



UCT Brand Guidelines

Our Identity

JULY 2024

Glossary

Brand: a name, term, or visual descriptor that identifies and differentiates an entity from another.

Brand Architecture: sets to define the rules of usage of the University of Cape Town's master identity and how it relates to the sub-brands that fall underneath it.

Brand Equity: the commercial value of the brand as perceived by its stakeholders.

Brand Identity: comprises of the logo, typography, colour palette and photographic style of a brand.

CI Guide: the way that an entity presents itself both internally and externally. It applies to visual assets and brand design which may include logos, typography, pantones, trademarking, photography and advertising etc.

Grids: used by a graphic designer to consistently position content. It is made a series of intersecting straight or curved lines for structure. The grid ensures that there is a standard design style applied to all UCT marketing collateral.

Logo: a graphic symbol used to identify and promote public recognition of an entity.

Monolithic Brand: UCT is a monolithic brand and conforms to a branded house architecture. UCT as the master logo, should always be present alongside departmental and/or faculty descriptors.

UCT Stationery: all university stationery has been designed to a consistent look and standard. This section covers specifications on logo and font usage for print and digital stationery.

UCT Indoor & Outdoor Branding: items used at a variety of events. These items include branding on banners, flags, vehicles and gazebos.

UCT Official Merchandise: the Communication and Marketing Department (CMD) is the custodian of official University of Cape Town merchandise. All official UCT merchandise is produced by the CMD and is subject to trademarking and brand legal licensing rulings.

Welcome

Welcome to UCT Corporate Identity (CI) Brand Guidelines

The purpose of these guidelines is to set the rules and usage applications of UCT's corporate and brand identity.

They outline all possible executions of the UCT logo, including specifications on correct colour, size and format usage. You will also find information on how to use the logo with its visual language and how this is applied to a range of marketing and promotional collateral, across digital and printed elements.

We encourage you to make use of these guidelines when working with the UCT brand to ensure that the logo is reproduced accurately and consistently. A brand that is consistently applied in the public domain will give it a strong foundation and lead to greater visual recognition.

IMPORTANT:

This guide has been developed and approved by UCT's Communication and Marketing Department (CMD) to provide holistic guidance on brand use as it pertains to the UCT brand. All UCT departments, faculties, partners, approved student bodies and/or other societies are strongly encouraged to ensure consistency with the UCT brand across all creative design and production aspects. Design work and *trademark symbols remain the property of UCT under the stewardship the CMD.

*The UCT trademarks are registered in terms of the South African Trademarks Act. As such, any misuse or non-authorised use will constitute trademark infringement. The UCT master identifier and subsidiary logos are registered as legal identifiers as per Trademark Class 25: Goods & Services as it pertains to South African trademark, patent and licensing laws. In the event of infringement, the university will not hesitate to take the appropriate legal action to protect its rights.



Our Identity

University of Cape Town Logo

The University of Cape Town logo is a fundamental component of the UCT brand. It is imperative that the logo is applied as shown in this guideline. There are three permitted versions of the UCT logo – corporate horizontal, corporate circular, and merchandise. Each of these logos are a complete unit, comprising the graphic and textual elements. These should not be separated or used in isolation from each other. Whenever the UCT logo appears, it must appear in full.

Corporate Horizontal Logo

Full Colour

Two Colour Variations

There are two colour variations of the corporate horizontal logo. The blue variation should always be used, unless it is not clearly visible when placed on a solid background colour or image, in which case the black variation should be used.



UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD



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Corporate Horizontal Logo

Reversed Out Logo

The UCT logo can be reversed out on a dark blue background. The shield remains the same in colour while the type becomes white.



Greyscale Logo

The greyscale logo is only to be used on collateral that is to be printed in black and white.



Corporate Circular Logo

Full Colour

Two Colour Variations

There are two colour variations of the corporate circular logo. The blue variation should always be used, unless it is not clearly visible when placed on a solid background colour or image, in which case the black variation should be used.



Corporate Circular Logo

Reversed Out Logo

The UCT logo can be reversed out on a dark blue background. The shield remains the same in colour while the type becomes white.



Greyscale Logo

The greyscale logo is only to be used on collateral that is to be printed in black and white.

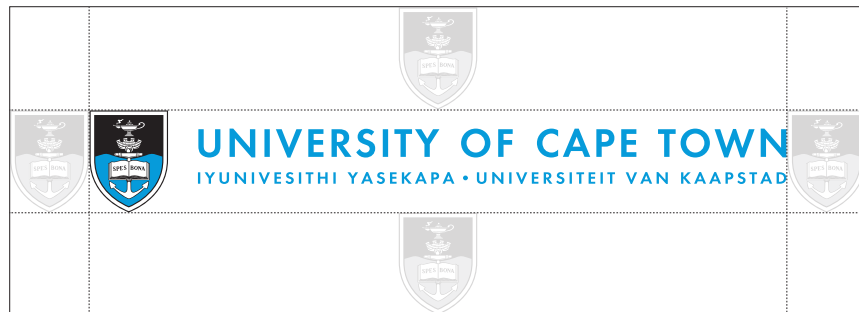


Logo | Area of Isolation

Corporate Horizontal Logo

Minimum Clearance

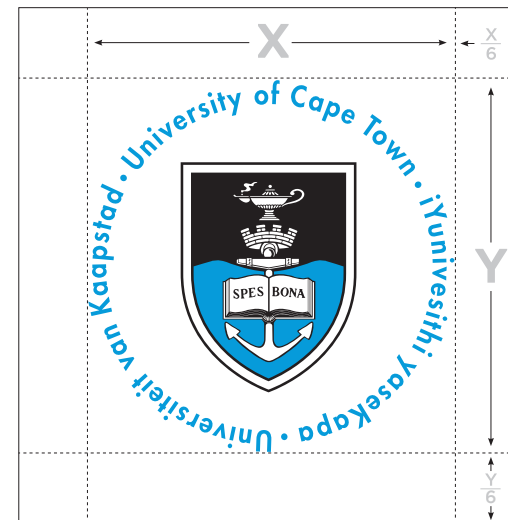
There is minimum space that must be kept clear around the logo. This space is measured by placing the shield all around the logo.



Corporate Circular Logo

Minimum Clearance

The minimum space around the logo is calculated at a sixth of the length and width of the logo. An example of the calculation can be seen below.

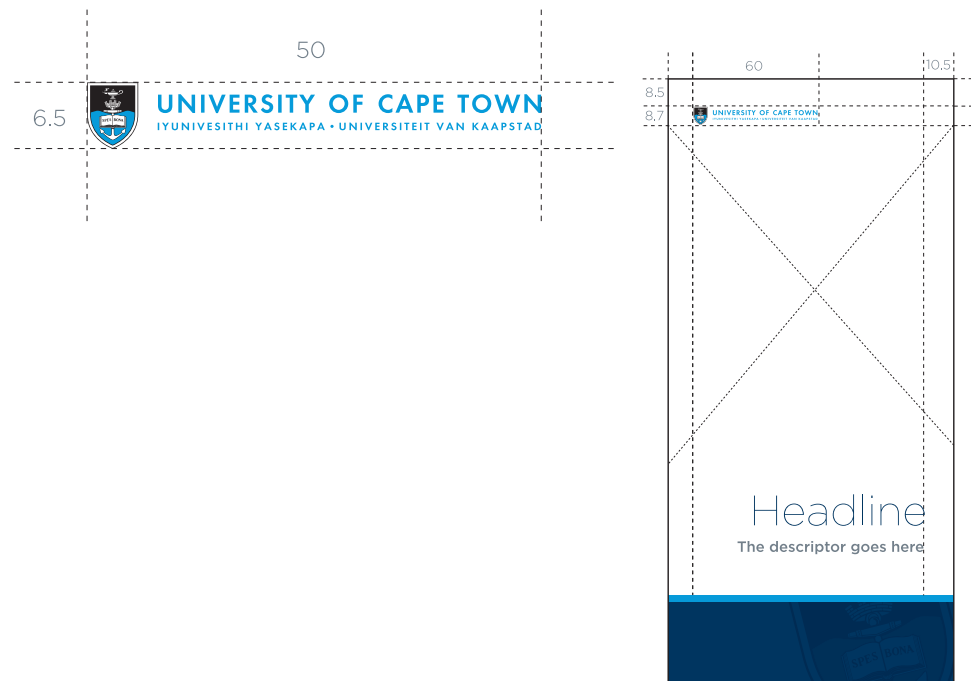


Logo | Application

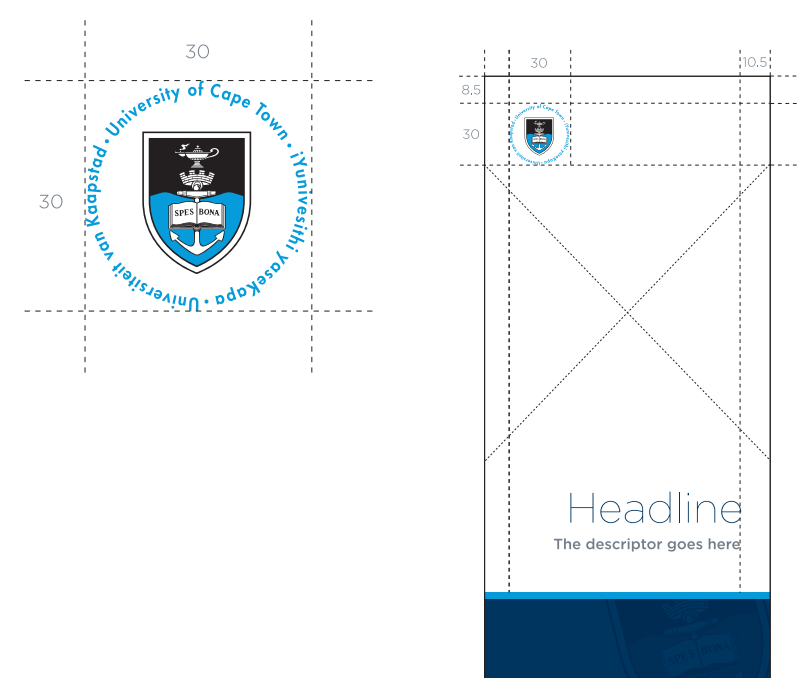
Minimum Size

It is imperative that the logo is visible on every item of communication. In order to ensure legibility, the UCT logo may not be used smaller than 60 mm (for corporate horizontal logo) in width and 30 mm in diameter (for corporate circular logo).

Corporate Horizontal Logo



Corporate Circular Logo



Official Merchandise Logo

Full Colour Logo

The UCT Official Merchandise logo is placed over the UCT Crest. “Spes Bona”, and all three official Western Province languages, must be visible. Should the space of the garment or merchandise not allow for all three languages to be used, “University of Cape Town” may be used on its own. Below is the UCT Official Merchandise logo, to be used on light coloured clothing and merchandise.



Reversed Out Logo

This is the UCT Official Merchandise logo to be used on dark coloured clothing and merchandise. “Spes Bona”, and all three official Western Province languages, must be visible. Should the space of the garment or merchandise not allow for all three languages to be used, “University of Cape Town” may be used on its own.



Official Merchandise Logo

UCT Official Merchandise Authentication Tag Usage

“UCT” is the preferred merchandise wordmark for the university. It appears on the side label and neck tape on official merchandise garments.

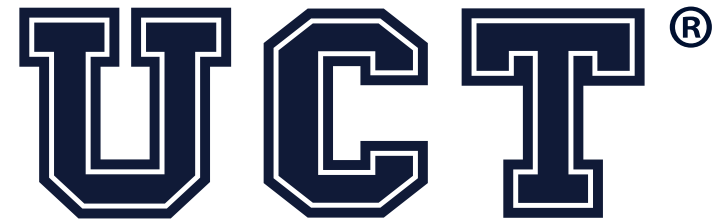
Students, faculty and other campus groups may use the UCT Official Merchandise Authentication Tag for their merchandise, provided the logo is applied as per these guidelines. The UCT Official Merchandise Authentication Tag must appear on the sleeve of the garment.

The acronym UCT can only be used for merchandise. It cannot be used for anything other than licensed apparel and products sold at retail.

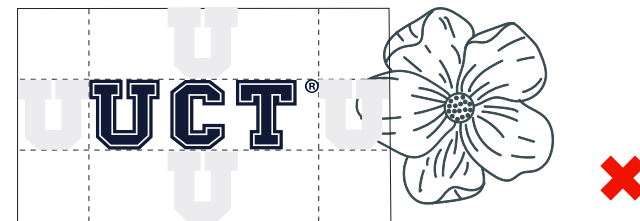
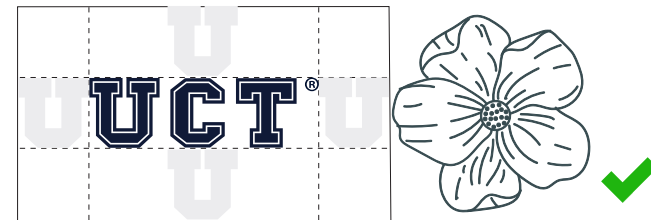
The “UCT” cannot be used by itself. It must always be placed with the UCT Official Merchandise Authentication Tag & Crest logo on the left chest of the garment.

Design Placement

There must be space around official graphics, so that nothing is touching or overlapping the official marks (i.e. a design element such as flowers or another logo).



Example



Official Merchandise Logo | Usage

Size/Visibility

The size of the wordmark must be large enough to be legible.

When embroidered, a product sample/sew out may be required upon trademark/licensing discretion.

The size of the proper right chest logo is 8.5 cm in length. All three languages in the proper right chest logo should be visible barring the space. Should the space not allow for all three languages to be visible, “University of Cape Town” may be used.

The size of the middle chest logo is 25.3 cm x 28 cm in length.

Unofficial university graphics

“University of Cape Town” and “**UCT**” cannot be created in any treatment, style and typeface when using the official name and acronym of the university.

The official “**UCT**” wordmark cannot be used by itself, the official UCT Official Merchandise Authentication Tag & Crest logo must be used on the garment and approved by the CMD.

Approval

Approval for UCT Official Merchandise logo use by UCT students rests with the relevant faculty or department Communications and Marketing Manager, all of whom have been guided through suggested parameters. To ensure brand and quality consistency, only CMD-vetted suppliers are to be used for production of UCT merchandise.

Official Merchandise Logo | Usage

Campus Organisation Merchandise

The guidelines below are to be used for merchandise by all UCT staff bodies, student and faculty organisations.

Official graphics/logos

- The UCT Official Merchandise Authentication Tag cannot be locked up with an external organisation's name or logo.
- The UCT Official Merchandise Authentication Tag must be used with the UCT Official Merchandise logo.
- When using an official graphic, it is required to use a licensed supplier and obtain approval for the design from the Trademark Licensing Office/Registerer.
- Both the horizontal and circular logo must be in the University's official colours.
- When used against a white background, the logo is applied in black with the corporate blue in the crest changing to 40% black.

Unofficial graphics/logos

- UCT students, faculty and other campus groups can use their group/organisation name without the official wordmarks.
- Provide registered art to approved vendors.
- "UCT" cannot be included in an unofficial design or typeface on your item but must be presented together with the UCT Official Merchandise Authentication Tag & Crest logo.
- Your group/organisation name or logo can be used without the official graphics; however, "UCT" cannot appear unless the UCT Official Merchandise Authentication Tag & Crest logo are also on the item.

Logo | What Not To Do

Corporate Horizontal Logo

The colours in the logo should never be exchanged with other colours, nor should new colours be added. The logo can be reversed out, but only on the UCT dark blue. The orientation of the wordmark and shield should always remain horizontal. The shield should always remain a consistent size to the wordmark.



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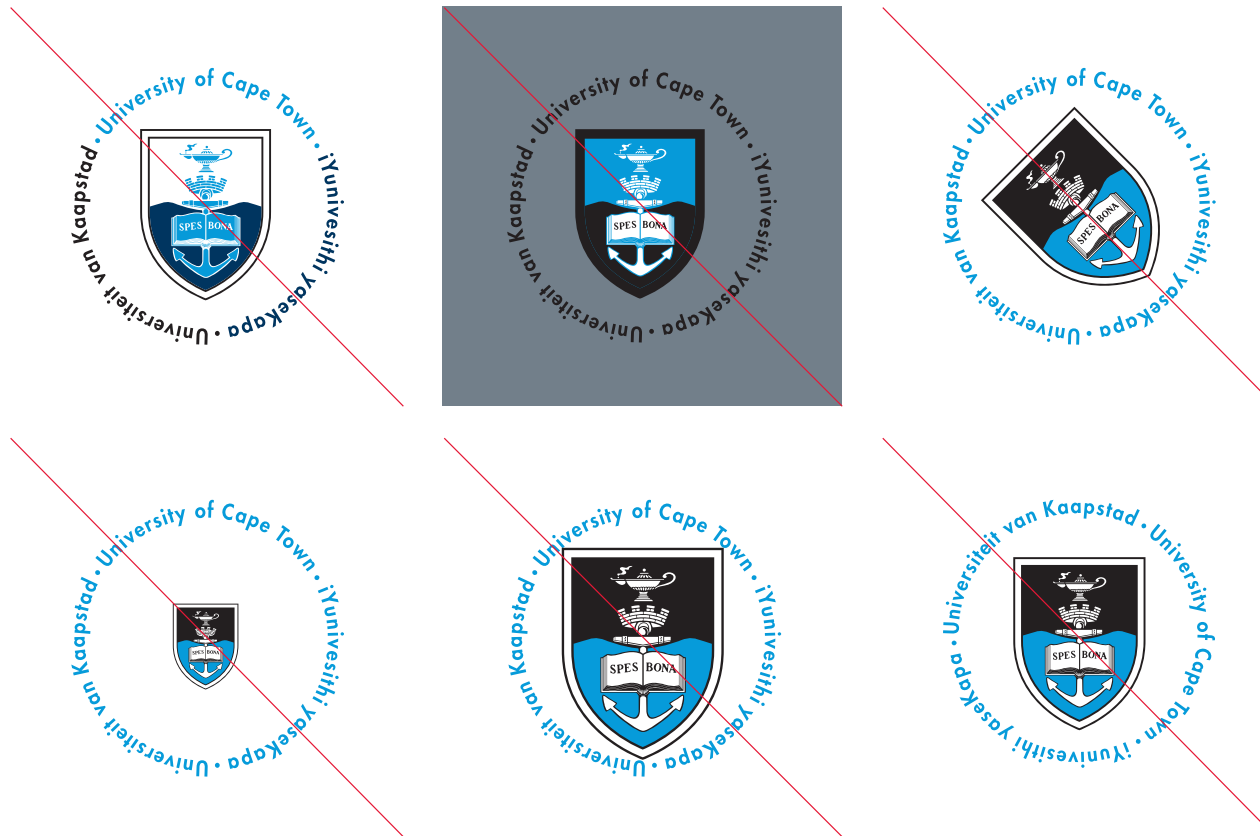
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Logo | What Not To Do

Corporate Circular Logo

The colours in the logo should never be exchanged with other colours, nor should new colours be added. The logo can be reversed out, but only on the UCT dark blue. The orientation of the wordmark and shield should always remain horizontal. The shield should always remain a consistent size to the wordmark.



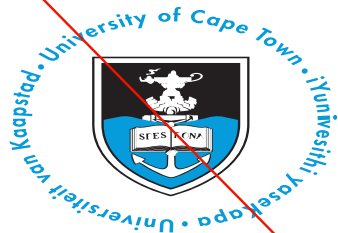
Logo | What Not To Do

Crest and Stretching

The logo is a complete unit, comprising the graphic and textual elements. These should not be separated or used in isolation from each other. Whenever the logo appears, it must appear in full. The logo may not be stretched or distorted in any way.



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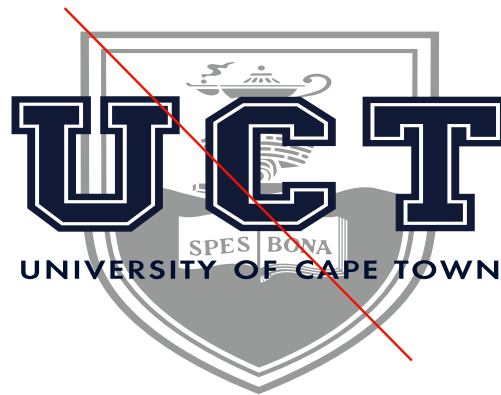


UNIVERSITY OF CAPE TOWN
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Logo | What Not To Do

UCT Official Merchandise logo

The UCT Official Merchandise logo is a complete unit, comprising the graphic and textual elements. These should not be separated or used in isolation from each other. Whenever our logo appears, it must appear in full. The logo may not be stretched or distorted in any way.



Typography

Definition of Font Families

In all written copy across text, web, digital and print communications that the university produces, it is critical that the prescribed font families are used. This will ensure that the UCT brand is consistently applied and will result in increased equity in the brand.

Headline

Gotham Thin

The Gotham font family has been selected to be used for all levels of headers.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890!@#\$%^&*()

Note:

The headline should always be in title case and should never be in UPPERCASE. The italicised version of this font should never be used.

Large Subheads

Gotham Light

The weighting of Gotham goes heavier as the levels of headers go down from Headline through to Subheads & Descriptors.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890!@#\$%^&*()

Note:

The large subheads should always be in sentence case and should never be in UPPERCASE. The italicised version of this font should never be used.

Subheads & Descriptors

Gotham Medium

This weighting is to be used as the third and last level of headers. As it is the smallest of all headers it has the heaviest weighting.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890!@#\$%^&*()

Note:

Subheads and descriptors should always be in sentence case and should never be in UPPERCASE. The italicised version of this font should never be used.

Typography

Alternative Digital Font

Please note

In the event that Gotham is unavailable, please replace with the Montserrat fonts.

Headline

Montserrat Thin

The Montserrat font family has been selected to be used for all levels of headers.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890!@#\$%^&*()

Note:

The headline should always be in title case and should never be in UPPERCASE. The italicised version of this font should never be used.

Large Subheads

Montserrat Light

The weighting of Montserrat goes heavier as the levels of headers go down from Headline through to Subheads & Descriptors.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890!@#\$%^&*()

Note:

The large subheads should always be in sentence case and should never be in UPPERCASE. The italicised version of this font should never be used.

Subheads & Descriptors

Montserrat Medium

This weighting is to be used as the third and last level of headers. As it is the smallest of all headers it has the heaviest weighting.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890!@#\$%^&*()

Note:

Subheads and descriptors should always be in sentence case and should never be in UPPERCASE. The italicised version of this font should never be used.

Typography

Publication Body Copy

Garamond

The two weightings of this font that can be used are regular and bold.

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!@#% ^ & * ()

Note:

Italicised versions of this font should only be used when referring to a publication title.

Digital & Microsoft Office Headlines

Arial Bold

Arial has been selected as the font for the headlines in digital collateral as this is a system font which is available on all major operating systems. This will allow individual staff to edit and update their details within collateral.

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!@#% ^ & * ()

Microsoft fonts

Note:

Large subheads should always be in sentence case and should never be in UPPERCASE. The italicised version of this font should never be used.

Digital & Microsoft Office Headlines

Arial Regular

Arial has been selected as the font for copy in the digital collateral as this is a system font which is available on all major operating systems. This will allow individual staff to edit and update their details within collateral.

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!@#% ^ & * ()

Note:

Italicised versions of this font should only be used when referring to a publication title.

Colour Palette

Primary, Secondary and Tertiary Colours

In all communication that the university produces, it is critical that the correct colour palletes are used. This will ensure that the UCT brand is consistently applied and will result in increased equity in the brand. The colour breakdowns for each Pantone, CMYK and RGB, can be seen below.

Primary Colours

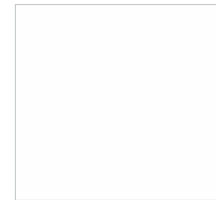
UCT has three primary colours which are all represented in the logo.



PANTONE 2925 C
C:85 M:21 Y:0 K:0
R:0 G:152 B:219



PANTONE BLACK
C:0 M:0 Y:0 K:100
R:30 G:30 B:30



PANTONE WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Secondary Colours

There are two secondary colours, a darker blue to compliment the light blue, and grey to compliment the black.



PANTONE 2955 C
C:100 M:60 Y:10 K:53
R:0 G:60 B:105



PANTONE 431 C
C:33 M:18 Y:13 K:40
R:114 G:128 B:138

Campaign Colours

This colour palette can be used for campaigns only if it's secondary to the UCT primary colors.



PANTONE 218 C
C:10 M:65 Y:0 K:0
R:219 G:120 B:179



PANTONE 2583 C
C:45 M:75 Y:0 K:0
R:151 G:92 B:165



PANTONE 213 C
C:0 M:100 Y:10 K:0
R:237 G:1 B:128



PANTONE 715 C
C:0 M:55 Y:100 K:0
R:246 G:139 B:31

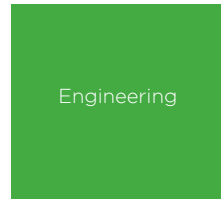


PANTONE Green C
C:100 M:4 Y:66 K:0
R:0 G:162 B:130

Colour Palette

Faculty Colours

A colour has been specified for each faculty within UCT. These colours are bright which allow for quick differentiation between Faculties.



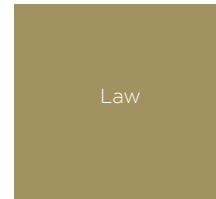
Engineering

PANTONE 362 C
C:85 M:10 Y:100 K:0
R:9 G:128 B:45



Humanities

PANTONE 280 C
C:100 M:80 Y:0 K:10
R:0 G:41 B:103



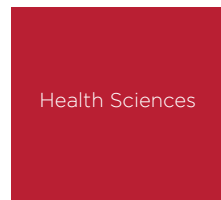
Law

PANTONE 871 C
C:50 M:50 Y:90 K:0
R:115 G:94 B:49



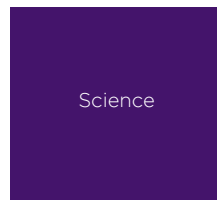
Commerce

PANTONE 012 C
C:0 M:10 Y:100 K:0
R:255 G:241 B:0



Health Sciences

PANTONE 193 C
C:20 M:100 Y:100 K:15
R:146 G:22 B:24



Science

PANTONE 526 C
C:80 M:100 Y:0 K:20
R:37 G:18 B:79



Centre for
Higher
Education

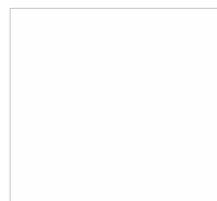
PANTONE 1797C
C:10 M:75 Y:74 K:1
R:221 G:99 B:75

Department Colours

There are two colours that have been selected for departments. These two colours should be used across all the departments.



PANTONE
COOL GRAY 10 C
C:40 M:31 Y:20 K:70
R:66 G:69 B:79



PANTONE WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Colour Palette

UCT Official Merchandise Logo Colours

In all merchandise that the university produces, it is critical that the prescribed colour palettes are used. This will ensure that the UCT brand is consistently applied and will result in increased equity in the brand.

UCT Official Merchandise Logo Colours



PANTONE 289 C
C:95 M:87 Y:47 K:58
R:18 G:27 B:56



PANTONE
COOL GRAY 7 C
C:40 M:31 Y:20 K:70
R:66 G:69 B:79

Reversed Logo Colours



PANTONE 7540 C
C:65 M:58 Y:57 K:37
R:77 G:77 B:77



PANTONE
COOL GRAY 5 C
C:31 M:24 Y:25 K:0
R:179 G:179 B:179

Photography

Photography helps to reinforce the core brand values by visually showing what the brand stands for, its values and product or service offerings. The university has a rich heritage of buildings, signage and artworks. In this regard, images depicting the heritage of the campus are recommended to be used in print and digital collateral. It is encouraged that building shots always include people in backgrounds / foregrounds.















UCT Campus Life



The Centre for Theatre, Dance & Performance Studies (CTDPS)



UCT Labs



UCT Campus Life



UCT Graduation

Contact Information

Brand queries or questions about the use of UCT trademarks symbols are to be directed as follows:

UCT Staff and Students

Please contact your relevant faculty or department Communications and Marketing Manager.

UCT Vendors and Third-parties

Please contact your contractual representative and consult with the relevant faculty or department Communications and Marketing Manager. Escalation may be emailed to OfficialMerchandise@uct.ac.za

Other

Questions about the licensing of UCT's trademark symbols, in any manner other than prescribed in this guide, may be emailed to OfficialMerchandise@uct.ac.za



Download Links

Official wordmarks and brand guidelines are available for download [here](#)
Please do not alter these graphics in any way.

Departments, faculties, specialised units or partners should not develop their own logo or logo lock-up without first consulting and getting guidance from CMD.