



Together, we are the ambassadors for the new, unified Stellenbosch University brand that will lead our campus community into an inclusive, socially connected and vibrant future. This manual is your guide to being a custodian and partner in communicating our brand effectively and with impact.



Stellenbosch

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UNIVERSITEIT

forward together
sonke siya phambili
saam vorentoe

Let's get moving



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Our brand in action

As we move forward together under our new brand, these principles will help us remain authentic and consistent every step of the way. Our brand manual provides a practical look at the defining elements of the Stellenbosch University brand.

The elements that make up our brand are ...

1. Our brand positioning



The way forward



Our positioning



Our brand content



When creating content and messaging for the University, please consult the sections about our brand positioning to accurately capture our style of communication.

2. Our visual communication



Our visual identity



The brand architecture



Brand graphics



When using our logo, slogan and brand graphics, please consult the sections about our visual communication to create a consistent and reputable image.



How to read our brand manual

Tip boxes will give you practical info on how to use the elements that make up our brand. In some instances, these will also direct you to related information elsewhere in the manual.



Section 1

The way forward

We are ranked among South Africa's top higher education institutions and have a strong global reach and a positive impact on society. What did it take to reach this point, and how do we continue to move forward together?

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- 1.1 A note from our Deputy Vice-Chancellor
 - 1.2 Pursuing Vision 2040
 - 1.3 Vision 2040 in action



Let's move
forward together

Arriving at one, unified brand

Prof Hester C. Klopper

Developing our new brand positioning and visual identity is one of the most visible institutional strategic initiatives we have embarked on in recent years. Having created a stronger, coherent brand, we are better equipped to achieve our Vision 2040 and move forward together.

Rebranding a century-old institution of higher learning made for interesting and enlightening engagements, which shifted conversations and introduced more nuanced perspectives to reflect the Stellenbosch University we truly are. Our new brand identity captures this and portrays our commitment to excellence, inclusivity and innovation – both in Africa and the rest of the world. Because, after all, it is our excellence, inclusivity and innovation that define not only the way others see us, but also the way we see ourselves.

Our new brand essence, “Pursue. Discover. Together”, represents who we are, and guides the way we view the future. To pursue and discover is our motivation and creates a culture of excitement and collaboration. And doing so together strengthens our ability to meet challenges, pooling our intellect, ideas and innovations to deliver hands-on solutions to real-world problems.

Our brand is about more than our logo – it is also about our people, our knowledge assets, and the way we communicate. Our brand is about our thoughts and feelings about our

own institution, and about how prospective students, partners and collaborators perceive us. It reflects our commitment to deliver on our promise of excellence, seizing every opportunity to build our reputation by living our values.

To build a strong brand identity, it is vital that we, as representatives of the University, understand how to use the brand in a consistent way. Let's create a shared sense of identity throughout our expansive, multi-campus institution to strengthen our collective pursuit of our vision, mission and values.

This manual contains everything you need to offer a consistent brand experience of our university. It shows you how to implement our visual identity and convey our brand positioning in day-to-day communication. I am convinced that the diligent execution of the brand manual will allow us to take collective ownership of our brand and move our university forward.

Forward together.
Sonke siya phambili.
Saam vorentoe.



Deputy Vice-Chancellor: Strategy,
Global and Corporate Affairs,
Prof Hester C. Klopper

“It is our excellence, inclusivity and innovation that define not only the way others see us, but also the way we see ourselves.”

Vision 2040

Looking ahead begins with knowing who we are. It enables us to forge ahead with a redefined understanding of who we can and will be.

“ Stellenbosch University will be Africa's leading research-intensive university, globally recognised as excellent, inclusive and innovative, where we advance knowledge in service of society. ”

– Stellenbosch University,
Vision 2040



In moving forward, we look beyond the status quo

Together, we can accomplish our Vision 2040 by continuing to build and strengthen our ...



Reputation

Let us keep striving for an impeccable reputation as a proudly African knowledge partner that serves the continent through research, innovation and education.



Community

Let us work towards a transformed and integrated academic community that celebrates critical thinking, promotes debate and is committed to democracy, human rights and social justice, with an outward, international and future focus.



Impact

As we aim to reach communities around the globe, let us continue to focus on having an all-encompassing impact on the social, financial and environmental wellbeing of our town, region, country and continent.



Sustainability

Let us continue delivering sustainable solutions to real-world problems.



We move forward
in unified pursuit
of a shared vision.