

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

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# 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](mailto: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.

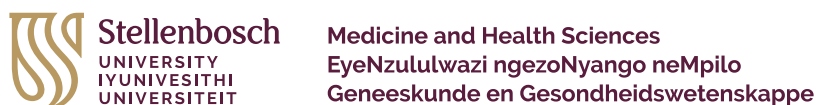
Within our brand hierarchy, certain text styles and sizes are used to communicate specific levels of hierarchy relative to the entity in question: SU Raleway Bold weight in title case in Confident Maroon is reserved to denote a faculty, PASS division or university-wide level entity.

## 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](mailto: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](mailto: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](mailto: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.

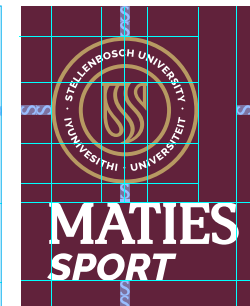
Please use only official artwork. If you require assistance or have any questions, kindly contact the Marketing Department: [branding@sun.ac.za](mailto:branding@sun.ac.za)

## 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.

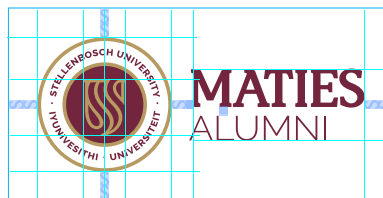
Like the primary logo, there are different orientations of the sub-brand logos and they can exist in different colour variations, primary and mono. The rules set out for colour usage on our logo on **page 29** applies to these logos. The clear space around the logo variations is also exactly the same 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

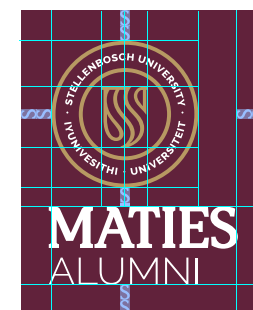
Use Stellenbosch University's name or logos for alumni activities only if you are a recognised alumni group.

## 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

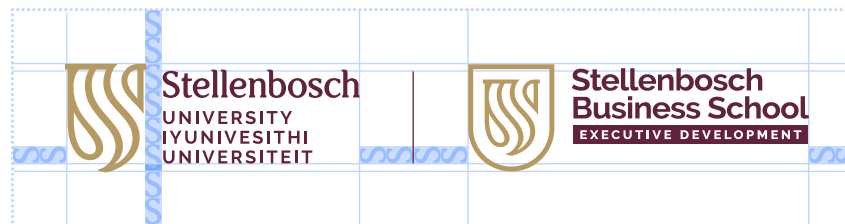


Gold-and-white on maroon background



## 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

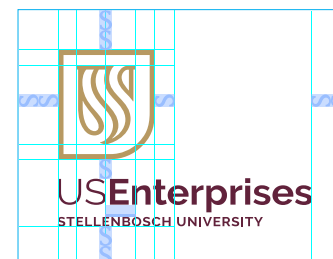
These dimensions and proportions are intended purely as a guide. Do not attempt to produce the identity from these examples. Please use only official artwork. If you require assistance or have any questions, kindly contact the Marketing Department: **branding@sun.ac.za**

## US Enterprises logo applications

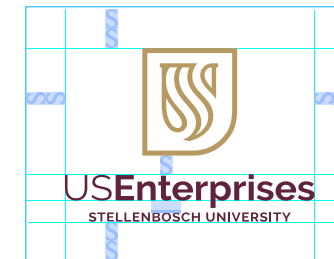
Horizontal arrangement



Vertical arrangement: left-aligned



Vertical arrangement: centre-aligned

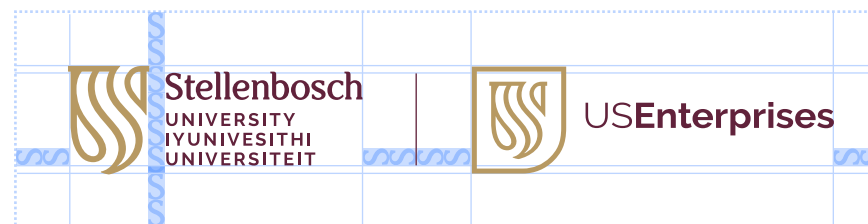


Gold-and-white on maroon background



## 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.

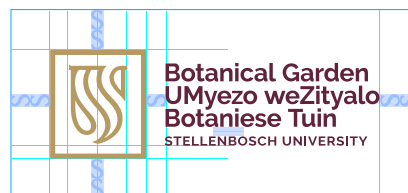
Like the other sub-brand logos and primary logo, there are different orientations and they can exist in different colour variations, primary and mono. The rules set out for colour usage on the University logo on **page 29** applies to these logos. The clear space around the logo variations is exactly 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

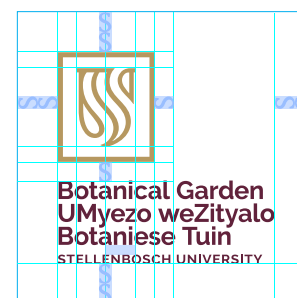
Horizontal arrangement



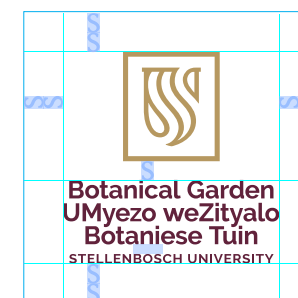
Gold-and-white on maroon background



Vertical arrangement: left-aligned

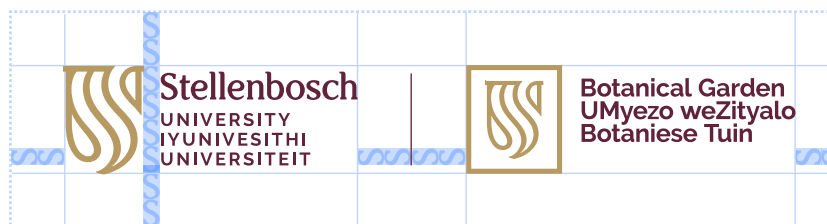


Vertical arrangement: centre-aligned



## 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

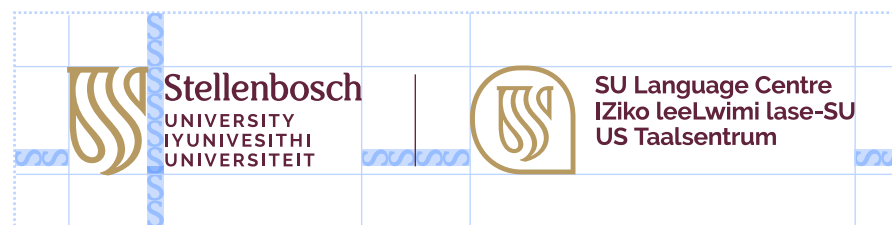


Gold-and-white on maroon background



## 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.



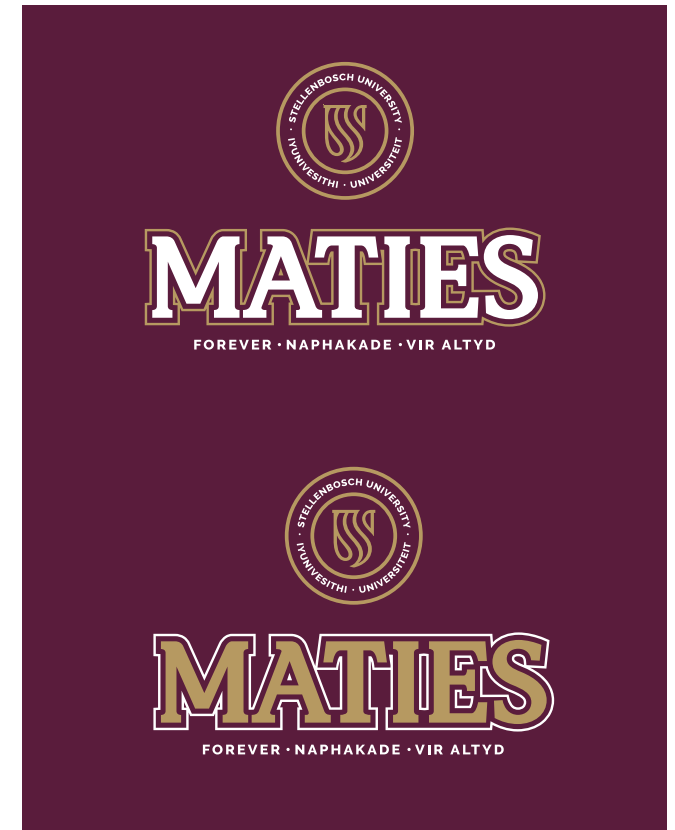
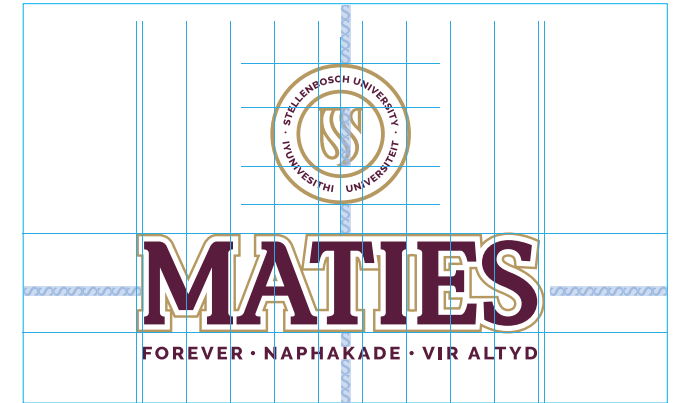
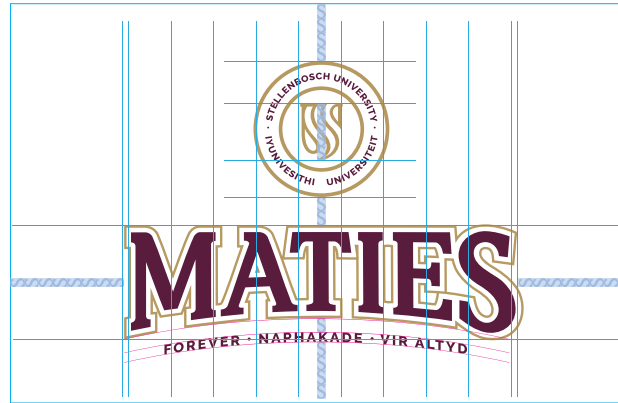
# Maties commercial mark

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](mailto: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.



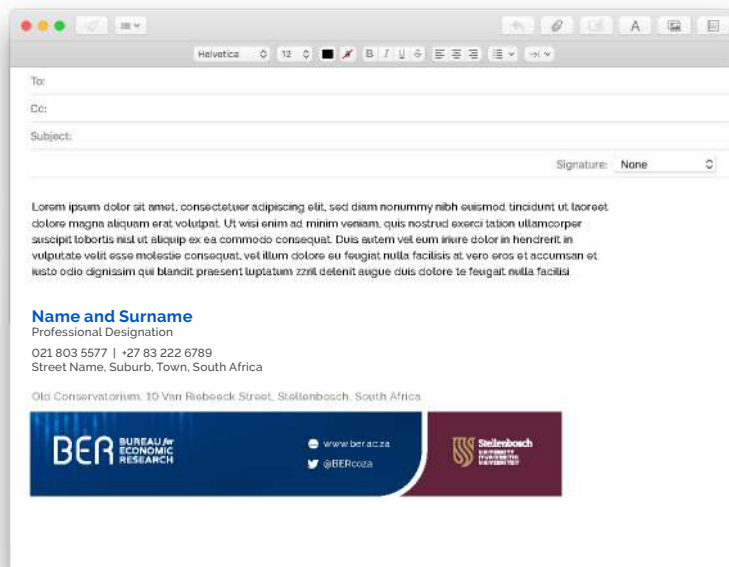
# Endorsed brands

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

## Strongly endorsed

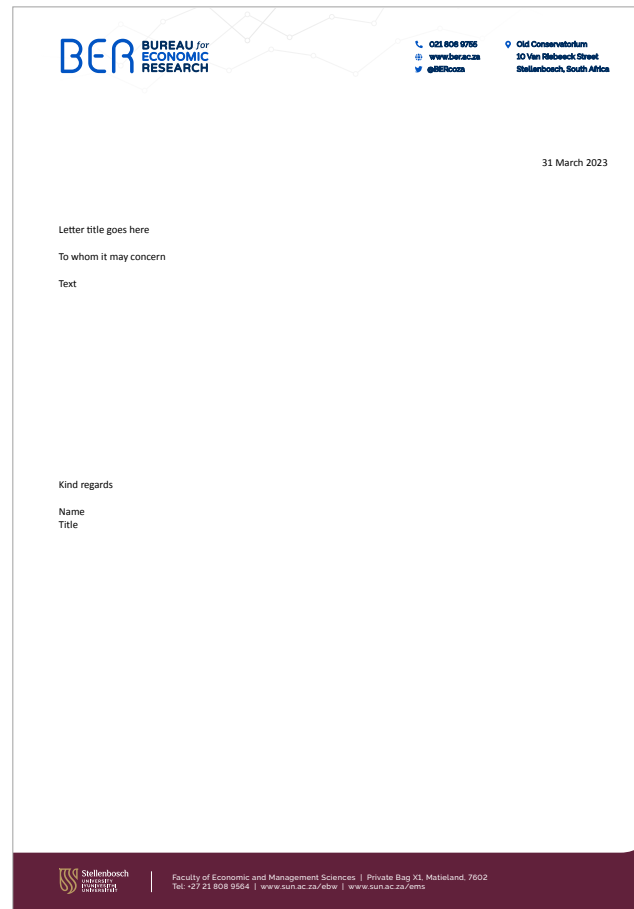
Appropriate for entities that have developed independent identities in the market or industry, but adhere to institutional quality guidelines, e.g., the BER and Centres of Excellence, cases where a strategic partnership forms a new entity, and brands being migrated into the university-led brand, such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

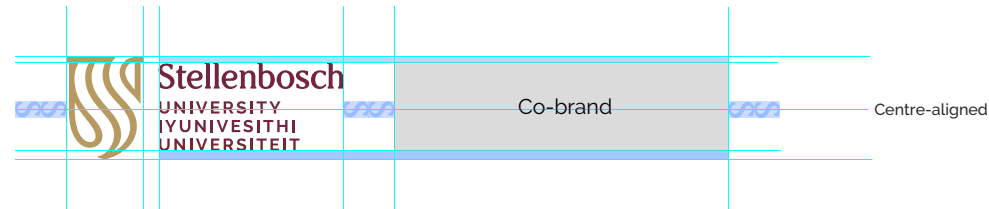
## Multiple Partners

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.

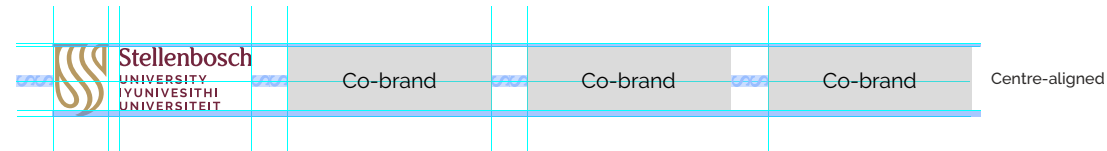
### Co-brand logo applications

Horizontal and vertical arrangements: alignment and clear space



### Multiple partners

Alignment and clear space



Multiple partners with descriptor



# Co-brand positioning

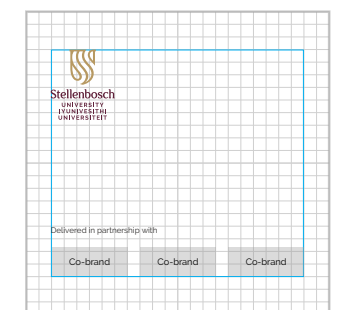
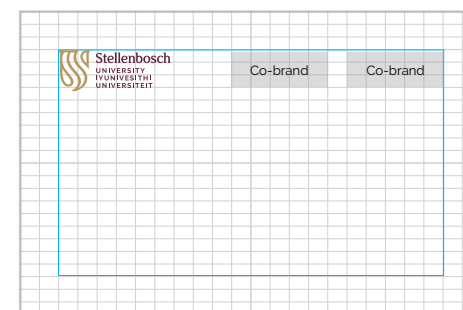
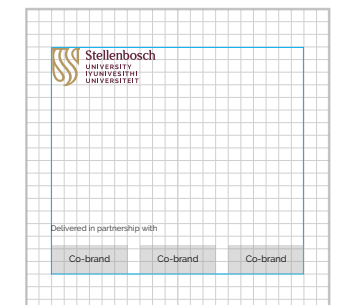
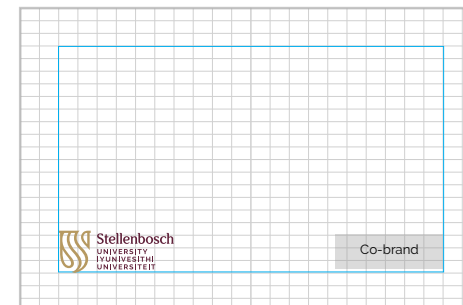
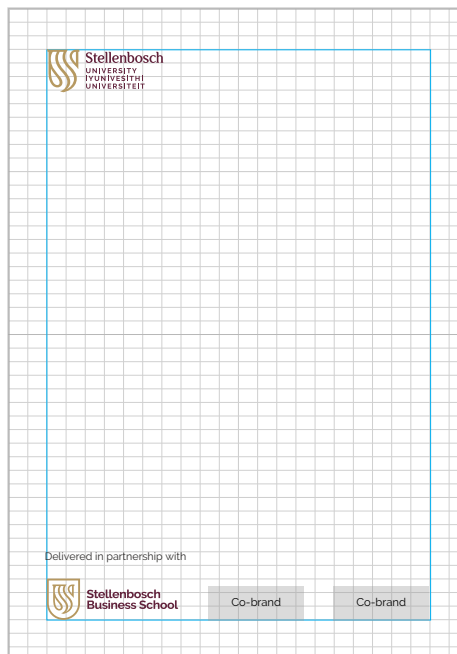
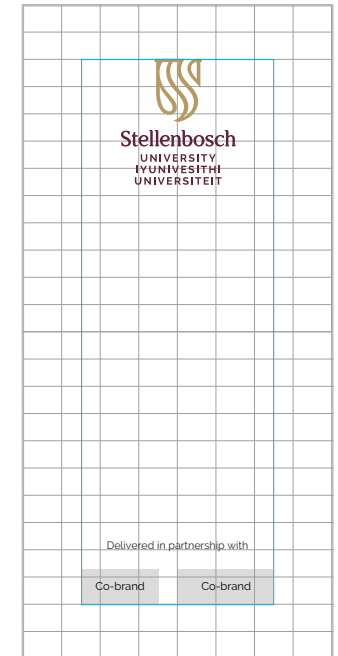
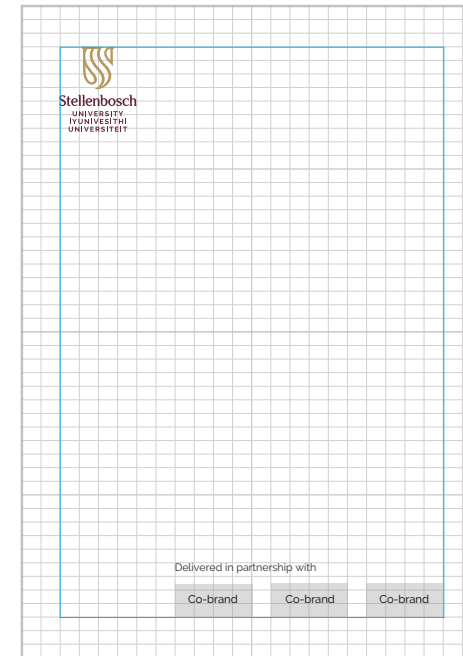
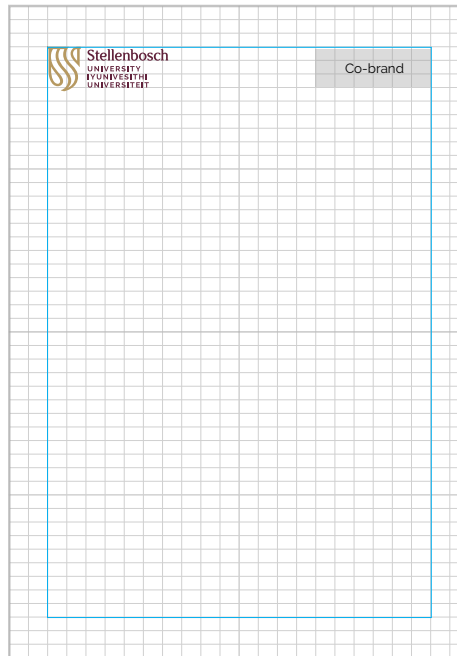
These examples show the alignment proportions and placement of our university identity relative to those of the other featured brands.

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](mailto:trademark@sun.ac.za)





# Brand hierarchy overview

## Brandmarks



Primary brands

Sub-brands

Endorsed brands

Co-brands

Tier 1: Rectorate, PASS entities, official student structures, faculties, academic departments, faculty-level schools



**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

AgriSciences  
EyeNzululwazi ngeZolimo  
AgriWetenskappe



**Stellenbosch**  
UNIVERSITY  
IYUNIVESITHI  
UNIVERSITEIT

Climate Studies  
IziFundo ngeMozulu  
Klimaatstudie



**Stellenbosch**  
UNIVERSITY  
IYUNIVESITHI  
UNIVERSITEIT

**CST**  
Centre for  
Sustainability Transitions

Tier 2: Academic entities

Strategically created sub-brands



**MATIES**  
**SPORT**



**MATIES**  
**ALUMNI**



**Stellenbosch**  
**Business School**  
STELLENBOSCH UNIVERSITY



**USEnterprises**  
STELLENBOSCH UNIVERSITY



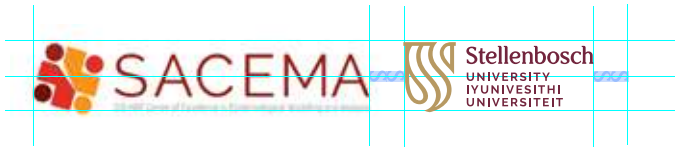
**Botanical Garden**  
**UMyezo weZityalo**  
**Botaniese Tuin**  
STELLENBOSCH UNIVERSITY



**SU Language Centre**  
**IZiko leeLwimi lase-SU**  
**US Taalsentrum**  
STELLENBOSCH UNIVERSITY

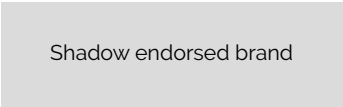
### Strongly endorsed

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.



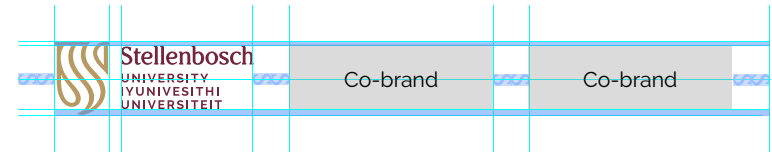
### Shadow endorsed

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".



Delivered in partnership with Stellenbosch University.

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



### 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.