

We renewed our brand positioning after commemorating our centenary. This section provides guidance on our brand positioning which is the voice of our visual communications. The aim is to differentiate Stellenbosch University and build distinctive and consistent messages across everything we do, as these define how people experience our institution.

# Brand positioning

## Section 2

- 2.1 Brand narrative
- 2.2 Brand essence
- 2.3 How we position our university
- 2.4 Brand personality

# Brand narrative

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

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

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

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

Together, through purposeful connections and critical thinking that shifts boundaries and perceptions, we thrive by moving humankind forward - respectfully and sustainably.

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

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

# Brand essence

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

## HOW TO USE OUR BRAND ESSENCE

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

# Pursue. Discover. Together.

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

# How we position our university

Our brand positioning determines the space we occupy in the minds of our stakeholders and the desire to establish a positive brand perception through our engagement.

## REMEMBER

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

## Towards a vibrant, authentic and inclusive Stellenbosch University

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

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

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

It is the platform from which we establish and build our valued reputation.

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

A unified and coherent brand position where we thrive and our students, alumni, staff and partners all reflect who we are as an institution will move us forward together.

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

# Brand personality

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

We are defined by being ...

## Open

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

**inclusive**  
**grounded**  
**warm**  
**personable**  
**involved**  
**empowering**  
**engaging**  
**collaborative**

## Understanding

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

**mindful**  
**intuitive**  
**patient**  
**interested**  
**detailed**  
**attentive**  
**authentic**  
**considerate**

## Determined

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

**motivated**  
**solution-driven**  
**intelligent**  
**inspired**  
**influential**  
**purposeful**  
**energetic**

## Curious

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

**passionate**  
**creative**  
**vibrant**  
**positive**  
**confident**  
**eager**  
**ambitious**  
**inquisitive**