

University of Pretoria

The UP brand in a nutshell

For all UP brand and corporate identity enquiries, please contact the Department of Corporate Communication and Marketing (CC&M).

Administration Building

Room 2-26

Tel: 012 420 2965

E-mail: branding@up.ac.za <<mailto:branding@up.ac.za>>

Education Innovation can also assist with design and production.

IT Building

Room 3-58

Tel: 012 420 3932

E-mail: kim.zimmerman@up.ac.za

For website development contact the Web Office

Administration Building

Room 2-14/15

Tel: 012 420 2375

Your quick guide to producing marketing material at the University of Pretoria:

Step 1:

Consult your faculty marketer first for advice and guidelines. Faculty marketers have the support and assistance of Corporate Communication and Marketing (CC&M).

Step 2:

It is important to remember that your faculty has its own colour which you should use. There are only two fonts you may use, namely Arial or Avant Garde.

Step 3:

Branding or the application of a corporate identity is more than just “where does the logo go”. Everything you do has an impact on the brand – the content of your product, the quality and context of your photographs or images, the quality of the design and the quality of the end product be it printed or electronic.

Step 4:

Should you have to apply a co-brand, please consult your faculty marketer or CC&M for advice. There are very specific guidelines as to the size and positioning of the co-brand(s).

Step 5:

There are templates available at Education Innovation or you can use any of the three approved design agencies (of which Education Innovation is one) to do your design for you. Your faculty marketer will be able to give you the details.

Step 6:

Do remember that all work must be approved by CC&M. This includes any brochures, advertisements, advertorials, press releases, web banners, posters, events, web content, invitations, programmes or any other communication you may want to publish. Send your proofs through to branding@up.ac.za for approval.

Step 7:

Please send CC&M a sample of your work. This will be included in the overall UP portfolio which has to be presented to the Principal and the UP Council. This gives all of us an opportunity to boast with our work!

What is a brand?

A brand represents the values, attributes and personality of an entity through icons and symbols. The corporate identity is a visual form of communication with internal and external shareholders, suppliers and clients.

What does this really mean?

The University of Pretoria brand thus encapsulates its offer to its stakeholders – when this name is mentioned, people should immediately know what the brand does and what it stands for.

What does our brand entail?

1. A name = University of Pretoria

2. A logo = UP logo in here



3. All verbal and non-verbal elements associated with the name, including colours, fonts, style of communication, photographs, graphics, events – in essence, everything we do or say.
4. All products and services UP offers.
5. All stakeholder contact points. Our stakeholders include our students, staff, investors, sponsors, the government and alumni who come into contact with the University's facilities, buildings, faculties, student service centre, support services, reception areas and signage.
6. All messages, verbally and visually, which include brochures, posters, flyers, advertisements, t-shirts, newsletters, invitations, programmes, events – in short all marketing and advertising material. But it also includes publicity about UP – what people hear and say about the University, be it in the press or elsewhere.
7. How is the University perceived? This includes its stature, credibility, positioning and point-of-difference.
8. UP's network – this is vital for a university and includes networks globally, with our alumni, sport and academic liaisons, etc.
9. In the case of the University, the brand is also carried through to international rankings where our presence and profile in journals, at conferences, on the web etc play an important role in the ratings of the University.

What is a corporate identity?

A corporate identity primarily incorporates the name and emblems of an organisation to distinguish itself from others and identify itself. This can be done through stationery, signage, vehicles, clothing, promotional items, publications, advertisements, websites and other marketing elements.

A strong corporate identity without fragmentation is necessary to promote a brand. Therefore sub logos and identities for the various UP schools, units and other entities should not be tolerated as this will weaken the UP brand.

A corporate identity determines the forming of perceptions amongst target markets. A logo can be the single most important visual element by which a client or stakeholder remembers us. Consistency in the application of the corporate identity is crucial to maintain brand awareness and recognition.

Our brand name and identity:



The UP logo may only be used in full colour, black, corporate blue or corporate gold.

To ensure maximum readability, it may only be used on a white background and may NOT be applied on a coloured background or on a photograph or any other graphic.

On promotional items such as T-shirts, it may only be applied on a background in the UP corporate colours or faculty colours.

For specific applications, please contact CC&M.

The minimum size it can be applied is:



For the duration of the centenary year, we use the centenary logo. In recognition of the Centenary year, the logo will be used for an extended period - at least another year until the end of 2009.



On the web, the logo is used in full colour, landscape version in the left hand top corner of the page. The logo must be on a white strip.

Slides for presentations to stakeholders should also reflect the brand and identity of the University. Please always use the corporate slide template that is available on the intranet.

Faculty logos:

Each faculty may use an application of the faculty within the UP logo in either English or Afrikaans, depending on the language used in the communication:



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management
Sciences



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Law



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Education



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Engineering, Built Environment and
Information Technology



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Theology



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Health Sciences



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Veterinary Science



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Humanities

The Ceremonial Crest

Only correspondence and communication from the offices of the Chancellor or the Vice Chancellor and Principal of the University may carry the Ceremonial Crest. This includes degree certificates and graduation ceremony programmes.



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Our fonts:

The corporate typefaces are Avant Garde Book and Arial. These fonts must be used in all correspondence and communication actions whether internal, (including letters, e-mails, memo's, powerpoint presentations, posters, etc) or external (including all marketing and advertising material). The fonts for websites are Arial and Verdana.

This is critical to ensure consistency and uniformity in all communications and thus building the brand.

Avant Garde Book BT - Plain
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avant Garde Book BT - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Plain
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italics may only be used when indicating the title of a publication in a report or where a phrase in a different language than the correspondence it is being referred to, is used, e.g. when referring to an English term in a Sepedi document or a Latin term in any publication.

Our colours:

The University of Pretoria uses the following corporate colours. Each colour has a Pantone number (international colour standard) or a process colour breakdown (CMYK) which ensures consistency in our use of colours. Once again, critical in building our brand!



UP Red

Pantone 186C / 186U

CMYK breakdown:

C0 M100 Y80 K0

RGB breakdown:

R225 G7 B41



UP Blue

Pantone 287C / 287U

CMYK breakdown:

C100 M70 Y0 K0

RGB breakdown:

R0 G55 B124



UP Ochre

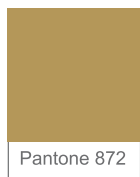
Pantone 132C / 132U

CMYK breakdown:

C0 M35 Y80 K25

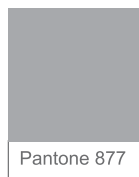
RGB breakdown:

R177 G110 B48



UP Gold

Pantone 872C / 872U

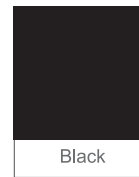


UP Silver

Pantone 877C / 877U

CMYK breakdown:

C0 M0 Y0 K40



Black

Faculty colours:

Each faculty has its own registered colour. This colour derives from the faculty ribbons worn during graduation ceremonies. All departments, schools or other entities within a faculty must use this colour in their marketing and advertising material.

On the web, the corporate or faculty colours determine the colour of the strip across the page.

Economic and Management Sciences



Pantone 2945

Pantone 2945C / 2945U
CMYK breakdown:
C100 M45 Y0 K14
RGB breakdown:
R0 G72 B129

Education



Pantone 124

Pantone 124C / 124U
CMYK breakdown:
C0 M27 Y100 K6
RGB breakdown:
R239 G152 B2

Engineering, Built Environment and Information Technology



Pantone 322

Pantone 322C / 322U
CMYK breakdown:
C100 M0 Y38 K31
RGB breakdown:
R0 G91 B99

Health Sciences



Pantone 2718

Pantone 2718C / 2718U
CMYK breakdown:
C67 M41 Y0 K0
RGB breakdown:
R24 G100 B163

Humanities



Pantone 159

Pantone 159C / 159U
CMYK breakdown:
C0 M65 Y100 K9
RGB breakdown:
R216 G82 B20

Law



Pantone 201

Pantone 201C / 201U
CMYK breakdown:
C0 M100 Y63 K29
RGB breakdown:
R149 G18 B44

Natural and Agricultural Sciences



Pantone 377

Pantone 377C / 377U
CMYK breakdown:
C43 M0 Y100 K24
RGB breakdown:
R104 G131 B30

Theology



Pantone 242

Pantone 242C / 242U
CMYK breakdown:
C10 M94 Y0 K51
RGB breakdown:
R94 G22 B61

Veterinary Science

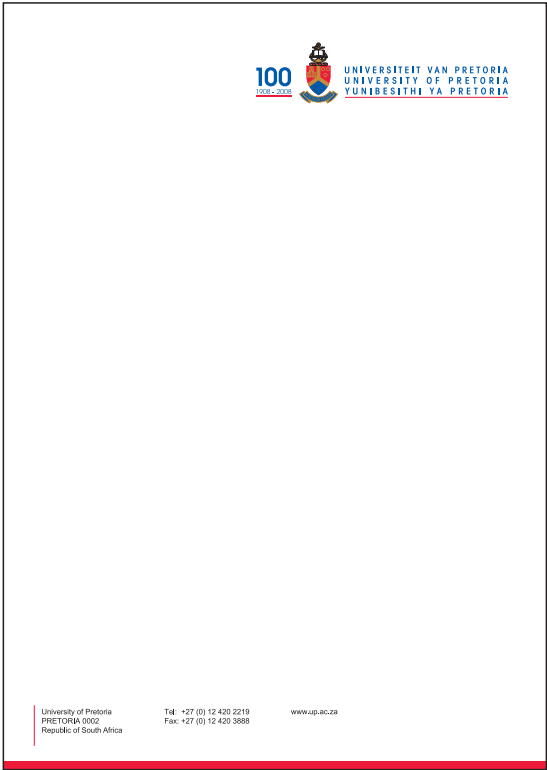


Pantone 491

Pantone 491C / 491U
CMYK breakdown:
C0 M79 Y100 K52
RGB breakdown:
R107 G38 B20

Stationery:

Letterhead - corporate



Letterhead - faculty



Ordering of printed stationery

All stationery such as letterheads, business cards, complimentary strips, etc. can be ordered from the UP printers. Please contact Dennis Colyvas at 012 420 4837.

UP season's greetings cards

Printed cards are available each year from middle November at the UP stationery store. Please contact Tokkie Hugo at 012 420 3139. An electronic card is available on the web from middle November each year. The printed UP season's greetings cards are used mainly for external contacts. The electronic card can be sent out internally or to external contacts.

Our three languages:

UP is proud to communicate in three languages, these being Afrikaans, English and Sepedi. Current usage guidelines are as follows:

- All corporate communication to be in the three languages where possible.
- Faculties, TuksSport and Support Services: Academic marketing and advertising material in English and Afrikaans, but event invitations and programmes in three languages.

It is recommended that everyone makes the effort to use the three languages. Translation services are available via CC&M. If you are unsure of what you should do, please contact CC&M first. The Language Committee of the Senate of the University of Pretoria will release the official recommendations regarding the language policy in due course.

What about co-brands?

There are very specific guidelines about the application of another logo with the University of Pretoria logo. The UP logo will always be the primary brand with the co-brand in a secondary position below the UP logo, and only 70 % of the size of the UP emblem.

In the case where UP is the co-host of a conference or with certain diplomatic events, the co-branding will depend on the event and the participation of the co-host. The same will apply to sponsors. Please contact CC&M with all the details regarding your co-branding and they will be able to assist you with the correct branding.

On the web, co-branding is handled through syndication of the top strip, subject to the approval of CC&M.

There are many instances where co-branding might be required (or not at all). Please refer any co-branding to CC&M for guidelines.

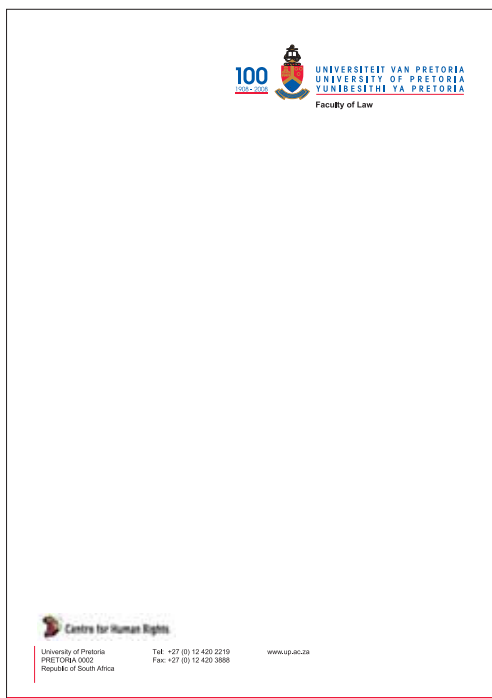
Business card - front



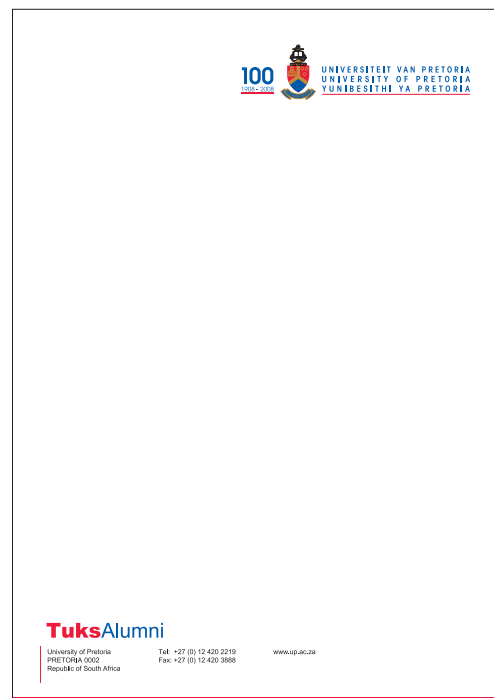
Business card - Back



Letterhead



Letterhead



Naming rights.

When you are in a position where you have to sign a contract with a sponsor or donor, please refer all mention in the contract of naming or branding rights to Corporate Communication and Marketing. It is important that we protect the UP brand from exploitation. The complete contract must also be referred to the UP legal department.

What processes should be followed regarding our brand?

1. It is important that the validity of your publication/advertisement/event/website/electronic newsletter should be evaluated by CC&M. It might be a repetition of something already in process or completed. Other material may already be in existence to fill your need (and save your money).
2. All content should be evaluated by CC&M and editing and translation may be recommended.
3. Should the project not be able to be produced internally, CC&M will refer you to an official supplier of UP to deliver your final product, be it a brochure, advertisement, poster, invitation, programme, banner, event, CD/DVD or any other form of verbal or non-verbal communication.
4. All design work must be presented to CC&M for approval. CC&M has the task of managing the brand and the corporate identity. Any communication represents the UP brand & identity.
5. All events presented by UP should be branded. CC&M has display material available. Please contact them for advice.
6. Any media placements, be it print, radio, outdoor, online or pole ad advertising, should be presented to CC&M for evaluation. UP has an official advertising agency to evaluate any media placements and requests. We need to pool our resources and if we all stand together, UP will have a bigger buying power than a once-off placement from a department.

You now have a short overview of the UP brand and corporate identity. Please handle it with the care and attention it deserves, after all, this is one of the things that makes all of us leading minds!

Marketing Communication Briefing Document

Communication request:

In the drive of the University of Pretoria (UP) to be known as a leading world-class institution, that achieves the “**beyond the obvious**” through all of its activities, a **Corporate Identity (CI)** has been established to portray this positioning in all aspects of communication delivered by UP. The objectives of this CI are to:

- clearly **differentiate** UP from any other institution in all areas where UP is communicated
- establish **consistency** through all elements produced by all divisions of the University to achieve market recognition
- communicate a **clear single-minded message** about UP, **adapted** to the **specific needs** of all divisions forming part of UP, and based on the UP Strategic Plan
- ensure through the above that all target markets of UP will receive a consistent message, **adapted to different target markets’ needs, qualities and characteristics**.
- create world-class communication for **all divisions of UP**

To achieve the above, good planning is required from each division in UP. A well thought-through marketing plan, stipulating elements that will be required through a year is essential. Experience from what was required in the past for a division is a good starting point. (Where media is concerned, a division can achieve its objectives by setting up a year plan for its communication by knowing when what happens in a division.)

Note:

Every communication element is unique, but forms part of a bigger plan. However, it does not necessarily require all information below. This information will be required for any **new communication elements** to be developed and completed.

In order to achieve the above objectives, the following needs to be communicated to Corporate Communication and Marketing and Education Innovation or Media Chef*:

- 1) **Why** the communication is required, in other words background (where the element fits in with the objectives of a division and how the need for the job developed)
- 2) **How** the communication will be applied once it is finished / delivered
- 3) **What** needs to be communicated through the element
- 4) **Where** the communication will be used
- 5) **When** the communication will appear, and how often
- 6) **Who** the communication will be aimed at (target market)

The following must please be completed (please fill in open spaces):

Person initiating request:	
Contact number of above person:	
Division in UP:	
Date element is requested (day request is send to Education Innovation or Mediachef:	
Deadline date for delivery:	
Place and contact person for delivery:	

Element name (e.g. "CSC Brochure"; "Alumni advertisement", etc)	
Quantity required (e.g. "1000" or "option of 1000 and 2000") if relevant	
Colour (e.g. "Full colour (f/c)"; "Black and white (b/w)" or "option between f/c and b/w")	
Size for print (e.g. DL; "A5" or "A4 folded to A5")	
Size for advertisement e.g. "100mm (height) x 120mm (width)"	

BACKGROUND (how the need for the element developed):

HOW WILL THE ELEMENT BE USED (HOW)?

WHAT NEEDS TO BE COMMUNICATED?

WHERE WILL THE ELEMENT BE USED?

WHEN WILL THE ELEMENT BE USED AND HOW OFTEN?

WHO IS THE ELEMENT INTENDED FOR (TARGET MARKET)?

DESIRED RESULTS?

OTHER IMPORTANT ISSUES (PROCESSES, ATTACHMENTS ETC).

The University is going through an exciting phase in its corporate identity development and we would like your messages to reflect the quality of academic/support achievement of your division and do justice to your work. It is important for the University of Pretoria to communicate and reaffirm our leadership position to the market.

Onderwysinnovasie by 012 420 2392 of kim.zimmerman@up.ac.za
 *Media Chef kan gekontak word by 012 346 5252 of carina@mediachef.co.za
 Janine Smit by 012 349 2029 of janine@jses.co.za