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

ver: 23-Oct

Interim
brand guidelines

October 2026

www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

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

>> Introduction <<

The University of the Free State brand

The UFS adopted the university crest as the sole primary UFS brand identifier in October 2025.

The brand identity

The brand identity of the UFS is identifying symbols, words or marks that distinguish the UFS corporate brand and its related products, services, and programmes in the marketplace.

The university is distinguished by three primary brands.

This includes, but is not limited to (i) the identity in black and white, (ii) the design features of the identity, (iii) the identity in colour and the colour combinations, (iv) the visual language or style used in marketing communication, and (v) the university's motto and taglines, and applications thereof across the various touchpoints of the university.

Essence

Inspiring excellence, transforming lives through quality, impact, and care.

Narrative (concise version)

The University of the Free State is an innovative research-led, student-centred and regionally engaged university, advancing knowledge, developing responsible leaders, and generating solutions that contribute to Responsible Societal Futures.

Vision

The UFS aspires to be an innovative research-led, student-centred, and regionally engaged university that contributes meaningfully to responsible societal futures.

Mission

The university will generate and impart new knowledge that advances innovative and sustainable solutions to inform society's contemporary and future progress.

Narrative (full version)

The University of the Free State is an innovative research-led, student-centred and regionally engaged university located at the heart of South Africa. We are committed to advancing knowledge that creates opportunity, drives innovation, and contributes to Responsible Societal Futures. Our purpose extends beyond academic achievement.

We prepare graduates who are professionally capable, ethically grounded and equipped to lead in an increasingly complex and interconnected world. Through research, innovation and engagement, we generate knowledge that strengthens communities, informs policy, advances industry and contributes to sustainable development.

Responsible Societal Futures is the strategic commitment that guides our work. It reflects our responsibility to ensure that teaching, research, partnerships and institutional decision-making create lasting value for society while preparing for the challenges and opportunities of tomorrow.

At the University of the Free State, responsibility is not simply a principle. It is demonstrated through the quality of our teaching, the relevance of our research, the strength of our partnerships and the positive difference we make in society. We do not only respond to change, but we also help shape it. We do not only prepare graduates, but we also prepare responsible leaders. We do not only generate knowledge, but we also create knowledge that contributes to Responsible Societal Futures.

>> Values <<

Excellence

We are committed to pursuing excellence in every aspect of university life. Excellence is the foundation of rigour in our scholarship, including the advancement, imparting, and application of knowledge. It informs our learning, teaching, research, broader engagement, and management and governance processes.

Impact

The university's goal is to be an institution that meaningfully supports sustainable societal development. We value and encourage creativity and strive to identify, question, and challenge the status quo. Our knowledge will continue to contribute to developing the Free State, South Africa, and the African continent, as well as advancing global knowledge and understanding.

Accountability

We recognise our obligation to students, staff, stakeholders, society, and the global knowledge community. We will be stewards of good governance who are accountable, responsible, and dutiful in our actions. We will be conscientious in utilising financial and physical resources and having an impact on the broader environment.

Care

We are committed to creating circumstances that are conducive to high-quality teaching, learning, and scholarship, while emphasising the well-being and happiness of the university community. We are committed to caring for ourselves, our fellow humans, and the natural environment. We seek new citizenship and ways to promote a sense of belonging at the UFS, premised on respect, inclusivity, and empathy.

Social Justice

In pursuing social justice, we seek to advance the values of human dignity through ethical and transparent institutional responsiveness. We interpret social justice within the South African historical context to emphasise inclusiveness, the reduction of inequality, and the creation of opportunities and pathways out of poverty and dispossession. Our commitment to social justice calls upon everyone to build on productive foundations and create new structures in pursuit of truths and practices that grant human dignity to everyone.

Sustainability

We commit to ethical and responsible stewardship of all institutional resources, processes, and practices to ensure operational, financial, environmental, and societal sustainability. We aspire to live harmoniously with our environment, influencing all our choices and decisions.

The university brand

The historic University of the Free State crest, which has been the symbol of the university since 1952, has evolved to embrace the aesthetic expectations of the stakeholders. The shape of the traditional academic shield has been simplified and contemporised. Much of the symbolism of the crest remains intact, acknowledging the location of the UFS brand as one of the country's premier institutions of higher education, with a proud history of academic excellence and an ever-evolving, vibrant culture.

Motto

IN VERITATE SAPIENTIAE LUX
(In Truth is the Light of Wisdom)

Crest rationale



1. Simplified shape

The shape is more modern and simplified to align with the shape of the new marketing brand mark. This creates uniformity.



2. Rising sun

Glory and splendour.



3. The lily

Indicating location in the Free State. The Orange River sprouts a particular lily referred to as the Orange River lily.



4. The red wave

The flow of a river.
Rivers represent sustainability.
Water represents wisdom.



5. Open book

Book of knowledge and inspiration. The left side represents past and present – knowledge obtained and imparted. The right side is empty and represents the future - knowledge to be discovered.



6. Ribbon for text

'IN VERITATE SAPIENTIAE LUX' – 'In truth is the light of wisdom'.

>> University crest <<

meaning and development

Development of the UFS crest over more than a century



Up to 1935, the same coat of arms as the Grey College School was used.



By 1935, with the name change to University College of the Orange Free State, the coat of arms fell into disuse, especially among students.



In 1947, an agreement between management and students led to the new motto Per Fidem ad Sapientiam (Through faith to wisdom).



In 1952, it was changed to In Deo Sapientiae Lux (In God is the light of wisdom). The traditional orange, white, and blue, linking the UFS to the South African national colours, changed in the late 1990s. The orange was replaced by cherry red.



The current crest of the University of the Free State, used since 2011.

>> University crest <<

application



Correct horizontal application



Note on size:

It is imperative to avoid reducing the crest to sizes where the text on the ribbon becomes illegible. This principle ensures the integrity and recognition of our institutional symbol.

- **Practical Considerations:** Practical applications such as stationery endorsements can be challenging. In these instances, a balance must be struck. The crest endorsement should be kept to a minimum size to prevent it from overshadowing other essential elements on the page. However, this minimisation must not compromise the clarity of the ribbon text.
- **Minimum Size Threshold:** To provide a concrete standard, the absolute smallest acceptable width for the crest is 10 mm. Any reduction below this threshold risks rendering the ribbon text unreadable and thus diminishes the crest's effectiveness as a symbol of our institution.
- **Digital and Print Applications:** This guideline applies consistently across both digital and print media. When using the crest in digital environments, ensure that pixelation or scaling issues do not obscure the ribbon text. In print, use high-resolution files and appropriate printing techniques to maintain clarity at the minimum size.
- **Visual Impact:** Remember that the crest serves as a visual representation of our institution's values and identity. Maintaining its legibility at all times reinforces this representation and ensures consistent brand recognition.

Correct vertical application



Limited horizontal application



Crest descriptors

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

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

UNIVERSITY OF THE FREE STATE
SOUTH AFRICA

Restricted use:

Reserved for international collaborations

UNIVERSITY OF THE **FREE STATE**

Restricted use, only for use on:

- Merchandise
- Marketing material
- Apparel

Campus descriptors

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

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

Support service descriptors

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
COMMUNICATION AND MARKETING

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
CENTRE FOR TEACHING AND LEARNING (CTL)

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

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

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
DIRECTORATE: ADVANCEMENT AND STAKEHOLDER RELATIONS

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

Faculty descriptors – horizontal application

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

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF HEALTH SCIENCES

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

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

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF NATURAL AND AGRICULTURAL SCIENCES

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF THEOLOGY AND RELIGION

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
BUSINESS SCHOOL
BE WORTH MORE

Faculty descriptors – stacked application

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

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF HEALTH SCIENCES

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

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

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF NATURAL AND AGRICULTURAL SCIENCES

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
FACULTY OF THEOLOGY AND RELIGION

UNIVERSITY OF THE **FREE STATE**
UNIVERSITEIT VAN DIE **VRYSTAAT**
YUNIVESITHI YA **FREISTATA**
BUSINESS SCHOOL
BE WORTH MORE

Faculty departmental descriptors

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

FACULTY OF HEALTH SCIENCES
SCHOOL OF HEALTH AND REHABILITATION SCIENCES
PHYSIOTHERAPY

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

FACULTY OF THE HUMANITIES
ANTHROPOLOGY

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

FACULTY OF HEALTH SCIENCES
SCHOOL OF HEALTH AND REHABILITATION SCIENCES
EXERCISE AND SPORT SCIENCES

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

FACULTY OF THE HUMANITIES
CENTRE FOR HEALTH SYSTEMS RESEARCH & DEVELOPMENT

>> Colour application <<

Consistent use of colour is essential to maintaining a strong and recognisable brand identity. The colours shown in this manual are specified in different colour systems to ensure that the brand is reproduced as accurately as possible across printed and digital applications.

Colour Palette

The University's colour palette is divided into primary and secondary colours, each serving a specific role within the visual identity.

The primary colour palette consists of Red, Blue, Black and two shades of Grey. These colours form the core of the University's visual identity and should be used consistently across institutional communication and branding applications.

The secondary colour palette provides additional colours for specific areas within the University. Each of the seven faculties has its own designated colour, while Qwaqwa Campus, South Campus and Student Affairs also have individually assigned colours.

These secondary colours assist with differentiation and identification while remaining part of the broader University brand system. They should always be used according to the applications and specifications provided in this brand compilation guide.

Pantone (PMS)

Pantone is a standardised colour-matching system primarily used in professional printing. Each colour is assigned a specific Pantone number, allowing printers to reproduce the same colour consistently, regardless of where or when it is printed.

CMYK

CMYK stands for Cyan, Magenta, Yellow and Black. These four colours are combined in different percentages to produce colours in conventional and digital printing. CMYK specifications should therefore be used for most printed material.

RGB

RGB stands for Red, Green and Blue. These colours are combined using light and are primarily used for digital applications such as websites, presentations, electronic displays and social media.

HEX

HEX, or hexadecimal colour, is a six-character colour code commonly used for websites and other digital applications. A HEX code provides designers and developers with a precise reference for reproducing a colour consistently on screen. Using the correct colour specification for each application helps ensure that the brand colours remain as consistent as possible across both print and digital media.

Primary palette

Key to interpreting the colour palette

PANTONE
2768 C ← Pantone — Printing merchandise and marketing items

C 100 M 83 Y 0 K 56 ← CMYK — Ideal for brochures, flyers, magazines

R 15 G 32 B 75 ← RGB — Used for screens and digital media

#0F204B ← Hex — Used in web design and apps

The University Blue

PANTONE
2768 C
C 100 M 83 Y 0 K 56
R 15 G 32 B 75
#0F204B

The University Red

PANTONE
187 C
C 8 M 100 Y 79 K 28
R 167 G 25 B 48
#A71930

The University Black

PANTONE
Black C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000

The University Dark Grey

PANTONE
Cool Gray 8C
C 23 M 17 Y 13 K 46
R 139 G 141 B 142
#8B8D8E

The University Light Grey

PANTONE
Cool Gray 6C
C 16 M 11 Y 11 K 27
R 167 G 168 B 170
#A7A8AA

Secondary palette

Economics and Management Sciences

PANTONE
2768 C
C 100 M 83 Y 0 K 56
R 15 G 32 B 75
#0F204B

Natural and Agricultural Sciences

PANTONE
286 C
C 100 M 75 Y 0 K 0
R 0 G 57 B 167
#0039A7

Law

PANTONE
193 C
C 2 M 100 Y 60 K 11
R 187 G 19 B 62
#BB133E0

The Humanities

PANTONE
144 C
C 0 M 58 Y 100 K 0
R 234 G 132 B 0
#EA8400

Health Sciences

PANTONE
2617 C
C 82 M 100 Y 0 K 8
R 73 G 14 B 111
#490E6F

Education

PANTONE
329 C
C 100 M 14 Y 60 K 52
R 0 G 103 B 90
#00675A

Theology and Religion

PANTONE
1245 C
C 7 M 37 Y 99 K 19
R 198 G 147 B 23
#C69317

Student affairs and services

PANTONE
2405 C
C 38 M 100 Y 0 K 0
R 164 G 0 B 132
#A40084

Secondary colour application

Recommended application percentage of secondary colour

Faculty branding



ONLY 15% of faculty colour used.



ONLY 15% of faculty colour used.



ONLY 15% of faculty colour used.

Primary typography

The primary alphanumeric typeface is used for all UFS corporate and marketing communication applications, such as stationery, brochures, marketing collateral, signage, etc. Within the context of Leitura Sans, we employ four styles in the font family. The font is selected for its simple, clear, modern, and elegant characteristics.

"The quick brown fox ..." is a sentence that contains every letter of the English alphabet.

The quick brown fox jumps over the lazy dog



Leitura Sans: Corporate and marketing communications

LEITURA SANS 1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

LEITURA SANS ITALIC 1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>^*

LEITURA SANS 2

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

LEITURA SANS ITALIC 2

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

LEITURA SANS 3

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

LEITURA SANS ITALIC 3

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

LEITURA SANS 4

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

LEITURA SANS ITALIC 4

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

Secondary typography

Arial is used as the font for electronic or digital communication, such as PowerPoint presentations, documents, letters, email content, and as the website font, where text cannot be set as an image.

Arial is used because it is the closest font to Leitura available on the average computer or digital environment, so the brand font does not default to another font online that does not match the brand image.

The quick brown fox jumps over the lazy dog

aA

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>^*

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

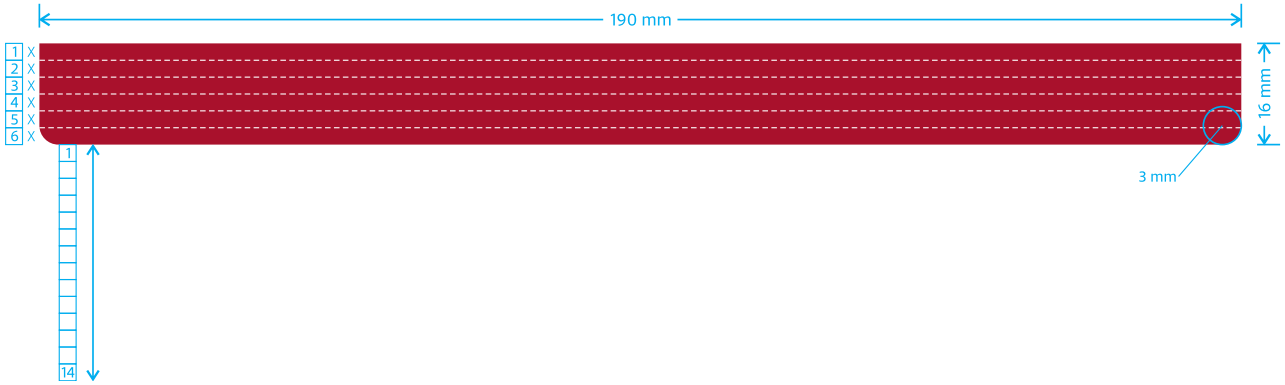
Corporate strip guidelines

The specifications for the corporate strip and placement of the crest are determined on an A4-sized page. The designer is then expected to resize or reduce the strip, in proportion to other standard A-sized sheets. This proportion is applicable to sheets from A5 to A0 size.

The size for the corporate strip on an A4 page is determined as follows:

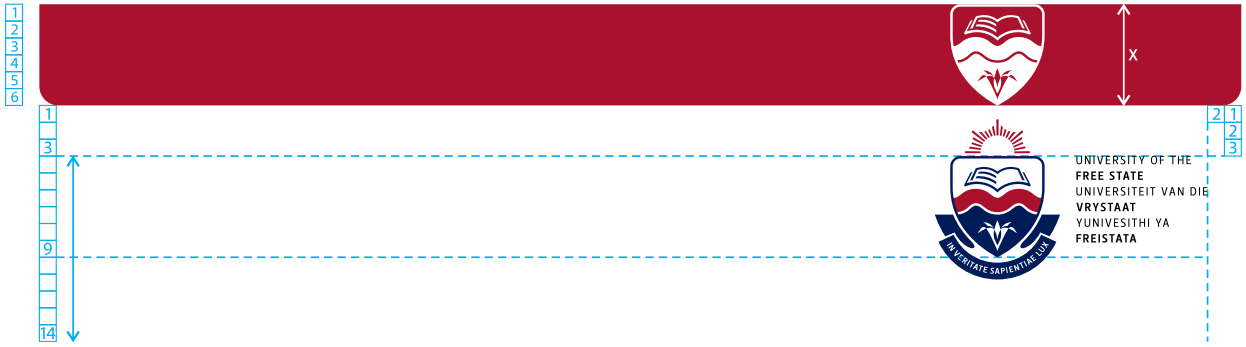


Correct positioning and proportion on an A4 portrait page



- The strip is 190 mm wide and 16 mm high.
- The strip is placed on the horizontal plane, in the centre of the page. It will then be 10 mm away from either side of the page.
- The strip is then divided into six evenly spaced imaginary vertical segments.
- The strip is placed 14 segments away from the bottom of the page.
- The bottom two corners are rounded, with a radius of 3 mm.

Placement of the crest on the strip



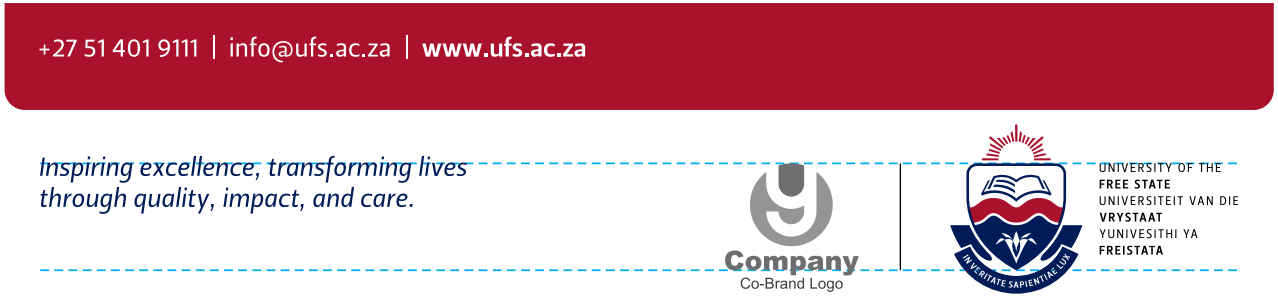
- The size of the crest is determined by the size of the strip. The height of the 'shield' part of the crest is equal to the height of the strip.
- The crest is placed on the right-hand side, below the strip.
- The top of the crest's 'shield' part is three (3) segments from the bottom of the strip.
- The far right part of the crest is two (2) segments away from the right-hand side of the strip.

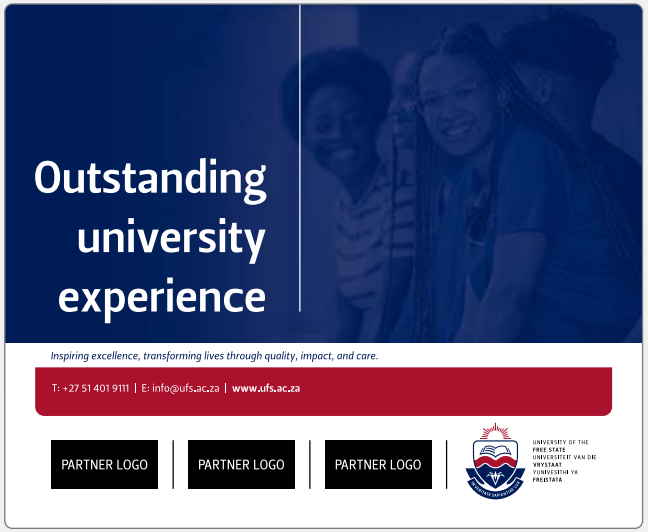
Co-branding

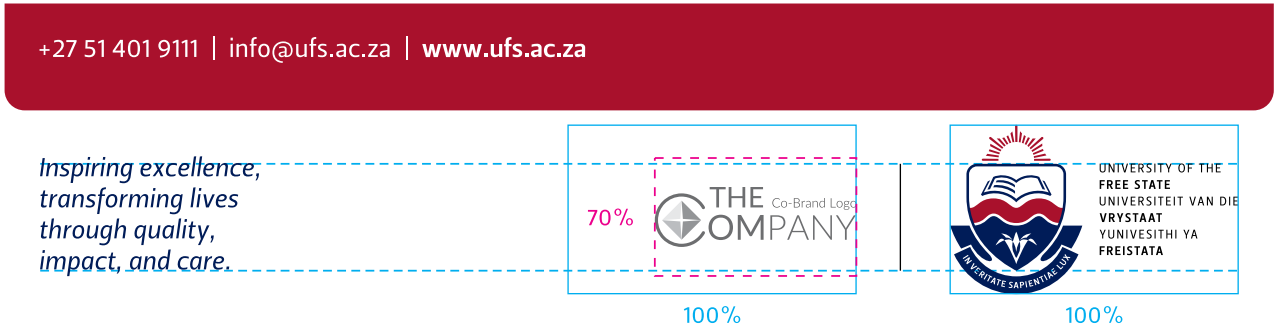
The co-branding relationship depends on whose brand is the primary one. Assuming the university is the primary party, and the secondary party is co-branding with the university, two rules apply:

1. The university brand is fi rst in order of appearance or prominence where more than one brand is involved.
2. The relationship between the branding size of the university's logo and another logo is at most on a scale of 1:1 (university: other) or reduced to 70% (1:0.7) of the university's logo.









Consistency is the cornerstone of a strong, recognisable brand identity.

Every time the university crest is altered, distorted, or misapplied, it dilutes our brand. The guidelines outlined in this section highlights common misapplications. By adhering strictly to these standards, we ensure that our visual presentation remains cohesive, and instantly recognizable across all platforms.

Incorrect application of the university crest



NEVER stretch or skew it in any way.



NEVER move or scale any of the elements.



NEVER use with deprecated 'UFS' acronym.



NEVER change the font.



NEVER use a colour or colour combination other than what is specified in this manual.



NEVER use on any colour background other than what is specified in this manual.



NEVER remove any elements of the crest.



NEVER outline the crest yourself. Use the correct applications as indicated on page 6



NEVER add effects such as gradients.



NEVER fade or tint in any way.



NEVER use on a picture background.

>> Stationery <<

Letterhead

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

Business card

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

Name Surname
Professional Title
Department

205 Nelson Mandela dr.
Bloemfontein, 9300, South Africa

C: +27 82 000 0000
T: +27 51 000 0000
E: SurnameN@ufs.ac.za
www.ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

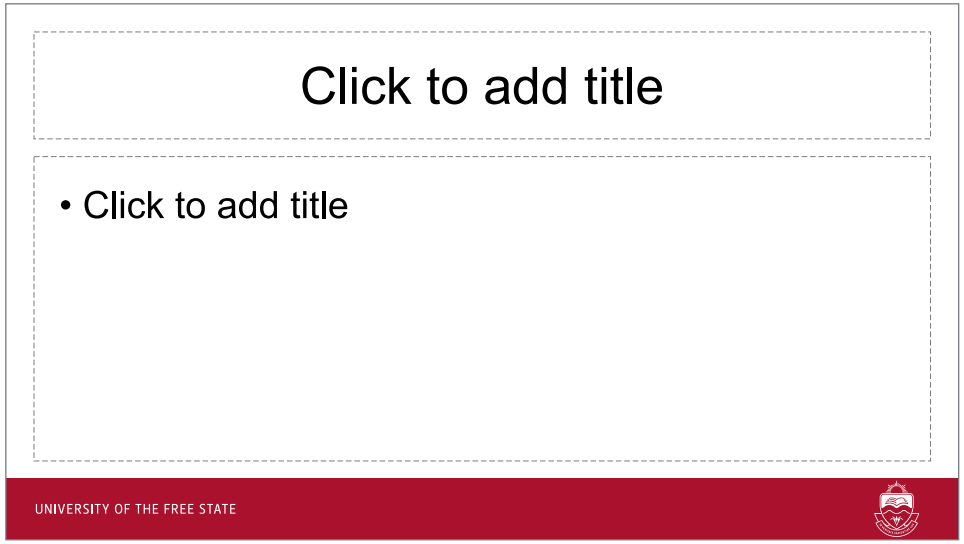
Inspiring excellence, transforming lives through quality, impact, and care.

205 Nelson Mandela Drive, Park West, Bloemfontein, South Africa, 9301
P.O. Box 339, Bloemfontein, 9300, South Africa
T: +27 51 401 9111 | F: +27 51 401 9111 | info@ufs.ac.za | www.ufs.ac.za

The letterhead footer can be peronsalised with your own contact information.

New PowerPoint designs in progress





Email signature

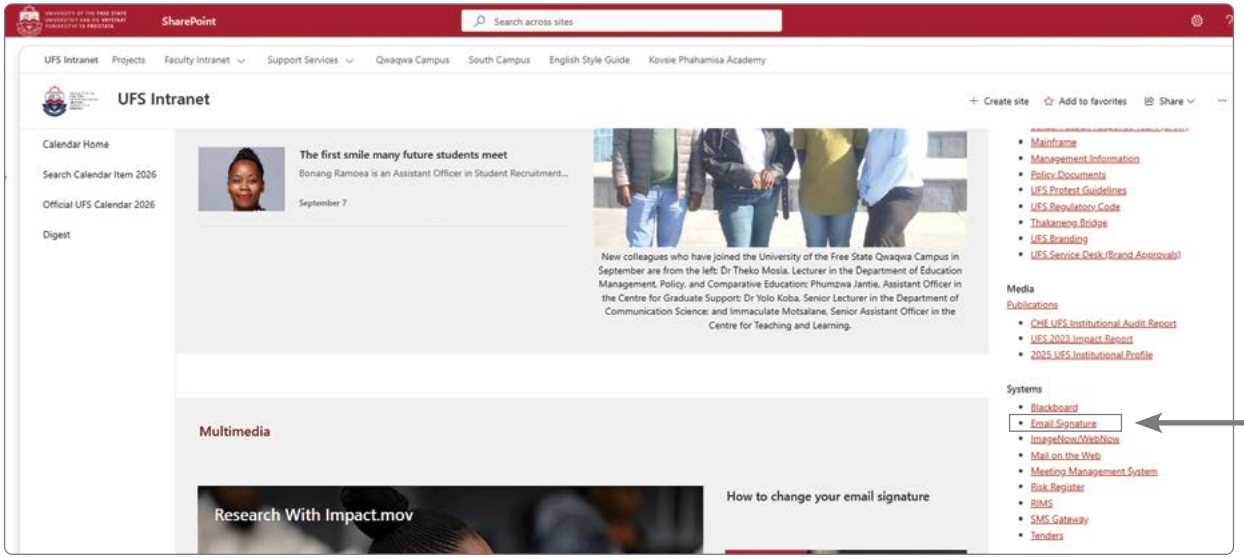
Example of the official university email signature

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

Name Surname
Job Position: Name of Department
PO Box 339, Bloemfontein 9300, Republic of South Africa
+27 51 401 9111
nortjemm@ufs.ac.za

Inspiring excellence, transforming lives through quality, impact, and care.

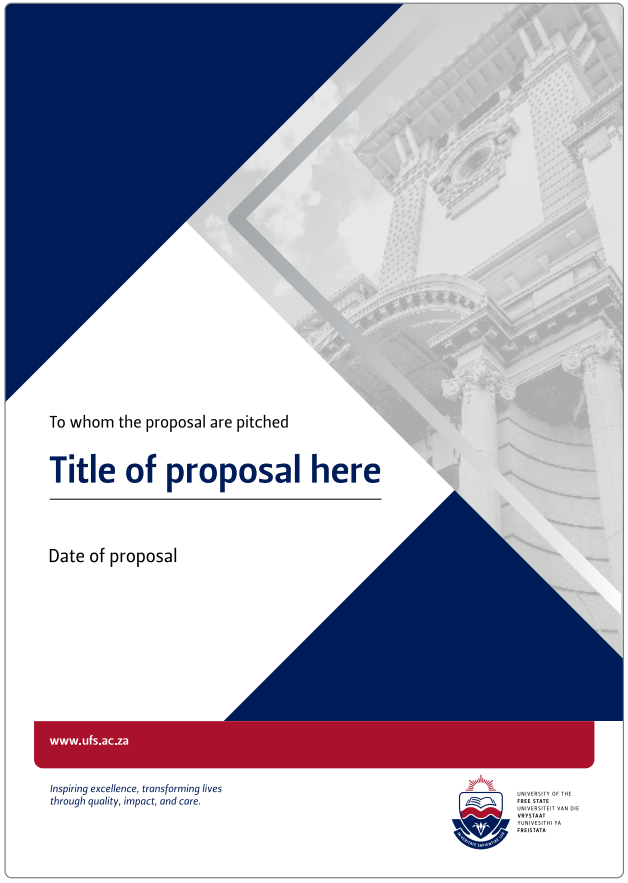
Generate email signatures online



Use the online service to generate your personalised email signature:
https://emailsignature.ufs.ac.za

Proposal document covers





Academic poster



>> Social media guidelines <<

Social media crest application

Application







Please take note of the following sizes when designing for social media:

Facebook cover	828px x 314px
Twitter cover	1500px x 500px
Instagram story	1080px x 1920px
General posts	1080px x 1080px

>> Exhibition material <<

Outdoor marketing

Teardrop banners



Gazebos



Indoor marketing

Pull-up banners









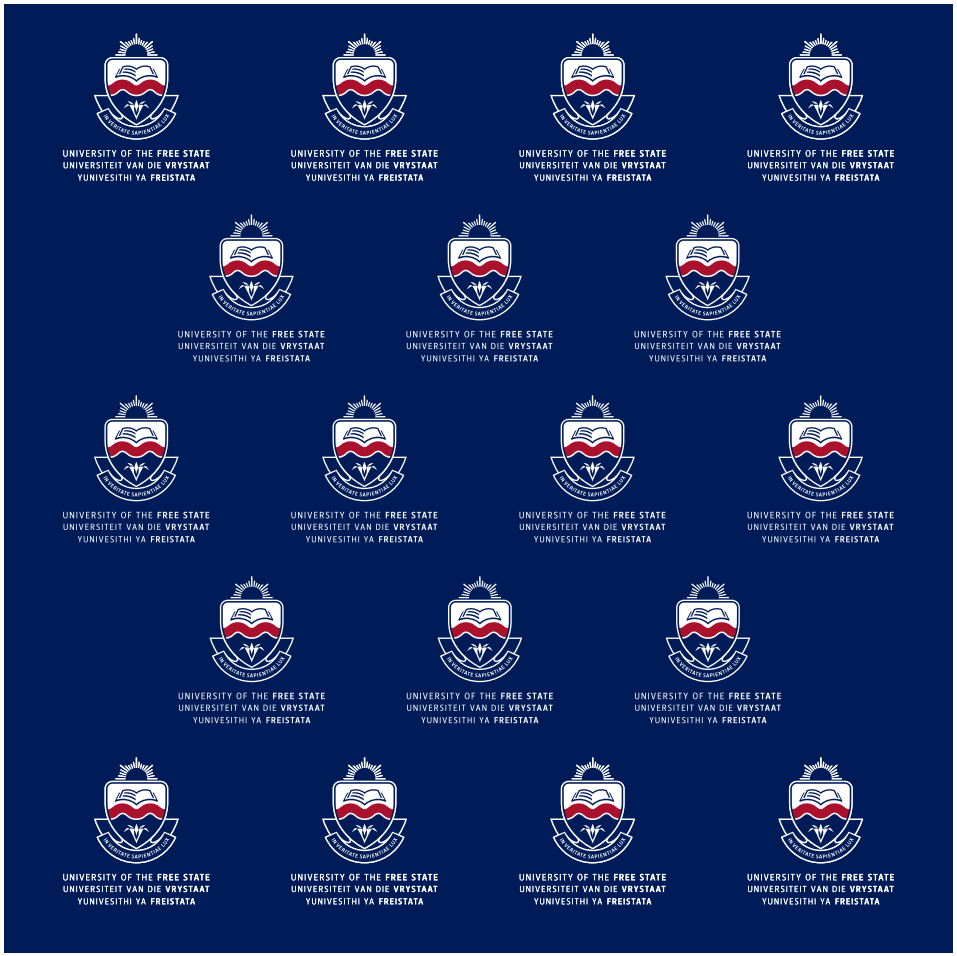


Indoor marketing

Bannerwall: one-colour crest



Bannerwall: full-colour crest



>> Merchandise <<
and apparel

Examples of branding on merchandise

The following examples can be used as a guideline of how the university crest branding should be applied to merchandising.

Crest branding on water bottel



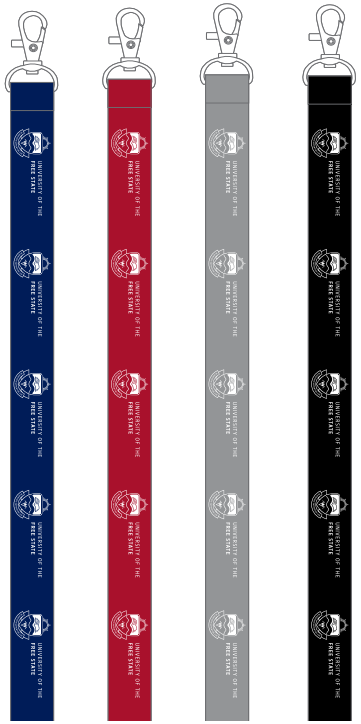
Crest branding on water bottle



Crest branding on tote bag



Crest branding on satin lanyard



Crest branding on golf shirt



UNIVERSITY OF THE
FREE STATE
NATURAL AND
AGRICULTURAL SCIENCES
ANIMAL SCIENCE

It is recommended that the name of the department be on the left hand side of the shirt.

Crest branding on T-shirt



UNIVERSITY OF THE
FREE STATE
ECONOMIC AND MANAGEMENT
SCIENCES
BUSINESS INCUBATOR

Crest branding on formal shirt



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2026/2027