



4 August 2017

GUIDELINES FOR CORPORATE WEAR

1. Background

It is important that staff and students project the image of the University of the Free State (UFS) sufficiently during official events in order to support the brand promise of the institution. Therefore, clothing deemed appropriate for a professional setting should be worn.

This document serves as guideline for staff and students as to when corporate wear should be worn and what is deemed appropriate to wear and will assist the Departments of Communication and Brand Management and Finance to establish when institutional funding can be used to purchase corporate clothing.

Approval for the Guidelines for Corporate Wear was granted by the Rectorate on 23 August 2017.

2. Application

The wearing of corporate clothing is not compulsory. Corporate clothing is, however, applicable when a staff member is assigned certain tasks during a specific official event by his/her supervisor, when the attendance of the event is part of his/her duties, and the event is of such a nature that the UFS brand should be demonstrated in a coherent way.

3. Business units

The Guidelines for Corporate Wear are relevant to staff working in the following business units:

Communication and Brand Management, Marketing, Institutional Advancement, Office for International Affairs, Student Affairs, Student Academic Services, and KovsieSport. Faculty staff who fulfil a marketing role at official events as indicated in Point 4, Category 1 of this document, are also included.

4. Occasions

The application of the Guidelines is relevant to the following occasions:

Category 1 – Official events:

The guidelines are applicable to the following official events: the welcoming of first-years, open days, graduation ceremonies, registration periods, public lectures, and inaugural lectures.

Category 2 – National and international conferences /seminars /workshops /exhibitions:

Staff members representing the university at national and international conferences/seminars/workshops/exhibitions, may wear corporate clothing during these events, as mentioned in Points 5.1-5.3 of this document.

It is, however, the prerogative of the entity manager of a faculty/department/centre/unit to decide if the corporate clothing mentioned in Points 5.1-5.3 should be acquired (if funds are available and approved by the Head of Procurement) in this particular instance. Any other clothing may meet the definition of an employee benefit and in cases like these, Point 7.2 of this document will apply.

5. Clothing for staff

5.1 University blazer

It is recommended that the university blazer be worn by staff in Category 1 when they attend official events. The enforcement of this recommendation depends on the nature of the event and if it is deemed necessary by the head of the specific faculty/department. The university crest, which is specified in the Corporate Identity Guidelines, must be embroidered on the left side pocket of the blazer.

A fitted long-, three-quarter, or short-sleeved office shirt in the corporate colours of the UFS (i.e. white, blue, red, grey, and black) must be worn. The marketing logo must appear on the top left side of the shirt, as indicated in the Corporate Identity Guidelines. The marketing logo on the left top side of the shirt may contain the faculty/departmental description, should that be a preference.

Black or navy pants, skirt, or fashionable navy or black jeans should be worn with a blazer and shirt. Male staff members can wear a branded tie, and female staff members can wear a branded chiffon or silk scarf with the shirt. When a shift dress is worn during official events, this scarf is compulsory if the dress does not contain a marketing logo.

5.2 Clothing for female staff members

A fitted long-, three-quarter, or short-sleeved office shirt in the corporate colours of the UFS (i.e. white, blue, red, grey, and black) must be worn. The marketing logo must appear on the top left side of the shirt, as indicated in the Corporate Identity Guidelines. The marketing logo on the left top side of the shirt may contain the faculty/departmental description, should that be a preference.

Black or navy pants, skirt, or fashionable navy or black jeans can be worn with the shirt.

A branded chiffon or silk scarf can be worn with the shirt. When a shift dress is worn during official events, this scarf is compulsory if the dress does not contain a marketing logo.

5.3 Clothing for male staff members

A long- or short-sleeved office shirt in the corporate colours of the UFS (i.e. white, blue, red, grey, and black) must be worn. The marketing logo must appear on the left top side of the shirt, as indicated in the Corporate Identity Guidelines. The marketing logo on the left top side of the shirt may contain the faculty/departmental description, should that be a preference.

A branded tie can be worn with the office shirt. Black or navy pants or fashionable black or navy jeans can be worn with the office shirt.

5.4 Corporate clothing for students and the Student Representative Council (SRC)

The SRC may wear corporate clothing identified by them as part of their official wear, but it should comply with the Corporate Identity Guidelines. The cost of the attire must be paid from entities assigned to the SRC.

The cost of corporate clothing for student organisations must be paid from entities assigned to these organisations.

When departments/faculties purchase corporate clothing for students or student groups from their entities, a sufficient motivation must be submitted for approval to the Head of Procurement.

6. Availability

The clothing described in this section – excluding pants and skirts – must be purchased exclusively from the KovsieGear shops on the Bloemfontein and Qwaqwa Campuses.

7. Financial/procurement guidelines for the purchasing of corporate wear

The guidelines below cover most of the requests related to the purchasing of clothes. Pointers on purchasing are provided in light of existing tax legislation, and guidelines are given to ensure a consistent approach to purchasing, in line with university policies.

With regard to the UFS, this means the following when purchases are made from KovsieGear and payment is made through entities:

7.1 Income tax will be levied on any clothing that meets the definition of an employee benefit. Income tax is levied during the month in which the employee has accrued the benefit. The tax percentage is dependent on the income tax scales of the South African Revenue Service (SARS) applied to the employee's total level of income.

7.2 In cases where staff members and students (where applicable) are under an obligation (refer to Categories 1-2 in point 4 of this document) to wear corporate clothes in their official capacity, such purchasing may be given due consideration (if funds are available) by the entity manager and approved by the Head of Procurement.

7.3 The Head of Procurement should approve or deny any **other** corporate clothing purchases from KovsieGear or any other approved supplier.

8. Contact details

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