

Become a University-led brand guru through these simple steps



1

Legal agreements

Ensure your **brand partnerships** are on the right side of policy. Connect with **Legal Services** and **Innovus' Trademark Office** well in advance for the green light on sponsorship and co-branded applications.



2

Craft your content

Dive into our brand manual for creating content that sings our brand's tune. Tick the University's core strategic theme boxes by using our **key messages** and **brand tone**. Remember, content should always precede design.



3

Content review

Before the design magic happens, let the **Language Centre** or a **freelance sub-editor** fine-tune your content for public consumption. Remember, as an academic institution, content excellence takes the lead.



4

Graphic design

Quotes, quotes, quotes! Reach out to **three SU vendors** for graphic design services that align with your budget. **Bonus:** DIY with our Canva templates if you have budget constraints.



5

Obtain approval

Submit your design draft to the **Brand Identity unit** for the grand reveal. Brace yourself for a back-and-forth dance until alignment is achieved.



6

Print or publish

For printing, remember to request your **three quotations from service providers** in the step 1 stage to prevent delays. Digital maestro? Ensure your files are **platform-ready** before hitting that post or share button.



Ready to be an SU brand ambassador?
Embrace the brand, radiate the essence,
and let's pursue, discover, together.

CONTACT DETAILS

Sponsorship approval

Legal services
commercialcontracts@sun.ac.za

Logo permissions and co-branding approval

Trademark Office (Innovus)
trademark@sun.ac.za

Brand Identity approval

Brand Identity Office
branding@sun.ac.za