

2025

# Corporate Clothing Guidelines

Guidelines for corporate clothing use for staff and students at the University of the Free State (UFS).

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

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VISION **130**  
Renew and Reimagine  
for 2034

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



UFS  
COMMUNICATION  
AND MARKETING

# 1. Introduction

Corporate clothing can serve numerous purposes, and when correctly applied, contribute to a positive image of the University of the Free State (UFS) – especially during official events. Corporate clothing can also foster a sense of cohesion among team members representing the institution.

Currently, corporate clothing at the UFS is not compulsory, but may be required when UFS employees are assigned official tasks during events.

# 2. Purpose and scope

The UFS has a monolithic brand. This means that all our basic services and products are marketed under one branding umbrella. A monolithic approach allows for some adaptability within a brand while maintaining overall recognisability.

Moreover, it refers to a unified branding structure where all products and services, buildings, and official communication, are consistently labelled or branded by the same branding umbrella. Corporate clothing is approved and branded according to this monolithic approach to the UFS brand.

## 2.1 UFS academic crest

The UFS **academic crest** is the singular accreditation brand mark designated primarily for official university functions, such as investitures and graduations, or to give official endorsement to the official sub-brands in formal communication and represents the highest mark of the university.

The academic crest is used for the following:

- Ceremonial use, e.g., graduation
- Selected marketing applications – letterheads
- Electronic signature
- Academic publications
- Academic blazer
- Vice-Chancellor and Principal's office
- Alumni

The academic crest is not to be used on corporate clothing.

### Purpose:

- **Significance:** The crest serves as a visual link to the university's beginnings and its growth into a multi-campus institution.



## 2. Purpose and scope

### 2.2 UFS marketing logo/brand

The UFS **marketing logo/brand** is the primary brand signature that is clearly linked to the university. It is the primary market-facing signature in any communication pertinent to the UFS.

The marketing logo is used for the following:

- All marketing and market-facing communication
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles
- Corporate clothing

#### Purpose:

- **Brand identity:**

The UFS marketing logo/brand serves as the visual representation of the university, encapsulating its values, mission, and identity.

- **Recognition:**

It helps in establishing a recognisable and consistent image of the university across various platforms, aiding in brand recall among students, staff, alumni, and the broader community.

- **Promotion:**


The logo/brand is used to promote the university's programmes, events, initiatives, and achievements, thereby attracting potential students, lecturers, and partnerships.



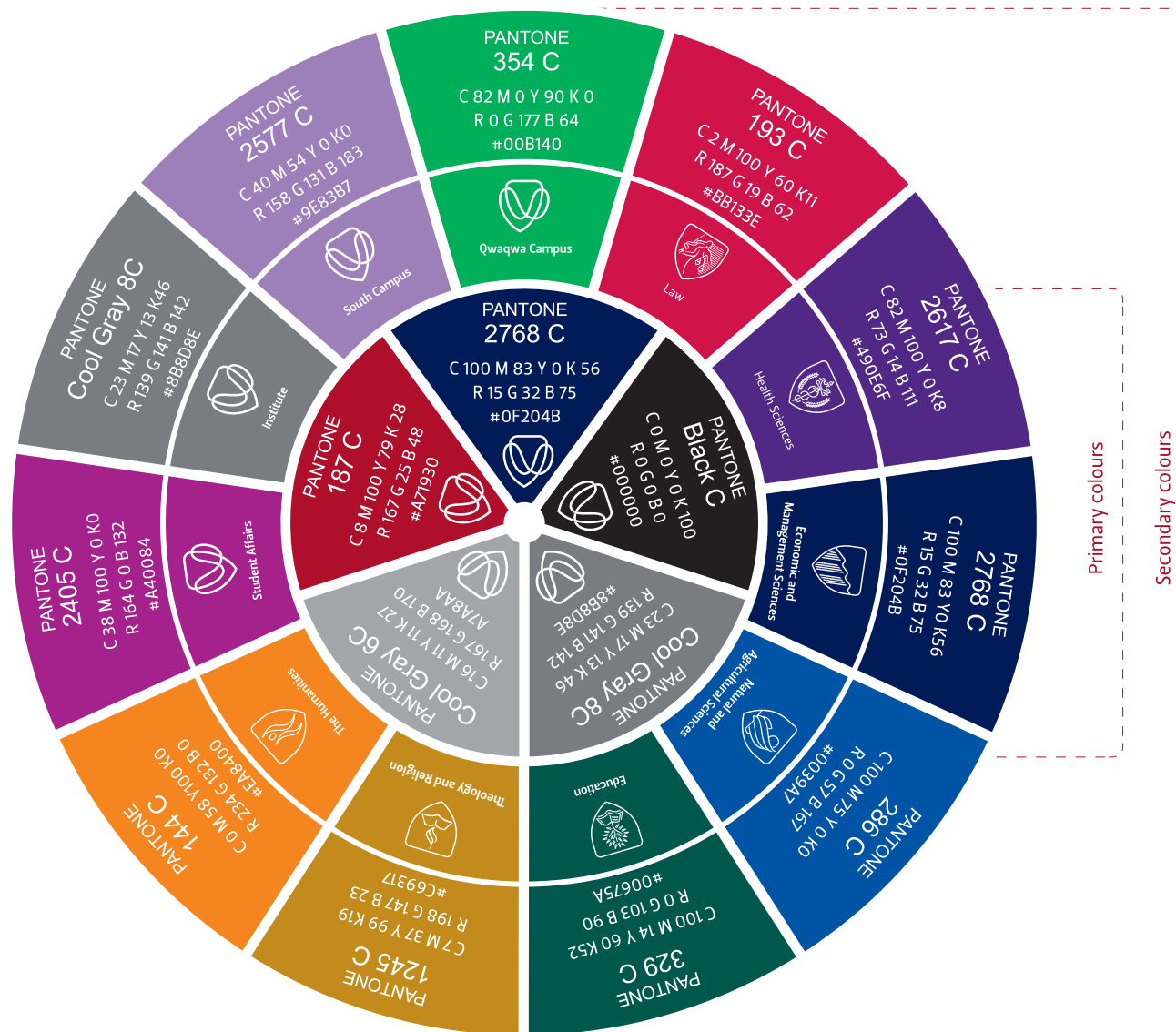
## 2. Purpose and scope

### 2.3 Description

#### Colours:

The logo uses the university's official colours. These colours (see **UFS Brand Identity Guidelines** for pantones, hex codes, CMYK and RGB codes of primary and secondary colours) are used consistently across all branding materials, stationery, and clothing. 

- Printing on corporate gifts, including clothing, can be done in **UFS red, blue, grey, white, or black**. Alternatively, the full-colour marketing logo is also acceptable for these items.
- The primary corporate spectrum on the inside of the colour wheel is applicable to all brand marks, including the faculty marketing brand marks. The secondary colour spectrum is only relevant to the individual faculties (except for Economic and Management Sciences, which uses the primary corporate blue). These colours also have a historic affiliation with colours that remain unchanged as part of its heritage.



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2. Purpose and scope

2.3 Description

- **Typography:**  
The font (Arial and Leitura Sans) used in the logo is part of the university's visual identity guidelines, ensuring a coherent and professional appearance.
- The primary alphanumeric typeface is used for all corporate and marketing communications. We use four styles within the Leitura Sans font family, chosen for its simplicity, clarity, modernity, and elegance.
- Arial, the secondary typography, is used as the font for electronic or digital communication 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 online font that does not match the brand image.
- Arial and Leitura Sans typography should be used on UFS corporate clothing as well.

Leitura Sans

The quick brown  
fox jumps over  
the lazy dog

aA

Arial

The quick brown  
fox jumps over  
the lazy dog

aA

LEITURA SANS 1  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS 2  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS 3  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS 4  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS ITALIC 1  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS ITALIC 2  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS ITALIC 3  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

LEITURA SANS ITALIC 4  
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%&{ } [ ] ( . , ; : ! ? ) < > \* ^

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

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

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

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



## 2. Purpose and scope

### 2.3 Description

#### ▪ Variations:

The different versions of the logo applications are used (e.g., full colour, monochrome, simplified, stacked, and horizontal) to suit various applications and media. The simplified marketing logo/brand could be used with the relevant descriptor and is applicable to corporate clothing.

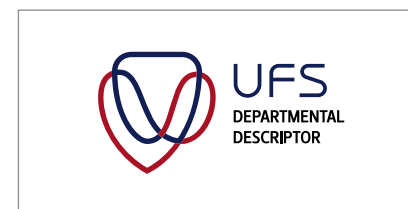
#### ▪ Guidelines:

The use of the logo is governed by strict guidelines to maintain its integrity. This includes specifications on size, spacing, colour usage, and placement to ensure that it is always displayed correctly and consistently.

#### \*Horizontal applications



#### Simplified horizontal application




#### Simplified stacked application



#### Embroidery logo



*\*Avoid using the horizontal application of the brand on clothing.  
The embroidery or print work in this format is too small for clear readability.*

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# 3. Corporate clothing defined

## 3.1. What is corporate clothing?

Corporate clothing plays an important role in maintaining the professional image of any institution. It not only unifies staff under a cohesive brand identity, but also enhances the overall perception of – in this instance – the university by prospective students and parents, students, industry and research partners, government, and the general public.



### What to wear

Corporate clothing for employees includes

- ✓ branded blazers;
- ✓ red, blue, black, white, and grey shirts;
- ✓ black and navy trousers;
- ✓ black and navy skirts;
- ✓ scarves;
- ✓ ties; and
- ✓ other garments displaying the institution's logo or colours.

- It is recommended that the UFS blazer be worn for official events. The university crest, which is specified in the Corporate Identity Guidelines, must be embroidered on the left pocket of the blazer.
- Collared fitted long-, three-quarter, or short-sleeved office shirts in the corporate colours of the UFS (i.e. white, blue, red, grey, and black) should be worn with the UFS blazer.
- 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 top left side of the shirt may contain the faculty/departmental description, should that be a preference.
- Black or navy trousers and skirts should be worn with a blazer and shirt. Trousers and skirts are for the account of the staff member and cannot be purchased from entities.
- Male staff members can wear a branded tie. Women staff members can wear a branded chiffon scarf with the shirt.

This clothing promotes a cohesive, professional image, enhancing team unity and a consistent university identity.

### What not to wear

The following casual items are not to be worn with corporate clothing as it undermines the professional look:

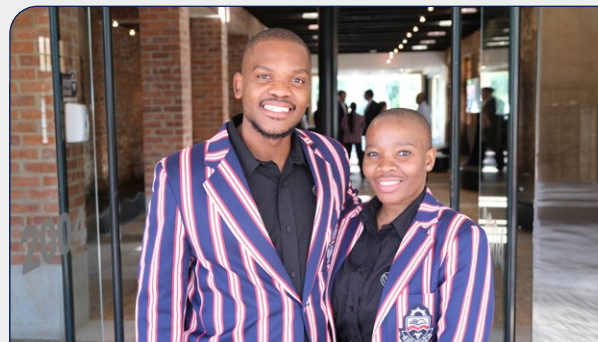
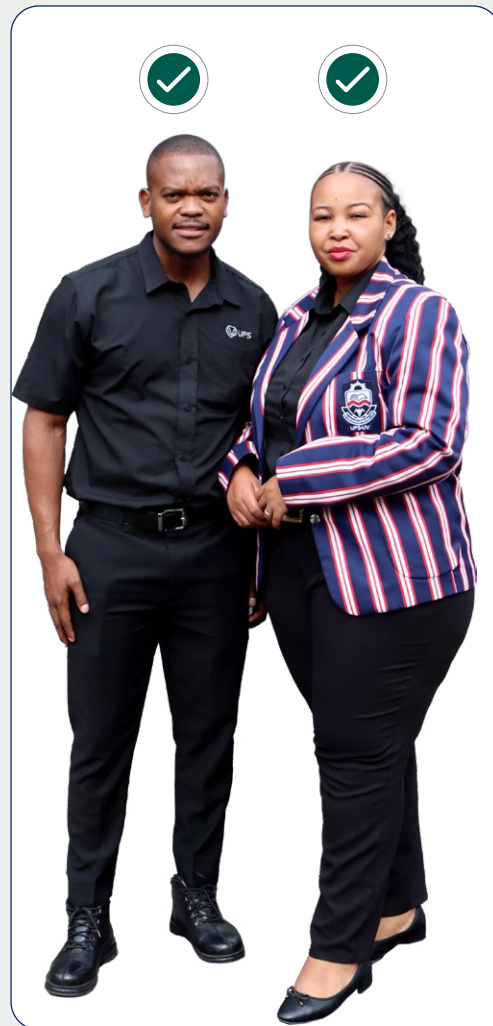
- ✗ torn jeans, camisoles, shirts not in the UFS corporate colours, and flip-flops (see info graphic)
- ✗ patterned shirts
- ✗ sweatpants.

Such mismatched attire can harm the university's reputation, erode client trust, and weaken the brand's identity. Consistent dress codes are essential for maintaining professionalism and unity within the team.



### 3. Corporate clothing defined

#### The importance of corporate clothing in maintaining a professional image



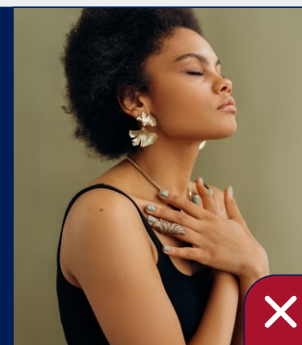
##### What is corporate clothing?

**Definition:** Corporate clothing refers to attire specifically designated for staff and student leadership within the institution.



##### Purpose of corporate clothing

**Cohesive appearance:** Corporate clothing contributes to fostering a cohesive and professional appearance among staff members.

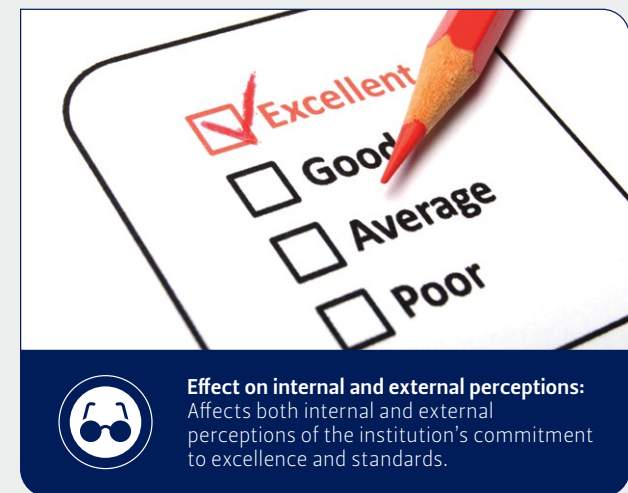
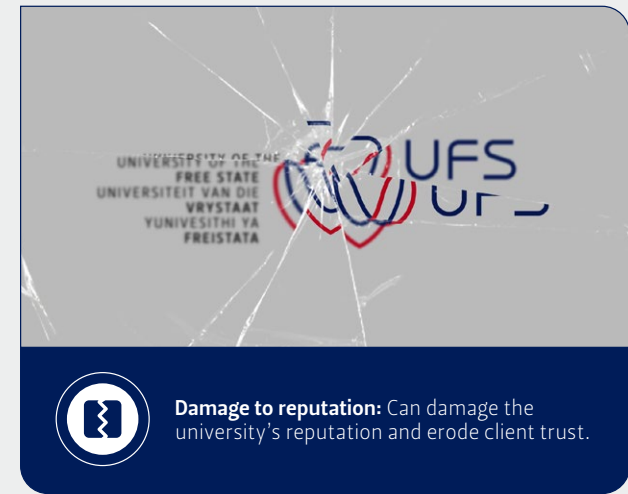


##### Negative impact of casual clothing

**Undermines professional image:** Wearing torn jeans, camisoles, patterned shirts, shirts not in the UFS corporate colours, or flip-flops versus professional corporate clothing can undermine the university's image.

### 3. Corporate clothing defined

#### Consequences of inconsistent dress codes



### 3. Corporate clothing defined

#### 3.2 Is corporate clothing compulsory at the UFS?

While wearing corporate clothing at the UFS is not compulsory, it becomes applicable when a staff member is assigned specific tasks by their supervisor during an official event. These events, which include, for instance, graduation ceremonies, conferences, and faculty functions, require a formal and coherent demonstration of the UFS brand. Wearing corporate clothing in these contexts ensures that the university presents a unified and professional image.

#### 3.3 When must corporate clothing be worn?

- **Official events:** Welcoming of students, open days, graduation ceremonies, registration periods, public lectures, official functions, inaugural lectures, and other institutional events.
- **National and international events:** Conferences, seminars, workshops, and exhibitions.

#### 3.4 Should students wear corporate clothing?

Only members of the Institutional Student Representative Council (ISRC) and the Central Student Representative Council (CSRC) are required to wear corporate clothing. Other students are encouraged to purchase and wear branded apparel from KovsieGear.

The ISRC and CSRC may wear corporate clothing identified by them as part of their official wear, which complies with the Corporate Identity Guidelines. The cost of the clothing must be paid by entities assigned to the ISRC or CSRC.



Currently, ISRC and CSRC corporate clothing and items may include the following:

- One name tag
- One reflector
- One blazer
- One scarf (chiffon for ladies)
- One tie
- Two branded formal long-sleeved shirts
- One branded short-sleeved shirt
- One striped golf shirt and one black golf shirt
- Two bottoms:
  - ♦ Ladies: One navy chino and one beige high-waist skirt
  - ♦ Men: One navy and one beige chino
- One winter jacket/puffer jacket

The purchasing of clothing is always at the discretion of the SRC Management, provided the department has sufficient funds. When requesting clothing from KovsieGear, the department must always submit a list of members who will be making purchases.

When departments/faculties purchase corporate clothing for students or student groups from their entities, sufficient motivation must be submitted to the Head of Procurement at [approvals@ufs.ac.za](mailto:approvals@ufs.ac.za) for approval. The motivation should emphasise the recurring use and entity affordability.



## 4. Purchasing process

### 4.1 Who can request corporate clothing?

- The Corporate Clothing Guidelines apply to academic and support staff involved in marketing roles at official events.
- Protection Services follows separate, specific SOPs and is therefore not covered by these guidelines. Protective clothing and sports team attire are excluded from these guidelines.
- Staff who wish to purchase and wear corporate clothing must submit a motivation to the Head of Procurement.
- The quantity of items purchased should be determined by recurring use and entity affordability.

### 4.2 Where must corporate clothing be purchased?

**As from 1 February 2025, KovsieGear is the sole supplier of corporate clothing as well as T-shirts and golf shirts to staff and students.**

All the clothing described in this section must be purchased from the KovsieGear shops on the Bloemfontein and Qwaqwa campuses.

### 4.3 Financial guidelines for purchasing corporate clothing

When purchasing corporate clothing from KovsieGear, it is important to adhere to a specific process. The following infographic will outline the necessary steps to ensure a smooth and compliant purchasing experience.

## Financial guidelines for purchasing corporate clothing from

### UFS financial policy and exemptions

- Income tax will be levied on any clothing classified as an employee benefit.
- The tax will be applied in the month the benefit is accrued, based on SARS income tax scales.
- Specific amounts are allowed for the purchase of T-shirts and golf shirts.
- Submit a motivation letter to Procurement. Staff must cover any cost difference if the merchandise exceeds the allowed amount.
- Protection Services, University Estates, and KovsieSport follow separate SOPs.
- Protective clothing is excluded.



### Corporate clothing expenditure

- Formal wear: Two items within a 24-month cycle (short-sleeved and long-sleeved shirt).
- Blazers: One blazer per staff member for the duration of their appointment.
- If a staff member would like to purchase a second blazer and shirt, it will be for their own account.



### Approval of corporate clothing purchases

- The Head of Procurement must approve or deny any corporate clothing purchases (as highlighted in the corporate clothing ordering process) from KovsieGear.
- The quotations must be included in the motivation, as well as the names and staff numbers of recipients.



# 5. Ordering and buying process from KovsieGear

When ordering corporate clothing from KovsieGear, it is essential to follow a structured process to ensure compliance and efficiency. The infographic outlines the steps:

## Corporate clothing ordering process

### Step 1 Identify the need for corporate clothing



1. Confirming no recent purchases for listed individuals.



### Step 2 Process for buying corporate clothing



1. Complete the form in full, make sure that your entity manager has signed and submit it to KovesieGear. The form is available on the KovesieGear page. <https://www.ufs.ac.za/kovesiegear>
2. After receiving a completed form, KovesieGear will provide you with a formal quotation.
3. This quotation is valid for 10 working days from the date of the official KovesieGear quotation. It is important to accept the quotation from KovesieGear in writing.

### Step 3 Approvals



1. If a university entity is used for purchasing clothing, a motivational letter is required with a signed quotation. The motivation should emphasise the recurring use and entity affordability. Your request for purchasing will first be **approved by Finance**.
2. **Branding approval forms** are part of the service to the customer at KovesieGear.

### Step 4 Ordering process



1. Sign the quotation and deliver/email it to KovesieGear. A motivational letter is required with a signed quotation.
2. KovesieGear will only place the order when both the request for quotation form and a signed quote have been submitted via email.
3. When items are ordered, delivery will take place ten (10) working days after the sign-off on artwork (print, design). If artwork changes, it will delay the process.

Proudly compiled by the Department of Communication and Marketing, University of the Free State.

Contact the **Department of Communication and Marketing**:

Naledi Mokhasinyane: [branding@ufs.ac.za](mailto:branding@ufs.ac.za) | Martie Nortje: [nortjemm@ufs.ac.za](mailto:nortjemm@ufs.ac.za)

**KovesieGear:**

**Bloemfontein Campus:** Meagan Gysman: [kovesiegear@ufs.ac.za](mailto:kovesiegear@ufs.ac.za) | Sandra Meyers: [kovesiegear@ufs.ac.za](mailto:kovesiegear@ufs.ac.za)  
**Qwaqwa Campus:** Puseletso Lekhalanyane: [lekhalanyanegp@ufs.ac.za](mailto:lekhalanyanegp@ufs.ac.za)

**Finance:**

[approvals@ufs.ac.za](mailto:approvals@ufs.ac.za)

Visit us at [www.ufs.ac.za/branding/brand-guidelines](http://www.ufs.ac.za/branding/brand-guidelines)

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