

Our visual identity ensures that all our communication is recognisable and distinctly Stellenbosch University. This section contains guidelines on how our identity is built, what colours are used to express it, as well as our logo size and placement.

Visual identity

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Brand signature

Our brand signature consists of three components: our landmark, our wordmark and our slogan.



Stellenbosch
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

forward together
sonke siya phambili
saam vorentoe

LIMITATIONS OF USE

Use of Stellenbosch University's logo and name by third-party organisations, including on websites, social media or marketing materials, is restricted. The Trade Mark Policy provides information and guidance regarding the use and licensing of our trade marks and helps the University to protect its research integrity and avoid perceptions of endorsement.

Our landmark

The 'S-stream symbol' represents our journey as an institution, and our commitment to moving forward together.

Our wordmark

The 'Stellenbosch University' wordmark is a unique design that captures the prestige of our institution, while still being modern and future-focused.

Our slogan

The slogan communicates our vision, differentiates us from our competitors, and expresses our brand positioning.

The way it's constructed

Our logo is built on specific proportions. The key is the relative height of the Stellenbosch logotype, which provides the unit of measurement in creating our identity.

REMEMBER

These dimensions and proportions are intended purely as a guide. Please do not attempt to reproduce the identity from what you see here and only use official artwork. If you require assistance or have any questions, kindly contact the Marketing Department: branding@sun.ac.za



Colour values

Confident Maroon

Pantone 209 C

CMYK 15/96/31/55

RGB 97/34/59

Hex #61223b

Brilliant Gold

Pantone 465 C

Metallic Pantone 872 C

CMYK 26/40/73/3

RGB 183/153/98

Hex #b79962

Logo applications

Our logo can be applied in different ways, according to the requirements of your communication. It is important to choose the correct application for your platform and design. To ensure consistency and reduce reputational risk, do not try to recreate or alter the logo.

OUR LOGO FILES

The logos found on the following pages are available in a range of formats. It is important to choose the correct format for the task required:

Professionally designed communications:
EPS or SVG

Microsoft Office (Word, Excel and PowerPoint):
JPG, PNG or SVG

Digital: JPG, PNG or SVG

Only supplied logos can be used. Always use master artwork files, no attempt should be made to recreate or alter any logo artwork.

 Download logos



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PORTRAIT

The portrait option works well when space is an issue, and allows the University to be clearly signified without compromising legibility. The preferred and recommended colour choice is the two colour option.

In a digital-first world, communicating clearly and concisely is the top priority. Using our logo without the slogan will help facilitate this. However, try to include the slogan elsewhere in your design, content, or platform, as it communicates our brand positioning.

HORIZONTAL

The horizontal logo is the preferred logo for digital media and mainly used in landscape formats where space and formatting are wide, or where there are height restrictions.

CIRCULAR

The circular option is reserved for rare cases and specified sub-brands only. Please refer any queries about instances where you feel that the circular option would be appropriate to the Marketing Department: branding@sun.ac.za

Size and clear space

Always maintain clear space around our identity. No other type or graphic should appear in this area.

At a minimum, the space should always be twice the height of the capital 'S' of the word 'Stellenbosch'. In exceptional cases, half of this width is permitted.

Minimum size

To ensure legibility, our logo should never be reduced below the minimum sizes provided for both print and digital applications.

GUIDELINES FOR SIZE:

1. The minimum size for the portrait logo is 15mm in height for print applications and 60px in height for digital applications. At this size the slogan is not used.
2. The minimum size for the horizontal logo is 25mm in width for print applications and 95px in width for digital applications. At this size the slogan is not used.
3. The single brandmark is used only in cases where the available space is extremely small, such as when a cellphone app icon needs to be applied or for a favicon.

1



Minimum size
for print, measured
in millimetres (mm)

Minimum size
for digital, measured
in pixels (px)



15mm



60px

2

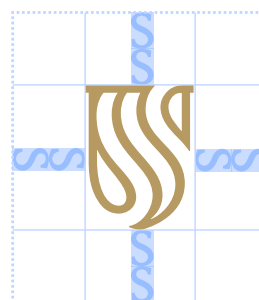


25mm



95px

3



16px



16px

Size and clear space

Brand signature

The clear space surrounding the brand signature is exactly the same as the rule established for the logo.

Circular logo

The minimum clear space when using the circular logo option should be equal to 2/3 of the 'S'-stream symbol at any given size and extend above, below, to the left and to the right of the circular logo.

GUIDELINES FOR SIZE:

4. The minimum size for the portrait brand signature is 30mm in height for print applications and 85px in height for digital applications.
5. The minimum size for the horizontal brand signature is 50mm in width for print applications and 142px in width for digital applications.
6. The minimum size for the circular logo is 25mm for print applications and 16px for digital applications.



Minimum size
for print (mm)



30mm

Minimum size
for digital (px)



85px



50mm



142px

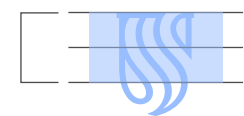


25mm



16px

2/3 of
height



Logo colour options

Our logo can only be applied in three ways:

1. Brilliant Gold and white on a Confident Maroon background
2. Brilliant Gold and Confident Maroon on a white background
3. Black-and-white. This option is only to be used if the entire artwork is being produced in black-and-white.

HOW TO APPLY COLOUR CORRECTLY

1. The preferred and recommended colour choice on a maroon background is the two colour logo option where the 'S'-stream symbol and slogan should remain in Brilliant Gold and the wordmark should appear in white.
2. The preferred and recommended colour choice on a white background is the two colour logo option where the 'S'-stream symbol and slogan should remain in Brilliant Gold and the wordmark should appear in Confident Maroon.
3. When the logo is used on a varied coloured background (e.g. photo, video, etc) the University logo with a transparent background should be used. On a light image background the gold and maroon logo should be used.
4. The white logo on a black background can only be used when the entire artwork is produced in black and white.
5. The black logo on a white background can only be used when the entire artwork is produced in black and white.
6. On a dark image background the logo must be applied in white. Ensure that there is enough contrast and that the logo doesn't 'disappear' into the background image.

1. Gold-and-white on maroon background



2. Gold-and-maroon on a white background



3. Gold-and-maroon on a light image background



4. White on a black background



5. Black on a white background















6. White on a dark image background



Incorrect logo usage

When we use our logo incorrectly, we compromise its integrity and effectiveness, which, in turn, compromises our university's reputation.

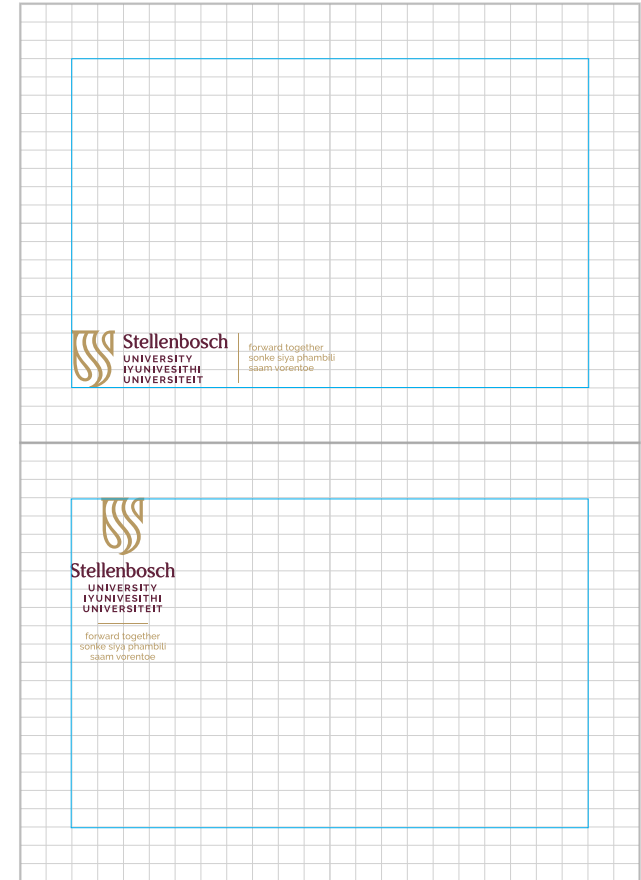
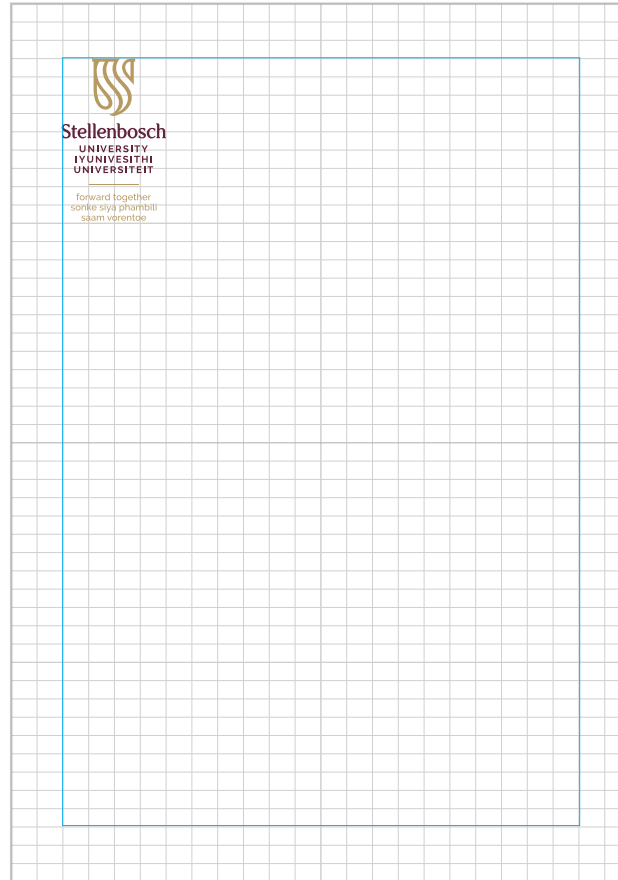
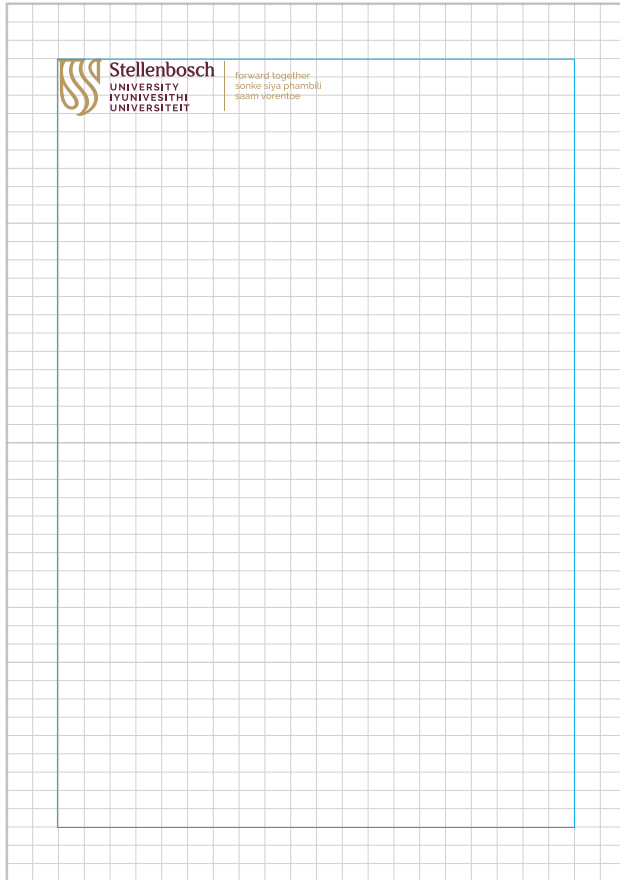
<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Do not scale elements separately</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Never use a drop shadow</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Never rotate it in any direction</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Do not outline any logo element</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Do not stretch or skew it in any way</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Never use on any colour background other than specified in this manual</p>
<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Do not add effects such as gradients</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Never separate elements of the logo</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Never change the colour</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Do not fade or tint the logo in any way</p>	<p>✘</p>  <p>Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT</p> <p>Never move or scale any of the elements</p>	<p>✘</p>  <p>Never use the 'S'-stream symbol' on its own or in any way other than specified in this manual</p>

HOW TO PREVENT LOGO MISUSE

Contact the Branding Team in the Corporate Communication and Marketing Division for assistance and guidance on the use of our logo. Use official artwork only and refrain from reproducing the logo in any way. When in doubt, ask for assistance: branding@sun.ac.za

Brand signature positioning

Our logo takes the lead in our communication, starting from the left.
The preferred and recommended placement position is top left or bottom left.



REMEMBER

When placing the brand signature, ensure that it does not sit beyond the safe zone which is the outer line of the grid (marked here with the cyan line).

Using our slogan

Our slogan represents our resolve and commitment in collectively pursuing our mission, namely to be “a research-intensive university that attracts outstanding students, employs talented staff and provides a world class environment; a place connected to the world, while enriching and transforming local, continental and global communities”.

OUR SLOGAN FILES

Only approved, supplied slogans may be used. Always use master artwork files. No attempts should be made to recreate or alter any slogan artwork.



[Download slogan artwork](#)

The preferred and recommended colour choice for the slogan is Brilliant Gold.

On an image background the slogan must be applied in white. Ensure that there is enough contrast and that the slogan doesn't 'disappear' into the background image.



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Our slogan formats

As mentioned earlier, our slogan appears either with the rest of the logo (brand signature), or separately. Our slogan can be applied in different ways, depending on the requirements and restrictions of a particular piece of communication.

Vertical

Centred
Left-aligned

When the slogan is positioned separately on a design, use the brand signature (the slogan locked up with our logo) as your guide for the size of the slogan. It should remain at the same size in relation to the logo, as shown on the left.

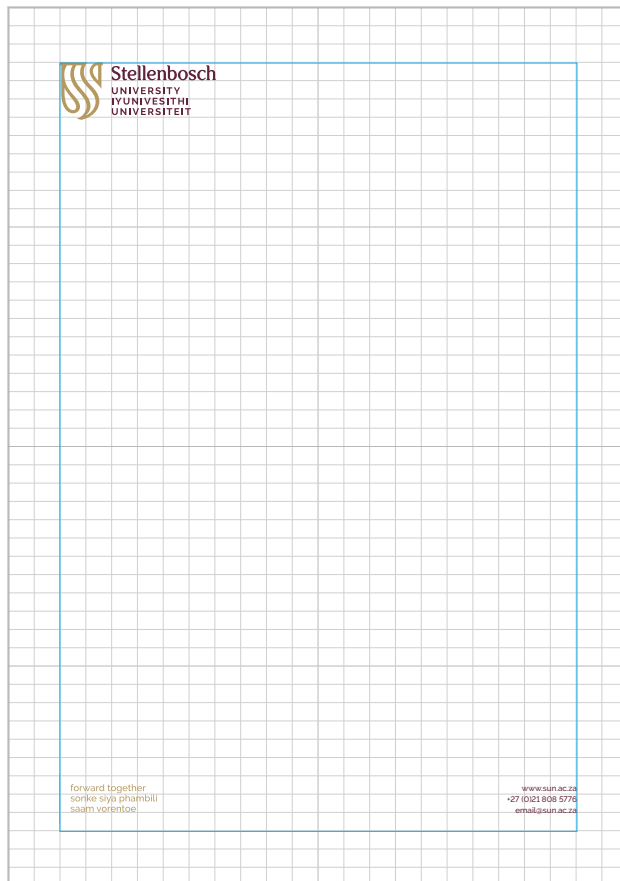
Horizontal

When the slogan is applied in a horizontal format, the three languages are separated by bullet points.

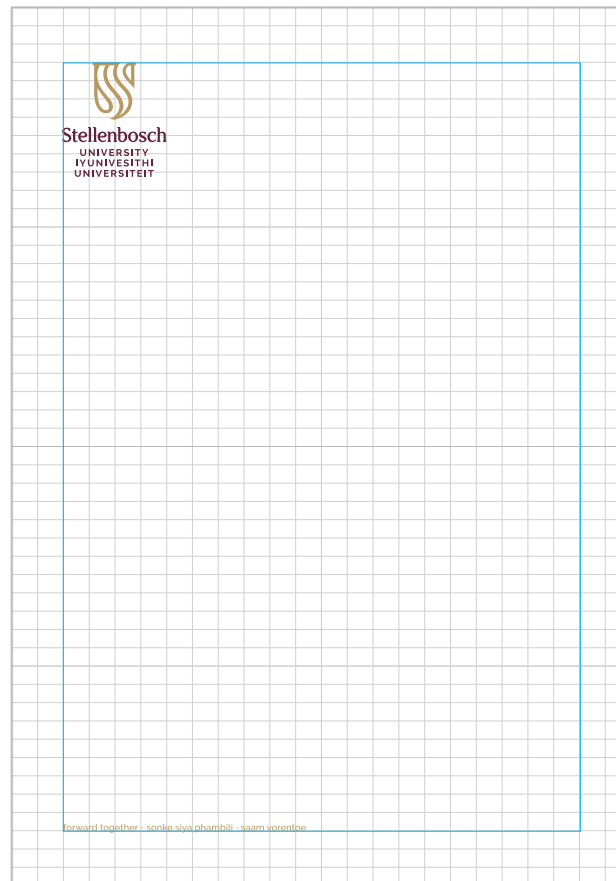
Slogan placement

Using our logo without the slogan lockup allows the University to be clearly signified without compromising legibility. As the slogan communicates our brand positioning, try to include the slogan elsewhere in your design, content, or platform.

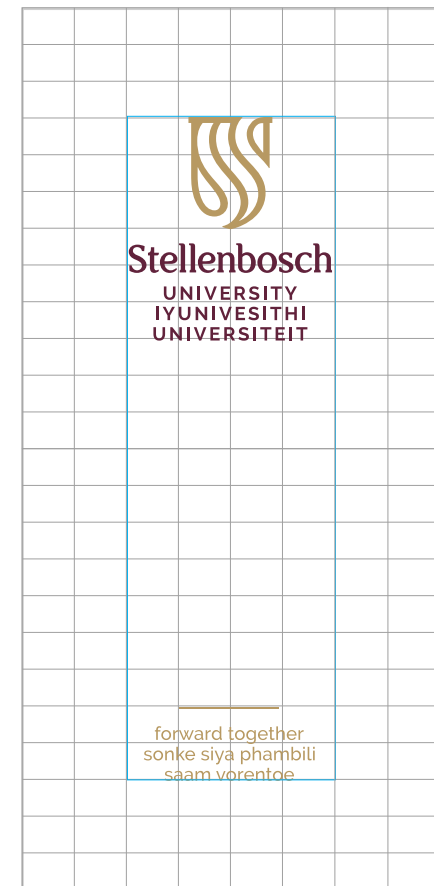
Here are some ways to apply the slogan when you place it separately.



When our logo sits top left, the slogan will align bottom left.



When placing the logo and slogan, ensure that both do not sit beyond the safe zone which is the outer line of the grid (marked here with the cyan line).



When the vertical logo option is used top centre, the centre-aligned slogan will align bottom centre.

Primary colours

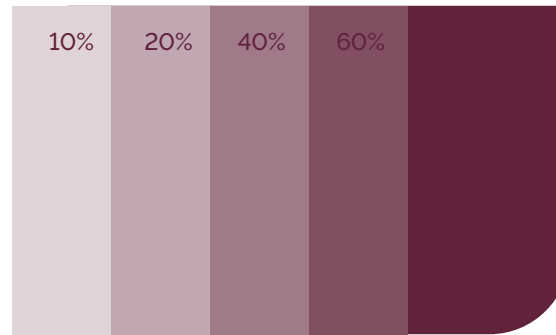
Colour defines our visual identity and evokes an emotional response. It conveys our brand personality and makes us recognisable and vibrant.

USING COLOUR FORMATS

Pantone® Matching System (PMS) is a colour standardisation system that helps with colour identification and matching. Each Pantone colour is made up of one solid ink, which the printer creates using a specific formula. The formula is the same each time for consistency when printing. These colours are also known as PMS or spot colours. Pantone should be used where full-colour printing is not available, for instance screen printing and one-colour printing.

CMYK (process colour, four colour) stands for cyan, magenta, yellow, and key (black). These are the four basic colours used for printing colour images. As there are many variables when printing in CMYK, always ask the service provider to match the colour with the Pantone code.

RGB (red, green, blue) colour system is used when designing for web, digital or TV. HEX, which stands for hexadecimal, is also used on-screen and is essentially a short code for RGB colour.



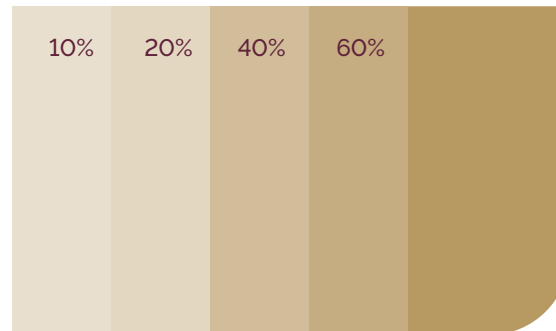
Pantone
209 C

CMYK
15/96/31/55

RGB
97/34/59

Hex
#61223b

Vinyl
Dark Burgundy 863



Pantone
465 C

Metallic Pantone
871 C

CMYK
26/40/73/3

RGB
183/153/98

Hex
#b79962

Vinyl
Gold Metallic 836

How to use our primary colours

Confident Maroon

Maroon has been our official colour since the University's earliest days. Confident Maroon forms the basis of our primary colour palette and helps audiences identify us at a glance. It is our primary brand colour. It should be represented accurately and never altered.

Brilliant Gold

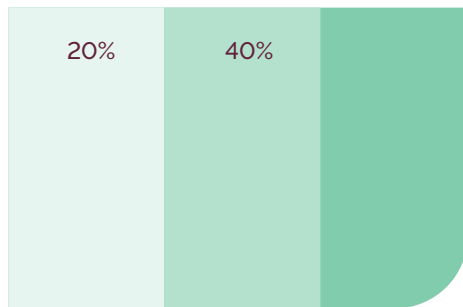
Brilliant Gold has been added to strengthen the palette and reinforces the excellence we strive for in everything we do.

Use tints sparingly and only on inside spreads in document or presentation layouts when creating tables and infographics with large amounts of information. To ensure enough contrast, we recommend only tints of 10%, 20%, 40% and 60% in the primary colour palette.

Secondary colours

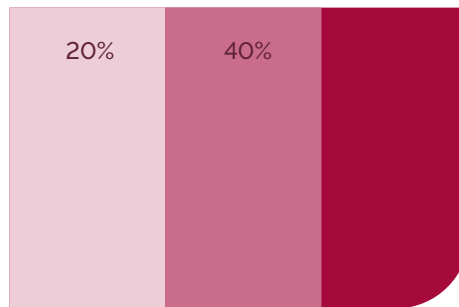
Our secondary colour palette supports the primary colours. These are not aligned with any faculty or department, but are inspired by our campuses and our beautiful Western Cape landscape.

Seabreeze Green



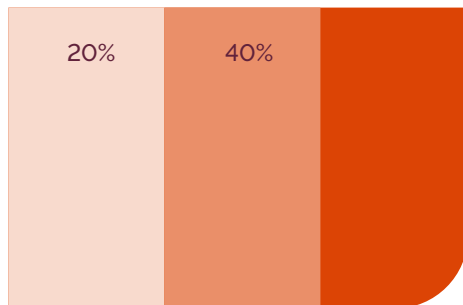
Pantone
331 C
CMYK
49/0/40/0
RGB
130/204/174
Hex
#82CCAE

Wine Red



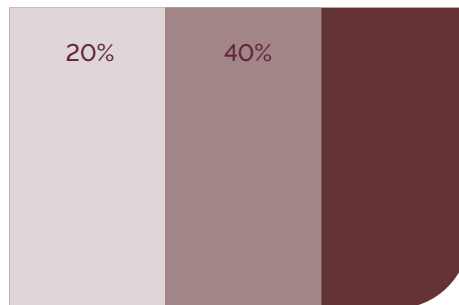
Pantone
1945 C
CMYK
23/100/70/14
RGB
166/10/61
Hex
#A60A3D

Fiery Orange



Pantone
1665 C
CMYK
7/87/100/1
RGB
220/68/5
Hex
#dc4405

Soil



Pantone
1817 C
CMYK
23/84/54/68
RGB
100/51/53
Hex
#643335

How to use our secondary colours

Always use Confident Maroon or white as the dominant colour. Our secondary colours are there for highlighting or accenting. Tints may be used, but only in exceptional circumstances, and sparingly. For instance, you may choose to use tints on inside spreads in documents or presentations when creating tables and infographics with large amounts of information. To ensure enough contrast, we recommend only tints of 20% and 40% in our secondary colours.

Faculty colours

Our faculties are an integral part of our brand. Each faculty has a custom colour, differentiating it within our overarching visual identity. This ensures that each faculty is recognisable and distinct.

How to use faculty colours

Use your faculty's colour in conjunction with the University's primary colours. It is important to keep in mind that faculty colours should never overpower our primary colours as we are all part of the Stellenbosch University ecosystem.

COLOUR RATIOS

Consult the next two pages for specifications on how best to apply our faculty colour palette in combination with the University's primary colour palette.

AgriSciences

Pantone: 576 C
CMYK: 55/5/87/25

RGB: 101/141/27
Hex: #658D1B

Arts and Social Sciences

Pantone: 1375 C
CMYK: 0/51/94/0

RGB: 255/158/27
Hex: #FF9E1B

Economic and Management Sciences

Pantone: 319 C
CMYK: 60/0/25/0

RGB: 44/204/211
Hex: #2CCCD3

Education

Pantone: 2728 C
CMYK: 96/78/0/0

RGB: 34/61/113
Hex: #223d71

Engineering

Pantone: 124 C
CMYK: 7/36/100/0

RGB: 235/169/0
Hex: #EBA900

Law

Pantone: 193 C
CMYK: 16/100/76/5

RGB: 191/13/62
Hex: #BF0D3E

Medicine and Health Sciences

Pantone: 323 C
CMYK: :100/44/55/25

RGB: 0/95/97
Hex: #005F61

Military Science

Pantone: 7416 C
CMYK: 0/68/58/3

RGB: 229/106/84
Hex: #E56A54

Science

Pantone: 1795 C
CMYK: 10/98/93/1

RGB: 210/39/48
Hex: #D22730

Theology

Pantone: 2597 C
CMYK: 80/100/7/2

RGB: 92/6/140
Hex: #5c568c

Colour ratios

Our professional administrative support services (PASS) divisions and sub-brands use the primary colour ratio (shown top right), while the faculty ratio (shown bottom right) is intended for faculty-specific communication material.

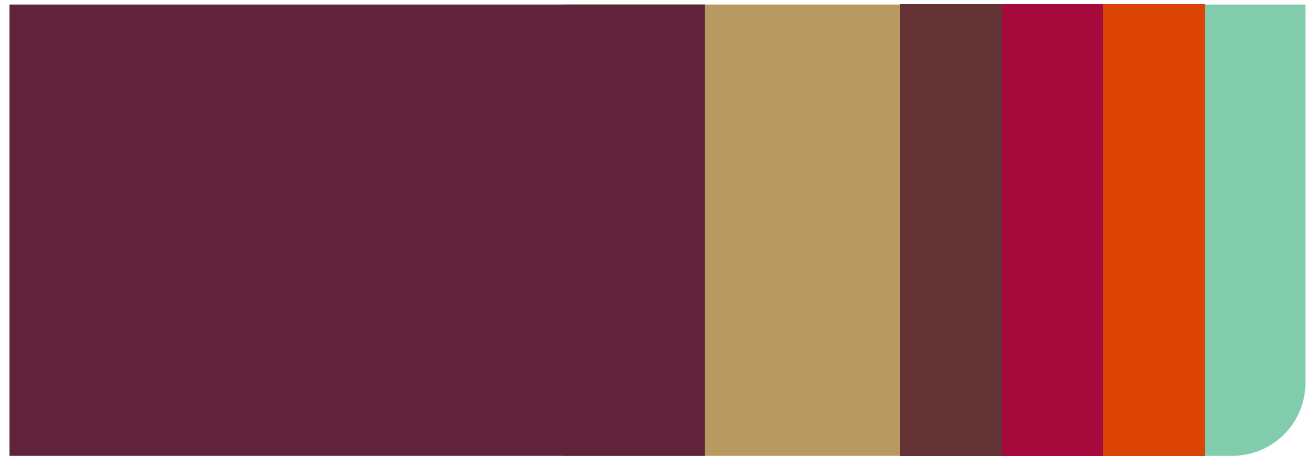
The secondary colours can have a stronger presence in informal communications, such as internal student posters and informal events, to create a youthful feel.

Whether you're applying the primary or faculty ratio, it should always be used alongside our Confident Maroon and Brilliant Gold to keep our brand visually consistent.

NOTE

These charts should not be interpreted literally, as they are meant only as a visual representation of the relative importance of the different colours.

Primary ratio



Faculty ratio



Colour ratio examples

These examples illustrate what the application of our primary, secondary and faculty colour ratios would look like in layout. These examples do not show the full extent to which you can use the respective colour ratios. Apply the guiding principles to ensure that colour is used with restraint and consistency.



REMEMBER

Open planes of colour or white space can focus attention on what is there, rather than drawing attention to what isn't. Don't rush to fill it. Always balance colour, typography and graphic elements with white space.

Typography

Primary typeface

Our primary typeface is SU Raleway. It is contemporary, legible, and flexible enough to use in any size. Our primary typeface is central to our visual identity and brand, so using SU Raleway in all our written content is important for consistency.

The different weights in the SU Raleway family also provide options for differentiation when you lay out your copy.

USE THE CORRECT RALEWAY FONT

Please make sure you're using **SU Raleway**, where the numerals align on the baseline.

SU Raleway

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890
!?.&@#\$\$%^&*() | \ / <> [] { } - _ + = " ; :

SU Raleway font family

SU Raleway Thin
SU Raleway Thin Italic
SU Raleway ExtraLight
SU Raleway ExtraLight Italic
SU Raleway Light
SU Raleway Light Italic
SU Raleway Regular
SU Raleway Italic
SU Raleway Medium
SU Raleway Medium Italic

SU Raleway SemiBold
SU Raleway SemiBold Italic
SU Raleway Bold
SU Raleway Bold Italic
SU Raleway ExtraBold
SU Raleway ExtraBold Italic
SU Raleway Black
SU Raleway Black Italic

SU Raleway

1234567890 ✓

Raleway (Google Fonts)

01234567890 ✗

How to use our typefaces

To ensure that our copy is legible and clear, it must be set in the right colours and weight. See the example alongside for ideal colouring and sizing.

Use Confident Maroon for headlines and sub headings. 80%-100% black should be used for body text. When you need to reverse type out of a colour, (e.g. white text on maroon) you may need to use a heavier weight to ensure legibility.

REMEMBER

The typeface can only be used in its original form. You should never manipulate, distort or replace it.

Please ensure that Ligatures are disabled when typesetting SU Raleway.

 [Download SU Raleway](#)

Use SU Raleway Bold and above for headlines

Use Semibold and below for subheadings

Body copy (11 pt)

SU Raleway Medium and below can be used for body copy. Leading, which is the spacing between lines of text, should be the same or 2 points higher than your point size, especially when the copy is small. For example, if your point size for a headline or body copy is 30 pt, the leading should be set at 30 pt or 32 pt.

Body copy colour

Black

Pantone: Process Black RGB: 44/42/41
CMYK: 0/0/0/100 Hex: #2C2A29

Steel Grey

Pantone: 445 C RGB: 77/83/86
CMYK: 0/0/0/80 Hex: #4d5356

Alternate system fonts

Our primary brand typeface may not always be available for use in PowerPoint presentations and other digital applications. When collaborating with multiple people or sharing templates, you can use Trebuchet, which is freely available on all computers.

Follow the same guidelines for colouring and sizing as stipulated for SU Raleway.

NOTE

Calibri and Cambria (that includes Cambria Math) may be used as the body text in PowerPoint presentations and as the text fonts for theses and dissertations.

Trebuchet

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!?.&@#\$\$%^&*() | \ / <> [] { } - _ + = " : ;

Trebuchet font family

Trebuchet Regular

Trebuchet Italic

Trebuchet Bold

Trebuchet Bold Italic

Custom typeface

The SU font was custom designed for our university. It is used for the Stellenbosch and MATIES logotypes and it is restricted to ceremonial use only such as graduation, inaugural lectures and high profile publications.

SU font

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

SU font alternative characters

defjkqw
AKMMMNQQQQR

SU font family

SU font Thin
SU font Extra light
SU font Light
SU font Regular
SU font Medium
SU font Semi Bold
SU font Bold
SU font Extra Bold
SU font Black

Typography dos and don'ts

As with most things in life, the key to effective typography is to keep it simple. Alongside are some typography dos and don'ts.

- ✓ Dos
- ✗ Dont's

NOTE

Using sentence case helps us to communicate in a warm and reader-friendly way. For instance, instead of writing 'Applications Close at the End of the Month', we write 'Applications close at the end of the month'.

Keep typography simple

Use sentence case where possible

Use **UPPER CASE** for short headlines only

Italics should only be used in copy to highlight certain information and not for headlines

Don't **MIX** and **MATCH** too many type *styles*

DON'T USE UPPER CASE FOR BODY COPY

Don't use any **TYPEFACES** other than **SU Raleway** or **Trebuchet**

Don't use kerning, tracking or leading that is incorrect, making your text hard to read

Don't use text colours that clash with background colours

Don't lay text on overly busy backgrounds that compromise the legibility of copy

Ceremonial emblem and seal

The ceremonial emblem is a visual and symbolic continuation of our primary brand mark. The ceremonial emblem serves as the University's registered accreditation mark. As such, it is used together with the seal exclusively for formal ceremonial purposes and for the endorsement of academic achievements on degree certificates.

RULES OF USE

To ensure that we use the ceremonial emblem and seal consistently, a set of rules has been drafted. The Deputy Vice-Chancellor: Strategy, Global and Corporate Affairs is the custodian of the rules. See the link below for the rules.

[View rules of use](#)

