

Stellenbosch University Council  
30 November 2020  
Branding Process

---

Pre-design  
Engagement Findings



FORWARD TOGETHER | SAAMVORENTOE | MASIYE PHAMBILI

1

## ENGAGEMENT PRECEDES AND INFORMS DESIGN from empirical data to visual identity design brief

- Context
- Purpose and objectives – pre-design engagement phase
- Engagement methodology
- Summary of main trends
- Recommendations
- Conclusion and next steps



2

## CONTEXT



3

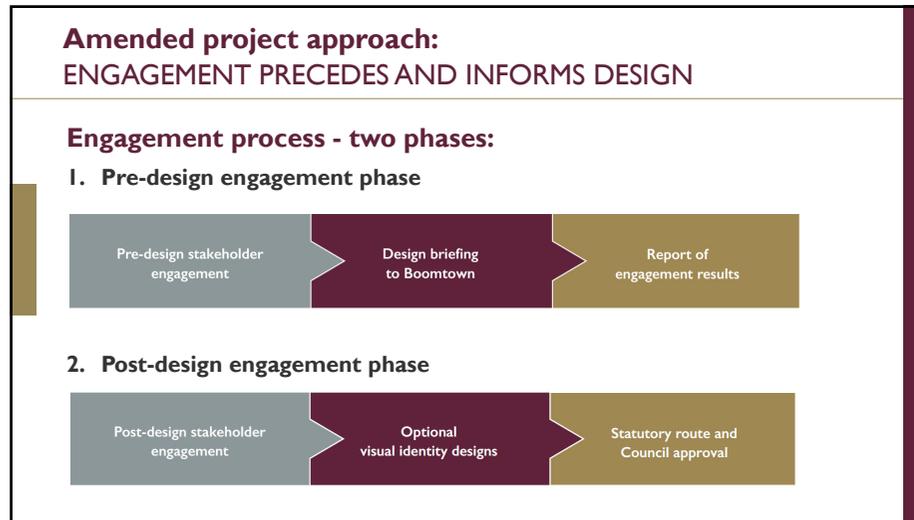
## CONTEXT

### The need for reviewing the SU brand positioning

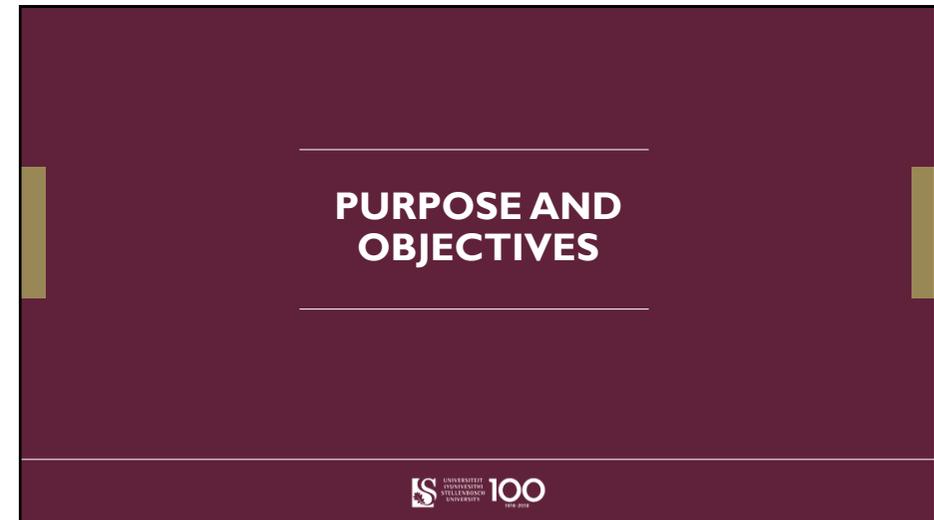
1. The results of an institution-wide visual **touchpoint audit** and undertaking a **brand valuation**
2. Commemorating the **University's Centenary**
3. Alignment between **Vision 2040**, the **Brand Positioning Strategy** and the **New Visual Identity**



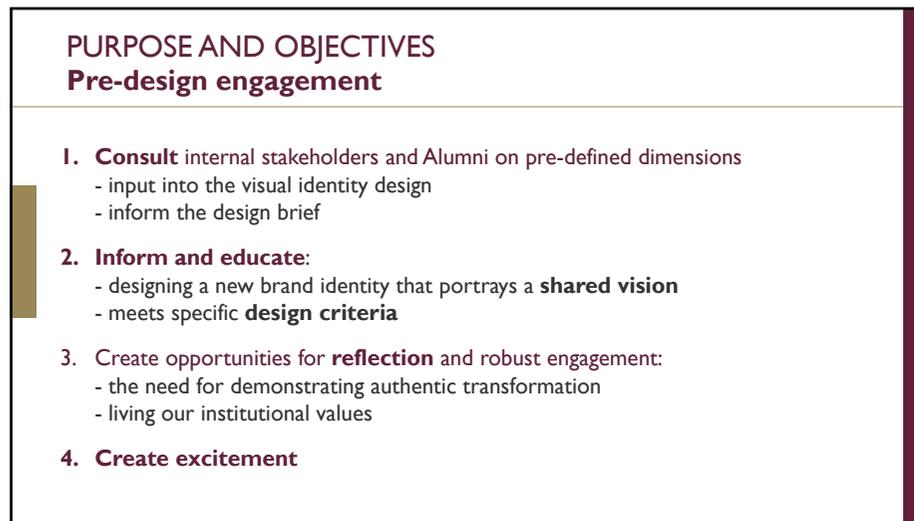
4



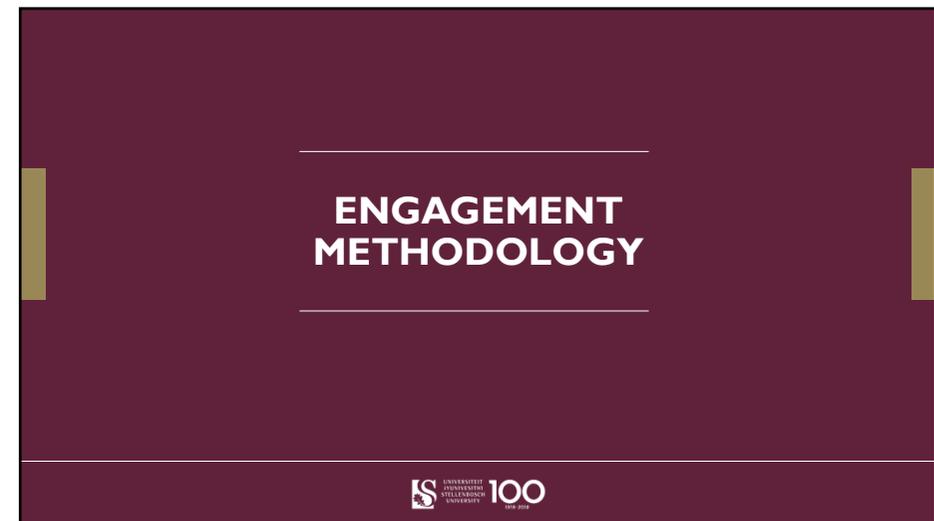
5



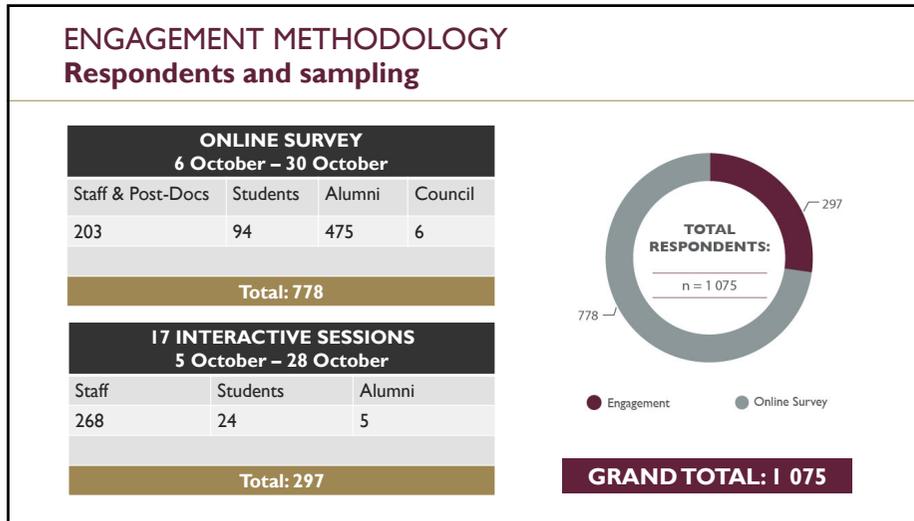
6



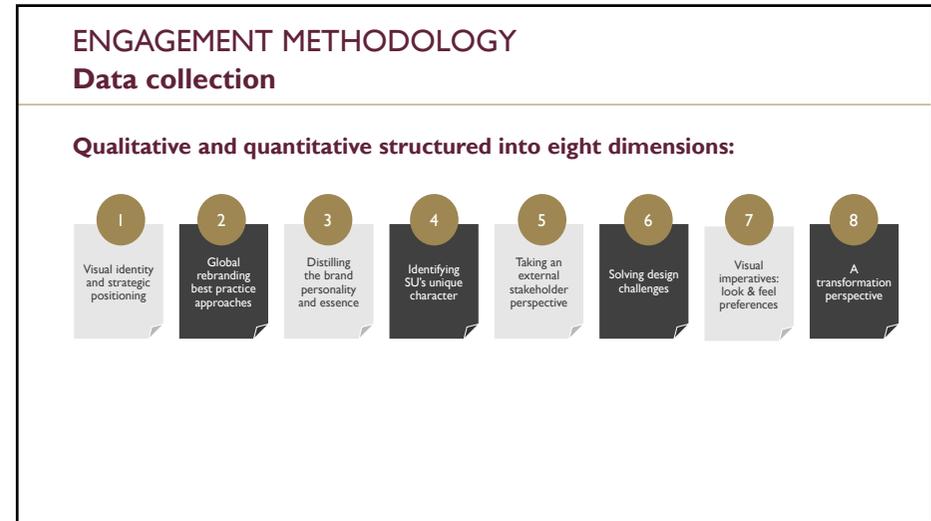
7



8



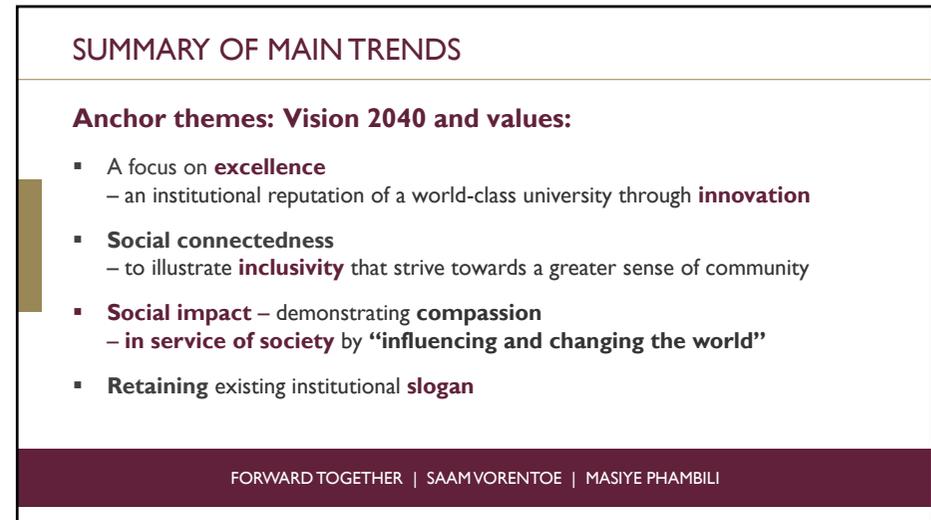
9



10



11



12

## SUMMARY OF MAIN TRENDS

### The “look and feel” preferences:

- **Simple, modern, clean** yet impactful and **sophisticated**  
– portray an institution with a **world-class academic standing**
- Blending **heritage/tradition** with the **future aspirational** qualities  
– **modernising** approach – **reinterpret** elements with **prior heritage** value
- Ensure adequate level of **recognisability**
- **Values-based** brand positioning **grounded in Africa**  
– **movement, evolution, transformation**
- **Abstract** designs – avoid cultural insensitivities
- **Future-focussed** visual identity design

13

## SUMMARY OF MAIN TRENDS

### Distinctive characteristics:

1. **Location** – concept of “town and gown”,  
small town university – global impact
2. **A sense of community**  
– the spirit of “Matie-ness” or “US-ness”  
– balancing a **functional** design approach  
with an enhanced **emotional** connection
3. Applying a unique  
**perspective to excellence** inclusive of African views
4. A fresh emphasis on **innovation**

14

## SUMMARY OF MAIN TRENDS

### Portraying our institutional journey of transformation

Warning against ‘window-dressing’ – African symbols that are **not authentic** to Stellenbosch

SU stakeholders agree on one aspect – **its vibrant people, of cultural diversity** and an **entrepreneurial spirit**

The results resonates with the main tenets of **Vision 2040**, i.e. **excellence, inclusive** and **innovation**

This will now inform the **design directions** for the logo

15

## CONCLUSION AND NEXT STEPS

16

## NEXT STEPS

The post-design engagement phase and obtaining formal approval

Agency submits required design options	NOV – DEC 2020
Short-listed visual identity options: interactive sessions (Town Hall) and e-poll	FEB – MARCH 2021
Tabled at statutory bodies	FEB – MARCH 2021

**FINAL APPROVAL COUNCIL**  
13 APRIL 2021



17

## IN CONCLUSION

The findings point towards a challenging design task:

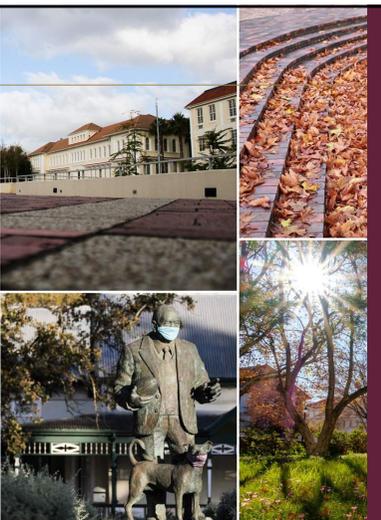
- **A diverse stakeholder profile**
- **Creative tension:** existing brand equity vs aspirations of future-focussed brand positioning
- Demonstrating SU's commitment to **authentic transformation**
- **Longevity:** to remain relevant past the current institutional strategy
- To accurately portray the **'soul' of the institutional character**



18

## IN CONCLUSION

Broad support to **reimagine, reinterpret, reinvent** the institutional **visual identity** in line with our **institutional character** and to remain **truthful** and **authentic** in the portrayal thereof



19

Questions?  
Vrae?  
Imibuzo?



Thank you  
Baie dankie  
Enkosi kakhulu



20