

Which format to use

PRIMARY LOGO (stacked)

This is the portrait version of the UP logo. It is the first choice in logo usage when choosing which logo to apply.

SECONDARY LOGO (horizontal)

This version is the landscape version of the logo and should only be the second choice when choosing which logo to apply. It should only be used for unusual landscape format applications where the primary logo will not fit or it will be too small.

Examples of places where this logo will be used are long and thin promotional items such as pens and lanyards. It will also be used in long format applications, like the wraps around the sports field that are restricted in height, elongated web banners and billboard shapes.

It will be used anywhere where the portrait version of the logo will be too small or when the legibility of the portrait version of the logo is compromised.



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

PRIMARY LOGO: UP STACKED VERSION



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SECONDARY LOGO: UP LANDSCAPE VERSION

Logo construction

Do not attempt to recreate the logo in any way and always use the correct logo files provided.

Incorrect logo use

Misuse of elements of the identity and corporate colours can seriously undermine the integrity of the University of Pretoria and its values and will dilute the strength and effectiveness of our communication.

These rules apply to both the primary logo, the secondary logo and the ceremonial logo.



- ✗ Never use faded or transparent colours.



- ✗ Never use on any colour background - only white unless special permission is granted.



- ✗ Never use on an image or a textured background.



- ✗ Never squash or distort the logo in any way, even when fitting into a smaller area.



- ✗ Never use a different system and change the positions of the elements in the logo.



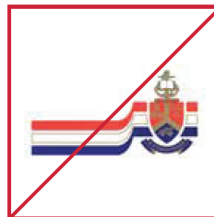
- ✗ Never use any substitute colours anywhere in the logo.



- ✗ Never only show a portion of the logo and cut off or hide a portion of the logo.



- ✗ Never block out the detail of the logo with a solid colour.



- ✗ Never use this version of the logo, it is outdated.



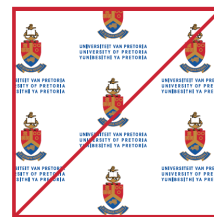
- ✗ Never use the logo with the centennial celebration lock-up, it is outdated.



- ✗ Never use the logo with the old payoff line lock-up, it is outdated.



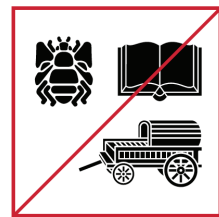
- ✗ Never use the logo with the old red line lock-up, it is outdated.



- ✗ Never use the logo as a pattern unless on special applications such as wall banners etc.



- ✗ The emblem is never used on its own, unless special permission is given for a particular application, for example embroidery on sports apparel.



- ✗ Never remove the graphic elements from the UP crest for use in any other application.