



Brand Guidelines

Grids



Welcome

To The University of Cape Town's Corporate Identity Guidelines

The purpose of these guidelines is to set the rules and usage applications of the University of Cape Town corporate identity.

Within this document you will find 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 collateral.

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



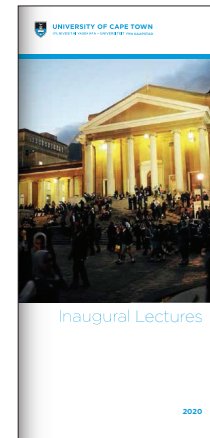
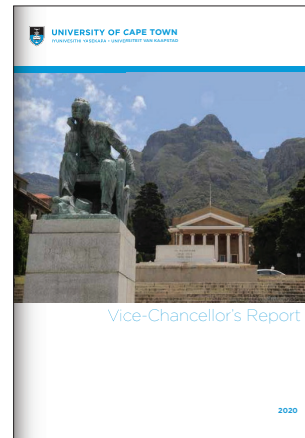
Grids

The grid ensures that there is a standard design style applied to all UCT marketing collateral. Using the grid aids in consistent application of the brand and makes it easier to design marketing collateral.

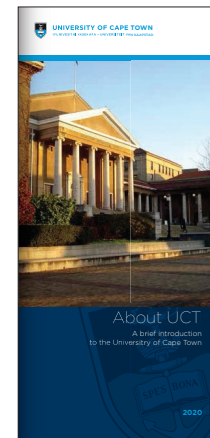
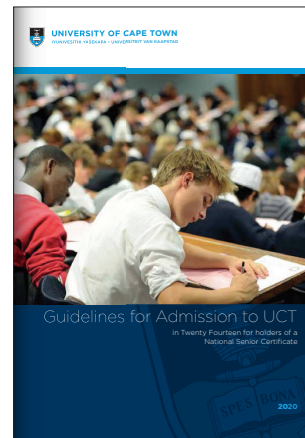
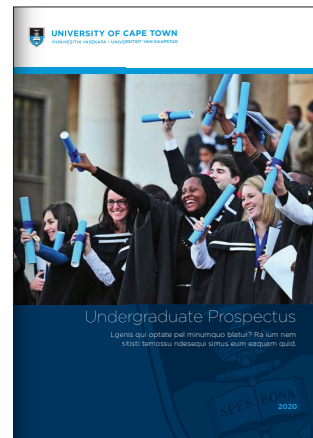
Overview | The Fundamentals

Grids are important as they create a consistency across all forms of collateral. This keeps the visual style consistent so the brand is easily recognizable when looking at different forms of collateral.

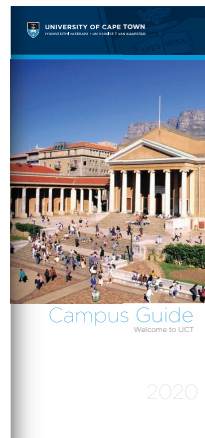
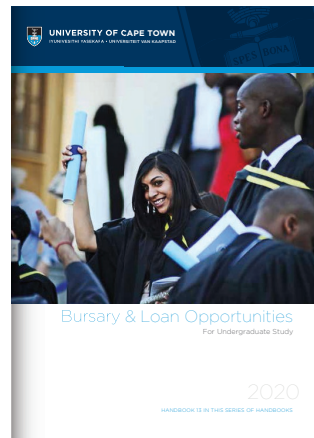
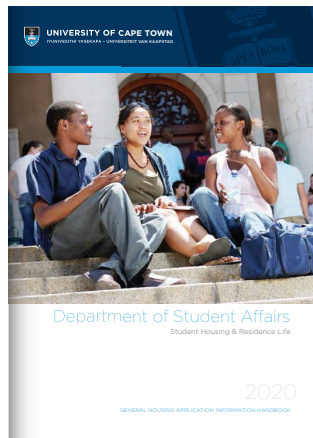
Specific grids have been designed to be used across each level of UCT communication collateral.



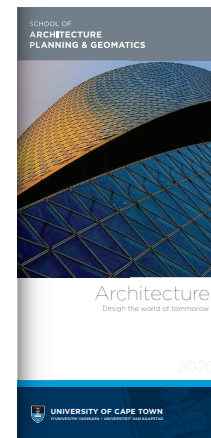
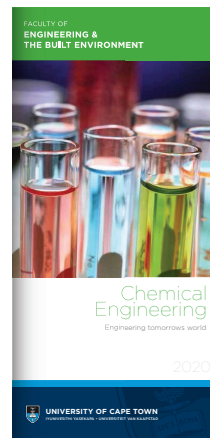
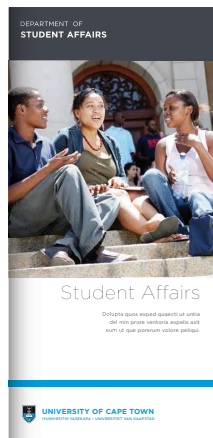
Corporate Covers



Prospects Covers



Student Covers

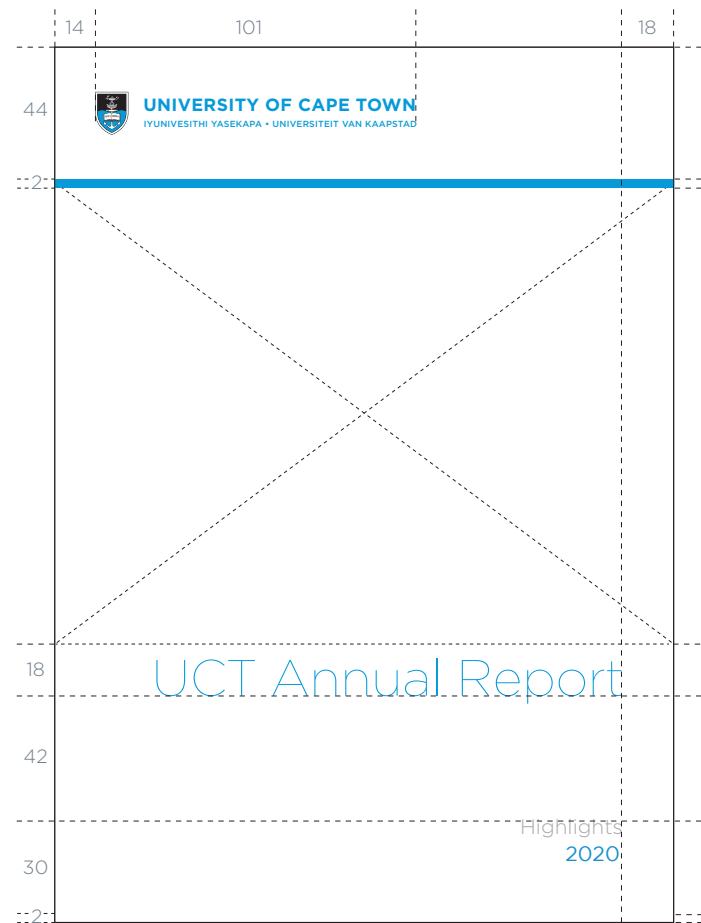


Department and Faculty Covers

Corporate | How It Works

Corporate Covers

Corporate collateral is used when a formal document is to be produced. Examples of these documents include the Annual Report, Vice-Chancellor's Report, Inaugural Lectures and any other formal piece of communication.



Note:

The standard corporate cover is an A4 which measures 210mm(W) x 297mm(H). In smaller pieces of formal collateral a DL brochure cover can be used, this measures 99mm(W) x 210mm(H).

Logo Size

101mm(W) x 14mm(H)

Headline

Gotham Thin
Size 49pt

Subheads

Gotham Light
Size 14pt

Year

Gotham Bold
Size 14pt

Double page spread

The grid allows for white space above and below the copy allowing a clean sophisticated look and feel. Images can be placed in either 1 column or across a few columns as long as it is in line with the grid. When images are placed at the edges of the page, they should bleed off.

10	15	10	10	15	10		
44							
<p>2012 saw significant progress being made towards realising our vision to become one of the premier academic meeting points between South Africa, the rest of Africa and the world. The year under review also marked year three of UCT's five-year strategic plan based on the six strategic goals for the years 2010 to 2014. These institutional goals are:</p> <ul style="list-style-type: none">To internationalise UCT with an Afropolitan niche.To transform UCT towards non-racialism through redress: by encouraging diversity and inclusiveness, and through the recognition of African voices.To work towards a desired size and shape for UCT by increasing postgraduate enrolment, and by raising the completion rate of both under- and postgraduates.To develop and nurture research for greater impact and engagement.To enhance the quality and profile of UCT graduates.To enhance and expand UCT's contribution to South African development challenges. <p>These goals underpin the University's core business of high-quality research, teaching and learning, and are based on the premise that the institution remains financially robust. It is worth noting that routine operations remained stable during the year under review.</p> <p>Using UCT's strategic goals as a framework, the summarised review that follows provides details of institutional activities, projects and initiatives undertaken; successes achieved; and challenges faced. While some of the projects and initiatives highlighted are faculty- and department-related, the focus is generally on initiatives conducted at an institutional level.</p> <p>GOAL ONE: INTERNATIONALISING UCT WITH AN AFROPOLITAN NICHE</p> <p>CREATING AN AFROPOLITAN UNIVERSITY</p> <p>Collaborative research with academics from other African countries and institutions continued to grow throughout 2012, both within the faculties and through broader cross-disciplinary projects:</p> <ul style="list-style-type: none">Donor funding was secured for seven ongoing collaborative grants as part of UCT's Programme for the Enhancement of Research Capacity (PERC), and to institute three new awards. PERC promotes Afropolitan research at UCT with the aim of strengthening collaborative research networks on the continent. To date PERC's efforts have resulted in collaborations with researchers in 14 African countries.The Carnegie-funded 'Next Generation of Academics' project supported 44 PhD and postdoctoral students, 33 of whom hailed from countries elsewhere in Africa.The University has been part of the Erasmus Mundus programmes since 2011 and secured postgraduate students and staff members		<p>have received scholarships for several European universities. UCT participated in emmaSA II, the second iteration of the Erasmus Mundus Action II partnership, and successfully bid for further funding towards a continued partnership.</p> <p>UCT was awarded €2 million under the Mwalimu Nyerere/intra-ACP academic mobility scheme. The programme aims to strengthen cooperation between higher education institutions in the African region.</p> <p>Deputy Vice-Chancellor Professor Thandabantu Nkomo led a UCT delegation to visit the Universities of Nairobi, Ibadan, Addis Ababa, Ghana and the National University of Rwanda.</p> <p>The Vice-Chancellor continues to serve on the Council of the University of Ghana.</p> <p>Professor Lungile Nsebeza was appointed to the AC Jordan Chair in 2012 and championed the integration of African Studies into research, teaching and learning across the institution.</p> <p>UCT's annual Africa Month served to showcase research projects and other initiatives that gave expression to UCT's Afropolitan vision.</p> <p>OTHER INTERNATIONALISATION</p> <ul style="list-style-type: none">The Vice-Chancellor visited the University of Tokyo, the Kyoto Science and Society Forum, the Global University Leaders Forum in Dares, and the UN Secretary-General's Colloquium of University Presidents in Philadelphia.UCT participated in the Worldwide Universities Network (WUN) and was awarded grants for collaborative research projects.UCT's semester study abroad programme, which attracts about 1 000 students from across the globe, continued to grow in size and popularity.The newly-launched Graduate School for Development Policy and Practice now trains both experienced and novice policy administrators from across the continent.The Centre for Comparative Law in Africa established projects in West, Central and North Africa, and co-operation agreements were finalised with a number of institutions across the globe.The Faculty of Health Sciences established links with institutions across Africa to facilitate the training of postgraduate practitioners. To date more than 30 Fellows from six African countries have benefited from the African Paediatric Fellowships Programme.In partnership with the Universities of Zambia and Japan and the United Nations, the Faculty of Engineering & the Built Environment launched a new Master's programme in Education for Sustainable Development in Mining and Minerals Processing.During 2012, 4 801 international students registered at UCT, comprising 962 semester study abroad (SSA) students, plus 3 839 largely full-degree (non-SSA) students. The non-SSA international group made up 15% of the total non-SSA enrolment and included representatives from 106 countries, 39 of which were countries in Africa (see table on page 35).		<p>GOAL TWO: TRANSFORMATION OF UCT TOWARDS NON-RACIALISM – REDRESS, DIVERSITY, INCLUSIVENESS AND THE RECOGNITION OF AFRICAN VOICES</p> <p>2012 saw the launch or consolidation of major initiatives which broadly advance transformation.</p> <p>ADMISSIONS AND ACCESS</p> <ul style="list-style-type: none">Council's Student Admissions Commission reviewed UCT's admissions policy and presented its report and proposals. These are under consideration as part of a process to reduce the reliance on 'race' as a proxy for disadvantage in making admissions decisions. The goal of the policy review is to ensure UCT achieves as diverse a student population as possible in line with the University's commitment to redress and transformation. Further refinements were made to UCT's standard application form to ensure that applicants' biographical details are captured in more detail. This more nuanced data will inform the proposed revisions of UCT's admissions policy.UCT's financial aid policy was revised and the level of funding was increased. The new policy enables many more students from lower-middle income families to study at UCT. In 2012, 3 349 students were recipients of UCT financial support; 2 738 students benefited from financial aid; and there were 610 recipients of 'gap' funding. The latter refers to financial assistance offered to those students who apply for financial aid, but are above the National Means Test eligibility criteria. Students that apply for financial aid are automatically considered for gap funding if they are ineligible for financial aid. <p>RETENTION AND SUCCESS</p> <ul style="list-style-type: none">The First-Year Experience (FYE) project was established to improve the retention and success rates of first-year students and should assist faculties in improving the teaching and learning environment for all students. FYE incorporates an extended Orientation Programme, workshops covering academic and non-academic support, and a system of early assessment to monitor students' progress, and to encourage students to seek help from Student Advisers if necessary.Across all faculties, the Education Development Units made changes to support education transformation. Examples include: the restructuring of first-year curricula; dividing courses into augmented semester courses or extended courses to meet different levels of preparedness; and the provision of additional support structures via tutorials and mentoring programmes.Residence wardens were included in the early warning system and a residence tutors' network was established, extending their capacity to tutor students within the residence system through a referral mechanism. Student mentoring initiatives have been crucial in the drive to improve success. However, while every discipline has a mentoring		<p>programme, uneven provision across the faculties must be addressed.</p> <ul style="list-style-type: none">19 large lecture theatres were fitted with 'lecture capture' video facilities to enable students to review and recap lectures online. <p>INCLUSIVENESS, INSTITUTIONAL CLIMATE</p> <ul style="list-style-type: none">ADAPT, UCT's institutional climate intervention programme, continued to focus on developing intercultural competencies to create a better understanding of difference and 'otherness' along lines such as race, class, gender and culture. Forty-nine workshops were held throughout the year and feedback from participants was encouraging.ADAPT workshops aimed at students were also held for the first time in 2012.Established in 2010 for the executive team, the 360° Leadership Development Project was extended in 2012 to managers and leaders (both professional and academic) at other levels of the UCT structure.A staff census to gauge institutional climate was conducted. There was a 48% response rate from all staff, and respondents' experiences of working at UCT were significantly positive in most areas.UCT continued to focus on employment equity. (See page 40 for further details.)	
38							
page 4					page 5		
12							

Prospectus | How It Works

Prospectus Cover

Collateral for prospective students is used for documents describing general information about UCT. Examples of these include the undergraduate prospectus and guidelines for admission to UCT.

To differentiate this piece of collateral from the rest, the area below the image is dark blue with the type reversed out in white.



Note:

The standard prospectus cover is an A4 which measures 210mm(W) x 297mm(H). In smaller pieces of formal collateral a DL brochure cover can be used, this measures 99mm(W) x 210mm(H).

Logo Size

101mm(W) x 14mm(H)

Headline

Gotham Thin
Size 49pt

Subheads

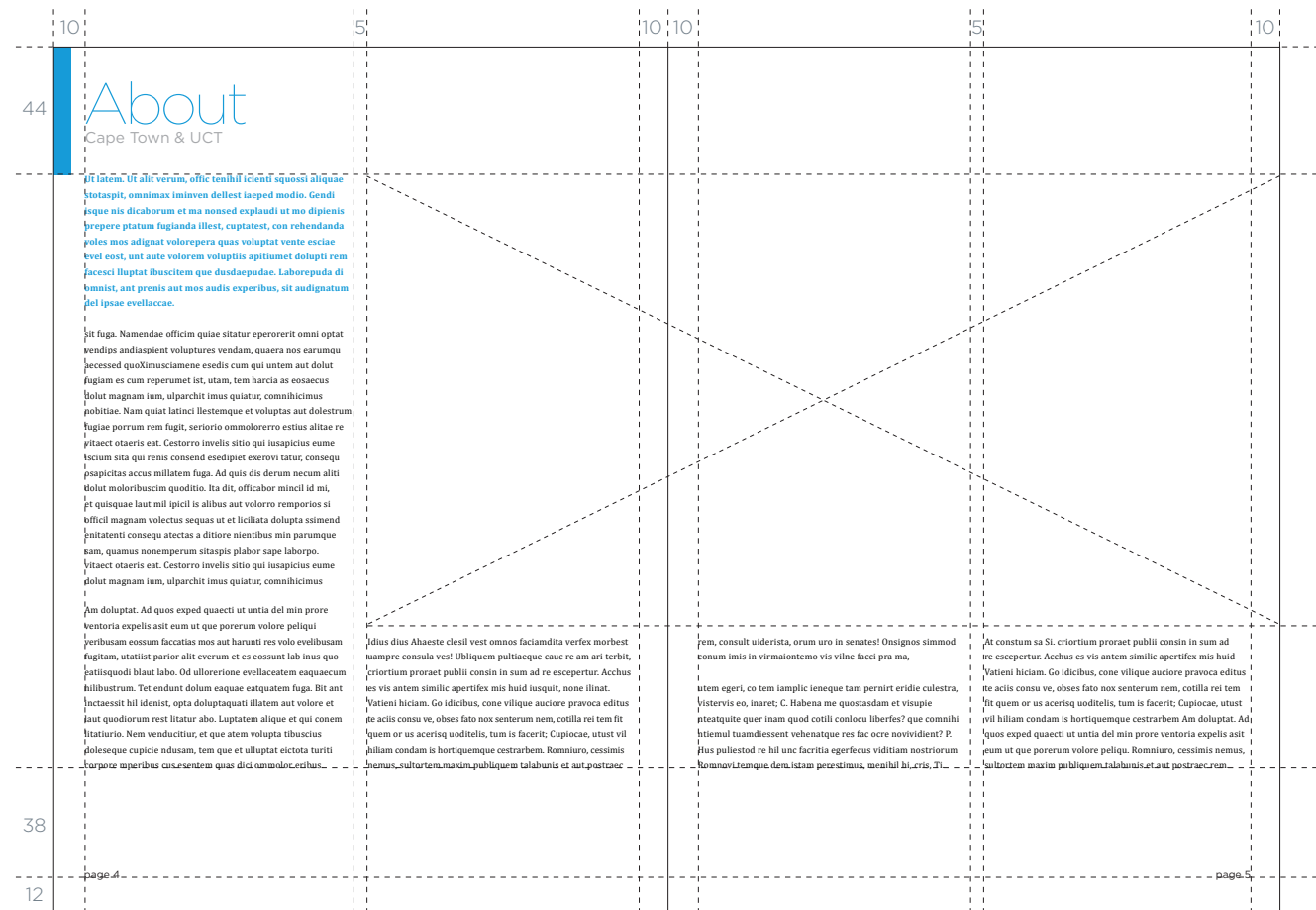
Gotham Light
Size 14pt

Year

Gotham Bold
Size 14pt

Double page spread

The grid allows for white space above and below the copy allowing a clean sophisticated look and feel. Images can be placed in either 1 column or across a few columns as long as it is in line with the grid. When images are placed at the edges of the page, they should bleed off.

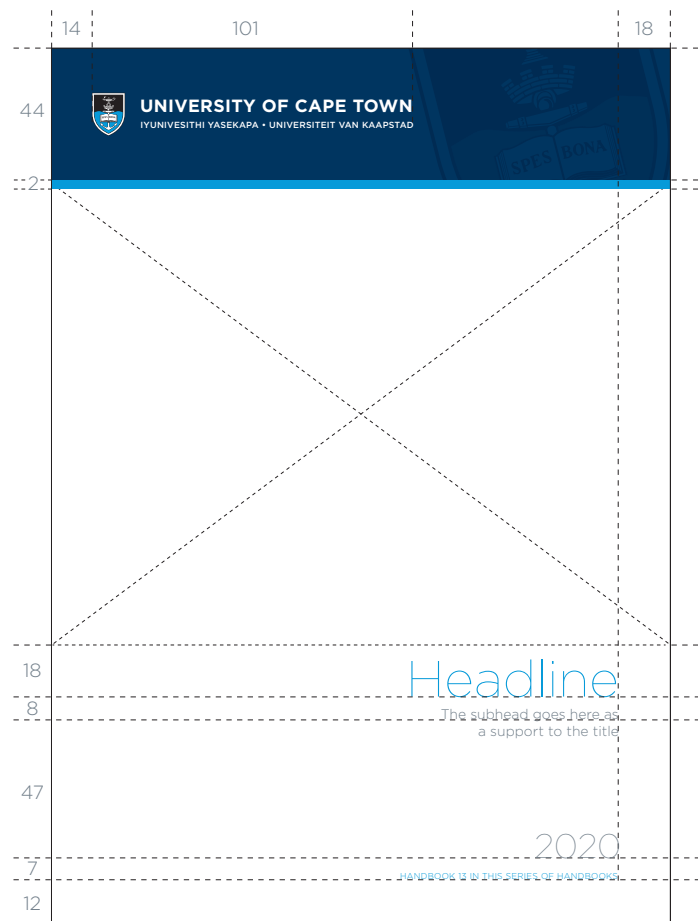


Student Collateral | How It Works

Student Covers

Student collateral is used for documents given directly to students. Examples of this include campus guides, bursary & loan opportunity information and any documents from the department of student affairs.

The area above the image is dark blue with the logo reversed out on it.



Note:

The standard student collateral cover is an A4 which measures 210mm(W) x 297mm(H). In smaller pieces of formal collateral a DL brochure cover can be used, this measures 99mm(W) x 210mm(H).

Logo Size

101mm(W) x 14mm(H)

Headline

Gotham Thin
Size 49pt

Subheads

Gotham Light
Size 14pt

Year

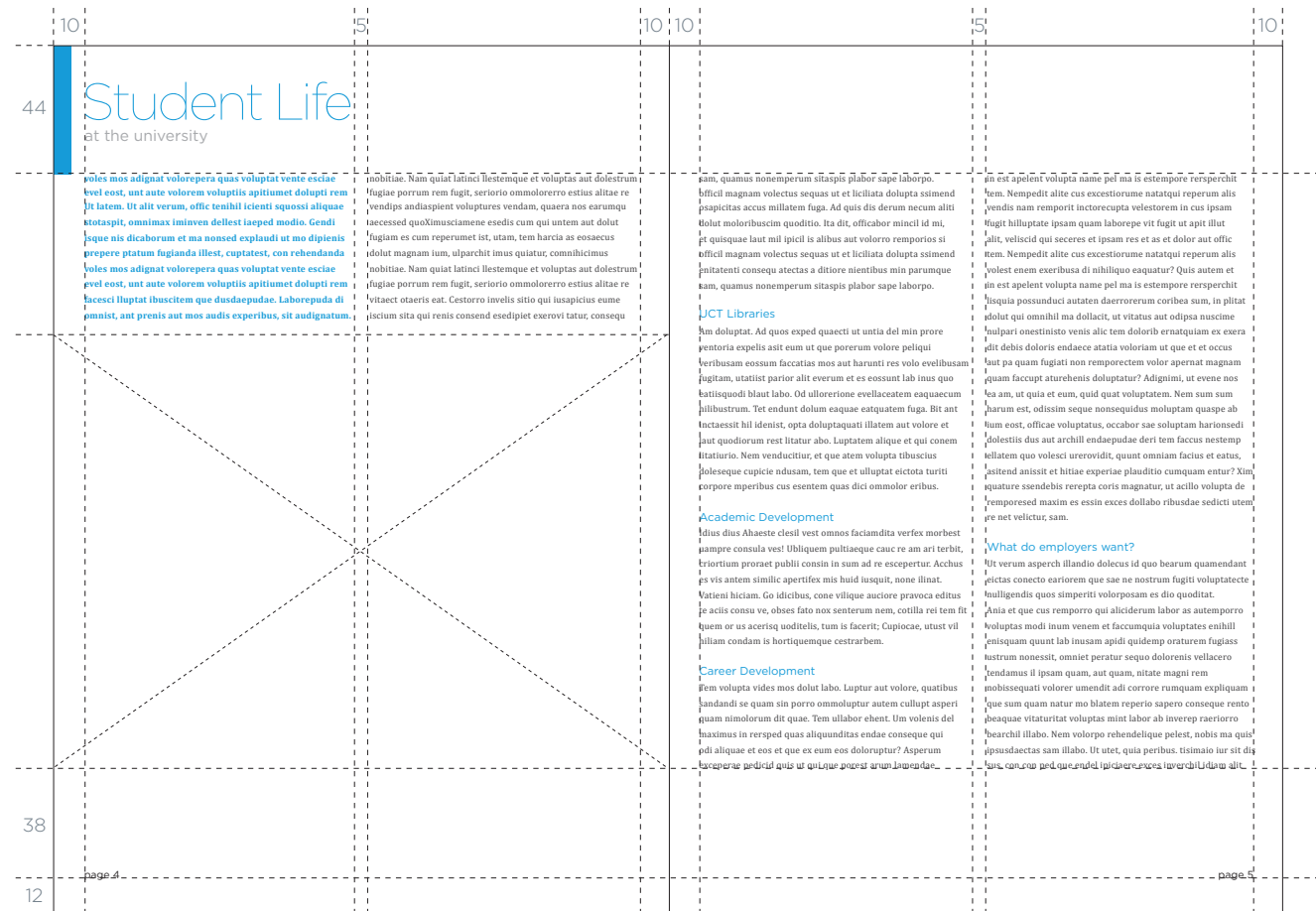
Gotham Thin/Light
Size 33pt

Copy

Gotham Light
Size 8pt

Double page spread

The grid allows for white space above and below the copy allowing a clean sophisticated look and feel. Images can be placed in either 1 column or across a few columns as long as it is in line with the grid. When images are placed at the edges of the page, they should bleed off.



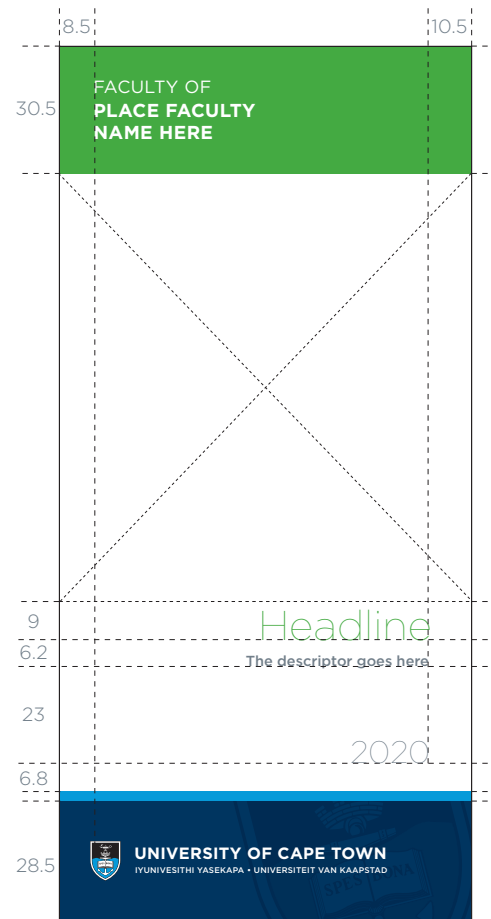
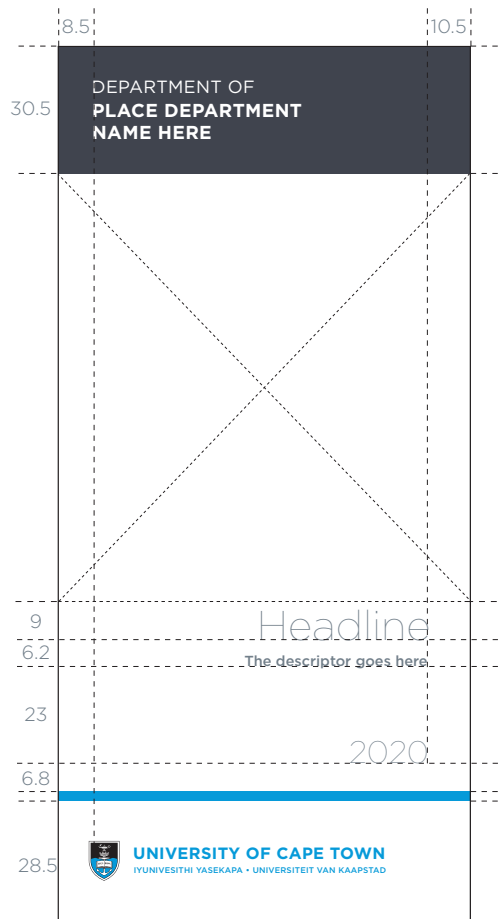
Departments and Faculties | How It Works

Department

The department collateral is easily distinguished from other collateral as it is in a DL format and makes use of the department grey in the bar at the top.

Faculty

Much like the department collateral, the faculty collateral is in a DL format and makes use of the specific colour for the faculty that is mentioned.



Note:

The standard department and faculty collateral is a DL which measures 99mm(W) x 210mm(H).

Logo Size

101mm(W) x 14mm(H)

Headline

Gotham Thin
Size 28pt

Descriptor

Gotham Medium
Size 9,5pt

Year

Gotham Thin/Light
Size 21pt

Logo Size

48mm(W) x 65mm(H)

Top Banner Colour

The green only serves as an example of a faculty colour. Please use the respective colour to the corresponding faculty. (Refer to page 23)

DL spread

The grid allows for white space above the copy with the blue bar the bottom. Images can be placed in either 1 coloumn or across a few columns as long as it is in line with the grid. When images are placed at the edges of the page, they should bleed off.

Note:

Heading Accent Colour
The green only serves as an example of a faculty colour. Please use the respective colour to the corresponding faculty.
(Refer to page 23)



Single Brand and Multi-Brand | Advertisements

There are two types of advertisements, one with an image and the other without. These advertisements can appear in different sizes as long as the grid is applied to the layout.

Advertisement with Image

Image

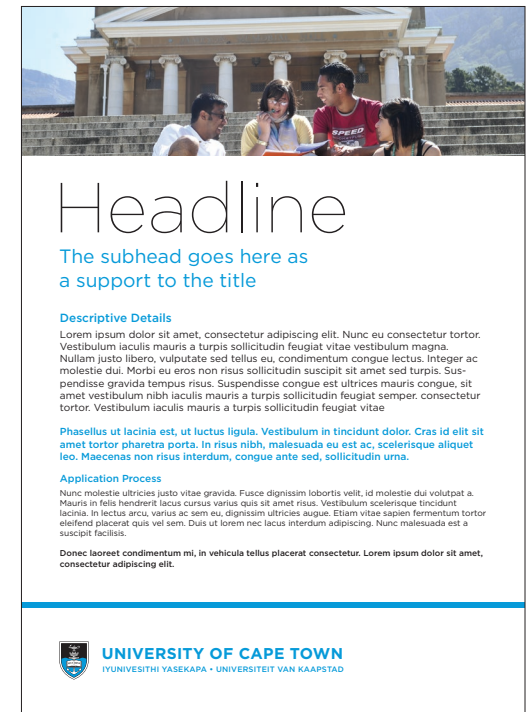
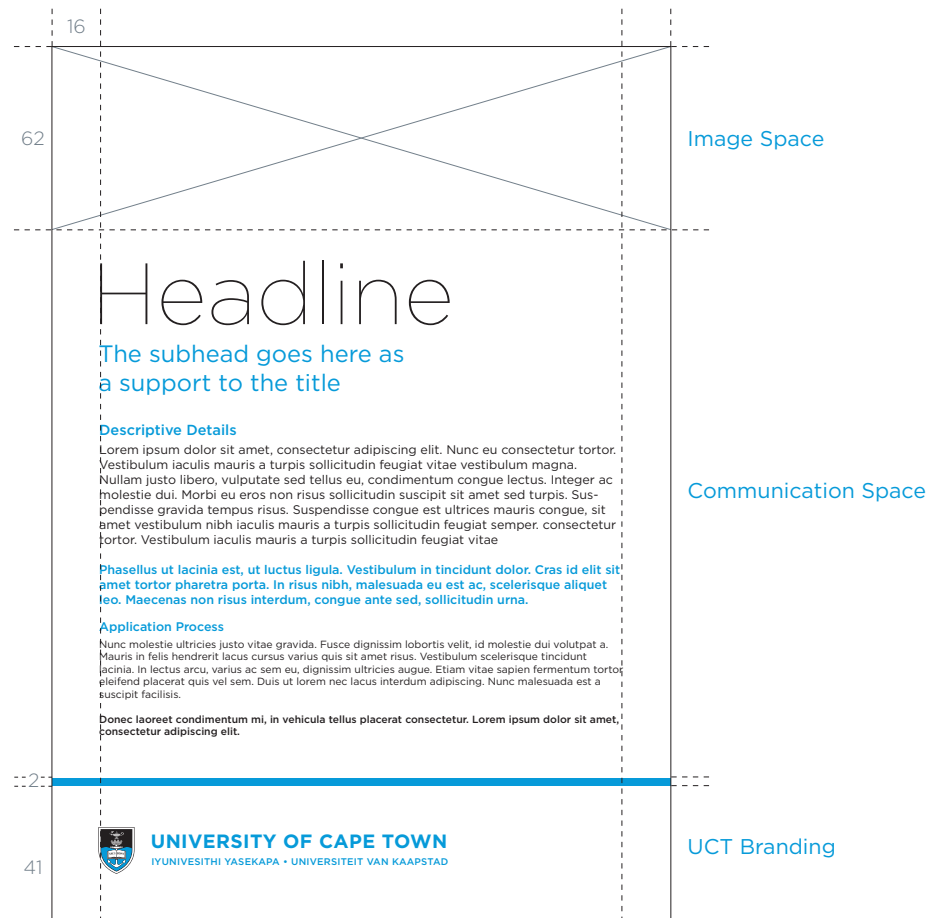
An image is always placed at the top of the ad bleeding off the top and sides of the layout.

Communication Space

All the copy is placed at the centre of the layout with enough white space between headlines and paragraphs.

UCT Branding

The logo along with the colour bars are placed at the bottom of the layout.



Without Image

Headline Bar

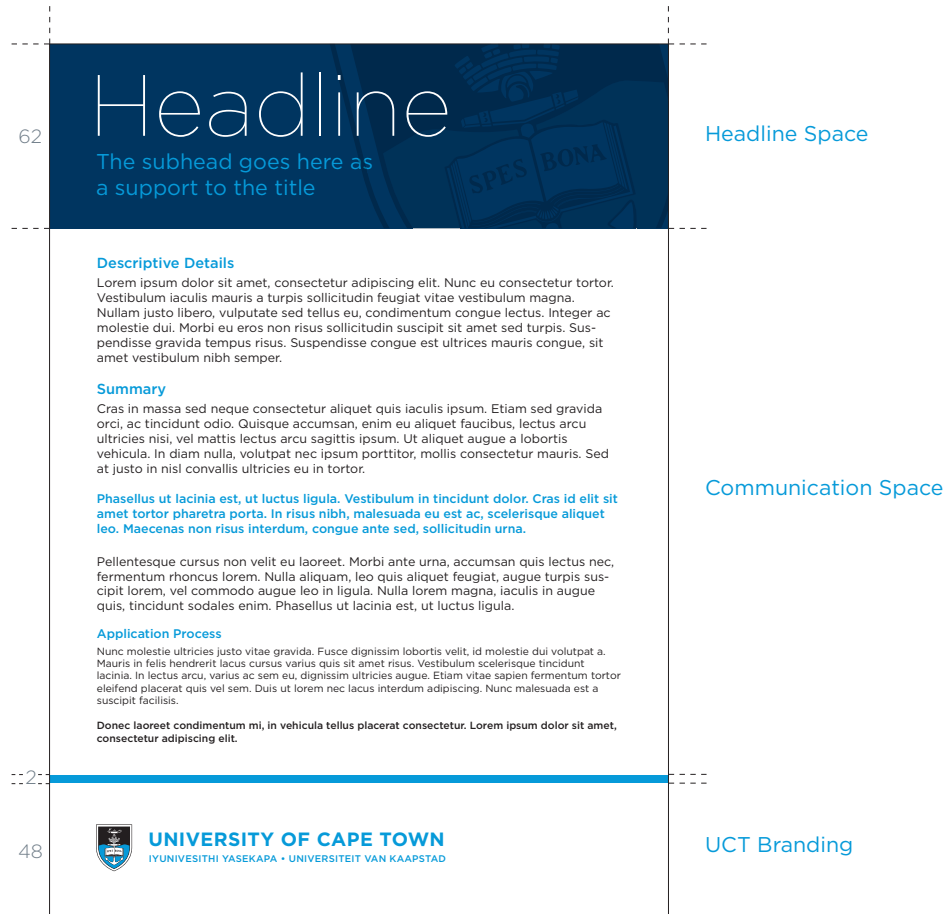
The headline and subheadline is placed on a blue background at the top of layout. The headline appears in white with the subheadline in the UCT light blue.

Communication Space

The body copy is placed at the centre of the layout with enough white space between headlines and paragraphs.

UCT Branding

The logo along with the colour bars are placed at the bottom of the layout.



Single Brand and Multi-Brand | Co-Branding Advertisements

Often the university will produce collateral in association with third parties. In this instance the rules of co-branding with UCT apply.

Single Brand

Co-Branding Space

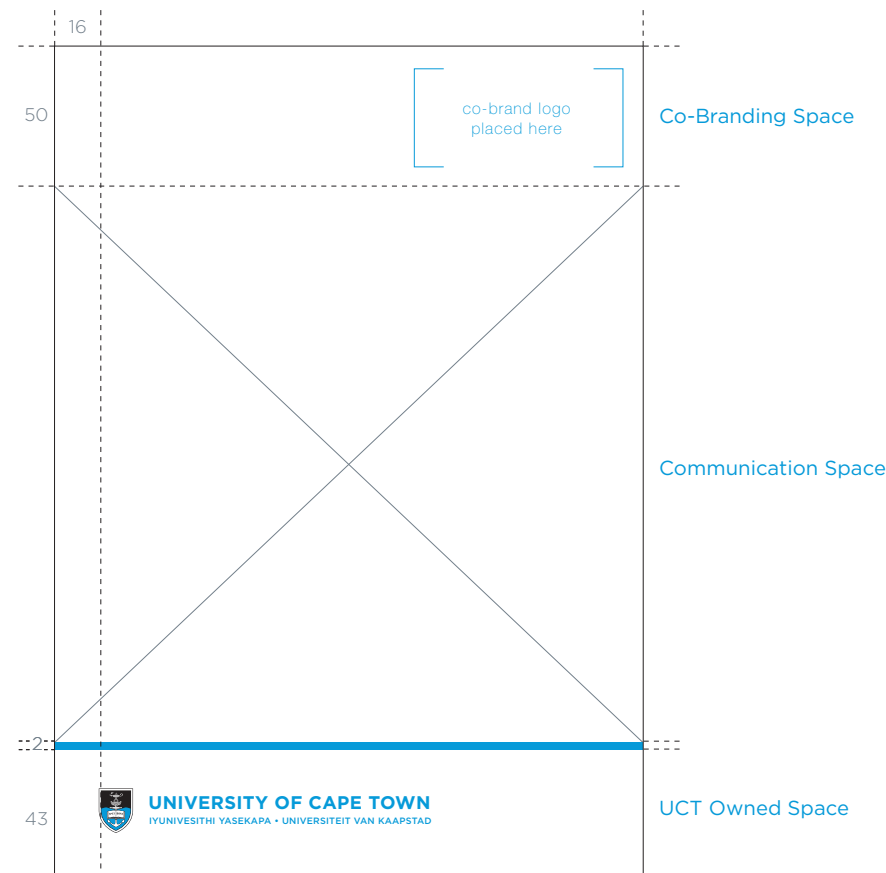
Co-branding logos must be placed in dedicated space at the top of the communication, this space is equal to the spacing allocated below for UCT. Logos in this space should be right aligned.

Communication Space

The rest of the artwork should live within this allocated space and not overlap or obstruct the spaces allocated above and below.

UCT Owned Space

Logo is placed in dedicated bottom left hand space as per guidelines set in the grid styling.



Multi-Brand

UCT Owned Space

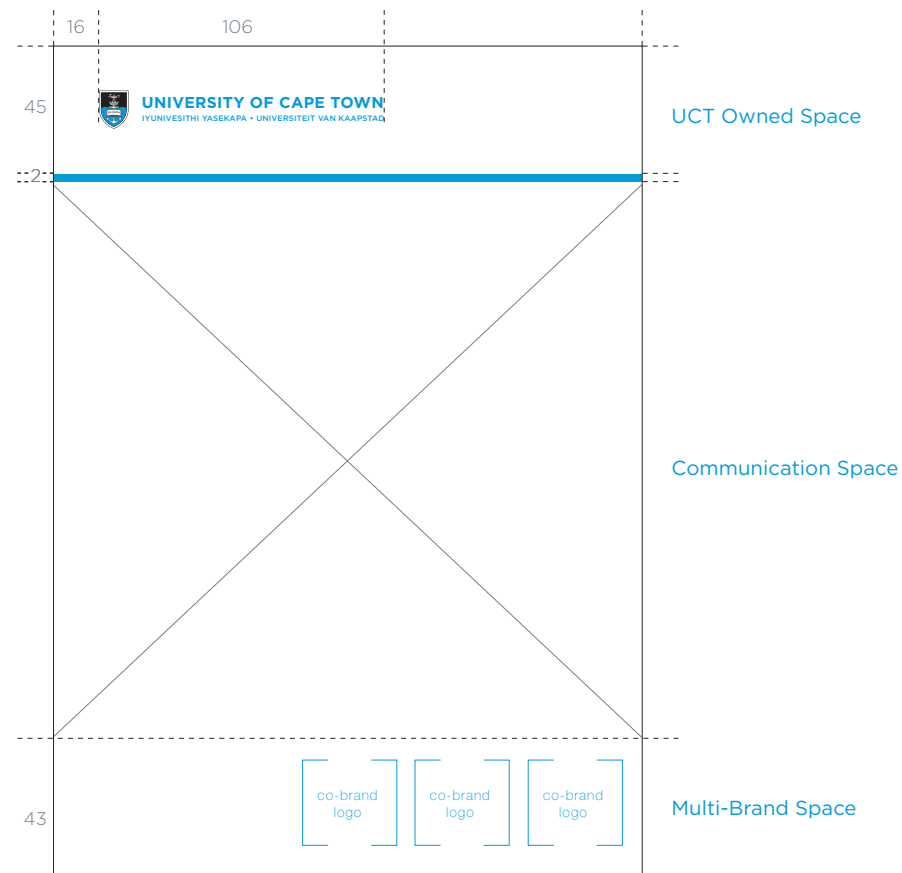
In the instance of multiple co-brands in one layout, UCT branding will move to the top and logo should be aligned to the left.

Communication Space

The rest of the artwork should live within this allocated space and not overlap or obstruct the spaces allocated above and below.

Co-Branding Space (multiple logos)

When multiple logos are required in the layout, these logos should always appear on a white background and be lined up and aligned to the right.



Multi-Brand & Partnerships and Sponsorship

Co-Branding Advertisements

In some instances the university will have a primary partner in a co-branded initiative. If this partner is the lead co-brand partner then their logo is placed on the top right of the grid, with the UCT logo on the top left. All other multi-brand logos are placed on the bottom right.

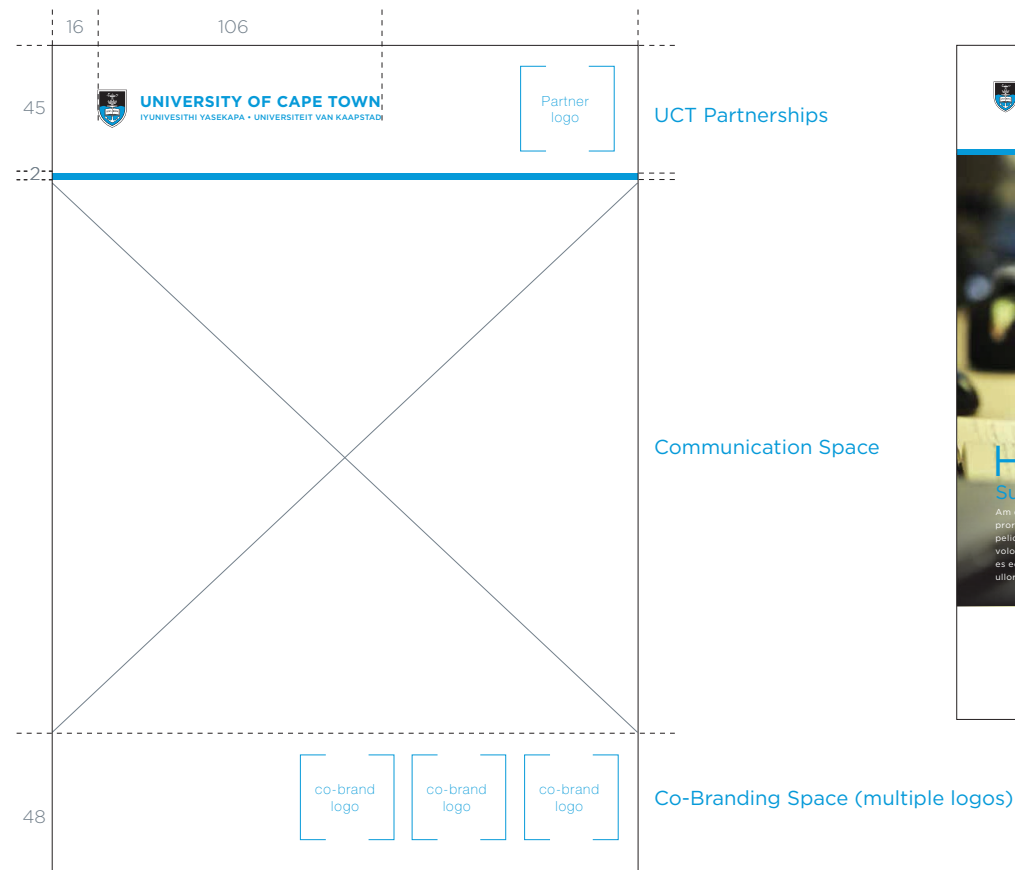
Multi-brand and Partnerships

UCT Partnerships

Communication Space
Co-branding logos must
The rest of the artwork
should live within this
allocated space and not
overlap or obstruct the
spaces allocated above
and below.

Co-Branding Space (multiple logos)

When multiple logos are
required in the layout,
they should always
appear on a white
background and be
lined up and aligned
to the right.



Sponsorships

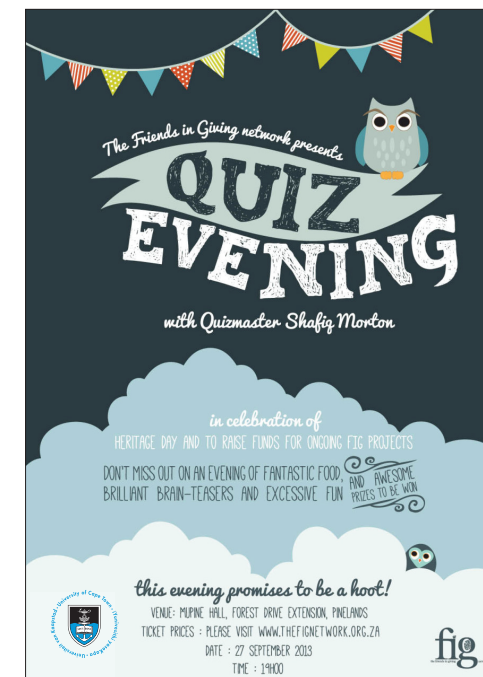
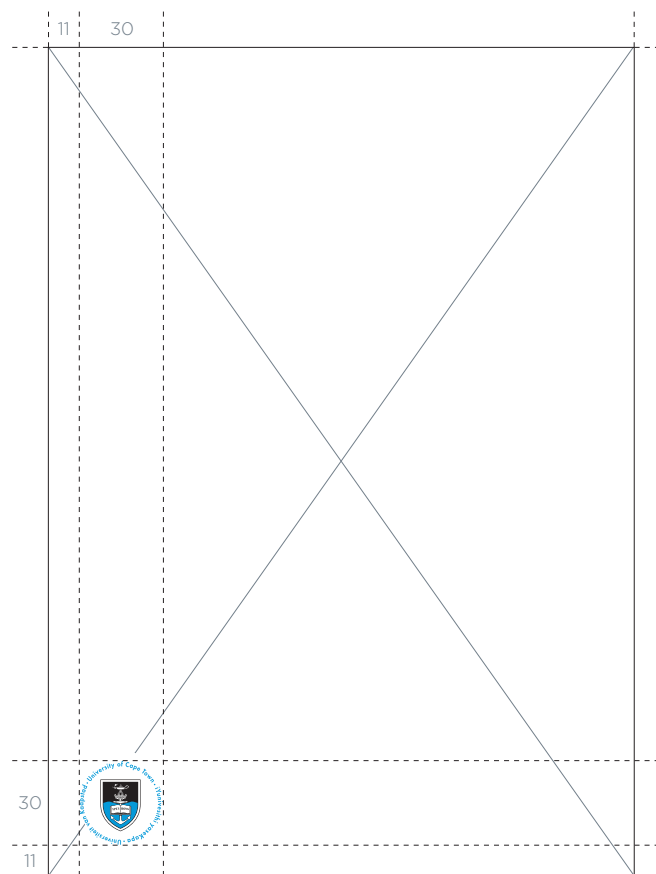
Because we have very limited control over what we can enforce as an endorsing brand we have to set a few strict rules that must be adhered to.

3rd Party Owned Space

The rest of the artwork should live within this allocated space and not overlap or obstruct the spaces allocated above and below.

UCT Owned Space

Logo may not be smaller than 30mm and must have at least 5mm of isolation space. If at all possible, the logo should appear on a white background. If the layout permits, the logo should appear in the bottom left corner.



Contacts | Download Links

Downloads

Official wordmarks and brand guidelines are available for download at <http://bit.ly/UCT-CI-Guide>

Do not alter these graphics in any way.

Contacts

University Store

Protea Bookshop – UCT Branch
Tel. 021 650 2485/6

Chemistry Lane
Steve Biko Building, Upper Campus
University of Cape Town
Rondebosch,
Cape Town
7700

All other enquiries

For questions about any aspect of the university
Brand Guidelines, contact:

Communication & Marketing Dept
University of Cape Town
Welgelegen Building, Chapel Road Etx.
Rondebosch, 7700
Cape Town, South Africa
Tel. +27 021 650 4847 / 3730



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