

We are one of the top ranked South African universities with a strong global reach that contributes positively to society. What did it take to reach this point, and how do we continue to move forward together?

# The way forward

## Section 1

1.1 A word 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

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Developing our new brand positioning and visual identity is one of the most visible institutional strategic initiatives that Stellenbosch University has 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 that 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. Our excellence, inclusivity and innovation define not only the way others see us, but also the way in which 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 motivates us and creates a culture of excitement and collaboration. And doing so together strengthens our ability to meet challenges, and pool our intellects, 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 encapsulates our thoughts and feelings about our institution and the way in which prospective students, partners and collaborators perceive us. It reflects our commitment to deliver on our promise of excellence, by 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 that strengthens our collective pursuit of our vision, mission and values.

*“Our excellence, inclusivity and innovation define not only the way others see us, but also the way in which we see ourselves.”*

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.**



# 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 to deliver sustainable solutions to real-world problems.