



Celebration/Anniversary Logo Guidelines: 2020

Standard Operating Procedures for celebration/anniversary logo design and use of faculties, departments, and units within the University of the Free State.

1. Introduction

The UFS celebrates the milestones and achievements of all the faculties, departments, centres, and support services that operate under the larger UFS brand. Usually, such celebrations call for a visual expression, and we support celebration logos in this regard. However, in order to fit within our overall UFS brand guidelines and brand architecture, such designs and the application thereof must adhere to the UFS Brand Policy

2. Purpose and Scope

During the re-branding of the UFS in 2012, the concept of a monolithic brand was approved. This means that all our basic services and products are marketed under one branding umbrella. To prevent the clutter within the UFS brand management, it is vital to understand the importance of this concept. On the one end of the branding spectrum you have one product (or service), one brand. This means that one brand identity is used for different lines of products, for example Vaseline – all the soap, balm, cream, etc from this manufacturer carries ONE brand identity (one logo, one name).

On the other end of the branding spectrum, lies the monolithic approach. A monolithic approach allows for some adaptability within a brand, while maintaining an overall recognisability. Moreover, it refers to a structure where all products and services, buildings, official communication and employee behaviour are labelled or branded by the same branding umbrella (Source: Corporate Communication, A guide to theory and practice, 2017).

In addition to the UFS's academic and marketing logo, only a few more logos were added. Please refer to the Brand Identity Guidelines (2020). However, since the finalisation of the Brand Identity Guidelines, more services and products were identified with a separate look and feel within the UFS Brand Architecture. This is in line with the dynamic nature of our brand – no brand remains static and should accommodate and portray all the different facets of the business environment (Refer to the examples in Annexure A).

3. Main elements

3.1 What must I know about the UFS brand? Brand guidelines are available online. It includes the general guidelines as well as the specifics for each faculty: <https://www.ufs.ac.za/media/guidelines/brand-guidelines>. The guidelines are very important for any graphic designer and any UFS staff member that deals with communication, marketing, and events to design images. Please make sure that you include it in your brief to one of the UFS preferred graphic designers. If you are unsure, it is always better to contact the Communication and Marketing Department for guidance. It will save you a lot of trouble and money. In short:

- The faculty/department should have anniversary/birthday logos designed by a UFS preferred graphic designer who will deliver different logo formats in a high quality.
- Material and designs that do not support the guidelines may not be distributed on the official communication platforms.

3.2 Are there guidelines for celebration logos? Yes, it is the document you are currently reading!

Guideline ONE: The celebration logo must have the correct colour application, typography, and design that should not harm the reputation of the UFS, and be representative of all stakeholders.

Guideline TWO: The celebration logo can be part of the design, for example on pull up banners, advertisements and other marketing material, but cannot stand alone – the affiliated faculty logo or die UFS marketing logo should always be present.

Guideline THREE: The size of the logo should be the same as the guidelines for co-sponsorships.

3.3 What is the correct colour application? The colour that you pick, must be the official brand colours, or the official colour of your faculty (as approved by the UFS). Please refer to the official colour wheel on the UFS Web <https://www.ufs.ac.za/media/guidelines/brand-guidelines>.

3.4 What is the correct typography application? The 2 official fonts used by the UFS is:

ARIAL font 1234 *italic bold*

LEITURA SANS font 1234 *italic bold*

3.5 What is the correct design application? Generally, the design should not be offensive to any culture or religion. Be careful of using symbols that you do not know the meaning of. Your design should be as inclusive as possible, and for example must not depict a word and/or symbol that is unknown to most of our stakeholders. Again, if you are not sure, rather ask for direction from our office.

3.6 What does “not stand alone” mean? Although this seems straight forward, it is often misinterpreted, for example, only printing the celebration logo on a memory stick or coaster as a gift to visitors. All memorabilia created for the celebration must include both the UFS logo/departmental logo and the celebration logo. No item may only display the celebration logo. See Annexure A, Examples 2, 3 and 4 for the correct application.

3.7 How big may the celebration logo be? The logo may not be used larger than the UFS/faculty logo.

3.8 How long does it take to get approval for a celebration logo? The turnaround time for approval is about 5 working days, depending on the changes needed. The closer you follow the guidelines, the quicker the approval time.

3.9 For how long may a celebration logo be used? The logo may only be used during the year of the celebration, not thereafter. Any anniversary/celebration logo **IS ONLY** valid for **ONE YEAR** (the celebration year). This means that the anniversary/celebration logo may only be used together with the UFS marketing logo on marketing material during the **APPROVED YEAR**. Applications may include banners, invitations, posters,

3.10 On what may the celebration logo be used? You may use the celebration logo on, for example, any corporate gift and clothes, advertisements, banners, invitations, posters, and online (social media, web documentations, and email signatures of the relevant faculty/department). However, the application is only allowed if the guidelines in this document are adhered to. Items and platforms not allowed, are for example underwear, weapons, political sites/meetings, discriminatory events, and any other item and/or platforms that may harm the reputation of the UFS. If you are unsure, please check with our office first.

3.11 Must every item/design be approved? Or do we only get approval for the logo once? Every item must be approved. Therefore, we suggest that you get approval in bulk (if possible). The reasons for this are that (i) the item itself must be approved, (ii) the design must be approved, and the (iii) general intention of the designed item must be approved (e.g. where it will be displayed, to whom it will be distributed, etc.)

4. Procedure

4.1 STEP 1

Read through the celebration logo guide

4.2 STEP 2

Inform Martie Nortje at Communication and Marketing that you intend to design and use a celebration logo. She will be able to assist you with the best advice.

4.3 STEP 3

Follow the correct financial procedures to obtain a purchase order and engage with the UFS preferred graphic designer. The designer must be aware of possible multiple changes and must quote accordingly.

4.4 STEP 4

Supply the graphic designer with all the official UFS guides, and communicate your preferences. Once you are satisfied with the design, it can be sent for approval to Martie Nortje at Communication and Marketing. Please double check with designer that they are prepared for additional changes should the design not comply with the official guidelines.

4.5 STEP 5

- Submit all design files and applications for approval.
- Incorporate any changes suggested.
- Resubmit altered designs.

4.6 STEP 6

- After full approval received in writing, continue with production.

Annexure A



Example 1



Example 2



Example 3



Example 4