

CORPORATE IDENTITY MANUAL

University of Venda



University of Venda

Background

The University of Venda is a vibrant comprehensive university located in the scenic region of Vhembe District in the vast Limpopo Province of South Africa within a short driving distance from the world famous Kruger National Park.

The University of Venda (Univen), was established in 1982 to cater for the tertiary education needs of the then Republic of Venda. Univen is the only university in the Vhembe District, which covers an area of 21 000 km² and is home to approximately two million people.

With the advent of democracy in South Africa in 1994, Univen embarked on a process of accelerated transformation. From 1995, the University shifted its focus to science and technology, resulting in the introduction of new programmes with an increased student enrolment in the natural and applied sciences. In 2002, the Department of Education mandated the transformation of the institution into a comprehensive university, offering natural and applied sciences and technological and vocational programmes. Prior to this, tertiary institutions had been divided into academic facilities (universities) and technical/vocational institutions (technikons and technical colleges).

As a comprehensive university, Univen combines the two streams of instruction, thus offering a wide range of career-focussed programmes. During each stage of its educational transformation, the University aligned its mission and vision to ensure that the needs of the surrounding community would be met. The process of transformation created significant changes in administrative governance and in the size and shape of the curriculum.

Prior to the opening of Univen, the nearest university was over 200 km away and, for most, this distance proved beyond their financial reach. The proximity of the University of Venda affords students access to instruction that can change their lives. Its focus on a problem-oriented curriculum, with importance being placed on nurturing under-prepared students, has resulted in the preparation of nationally competitive graduates.

Vision

To be at the centre of tertiary education for rural and regional development in South Africa

Mission

As a comprehensive institution, the University of Venda offers a range of undergraduate and postgraduate qualifications in fields of study that are responsive to the development needs of the South African region, using appropriate learning methodologies and research.

Introduction

One university One brand

The Univen corporate identity guidelines

One university. One brand.

Univen is investing in a brand strategy, following a rigorous approval process that involved internal and external stakeholders.

The result is a fresh look-and-feel that distinguishes the university as a leader in tertiary education - globally aware and at the same time locally relevant.

However, YOU must become the brand – YOU are the brand.

It is essential that all of us communicate clearly and consistently about our identity, adhering rigorously to the identity's graphic standards.

This guide will assist anyone who manages, writes, edits or designs printed, electronic or other collateral. It explains brand fundamentals, how to apply the identity system and provides examples of typical applications.

By collectively adhering to the style guidelines in this manual, we will increase the value of the brand.

It's an exciting period for Univen - an opportunity to enhance our position as a unified global leader – **be the brand**. Should you be unsure about the application of the corporate identity, contact the Directorate of Communications and Marketing –

Tel – 015 962 xxxx

e-mail – info@univen.ac.za

DISCLAIMER: Please read this note!

The files and layouts contained in this Corporate Identity Manual are NOT to be used for reproduction. Colours used are four colour process and may vary from special colour applications and the use of different paper stocks. The manual is intended to set up the University brand and is to be used as a guideline. Any material requirements or collateral can also be requested from the University's Marketing Department. Any deviation from these guidelines must, at all times, be cleared with the University's Marketing Department. All concepts, designs and advertising, whether these be television, radio or print, must be approved and signed off by the University Marketing Department.

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Logo construction,
secondary elements,
typeface and colour
application



University of Venda

Corporate Logo



University of Venda

Elements of the logo



Protective shield

– representing the university that holds all the elements.



Embracing arms

– representing students and staff with outstretched arms, embracing education and culture.



Iconic African clay pot

– representing the symbolical significance of – commercial activities, inter and cross-culturalism and a sense of timelessness and permanence. It also represents indigenous knowledge systems and sustenance – it cooks, stores and preserves life elements (water and grain) and education elements (knowledge and wisdom).



Pages of open book

– representing learning and wisdom around a knowledge gear, indicating the 'engine that drives development'.



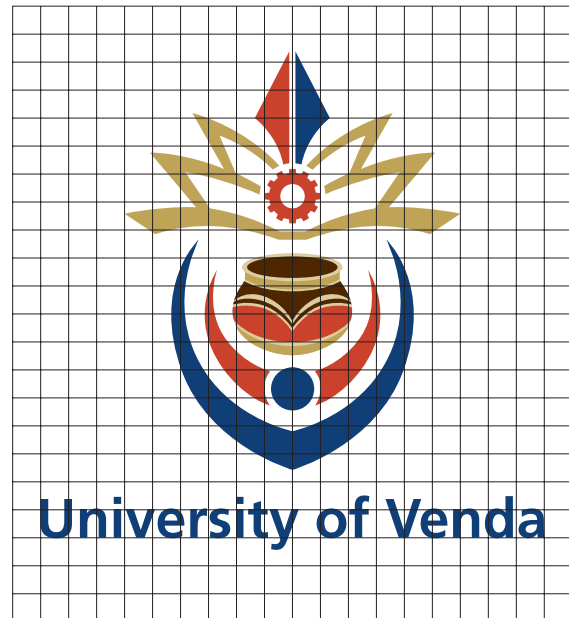
Vertical indicator

– representing the advancement and transmission of knowledge and education, aiming towards the future.

Corporate Logo

The logo is combined in a specific relationship to form the corporate signature. This combination is an integrated unit. The logo may be used without the name in certain circumstances. No alternatives or similar typefaces may be used for the logotype. The logo illustrated below is applied in a four colour process and special colour. The four colour process is generally applied to conventional printed material, while special colours are applied to applications such as signage, vehicle livery, promotional items and clothing. The logo must always be used as a unit, never separate symbol and type. To ensure legibility the logo must not be used less than 15 mm in width.

All applications must be approved by the University Marketing Department. When arranging reproduction or print, be sure to supply all artwork and colour specifications of each logo used. Using master artwork will ensure high quality, accurate reproduction and printing. The logo may never be re-copied, scanned, faxed or redrawn. On completion of a job, recover all necessary original material supplied to the reproduction house or printer. The logo is the cornerstone of Univen's corporate identity. Our logo must always be given the dominant position in materials, allowing a proper amount of white space.



The construction grid is used as a guide to control the relationship of the logo. It may be necessary to reconstruct the logo and logotype when applied to extremely large surfaces, e.g. exterior signs. In such cases it would be difficult to simply enlarge the reproduction artwork. Use the grid as a guide for the construction of the logo and logotype for these special applications.

Corporate Logo - process colour

The four colour process application is the most appropriate as it provides the greatest colour detail. It may however be necessary to restrict the amount of colours for practical and/or budget reasons. The examples shown below represent the only acceptable range of colours available in the four process colour spectrum. The lighter shade of gold used is a 50% tint of Gold. Our logo must always be given the dominant position in materials, allowing a proper amount of white space.



University of Venda



Blue

100% cyan
80% magenta
20% yellow
20% black



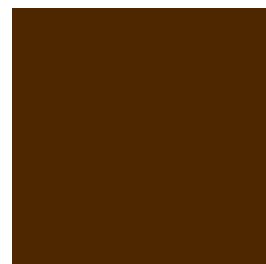
Gold

10% cyan
20% magenta
70% yellow
20% black



Red

20% cyan
90% magenta
100% yellow
0% black



Brown

30% cyan
70% magenta
100% yellow
70% black



50% tint

Corporate Logo - spot colour

Pantone special colour application is the most appropriate as it provides the greatest colour detail when process colours cannot be used. The examples shown below represent the only acceptable range of colours available in the pantone special colour spectrum. The Pantone colours used are relevant to coated and uncoated paper. Our logo must always be given the dominant position in materials, allowing a proper amount of white space.



University of Venda



Blue

Pantone 540



Gold

Pantone 465



Red

Pantone 1805



Brown

Pantone 1545



50% tint of
Pantone 465 or
Pantone 468

Corporate Logo - RGB colour

The RGB colour application is the most appropriate for use in electronic media such as email signatures, web pages and web banner adverts. The examples shown below represent the only acceptable range of colours available in the RGB colour spectrum. Our logo must always be given the dominant position in materials, allowing a proper amount of white space.



University of Venda



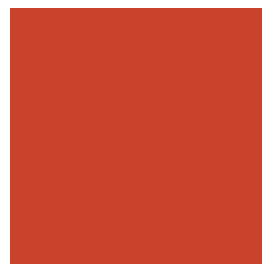
Blue

R - 8
G - 46
B - 103



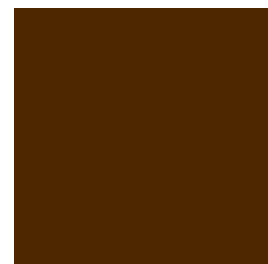
Gold

R - 182
G - 150
B - 59



Red

R - 213
G - 29
B - 22



Brown

R - 67
G - 27
B - 0



50% tint
R - 215
G - 195
B - 138

Corporate Logo - single colour

The single colour symbol is applied when printing methods are limited or for special applications such as embossing, foiling, sand blasting, weaving and embroidery. The single colour application should only be utilised when the full colour application is not practical, either by virtue of application method, budget or size. The use of the logo in single colour will be determined by the background colour, where the most visible combination should be used at the discretion of the person responsible. The corporate colours must be used as stipulated. Our logo must always be given the dominant position in materials, allowing a proper amount of white space.



University of Venda



University of Venda



University of Venda



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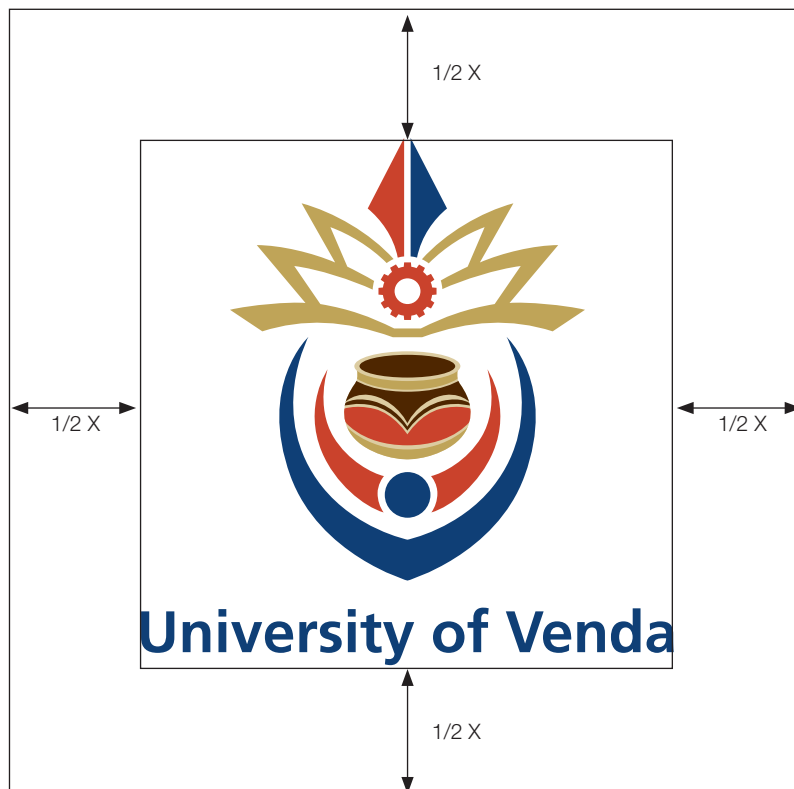
University of Venda



University of Venda

Corporate Logo - free space

The corporate logo must always have a minimum free space on the top, bottom, left and right, shown as X in the illustration below.



Corporate Logo - School specific



University of Venda

*School of Human and
Social Sciences*



University of Venda

*School of Mathematical
and Natural Sciences*



University of Venda

School of Agriculture



University of Venda

School of Management Sciences



University of Venda

School of Law



University of Venda

School of Health Sciences



University of Venda

School of Education



University of Venda

School of Environmental Sciences

Corporate Coat of Arms

The corporate coat of arms is reserved for use by the Vice Chancellor.

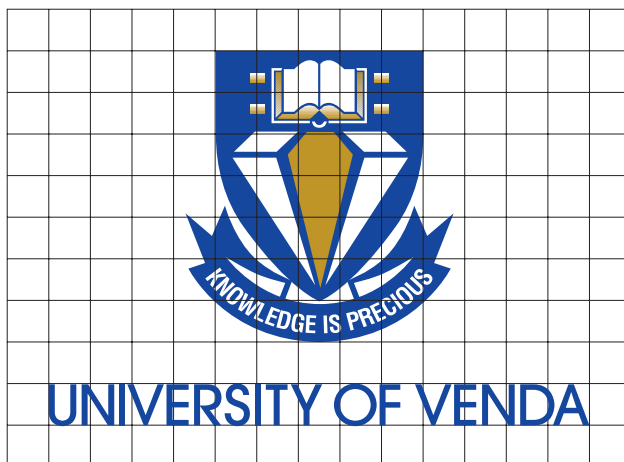
The logo is combined in a specific relationship to form the corporate signature. This combination is an integrated unit. The logo may be used without the name in certain circumstances. No alternatives or similar typefaces may be used for the logotype. The logo illustrated below is applied in a four colour process and special colour. The four colour process is generally applied to conventional printed material, while special colours are applied to applications such as signage, vehicle livery, promotional items and clothing. The logo must always be used as a unit, never separate symbol and type. To ensure legibility the logo must not be used less than 20 mm in width.

All applications must be approved by the University Marketing Department. When arranging reproduction or print, be sure to supply all artwork and colour specifications of each logo used. Using master artwork will ensure high quality, accurate reproduction and printing. The logo may never be re-copied, scanned, faxed or redrawn. On completion of a job, recover all necessary original material supplied to the reproduction house or printer.



UNIVERSITY OF VENDA

The construction grid is used as a guide to control the relationship of the logo. It may be necessary to reconstruct the logo and logotype when applied to extremely large surfaces, e.g. exterior signs. In such cases it would be impossible to simply enlarge the reproduction artwork. Use the grid as a guide for the construction of the logo and logotype for these special applications.



Corporate Coat of Arms - process colour

The four colour process application is the most appropriate as it provides the greatest colour detail. It may however be necessary to restrict the amount of colours for practical and/or budget reasons. The examples shown below represent the only acceptable range of colours available in the four process colour spectrum.



UNIVERSITY OF VENDA



Blue

100% cyan
85% magenta
0% yellow
0% black



Gold

20% cyan
35% magenta
100% yellow
10% black

Corporate Coat of Arms - spot colour

Pantone special colour application is the most appropriate as it provides the greatest colour detail when process colours cannot be used. It may however be necessary to restrict the amount of colours for practical and/or budget reasons. The examples shown below represent the only acceptable range of colours available in the pantone special colour spectrum. The Pantone colours used are relevant to coated and uncoated paper.



UNIVERSITY OF VENDA



Blue

Pantone Reflex Blue



Gold

Pantone 110

Corporate Coat of Arms - RGB colour

The RGB colour application is the most appropriate for use in electronic media such as email signatures, web pages and web banner adverts. The examples shown below represent the only acceptable range of colours available in the RGB colour spectrum.



UNIVERSITY OF VENDA



Blue

R - 47

G - 72

B - 154



Gold

R - 177

G - 147

B - 53

Corporate Coat of Arms - single colour

The single colour symbol is applied when printing methods are limited or for special applications such as embossing, foiling, sand blasting, weaving and embroidery. The single colour application should only be utilised when the full colour application is not practical, either by virtue of application method, budget or size. The use of the logo in single colour will be determined by the background colour, where the most visible combination should be used at the discretion of the person responsible. The corporate colours must be used as provided in the preceding pages.



UNIVERSITY OF VENDA



UNIVERSITY OF VENDA



UNIVERSITY OF VENDA



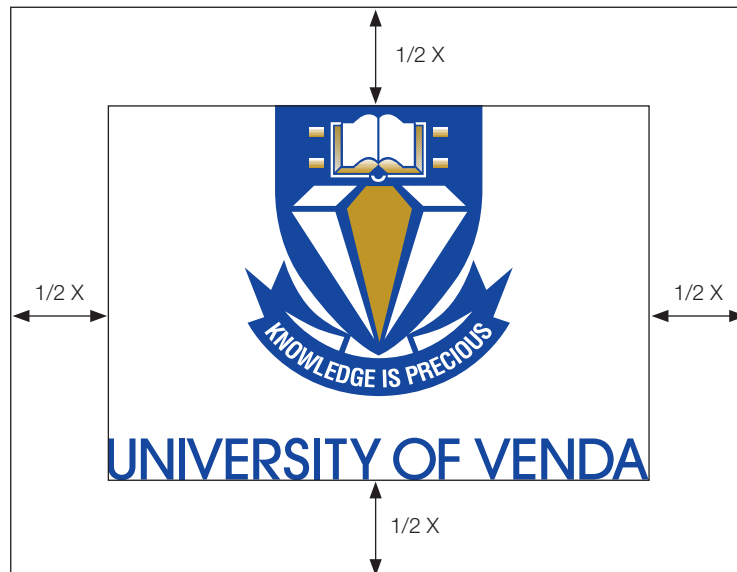
UNIVERSITY OF VENDA

Corporate Coat of Arms - free space

The corporate logo must always have a minimum free space on the top, bottom, left and right, shown as X in the illustration below.



UNIVERSITY OF VENDA



Primary typefaces

To project meaningful communication and consistency reflective of the Univen brand, basic typefaces have been selected. Avant Garde, Frutiger and Helvetica consist of various weights and italic cuts and provides the mobility required for interesting typography. Any weights or styles within each font family are acceptable. Shown below are a few of the styles. Arial may be used to replace Helvetica and Tahoma Frutiger when used on the PC.

Avant Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Avant Garde Book Oblique (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Avant Garde Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Avant Garde Medium Oblique (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Avant Garde Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Avant Garde Demi Oblique (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Frutiger Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

Helvetica Neue Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!?!&

2

Printed and
electronic media



University of Venda

Professor Peter M Mbatl
Vice Chancellor and Principal

University Road, Thohoyandou, Limpopo
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☎ 015 962 8100/8316
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Creating future leaders
www.univen.ac.za



University of Venda

Vice Chancellor and Principal

University Road, Thohoyandou, Limpopo
Private Bag X5050, Thohoyandou, 0950
Limpopo, South Africa

☎ 015 962 8316 ☎ 015 962 4742
✉ vice.chancellor@univen.ac.za

www.univen.ac.za

Letterhead

All measurements are in millimetres and must be accurately followed when creating a new layout. The page size is A4. Only the official artwork may be used for reproduction.

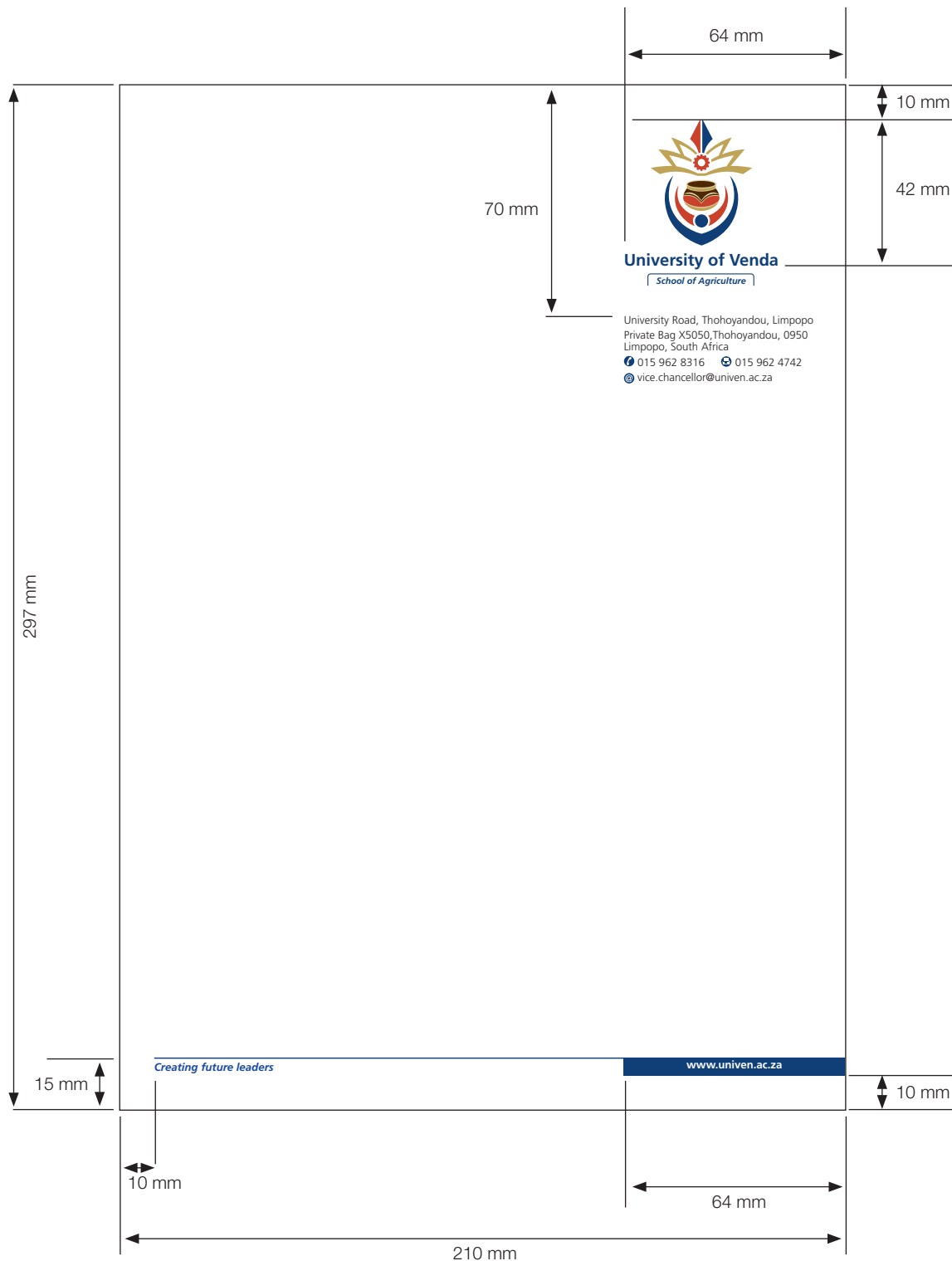
Address details - 9/10 pt Frutiger Light upper and lower case. Justified left. Slogan - 9 pt Frutiger Bold Italic. Website - 9 pt Frutiger Bold. Letterhead paper - China Embossed, White Artic, 105 gsm.



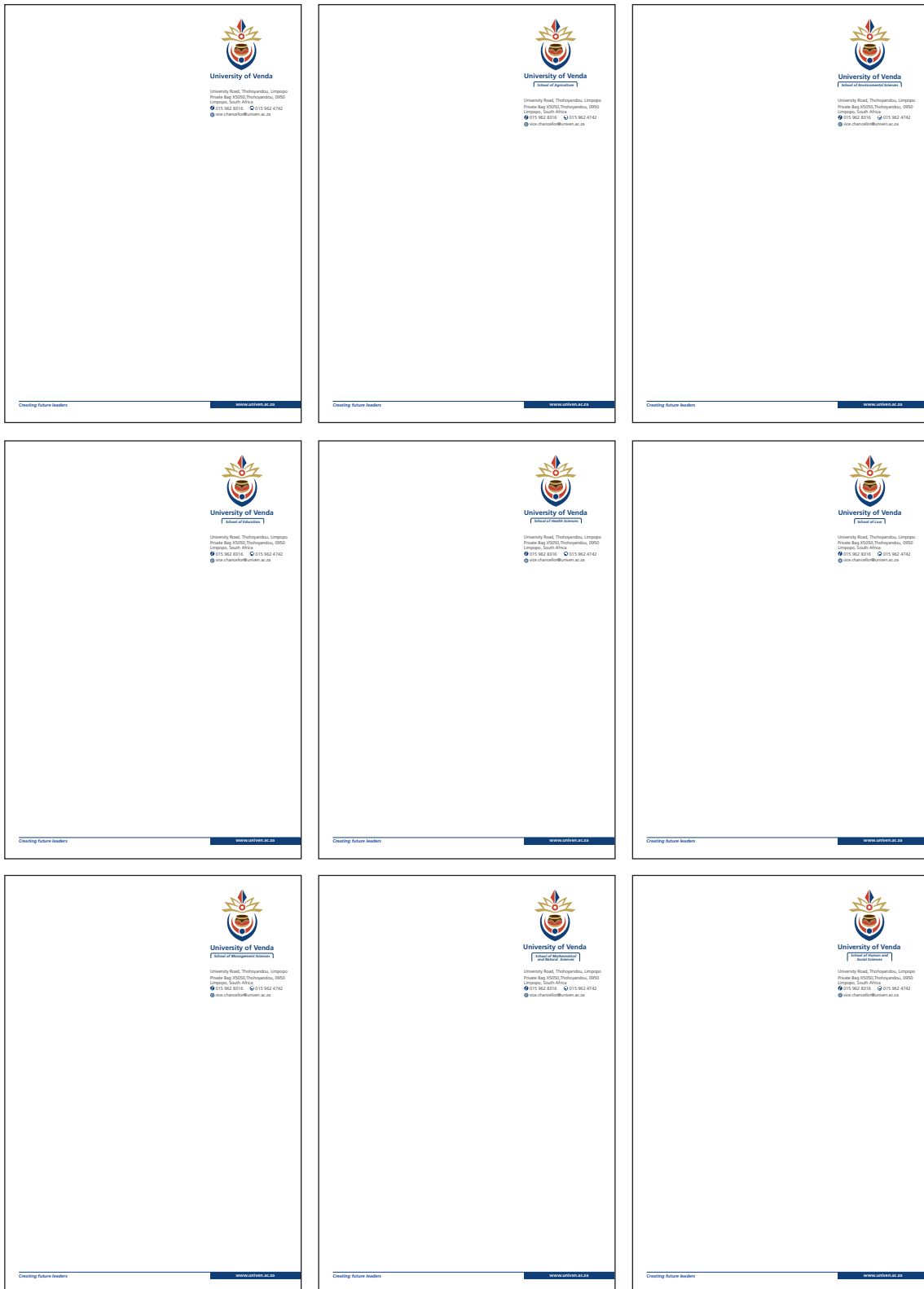
Letterhead - School specific

All measurements are in millimetres and must be accurately followed when creating a new layout. The page size is A4. Only the official artwork may be used for reproduction.

Address details - 9/10 pt Frutiger Light upper and lower case. Justified left. Slogan - 9 pt Frutiger Bold Italic. Website - 9 pt Frutiger Bold. Paper - China Embossed, White Artic, 105 gsm.



Letterhead - Overview



Letterhead - Vice Chancellor

All measurements are in millimetres and must be accurately followed when creating a new layout. The page size is A4. Only the official artwork may be used for reproduction.

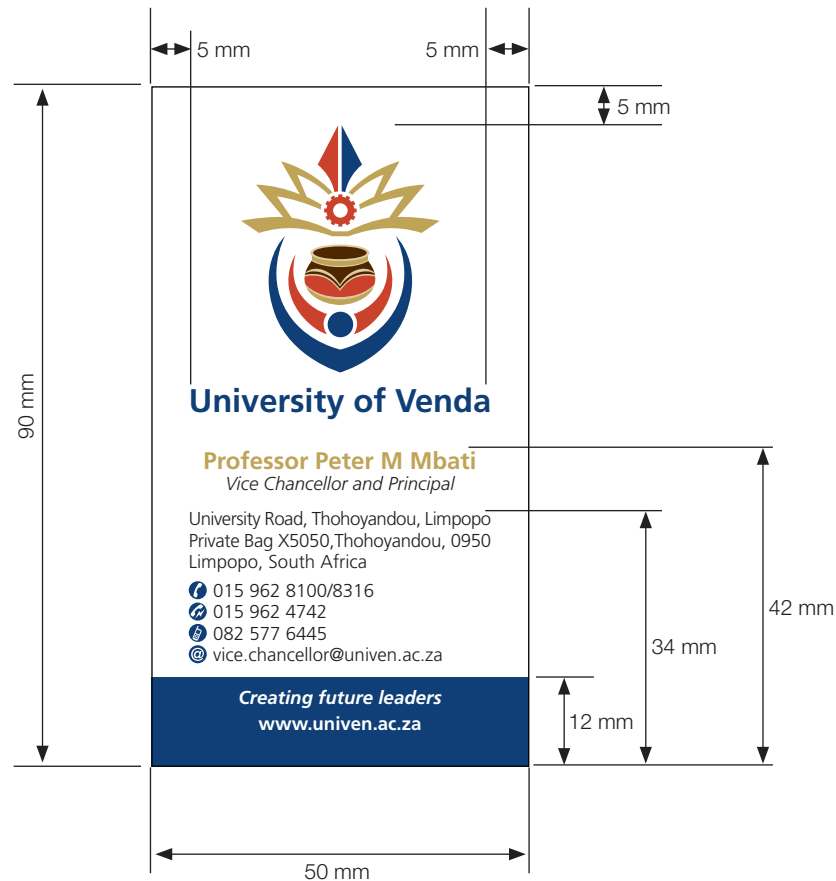
Vice Chancellor and Principal - 9/10 pt Frutiger Bold. Address details - 9/10 pt Frutiger Light upper and lower case. Justified left. Slogan - 9 pt Frutiger Bold Italic. Website - 9 pt Frutiger Bold. Paper - China Embossed, White Artic, 105 gsm.



Business card

All measurements are in millimetres and must be accurately followed. The page size is 90 x 50 mm. Only the official artwork may be used for reproduction.

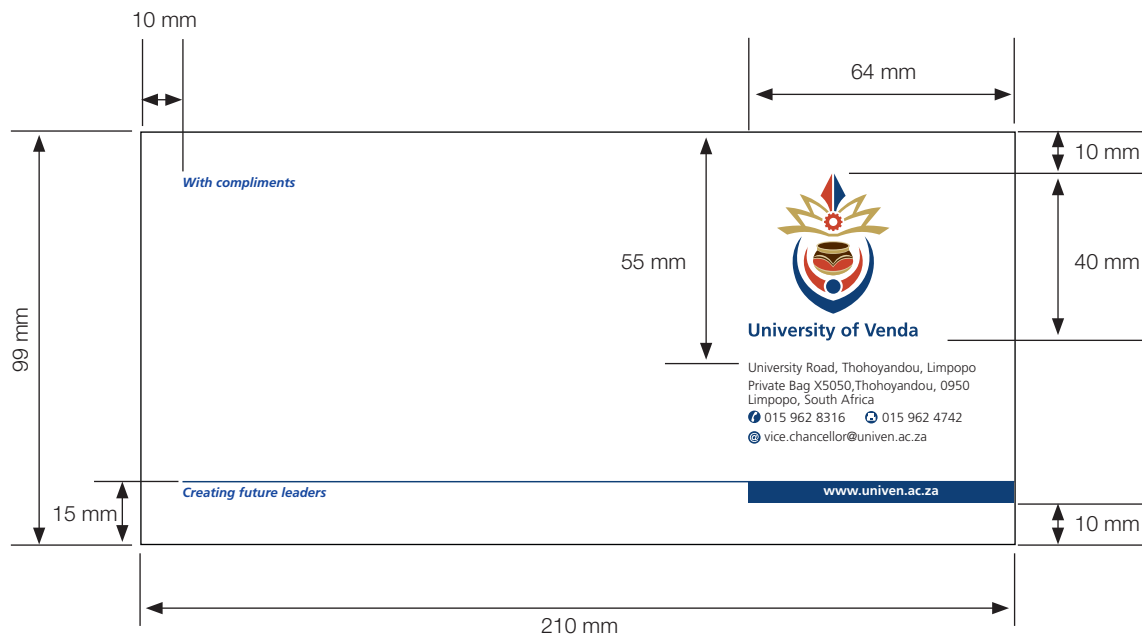
Name - 8 pt Frutiger Bold upper and lower case. Title - 7 pt Frutiger Light Italic. Address - 7/8 pt Frutiger Light. Justified left. Slogan - 7 pt Frutiger Bold Italic. Website - 7 pt Frutiger Bold. Paper: Ivory Board Smooth, White, 280 gsm.



Complimentary slip

All measurements are in millimetres and must be accurately followed. The page size is 99 x 210 mm. Only the official artwork may be used for reproduction.

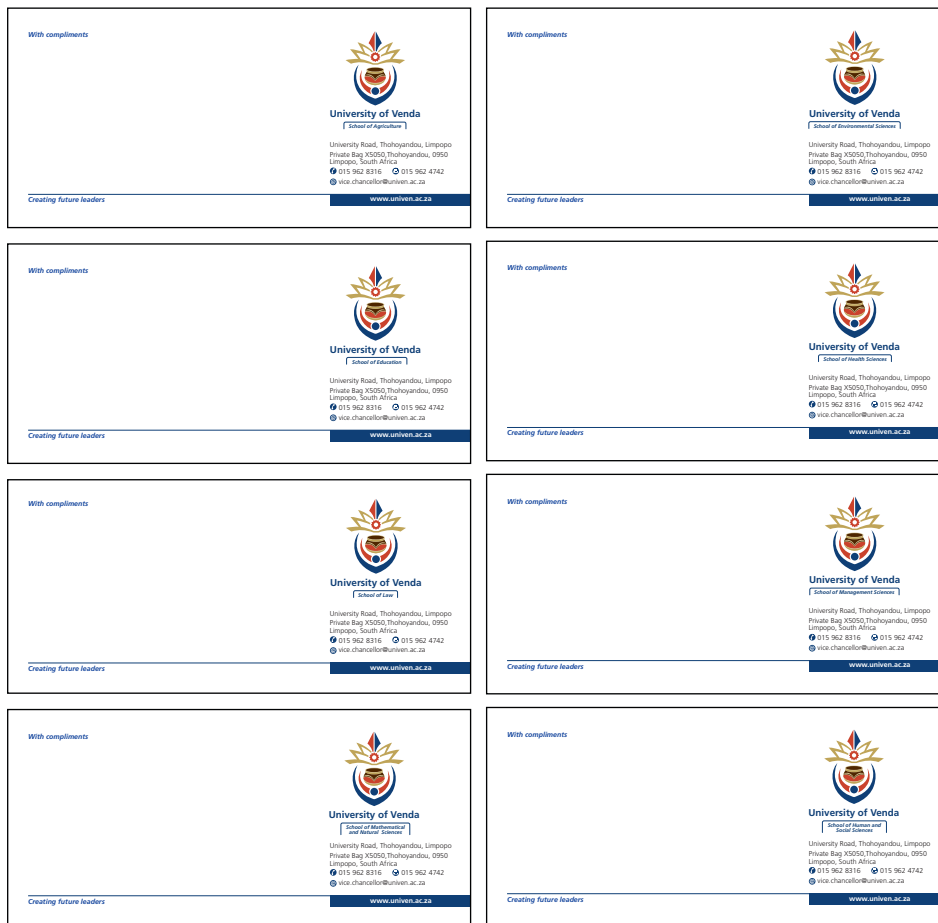
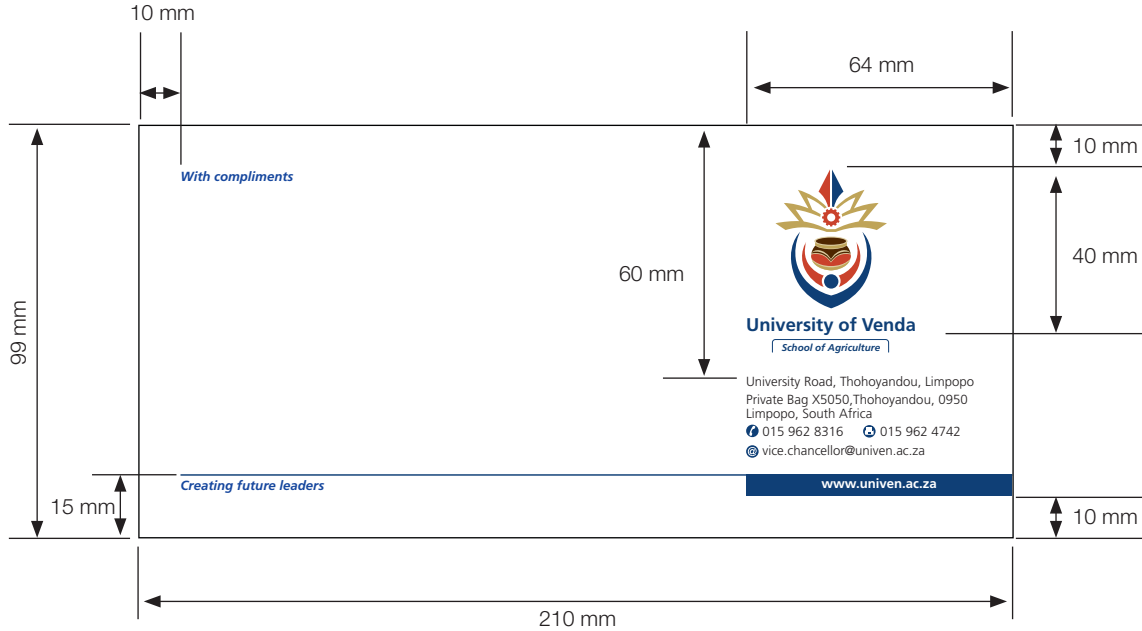
Address details - 9/10 pt Frutiger Light upper and lower case. Justified left. Slogan and with compliments - 9 pt Frutiger Bold Italic. Website - 9 pt Frutiger Bold. Paper - China Embossed, White Artic, 105 gsm.



Complimentary slip - School specific

All measurements are in millimetres and must be accurately followed. The page size is 99 x 210 mm. Only the official artwork may be used for reproduction.

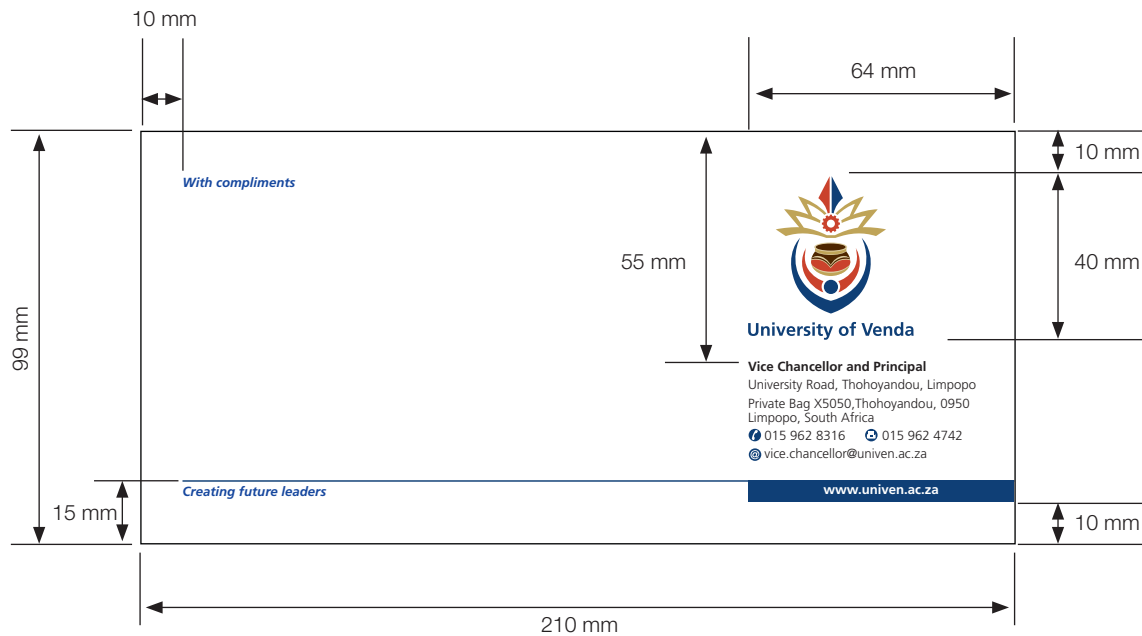
Address details - 9/10 pt Frutiger Light upper and lower case. Justified left. Slogan and with compliments - 9 pt Frutiger Bold Italic. Website - 9 pt Frutiger Bold. Paper - China Embossed, White Artic, 105 gsm.



Complimentary slip - Vice Chancellor

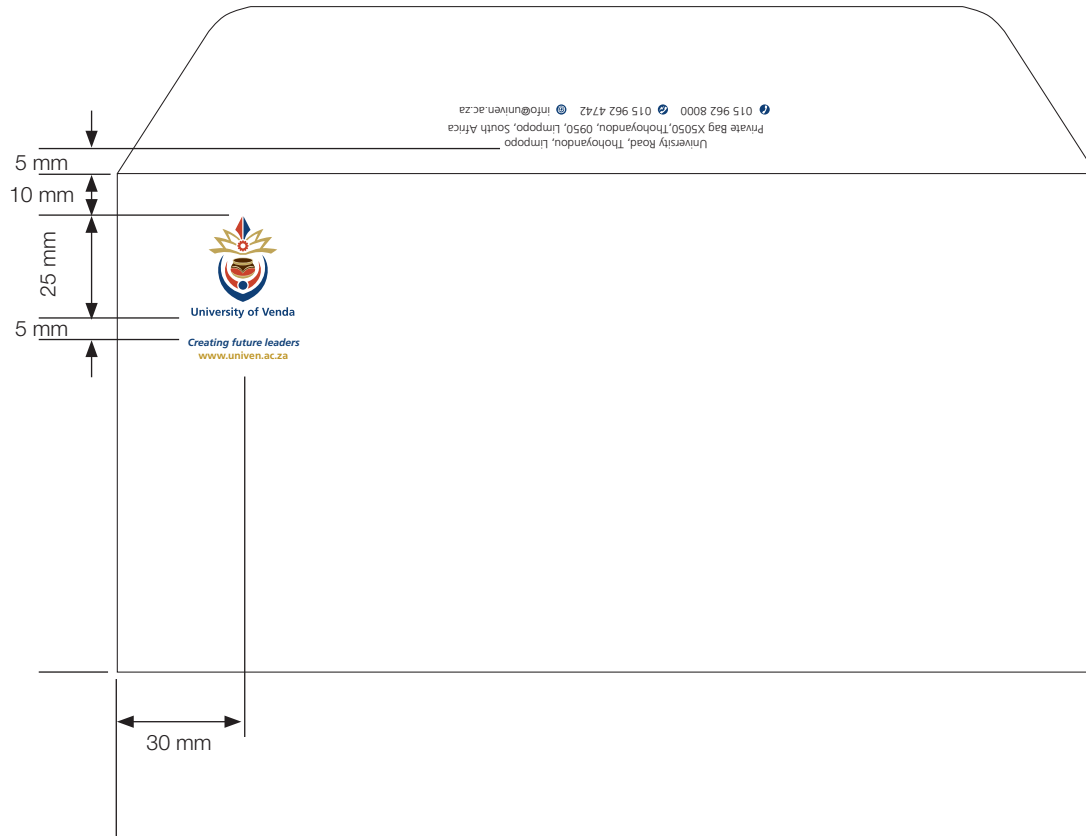
All measurements are in millimetres and must be accurately followed. The page size is 99 x 210 mm. Only the official artwork may be used for reproduction.

Vice Chancellor and Principal - 9/10 pt Frutiger Bold. Address details - 9/10 pt Frutiger Light upper and lower case. Justified left. Slogan and with compliments - 9 pt Frutiger Bold Italic. Website - 9 pt Frutiger Bold. With compliments 10pt Frutiger Bold. Paper - China Embossed, White Artic, 105 gsm.



Envelope

All measurements are in millimetres and must be accurately followed. The size of an envelope will vary according to the size chosen, the basic measurements indicated below should be used. Only the official artwork may be used for reproduction. Address details - 8/10 pt Frutiger Light upper and lower case centred. Slogan - 7 pt Frutiger Bold Italic. Website - 7 pt Frutiger Bold



Notepad

A large rectangular area containing horizontal dashed lines, intended for taking notes.



University of Venda

www.univen.ac.za

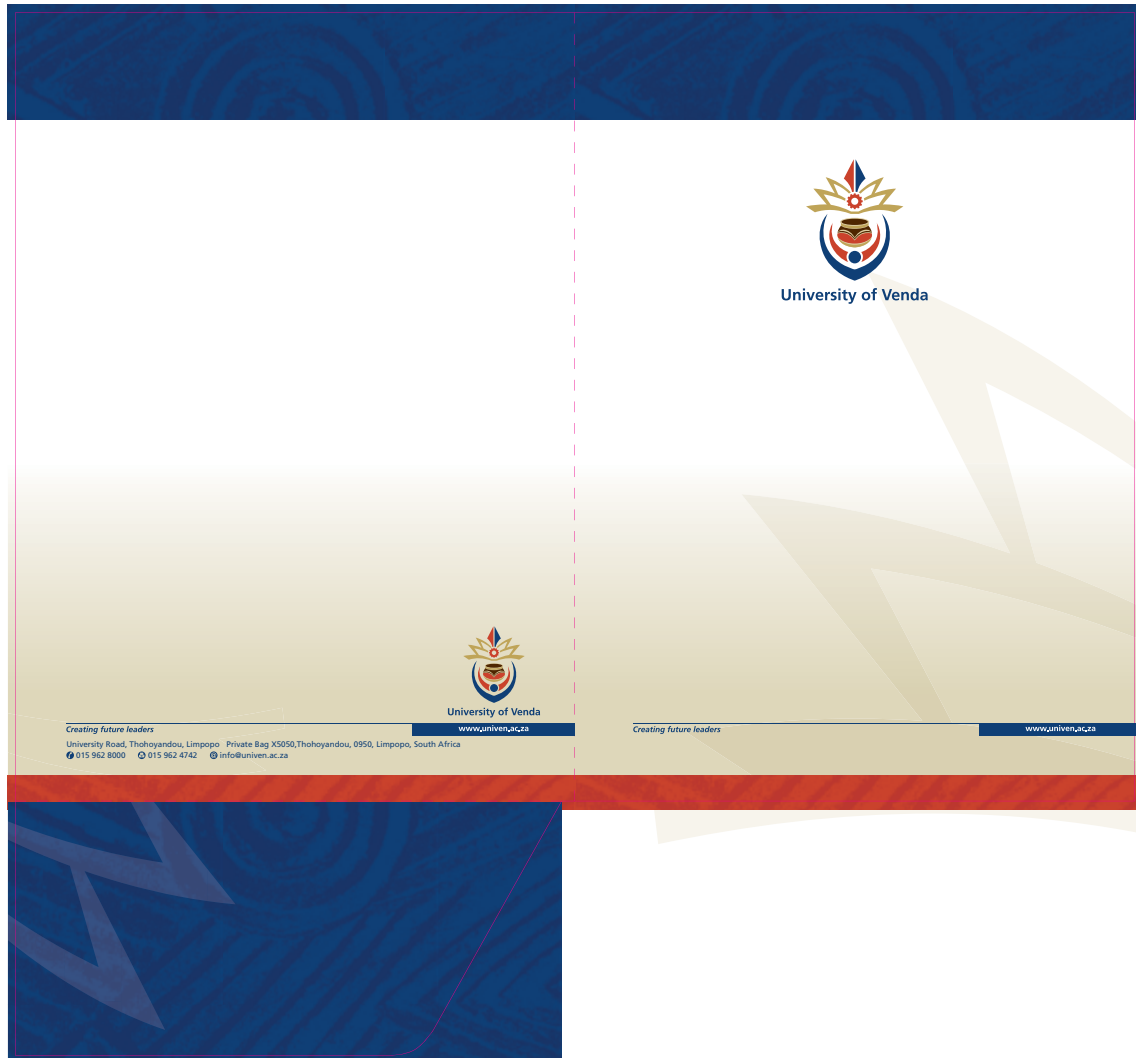
Creating future leaders

University Road, Thohoyandou, Limpopo Private Bag X5050, Thohoyandou, 0950, Limpopo, South Africa

☎ 015 962 8000 ☎ 015 962 4742 ✉ info@univen.ac.za

Folder

As the folder will change to exhibit different design styles and requirements, a design is not fixed and can change when the need arises. However, it is important to keep the look and feel of Univen throughout. Below is an example of a folder.



Graduation certificate

As the certificate will change to exhibit different design styles and requirements with, a design is not fixed and can change when the need arises. However, it is important to keep the look and feel of Univen throughout. Below is an example of a certificate. An additional script font may be used for names, degree achieved and departments, in this case Cafisch Script was used.



Graduation certificate



UNIVERSITY OF VENDA

This is to certify that the degree of

Degree Earned

was awarded to

Name of Graduate

at a ceremony on

30 January 2010

*in accordance with the provisions
of the Act and Statute.*




University Registrar

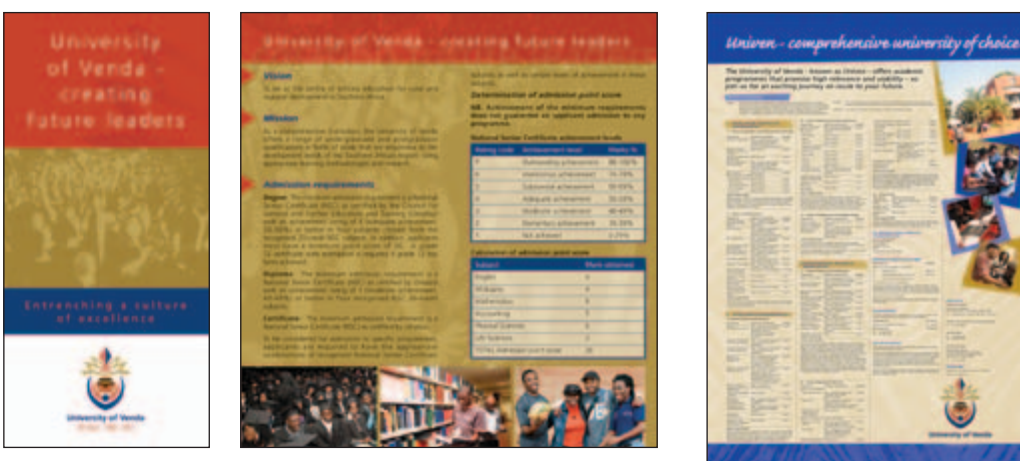

Dean


Vice Chancellor and Principal

***Univen is a quality driven, financially
sustainable, comprehensive university***

Brochures

As brochures will change to exhibit different design styles and requirements, a design is not fixed and can change when the need arises. However, it is important to keep the look and feel of Univen throughout. Below are a few examples of brochures.



Employment advert

Below is an example of an employment advert, variations in sizes will be used. Apply the same typographical styles to all sizes as shown below, using your discretion on type size and keeping the corporate look and feel of the advert.



University of Venda

University Road, Thohoyandou, Limpopo
Private Bag X5050, Thohoyandou, 0950
Limpopo, South Africa

015 962 8000
015 962 4742
info@univen.ac.za

Advertised post or position

Advertised post detail

Advertised post detail Wisci ea feu faci endrerci tatem venisissis niam, conulla aliquat velisse feuissectet ad ea feuis nonse dip et la am, velenisi. Nonsed eugait nonsendiam, vel ut wisisi el iuscilil ipsum dolobore dolobor si. Re minisl ipsum nisim aliquis delenis augiatem nullam nullamet acipis essi ent vel dolorperos nim iuscil ullum vel et vel ipsum nulla conullandrem volore.

Putat, vullan enit numsan hent non hendre vendigna alis ex ercil ulput esecte molenim dolortismod delenibh et, velisci et prate min euguerincil delis ea feugiam dolortis nostrud dolore magna consenibh et augue velesto diat at. Conullamet, volestie delit prat, quisi.

Os nit luptat vel iureet, velis eu feugiat iure do digna inissectet vel dio od modolor augueraestie veleniat. Ut lor iriuscidunt wiscidunt in ute conum zzriustin eraesectet wis acipism odolorem ip et. Na consequis augiat ing ea facipisim adionsequi endrem dip ero core doluptatue tisequ isisim do et prat sandiat aliquismodo ea facilit, conum ilit landreet

Creating future leaders



University of Venda

University Road, Thohoyandou, Limpopo
Private Bag X5050, Thohoyandou, 0950
Limpopo, South Africa

015 962 8000
015 962 4742
info@univen.ac.za

Advertised post or position

Advertised post detail

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Creating future leaders

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Creating future leaders

Advertised post or position

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E-mail signature

The final e-mail banner should be legible, the width must not be less than 350 pixels or as specified by the IT department.

Dr Jannie Zaaiman
Deputy Vice Chancellor: Operations
Private Bag X5050, Thohoyandou, 0950
Tel: 015 962 8105
Fax: 015 962 8097



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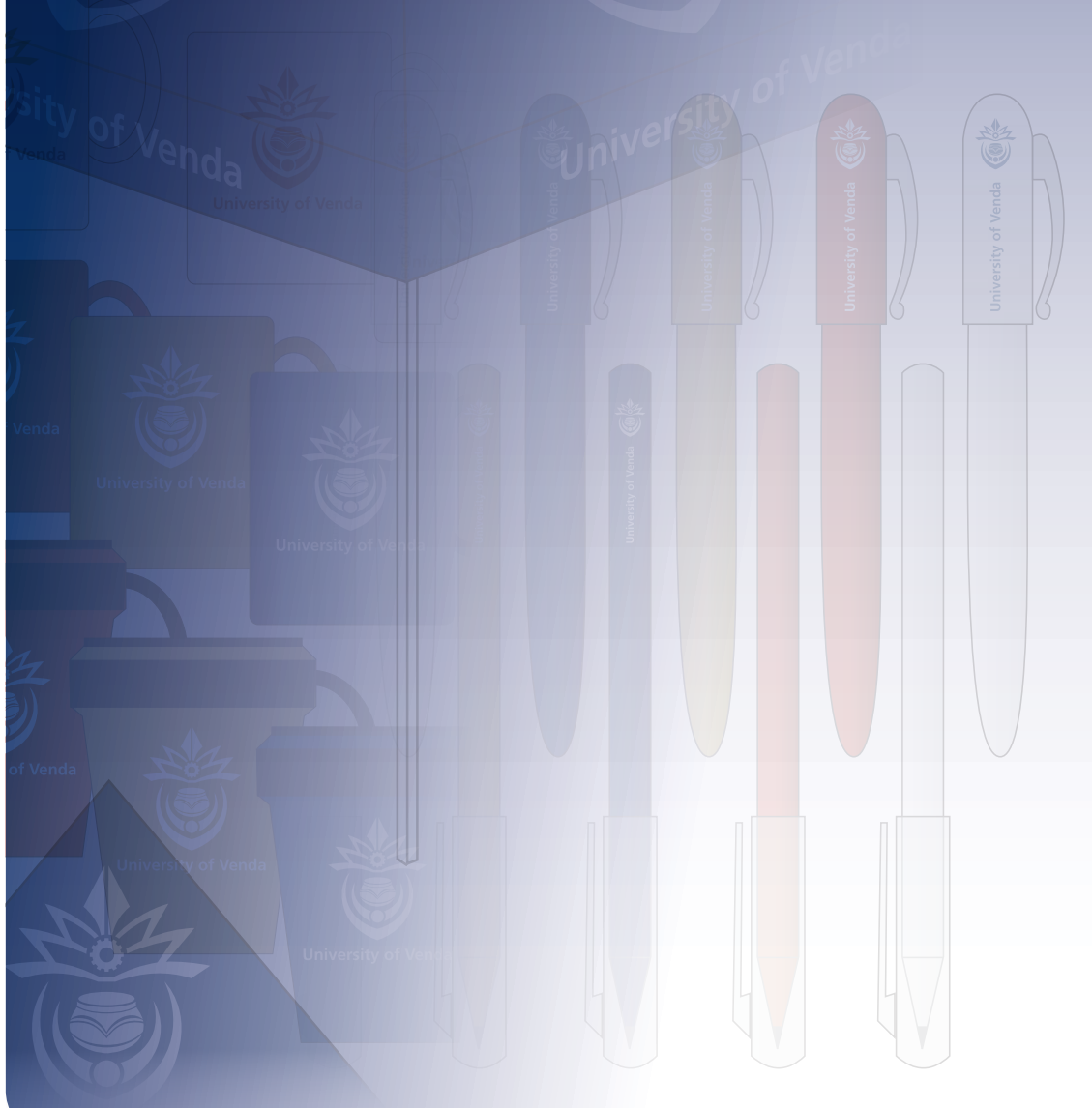
Powerpoint slides

A template PowerPoint slide show is available to ensure the integrity of the corporate signature, however requirements and information may necessitate different designs. This template can be adapted but still conforming to the look and feel of the corporate signature.



3

Outdoor,
promotional items,
ceremonial medals
and trophies



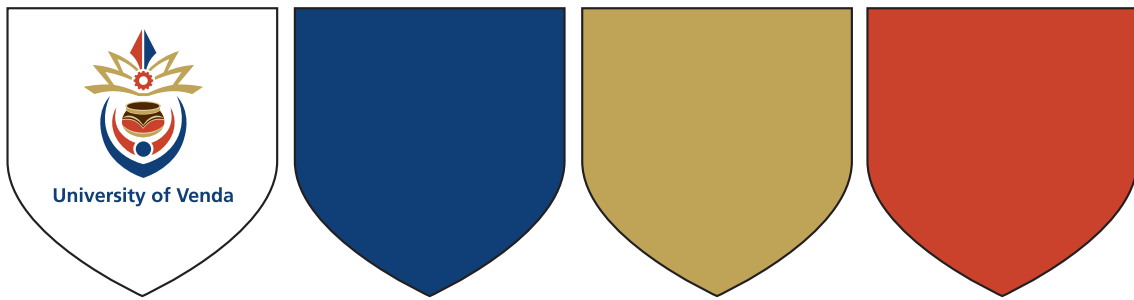
Gazebo



Beach and hand umbrella



Bunting



Teardrop and popup banners



Teardrop and popup banners



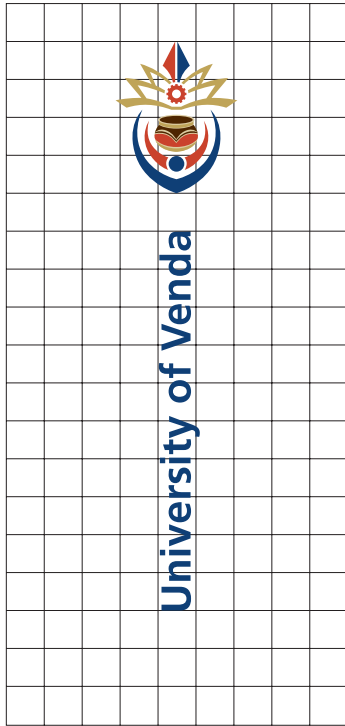
Medal and trophy

The logo may be used as specified in this corporate manual. Due to the varying sizes and shapes of medals and trophies the placement of the logo is left to the discretion of the person responsible for the item, keeping in mind to adhere to the clear space as stipulated in this document.



Promotional items

In circumstances where the logo does not fit in standard form a wide application of the logo may be used as indicated below, guidelines pertaining to colour use are applicable as indicated in this corporate manual.



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Promotional items



Promotional items



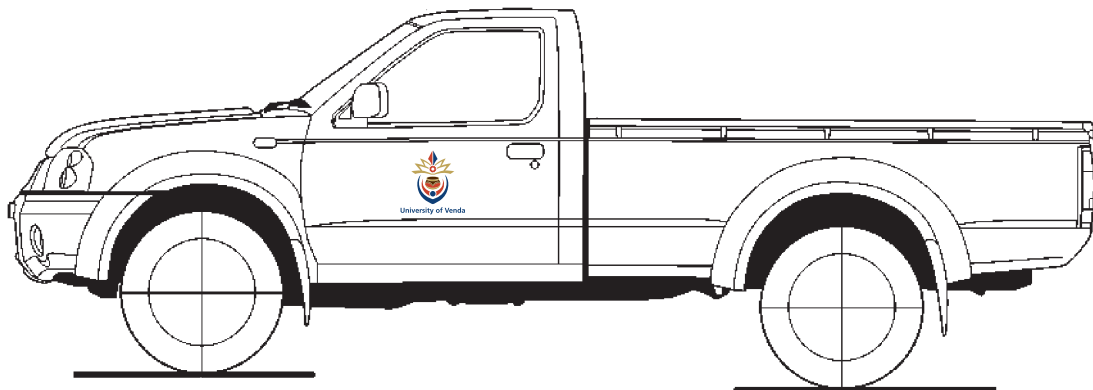
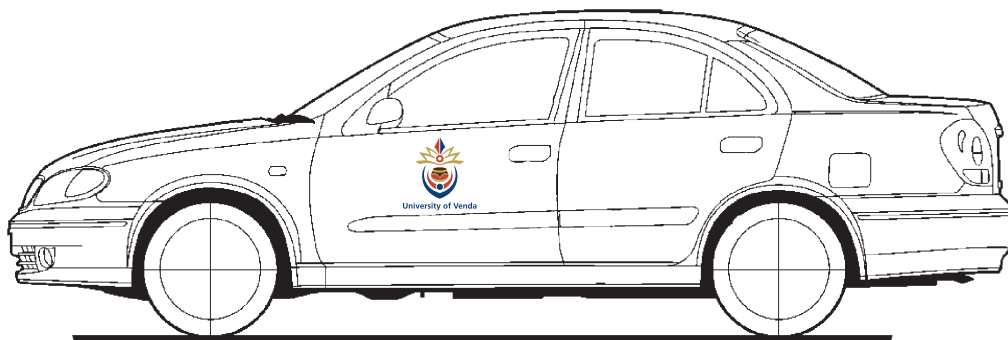
Promotional items



Vehicles



Vehicles



Signage

Signage circumstances will vary for each application. Below examples are guidelines only, always apply the free space and colour as stipulated in this manual.

