



Section 4

Our visual identity

Our visual identity ensures that all our communication is recognisable and distinctly ours. When we communicate, it is essential that we use our visual identity elements in a consistent way that accurately represents our values, research, students and staff. The aim is to differentiate Stellenbosch University from other institutions, inspire our audiences, and be consistent in how we portray our university.

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Our logo

Our logo represents everything we stand for. It is what makes people recognise, respect and respond to us. For this reason, it must never vary. Our logo consists of three components: our symbol, our wordmark and our slogan. These three components are the cornerstone of our visual identity, portraying who we are.



Stellenbosch

UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

forward together
sonke siya phambili
saam vorentoe

OUR SYMBOL

The 'S-stream shield' 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 resolve and commitment.

Our logo applications

Our logo can be applied in three different ways, depending on the requirements and restrictions of a particular piece of communication. It is important to choose the correct application for your platform and design. To ensure consistency and reduce reputational risk, we should never try to recreate or alter the logo.



PRIMARY APPLICATION

Portrait

The portrait application is preferred, since it best represents our institution's identity.



SECONDARY APPLICATION

Landscape

The secondary logo is used for landscape application and platforms where space and formatting are wide, or where there are height restrictions.



TERTIARY APPLICATION

Circular

In rare cases, the circular application may be used.

Be sure to obtain the Branding team's prior written approval.

 branding@sun.ac.za



How to gain access to our logo

Innovus approves the use of the logo in accordance with our Trademark policy and the Branding team approves the correct application of our brand identity, including the logo. For permission to use the logo contact Gert van Deventer (gvd@sun.ac.za) and for approval of the artwork contact the Branding team. Download our corporate logo OR the different applications of our corporate logo. Use only the approved, supplied logo design. Always use master artwork files.

 [Trademark Policy](#)

 [Corporate logo](#)

Our logo spacing and sizing

Clear space

The clear space around both portrait and landscape applications is measured by two times (2x) the height of the capital 'S' of the word 'Stellenbosch' running around the perimeter of the mark.

This clear space is crucial to keep the logo legible, unobstructed and impactful.

Minimum size

To clearly communicate our brand, our logo should not be reduced further than the minimum sizes provided for both print and digital applications. If we reduce the logo further, we compromise its legibility.



Minimum size
for print



15 mm

Minimum size
for digital



60 pixels



25 mm



95 pixels



How to choose the right logo format

The corporate logo is available in a range of formats. It is important to choose the correct format for your task:

- Professionally designed communications – SVG, Adobe Illustrator
- Microsoft Office (Word, Excel and PowerPoint) – JPG, PNG or SVG
- Digital – JPG or PNG

✓ Corporate logo

Our logo colours

There are only three ways in which the colour of our identity can be varied, either in Brilliant Gold and Confident Maroon on a white background, white and Brilliant Gold on a Confident Maroon background, or in black-and-white. And even then the black-and-white version can only be used if the entire artwork is being produced in black-and-white.

1. Gold-and-white on maroon
2. Gold-and-maroon on white
3. Black-and-white



Logo dos and dont's

Applying colour correctly



Applying colour incorrectly



How to apply colour correctly

The maroon-and-white version may be used when the entire artwork needs to be reproduced in one colour. The black-and-white version may only be used when the entire artwork is produced in black-and-white. When the logo is used on a background image, ensure that there is enough contrast and that the logo doesn't 'disappear' into the background. The logo must be legible.

Logo use with/without slogan

As much as we'd like to use the full logo on every platform, it simply is not possible. Where the full logo with the slogan cannot be used, we have an option without the slogan, as well as the circular application. However, using our logo with the slogan always remains first choice.



1. Logo with slogan

Our official corporate logo includes the institutional slogan. This version should be used wherever possible, unless there are space constraints, or the slogan appears elsewhere in the design, content, or platform.

2. Logo without slogan

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

3. Circular

As mentioned earlier, the circular application is reserved for rare cases only. It will mainly be used on promotional material where production constraints might complicate use of the primary and secondary applications. Be sure to obtain the Branding team's prior written approval.

 branding@sun.ac.za

How to choose a suitable application

To choose a suitable logo application, first consider the size required. Then test each logo application and ask yourself the size required for the application before selecting one of our logo options. Once you know your size constraints, test each logo, and ask yourself the following questions: Have I adhered to the 'clear space' requirement? Is it pixelated? Could the logo be more prominent? Is the 'clear space' around the logo adhered to? Will other brands overshadow our logo? This should help you make the best possible choice.

Misusing our logo

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

 <p>1</p>	 <p>2</p>	 <p>3</p>	 <p>4</p>
<p>Do not scale elements separately.</p>	<p>Never use a drop shadow.</p>	<p>Never rotate it in any direction.</p>	<p>Do not outline any logo element.</p>
 <p>5</p>	 <p>6</p>	 <p>7</p>	 <p>8</p>
<p>Do not stretch or skew it in any way.</p>	<p>Do not place it in any shape.</p>	<p>Do not add effects such as gradients.</p>	<p>Never separate elements of the logo</p>
 <p>9</p>	 <p>10</p>	 <p>11</p>	 <p>12</p>
<p>Do not use the logo as part of copy.</p>	<p>Do not fade or tint the logo in any way.</p>	<p>Never move or scale any of the elements.</p>	<p>Do not use the shield on its own.</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

Our slogan placement

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

Our vision and strategy



Our slogan must always be applied in Brilliant Gold (i.e. gold).



Alternatively, the slogan can be reversed out (i.e. white) where legibility is a concern.

Our slogan in application

As mentioned earlier, our slogan appears either with the rest of the logo, or separately – either locked up with the logo or placed separately. Here are some ways to apply the slogan when you place it separately. These variations allow for height or width restrictions in the layout.

Vertically stacked

Left-aligned

forward together
sonke siya phambili
saam vorentoe

Centred

forward together
sonke siya phambili
saam vorentoe

Narrow

forward together
sonke siya phambili
saam vorentoe

Horizontal

For wide layouts

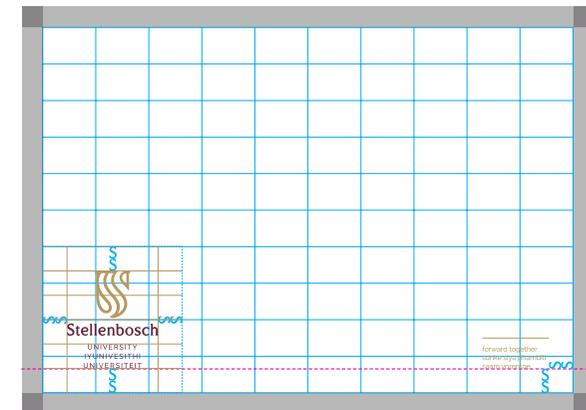
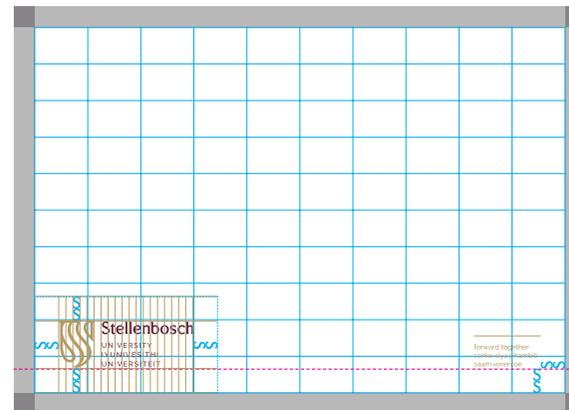
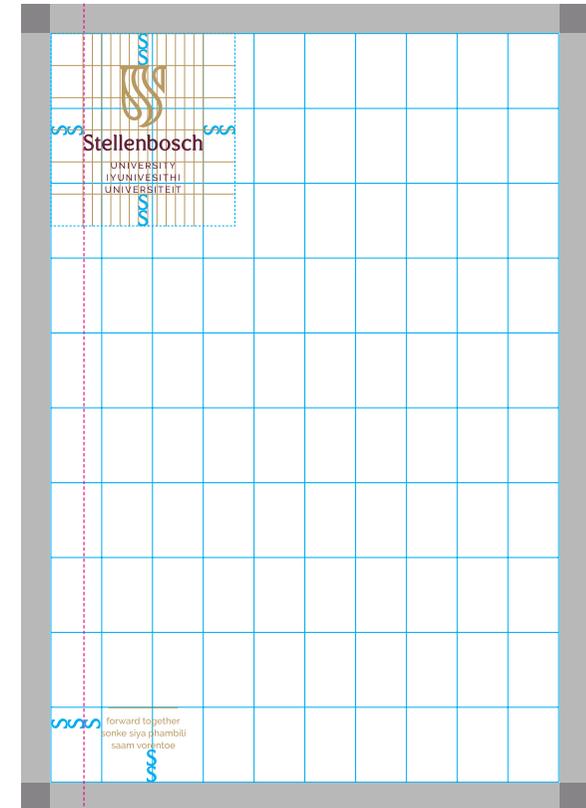
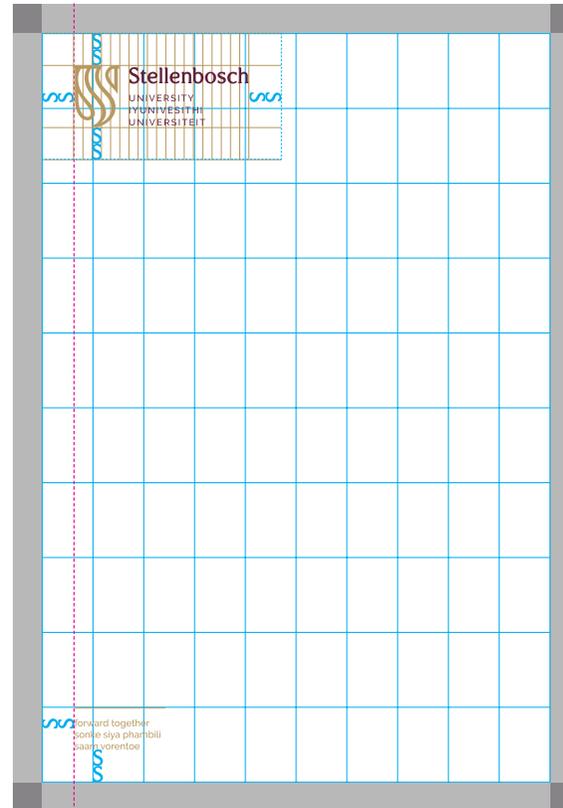
forward together • sonke siya phambili • saam vorentoe

How to choose the best slogan format for your layout

The left-aligned or centred vertically stacked options are preferred. However, the vertically stacked narrow and horizontal formats work well in very narrow or wide layouts respectively.

Our slogan placement

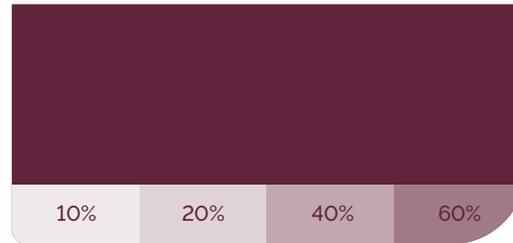
These illustrations, in turn, show what it would look like when you place the slogan separately from the logo. When our logo sits top left, the slogan will align bottom left. When the vertically stacked logo sits top left, the slogan will centre-align at the bottom.



Our brand colours

Colour defines our visual identity and evokes an emotional response. Our primary colour palette conveys our brand personality and makes us recognisable and vibrant.

Confident Maroon



Pantone
209 C

CMYK
15/96/31/55

RGB
97/34/59

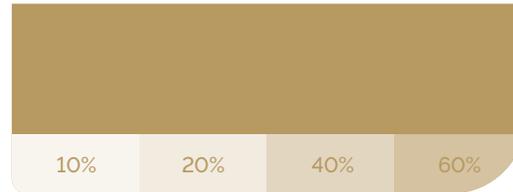
Hex:
#61223b

Vinyl
Dark Burgundy 863



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

Brilliant Gold



Pantone
465 C

Metallic Pantone
872 C

CMYK
26/40/73/3

RGB
183/153/98

Hex
#b79962

Vinyl
Gold Metallic 836

Our primary colour palette

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 be altered.



As there are many variables when printing in CMYK, always ask the service provider to match the colour with Pantone 209.

Brilliant Gold

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

How to understand 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 every time to provide 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.

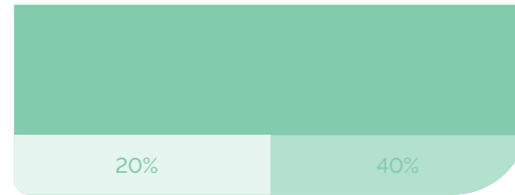
CMYK (process colour, four colour) stands for 'cyan, magenta, yellow, and key (black). These are the four basic colours used for printing colour images. A printing press uses dots of ink to make up the image from these four colours.

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. A HEX colour is a six-digit combination of letters and numbers.

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

Fiery Orange



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

Wine Red



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

Soil



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

Our secondary colour palette

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 vast amounts of information.

To ensure enough contrast, we recommend only tints of 20% and 40% in the secondary colour palette.

Colour ratios

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

AgriSciences

Pantone: 576C | **CMYK:** 55/5/87/25
RGB: 101/141/27 | **Hex:** #658D1B

Arts and Social Sciences

Pantone: 1375C | **CMYK:** 0/51/94/0
RGB: 255/158/27 | **Hex:** #FF9E1B

Economic and Management Sciences

Pantone: 319C | **CMYK:** 60/0/25/0
RGB: 44/204/211 | **Hex:** #2CCCD3

Education

Pantone: 2728C | **CMYK:** 96/78/0/0
RGB: 34/61/113 | **Hex:** #223d71

Engineering

Pantone: 124C | **CMYK:** 7/36/100/0
RGB: 235/169/0 | **Hex:** #EBA900

Law

Pantone: 193C | **CMYK:** 16/100/76/5
RGB: 191/13/62 | **Hex:** #BF0D3E

Medicine and Health Sciences

Pantone: 323C | **CMYK:** 100/44/55/25
RGB: 0/95/97 | **Hex:** #005F61

Military Science

Pantone: 7416C | **CMYK:** 0/68/58/3
RGB: 229/106/84 | **Hex:** #E56A54

Science

Pantone: 1795C | **CMYK:** 10/98/93/1
RGB: 210/39/48 | **Hex:** #D22730

Theology

Pantone: 2597C | **CMYK:** 80/100/7/2
RGB: 92/6/140 | **Hex:** #5c068c

Our faculty colour palette

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



How to use your faculty colour palette

Use your faculty's colour palette in conjunction with the University's primary corporate colours. But keep in mind that faculty colours should never overpower our primary colours. Turn the page for the applicable ratios.

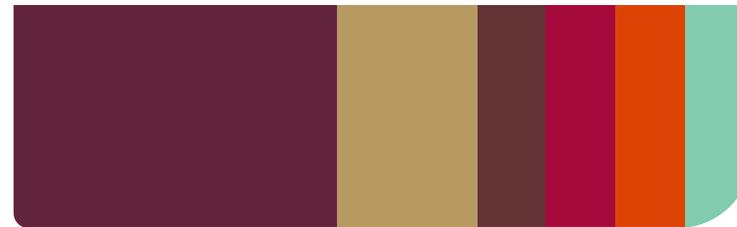
Colour ratios

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

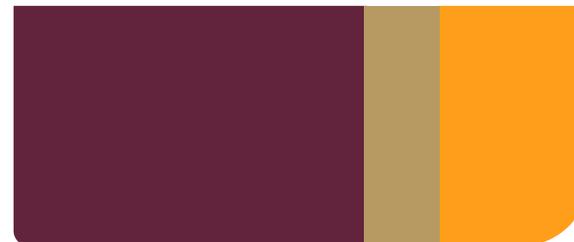
The secondary colours can have a stronger presence in informal communication, such as internal student posters and informal events, to create a youthful feel.

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

Primary ratio



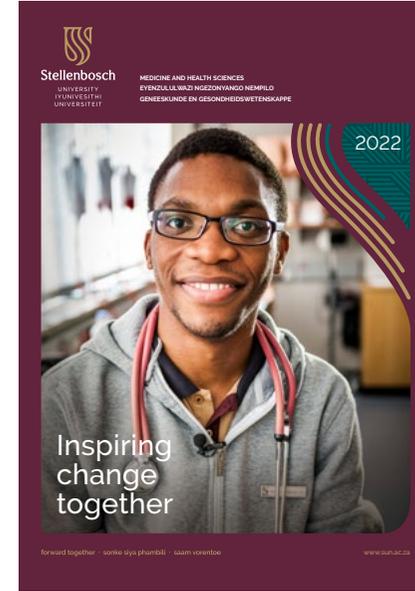
Faculty ratio



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

Colour ratios

These examples illustrate what the application of our primary and faculty colour ratios would look like in layout.



These two examples do not show the full extent to which you can use the respective colour ratios. Apply the guiding principles, but be creative in how you bring them to life. Also, do not forget the importance of open space in your layouts - whether white space or open planes of colour.

Primary ratio

- 70%** Confident Maroon
- 20%** Brilliant Gold
- 10%** Secondary colours

Faculty ratio

- 60%** Confident Maroon
- 10%** Brilliant Gold
- 30%** Faculty colour

Our typography

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

The different weights in the Raleway family (shown alongside) also provide options for differentiation when you lay out your copy.

Raleway

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



Use Raleway in all digital and print applications, unless specified otherwise. Always use Raleway in its original form - never try to manipulate or distort it. Download Raleway here.

[Raleway font](#)

Range of weights in the Raleway

Raleway Thin

Raleway Thin Italic

Raleway ExtraLight

Raleway ExtraLight Italic

Raleway Light

Raleway Light Italic

Raleway Regular

Raleway Italic

Raleway Medium

Raleway Medium Italic

Raleway SemiBold

Raleway SemiBold Italic



Note to designers: Please ensure that *Ligatures* are disabled when typesetting Raleway.

Raleway Bold

Raleway Bold Italic

Raleway ExtraBold

Raleway ExtraBold Italic

Raleway Black

Raleway Black Italic



How to apply our typography

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

Our typography

To ensure that our copy is legible and clear, it must be set in the right colours and weight. See the example alongside for the ideal colouring and sizing. Use Confident Maroon for headlines and subheadings. If you are using a reversed-out application (such as white text on maroon), you may need to choose a heavier weight for legibility.

Use **Raleway Bold and above** for headlines

Use **Semibold** and below for subheadings

Body copy (11 pt)

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

In print

CMYK: 80% black

Steel Grey

On a digital screen

RGB: 77/83/86

Our typography

Use this only where Raleway is not available, for example when you need to do a presentation using another computer where Raleway is not installed.

Trebuchet

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

Range of weights in the Trebuchet family

Trebuchet regular

Trebuchet Italic

Trebuchet bold

Trebuchet bold Italic



Calibri may be used for body text in PowerPoint presentations and for email body copy..



Where Raleway is not supported, you may use Trebuchet. However, follow the same guidelines as stipulated for Raleway.

Our typography

Custom wordmarks

We have also created custom Stellenbosch and Maties wordmarks. The only entities who will be using these are Maties Alumni, Maties Sport and our Business School (as shown alongside).

If you're in one of these three entities and applying your custom wordmark, always use it in conjunction with Raleway typeface.



**MATIES
ALUMNI**



**MATIES
SPORT**



**Stellenbosch
Business School**



Do not use these wordmarks for any other entities than the three shown here, or in any other format. To ensure consistency, only make use of the official artwork available.

Our typography

Typography dos and don'ts

As with anything in life, the key to effective typography is to keep it simple. Have a look at our typography dos and don'ts alongside.



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



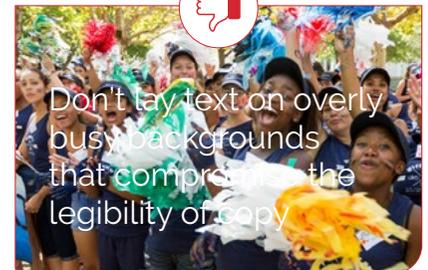
Don't use **ANY** *typefaces other than* **Raleway or Trebuchet**



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



ENQUIRIES

Marguerite Cloete

Deputy Director: Brand Identity
marcloete@sun.ac.za

Nastassja Wessels

Brand specialist
nastassjaw@sun.ac.za

Logo use and Trademark

[Trademark Policy](#)

For permission to use the logo and enquiries regarding legalities with co-branding, partnerships, and the University's Trademark policy, contact:

Gert van Deventer

Trademark specialist
gvd@sun.ac.za

Our assest library

[Brand assets](#)

(only available to staff and students)

branding@sun.ac.za