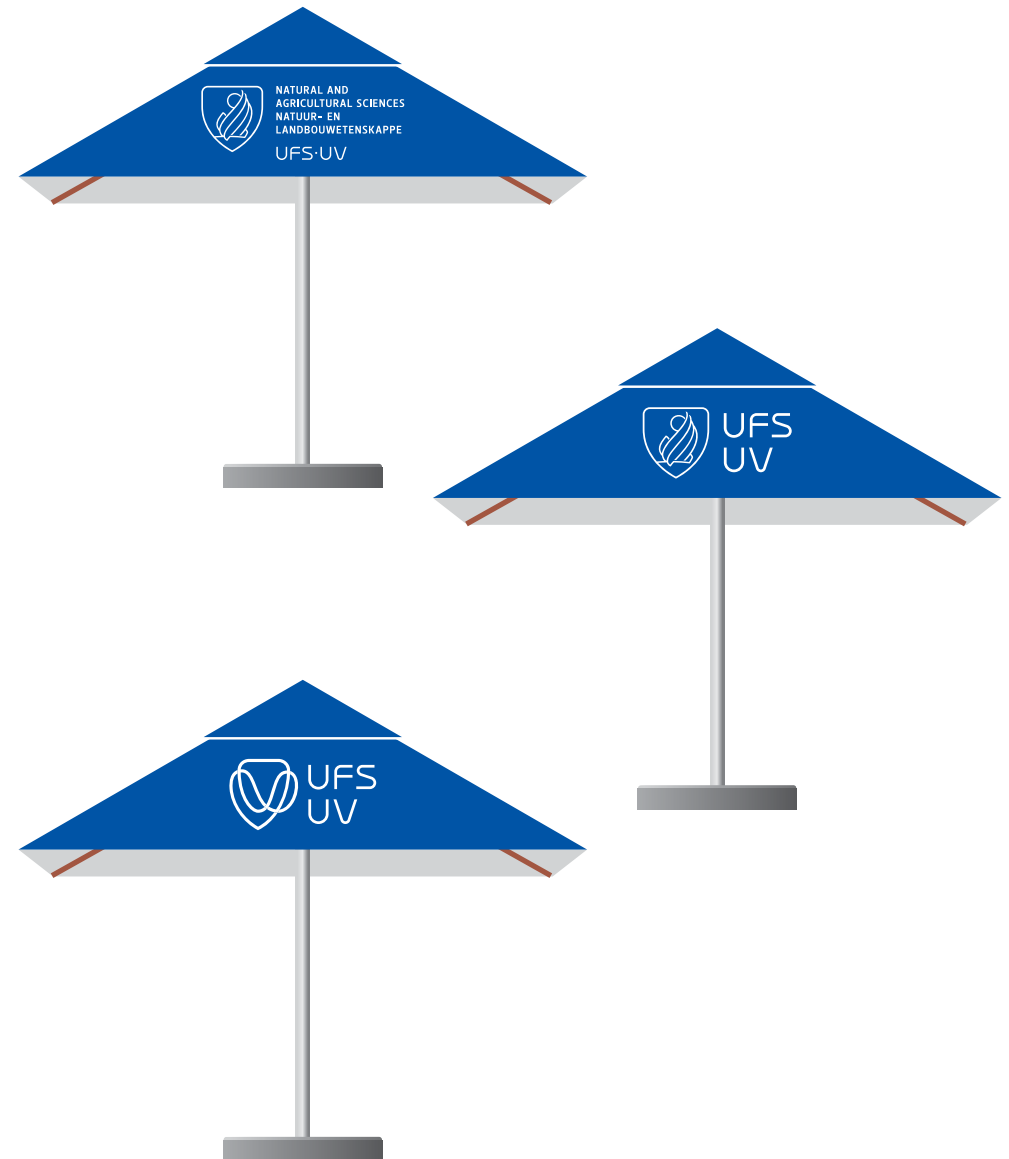
## 3.14 Billboards

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.

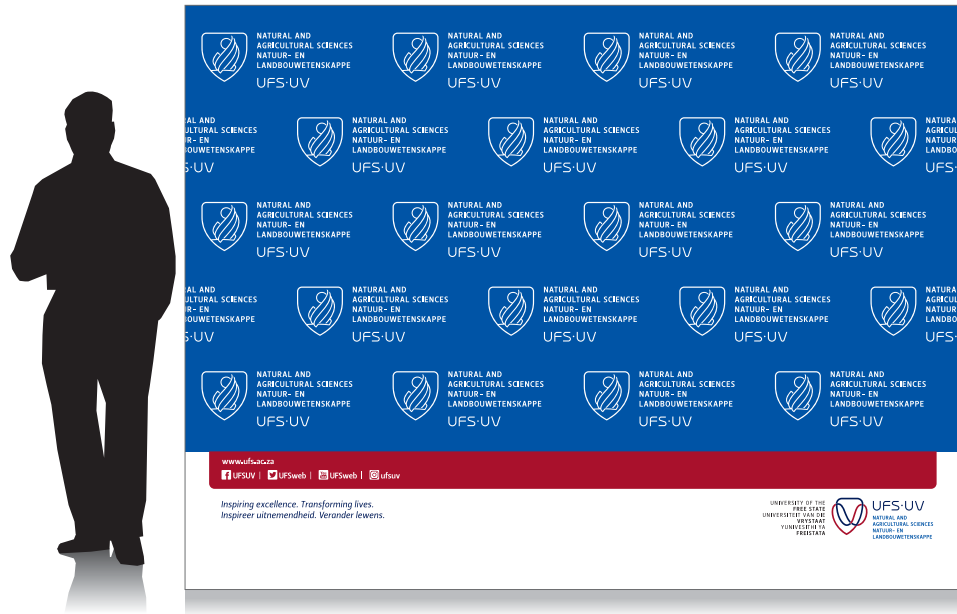
Only approved UFS typography is used in the design of posters.



## 3.15 Parasol



## 7.16 Banner wall



## 7.17 Vehicle branding





## 7.18 Social-media

### UFS Social-media Icons

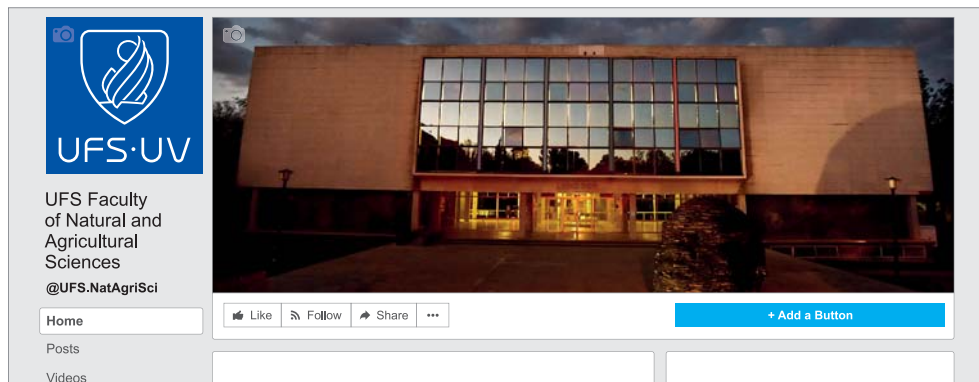
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### Social-media profile picture

#### 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



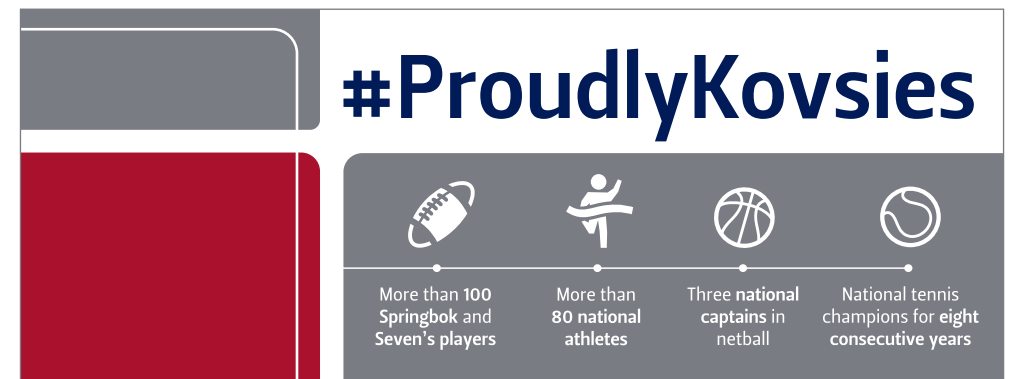
### Photos without text



### 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.

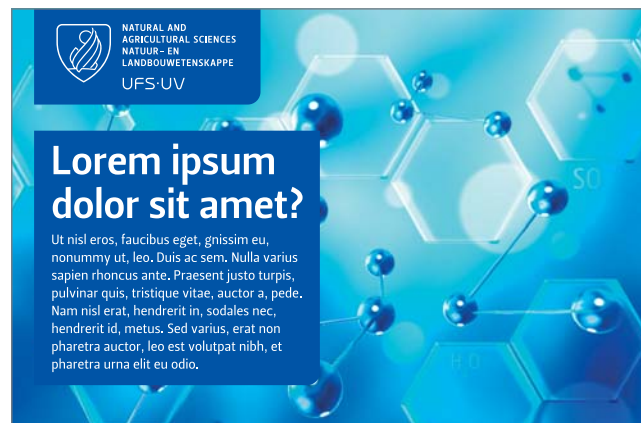


### Lower thirds



## 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



# 7.19 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

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## 7.20 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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## 7.21 Electronic invitations



### A4 General invitation in Microsoft PowerPoint

# Invitation

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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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