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Using our brand manual

Our brand manual is a practical guide to the key elements of Stellenbosch University's brand – like how we present ourselves visually and communicate our brand message.

We hope you find it useful in your day-to-day work. While many of the guidelines are designed to be long-lasting, the manual is a living document. Your ideas and suggestions for improvement are always welcome.

HOW TO READ OUR BRAND MANUAL

Tip boxes give you practical information on how to use the elements that make up our brand. In some instances they also direct you to related information elsewhere in the manual.

1

When you are creating content or messages for our University, use the **Brand Positioning** section to guide your tone and style. It helps ensure that all communication reflects our identity clearly and consistently.

Brand positioning

Building one brand
Our positioning
Our brand content

2

When using the logo, slogan, or brand graphics, refer to the **Visual Communication** section. It will help you apply these elements consistently and maintain a unified brand image.

Visual communication

Our visual identity
Brand architecture
Our visual language

This identity guide is the result of a collective effort, shaped by diverse campus voices, strategic insights, and collaborative exploration. It lays the foundation for a stronger, more coherent brand that positions us to achieve our Vision 2040 and move forward together.

Building one brand

Section 1

- 1.1 Building a unified brand
- 1.2 Pursuing Vision 2040
- 1.3 Vision 2040 in action

Building a unified brand

A strong, well-defined brand is vital to Stellenbosch University's success and global impact. As a leading South African institution, our brand expresses our identity, values, and aspirations. A cohesive brand fosters pride and belonging, attracting those who share our commitment to our values.

It also strengthens partnerships, draws funding opportunities, and highlights our academic and research achievements. This brand manual provides the framework for maintaining a consistent brand presence that builds recognition, credibility, and trust among students, staff, alumni, donors, and the broader community.

By applying these guidelines, we take collective ownership of our brand and help move Stellenbosch University forward together.





Vision 2040

Together, we can create a shared sense of identity across our multi-campus institution: one that supports our vision, mission, and values.

"Stellenbosch University will be Africa's leading research-intensive university, globally recognised as excellent, inclusive and innovative, where we advance knowledge in service of society."

– Stellenbosch University,
Vision 2040

Together, we will realise Vision 2040

by continually building and strengthening our...

Reputation

Let us keep striving for an exceptional reputation as a proudly African knowledge partner – serving the continent through impactful research, innovation, and education.

Community

Let us work towards a transformed, inclusive academic community. One that values critical thinking, fosters open debate, and upholds democracy, human rights, and social justice, with a global and forward-looking perspective

Impact

As we aim to reach communities around the globe, let us continue to focus on having an all-encompassing impact on the social, financial and environmental wellbeing of our town, region, country and continent.

Sustainability

Let us continue to deliver sustainable solutions to real-world problems.

Our brand positioning shapes how stakeholders perceive Stellenbosch University and guides how we build a strong, trusted reputation through purposeful engagement. It helps us stand out by creating clear, consistent messages that define how people experience our institution.

Built on our narrative, brand essence and content anchors, the brand positioning framework is the foundation of our reputation. To succeed, we must align our efforts and communicate consistently across all communities.

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 – inspiring inquisitive minds. "

Brand essence

Our brand essence expresses the core ideas that guide us. It captures what drives our purpose as a university and reflects the heart of our identity

REMEMBER

Section 3 of this manual (Our brand content) helps us position the University effectively. Creating content that reflects our brand is the first step. When we clearly show who we are, we open up opportunities for the university to grow – from Stellenbosch to the world

Use our brand essence

Pursue.
Discover.
Together.

as a guide when creating any communication for the University. Let these three words shape the way you write, design, and choose images or graphics.

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

Brand-led communication means we create content that follows a clear strategy. This helps us share messages that are consistent, easy to understand, and reflect our brand's personality and tone.

When we align our content with our brand personality, it strengthens our design and helps people recognise and trust our brand. This section gives practical tips on how to do that.

Brand content

Section 3

3.1 Content platform

3.2 Brand content anchors

3.3 Getting to know our audience

3.4 Using our tone of voice

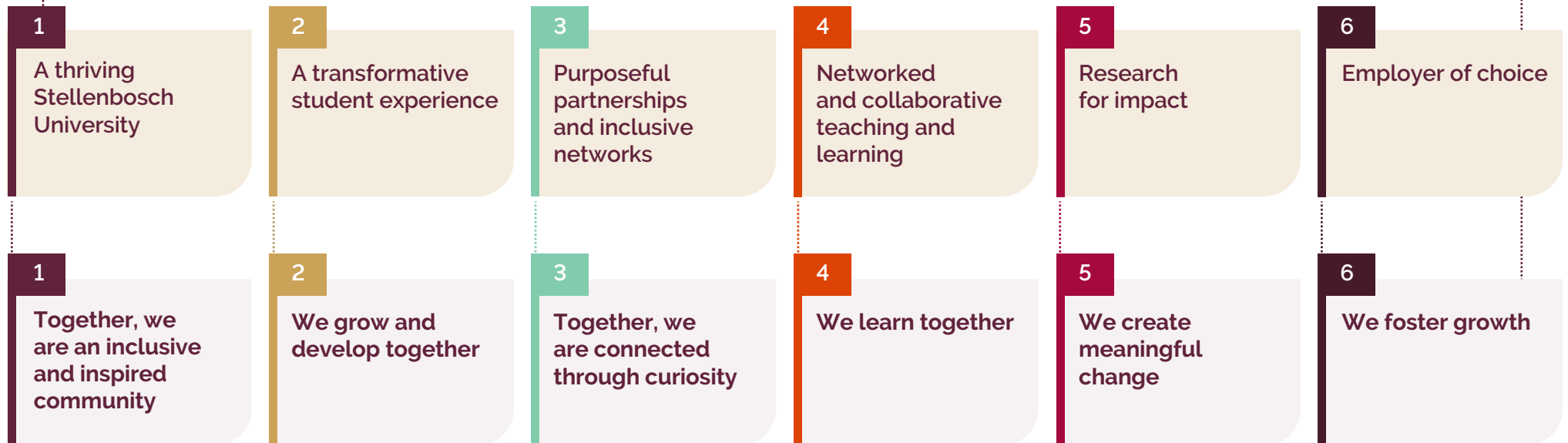
Content platform

The content anchors are rooted in our institutional strategy and clearly express our brand positioning.

BRAND ESSENCE

Pursue. Discover. Together.

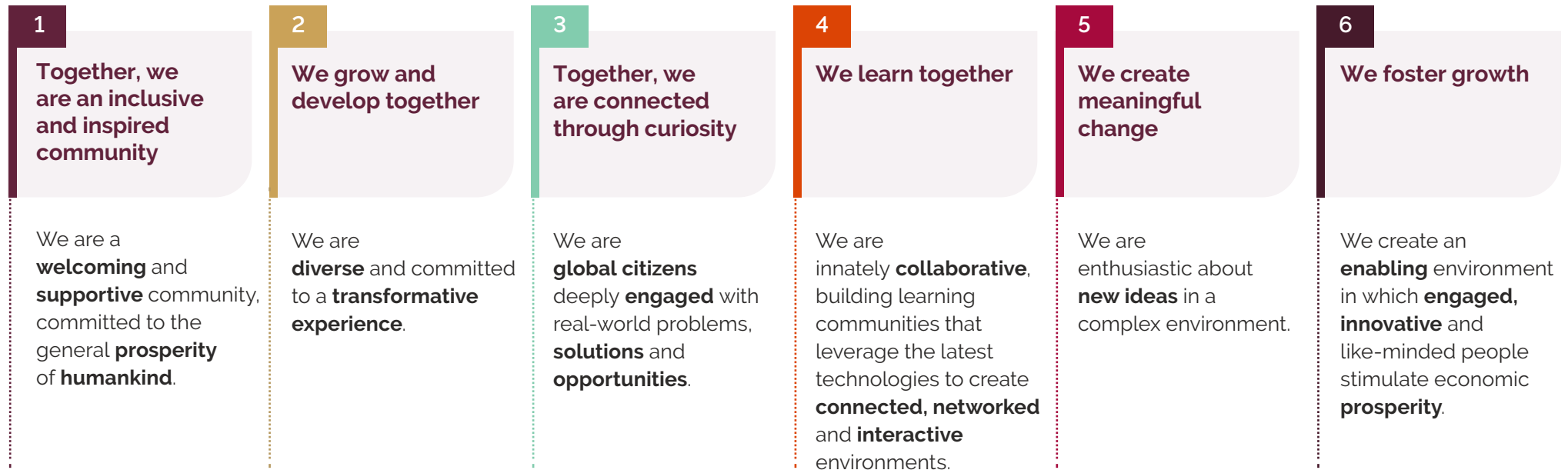
CORE STRATEGIC THEMES



BRAND CONTENT ANCHORS

Brand content anchors

These anchors structure our communication. They inform the way we talk, write and produce our visual content to represent a reputable higher education institution with a global footprint.



HOW TO APPLY OUR CONTENT ANCHORS

Use our strategic themes and content anchors to guide your communication. They provide a framework for highlighting our achievements, celebrating our inspiring people, showcasing solution-driven research and innovation, and promoting our partnerships with leading global collaborators.

Getting to know your audience

Who are we trying to reach?

Internal

The strongest, most credible ambassadors, who experience the brand first-hand.

Who?

Current students
Staff
The Rectorate
Council and substructures
Statutory bodies

Why engage?

1. To educate about our brand and how to make it succeed.
2. To align our brand message with the experience we deliver.
3. To equip our community with the necessary brand tools, resources and support.

Prospective market

Includes learners and busy working adults intent on furthering their education and employable professionals as a source of recruitment.

Who?

Prospective students
Prospective employees
Parents and families
The postgraduate market

Why engage?

1. To educate about our brand and how to make it succeed.
2. To create enthusiasm about our brand and what sets us apart.
3. To convince those best fit to the University to join us.

Alumni and donors

Individuals and businesses that have an interest in seeing the University succeed.

Who?

Graduates
Former students
Donors
The private sector

Why engage?

1. To foster pride by giving our audiences a reason to promote our institution.
2. To generate buy-in, promote collaboration, and leverage strategic partnerships with optimal reach and impact.
3. To solicit stories about, and advocacy and volunteering for, the University, strengthening ties in the process.

Partners, employers, and the national market

External entities or individuals who add value to our educational offerings or extend our reach.

Who?

Academic partners
Research funders
Service providers
The private sector
Government
Media

Why engage?

1. To inform through proactive communication.
2. To facilitate seamless partnerships and collaboration.
3. To generate demand for our graduates, and so promote a healthy job market and economy.

Broader academic fraternity

Professionals likely connected to the University through teaching, research or business.

Who?

Faculty networks
Research collaborators
Student communities
Postgraduate market
The private sector
Research publications

Why engage?

1. To promote our high-impact activities and accomplishments.
2. To showcase our research-intensive focus.
3. To lead by example.

International market

International, cross-border and inter-institutional collaborations.

Who?

International students
Friends and families
Prospective employees
Staff networks
Academic partners
University networks

Why engage?

1. To facilitate seamless partnerships and collaboration.
2. To promote our innovation, digitalisation and integrated disciplines.
3. To showcase our research-intensive focus.

HOW TO DEFINE YOUR AUDIENCE

One way of defining your audience is to decide who your audience is not. Another is to use the data available from digital platforms such as social media and websites to identify and assess who interacts with your communication, at what time, and what their objectives are. This will help you create the perfect communication, on the appropriate platform, at the most opportune time.

Using our tone of voice

How we say something is as important as **what** we say.

Our tone of voice may vary slightly depending on ...

Our target audience

We adjust our tone depending on who we are communicating with.

EXAMPLE

the tone we use when communicating with prospective students will differ from our tone with donors, or academic collaborators.

The platform | medium

The length and format of our content is determined by the platform and medium we use to deliver it.

EXAMPLE

social media content will differ notably from newsletter content. Our tone should match the platform we use to convey our content.

Our objectives

Our tone is determined by the objectives of our communication.

EXAMPLE

the objective of a newsletter is to inform, while an advert encourages the audience to act. These different objectives will require different tones.

HOW TO APPLY OUR TONE OF VOICE

Use a mix of short, punchy sentences and slightly longer sentences to give your content rhythm and flow. Present simple, factual information in a digestible way. Avoid ambiguity and technical jargon when communicating complex concepts. Begin sentences or paragraphs with a fact that is generally known, and then introduce new content. This eases the audience into the topic and draws maximum attention to what is new. Use an authoritative tone without being pompous – a considered approach.

Using our tone of voice

Although we adjust our tone depending on the target audience, platform and objectives of our communication, our overall tone remains consistent.

Key words when creating content to ensure consistency:

Inclusive
Influential

Authentic
Inspiring

Considered
Vibrant

HOW TO MAINTAIN A CONSISTENT BRAND

Always refer to the Language and Content Style Guide as compiled by our Language Centre. This guide helps us speak with one voice and portray a consistent identity by following a uniform set of language principles. Email branding@sun.ac.za with your style guide queries.

Using our tone of voice

Bring our brand tone to life...

Be relatable

Talk to people as if they are part of a community, all dealing with the same issues and experiences that shape our society.

Be conversational

Adopt a welcoming, conversational tone that creates a sense of comfort and trust in our institution.

Inspire

Establish an emotional connection with our audiences by engaging, moving and challenging them to pursue and discover, together.

Be direct

Use a combination of the first-person plural 'we' and 'our' and second-person singular 'you' to close the gap between our institution and those we wish to engage with. Use short, punchy sentences to create an impact.

Be clear

Keep language simple, concise and less verbose. Be vivid, but not so detailed that you lose your audience.

Be engaging

Include sentences that entice and captivate your audience. For example: 'Are you ready? There's so much to discover.'

HOW TO AMPLIFY OUR BRAND TONE

The tone of your content can have an even greater impact when paired with a complementary design that brings your words to life. Professional graphic designers can help you achieve a consistent tone with appropriate graphics. Email branding@sun.ac.za for advice on graphic design. For assistance with language, grammar and tone, contact the Language Centre at taalsentrum@sun.ac.za.



Open conversation
moves us forward together

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

Section 4

4.1 Logo

- 4.1.1 Brand signature
- 4.1.2 The way it's constructed
- 4.1.3 Logo applications
- 4.1.4 Size and clear space
- 4.1.5 Logo colour options
- 4.1.6 Incorrect logo usage
- 4.1.7 Brand signature positioning
- 4.1.8 Using our slogan
- 4.1.9 Slogan placement

4.2 Brand colours

- 4.2.1 Primary colours
- 4.2.2 Secondary colours
- 4.2.3 Faculty colours
- 4.2.4 Colour ratios
- 4.2.5 Colour ratio examples

4.3 Typography

- 4.3.1 Primary typeface
- 4.3.2 How to use our typefaces
- 4.3.3 Alternate system fonts
- 4.3.4 Our custom typeface
- 4.3.5 Typography dos and don'ts

4.4 Ceremonial emblem and seal

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 202/162/88

Hex #caa258

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.



forward together
sonke siya phambili
saam vorentoe



forward together
sonke siya phambili
saam vorentoe



forward together
sonke siya phambili
saam vorentoe

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 logo. 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. At this size the slogan is not used.

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)



15mm

Minimum size
for digital, measured
in pixels (px)



60px

2

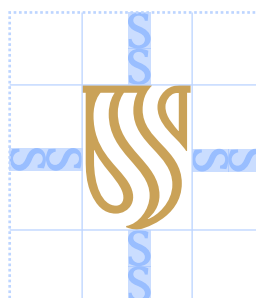


25mm



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.

4



Minimum size
for print (mm)



30mm

Minimum size
for digital (px)



85px

5



50mm



142px

6



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.

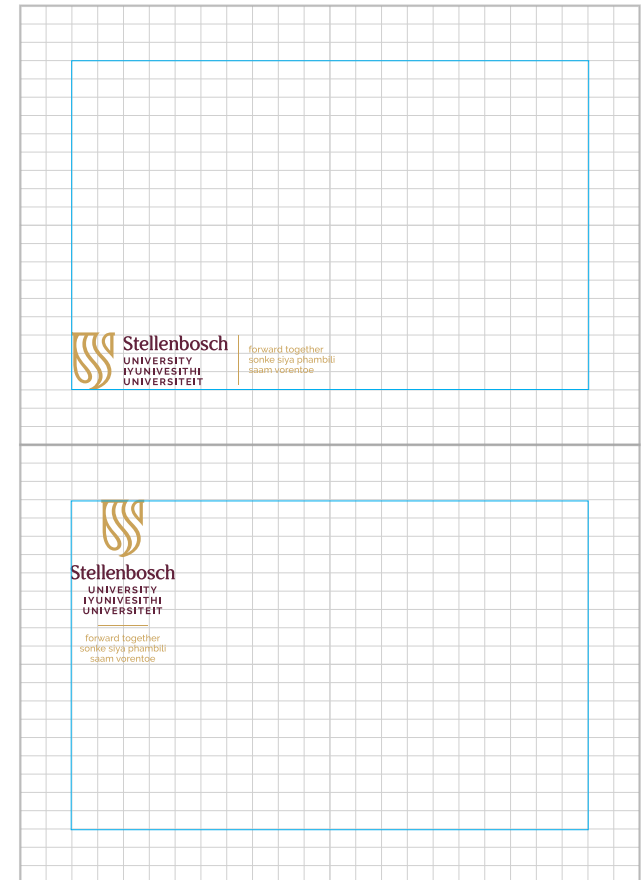
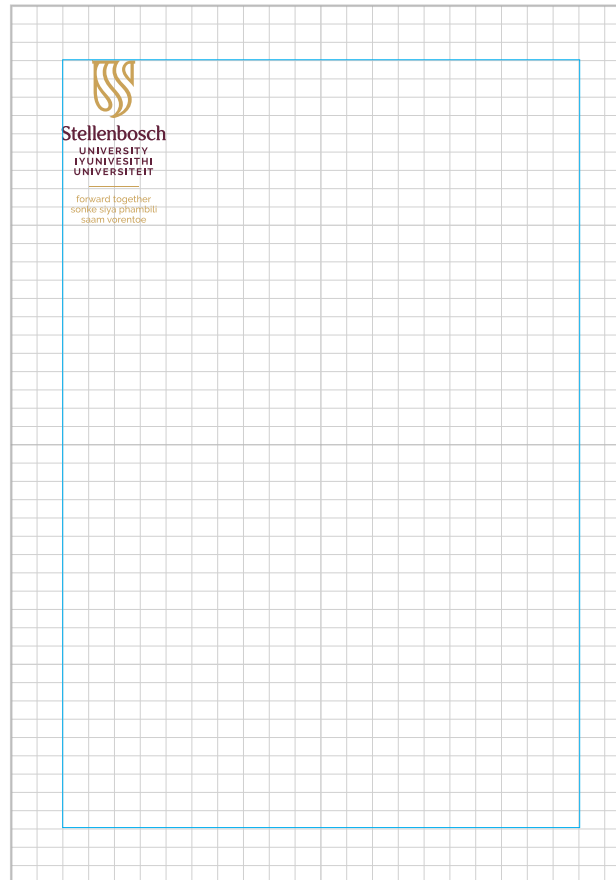
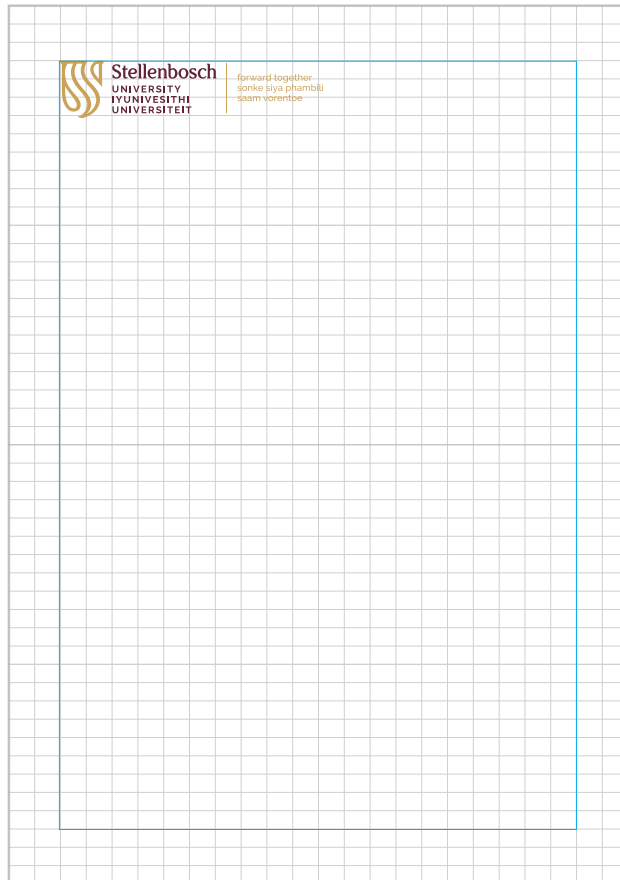
 Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT Do not scale elements separately	 Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT Never use a drop shadow	 Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT Never rotate it in any direction	 Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT Do not outline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

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.

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.



forward together · sonke siya phambili · saam vorentoe

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.

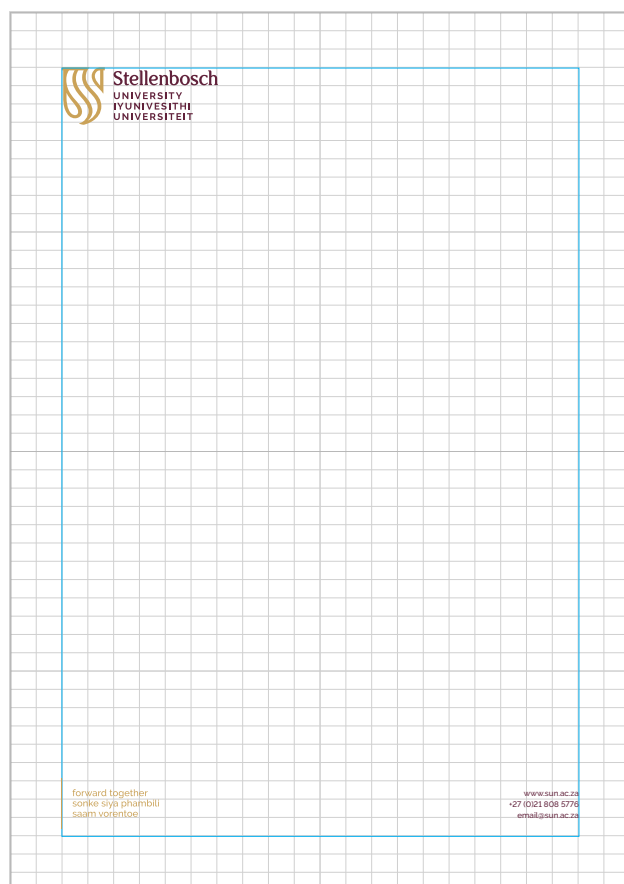
Horizontal

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

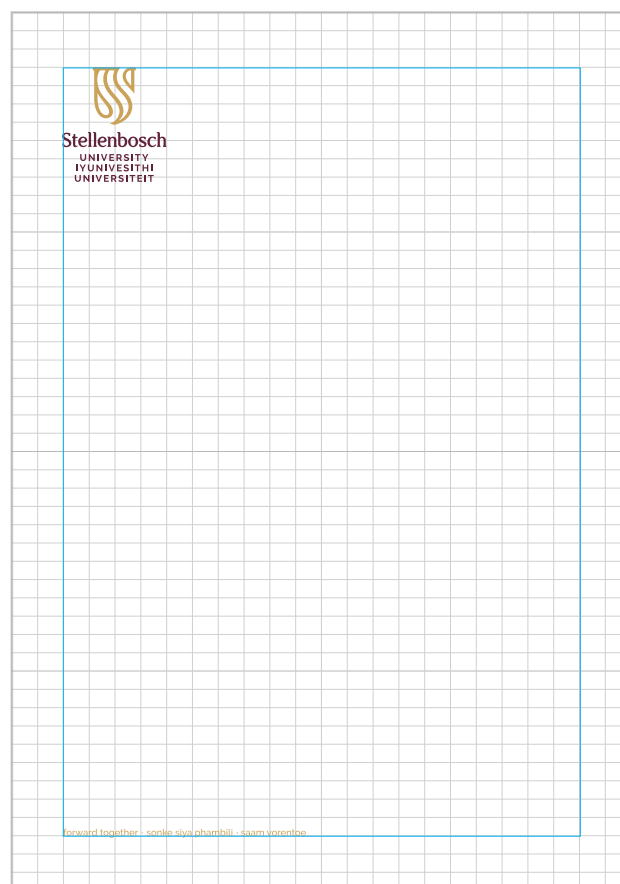
Slogan placement

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.

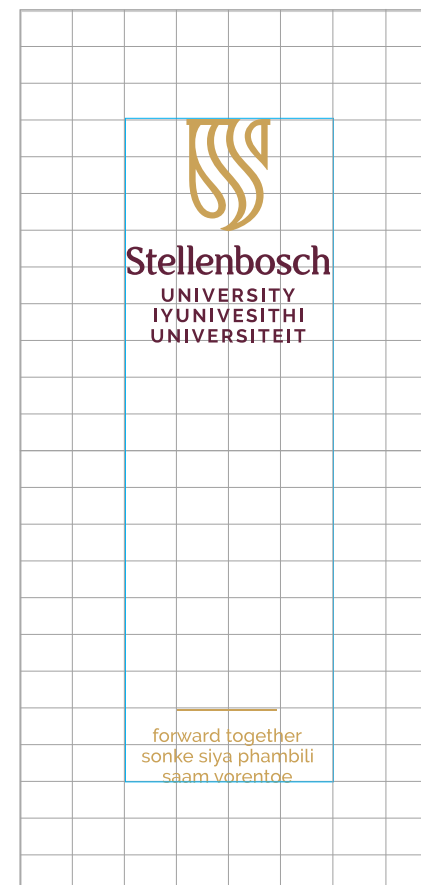
Here are some ways to apply the slogan when you place it separately.



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

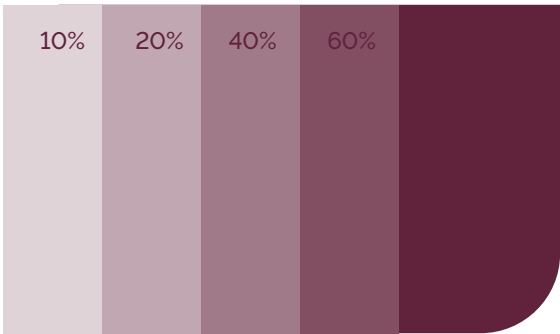
Colour defines our visual identity and evokes an emotional response. It conveys our brand personality and makes us recognisable and vibrant.

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

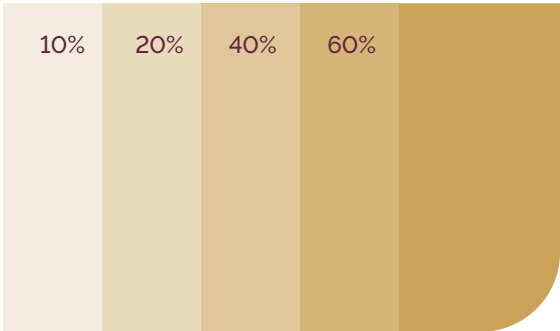
Hex
#61223b

Vinyl
Dark Burgundy 863

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.



Pantone
465 C

Metallic Pantone
871 C

CMYK
26/40/73/3

RGB
202/162/88

Hex
#caa258

Vinyl
Gold Metallic 836

Brilliant Gold

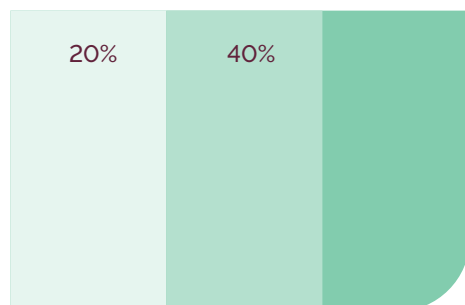
Brilliant Gold has been added to strengthen the palette and reinforces the excellence we strive for in everything we do.

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



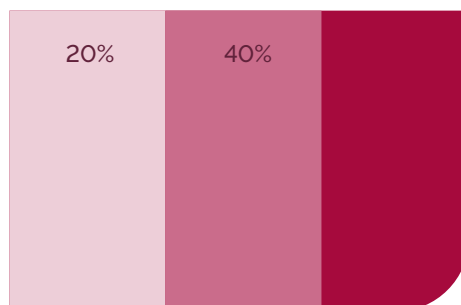
Pantone
331 C

CMYK
49/0/40/0

RGB
130/204/174

Hex
#82CCAE

Wine Red



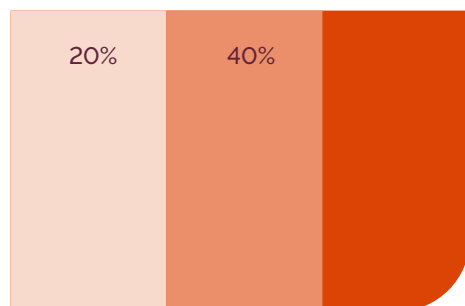
Pantone
1945 C

CMYK
23/100/70/14

RGB
166/10/61

Hex
#A60A3D

Fiery Orange



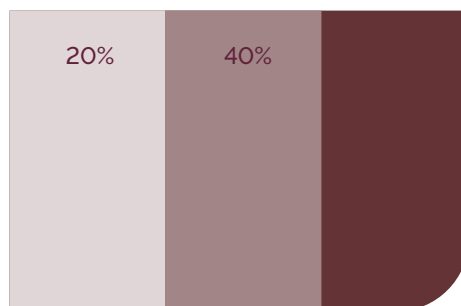
Pantone
1665 C

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.

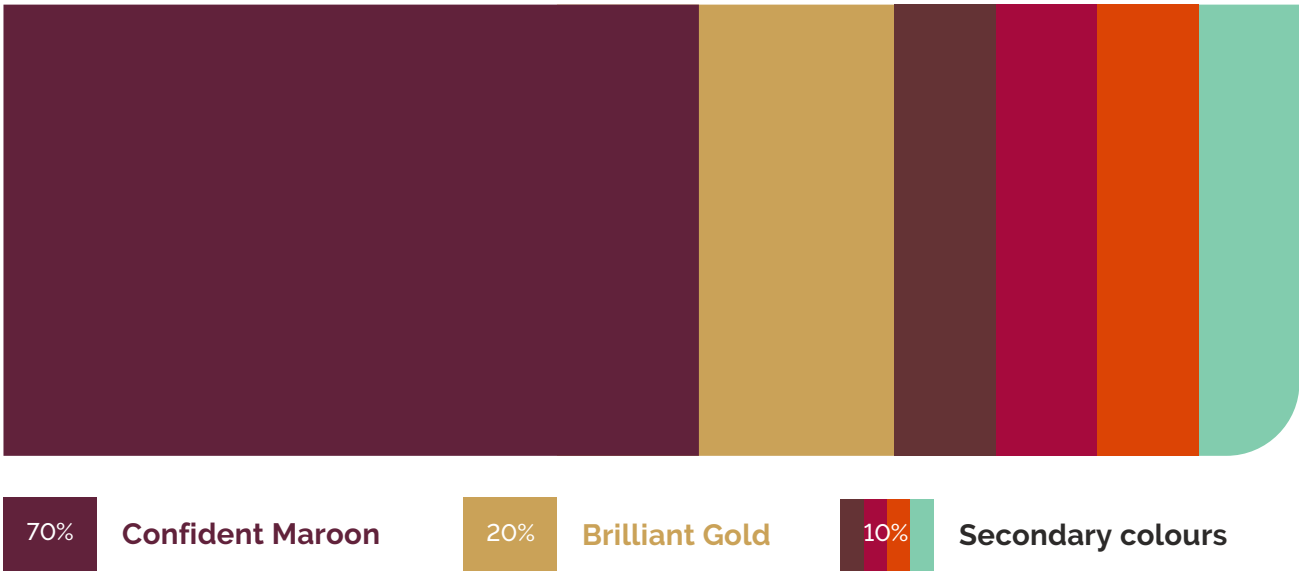
The secondary colours can have a stronger presence in informal communications, such as internal student posters and informal events, to create a youthful feel.

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.

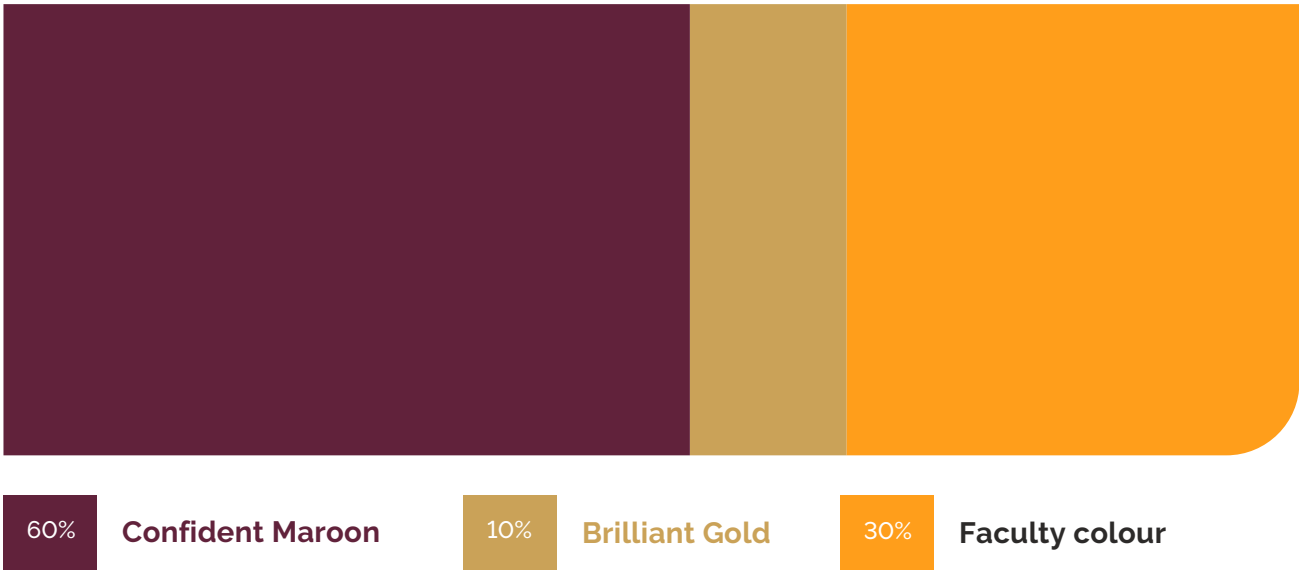
NOTE

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

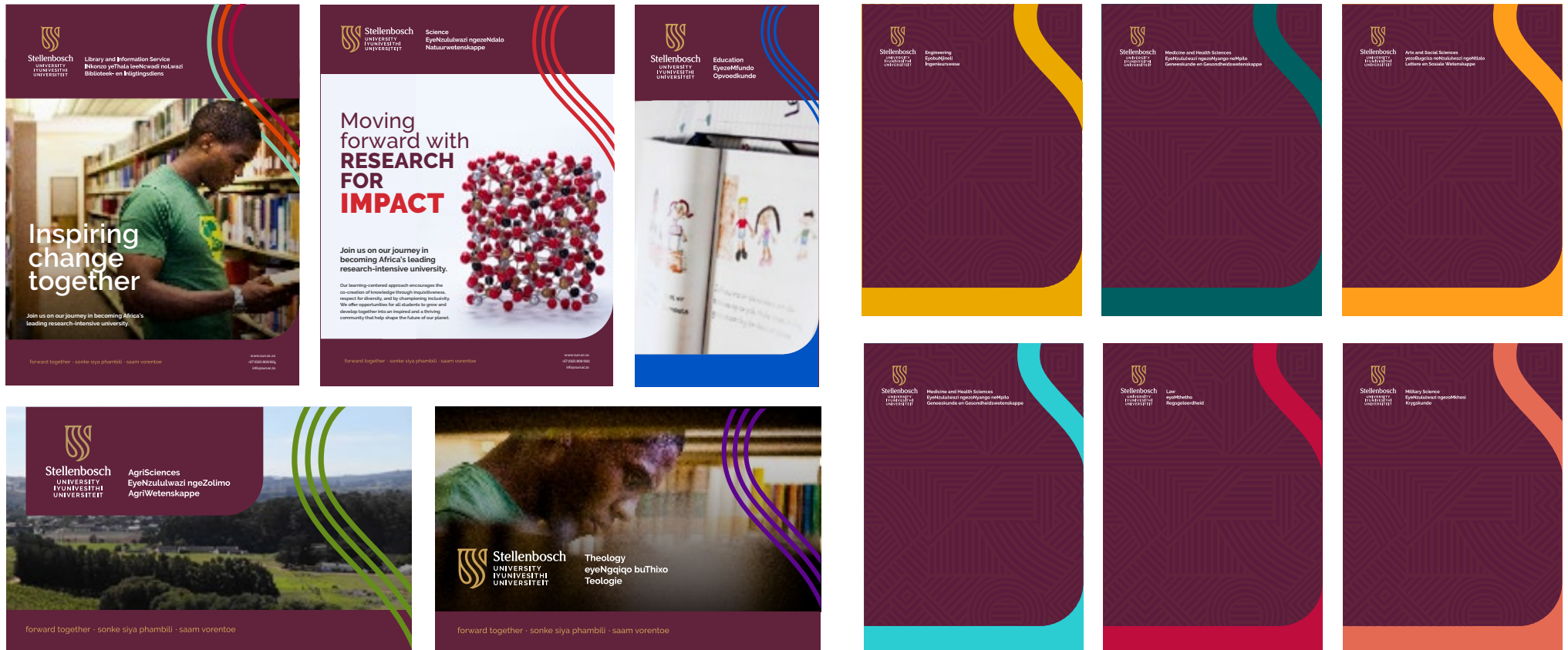


Faculty ratio



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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

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
CMYK: 0/0/0/100

RGB: 44/42/41
Hex: #2C2A29

Steel Grey

Pantone: 445 C
CMYK: 0/0/0/80

RGB: 77/83/86
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

abcdefghijklmnopqrstuvwxyz
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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SU font alternative characters

defjkqw
AKMMMNNQQQQR

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
- ✗ Don'ts

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](#)



Our brand echoes the ways in which our diverse entities take up their rightful places in our organisation. Their position and the way in which they interact with the broader university, people, and the sector they serve inform the design. This design brings clarity. It is one of the building blocks that governs the parts and the sum of our university. It is our brand architecture. In this section we will reveal clear guidelines on the way it works.

Brand architecture

Section 5

5.1 University-led brand architecture

5.1.1 The way it works

5.2 Brand hierarchy

5.2.1 Primary brand level

Tier One

Tier Two

Lockup application examples

Tier One overview

Tier Two overview

5.2.2 Sub-brand level

Overview

Maties Sport

Maties Alumni

Stellenbosch University Business School

Executive Development

US Enterprises

Stellenbosch University Botanical Garden

SU Language Centre

Maties commercial mark

Sub-brand application examples

5.2.3 Endorsed brand level

5.2.4 Co-brand level

Co-brand positioning

5.2.5 Brand hierarchy overview

5.3 Applying our brand: dos and don'ts

Brand architecture

Our brand architecture is the blueprint for our brand identity. It brings clarity to our communication; aligning our own aspirations and authenticity as an institution with the requirements of our audiences.

Our brand architecture determines how we categorise and differentiate our programmes, services, products, strategic co-branding, and partnerships to ensure that these exist harmoniously under one brand, Stellenbosch University.

Our university has a university-led (monolithic or uniform) brand, which means the focus is on our primary logo. Innovation, inclusivity and excellence are all reflected in the strategic centrality of our name and identity. As a university-led brand we are able to maximise the impact of our communication.

Why a University-led brand architecture matters

The University's brand architecture is important to:

build equity and synergy between our entities and the Stellenbosch University brand. It connects our audiences more meaningfully to the University and the activities that function within it

allow more collective, leveraged, focused, and hardworking brand efforts between our stakeholders and the primary brand

support stronger revenue generation, fundraising, and alumni engagement opportunities for our academic and non-academic entities across our campuses

provide a simplified user-friendly brand structure that entities within Stellenbosch University can use to strengthen their own positioning, messaging, and marketing

create greater impact by cutting through the noise with one brand

The way our University-led brand architecture works

Our brand architecture took our institution's size and diversity into account to establish a clear brand hierarchy. Every part of our institution derives its ethos and is underpinned by the same purpose and values.

The Stellenbosch University logo is our main identifying symbol and a singular expression of our vision, mission, brand positioning, and personality. In promoting offerings, programmes, or services, we first promote the brand as the entity that represents those offerings, programmes, and services.

Our University-led brand architecture includes our ceremonial emblem, primary logo, wordmarks, combination of these elements and sub-brands.

Ceremonial emblem



Our ceremonial emblem is the ceremonial expression of the primary landmark. It represents the highest mark of the University. It serves as our registered accreditation symbol.

As such, it is used exclusively for formal ceremonial purposes and for the endorsement of academic achievements on degree certificates.

Primary landmark



The 'S'-stream symbol is our primary landmark and represents all the parts of our institution's offerings.

The way it works with our sub-brands



Our primary landmark is always central and consistent. Our sub-brands derive their strength and authority from it.

The primary landmark is incorporated into a limited range of unique solutions to categorise and differentiate selected offerings.

This ensures that they exist harmoniously under one Stellenbosch University brand while they speak clearly to their respective audiences.

Brand hierarchy

All our managerial, functional, and operational entities, and our sub-brands are structured based on their relationship to the primary brand and the audiences they serve. Most of our offerings are represented by the primary brand identity. Thus, when launching any new centre, research chair, programme, service or initiative, it should be assumed that it will be represented by the primary logo.

NOTE

It is critical that we understand that all wordmarks or visual identities used prior to this brand architecture are now void. This includes those used by faculties, departments, programmes, centres, and institutes alongside the Stellenbosch University logo.

Primary brand

This is our overarching brand. It is our primary emblem and represents all the parts of our institution.

Sub-brands

There are a small number of approved sub-brands that link back to the primary brand, and support the University's brand equity.

Endorsed brands

These are brands with visual or verbal endorsement that connects them to Stellenbosch University.

Co-brands

These are the brands with which Stellenbosch University collaborates.

Standalone brands

These are brands that bear no overt visual connection to Stellenbosch University.

Appropriate for core managerial, functional, and operational entities that advance and support the overall mission of our university such as faculties, departments, academic entities within and alongside departments, University-recognised student organisations, and administrative support entities.

Appropriate for selected entities with clearly defined audiences or competencies and notable equity of their own.

Appropriate for operational entities that have developed independent identities in the market or industry, but adhere to institutional quality guidelines, e.g., spin-out companies, strategic partnerships that form new entities, and brands migrated into the University-led brand, such as student residences and private student organisations.

Appropriate for partnerships, sponsorships or situations where Stellenbosch University is required to work together with external organisations.

Appropriate for joint ventures with brands not officially sponsored or sanctioned by Stellenbosch University, e.g., student societies or independent initiatives or projects by staff members or students. These include independent consulting, outside business activities, civic and volunteer work, and publications.

Primary brand level

Our brand architecture ensures that wordmarks are visually consistent across our university's many entities, helps each entity clearly identify its visual relationship to Stellenbosch University on internal, external, and public-facing communications, and works flexibly with applications and size constraints.

The primary brand level has two tiers:

Tier One:

Tier One is reserved for the University's primary brand extensions. Primary brand extensions are faculties and faculty-level schools, academic departments and professional administrative support functions within the institution.

They are appropriate for the Rectorate, faculties, academic departments, support functions and University-recognised student leadership structures and academic student councils.

As these entities communicate widely and frequently with students and staff members; the brand hierarchy uses English, isiXhosa and Afrikaans in accordance with the University's Language Policy.

Tier Two:

Tier Two is reserved for academic entities within and alongside departments (or equivalent faculty-based structures), namely, centres, institutes and schools.

These entities extend the academic mission of our university. For this reason, these entities are viewed as a high-level brand extension of the primary brand level. They serve to enhance academic excellence in areas of strategic importance to the University and often enable access to external research funding opportunities.

Such entities are generally, although not exclusively, interdisciplinary in nature.

Lockups:

Tier One and Tier Two entities should use a lockup with the primary logo.

A lockup is a formal combination of the Stellenbosch University logo with an individual official faculty, school, department, administrative unit, institute, center or lab name—this combination functions as that entity's logo. Using a lockup represents Stellenbosch University and unifies the experience for people interacting with our university.

Unique unit logos create confusion for people interacting with Stellenbosch University and undermine our overall visual identity.

Primary brand: Tier One lockup example



Primary brand: Tier Two lockup example



STELLENBOSCH UNIVERSITY LANGUAGE POLICY COMPLIANCE

All staff members and their respective entities are responsible for their own Language Policy compliance. Subsequently, entities must ensure that their names are correct. Contact the Stellenbosch University Language Centre for editing and translation services: taalsentrum@sun.ac.za

Primary brand level: Tier One

There is more than one correct way to create a lockup logo. The design depends on how many (or how few) levels you need to include, or how formal or informal you need to be (for example: including "Faculty of", or "Department of", or not). When the entity name is applied in three languages the "Faculty of" or "Department of" may be omitted.

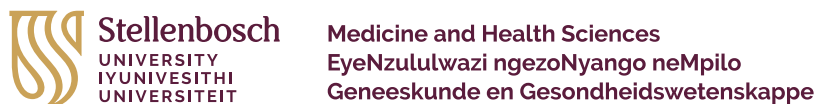
Within our brand hierarchy, certain text styles and sizes are used to communicate specific levels of hierarchy relative to the entity in question: SU Raleway Bold weight in title case in Confident Maroon is reserved to denote a faculty, PASS division or university-wide level entity.

Lockups – faculty branding:

Vertical arrangement



Horizontal arrangement



Stacked arrangement



The clear space around the lockup is exactly the same as the rule established for the primary logo — two times the height of the capital 'S' of the word 'Stellenbosch'. No other type or graphic should appear in this area.



Like the primary logo there are different orientations of the lockups and they can exist in different colour variations. The rules set out for colour usage on the primary logo on **page 29** apply to these lockups.

Primary brand level: Tier One

Departments within faculties, schools, PASS divisions or university-wide level entities are set in SU Raleway Medium. They always appear with and below their “parent entity level”, that is set in SU Raleway Bold.

Together, they appear either alongside the University logo (horizontal arrangement), or below it (stacked arrangement). When a department's name is in three languages, the English version of the “parent entity level” (primary brand extension) is used.

Lockups – department branding:

Vertical arrangement



Horizontal arrangement



Stacked arrangement



The clear space around the lockup is exactly the same as the rule established for the primary logo — two times the height of the capital 'S' of the word 'Stellenbosch'. No other type or graphic should appear in this area. In exceptional circumstances, half of this width is permitted.



Like the primary logo there are different orientations of the lockups and they can exist in different colour variations. On a Confident Maroon or dark background, the primary brand extension is applied in Brilliant Gold and the description or sub-entity name in white. The rules set out for colour usage on the primary logo on **page 29** apply to these lockups.

Primary brand level: Tier Two

Tier Two is reserved for academic entities within and alongside departments (or equivalent faculty-based structures), namely, centres, institutes and schools (CIS), including DSI-NRF-co-funded SARCHI Chairs, Bilateral or Trilateral Research Chairs, Endowed Research Chairs and Research Chairs that are co-funded in partnership

with government departments, the private sector, Science Councils and other universities. Please note that a CIS entity or area of activity does not have its own logo, unless required by contractual or funding obligations. Only approved, supplied logos can be used.

Lockups – CIS branding: single language

Vertical arrangement



Horizontal arrangement



In accordance with the Language Policy of our university, English or any other language(s) may be used in postgraduate learning and teaching. Therefore, the brand hierarchy includes a lockup design for single language use as illustrated on the left. A lockup template for all three languages also exists, as illustrated on the bottom of the page.

The clear space around the lockup is exactly the same as the rule established for our logo — two times the height of the capital 'S' of the word 'Stellenbosch'. No other type or graphic should appear in this area. In exceptional cases, half of this width is permitted.

Like the primary logo there are different orientations of the lockups and they can exist in different colour variations. On a maroon or dark background, the primary brand extension is applied in Brilliant Gold and the description or sub-entity name in white. The rules set out for colour usage on our university logo on **page 29** apply to these lockups.

Lockups – CIS branding: multiple languages

Vertical arrangement



Horizontal arrangement



NOTE

For the purpose of the brand manual, the lockup logos contained in this section serve to illustrate the guidelines for each level within the brand architecture and therefore don't include all entities.

If you require assistance, please contact the Marketing Department: branding@sun.ac.za

Primary brand level: lockup examples

The examples here show how the lockups work in relation to the University logo. Our logo always takes the lead in all our communication, starting from the left. In both portrait and landscape applications, the logo is placed either top left or bottom left, with enough contrast with the background image for the lockup to be seen clearly. Different orientations of the lockups can be used, according to which one works best on a specific format.

NOTE

If you are planning to place your entity's lockup logo on products such as clothing or other merchandise (for internal or external audiences) contact: matiequotes@sun.ac.za



Primary brand level: Tier One overview

Rectorate, PASS entities and official student structures



Departments



Faculties



Faculty-level schools



Special cases

In situations where multiple entities need to appear together, they can be combined to avoid redundant Stellenbosch University brandmarks.

When two lockup logos appear together, they should be displayed separately.

Where there are three or more lockup logos together, either type out the names of each entity as a list, or use the horizontal arrangement of the University logo, stacking each entity name vertically with appropriate space between them as in the example.



Arts and Social Sciences
Economic and Management Sciences
Science
Engineering
Innovation and Commercialisation

Primary brand level: Tier Two overview

Tier Two is reserved for academic entities within and alongside departments (or equivalent faculty-based structures), namely centres, institutes and schools (CIS). Please note that a CIS entity or area of activity does not have its own logo, unless

required by contractual or funding obligations. All previous wordmarks or visual identities used by academic entities prior to this brand architecture are now void and cannot be used.

CIS entities and Research Chairs



Exceptions

Centres of Excellence (CoEs) are physical or virtual centres of research that concentrate existing research excellence and capacity and resources. This enables researchers to collaborate across disciplines and institutions on long-term projects that are locally relevant, internationally competitive and enhance research excellence and capacity development at our university. Non-alliance with a particular institution is stipulated in the funding or partnership agreements, hence these centres have developed identity guides and resources specific to their own communications objectives.

The Bureau for Economic Research (BER), as one of the oldest research institutes in South Africa, has a reputation for independent, objective and authoritative economic research and forecasting. In adherence to its co-sponsorship requirements, the BER name and visual identity are positioned independently from the primary university brand.

Centres of Excellence



Bureau for Economic Research



Visual identity application

These entities are positioned as strongly endorsed entities within our brand architecture. The University visual presence must be clear in visual communication where the independent entity's logo will always be the primary identity, and the university logo takes the secondary identity of endorsing brand.

REMEMBER

Branding may require exceptional contexts. Please keep in mind that there are many ways to communicate where in the Stellenbosch University ecosystem your particular faculty, department, group, centre and/or unit may lie.

Please contact us for with any questions you may have: branding@sun.ac.za

Sub-brands overview

Sub-brands are related to the primary brand, and both support and benefit from the University's brand equity. There are a small number of approved sub-brands as illustrated here that link to the primary brand's qualities, values, and message, as well as their own unique qualities, which help these entities target a specific market or reach a new audience.

The sub-brand level is appropriate for entities with clearly defined audiences, competencies, and notable equity of its own. The primary brandmark is incorporated into a limited range of unique solutions to categorise and differentiate our sub-brands and to ensure that they are intuitively linked to the right audience. At this time there are no other agreed sub-brands.



NOTE

No other versions of these sub-brands should be used or created other than contained in this manual.

Maties Sport

These examples show how the sub-brand logos are built in specific proportions. The Maties Sport logos are constructed on the same grid as the University logo. A combination of the custom SU Font and SU Raleway Bold Italic is used for the Maties Sport logotype. In the sport code lockup logos the sport code descriptor is set in SU Raleway Bold.

Like the primary logo there are different orientations of the sub-brand logos and they can exist in different colour variations, primary and mono. The rules set out for colour usage on the primary logo on [page 29](#) applies to these logos.

REMEMBER

These dimensions and proportions are intended purely as a guide. Do not attempt to reproduce the identity from these examples.

Please use only official artwork. If you require assistance or have any questions, kindly contact the Marketing Department: branding@sun.ac.za

Maties Sport logo applications

Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned



Extreme vertical arrangement



Black and white colour application



Maties Sport Codes

Like the Maties Sport logo there are different orientations of the sport codes' logos and they exist in the same colour variations.



**MATIES
RUGBY**



**MATIES
FOOTBALL**



**MATIES
UNDERWATER
SPORT**



**MATIES
RUGBY**



**MATIES
FOOTBALL**



**MATIES
UNDERWATER
SPORT**

Maties Alumni

These examples show how the sub-brand logos for alumni activities are built in specific proportions and constructed on the same grid as the University logo. A combination of the custom SU Font and SU Raleway Light is used for the Maties Alumni logotype. In the formal lockup logo, the Alumni descriptor is set in the custom SU Font.

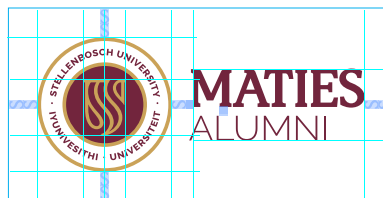
Like the primary logo, there are different orientations of the sub-brand logos and they can exist in different colour variations, primary and mono. The rules set out for colour usage on our logo on **page 29** applies to these logos. The clear space around the logo variations is also exactly the same as the rule established for our university logo — two times the height of the capital 'S' of the word 'Stellenbosch'. No other type or graphic should appear in this area. In exceptional circumstances, half of this width is permitted.

NOTE

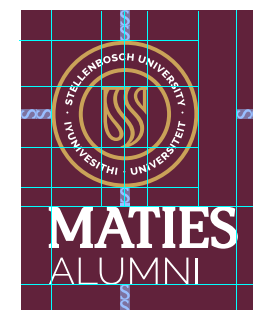
Use Stellenbosch University's name or logos for alumni activities only if you are a recognised alumni group.

Maties Alumni logo applications

Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned



Extreme vertical arrangement



Black and white colour application



Stellenbosch University Alumni logo applications

A lockup with the primary logo is used for formal communication materials.



Stellenbosch University Business School

The Stellenbosch University Business School, located within the Faculty of Economic and Management Sciences, has triple crown accreditation (AACSB, EQUIS and AMBA) and in accordance with the accreditation criteria, the School must demonstrate a sufficient level of independence in two areas: branding and external market perception. As a sub-brand, the Stellenbosch University Business School is clearly differentiated to distinguish between degrees offered within the School and those within other academic entities in our university.

The University logo must have a clear presence on marketing material. The School's logo can be used as a lockup with the University's logo or separately on the layout with the University's logo as endorsing brand.

REMEMBER

When referring to the School, **Stellenbosch University Business School** must be used. The use of Stellenbosch Business School is only permitted in the logotype.

Stellenbosch University Business School logo applications

Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned



Gold-and-white on maroon background



The Stellenbosch University logo must have a clear presence on marketing material

When the School's logo is locked up with the University logo, they can be aligned horizontally, spaced with the same clear space between them and separated with a vertical keyline. Depending on the format and layout, the primary brand and sub-brand can be used separately. When the vertical arrangements are used, for example, the sub-brand should be centre aligned against the University logo and scaled to balance against the primary logo.



Stellenbosch University Business School Executive Development

Stellenbosch University Business School Executive Development is a primary brand extension of the Business School.

The University logo must have a clear presence on marketing material. The School's logo can be used as a lockup with the University's logo or separately on the layout with the University's logo as endorsing brand.

REMEMBER

When referring to the School, **Stellenbosch University Business School Executive Development** must be used. Use of Stellenbosch Business School Executive Development is only permitted in the logotype.

Stellenbosch University Business School Executive Development logo applications

Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned

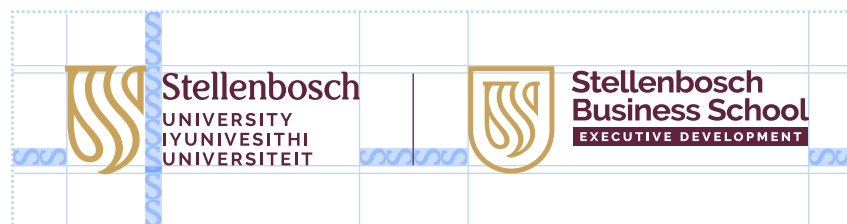


Gold-and-white on maroon background



The University logo must have a clear presence on marketing material

The example below shows how it works when the sub-brand is locked up and horizontally aligned with the primary logo. The logos are spaced with the same clear space between them and separated with a keyline. Depending on the format and layout, the primary brand and sub-brand can be used separately, as shown on the right. When the vertical arrangements are used, the sub-brand should be centre aligned against the University logo and scaled to balance against the primary logo.



US Enterprises

US Enterprises (Pty) Ltd is a fully owned subsidiary of the University and provides the platform for industry interaction through equity holding in the University start-up group of companies.

The primary logo must have a clear presence on marketing material. The sub-brand logo can be used as a lockup with the University's logo or separately on the layout with the our logo as endorsing brand.

Like the other sub-brand logos and primary logo, there are different orientations and they can exist in different colour variations, primary and mono. The rules set out for colour usage on the primary logo on **page 29** applies to these logos. The clear space around the logo variations is exactly the same as the rule established for our logo — two times the height of the capital 'S' of the word 'Stellenbosch'.

REMEMBER

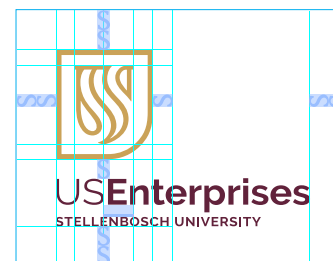
These dimensions and proportions are intended purely as a guide. Do not attempt to produce the identity from these examples. Please use only official artwork. If you require assistance or have any questions, kindly contact the Marketing Department: **branding@sun.ac.za**

US Enterprises logo applications

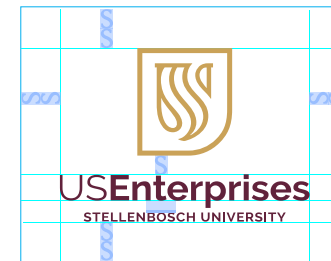
Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned

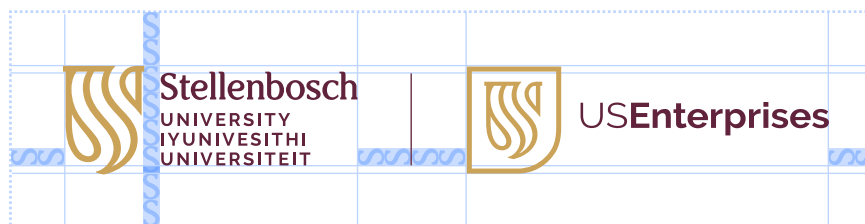


Gold-and-white on maroon background



The University logo must have a clear presence on marketing material

In cases where the name, Stellenbosch University, is omitted from the sub-brand logo, the University logo must have a clear presence on the marketing material. The example below shows how it works when the sub-brand is locked up and horizontally aligned with the University logo. The logos are spaced with the same clear space between them and separated with a keyline. Depending on the format and layout, the primary brand and sub-brand can be used separately, as shown on the right. When the vertical arrangements are used, the sub-brand should be centre aligned against the University logo and scaled to balance against the primary logo.



Stellenbosch University Botanical Garden

The Stellenbosch University Botanical Garden, is the oldest university botanical garden in South Africa. It houses an enormous diversity of plants, both indigenous and exotic. The garden is regarded as an open-air laboratory and serves as a centre for training, science, conservation and recreation for the University community as well as external markets.

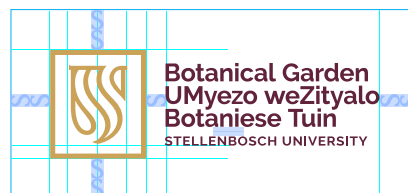
Like the other sub-brand logos and primary logo, there are different orientations and they can exist in different colour variations, primary and mono. The rules set out for colour usage on the University logo on **page 29** applies to these logos. The clear space around the logo variations is exactly the same as the rule established for the primary logo — two times the height of the capital 'S' of the word 'Stellenbosch'.

REMEMBER

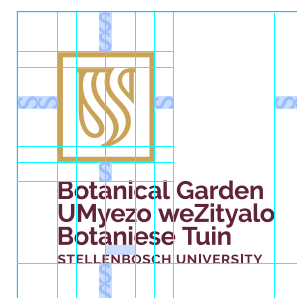
When referring to the sub-brand, **Stellenbosch University Botanical Garden** must be used. Use of Botanical Garden in three languages is only permitted in the logotype.

Botanical Garden logo applications

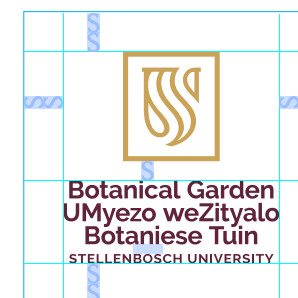
Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned

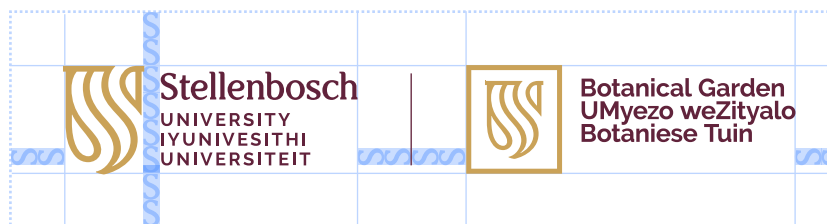


Gold-and-white on maroon background



The University logo must have a clear presence on marketing material

In cases where the name, Stellenbosch University, is omitted from the sub-brand logo, the University logo must have a clear presence on the marketing material. The example below shows how it works when the sub-brand is locked up and horizontally aligned with the University logo. The logos are spaced with the same clear space between them and separated with a keyline. Depending on the format and layout, the primary brand and sub-brand can be used separately, as shown on the right. When the vertical arrangements are used, the sub-brand should be centre aligned against the University logo and scaled to balance against the primary logo.



Stellenbosch University Language Centre

The Stellenbosch University Language Centre is home to experts in language learning and teaching, academic literacies and professional communication, translation, copy editing, interpreting and corporate communication. They also do language-related research, and they specialise in plain language services. Serving both internal and external markets, the Language Centre's core mandate is to promote individual and institutional multilingualism and provide language support that is aligned with the University's strategic vision and language policy.

These examples show how the Centre's logo applications are built on specific proportions and constructed on the same grid as the University logo.

REMEMBER

When referring to the sub-brand, **Stellenbosch University Language Centre** must be used. Use of SU Language Centre in three languages is only permitted in the logotype.

Stellenbosch University Language Centre logo applications

Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned

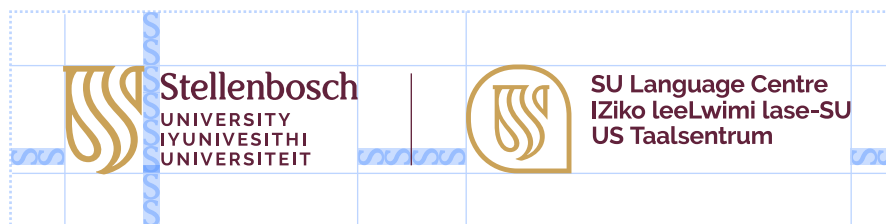


Gold-and-white on maroon background



The University logo must have a clear presence on marketing material

In cases where the name, Stellenbosch University, is omitted from the sub-brand logo, the University logo must have a clear presence on the marketing material. The example below shows how it works when the sub-brand is locked up and horizontally aligned with the University logo. The logos are spaced with the same clear space between them and separated with a keyline. Depending on the format and layout, the primary brand and sub-brand can be used separately, as shown on the right. When the vertical arrangements are used, the sub-brand should be centre aligned against the University logo and scaled to balance against the primary logo.



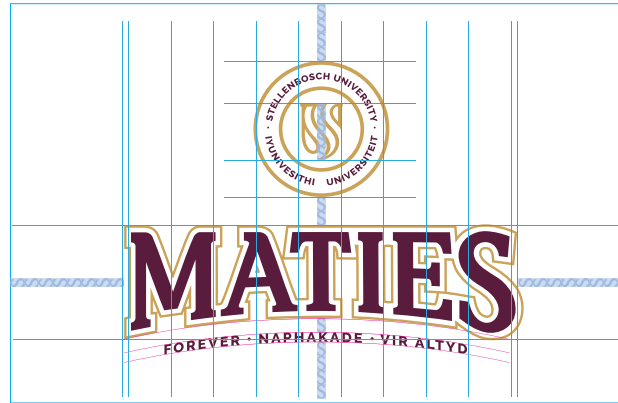
Maties commercial mark

The Maties commercial mark is limited to use on merchandise and apparel available exclusively from the Matie Shop. These examples show how the Maties commercial mark is constructed in specific proportions. It makes use of the uniquely drawn SU Font in the logotype. It can be used together with the tagline, "FOREVER • NAPHAKADE • VIR ALTYD", that has been associated with the University's informal brand expression for decades.

NOTE

If you are planning to place the primary brandmarks or sub-brand marks on products such as clothing or other merchandise (for internal or external audiences) please contact: matiequotes@sun.ac.za

Maties commercial mark logo applications



Sub-brand examples

These examples show how the sub-brands work like the University logo, where our logo always takes the lead in all our communication, starting from the left. In both portrait and landscape applications, the logo is placed either top left or bottom left. The sub-brand can also be placed on top of an image, as long as there is a suitable location that is light enough for the landmark to be seen clearly, or dark enough for the white-and-gold logo to be used. Different orientations of the marks can be used, according to which one works best on a specific format.

Like other non-academic entities, the sub-brands make use of the primary and secondary colour palette. The rules set out for colour usage and application on **pages 34 and 35** apply to sub-brands.

REMEMBER

Use appropriate color mixes for your medium: CMYK or Pantone for externally printed pieces, RGB for documents printed in the office, and HEX for web and digital colors.



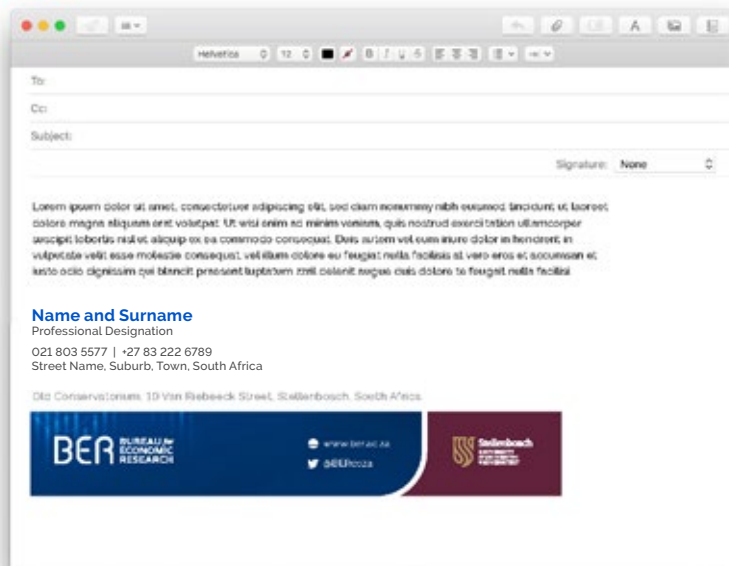
Endorsed brands

These are brands where visual or verbal endorsement connects the brand to Stellenbosch University.

Strongly endorsed

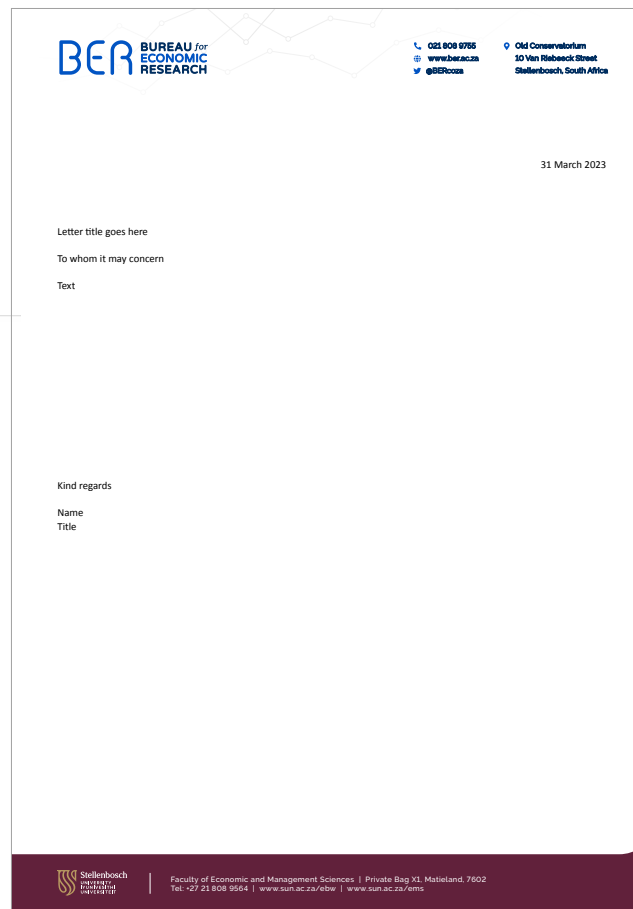
Appropriate for entities that have developed independent identities in the market or industry, but adhere to institutional quality guidelines, e.g., the BER and Centres of Excellence, cases where a strategic partnership forms a new entity, and brands being migrated into the university-led brand, such as student residences and private student organisations.

The University must have a clear presence in visual communication where the entity's visual identity will always be the primary identity, while our university logo is to take the secondary identity of endorsing brand.



Strongly endorsed entity: email signature example

The BER example here shows how it is positioned as the primary brand while maintaining a clear visual association with the University brand identity.



Strongly endorsed entity: letterhead example

Shadow endorsed

Appropriate for operational activities that provide an ancillary service to the University but require their own market profile, for example, AFRICAN SUN MeDIA or the Letting Office. These entities are not involved in the core activities of teaching and research.

The logo of the independent entity is the primary visual identity – the University logo does not feature at all, only a description of the relationship, such as, "in association with" or "in partnership with Stellenbosch University". Prior approval of such wording should be obtained from the Trade Mark Office and the Marketing Department.

REMEMBER

Trade marks should not be used in any manner that suggests or implies Stellenbosch University's endorsement of any organisation, movement, company, goods, service, political party or view, religious organisation or belief.

Use of trade marks in a manner that suggests or implies Stellenbosch University's endorsement of the aforementioned, requires prior written approval from the Trade Mark Office, housed in Innovus. Contact the Trademark Office if you require assistance at: trademark@sun.ac.za

Co-brands

The Stellenbosch University brand will have to work together with other brands on a regular basis. There are a set of rules in place, to ensure that the legibility of the Stellenbosch University logo isn't compromised and to control how other brands work in unison with it.

Partner lockups

If the Stellenbosch University logo needs to be placed with another logo, then it should always appear first, with standard logo safe space employed. The other logo should be centre aligned against our logo and scaled to balance against the University logo.

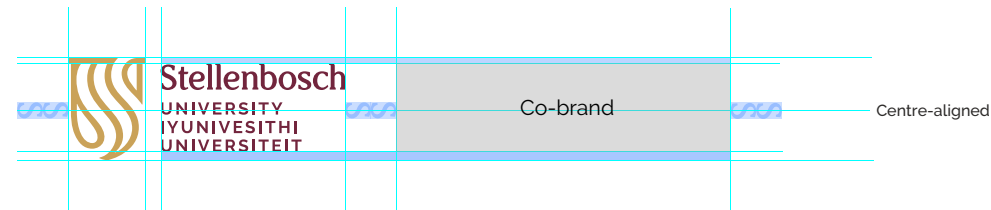
Multiple Partners

When using the University logo with multiple brands, they can be aligned horizontally and spaced with the same clear space between them.

If Stellenbosch University is the primary brand in a group, then it can be set at a larger size, with the other brand marks set in a group underneath it. A descriptor line such as "Delivered in partnership with:" can also be included to place the accompanying brandmarks in context.

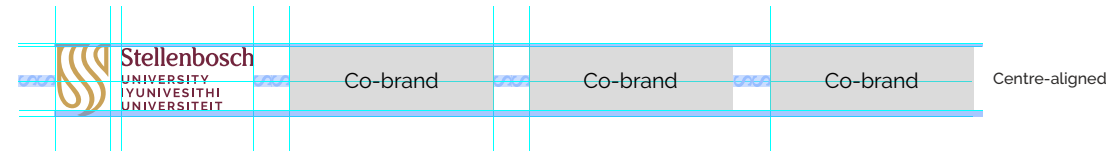
Co-brand logo applications

Horizontal and vertical arrangements: alignment and clear space



Multiple partners

Alignment and clear space



Multiple partners with descriptor



Co-brand positioning

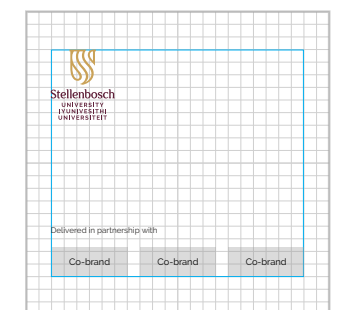
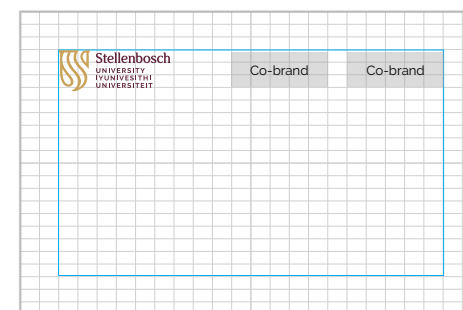
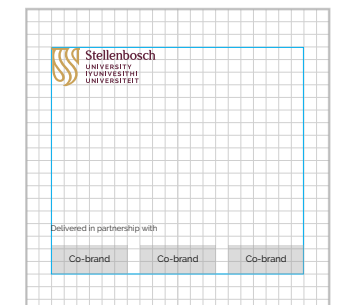
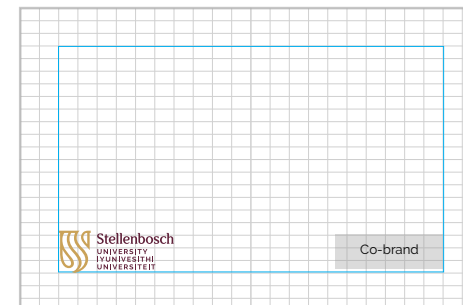
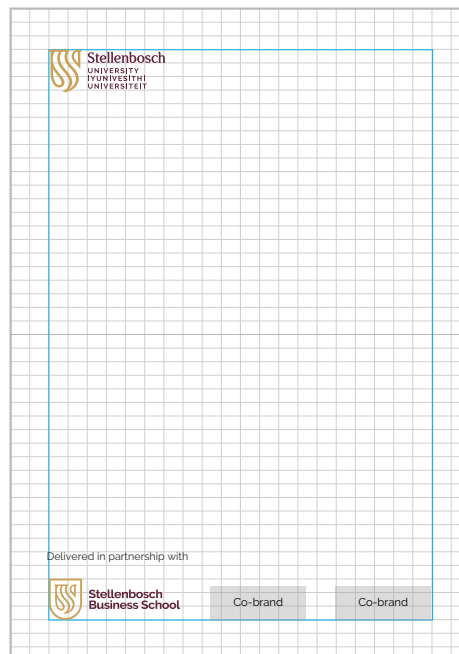
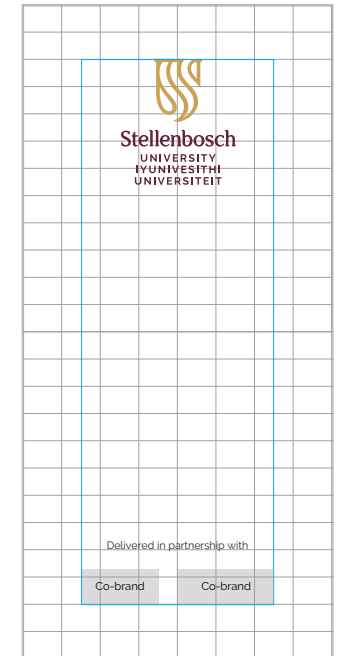
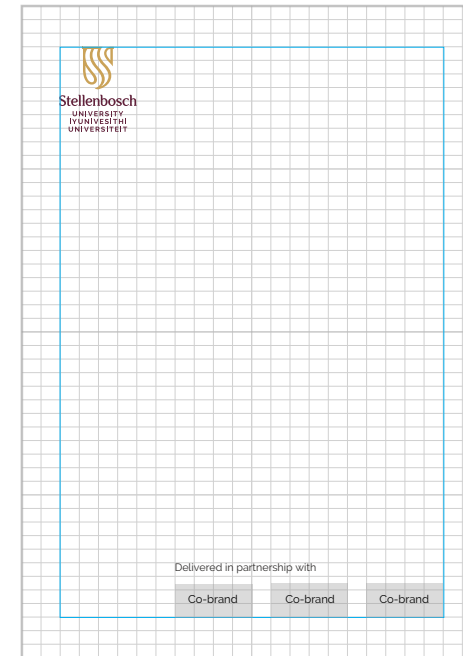
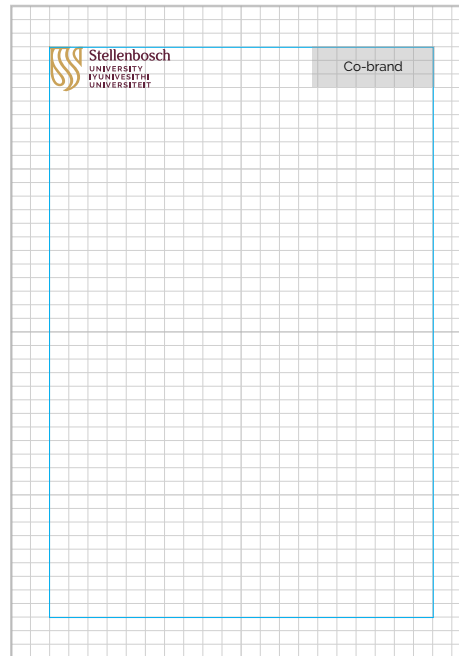
These examples show the alignment proportions and placement of our university identity relative to those of the other featured brands.

Partner brandmarks or logos don't necessarily have to sit next to or below the Stellenbosch University logo. They can sit separately, depending on the purpose of the design. In these instances, the University's logo will be placed either top left or bottom left and the other entities' logos can sit in the opposite corner of the format.

If any of our sub-brands are featured, the sub-brand logo will be placed first from left to right.

REMEMBER

Once another entity grants approval for use of its logos, then the conjunctive use of trade marks requires prior written approval from the Trade Mark Office. If approval is granted to use trade marks in conjunction with another entity's trade marks, the trade marks must be clearly distinct and separate from each other, and our trade marks must not be overshadowed or diminished in any way, in comparison to the other entity's trade marks. Contact the Trademark Office if you require assistance: trademark@sun.ac.za



Brand hierarchy overview

Brandmarks



Primary brands

1

Sub-brands

2

Endorsed brands

3

Co-brands

4

Tier 1: Rectorate, PASS entities, official student structures, faculties, academic departments, faculty-level schools			Tier 2: Academic entities	
	Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT	Office of the Rector and Vice-Chancellor iOfisi yeNqununu neSekela Ngqonyela Kantoor van die Rektor en Visiekanselier		Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT
				Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT
		AgriSciences EyeNzululwazi ngeZolimo AgriWetenskappe		Climate Studies IziFundo ngeMozulu Klimaatstudie
				Stellenbosch UNIVERSITY IYUNIVESITHI UNIVERSITEIT
				CST Centre for Sustainability Transitions

Strategically created sub-brands				
	MATIES SPORT		MATIES ALUMNI	
				Stellenbosch Business School STELLENBOSCH UNIVERSITY
				USEnterprises STELLENBOSCH UNIVERSITY
				Botanical Garden UMyezo weZityalo Botaniese Tuin STELLENBOSCH UNIVERSITY
				SU Language Centre IZiko leeLwimi lase-SU US Taalsentrum STELLENBOSCH UNIVERSITY

Strongly endorsed

Appropriate for entities that have developed independent identities in the market or industry, but adhere to our institutional quality guidelines, such as, the Bureau for Economic Research, centres of excellence and brands being migrated into our university-led brand architecture. The University's visual identity must have a clear presence in communication.

Strongly endorsed brand

 **Stellenbosch**
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

Shadow endorsed

Appropriate for entities that provide an ancillary service to the University but require their own market profile for example AFRICAN SUN MeDIA or the Neelsie The logo of the independent entity is the primary visual identity – the University logo does not feature at all, only a description of the relationship, such as: "in partnership with Stellenbosch University".

Shadow endorsed brand

Delivered in partnership with Stellenbosch University.

Situations where Stellenbosch University is required to work together with external organisations such as partnerships and sponsorships

 **Stellenbosch**
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

Co-brand

Co-brand

Standalone brands

Brands that bear no overt visual connection to Stellenbosch University

Appropriate for joint ventures with brands not officially sponsored or sanctioned by Stellenbosch University, e.g., student societies or independent initiatives or projects by staff members or students. These include independent consulting, outside business activities, civic and volunteer work, and publications.

Applying our brand – dos and don'ts

Use of Stellenbosch University's logo and name by third-party organisations, including on websites, social media or marketing materials, is restricted.

The Stellenbosch University name, logos and emblems are proprietary and protected under intellectual property laws. 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.

NOTE

The rules contained on these pages aim to cover as many outcomes and scenarios as possible when using our brand. However, not every eventuality can be covered and there could be occasions where these rules will be difficult to implement.

Please contact us if you require guidance: **branding@sun.ac.za**

DO:

- ✓ Use our university's name and brand-marks consistently when communicating on behalf of Stellenbosch University.
- ✓ Share the Brand Manual, brand graphics and templates with vendors who work on Stellenbosch University projects.
- ✓ Use Stellenbosch University's name or brandmarks for student activities only if you are a recognised student group.
- ✓ Use Stellenbosch University's name or brandmarks for alumni activities only if you are a recognised alumni group.
- ✓ Use the SU Language Centre for the translation of entity names.
- ✓ Contact the Marketing Team if you're looking for additional guidance or resources, or simply have questions about applying the brand: **branding@sun.ac.za**
- ✓ Contact the Trade Mark Office for third-party requests or questions about the use of Stellenbosch University's name or brand: **trademark@sun.ac.za**

DON'T:

- ✗ Don't use Stellenbosch University's name or logos on personal projects.
- ✗ Don't use Stellenbosch University's name or brandmarks to imply a relationship, affiliation or endorsement of a product, service or business (even if you're a vendor we've worked with) without approval.
- ✗ Don't give permission to anyone outside of Stellenbosch University (including vendors, donors and research sponsors) to use Stellenbosch University's name or brandmarks to imply a relationship, affiliation or endorsement of a product, service or business without approval.
- ✗ Don't incorporate Stellenbosch University brandmarks into, or as a part of, another logo.
- ✗ Don't use our name or brandmarks as a part of a non-Stellenbosch University product, business or services name or logo.
- ✗ Don't use Stellenbosch University's name or logos to create any merchandise or physical products (for sale or otherwise) without approval from Innovus.
- ✗ Don't alter our brandmarks in any way.

When creating a piece of design work for our university there are visual elements that form the foundation of our layout system. The system is based on the idea that our university is multi-faceted with many layers across different subjects, research areas, sectors and geographies. It utilises flexibility that mixes images with typography and colour within a grid that allows us to represent our shared identity through multiple layers.

Visual language

Section 6

6.1 Visual language system

6.1.1 Grid system

Grid system principles

Grid system components

Creating the grid

6.2 Graphic elements

6.2.1 S-graphic

Using our S-graphic and unique shape

How to apply it to the grid

Colour application

6.2.2 Forward Together pattern

Colour application

6.3 Graphic symbols

6.3.1 Iconography

6.3.2 Infographics

How to build your infographic

6.4 Photography

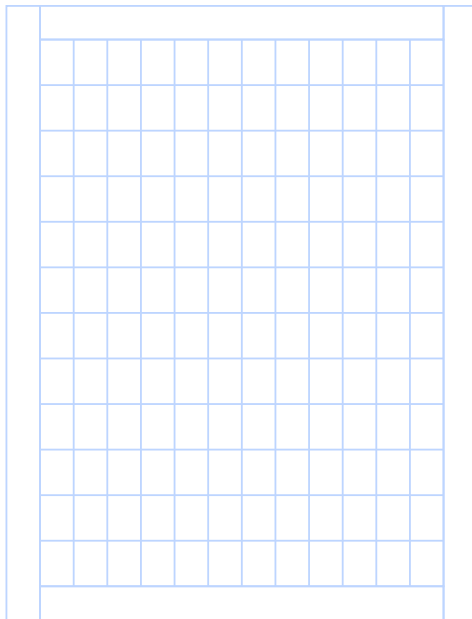
6.4.1 Photography principles

6.5 Identity toolkit

Visual language system

Our visual language system is a collection of design elements and layout principles that communicate our brand positioning. These elements and principles are used to create a cohesive user experience across multiple platforms. It is a functional system that showcases and enhances the image of Stellenbosch University, an African institution with gravitas and world-class standing.

12x12 grid system



S-graphic



Forward Together Pattern



Our core visual elements

There are three main elements that make up the visual language system for Stellenbosch University:

1. A 12 X 12 grid system
2. The S-graphic
3. The Forward Together Pattern

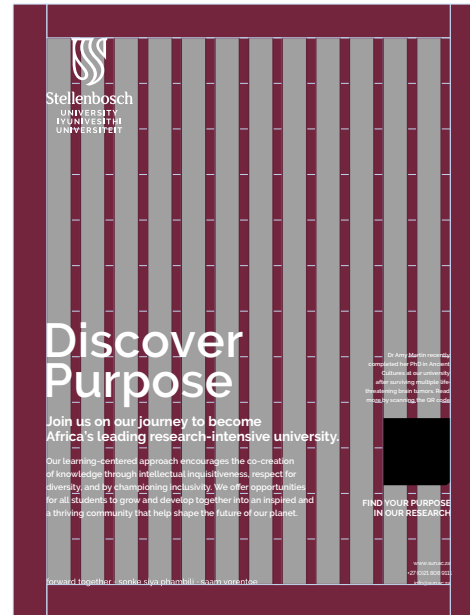
Our brand graphics may be used in isolation or combined to suit our audience needs and the kind of message conveyed.

Grid system principles

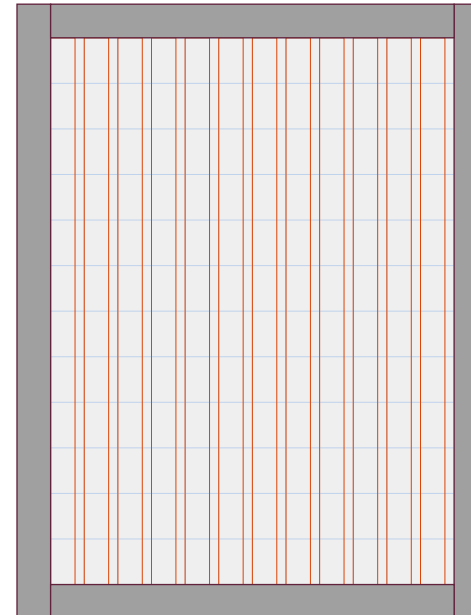
A 12 x 12 grid is the foundation on which all our university brand visuals are built and can be applied to any four sided format. The crossing of horizontal and vertical lines, creates a structure on which elements such as text, image and shape can be placed. The grid encourages designers to build layers of information and messages that engage our audiences.



The grid system assists with the alignment and positioning of various elements.



Columns in the grid system assist with positioning copy and headlines.



The safe zone is the margin or outer line of the grid (marked here in grey).

12x12 grid system

Graphic elements must align to the vertical and horizontal lines of the grid to ensure that the overall structure of the grid is maintained. The brandmark must not sit outside of the safe zone which is marked as the outer line of the entire 12 x 12 grid. Each layout and format is different and requires designers to know how to adapt the grid to get the best results.

Our grid system comprises of these main components:

A 12x12 grid
Columns
Margin (safe zone)
Gutters

12x12 grid

The 12x12 grid is the basis for all layouts. Fractions of this can be used for fine layout control and alignment.

Columns

There are 12 columns that may be combined to create 3x4, 4x3, and 2x6 columns of text. These should be used to position text only.

Margins

These provide a safe space around the entire 12x12 grid. The brandmark must not sit beyond the safe zone

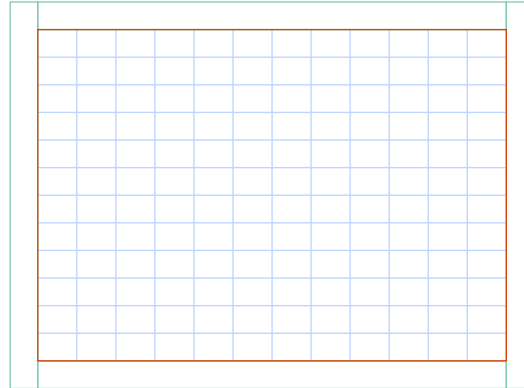
Gutters

The spaces between the paragraphs of text are called gutters. It is a fixed width measurement based on the size of the layout format.

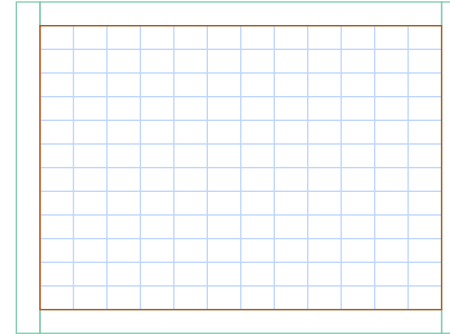
Grid system components



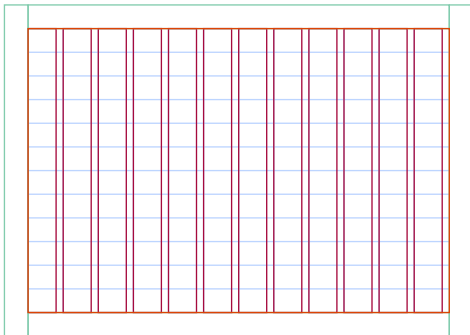
12x12 grid placed over the layout area



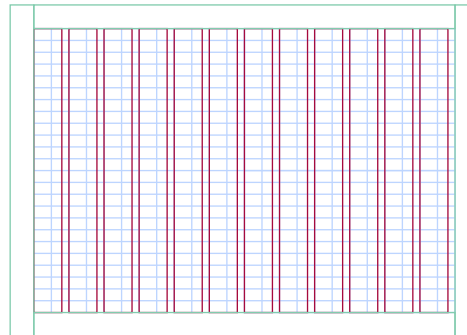
12x12 grid with margin



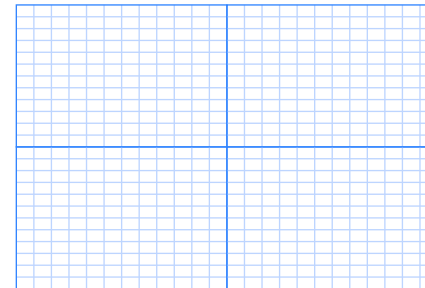
12x12 grid adjusted to the layout size



12-column design with gutters which creates columns for text boxes to sit in.



Multiple grids of 12x12. The grid allows for text boxes to sit equally across two, three, four and six columns at one time.



Four grids of 12x12

This grid system offers versatility. It allows for a 12x12 column structure overlay, giving you the freedom to use the columns as required.

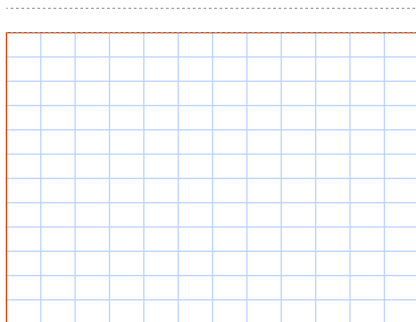
All graphic elements must align to the vertical and horizontal lines of the grid to ensure that the overall structure is maintained.

It is important to follow this structure as closely as possible. However, there will be instances where one must break the grid in order to achieve an optically correct layout.

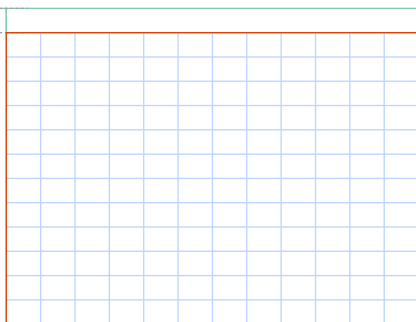
These dimensions and proportions are intended purely as a guide for checking accuracy. Do not attempt to produce any artwork from these examples.

Creating the grid

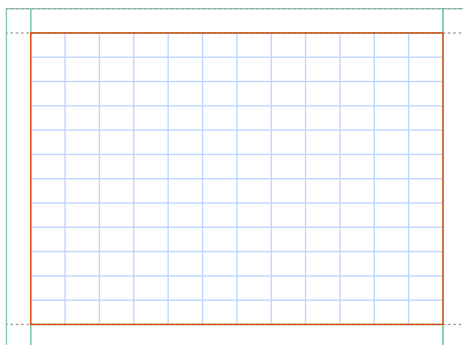
Step 1



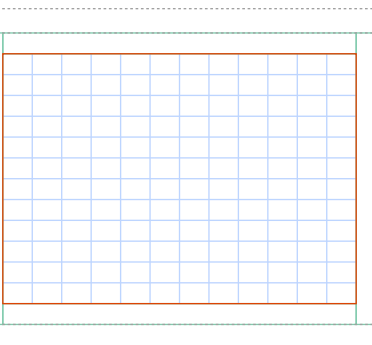
Step 2



Step 3



Step 4



The grid system is easily adaptable to any four sided format and can be created by following this eight step guide.

- 1** Determine the size of the layout and measurement system (e.g. mm or pixels). Divide the area into a 12x12 grid.
- 2** The height of one of the 12x12 blocks will become your width for the margin that goes all the way around the layout. This is known as the safe zone or clear space to keep your work from going too close to the edges.

The safe zone must be established using the height or width, whichever works best for the layout. Avoid excessive use of space and remember to exercise restraint so that your layout can breathe.

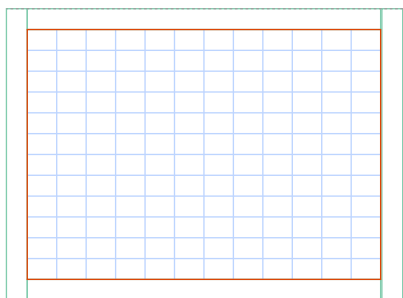
Half the height of one of the 12x12 blocks is the minimum amount of safe space allowed. Once the safe space is created around the document you will see that it now falls outside the area of the actual layout.
- 3** Once a measurement on the top, bottom, and sides is established, do not change the distance, as it must be equal around all the sides. Do not stretch the grid. Move your entire grid and margin measurement down to align with the top left corner of the layout.

Move your margins to the left, right, bottom and top so that you create a boundary around your layout.

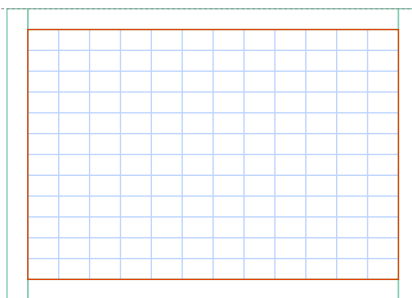
Now, stretch the grid to the left and right only. Do not stretch it up and down otherwise you will change the size of the margin relative to the grid size.
- 4** Select all and scale everything so that it fits perfectly on top and bottom.

Creating the grid

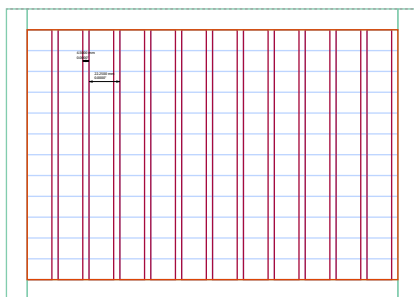
Step 5



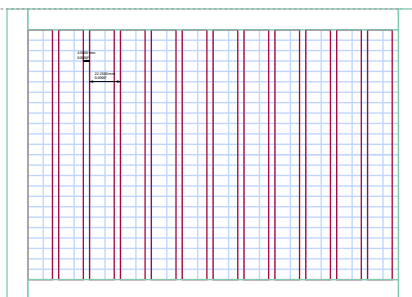
Step 6



Step 7



Step 8



5 Move your right margin to line up with the layout's boundary.

6 Stretch the rest of the grid and margins to the right so that everything aligns.

There should now be a 12x12 grid inside an equally-measured safe space around the grid.

7 To add columns, use the width of one of the 12x12 blocks to calculate the measurement for the gutter (space between the columns).

E.g. 4.5mm: $22.25\text{mm} - 4.5\text{mm} = 17.75\text{mm}$

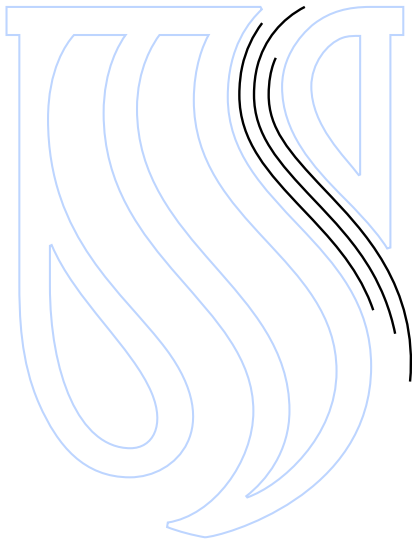
The size of one column will therefore be 17.75mm.

Now, add the rest of the columns to the layout.

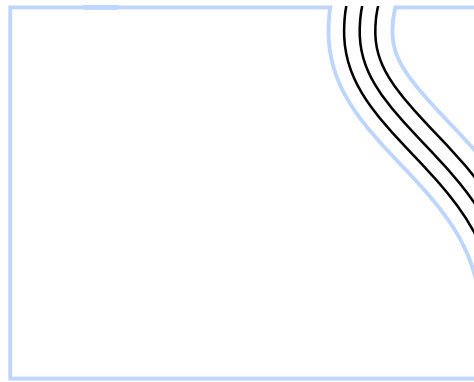
8 For more accurate control over the layout and placement of graphics and other elements, double the grid.

S-graphic

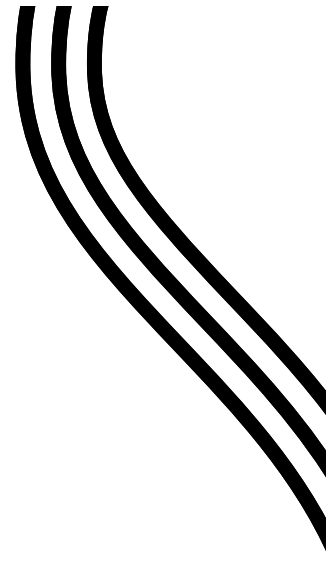
Since the launch of the new brand, the Supergraphic device has been simplified and refined into the S-graphic which consists of three curving lines or combined into a single line version as shown on the right below. It represents our forward movement together and echoes the rhythm of the lines in our primary brandmark.



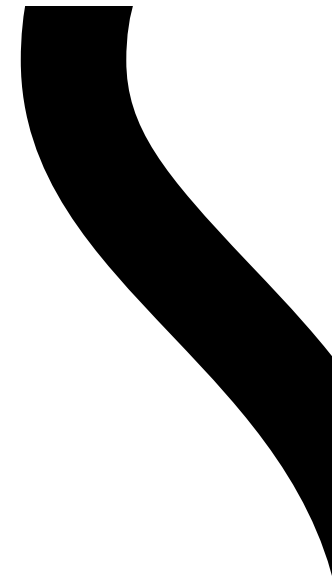
Origin and construction



Supergraphic evolution



S-graphic



S-graphic: single line version

Applying the S-graphic

These examples show how the S-graphic can be used in a subtle or bold way to create focus or layered depth.



Examples

The three 'S'-shaped lines that make up the S-graphic can be used to create accents in layouts, to activate space or call attention to content or other visual messages. The creative layering of graphics gives our brand its unique character and style.

The S-graphic adds colour to our layouts and expresses the vibrancy of our campus community. Consideration should be given to how many colours should be used together at any one time and achieving visual coherence. In the following pages, examples will show how colours can be used.



Using our S-graphic and unique shape

The S-graphic can be used on its own or paired with a single rounded corner shape (our unique shape). The rounded corner always features on the bottom right to align with the S-graphic.



S-graphic with single rounded corner shape (unique shape)



S-graphic single line version with our unique shape



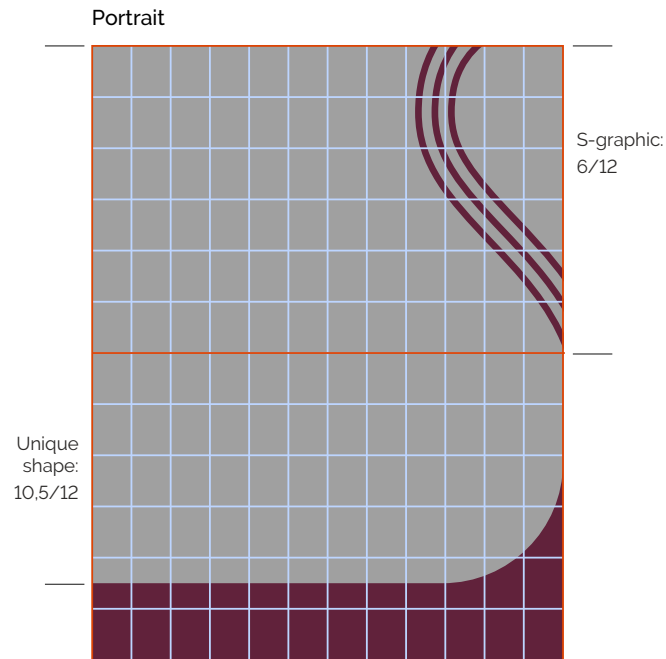
Image applied in our unique shape with full bleed S-graphic

Using our unique shape

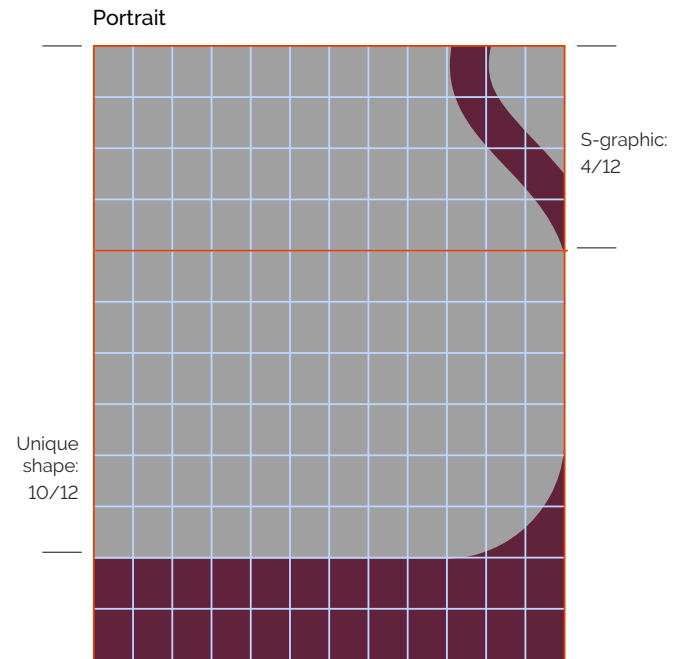
This shape can be used as a holding shape for photos, the Forward Together pattern or background colour. The space below the shape can be used to include information in a banner style on the layout format.

Only use official artwork and do not try to recreate the S-graphic and unique shape from what you see here.

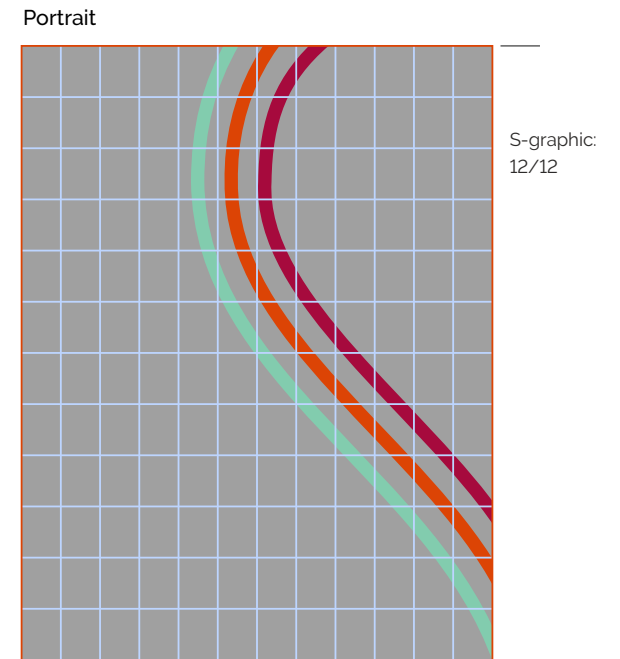
Applying the S-graphic and unique shape to the grid



S-graphic scaled to 6/12 of the format's height. The minimum size of the unique shape should be at least 10,5/12 of the format height.

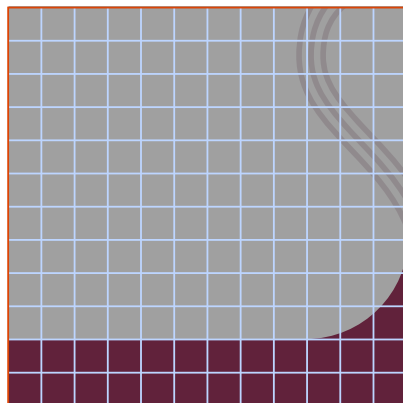


The single line version of the S-graphic scaled to 4/12 of the layout height. Our unique shape is scaled to 10/12 of the format height.

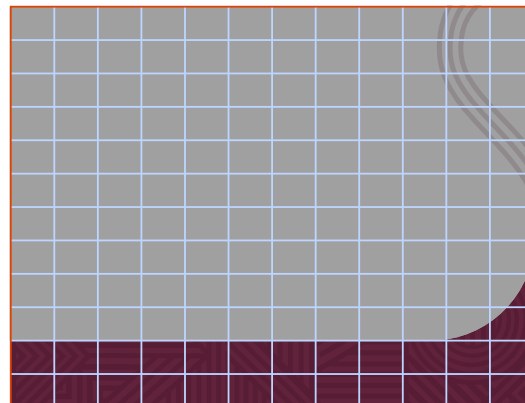


The S-graphic scaled to the full height of the layout format, bleeding off the edges of the format.

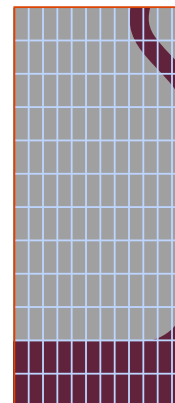
Square



Landscape



Narrow



REMEMBER:

These dimensions and proportions are intended purely as a guide for checking accuracy. Don't attempt to produce any artwork from what you see here. Only use official artwork.

S-graphic and unique shape colour application

Here you can see examples of how the S-graphic and bottom banner created by the rounded corner shape are applied in accents of colour, enabling key information to stand out and keep our outputs looking fresh, relevant and interesting.



Image applied in our unique shape with the S-graphic overlaid in white. The bottom banner functions as a holding device for our brand signature



S-graphic integrated with image and applied in tints of Brilliant Gold, opacity set at 5-10%



S-graphic integrated with image and applied in tints of Confident Maroon, opacity set at 59%



S-graphic and banner use Confident Maroon with 55% opacity applied. Our unique shape is applied in 100% Confident Maroon



The S-graphic and banner can be applied in our primary and secondary colours and tints thereof



S-graphic applied in our secondary colours on the left and in tints of Confident Maroon on the right



Image applied in unique shape with full bleed S-graphic applied in our secondary colours



The S-graphic and bottom banner function as devices to incorporate our faculty colours in design work



S-graphic and banner applied in faculty colour. Confident Maroon is used for the unique shape



Use the faculty and secondary colour ratio guidelines as explained on [page 37](#) when applying the S-graphic and unique shape in a faculty or secondary colour

Forward Together pattern

The Forward Together pattern is used to represent the coming together of different cultures at our university. It echoes the rhythm of the linework in the logo and adds texture and movement to our visual language.

The pattern can be used in conjunction with the S-graphic and unique shape, depending on the format and purpose of the design.

The pattern should be used sparingly within a layout. It should never be applied behind a body of small text, for example.

It can be rotated and scaled to be positioned either vertically or horizontally. It should never be used as a dominating feature, but rather as a subtle background element.



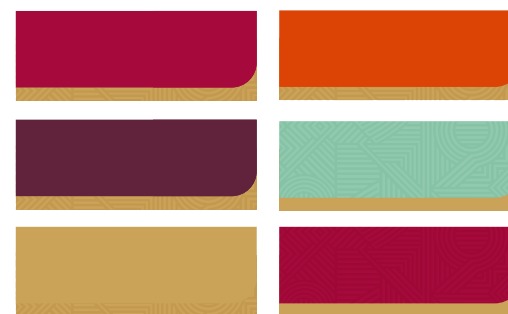
The full artwork of the Forward Together pattern



The pattern applied in the unique shape together with the S-graphic in Confident Maroon



Here it is used as a subtle background pattern on white



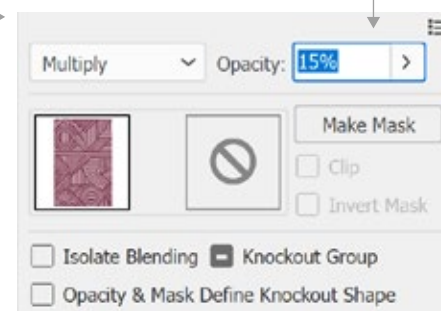
The pattern used as an overlay, "Multiply" set at 15% opacity and applied in the same colour as the background

Forward Together pattern and colour use

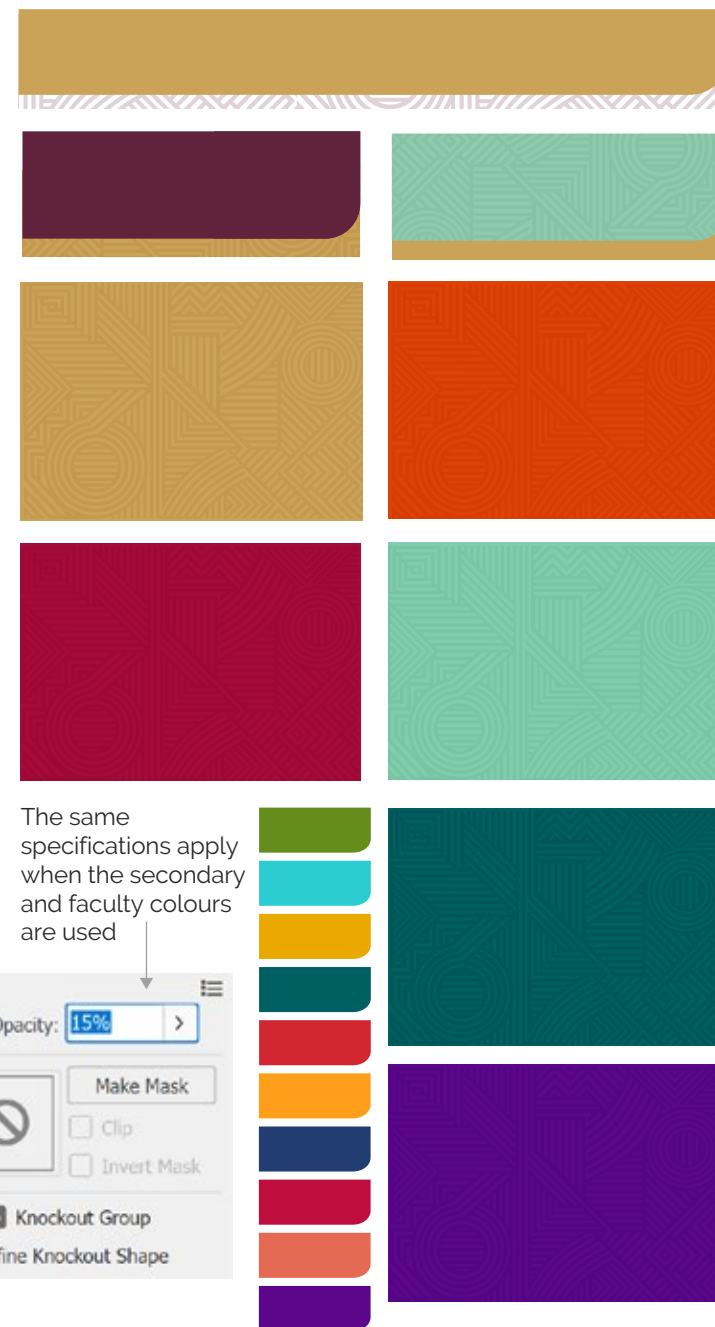
All the primary, secondary and faculty colours can be used and the rules for colour usage set out on **page 34** apply. Consideration should be given to how many colours should be used together at any one time and if visual balance is achieved.



The pattern is used in the same colour as the background colour with 15% "Multiply" opacity



The same specifications apply when the secondary and faculty colours are used



Iconography

Graphic symbols are universal visual expressions that simplify communication and bridge language gaps.

The icons on this page reflect our single-line iconographic style. The iconography feels open and light, in line with our new brand tone.

Google Material Icons are used as part of our design system due to their versatility, clean lines, and extensive library.

Use the **outlined design set** to allow for more white space and colour play.



HOW TO CHOOSE YOUR ICONOGRAPHY

The icons seen here should inform your choices when searching for icon packs in stock image libraries. Always choose icon packs that were created by the same artist to avoid inconsistent drawing styles and promote a balanced design across your layout or artwork. Be sure to apply the prescribed Stellenbosch University colour palette when editing your icons.

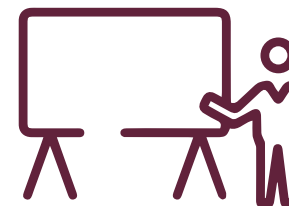
Infographics

Infographics are graphic representations of information and data, and are intended to convey meaning quickly, simply and clearly. Made up of iconography and text, or bar charts and diagrams, infographics can be a more effective way to communicate across language and cultural barriers.



1 800+

graduate
placements
each year



years of
academic
excellence



performers
in chemistry
and science
research



Welcoming
students from
80+ countries

HOW TO USE INFOGRAPHICS

Use infographics to communicate facts or statistics about our university. Stick to two colours when adding infographics. On full-colour images where colour combinations may clash or the background is too distracting, use all white icons to ensure legibility. When applying infographics, you can either use all white iconography and text, or white and an additional colour that contrasts enough with the background colour.

Building your infographic

This example will guide you on how a meaningful and impactful infographic that captures the essence of your content can be created.

REMEMBER

Make the narrative come alive in an exciting infographic by extracting key information, simplifying the text using a less-is-more approach (short phrases and captions), and applying our style to your design. Be sure to apply the University colour palette when editing your infographic. The rules for colour usage set out on **page 34** apply.

From a paragraph of text...

In line with Stellenbosch University's Vision 2040 and the National Development Plan, the Faculty of Science is committed to positioning the University as a research-focused academic institution of excellence and a respected knowledge partner. By means of quality research outputs, the Faculty contributes toward building the scientific, technological and intellectual capacity of Africa, and is playing an active role in South Africa's development. The Faculty endeavours to make a substantial contribution to the National Development Plan's vision to increase the number of PhD graduates from the current 28 to 100 per million per year by 2030.

To a simple graphic representation



← Key information extracted to make a powerful title

Annual national target for PhD graduates

*2030 National
Development Plan*

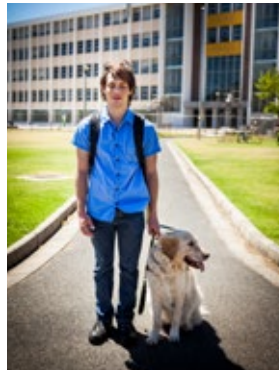
← Credit

Photography

During stakeholder engagement for our rebrand, we learned that our vibrancy lives in our people and inspires our brand personality. See **Section 2**: "Our brand positioning" of our brand manual for more on how we define our personality.

The photographs we choose to represent Stellenbosch University must clearly convey our personality traits.

Our photography should capture the diversity of our university and the vibrant character of our people.



Photography: Stefan Els and Go Trolley

Photography principles

Our photography is an essential part of our visual communication. Images of the University should convey a tone that is consistent with our brand essence: Pursue. Discover. Together.

Our choice of imagery must be underpinned by our values and showcase our commitment to excellence, inclusivity and innovation.

Our brand positioning

View our brand positioning and learn more about our brand narrative, essence and personality.

STOCK PHOTOGRAPHY

When using stock photography, ensure that the selected images are consistent with our brand personality and values. Look for unique, appropriate and relevant images that capture the rhythm of our university.



Photography: Stefan Els and Go Trolley

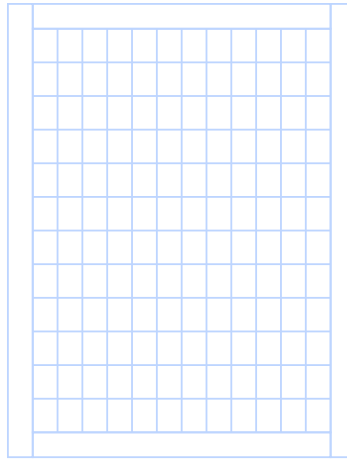
Identity toolkit

Plan your layout. Consider the most important message to communicate. Our visual language system has many useful elements. Think of each one as a lever. When you push one lever forward, the others move back. If you pick one or two strong elements, your layouts will look clean and uncluttered, and will have greater impact.

When creating a piece of design work for Stellenbosch University there are essentially eight elements that will be needed. Not all of these will apply for every piece of collateral. However, this is the basic toolkit that forms the foundation of our visual brand expression.

1. Your format divided into the 12 x 12 grid
2. Brand-led content
 - headline/body copy/infographic
3. Our brandmark
4. Photography
5. S-graphic
6. Forward Together Pattern
7. Unique shape
8. Additional information – slogan/website

1



2

Content



Annual national target
for PhD graduates
*2030 National
Development Plan*

3



Stellenbosch
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

4



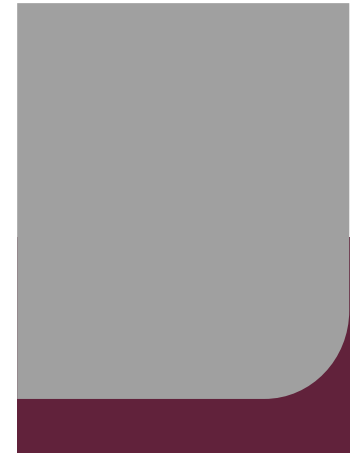
5



6



7



8

forward together · sonke siya phambili · saam vorentoe

www.sun.ac.za

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and Marketing Division**

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If you require additional
guidance or resources, or
simply have questions
about applying our brand,
please contact:

branding@sun.ac.za

For third-party requests
or questions about the use
of Stellenbosch University's
name or trade marks,
please contact:

trademark@sun.ac.za