

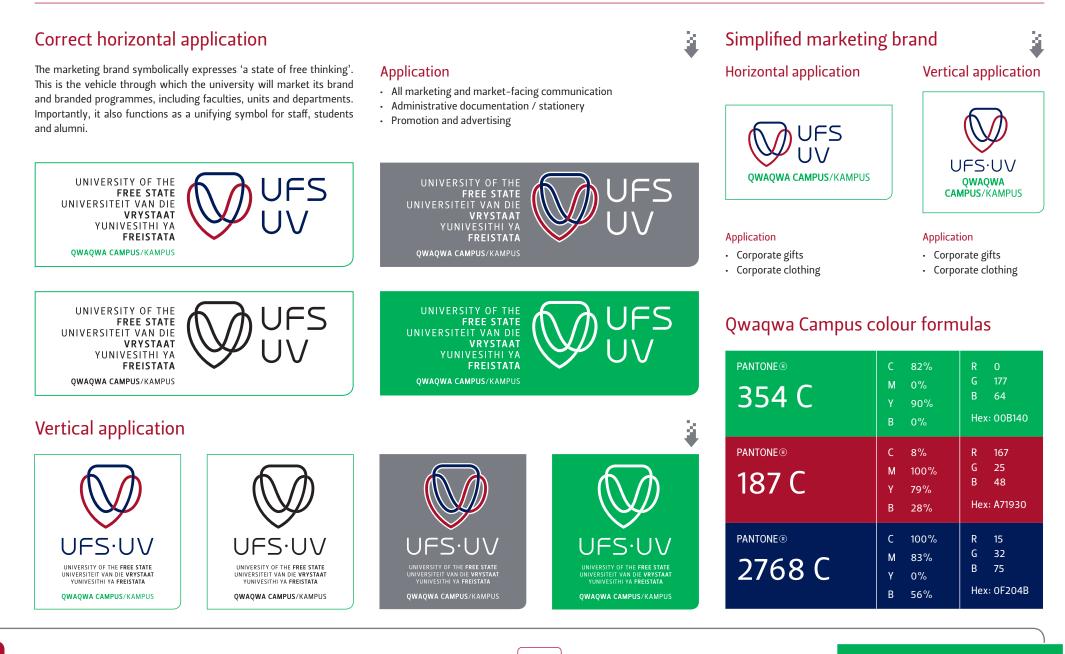
# 9

# Qwaqwa Campus

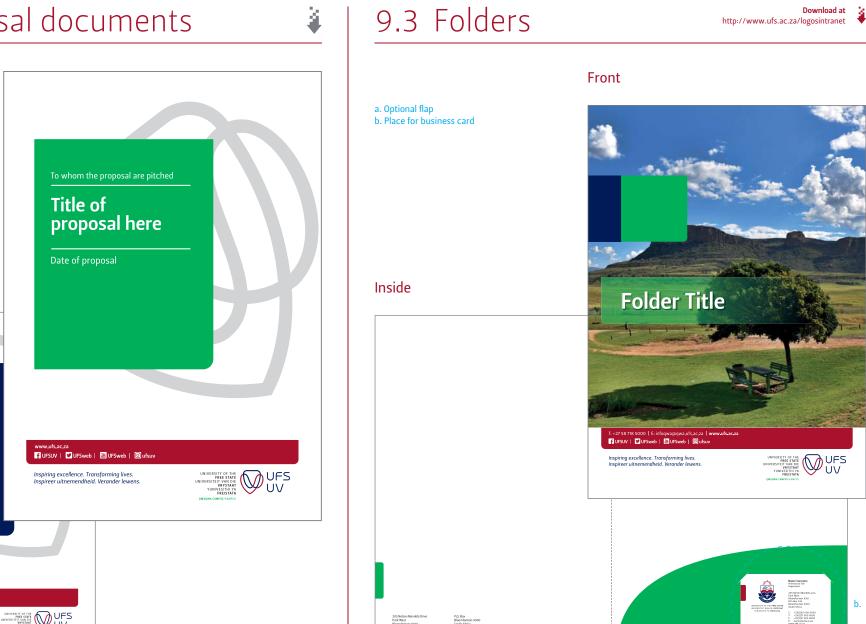
Remember: Wherever you see this symbol, the accompanying design or design template can be downloaded from the intranet.



# 9.1 Qwaqwa Campus Marketing brand



# 9.2 Proposal documents



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UFSUV | UFSweb | UFSweb | Gufsuv

### UFS Brand Identity Guidelines

UNIVERSITY OF THE FREE STATE UNIVERSITEIT VAN DIE VERSTAAT TUNIVESITEIT VAN UNIVESITEIT VAN DIE VERSTAAT

To whom the proposal are pitched

Title of proposal here

Date of proposal

b.

205 Nelson Mandela Dri Park West Bloemfontein 9301 South Africa

P.O. Box Bioemfontein 9900 South Africa 1 +27(0)51 401 9111 www.ufs.ac.za

# 9.4 Stationery

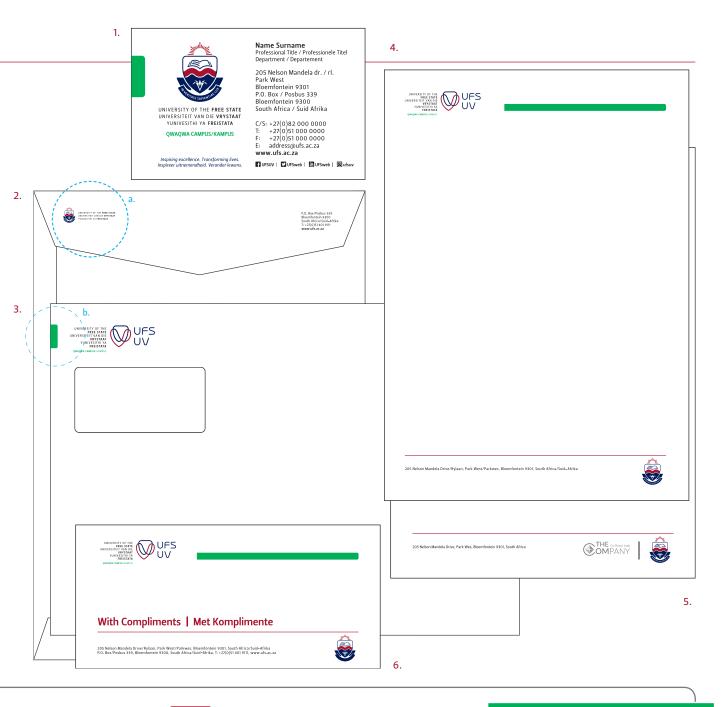
With faculty stationery, there are three dynamics that differentiate itself from the general marketing stationery, namely:

- 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 endorsementb. Colour tab in corporate red on the envelopes

# 9.5 Menu and Programme

### Examples



# 9.6 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



# Lorem ipsum dolor sit amet?

Ut nisi 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 nisi erat, hendreri 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 si tamet hendrerit id.

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UFS Brand Identity Guidelines

# 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

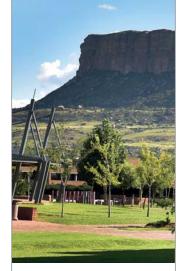


# Slim vertical advertisement

- 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.

# Lorem ipsum dolor sit amet



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Example: Slim vertical advertisement

# 9.7 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



OWAOWA CAMPUS/KAMPUS

### Heading In This Space

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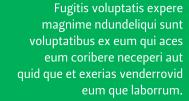
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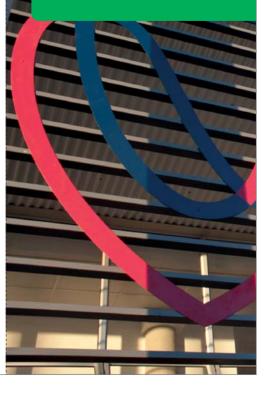
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UFS Brand Identity Guidelines

# 9.8 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

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📑 UFSUV | 💆 UFSweb | 🔠 UFSweb | 🙆 ufsuv

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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.

traffic). Different positions would require different

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

Example: A0-sized academic poster

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A. Nobisto<sup>1</sup>, B. Magniet<sup>1</sup>, C.M Endusam<sup>1</sup> Department of Geology, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa Department of Groundwater Studies, University of the Free State, P.O. Box 339, Bloemfontein 9300, Republic of South Africa

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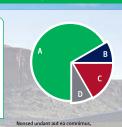
### Heading

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T: +27 58 718 5000 E: infogwa@gwa.ufs.ac.za www.ufs.ac.za f UFSUV | 🔰 UFSweb | 🔠 UFSweb | 🔘 ufsuv

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# 9.9 Pull-up banners



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QWAQWA CAMPUS/KAMPUS

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> UNIVERSITY OF THE FREE STATE UNIVERSITEIT VAN DIE VUSTATAT VINIVERSITEIT A GWAGWACAMUS/KAMUUS

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# UFS Qwaqwa Campus

### Diploma

- Course information 1
- Course information 2
- Course information 3

### Degree

- Course information 1
- Course information 2
- Course information 3
- Course information 4

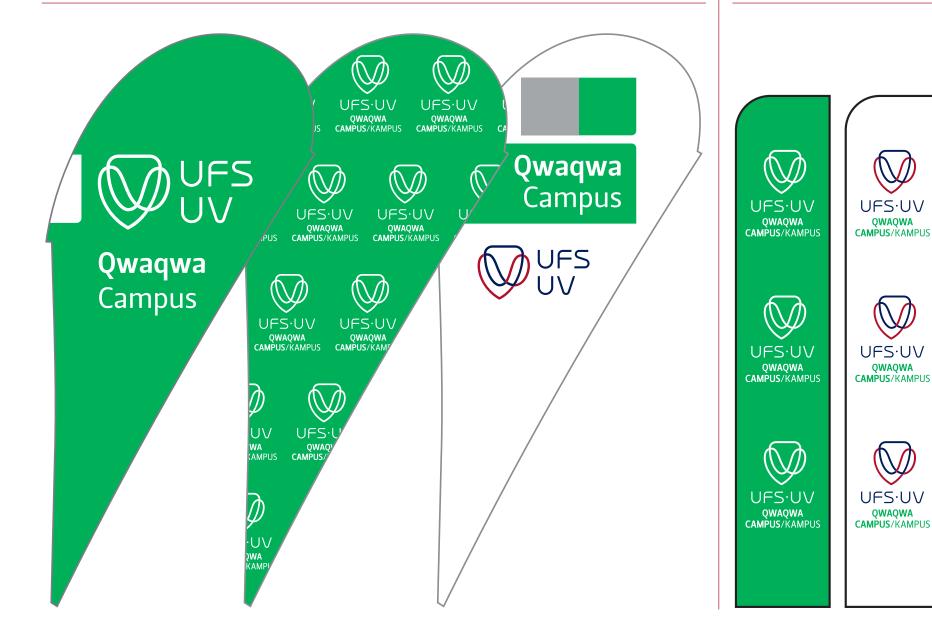


This is the recommended size for applying the corporate strip on a 850 mm by 2'000 mm sized pull-up banner.

UFS Brand Identity Guidelines

# 9.10 Teardrop banners

# 9.11 Feather banners



9. Qwaqwa Campus

**UFS**·UV

QWAQWA CAMPUS/KAMPUS

**UFS·UV** 

QWAQWA CAMPUS/KAMPUS

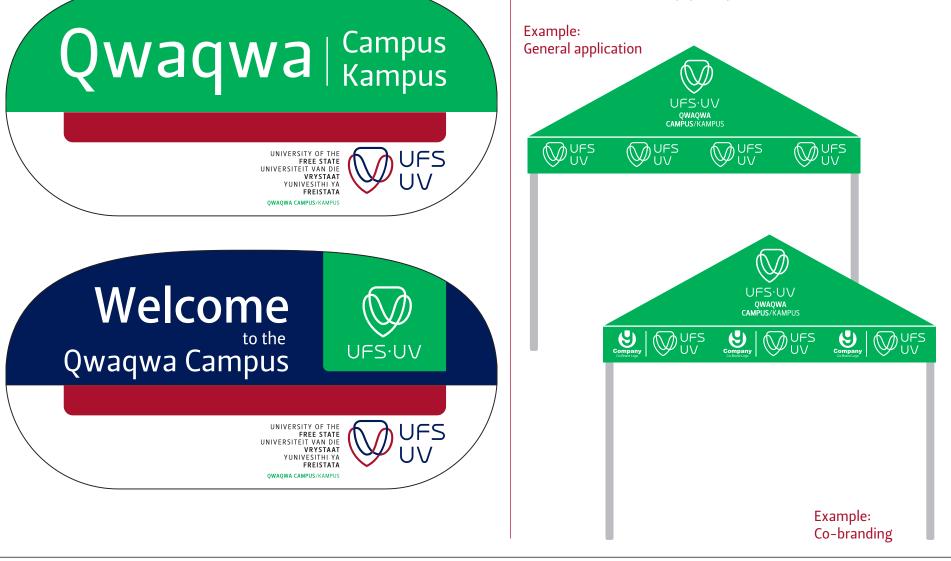
**UFS**·UV

UNIVERSITY OF THE FREE STATE UNIVERSITEIT VAN DIE VRYSTAAT YUNIVESITHI YA FREISTATA OWAOWA CAMPUS/KAMPUS

# 9.12 Pop-up A frames

# 9.13 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.



# 9.14 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.

# Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

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

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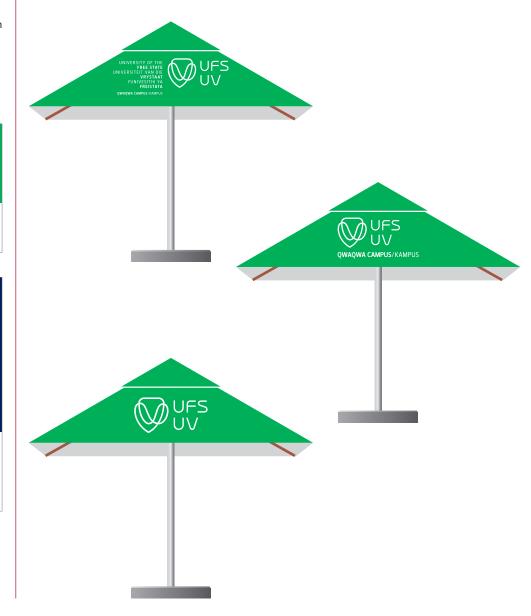
# Lorem ipsum dolor sit amet

OMPANY

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# 9.15 Parasol



# 9.16 Banner wall

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JFS JV mpus/kampus			UFS UV campus/kampus	Ŵi	JFS JV apus/kampus	QWAQWA CAM	
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					UNIVESTINI YA TUNIVESTINI YA TREISTATA QWEQWE CAMPARICANPAR	<sup>9</sup> ∕⁄ ∪∨	

# 9.17 Vehicle branding





www.ufs.ac.za



# 9.18 Social-media

# **UFS Social-media Icons**

T: +27 51 401 9111 | E: info@ufs.ac.za | www.ufs.ac.za **f** UFSUV | **V** UFSweb | **W** UFSweb | **O** ufsuv

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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

...

# Social-media cover photos

Text only

# UFS Qwaqwa Campus University of the Free State

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.



# 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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### Lower thirds





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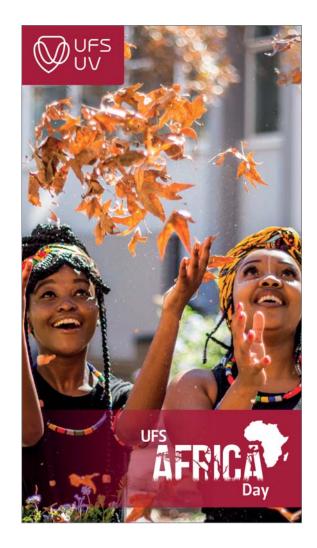


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**#WhatsYourStory** #WhatsYourStory is a new campaign in which the university is trying to introduce the various personalities on campus to the broader Kovsie community.



#WhatsYourStory What makes you tick? 000 TGIF What you like doing on weekends? Why you chose what you're studying? We want to  $\bigcirc$ know... UFSUV



# 9.19 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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# 9.20 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.

4



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# 9.21 Electronic invitations

## A4 General invitation in Microsoft PowerPoint



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