



# Celebration/Anniversary Logo Guidelines: 2025

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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 soaps, balms, creams, etc. from this manufacturer carry 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 under the same branding umbrella (Source: *Corporate Communication, A guide to theory and practice*, 2017).

In addition to the UFS' academic and marketing logo, only a few more logos have been added. Please refer to the *Brand Identity Guidelines* (2020). However, since the finalisation of the *Brand Identity Guidelines*, more services and products have been 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 should 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/branding/brand-guidelines>. The guidelines are very important for any graphic designer and any UFS staff member who 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 Department of Communication and Marketing 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 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 does not harm the reputation of the UFS, and it must 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 the 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 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 website <https://www.ufs.ac.za/branding/brand-guidelines>.

**3.4 What is the correct typography application?** The two official fonts used by the UFS are:

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 should, for example, 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 straightforward, 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 display only 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 five 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 What may the celebration logo be used on?** 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 that are 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 requiring branding must be approved through the official branding workflow. To streamline this

process, we recommend seeking approval in bulk whenever feasible. This is necessary because the branding workflow necessitates approval for (i) the item itself, (ii) the design, and (iii) the general intention of the designed item, including the intended display location and distribution audience.

## 4. Procedure

### 4.1 **STEP 1**

Read through the celebration logo guide.

### 4.2 **STEP 2**

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.

### 4.3 **STEP 3**

Log in to the Staff Intranet. Under 'Information', click on UFS Service Desk (Brand Approvals).

### 4.4 **STEP 4**

On the UFS Service Desk homepage, click on 'Communication and Marketing'. The Communication and Marketing home page will appear. Under 'I need brand application approval', click on 'Request'.

### 4.5 **STEP 5**

The next page will appear under the 'Requests' tab. Complete the form in full and attach the designs. Once completed, click on 'Add Request'.

### 4.6 **STEP 6**

After receiving full approval in writing, continue with production.

## Annexure A



Example 1



Example 2



Example 3



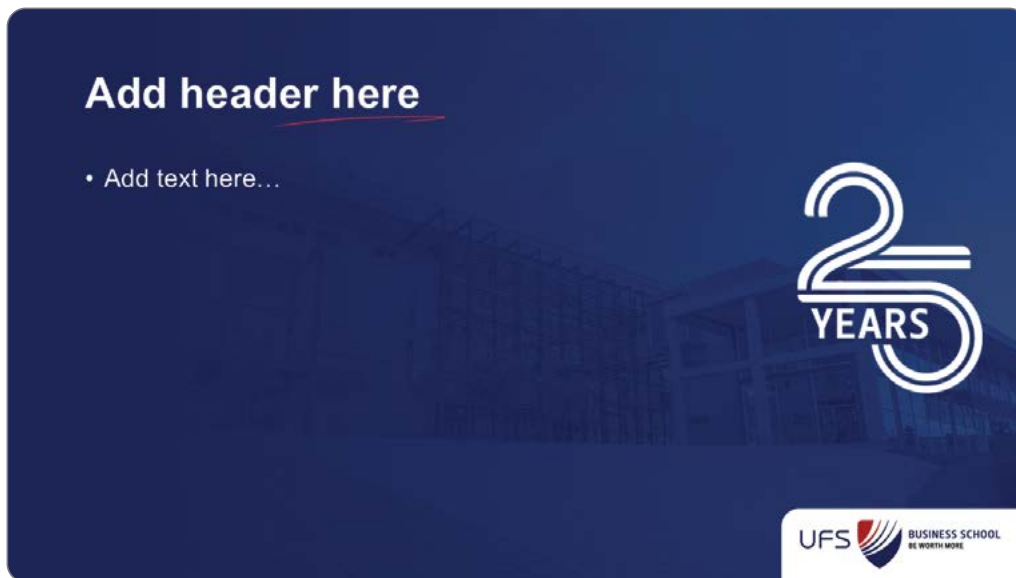
Example 4



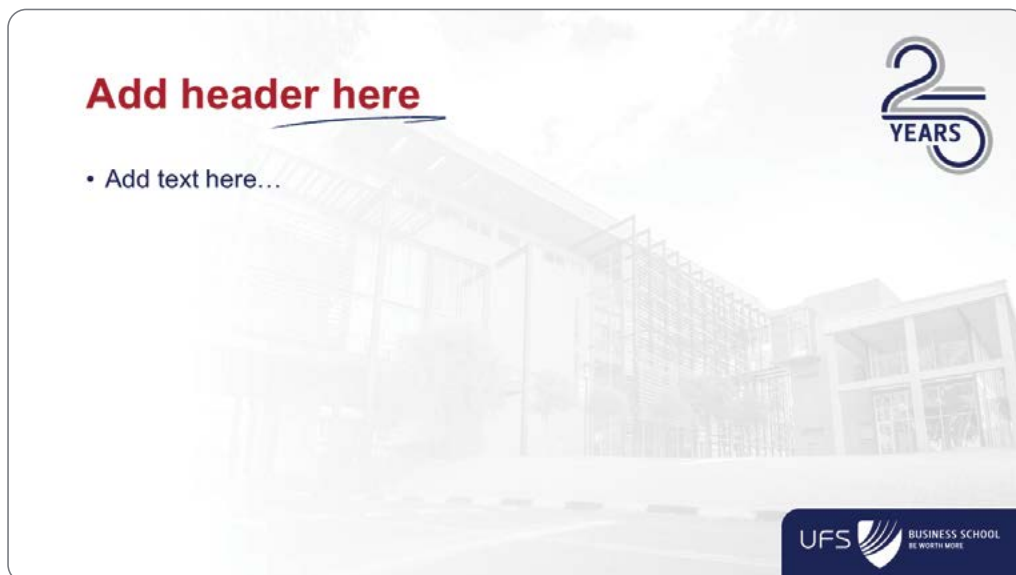
Example 5



Example 6

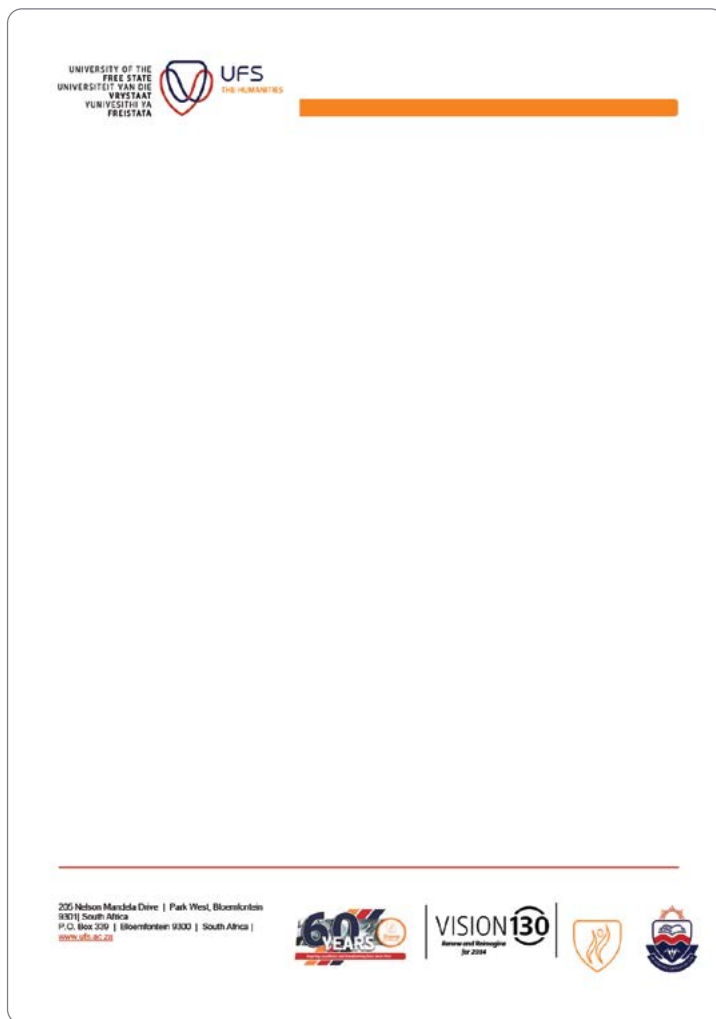


Example 7



Example 8





Example 9



Example 10



Example 11