University of Pretoria
UP Electronic Brand Standards
For UP brand and corporate identity, contact the Department of Corporate Communication and Marketing

Room 2-26
Administration Building
branding@up.ac.za
012 420 2965

For website development and electronic branding assistance, contact the Web Office

Room 1-3-16
Old Chemistry Building
webhelp@up.ac.za
012 420 4370

For all resources associated with the UP brand and corporate identity, visit

www.up.ac.za/brand

The UP Electronic Brand Standards form part of the official University of Pretoria Brand Manual. The Department of Corporate Communication and Marketing is the custodian of the University of Pretoria brand. The Web Office acts as the agent of CC&M regarding electronic branding.
1. Context and principles of UP Electronic Brand Standards

The University of Pretoria’s brand standards call for all electronic communication, including websites, e-newsletters, e-mail signatures and collaboration platforms, to follow a uniform standard. UP websites make use of a common technology platform with a semi-fixed design where common elements are shared. The principle of consistent presentation, behaviour, style and design is applied throughout, enabling visitors to navigate seamlessly from site to site within the UP domain.

The electronic communication standards have been established to present a contemporary and positive image to our internal and external constituencies. The creation of these standards ensures the following:

- **Consistency**: Web and electronic communication standards promote consistency through recurring elements such as fonts, logo usage and colours.
- **Identity**: A visual look and page design that strengthens the University of Pretoria’s identity.
- **Flexibility**: A presence in the digital domain that supports the UP web environments while still accounting for individual navigation and content needs.
- **Usability**: Web pages and electronic communication that are simple to use and navigate as well as easily understood by the widest audience.

The Electronic Brand Standards tie the university’s website and other electronic communication platforms to its printed materials and other marketing efforts. It also outlines the steps to creating web pages and other forms of digital communication that are accessible, easy to navigate and compliant with the university’s visual identity standards.

Branding for the digital environment is highly unique, and may not conform to the same principles that come with other media such as print. Electronic web standards must take into account the various web browser environments and rapidly growing monitor and display resolutions. The University of Pretoria is committed to being a leader in South Africa and internationally and its digital environments should strive to portray this leadership position by effectively employing the latest web technologies and trends where appropriate. This necessitates redesign from time to time to ensure that the visual, navigational and technical standards conform with international best practise.

The UP corporate website (http://web.up.ac.za) provides a model for all up.ac.za sites. Access to the UP website content management tool can be found at http://web.up.ac.za/admin. General guidelines to manage the tool. UP websites and other electronic marketing platforms can be found at http://blogs.up.ac.za/webdev. To register as a user or for more assistance, contact the web office on webhelp@up.ac.za or 012 420 4370.
2. Users of UP Electronic Brand Standards

All electronic communication with internal and external audiences of the University of Pretoria should comply with the UP Electronic Standards. Forms of electronic communication include:

- websites
- e-learning systems
- web services and front ends of IT systems
- electronic newsletters
- e-mail signatures
- blogs
- wikis
- forums
- electronic invitations and notices
- mobile phone sites

Due to the dynamic nature of the digital environment, new platforms and electronic communication tools will be added to this list from time to time.

All of the following areas are required to use the electronic brand standard:

- All websites and other electronic communication carrying official internal and external corporate communication of the University of Pretoria
- All University administrative areas and support services
- All Faculty, Schools and Institute.
- All Academic Departments and Divisions as well as all Centres and Programs within the Departments and Divisions.
- All residence websites
- All blogs using UP blog systems
- All wikis using UP wiki systems
- All forums using UP forum systems
- The electronic learning systems of the University of Pretoria

The following areas are encouraged but not required use the electronic brand standards:

- Research groups
- UP hosted/organised conferences

The following areas are not required but are allowed to use the electronic brand standards:

- high performance centre
- TuksSport
- Business Enterprises at UP
- Continuing Education at UP
- Other campus companies
- Affiliates of the campus companies
- Student association sites affiliated with and approved by the University
- Hosted associations and other academic sites
- Conference sites hosted on UP server but organised/hosted by external organisation.

The following areas are not permitted to use the brand standard for Websites:

- Student and other sites that are not affiliated with or approved by the University.
- Electronic communication from students and other bodies that are not affiliated with or approved by the University.
- Unofficial profiles on internet platforms and social media sites such as Wikipedia, YouTube, Facebook, Twitter etc.
- Any site that is not affiliated with the University.
3. Colour specifications

The University of Pretoria uses the following corporate colours:

- **UP Red**
  - CMYK breakdown: C0 M100 Y80 K0
  - RGB breakdown: R225 G7 B41

- **UP Blue**
  - CMYK breakdown: C100 M70 Y0 K0
  - RGB breakdown: R0 G98 B124

- **UP Ochre**
  - CMYK breakdown: C0 M35 Y80 K25
  - RGB breakdown: R177 G110 B49

- **UP Gold**
  - CMYK breakdown: C0 M11 Y35 K29
  - RGB breakdown: R180 G151 B50

- **UP Silver**
  - CMYK breakdown: C0 M0 Y0 K40
  - RGB breakdown: R167 G169 B172

Each faculty has its own registered colour. On the web, the faculty colour determines the colour of the strip across the faculty and its associated websites.

- **Economic and Management Sciences**
  - CMYK breakdown: C100 M45 Y0 K14
  - RGB breakdown: R0 G72 B129

- **Education**
  - CMYK breakdown: C0 M27 Y100 K6
  - RGB breakdown: R239 G152 B2

- **Humanities**
  - CMYK breakdown: C0 M65 Y100 K9
  - RGB breakdown: R216 G82 B20

- **Health Sciences**
  - CMYK breakdown: C67 M41 Y0 K0
  - RGB breakdown: R24 G100 B163

- **Engineering, Built Environment and Information Technology**
  - CMYK breakdown: C100 M0 Y38 K31
  - RGB breakdown: R0 G91 B99

- **Law**
  - CMYK breakdown: C0 M100 Y63 K29
  - RGB breakdown: R149 G18 B44

- **Natural and Agricultural Sciences**
  - CMYK breakdown: C45 M0 Y100 K24
  - RGB breakdown: R104 G131 B30

- **Theology**
  - CMYK breakdown: C10 M64 Y0 K51
  - RGB breakdown: R94 G22 B61

- **Veterinary Sciences**
  - CMYK breakdown: C23 M89 Y65 K68
  - RGB breakdown: R87 G15 B26
4. Logo

In the electronic communication, the full colour, landscape version of the UP logo is used. For the centenary year in 2008 and for 2009, the Centenary logo was in use.

From 2010, the full colour, landscape logo without the positioning line is used. (The positioning line is not clearly legible on screen unless the logo is very large.)

A good rule of thumb is to use the logo displayed on the UP corporate website, http://web.up.ac.za, for electronic communication.

When used on websites, the logo displays in the top left hand corner, always on a white strip.

5. Access to information

- Users should be ideally be able to get to the information they want by using only three clicks. This means that navigation should be set up in such a way that it does not take too many clicks to get to relevant information.
- Content of websites, e-newsletters and other electronic communication should cater for the real needs of the user and should not be based on assumptions of what the users need.
- Information must therefore be succinct, to the point, relevant, well formatted and in a digestible size.
- Menu items on websites should attempt to answer the main questions a user is likely to have. This makes it easier for the user to get to the information he/she requires.
- Information should not only be relevant, but also accurate and timeous. The digital world is a dynamic environment, competing with mediums such as radio and news, for example, cannot wait three weeks before it is published on the web.
- Content must be managed so that outdated information removed or updated

6. Style guide for electronic communication writing

- Electronic communication uses a less formal tone and style than one would use for print.
- Make use of first (we) and second person (you) to create a feeling of relaxed and friendly intimacy.
- Write in the active voice.
- Use short, simple sentences. Writing should be concise and objective.
- One the web, use common keywords to improve search engine results. Think about how readers look for information on subjects on the web. Use those basic words in your copy.
- Paragraphs should be approximately five lines (not sentences) long.
- Put main ideas in the beginning of sentences as screen users skim and scan instead of reading thoroughly.
- When scanning, users stop for:
  - Keywords
  - Headings
  - Bulleted lists
  - Links
  - One idea paragraphs
- On web pages and e-newsletters, ensure that there is no more than one “scroll down” and preferably none.
- When given a piece of print text to place of the web, remember that it generally has to be rewritten – often what works in print, doesn’t work on screen.
7. External links

Commercial links, advertising & sponsors

No advertising is permitted on any web pages or other electronic communication. Should a department or unit want to give credit to a sponsor, a web page should be created where sponsors are listed. Sponsors may be listed in text only and no logos of the sponsors are allowed. Hyperlinks to the sponsor’s website may be added to the name. Exceptions are made in the case where official co-branding has been approved by the Department of Corporate Communication and Marketing. In such a case, the rules of co-branding, addressed elsewhere in this manual, apply.

No names or links of external contractors work on websites are permitted. Software names are also not permitted.

Approved links to external organisations

Links to academic and subject associations and other not-for-profit organisations that the University of Pretoria is linked to are welcomed as these improve international web ratings. UP staff members are encouraged to also request such organisations to place links to the University of Pretoria’s website, www.up.ac.za, on those websites.

8. Language issues

The Language Policy of the University of Pretoria specifies that all electronic communication must be in at least Afrikaans and English. This rule applies to all web pages, e-newsletters, electronic invitations and other forms of electronic communication.

Creators of content are responsible for the translation and editing of their electronic communication. The Web Office has the part-time services of an editor and translator and, should such service not be available in a faculty, department or other unit, the Web Office can be contacted for assistance.

9. Accessibility

The University of Pretoria is an equal opportunity employer and educator and committed to make all its facilities accessible to all employees, visitors and students with disabilities. UP strives to achieve at least the minimum standards of the W3C Initiative (for more information visit www.w3.org).

Electronic communication should therefore:

- Provide alternative text for all photos and graphics
- Provide text alternatives for multimedia (Flash, video and audio)
- Provide a link to a longer description for graphics that present important information, such as charts, graphical tables and diagrams
- Only use relative font sizes
- Make as little use of tables as is possible, avoiding nested tables all together
- Make each section of a page accessible without a mouse (using only the tab key)
10. Co-branding

There are very specific guidelines regarding the application of another logo with that of the University of Pretoria. The UP logo always takes precedence above the co-brand.

In electronic formats, the UP logo takes the most viewed position on the page, namely top left. A second brand would be positioned lower down on the page or to the right of UP logo. In case of the latter, the secondary logo may only be 70% of the size of the UP logo.

In the case where UP is co-hosting an event or conference, or is the joint administrator of a centre, unit or other organisation, the co-branding will depend on the nature and extent of the agreement. Corporate Communication and Marketing should be contacted for guidelines and assistance in this regard.

In the case of an authorised co-branded project or organisation, the top banner may be syndicated as the example illustrates.

11. Design and text elements

Text

- **Font-family:** Specify Arial as the primary font, Verdana as the secondary font. **CSS:** font-family: Verdana, Arial, Helvetica, sans-serif
- Do not use other fonts
- **Font-sizes:** Allow user’s browser to set initial font size and specify font sizes relative to the initial size
- When entering content on the website, use the “normal” / default category in text size. For other electronic text, use font weight 12px
- On the web, main headings should use Header 1 (H1), Secondary headings H2 and third level headings H3. For other electronic communication, the font weights are H1=18px, H2 = 16px, H3 = 14px.
- **Colours:** Text colour is always black on white background
- Text should be left aligned/justified
- Italics are not allowed accept in referencing articles or publications or when referring to a word in another language
- Content should be stored as text and not as images

Graphics

- **Colours:** Use approved colour palette found under Colour Specifications. Do not use other colours
- On the web, allow the corporate CMS’s CSS to create borders and graphical elements instead of using image files.

Page backgrounds and borders

- Do not use background colours or background images for the page body
- Do not use borders around the page body on the website
Images

- Colour photography is to be used
- Photography should look natural and candid, not posed
- Photographs taken on campus and university subjects are preferred. No stock photography
- The subjects of photographs are intensely engaged in what they are doing and, when possible, working together towards a goal. Activities should ideally portray learning, teaching, research or community engagement.
- With static subject matter, focus on foreground elements or subjects, creating depth and visual interest.
- Limited use of photo animation—refreshing photos in a clean and simple way is permitted. Broken images and complex animation are not appropriate
- Contact the department of Corporate Communication and Marketing or the UP Archives to gain access to University photo galleries and archives.
- Images should be resized before they are uploaded to the web. Large photos slow down the performance of digital pages. A resolution of 72dpi is sufficient for screen purposes. When resizing, the longest length of the image should not exceed 600 pixels. Visit http://blogs.up.ac.za/webdev for more information.

File types and sizes

- File sizes that can be upload through the web server are limited to 3M. This is done to ensure that users are not burdened with the cost of slow data downloads, to ensure that the server is not overloaded and to ensure smooth opening of pages.
- Types of files generally preferred:
  - Photos and images – jpg, gif, bmp
  - Video – swf
  - Audio – mp3
  - Documents – pdf
- Pdfs are recommended above Word, Excel or PowerPoint files as they are:
  - not editable
  - display to user as it displays to creator
  - allows for faster downloads because of compression

12. Browser capability

All electronic communication should render in the following browsers:

- Internet Explorer versions 6.0 and 7.0
- Firefox 2.0 and 3.0
- Safari 2, 3, 4
- Google Chrome

E-mail communication should render in:

- MS Outlook
- Groupwise
- G-mail
13. Website standards

a. Common website elements

A UP website may be divided into the following areas:

- Header (including the University of Pretoria logo),
- Optional banner,
- Left navigation bar,
- Site links,
- Right navigation bar,
- Content area and
- Footer.

**UP Logo**
The full colour UP logo must be in the top left corner of all web pages on a white background. The logo must have a hyperlink to www.up.ac.za

**Header**
The header contains a strip in the corporate or faculty colours. An option banner may be added (see next image)

**Footer**
The footer of all web pages must contain at least the same elements as the UP front page, namely a print option, link to the Terms and Conditions and a copyright note. On some pages, the webmaster’s name appears as well.

**Main section**

**Footer**
The footer of all web pages must contain at least the same elements as the UP front page, namely a print option, link to the Terms and Conditions and a copyright note. On some pages, the webmaster’s name appears as well.

**Site links**
The site links are standard to all pages across the UP web CMS platform. They are intended to make switching to other parts of the site easier and to eliminate number of clicks to reach a specific page.

**Content area**
The content area contains the text, images, links and other content that is required for each website. Details on how to present the content is available elsewhere in this manual.

**Left navigation**
This is the main navigation on all pages. The navigation remains constant on all pages of the website / minisite. The menu should not contain more than 20 items

**Right navigation**
These are secondary menu items and provide quick links to other areas on the website or external sites
b. Page specifications

The website is designed for a 1024 x 768 pixel / resolution. However, many users still have or set their screen resolution at 800x600, the dimension of the first two columns therefore make up 800 pixels.

Page Dimensions

• Width: 1024 pixels fixed
• Height: Variable

Layout

• The page contains three “columns” of which the middle column is divided into two for the front page design of the main and mini sites.
14. E-mail signatures

- No background images or watermarks should be used as part of UP e-mail setups.
- Staff members or students should use only the approved e-mail signature designs as part of their e-mail signatures. The signatures, as well as instructions on how to introduce them in your mail programme, are available at [http://web.up.ac.za/brand](http://web.up.ac.za/brand)

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15. Mass and Graphic-rich e-mail

a. Mass e-mail – using the web platform

The UP website platform makes provision for the compiling newsletters, handling subscriptions and un-subscriptions, archiving newsletter as well as sending out the newsletters. The advantage of these newsletters is that they are:

- Free and available to all units, departments etc that have web pages on the UP system
- Less than 50k in size
- Have fully bilingual option

The format of the these mass mails / e-newsletters is illustrated below
b. Mass e-mail - external

The use of mass e-mails, particularly graphic-rich e-mail (also known as rich-text and HTML e-mail), is becoming an important channel for communicating with UP stakeholders. Anti-spam laws, e-mail server blacklisting and customer anger over receiving unsolicited e-mail, however, make it important that e-mail campaigns be conducted so as not to jeopardise the University’s reputation and brand, or its ability to send out future e-mail.

Department, faculties or other units who issue mass e-mails should inform the Web Office of such activity. Adding the Web Office (webhelp@up.ac.za) as a subscriber is a good way of keeping the Office in the loop. Development work is on the way to make use of a central system to send such mass mails from in order to manage subscriptions and to ensure that the electronic communication going out from the University does not overburden a single user, messages do not conflict and targeted customer relations management can occur.

Because of present bandwidth constraints at UP, external vendors specialising in mass e-mail campaigns are used in many cases. It is important that these vendors adhere to practices and techniques that ensure the proper delivery of e-mail and the handling of user requests to unsubscribe.

Any office engaging an e-mail vendor is responsible for making sure the vendor acts in accordance to the following best practices regarding bulk e-mail:

- Obtain clear and conspicuous consent to collect e-mail addresses when asking persons to provide e-mail addresses or to subscribe.
- Use an additional e-mail to determine the validity of an e-mail address and to confirm the subscriber’s consent to receive messages from the sender.
- Enable clear, conspicuous and easy-to-use unsubscribe options.
- Process unsubscribe requests as quickly as possible.
- Have a defined process for handling abuse-related complaints, and immediately honour any abuse-related complaints as if they were unsubscribe requests.
- Monitor and minimize the amount of abuse-related complaints to avoid violations of any Internet or e-mail–access provider’s acceptable use policy.
- Have the vendor sign a non-disclosure agreement to prevent the vendor from harvesting or using e-mail addresses provided by the University.

c. Graphic-rich e-mails

Graphic-rich e-mails fall under the branding and identity guidelines of the University of Pretoria and should be designed with those guidelines in mind. Proper identification of the UP and the correct use of any brand design element (such as the logo) are required.
16. Process to follow regarding electronic branding

- Contact the Web Office for information, support and advice regarding all forms of electronic communication and platforms.

- Should you want to create a website, newsletter, electronic invitation or any other electronic communication, discuss branding with the Web Office first. After looking at the functionality required, the Web Office will liaise with the Department of Corporate Communication and Marketing to approve branding and designs.

- If you have a co-branding issue, contact the Department of Corporate Communication and Marketing or the Web Office. The two offices will liaise with you to ensure the best possible solution for the internal client, the University of Pretoria and the external partner.

- Visit [http://web.up.ac.za/brand](http://web.up.ac.za/brand) to familiarise yourself with the brand requirements and guidelines of the University of Pretoria.