

# Vision 130

## Logo Guidelines

Standard Operating Procedures for the Vision 130 logo design and use for faculties, departments, and units within the University of the Free State.

[www.ufs.ac.za](http://www.ufs.ac.za)

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

VISION **130**  
*Renew and Reimagine  
for 2034*

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





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# THE CONNECTION BETWEEN THE UFS NARRATIVE TOOLKIT, UFS BRAND GUIDELINES AND VISION 130



1.

The University of the Free State (UFS) commits to continuously renewing itself to maintain its vitality and relevance. Beyond merely seeking to survive current and future changes, the UFS aims to continue to grow and extend its influence and impact locally, regionally, and globally. Vision 130 is an elaboration of the strategic intent to reposition the institution for 2034, when the University will commemorate its 130th anniversary. Given its duration, Vision 130 provides stability and clarity for planning and decision-making, while still leaving scope to promote adaptation and agility.

Vision 130 is anchored in the UFS values – excellence, innovation and impact, accountability, care, social justice, and sustainability – whilst pivoting around these three key tenets:

1. Academic excellence, quality, and impact
2. Maximum societal impact with sustainable relationships
3. A diverse, inclusive, and equitable University



Excellence



Innovation  
and Impact



Accountability



Care



Social Justice



Sustainability

## 2. PURPOSE AND SCOPE

As a reminder to incorporate Vision 130 into all we do, the Department of Communication and Marketing (DCM) developed a visual brand application that can be used in conjunction with the UFS brand until 2034, to support and reinforce our communication goals. The UFS brand defines the relationship our stakeholders have with us. It signifies the promise we make to our customers – and to ourselves – and is shaped by each experience customers have with us.

The UFS marketing brand is a monolithic brand. In other words, there is a singular brand – the marketing brand – that spans the set of University offerings. Sub-brands are identified only descriptively (i.e. with no different branding/logo) in relation to the parent University brand, which presents the central idea of the UFS's integrated faculties, centres, and institutes.

The brand identity of the UFS can be thought of as the identifying symbols, words or marks that distinguish the UFS corporate brand and its related products, services, and programmes in the marketplace (or in the public's mind). Due to effective management, the UFS brand identity is trusted and recognised among stakeholders. It is important to retain this level of visual integrity while including the Vision 130 visual element.

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# 3. MAIN ELEMENTS

Programme Description	Academic Plan Code	Structured	Part time / Full time	Credits
Master of Industrial Psychology	BC670202	Yes	Full time	180
Master of Public Administration	BC671101	Yes	Full time	128
Master of Development Studies – option A	BC674040	Yes	Full time	128
Master of Development Studies – option B	BC677178	Yes	Full time	124
Master of Development Studies – option C	BC677179	Yes	Full time	160

Programme Description	Academic Plan Code	Research	Part time / Full time	Credits
Master of Commerce (MCom)	BC680020	Yes	Part time / Full time	180
Master of Commerce with specialisation in Financial Accounting	BC680022	Yes	Part time / Full time	180
Master of Commerce with specialisation in Management Accounting	BC680023	Yes	Part time / Full time	180
Master of Commerce with specialisation in Taxation	BC680031	Yes	Part time / Full time	180
Master of Commerce with specialisation in Auditing	BC684040	Yes	Part time / Full time	180
Master of Accounting with specialisation in Financial Accounting	BC685051	Yes	Part time / Full time	180
Master of Accounting with specialisation in Management Accounting	BC685052	Yes	Part time / Full time	180
Master of Accounting with specialisation in Taxation	BC685053	Yes	Part time / Full time	180
Master of Accounting with specialisation in Auditing	BC685054	Yes	Part time / Full time	180
Master of Development Studies – option A	BC686061	Yes	Part time / Full time	180
Master of Development Studies – option B	BC686063	Yes	Part time / Full time	180
Master of Development Studies – option C	BC686064	Yes	Part time / Full time	180
Master of Development Studies – option D	BC687171	Yes	Part time / Full time	180



## 3.1 What should I know about the UFS brand?

Brand guidelines are available online. These include the general guidelines as well as the specifics for each faculty. The full outline of the UFS's Vision 130 can be found [here](#).

The brand guidelines are very important for any graphic designer and any UFS staff member who designs images for UFS communication, marketing, and events. Please make sure that you include the guidelines in your brief to any of the UFS's preferred graphic designers. If you are unsure, it is always better to contact the Communication and Marketing Department for guidance. This will save you a lot of trouble and money. Material and designs that do not comply with the guidelines may not be distributed on any official UFS communication platform.

## 3.2 What are the guidelines for the Vision 130 logo?

### Guideline ONE:

The Vision 130 logo must have the correct colour application.



Correct colour application



Incorrect colour application

### Guideline TWO:

The Vision 130 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 Vision 130 logo should be the same as the guidelines for co-sponsorships.

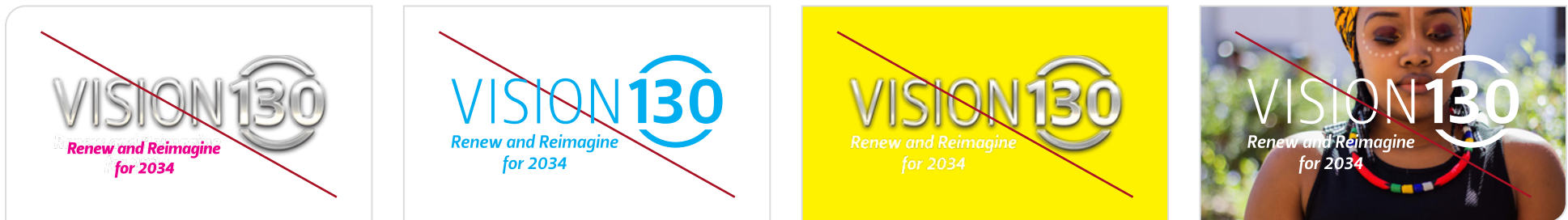


### 3.3 What is the correct colour application?

The colour of the Vision 130 logo is black, grey, or the UFS navy. The white alternative is to be used on colour backgrounds that relate to the UFS brand. No other colours will be premitted for background purposes.



Correct colour application



Incorrect colour application

### 3.4 What does “not stand alone” mean?

Although this seems straightforward, it is often misinterpreted, for example by putting the Vision 130 logo on its own on a memory stick or coaster as a gift to visitors. All UFS memorabilia created must include both the UFS logo/departmental logo and the Vision 130 logo. No item may only display the Vision 130 logo.



### 3.5 How big should the Vision 130 logo be?

The logo may not be larger than the UFS/faculty logo.



60%

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100%





### 3.6 For how long can the Vision 130 logo be used?

The logo should only be used until 2034.

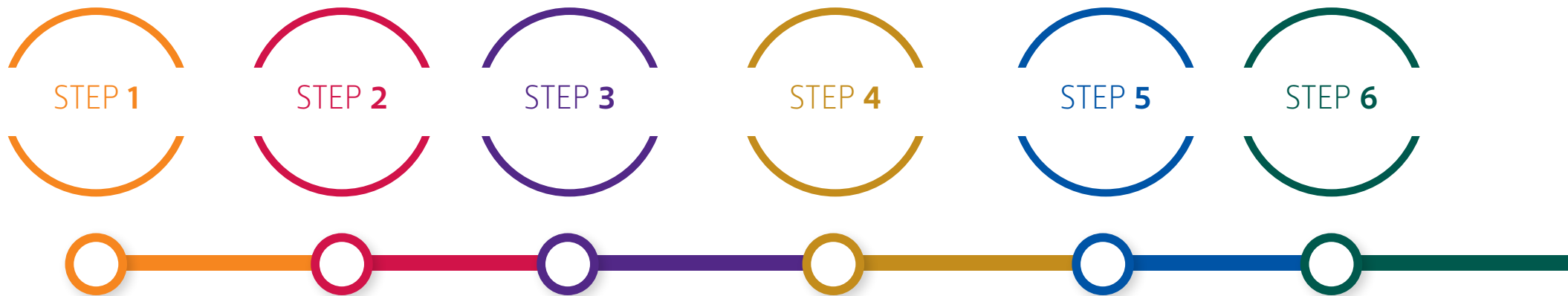
### 3.7 On what type of items can the Vision 130 logo be used?

You may use the Vision 130 logo on, for example, any corporate gift and clothes, advertisements, banners, invitations, posters, and online (social media, web documents, 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 include, for example, underwear, weapons, political sites/meetings, discriminatory events, and any other item and/or platform that could cause harm to the reputation of the UFS and the goals of Vision 130. If you are unsure, please check with the Communication and Marketing Department first.

### 3.8 Must every item/design be approved?

Every item must be approved. Designs should be sent to the workflow email address [branding@ufs.ac.za](mailto:branding@ufs.ac.za). The turnaround time is at least 48 hours (2 working days). 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 (iii) the general intention of the designed item must be approved (e.g. where it will be displayed, who it will be distributed to, etc.).

# 4. PROCEDURE



Read through the Vision 130 logo guide.

Please send this document and the examples to the graphic designer whose services will be utilised. If you have any concerns or uncertainties about how to apply the branding guidelines or the Vision 130 logo, please email [branding@ufs.ac.za](mailto:branding@ufs.ac.za).

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

Supply the graphic designer with the official UFS brand guidelines and Vision 130 links, and communicate your preferences. Once you are satisfied with the design, it can be sent for brand approval to [branding@ufs.ac.za](mailto:branding@ufs.ac.za). Please ensure that the designer is prepared for additional changes should the design not comply with the official guidelines. It remains the responsibility of the UFS staff members to ensure that the information is correct, and that any text has been edited by a language professional.

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

After full approval has been received in writing, continue with production.



**XCELLENCE**



**INNOVATION  
AND IMPACT**



**ACCOUNTABILITY**



**5. APPLICATION** of Vision 130

## 5.1

# Vision 130 elements

Distinction between general University and Vision 130-related branding relies strongly on the use of the Vision 130 logo and elements relating to the campaign, such as:

UFS values – excellence, innovation and impact, accountability, care, social justice, and sustainability



### EXCELLENCE

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



### INNOVATION AND IMPACT

C 2 M 100 Y 60 K 11  
R 187 G 19 B 62  
#BB133E



### ACCOUNTABILITY

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



### CARE

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



### SOCIAL JUSTICE

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



### SUSTAINABILITY

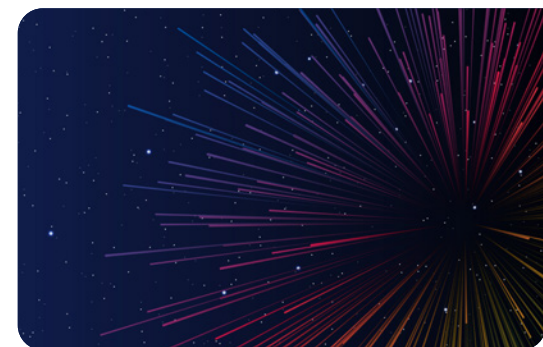
C 100 M 14 Y 60 K 52  
R 0 G 103 B 90  
#00675A



Galaxy-related backgrounds



Star-related backgrounds



Exploding faculty colours

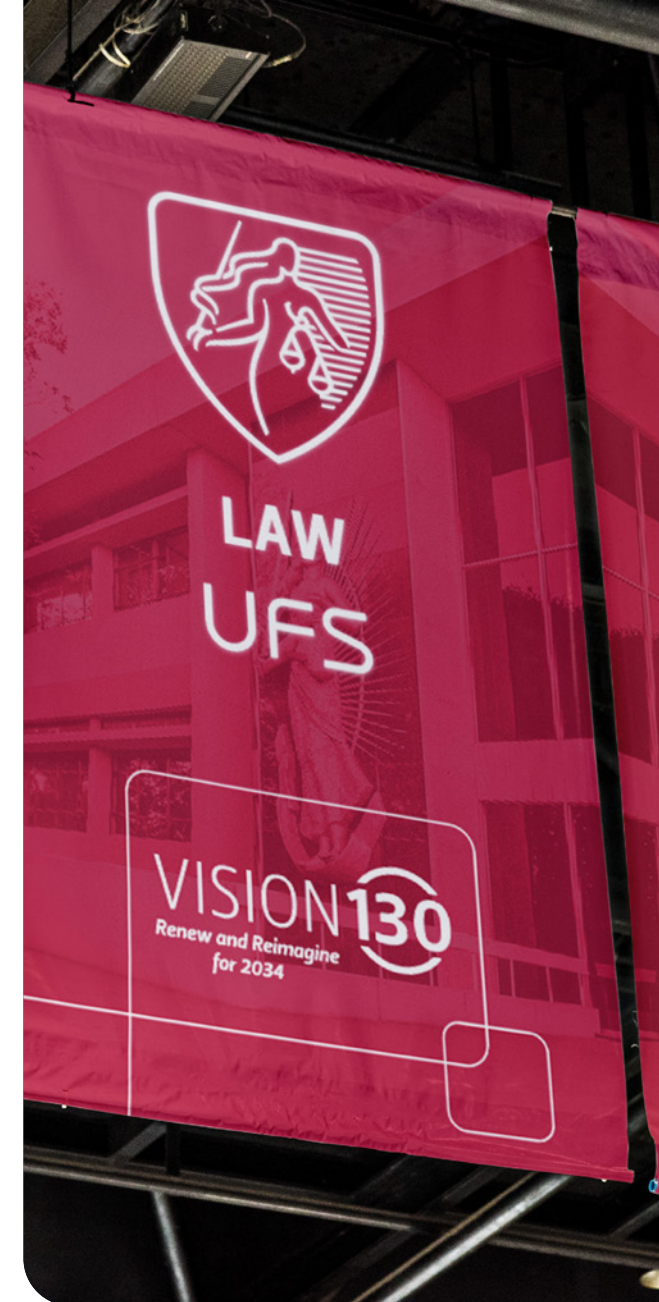
## 5.2

### Main logo and tagline

The Vision 130 logo consists of two elements – the main logo and the tagline. The slogan – ‘Renew and Reimagine for 2034’ – must always be placed below Vision 130 and aligned as illustrated below.



Main implementation of logo and tagline



## 5.3

### Font type

The primary alphanumeric typeface is used for the Vision 130 branding. Within the context of Leitura Sans, we employ Grot 1 – with Optical Kerning and a Tracking of 50 – as well as Grot 3 for the ‘130’ part. Leitura Sans Italic 3 should always be used for the slogan. The font is selected for its simple, clear, modern and elegant characteristics.

“The quick brown fox ...” is a sentence that contain all characters.



THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG

Leitura Sans  
Grot 1

**THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG**

Leitura Sans  
Grot 3

*The quick brown  
fox jumps over  
the lazy dog*

Leitura Sans  
Italic 3

## 5.4

# Co-branding

The size of the Vision 130 logo should be the same as the guidelines for co-sponsorships and it should always be present on all designs. Depending on the cause of the design, it is up to the designer to decide on whether the Vision 130 logo should be utilised below the red strip, or in the top left- or righthand corner. The Vision 130 logo should not be used more than once on a design.

[www.ufs.ac.za](http://www.ufs.ac.za)

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Co-branding example below red strip



Co-branding example as part of the design

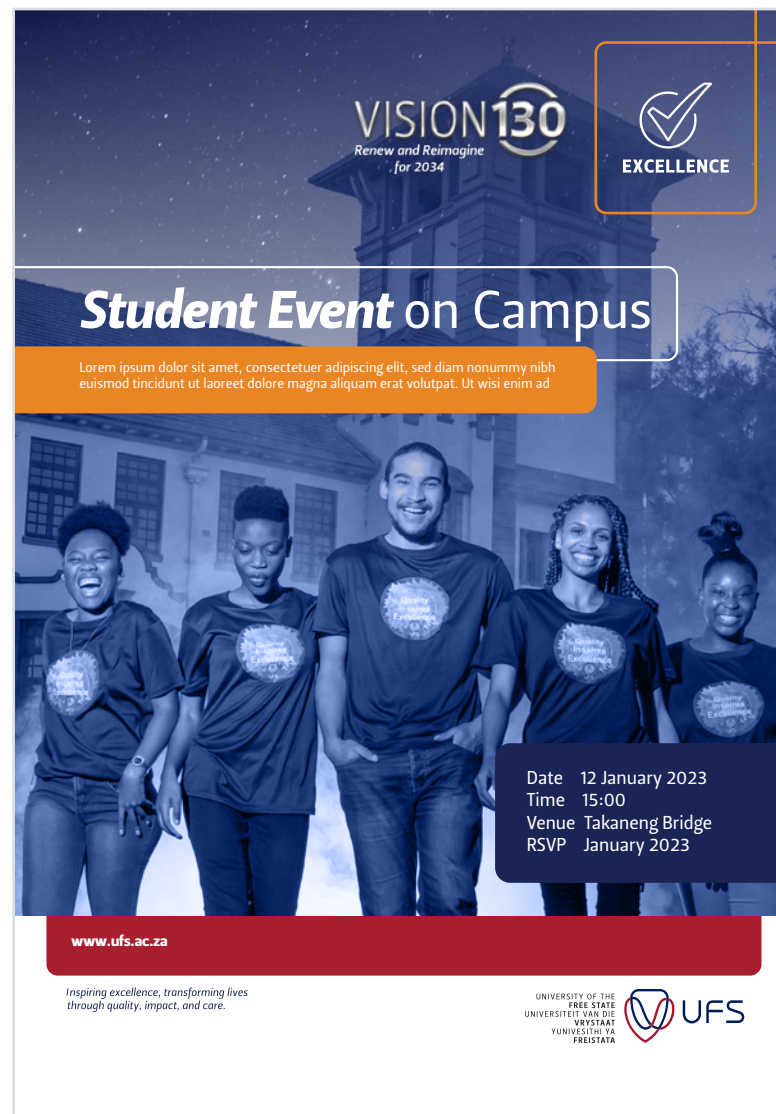
## 5.5

# Advertisements

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 or landscape 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 relating to the Value used.



Example: Standard A-sized landscape advertisement



Example: Standard A-sized portrait advertisement



## 5.6

# Event invitations



## Invitation

### Support Staff Promotion Function 2023

The Rector and Vice-Chancellor, Prof Francis Petersen, has the pleasure of inviting you and your spouse/partner to the Support Staff Promotion function to celebrate the achievements of staff who were promoted during 2022.

<b>Date:</b> Thursday 23 March 2023	Register on or before Friday 17 March 2023 <a href="https://events.ufs.ac.za/e/2023AcademicPromotionsFunction">https://events.ufs.ac.za/e/2023AcademicPromotionsFunction</a>
<b>Time:</b> 17:30 for 18:00	<b>Enquiries:</b> Alicia Pienaar at <a href="mailto:pienaaral@ufs.ac.za">pienaaral@ufs.ac.za</a>
<b>Venue:</b> Reitz Hall, Centenary Complex, Bloemfontein Campus	Please indicate any dietary restrictions due to allergies or medical conditions.
<b>Dress:</b> Formal	Persons with disabilities who wish to make a specific accessibility request (physical access, South African Sign Language, Braille, etc.), should notify us in good time so that we can make the necessary arrangements.

[www.ufs.ac.za](http://www.ufs.ac.za)

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**Example:** Regular UFS Event Invitation – Vision 130 logo below red strip

INVITATION



Get a glimpse into the

# UFS FUTURE

29 NOVEMBER 2022

ODEION AUDITORIUM, BLOEMFONTEIN CAMPUS  
18:30 for 19:00  
Entrance through the main gate in Nelson Mandela Drive

[www.ufs.ac.za](http://www.ufs.ac.za)

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**Example:** UFS Vision 130 Event Invitation – Vision 130 logo incorporated in upper left corner of design

# 5.7

## Brochures

This 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.

If the brochure is Vision 130-related, the logo should be incorporated in the section above the red strip. If the brochure will be used for any UFS- or faculty-related purposes, the Vision 130 logo must be used below the red strip.



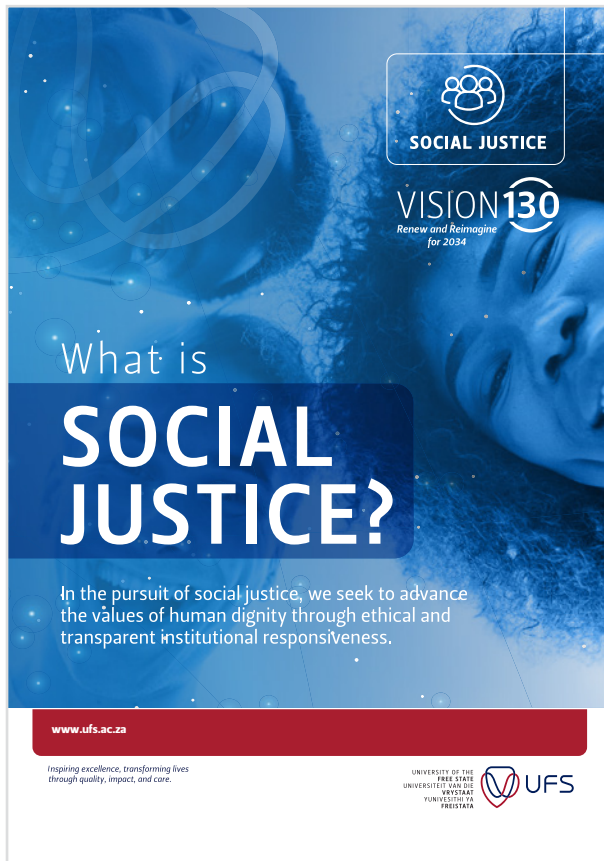
Example: UFS Vision 130-related brochure - Vision 130 logo incorporated in design



Example: UFS faculty-related brochure - Vision 130 logo below red strip

## 5.8

## Posters



**Example:** Vision 130 Value Poster –  
Vision 130 logo incorporated in upper corner of design



**Example:** Vision 130 Poster –  
Vision 130 logo incorporated in 1/3 of design



**Example:** UFS Event Poster –  
Vision 130 logo below red strip

# 5.9

## Banners



Example: Vision 130 Banner Wall



Example: Teardrop, Pull-up, Feather Banners



Example: Pop-up A Frames

## 5.10

# Billboards

Billboards are viewed by people of all languages, unlike the print adverts. Simple large text and a blue background are recommended. White text on a dark background is always more visible from a distance. Only the web address appears in the red strip. If the billboard is Vision 130-orientated, the logo should be used in the main design. If not, the Vision 130 logo can be incorporated below the red strip.

*Example:* UFS Billboard –  
Vision 130 logo below red strip



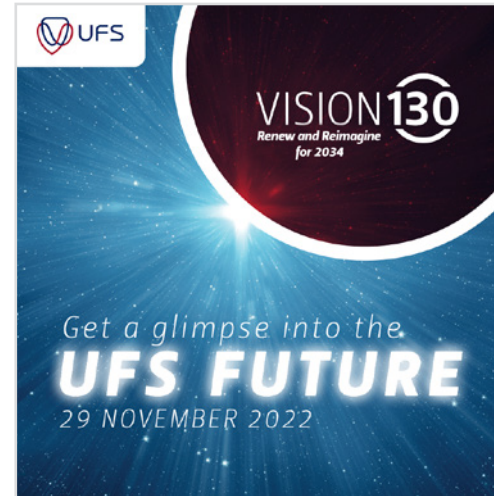
*Example:* Vision 130 Billboard –  
Vision 130 logo incorporated in upper corner of design

## 5.11

## Digital platforms



*Example:* Cover Photo



*Example:* Instagram Square Post



*Example:* Instagram Story



*Example:* Social Media Post



*Example:* Website Home Page Spotlight

Vision 130 acknowledges the immutable values of Excellence, Innovation and Impact, Accountability, Care, Social Justice, and Sustainability that shape and inform the UFS culture and provide a framework for our actions and decisions. These are the values that form the bedrock of our institution, and that will continue to be the guiding lights in our quest to deliver quality graduates that are well-equipped and sought-after in the world of work.



**EXCELLENCE**



**INNOVATION  
AND IMPACT**



**ACCOUNTABILITY**



**CARE**



**SOCIAL JUSTICE**



**SUSTAINABILITY**

# 6. OUR VALUES



Compiled by the Department of Communication and Marketing, University of the Free State.  
[branding@ufs.ac.za](mailto:branding@ufs.ac.za)