



UNIVERSITEIT  
iYUNIVESITHI  
STELLENBOSCH  
UNIVERSITY



1918 · 2018

# *Stellenbosch University*

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Centenary Brand Identity Manual and Resource Templates

02.2018/V.03

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# *Identity Marks*

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## **Primary Identity**

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## INSIGHT

# *Brand Identity Manual Intent*

To mark Stellenbosch University's Centenary in 2018, the regular corporate brand identity has officially been adapted to include a Centenary brand mark and visual identity. This document provides a brief introduction to the new identity, followed by additional usage guidance and links to key resource templates.

The identity rules in this document comprises the approved visual elements of the Centenary brand identity and their various applications. The intention is to present a clear, consistent and cohesive Stellenbosch University (SU) brand, which is crucial in telling the brand story.

This Centenary brand identity manual provides the University community with the visual and editorial tools required to articulate, express and apply the brand identity across touchpoints that define and distinguish the brand in its Centenary year.

For general design queries and support, please contact the primary service provider:

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### SUN MeDIA

Email: [asm24@sun.ac.za](mailto:asm24@sun.ac.za)

Tel: +27 21 808 3917

For further queries or to discuss additional branding requirements, please contact:

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### Brand and Corporate Identity:

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Email: [fmiller@sun.ac.za](mailto:fmiller@sun.ac.za)

Tel: +27 21 808 2547

**Ms. Marguerite Cloete**

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INSIGHT

## *Centenary Theme and Expression (Motto)*

At the heart of our Centenary brand is the theme and expression:

[↓ DOWNLOAD  
THE CENTENARY  
NARRATIVE](#)

*100 years of learning, growing and  
moving forward together  
forward together · saam vorentoe · masiye phambili*

*100 jaar van leer, groei en  
saam vorentoe beweeg  
saam vorentoe · masiye phambili · forward together*

*Iminyaka eli-100 yokufunda,  
yokukhula nokuba masiye phambili  
masiye phambili · forward together · saam vorentoe*

### ENGLISH

Used for English communication

### THEME

### EXPRESSION

### AFRIKAANS

Used for Afrikaans communication

### isiXHOSA

Used for isiXhosa communication



## PRIMARY IDENTITY

# *The Stellenbosch University Identity Framework*

An existing framework of five levels to distinguish between the various entities based on their relationship to the core institution. The application of the University's central visual elements, either as the primary feature or as an endorsement applies.



● **Level 1: Central Management and administrative divisions**

This level includes the core functional entities that form part of the central institutional structure, such as the Rectorate and all administrative divisions. A strictly monolithic (uniform) application of the corporate identity applies at this level. Faculties that do not have their own identity are categorised at this level, too.

● **Level 2: Faculties and academic departments**

This level includes core operational entities with teaching and research as their primary activity; that is, mainly faculties and academic departments. They represent the University's core academic activities, and fulfil function that are linked directly to SU as an institution of learning. The visual elements that represent the University remain the primary identity carriers in the signature designed for this level. Academic departments and divisions may not have their own logo.

● **Level 3: Strongly endorsed entities (i.e., the entity has its own identity or logo; the SU logo being the endorsing brand)**

This includes operational entities that have developed independent identities in the market or industry, but are linked to the University's activities of teaching and research, and adhere to SU's institutional quality guidelines. The University must have a clear presence in visual communication. SU emblems must be displayed prominently and used in accordance with these guidelines. The University of Stellenbosch Business School (USB) and the Bureau for Economic Research (BER) are such entities. The independent entity's logo will always be the primary identity, while the SU logo is to take the secondary identity of endorsing brand.

● **Level 4: Student and sports-related activities**

Level 4 includes official student and sports-related activities at SU. The name 'Maties' has been associated with the University for decades, and the Maties identity applies specifically to this level.

● **Level 5: Endorsed entities**

Operational activities that provide an ancillary service to the University, but require their own market profile. These entities are not involved in the core activities of teaching and research, for example Sun Media or the Neelsie. The logo of the independent entity is the primary visual identity – the University emblems do not feature at all, only a description of the relationship, such as: "in association with"/"a Stellenbosch University company"/"under the auspices of Stellenbosch University". Prior approval of such wording should be obtained from the Brand and Corporate Identity Department.



PRIMARY IDENTITY

# Summary of Centenary Marks

The Centenary brand mark was developed by simply adding the numerals '100' to the existing corporate signature and crest. The standard grey colour has been converted into a gradient to mimic the appearance of platinum, which is the universal symbol of a centenary.

Academic crest	Alumni crest	Horizontal brand mark		Culture mark 'Maties 100'
 <p>UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY</p> 	 <p>ALUMNI</p> <p>UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY</p> 			
		<p>Horizontal endorsement mark</p> 	<p>Centenary subgraphic</p> 	

## Centenary application rules

The academic crest is used for formal ceremonial purposes such as graduation ceremonies and inaugural lectures, and for endorsements of academic achievements such as degree and diploma certificates.

- The University crest must be replaced by the Centenary academic crest.
- For official occasions, the crest must be displayed in full colour.
- The Chancellor must use the Centenary crest on all stationery for SU-related communications.


- The regular corporate logo must be replaced by the Centenary version.
- Faculties may still use their individual logo as a secondary emblem.
- Strongly endorsed entities retain their own identity as primary identity, while the Centenary endorsement mark replaces the SU logo (this applies only to schools, institutes and centres that have been approved by Senate).
- Professional Administration and Support Services (PASS) environments, academic departments and research groups may not develop their own brand identities.

- The 'Maties 100' culture mark must replace the regular Maties logo.
- The Maties identity was designed specifically for non-academic student activities such as sports and societies.



PRIMARY IDENTITY

# Centenary Brand Mark – Compositions

 [DOWNLOAD CORPORATE BRAND MARKS](#)

The Centenary brand mark must always be displayed clearly, consistently and effectively, and may not be altered in any way. Preserving the integrity of the Centenary brand mark is important for communicating to both internal and external communities. Two primary logo compositions have been developed for the approved Centenary visual identity, to allow for flexibility of use:

## Primary logo – horizontal

HORIZONTAL VERSION



HORIZONTAL BRAND SIGNATURE

The brand mark, word mark and expression (motto) are combined to form the brand signature. When the brand signature is scaled down, the size of the expression (motto) must be at least 7 pt.



*forward together · saam vorentoe · masiye phambili*

## Primary logo – vertically stacked

VERTICALLY STACKED VERSION



VERTICAL BRAND SIGNATURE



*saam vorentoe  
masiye phambili  
forward together*

## Centenary application rules

- Core functional entities that form part of the central institutional structure, e.g. Rectorate and administrative divisions
- Ideal for horizontal banners, mastheads, letterheads, footers and compositions in landscape orientation.

- Ideal for vertical compositions, such as covers, clothing, graphic icons and other square or narrow treatments.

PRIMARY IDENTITY

# Endorsement Mark – Compositions

[↓ DOWNLOAD ENDORSEMENT MARKS](#)

The endorsement mark is used for applications where associated brands do not use the SU identity as primary mark.

## Horizontal

FULL-COLOUR TREATMENT



ONE-COLOUR REVERSE TREATMENT



TWO-COLOUR TREATMENT



## Vertically stacked

FULL-COLOUR TREATMENT



TWO-COLOUR TREATMENT



ONE-COLOUR REVERSE TREATMENT



## Centenary application rules

The endorsement mark is primarily used for:

- core operational entities with teaching and research as their primary activity, e.g. faculties and academic departments; and
- operational entities that have developed independent identities in the market or industry, but are linked to the University's activities of teaching and research, e.g. the University of Stellenbosch Business School (USB) and the Bureau for Economic Research (BER).
- The height of the endorsement mark dictates the clear space between the endorsement and the primary mark.
- The visual weight distribution is more or less 75% for the primary mark and 25% for the endorsement mark.



80% of overall coverage

20% of overall coverage



80% of overall coverage

20% of overall coverage

- The endorsement mark can be used independently of the primary mark, as in the example on the right.





PRIMARY IDENTITY

# Logo Specifications

The Centenary brand mark must always be of a size that ensures that all elements are clearly visible and recognisable.

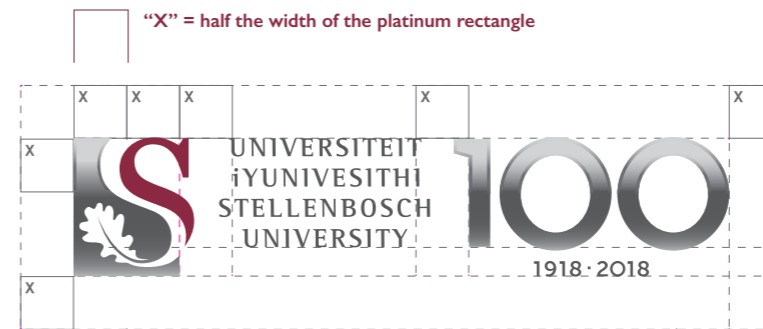
To preserve the integrity of the Centenary brand marks, always maintain a clear space around them.

## Sizing



- Minimum accepted sizes for production of the logo are listed above. There is no maximum size.
- The logo must never be reshaped or distorted – must be reproduced at a fixed aspect ratio (scaled up or down in size proportionally) to ensure it is reproduced consistently.

## Clear Space



- By isolating the brand mark from other graphic elements (e.g. other logos, copy or photography) the clear space prevents competing claims on attention.
- The minimum clear space area must be calculated as half the width of the platinum part of the icon, and must always be scaled along with the logo.

PRIMARY IDENTITY

# Colour Palette - Centenary

The colours associated with a visual identity become an instantly recognisable element of the institution. Therefore, SU's visual identity will retain its official colours during the Centenary year, the only change being that the standard grey that has been converted into a domed metallic finish to resemble platinum – the University's symbol of the Centenary.

**FULL-COLOUR TREATMENT**

**TWO-COLOUR TREATMENT**

**ONE-COLOUR TREATMENT**

**ONE-COLOUR REVERSE TREATMENT**

BRAND COLOURS

C	0	R	96
M	83	G	34
Y	34	B	59
K	51		

C	0
M	0
Y	0
K	80

PRIMARY COLOURS

C	8	R	140
M	5	G	151
Y	6	B	154
K	34		

C	0	R	35
M	0	G	31
Y	0	B	32
K	100		

METALLIC PALETTE

C	8	R	140
M	5	G	151
Y	6	B	154
K	34		

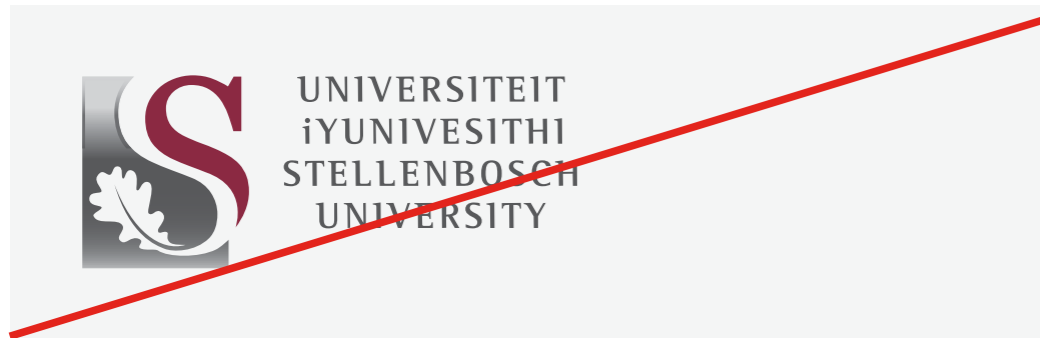


## PRIMARY IDENTITY

### *Incorrect Use*

Centenary brand marks may be modified in no way whatsoever, and only files provided by the SU Department for Brand and Corporate Identity may be used.

The following is not allowed:



cutting off parts of the logo;



placing the logo on a non-brand colour;



stretching the logo out of proportion;



moving elements around;



altering the logo colours;



placing the logo on a background that is too light or too dark to be legible.

PRIMARY IDENTITY

# Culture Mark 'Maties 100'

[↓ DOWNLOAD MATIES CULTURE MARK](#)

The numeral '100' has been incorporated into the regular Maties culture mark in all cases where the latter is used. The standard visual characteristics of the Maties culture mark are combined with the numeral.

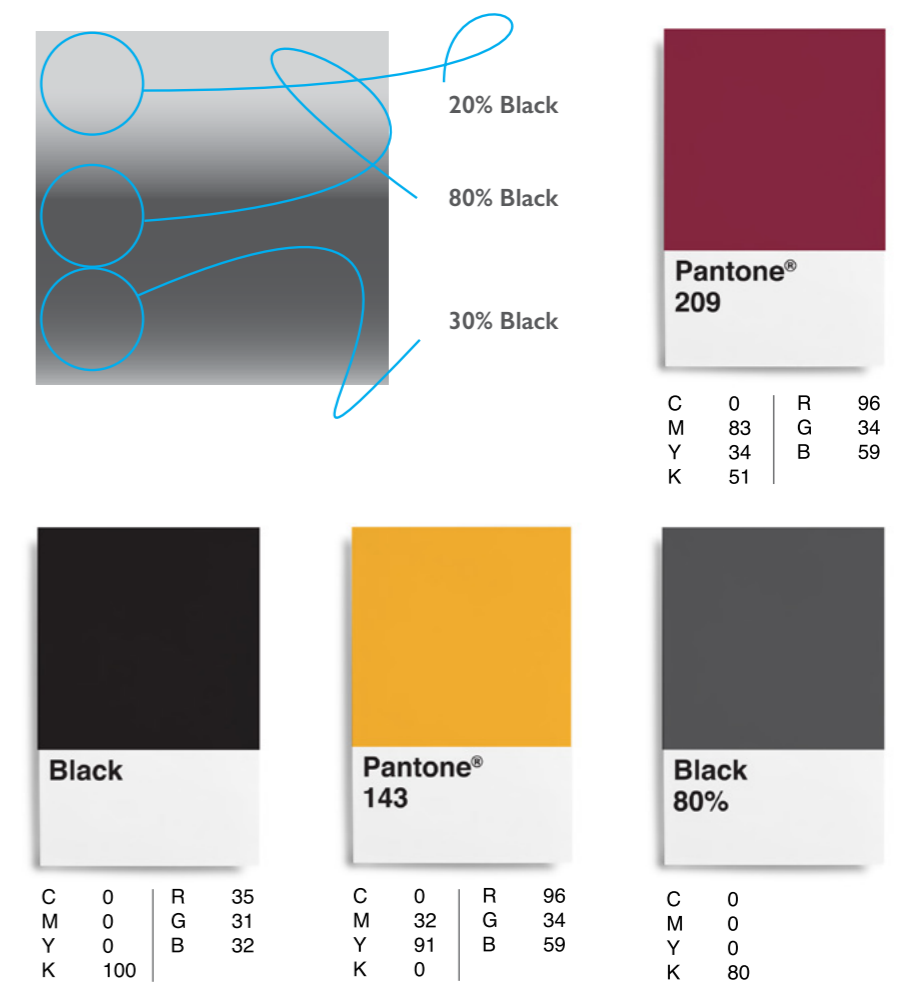
Horizontal



Vertical orientation



Maties colour palette



Centenary application rules

- The primary horizontal version is the standard option.

- For limited application only

- Ideal for vertical or square compositions, e.g. clothing, graphic icons and other square or narrow treatments.





# *Visual Language Components*

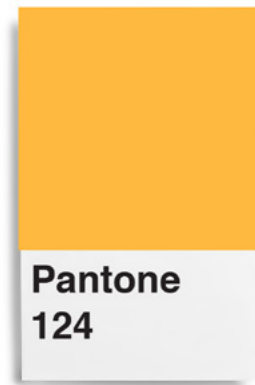
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VISUAL LANGUAGE COMPONENTS

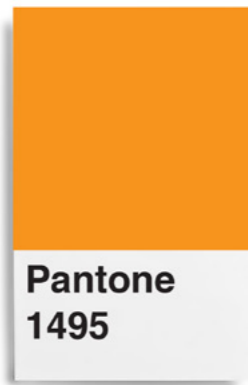
# Colour Palette - Faculties

## Engineering



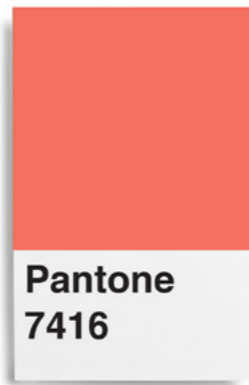
C	0	R	255
M	30	G	156
Y	85	B	47
K	0		

## Arts & Social Sciences



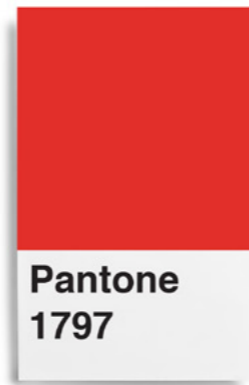
C	0	R	255
M	50	G	134
Y	100	B	29
K	0		

## Military Science



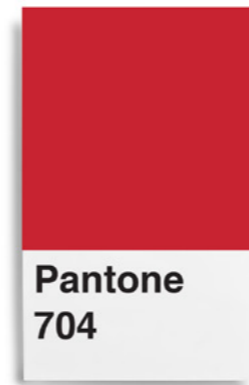
C	0	R	238
M	70	G	78
Y	60	B	72
K	0		

## Science



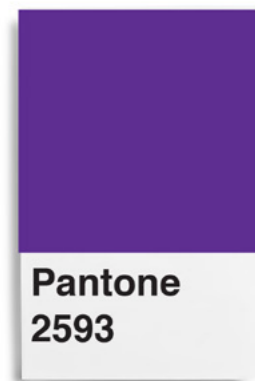
C	0	R	180
M	94	G	22
Y	94	B	44
K	6		

## Law



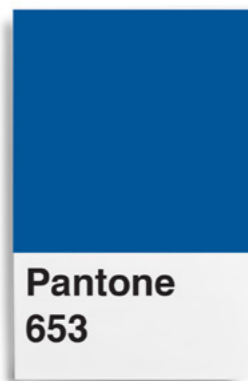
C	20	R	155
M	100	G	22
Y	95	B	29
K	1		

## Theology



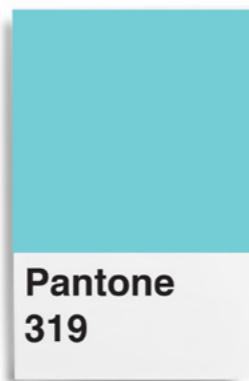
C	79	R	86
M	100	G	17
Y	0	B	125
K	0		

## Education



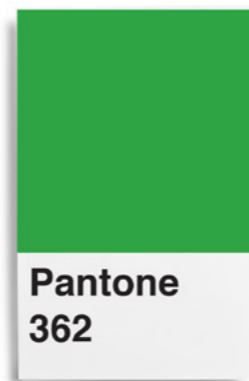
C	100	R	34
M	60	G	61
Y	0	B	113
K	18		

## Economic & Management Sciences



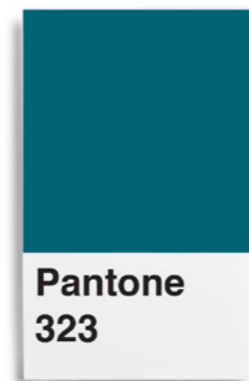
C	51	R	64
M	0	G	192
Y	18	B	203
K	0		

## AgriSciences



C	78	R	61
M	2	G	138
Y	98	B	26
K	9		

## Medicine & Health Sciences



C	89	R	0
M	32	G	88
Y	36	B	103
K	44		



VISUAL LANGUAGE COMPONENTS

# Typography – Print

 [DOWNLOAD FONTS](#)

## Primary typeface: Gill Sans

The primary typeface for the Centenary identity is Gill Sans, the University's corporate font, which comes in a variety of weights and offers flexibility of use. Commitment to this typeface will help create a consistent and strong identity. Gill Sans is to be used in all body text.

### Gill Sans

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 @#%&{}[]('.,;:!?)<>\*^

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 @#%&{}[]('.,;:!?)<>\*^**

- Body copy
- Subheadings

## Secondary typeface: Garamond Italic

Designers have been using the Garamond typeface and its variations as a standard for four centuries because of its elegance, warmth, readability, and legibility. Created in 1989 by Robert Slimbach, Adobe Garamond is a careful, modern interpretation influenced by specimens of Garamond's original type.

### Garamond Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 @#%&{}[]('.,;:!?)<>\*^*

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 @#%&{}[]('.,;:!?)<>\*^***

- Headlines
- Call-outs
- Sidebars
- Chart titles
- Quotes
- Calls to action

The brand expression (motto) is written in lower case Garamond Bold Italic. Consider the target audience when deciding on whether to put the English, Afrikaans or isiXhosa at the top.

*forward together · saam vorentoe · masiye phambili*  
*saam vorentoe · masiye phambili · forward together*  
*masiye phambili · forward together · saam vorentoe*

VISUAL LANGUAGE COMPONENTS

# Typography – Digital and Desktop

 [DOWNLOAD FONTS](#)

Sometimes, the standard typefaces may be unavailable in certain desktop publishing applications or Web or digital interfaces, including email platforms and blogs. When the official SU standard fonts are unavailable, two of the most commonly available fonts, Georgia and Calibri, must be used as substitutes, because they are the closest match for the official fonts.

## Calibri

Calibri was designed with an upright stress, open forms, and a neutral yet friendly appearance. It is optimal for print, Web and mobile interfaces, and the letterforms have excellent legibility characteristics.

### Calibri

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890 @#%&{}[]('.,;:!?)<>\*^

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890 @#%&{}[]('.,;:!?)<>\*^**

- Body copy
- Block quote

## Georgia

Georgia is a serif typeface designed in 1993 by Matthew Carter and hinted by Tom Rickner for the Microsoft Corporation. It was intended as a serif font that would appear elegant but remain legible even when printed in small character or on low-resolution screens.

### Georgia

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890 @#%&{}[]('.,;:!?)<>\*^

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890 @#%&{}[]('.,;:!?)<>\*^**

- Page title
- Intro paragraph
- Subtitle



## VISUAL LANGUAGE COMPONENTS

# *Centenary Subgraphic*

↓ [DOWNLOAD  
SUBGRAPHIC](#)

The Centenary subgraphic is a visual narrative, symbolic of the past 100 years: a circular composition of 100 leaves.

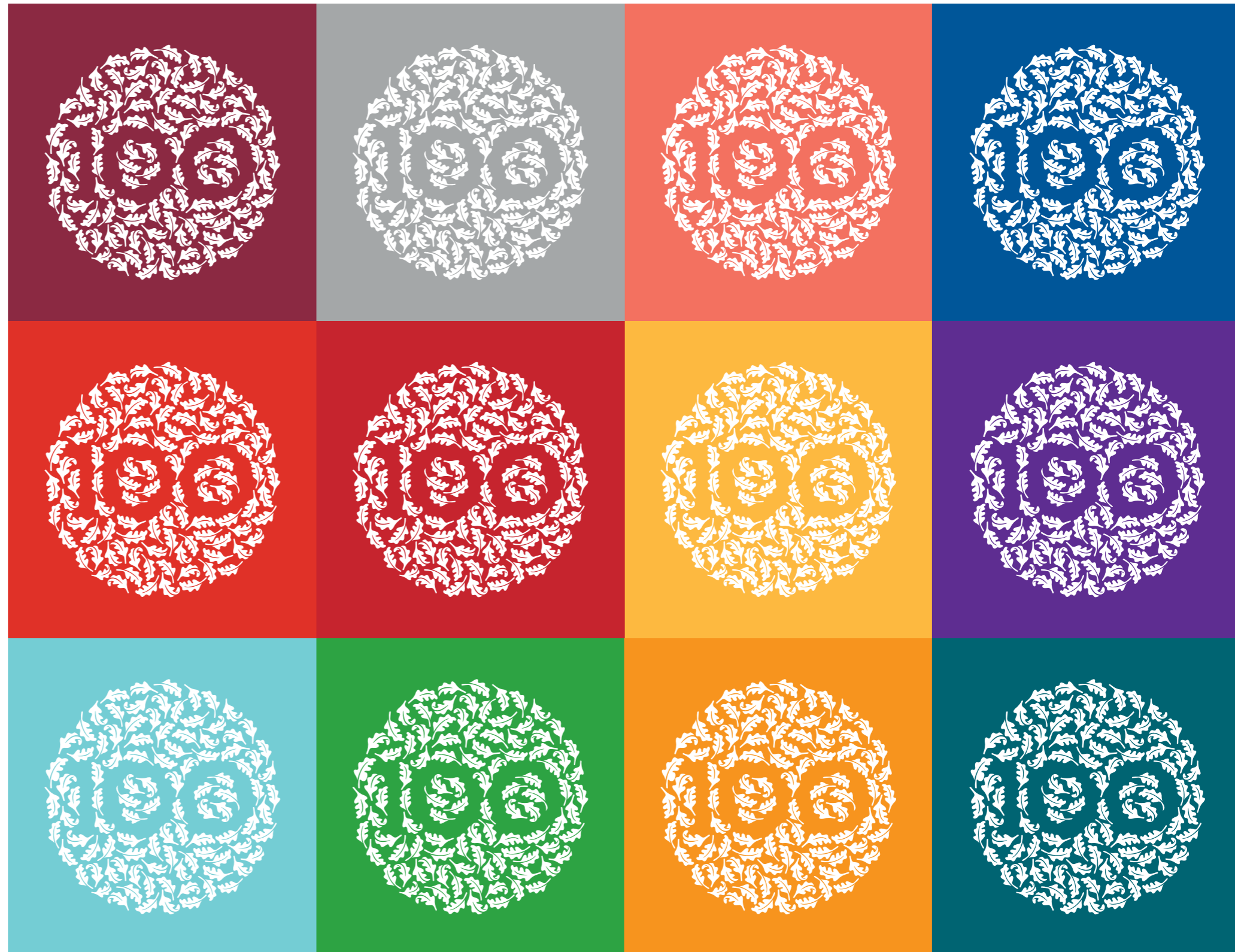


Standard use on white



Optional coloured version (faculty-specific use)

Colour options are limited to the colour ranges and combinations illustrated on this page. The subgraphic may be used as a design element. Contact the Brand and Corporate Identity Department for usage guidance.





# *Selected Applications*

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Internal Memo	25
Fax Cover Sheet	26
Thank You Slip/With Compliments Slip	27
DL Envelope	28
Conference and Corporate Folders	29
A4 Poster Template	30
A3 Poster Template	31
Vertical Banners – Indoor	32
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## **NOTE**

The printing costs of the listed stationery and marketing collateral are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned, as the Centenary branding applies for 2018 only.





## FORMAL COMMUNICATION

# Letterhead

The Centenary letterhead has been designed using the horizontal brand signature – adapted and reconfigured from the regular letterhead. Two layouts are available.

 [DOWNLOAD WORD TEMPLATES](#)

 [ORDER PRINTED LETTERHEADS](#)

### NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned. The Centenary branding applies for 2018 only.

  
UNIVERSITEIT • IYUNIVESITHI • STELLENBOSCH • UNIVERSITY  
  
1918 - 2018

Beste/Dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem impure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui-vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete/Kind regards

**A. N. Other**  
Postitel/Professional Designation

*saam vorentoe • masiye phambili • forward together*

Naam van Entiteit | Name of Entity  
Privaat Sak X1, Private Bag X1, Matieland, 7602  
Tel: +27 21 808 xxxx | Faks | Fax: +27 21 808 xxxx | www.sun.ac.za

  
UNIVERSITEIT  
IYUNIVESITHI  
STELLENBOSCH  
UNIVERSITY  
  
1918 - 2018

Beste/Dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem impure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui-vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete/Kind regards

**A. N. Other**  
Postitel/Professional Designation

*saam vorentoe • masiye phambili • forward together*

Naam van Entiteit | Name of Entity  
Privaat Sak X1, Private Bag X1, Matieland, 7602  
Tel: +27 21 808 xxxx | Faks | Fax: +27 21 808 xxxx | www.sun.ac.za

## FORMAL COMMUNICATION

# Business Card

 **ORDER PRINTED BUSINESS CARDS**

All business cards are generated centrally, via SUN MeDIA. Configurations of the business card must include the applicable Centenary mark. For digital print, the 'process colour' version of the mark must be applied.

An alternative version is a sleeve that slides over the current card. This sleeve is constructed from a selected maroon paper stock and all graphics and information are foiled onto both the front and back using standard matt foil to match Pantone® 877.

### NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned. The Centenary branding applies for 2018 only.



Note that this option is costly, as each sleeve would be suitable for use with one business card only.

## DIGITAL COMMUNICATION

# Email Signatures

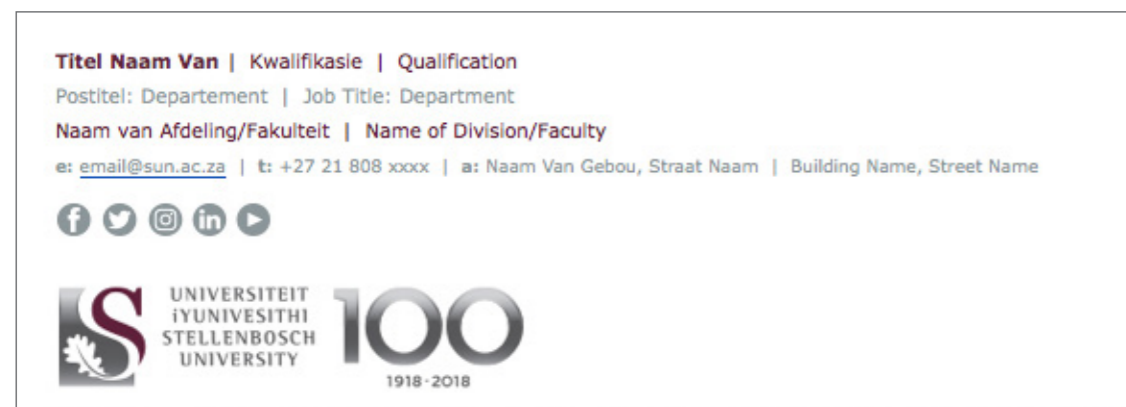
Consistent use of our electronic email signatures will contribute to a consistent brand language and a unified voice in communicating with our stakeholders. Email signatures have been created for levels 1 and 2 of the SU brand identity framework. The master design has been adapted to fulfil all requirements for supporting the Centenary brand identity. The email signature templates for Level 3 and 4 are being finalised.

### NOTE

The email signatures will be rolled out in phases. The Corporate Communication Division will be in contact to communicate the implementation process for your environment.

### ● Level 1: Central Management and administrative divisions

- This level includes the core functional entities that form the central institutional structure, such as the Rectorate and all administrative divisions, and involves a strictly monolithic (uniform) application of the corporate identity.
- Faculties that do not have their own identity are categorised at this level, too.
- As the image below illustrates, the SU logo takes the central position, to the left.



### ● Level 2: Faculties and academic departments

- Includes core operational entities with teaching and research as their primary activities – mainly faculties and academic departments. They represent the University’s core academic activities, and fulfil functions that are linked directly to SU as an institution of learning. The visual elements that represent the University remain the primary identity carriers in the signature designed for this level.
- Academic departments and divisions may not have their own logo.
- The SU logo is positioned to the left, with the faculty’s logo to the right. The name of academic departments must be written in full and be incorporated into the email signature. Primary and secondary identities may be displayed only as illustrated in the image below.



↓ [DOWNLOAD WORD TEMPLATE](#)

↓ [DOWNLOAD STEP-BY-STEP GUIDELINES](#)

### NOTE

Faculties that do not have their own logos will make use of the Level 1 email signature template.

↓ [AGRISCIENCES DOWNLOAD TEMPLATE](#)

↓ [MILITARY SCIENCE DOWNLOAD TEMPLATE](#)

↓ [ENGINEERING DOWNLOAD TEMPLATE](#)

↓ [MEDICINE & HEALTH SCIENCES DOWNLOAD TEMPLATE](#)

↓ [THEOLOGY DOWNLOAD TEMPLATE](#)

↓ [DOWNLOAD STEP-BY-STEP GUIDELINES](#)

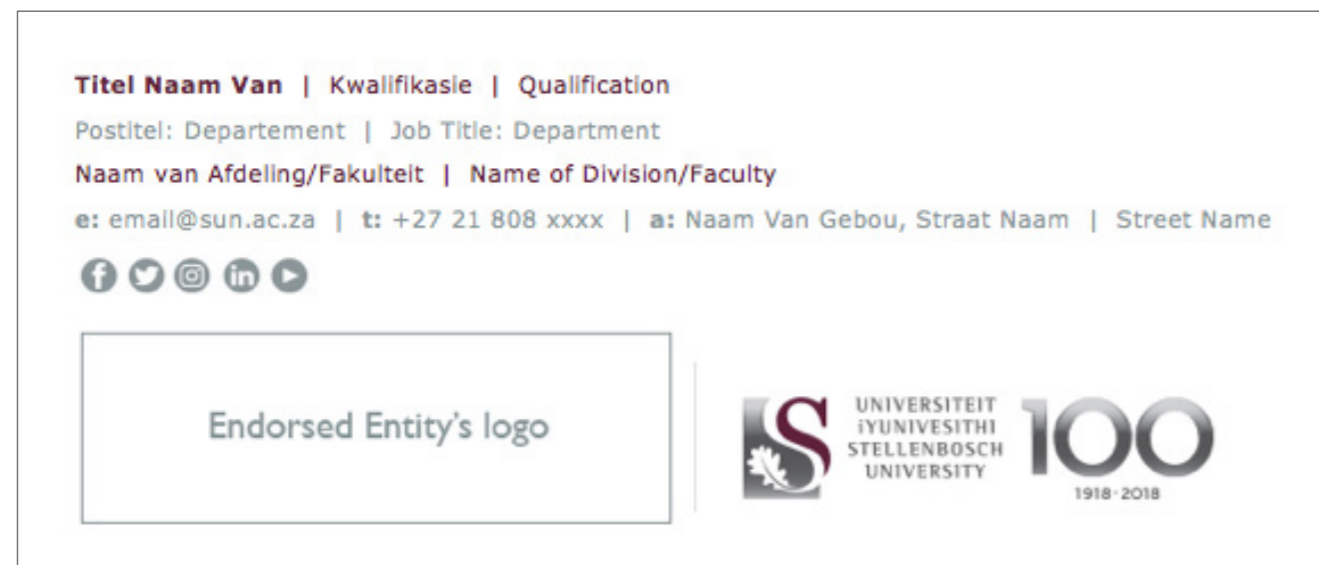


## DIGITAL COMMUNICATION

*Email Signatures*

● **Level 3: Strongly endorsed entities (i.e., the entity has its own identity or logo; the SU logo being the endorsing brand)**

- This level includes operational entities that have developed independent identities in the market or industry, but are linked to the University's activities of teaching and research, and adhere to SU's institutional quality guidelines. The University of Stellenbosch Business School (USB) and the Bureau for Economic Research (BER) are such entities.
- The University must have a clear presence in visual communication. SU emblems must be displayed prominently and used in accordance with the prescribed guidelines as illustrated in the image below.
- The independent entity's logo will always be the primary identity (positioned to the left), while the SU logo is to take the secondary identity of endorsing brand (positioned to the right).

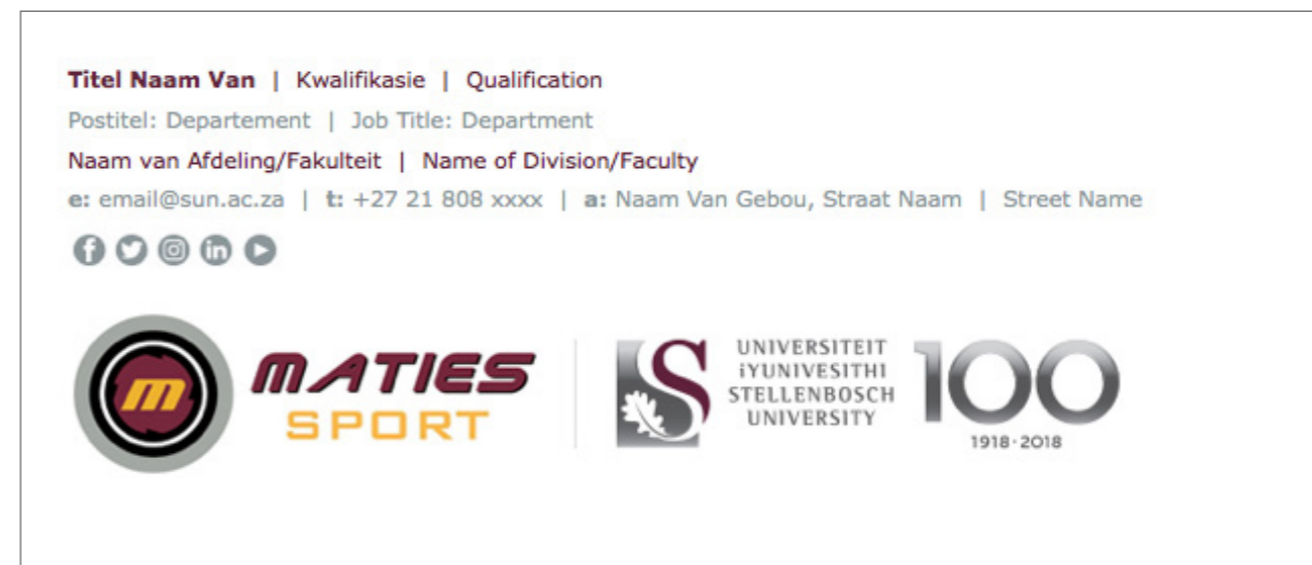


Please note that the Level 3 brand guideline applies only to entities (e.g. schools, institutes and centres) that have been approved by Senate. Note that the Level 3 email signature template needs to be created specifically for each environment. Contact the Brand and Corporate Identity Department if you require assistance.

✉ **CONTACT THE  
 BRAND AND CORPORATE  
 IDENTITY DEPARTMENT**

● **Level 4: Maties brand**

- Level 4 includes official student and sports-related activities at SU. The name 'Maties' has been associated with the University for decades, and the Maties identity applies specifically to this level.



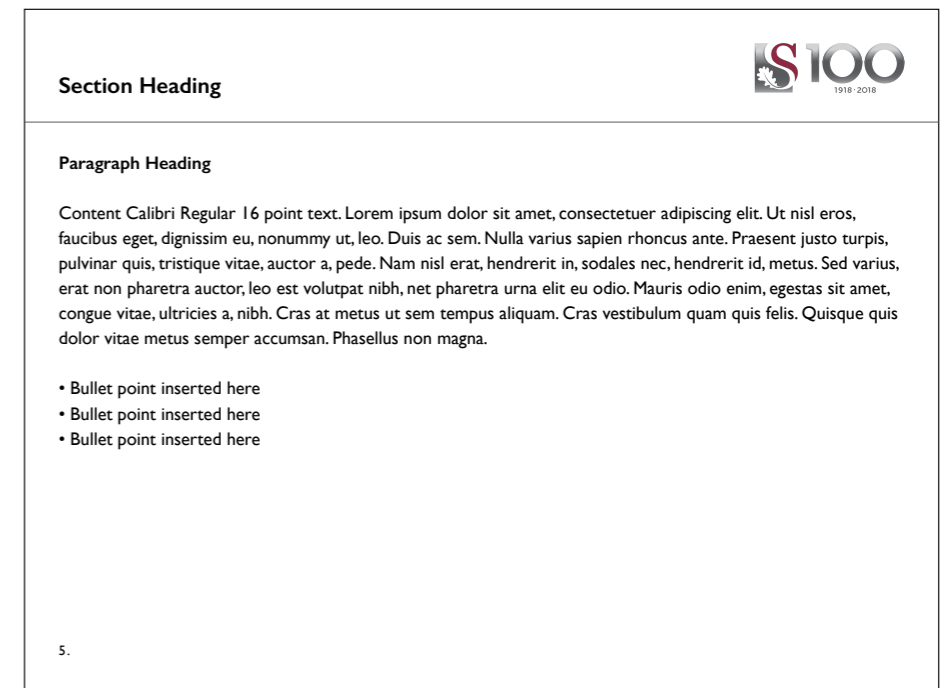
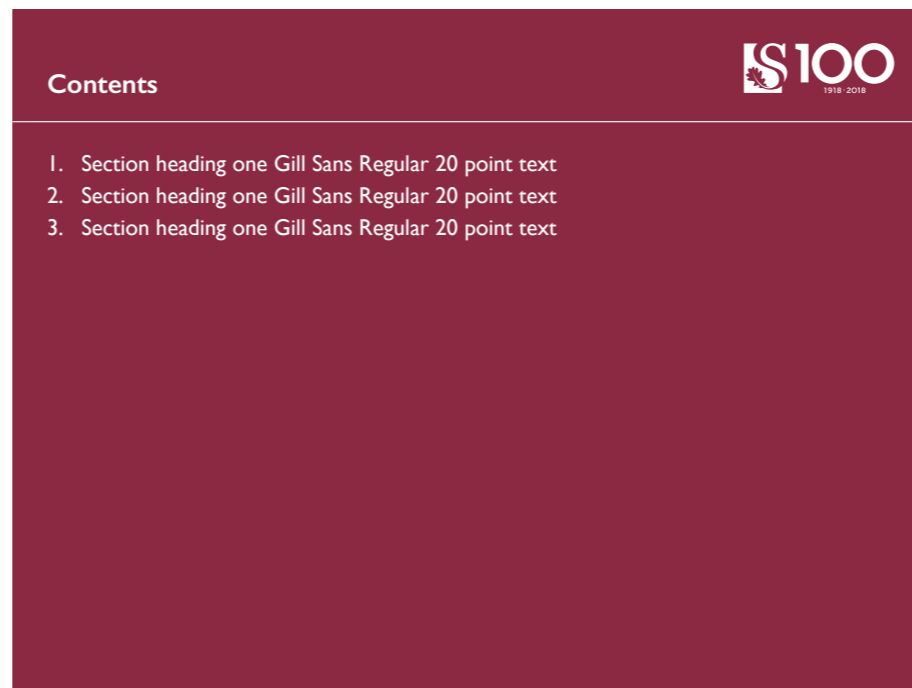
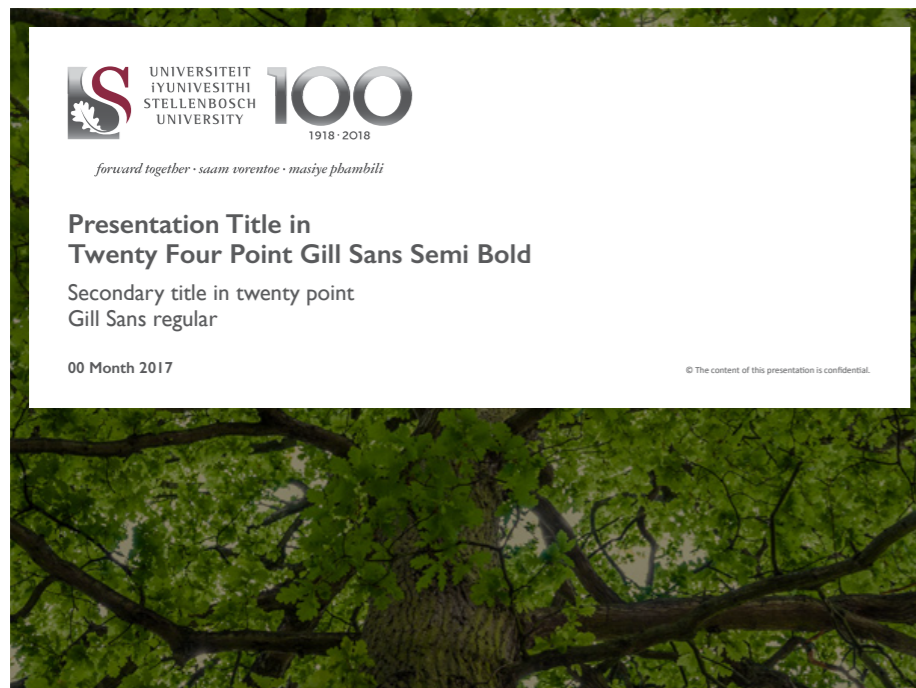
↓ **MATIES SPORT  
 DOWNLOAD  
 TEMPLATE**

## DIGITAL COMMUNICATION

# PowerPoint template

 [DOWNLOAD PRESENTATION TEMPLATE](#)

Projecting a consistent image of the University through our internal and external communications is important. The corporate presentation template must be used for all electronic presentations. Users must refrain from reducing text size as large type is easier to parse, especially in large venues.



## DIGITAL COMMUNICATION

# Electronic Invitations

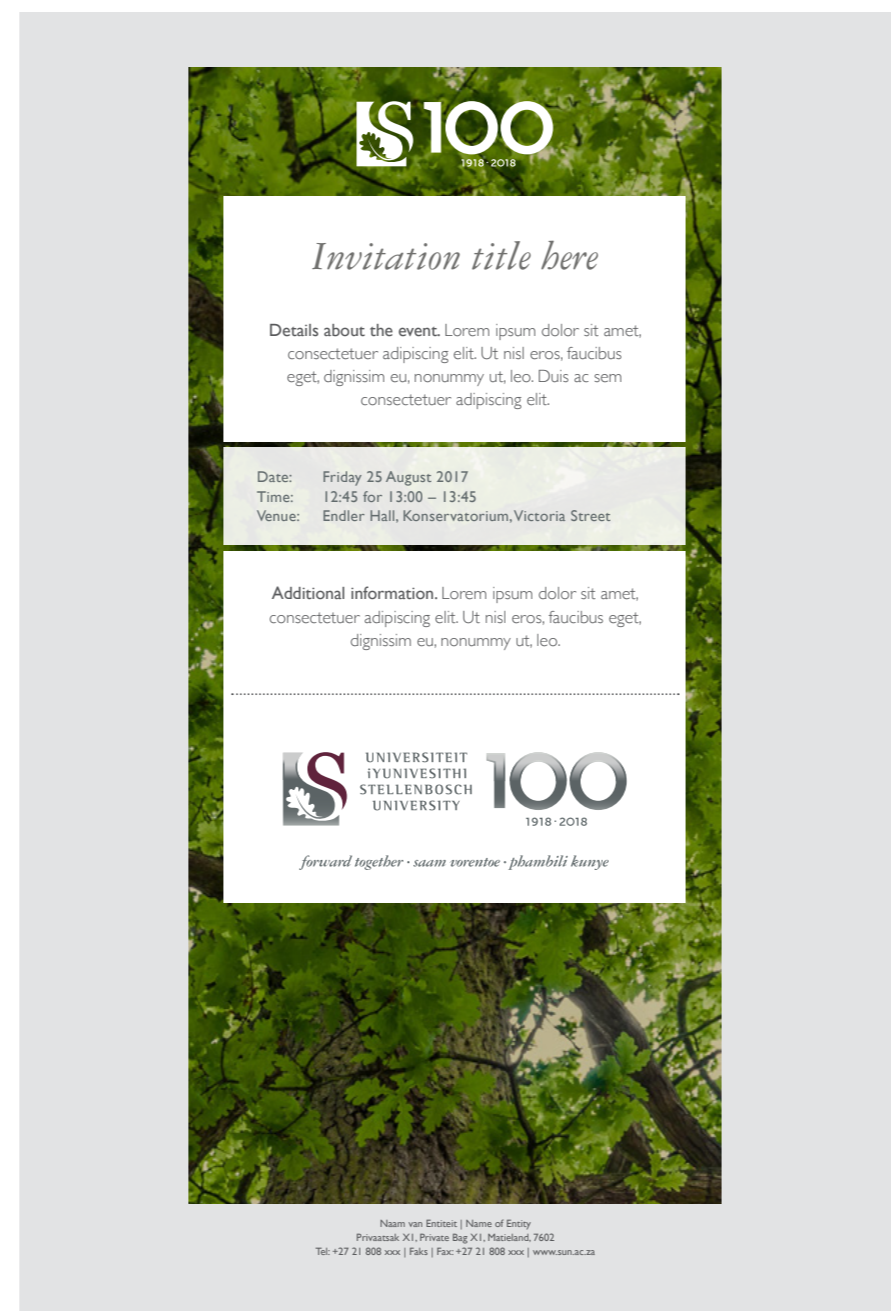
This example depicts the basic layout used for electronic invitations. Two types of electronic invitation templates are available for downloading here.

1. General: This version is for events that are not related to the Centenary.
  2. Centenary Specific: This is to be used for Centenary related events.
- Follow these [step-by-step guidelines](#) to create a customised electronic invitation.

↓ [DOWNLOAD STEP-BY-STEP GUIDELINES](#)

↓ [DOWNLOAD GENERAL ELECTRONIC INVITATION TEMPLATE](#)

↓ [DOWNLOAD CENTENARY SPECIFIC INVITATION TEMPLATE](#)





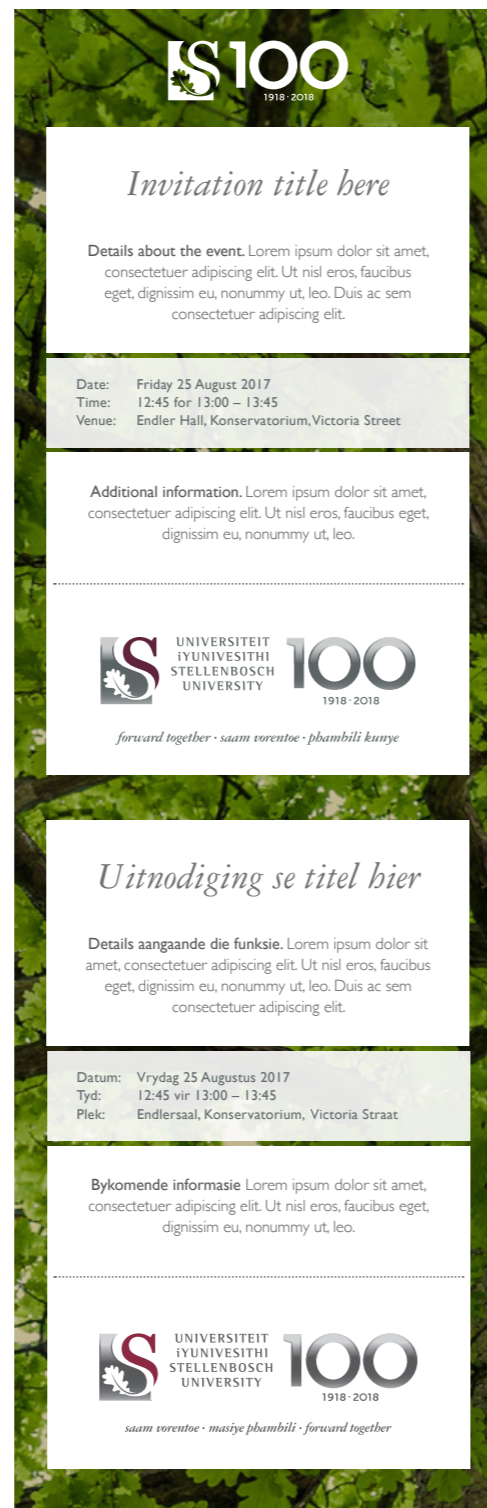
## DIGITAL COMMUNICATION

# Electronic Invitations: English & Afrikaans

An electronic invitation template is also available in English and Afrikaans. Follow these [step-by-step guidelines](#) to create a customised electronic invitation.

↓ [DOWNLOAD STEP-BY-STEP GUIDELINES](#)

↓ [DOWNLOAD ELECTRONIC INVITATION TEMPLATE](#)



## FORMAL COMMUNICATION

*Internal Memo*

[DOWNLOAD  
INTERNAL MEMO  
TEMPLATE](#)


saam vorentoe - masiye phambili - forward together

**Memorandum**

Titel van memorandum/Title of memo

Aan alle personeel/studente/personeel en studente/To all staff/students/staff and students  
00 Maand/Month 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem inpure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete/Kind regards

**A. N. Other**

Postitel/Professional Designation



saam vorentoe - masiye phambili - forward together

**Memorandum**

Titel van memorandum

To all staff / students  
00 Month 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem inpure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Kind Regards

**A. N. Other**

Professional Designation

Titel van memorandum

Aan alle personeel / studente  
00 Maand 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem inpure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Vriendelike groete

**A. N. Der**

Postitel

FORMAL COMMUNICATION

# Fax Cover Sheet

↓ [DOWNLOAD  
FAX COVER  
TEMPLATE](#)



## Faks | Facsimile

Aan | To: ..... Van | From: .....  
Maatskappy | Company: ..... Datum | Date: .....  
Faks | Fax: ..... Bladsye | Pages: .....  
Tel: ..... Onderwerp | Subject: .....

This document template is set on a default text of twelve point Gill Sans at sixteen point leading, ensuring maximum ease of readability.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Nos quidem Virtutes sic natae sumus, ut tibi serviremus, aliud negotii nihil habemus. Quid ergo hoc loco intellegit honestum? Quis animo aequo videt eum, quem impure ac flagitiose putet vivere? Quamquam ab iis philosophiam et omnes ingenuas disciplinas habemus;

Egone quaeris, inquit, quid sentiam? Huius ego nunc auctoritatem sequens idem faciam. Cur tantas regiones barbarorum pedibus obiit, tot maria transmisit? Qui-vere falsone, quaerere mittimus-dicitur oculis se privasse; Ergo opifex plus sibi proponet ad formarum quam civis excellens ad factorum pulchritudinem? Mihi quidem Antiochum, quem audis, satis belle videris attendere. Suo genere perveniant ad extremum; Suo genere perveniant ad extremum; Praeclarae mortes sunt imperatoriae; Honesta oratio, Socratica, Platonis etiam.

Kind Regards

**A. N. Other**

Postitel | Professional Designation

Naam van Entiteit | Name of Entity  
Privaat Sak X1, Private Bag X1, Matieland, 7602  
Tel: +27 21 808 xxx | Faks | Fax: +27 21 808 xxx | www.sun.ac.za

DISCLAIMER: The information contained in this facsimile message is intended for the sole confidential use of the designated recipients and may contain confidential information. If you have received this information in error, any review, dissemination, distribution or copying of this information is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone and return the original message to us by mail or if electronic, reroute back to the sender. If you do not receive all pages, please call the sender at the above number. Thank you.



FORMAL COMMUNICATION

# Thank You Slip / With Compliments Slip

↓ [DOWNLOAD  
THANK YOU SLIP  
TEMPLATE](#)

✉ [ORDER PRINTED  
THANK YOU SLIPS](#)

## NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned, as the Centenary branding applies for 2018 only.



## FORMAL COMMUNICATION

# DL Envelope

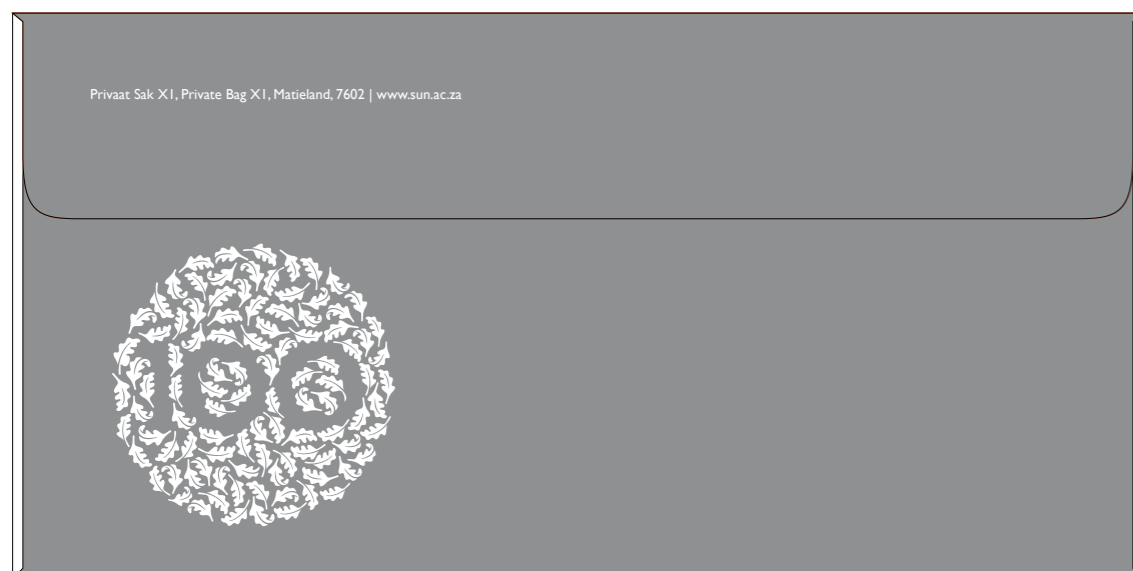
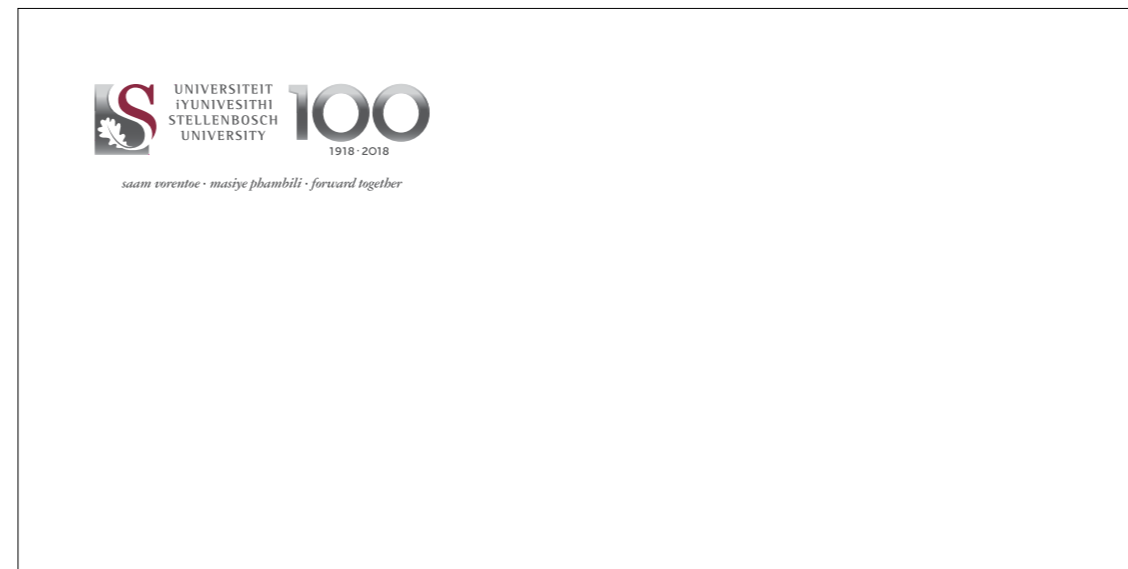
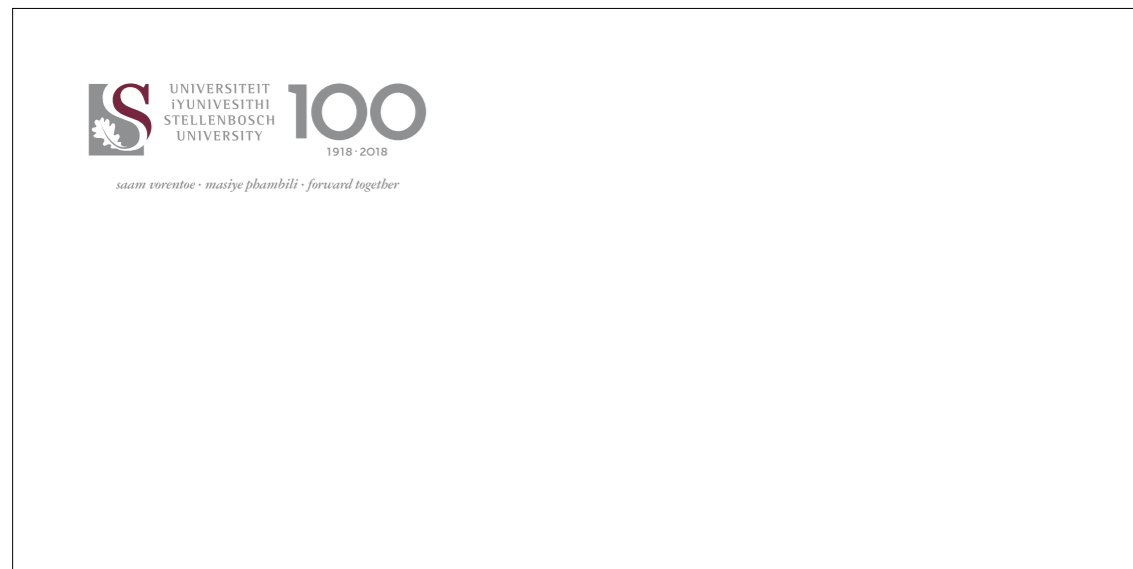
DL envelopes can be ordered from SUN MeDIA. A Microsoft Word envelope template has also been created that is suitable for desktop printing.

 [DOWNLOAD ENVELOPE TEMPLATE](#)

 [ORDER PRINTED ENVELOPES](#)

### NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned, as the Centenary branding applies for 2018 only.



## FORMAL COMMUNICATION

# Conference and Corporate Folders

Maroon corporate folders with a Spot UV finish can be ordered from SUN MeDIA at a cost of R20.00 (including VAT) per folder. A minimum quantity of 10 can be ordered.

↓ **ORDER  
CORPORATE  
FOLDERS**

### NOTE

The printing costs are for the individual unit or faculty's own account. It is advisable to order in limited amounts and negotiate cost-effective options with the service provider concerned, as the Centenary branding applies for 2018 only.



Corporate folders can be designed and produced in all the faculty-specific colours. The minimum order quantity is 250.





PUBLIC SPACE

# A4 Poster Template

↓ [DOWNLOAD  
A4 POSTER  
TEMPLATE](#)

This image depicts the basic layout to be used for A4 posters. Two types of poster templates are available, which can be downloaded, too (Microsoft Word format).



*Centenary event title  
in this Area*

Details about the event. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl eros, faucibus eget, dignissim eu, nonummy ut, leo. Duis ac sem.

*00 Month 2018*



100 years of learning, growing and moving forward together  
100 jaar van leer, groei en saam vorentoe beweeg  
Iminyaka eli-100 yokufunda, yokukhula nokuba masiye pbambili



forusard together · saam vorentoe · masiye pbambili

*Centenary  
event title  
in this area*

*Supporting text here*

Details about the event. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl eros, faucibus eget, dignissim eu, nonummy ut, leo. Duis ac sem.

*00 Month 2018*



100 years of learning, growing and moving forward together  
100 jaar van leer, groei en saam vorentoe beweeg  
Iminyaka eli-100 yokufunda, yokukhula nokuba masiye pbambili



forusard together · saam vorentoe · masiye pbambili

PUBLIC SPACE

# A3 Poster Template

This image depicts the basic layout used for A3 posters. Two types of poster templates are available, which can be downloaded, too (Microsoft Word format).

 [DOWNLOAD A3 POSTER TEMPLATE](#)



*Eeufeesfunksietitel in hierdie area*

Details aangaande die funksie. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl eros, faucibus eget, dignissim eu, nonummy ut, leo.

*00 Maand 2018*



100 jaar van leer, groei en saam vorentoe beweeg  
Iminyaka eli-100 yokufunda, yokukhula nokuba masiye pbambili  
100 years of learning, growing and moving forward together



saam vorentoe · masiye pbambili · forward together

*Eeufeesfunksietitel in hierdie area*

*Sub-teks gaan hier*

Details aangaande die funksie. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl eros, faucibus eget, dignissim eu, nonummy ut, leo.

*00 Maand 2018*



100 jaar van leer, groei en saam vorentoe beweeg  
Iminyaka eli-100 yokufunda, yokukhula nokuba masiye pbambili  
100 years of learning, growing and moving forward together



saam vorentoe · masiye pbambili · forward together



PUBLIC SPACE

# Vertical Banners – Indoors

Portable pull-up banners are available to order from SUN MeDIA in all the faculty-specific colours.

 [ORDER PULL UP BANNERS](#)

## NOTE

The production costs are for the individual unit or faculty's own account. Kindly consider making use of more affordable and recycled materials and request options where the banner frame and fittings can be adapted or evolve to accommodate branding materials beyond the 2018 Centenary year.





PUBLIC SPACE

# Vertical Banners – Indoors



Portable pull-up banners are available on loan from the Brand and Corporate Identity Department. Please book in advance through Marjorie van Rooy on 021 808 9923 or mvanrooy@sun.ac.za.

<p>SU100 Brand Expression: Afrikaans x3 banners available</p>	<p>SU100 Brand Expression: isiXhosa x3 banners available</p>	<p>SU100 Brand Expression: English x3 banners available</p>	<p>SU100 Corporate Brand: x3 banners available</p>	<p>SU100 Theme and Expression: Afrikaans x1 banner available</p>	<p>SU100 Theme and Expression: English x1 banner available</p>	<p>SU100 Theme and Expression: isiXhosa x1 banner available</p>	<p>SU100 Academic Crest: x3 banners available</p>	<p>Maties 100: Culture Mark x3 banners available</p>

## FAQs

# *Frequently Asked Questions*

### **What does a brand identity manual do?**

---

A brand and visual identity manual shares top-level messages and a recognised visual identity to all SU stakeholders. For SU, the Centenary brand identity manual builds on the existing brand identity guidelines, formalising the Centenary brand identity. The Centenary brand identity manual document is intended to assist all stakeholders in using the Centenary brand identity and how it may be applied and used effectively in communications.

### **Why does having an integrated brand image matter?**

---

Complying with the brand and visual identity rules ensures that diverse audiences have a consistent experience in their interactions with the University. Repeated interactions with a consistent SU brand will reinforce key messages and priorities. What is more, this allows SU stakeholders to communicate professionally, increasing chances of a successful interaction, which ultimately builds on the SU brand.

### **How will this affect my programme, department, initiative, etc?**

---

Much of the content of this identity manual will seem familiar. Some Centenary brand and visual identity changes will require further consultation with the Brand and Corporate Identity Department. These changes required in messaging and imagery will assist audiences in recognising the consolidated visual representation of Stellenbosch University.

### **May my programme, department, initiative, etc. develop our own symbols, icons, images, type treatments, word marks or logos?**

---

The overall objective is to create a consistent look so that all visuals appear familial and appropriate. More often than not, teams or groups will need to use an item from the established visual system. If, after reviewing this brand and visual identity manual, a specific team or group should identify a need for an as-yet-unaddressed visual item, they are invited to contact the Brand and Corporate Identity Department.

### **Special circumstances that warrant additional consideration apply to our unit. Whom should we contact?**

---

It is impossible for a single set of rules to cover all circumstances. Therefore, we welcome questions and conversations about special circumstances that individual units may encounter. If you do not find what you are looking for in this manual, please do not hesitate to contact the Brand and Corporate Identity Department for assistance.



UNIVERSITEIT  
iYUNIVESITHI  
STELLENBOSCH  
UNIVERSITY



1918 · 2018

Administration Building B  
Victoria Street, Stellenbosch

Private Bag XI  
Matieland, 7602  
South Africa

Tel: +27 21 808 9111  
Fax: +27 21 808 3822

[www.sun.ac.za](http://www.sun.ac.za)

### **Corporate Communication Division**

Dr. Phumzile Mmope  
Senior Director:  
Corporate Communication  
Email: [pmmope@sun.ac.za](mailto:pmmope@sun.ac.za)  
Tel: +27 21 808 4636

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### **Centenary Project Office**

Dr. Barbara Pool  
Senior Director:  
Strategic Initiatives  
Email: [bpo@sun.ac.za](mailto:bpo@sun.ac.za)  
Tel: +27 21 808 3080

For Centenary brand identity  
design and helpdesk support,  
please contact the primary  
service provider:

**SUN MeDIA**  
Email: [asm24@sun.ac.za](mailto:asm24@sun.ac.za)  
Tel: +27 21 808 3917

---

If you have further queries or  
to discuss additional branding  
requirements, contact  
the Brand and Corporate  
Identity Department:

Ms. Farieda Miller  
Deputy Director:  
Brand and Corporate Identity  
Email: [fmiller@sun.ac.za](mailto:fmiller@sun.ac.za)  
Tel: +27 21 808 2547

Ms. Marguerite Cloete  
Brand Specialist:  
Brand and Corporate Identity  
Email: [marcloete@sun.ac.za](mailto:marcloete@sun.ac.za)  
Tel: +27 21 808 3992