




Section 2

Our brand positioning

We have renewed our brand positioning since commemorating our centenary. To position ourselves, we need to use the building blocks of our brand, as these define how people experience our institution.

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- 2.1 Our brand narrative
 - 2.2 Our brand essence
 - 2.3 How we position ourselves
 - 2.4 Our brand personality



Our brand narrative

Our notable history and ever-evolving identity come to life in a brand narrative, which represents our journey. This is the story about who we are, what we stand for, and the values we strive to uphold. Our narrative connects our people to our institution.

For over a hundred years, our university has had to fulfil its higher education role within various political and socio-economic realities, including a period of insufferable injustice in our country. We acknowledge our complex past and contribution to these injustices. Now, we continue along our steadfast journey, committed to contributing significantly to a society that will be characterised by our values-based approach to advancing knowledge and a deep respect for our natural environment.

As a globally recognised research-intensive university in Africa, we embrace diversity and create a learning campus community

that is inclusive, socially connected and vibrant – inspiring inquisitive minds. Our teaching practices are responsive to various contexts, shaping Stellenbosch University as a learning institution, enabling us to meet the challenges and discover solutions that influence and change the world around us, while we remain open to change ourselves.

Through purposeful connections and critical thinking that shift boundaries and perceptions, together we thrive by moving humankind forward – respectfully and sustainably.

**We stand together,
we go forward together.**

“ ... we embrace diversity and create a learning campus community that is inclusive, socially connected and vibrant ... ”

Our brand essence

The fundamental principles of our brand are brought to the fore through our brand essence. It is the philosophy that drives our purpose as a university. It is considered the heart and soul of who we are.

Pursue. Discover. Together.

"Pursue. Discover. Together" is our core intention, and the inspiration for the way we choose to move forward together.



How to use our brand essence

Structure your text, design, images and graphics around our brand essence. Let the three words "Pursue. Discover. Together" guide your thinking when developing communication for our university.

How we position ourselves

Our brand positioning determines the space we occupy in the minds of the people who interact with us. It also determines our influence and place within higher education. Our positioning involves a positive brand perception, predetermined by knowing where we stand and communicating in a way that reflects our outlook on the world.

Towards a vibrant, authentic and inclusive Stellenbosch University

Our shift in vision created a need to balance heritage and tradition with more forward-looking objectives.

Developing a consistent brand aligned with Vision 2040, our values and strategic themes was imperative. By embracing our new brand and all that it stands for, we continue ahead in unison.

The brand positioning framework is crafted from our narrative, brand essence and

content anchors (explained in section 3). It is the platform from which we establish and build our valued reputation.

We must align ourselves and use our tools and expressions consistently across all our communities. A unified and coherent brand position where we thrive and our students, alumni, staff and partners all reflect who we are as an institution will move us forward together.

“ ... We must align ourselves and use our tools and expressions consistently across all our communities. ”



How to position ourselves correctly

Let Section 3 (*Our brand content*) of this manual be your guide to positioning ourselves effectively. Creating brand-led content is the first step. By showing people who we are, we can create avenues for our university to thrive, from Stellenbosch to the globe.

Our brand personality

Our institution has human characteristics that define who we are. These personality traits make us recognisable and relatable, ensuring that everything we do will resonate with our target audience.

We are defined by being ...

1. Open

We are a welcoming, inclusive and supportive community committed to transforming – for one another, our society and our world.

Key words

inclusive
grounded
warm
personable
involved
empowering
engaging
collaborative

2. Understanding

We are empathetic, respectful and in tune with the society in which we operate.

Key words

mindful
intuitive
patient
interested
detailed
attentive
authentic
considerate

3. Determined

We are confident, intentional and focused – guided by our passion to uncover new knowledge.

Key words

motivated
solution-driven
intelligent
inspired
influential
purposeful
energetic

4. Curious

We are inquisitive and sure-footed in our pursuit of discovering new and innovative solutions that influence and change the world around us.

Key words

passionate
creative
vibrant
positive
confident
eager
ambitious
inquisitive