

## Dear Participant

The Corporate Communication and Marketing Division is undertaking a rebranding project for Stellenbosch University, and you are invited to contribute/ participate. The questionnaire will evaluate your sentiments on the proposed new visual identity options provided. The purpose of this study is to ensure that an inclusive, participatory process was followed to better understand how we can build a brand identity for Stellenbosch University that differentiates the University in the competitive higher education landscape in a transformative and aspirational (but realistic) way to prospective students, the academic community and the wider world.

The questionnaire contains a combination of questions covering your impressions of the proposed designs and how it relates to Stellenbosch University's Vision and value statements, its brand personality, global best practices as well as your feedback on the visual design principles undertaken during the design process. The questionnaire will take approximately 10 minutes to complete.

The survey is an anonymous one and your participation in this study is completely voluntary. Survey responses shall be strictly confidential and the outcomes of this research are meant for planning purposes only. Thank you very much for your time and support. The research will be conducted by the SU branding project team. Should you require any clarifications regarding this survey kindly contact the Brand Identity Unit.

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### CONTACT

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### RIGHTS OF RESEARCH PARTICIPANTS:

You have the right to decline answering any questions and you can exit the survey at any time without giving a reason. You are not waiving any legal claims, rights or remedies because of your participation in this research study. If you have questions regarding your rights as a research participant, contact the Division for Research Development.

### CONTACT

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Your information and response to the survey are treated as confidential. The survey results will not be linked to personal information such as student/ staff number or name, and data will only be provided to the research analysts in an anonymised format. All research processes adhere to will be protected by the provisions of South African personal information legislation (POPI Act) as well as the worldwide market research code, Code of Practice set out by ESOMAR ([www.esomar.org](http://www.esomar.org)), the global professional body overseeing best practice in survey research.

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