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1918 - 2018

# PROGRESS REPORT TO COUNCIL ON THE SU INSTITUTIONAL BRAND

For the meeting of 6 April 2020  
Prof Hester C. Klopper, Deputy Vice-Chancellor:  
Strategy and Internationalisation

Extracts: (1) Brand narrative; (2) Visual identity



# I. BRAND NARRATIVE

## **Stellenbosch University.**

*Discover. Pursue. Together.*

Stellenbosch University's history **stretches over 100 years**, and we **acknowledge our role in society by recognising our complex past and our commitment to the future.**

We take a **value-based approach to advancing knowledge, innovation and societal impact.**

As a **globally recognised research-intensive university in Africa**, relevance is at the **forefront of our academic excellence.**

We **embrace diversity in a community that is vibrant, socially connected and inclusive, inspiring the inquisitive minds of those curious to know.**

It enables us to **meet challenges and discover solutions to influence and change the world around us, while we remain open to change ourselves.**

Through **purposeful connections and critical thinking that shifts boundaries and perceptions**, together we thrive by moving humankind forward – respectfully and sustainably.

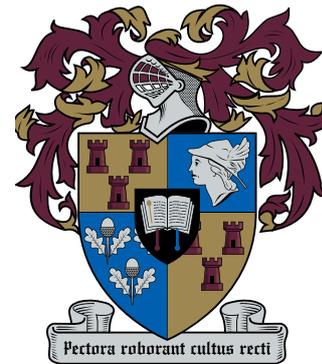
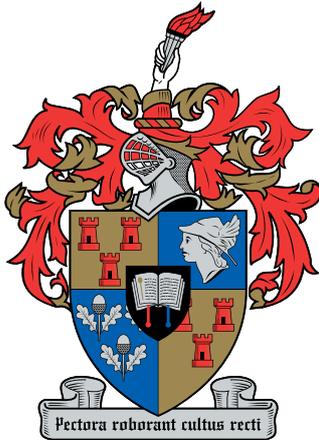
**We stand together, we go forward together.**

## 2. VISUAL IDENTITY

The Rectorate has taken the following decisions up to now, which will be used in next steps of the refinement:

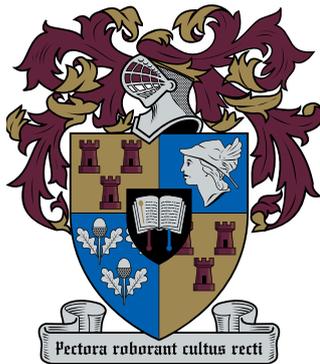
### I. Heraldic crest

- The **heraldic crest (coat of arms)** with slight modification is to be retained for ceremonial purposes
- Red colour in the crest to be replaced with maroon
- Hand with torch removed

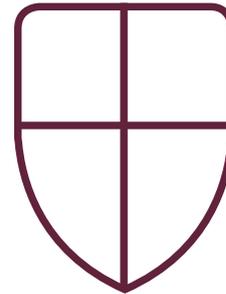


## 2. Current S-leaf logo to be replaced

- In addition to the modified heraldic crest (coat of arms) a simplified **brand crest** will replace the current S-leaf logo



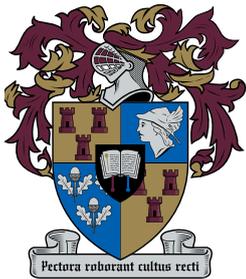
Retention of heraldic crest for  
academic and ceremonial applications



Simplified crest for branding  
and marketing applications

### 3. Brand crest nested in heraldic crest and revised

Early design concepts considered for brand crest (logo) shown below as **examples only** to illustrate simplification to four quarters and possible application of icons (*this is not the final design but an illustration of the concept*).



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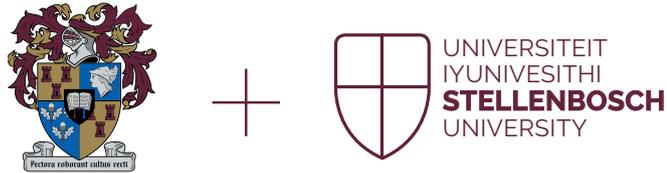
#### Guidelines provided for the further development of the brand crest:

- Simplified brand crest to be nested in the heraldic crest
- Four quarters to be retained without the centre piece (shield)
- Book to be retained as one of the four icons
- Minerva to be retained
- Pillars in the heraldic crest replaced with Ou Hoofgebou icon in brand crest
- Oak leaves and acorn to be replaced with icon depicting oak leaf and African continent combination

#### 4. Hierarchy and monolithic application

**Monolithic** application of the brand crest across university entities (to be refined once brand crest design is approved). The Rectorate approved a four level hierarchy, i.e.

##### Level 1: Heraldic Crest/Academic Brand



##### Level 2: Corporate Brand/Brand Crest



##### Level 3: Faculties and Academic Entities



##### Level 4: Rigid Endorsed Entities





In summary, the objective is a strong, unifying and consistent Stellenbosch University brand positioning and institutional visual identity that portrays the intentions of our *Vision 2040 and Strategic Framework 2019–2024*. The colours, icons and typography of the brand crest are currently being refined for approval by the Rectorate. A final brand strategy and refreshed visual identity will be presented at the June 2020 Council meeting for ratification, prior to the planned launch of the refreshed visual identity later in the year.

*Prof Hester C. Klopper*

Deputy Vice-Chancellor: Strategy and Internationalisation