



Brand Guidelines

Digital Collateral

A blue-tinted photograph of the University of Cape Town's main building, a grand neoclassical structure with a large portico supported by columns. A wide set of stairs leads up to the entrance, where many students are walking. The background shows a rugged mountain peak under a clear sky.

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.



Digital Collateral

Digital Collateral covers any form of digital communication.

PowerPoint | Templates

PowerPoint is a Microsoft program that is used to create presentations. Master pages can be created which means that all the different slides and content will remain in the exact same place throughout the presentation.

Cover Slide

The type on the cover slide is left aligned to the shield at the bottom of the slide. The cover is simple and kept clear of any unnecessary elements so it can easily be read and make an impact.

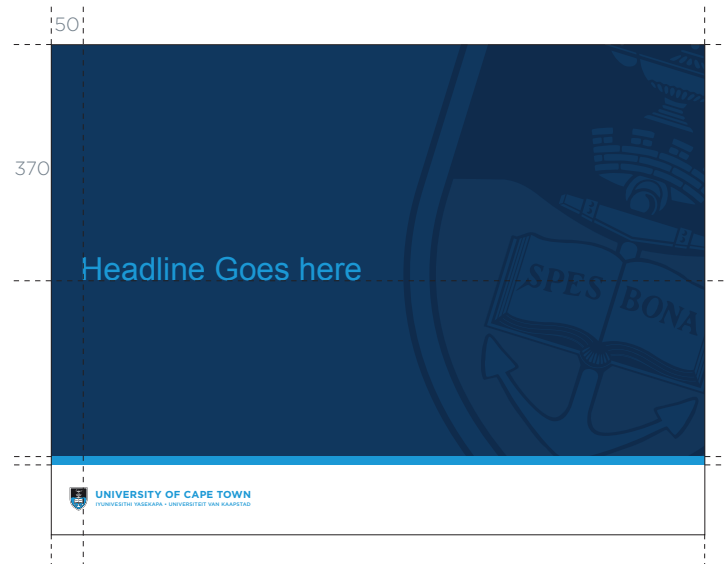


Divider Slide

Most of the area on a divider slide is dark blue which distinguishes it from the cover and copy slides.

Copy Slide

Make sure that there is not too much copy on slides as it will become illegible and viewers will lose interest. Bullet form information into small chunks which are quick and easy to read through.

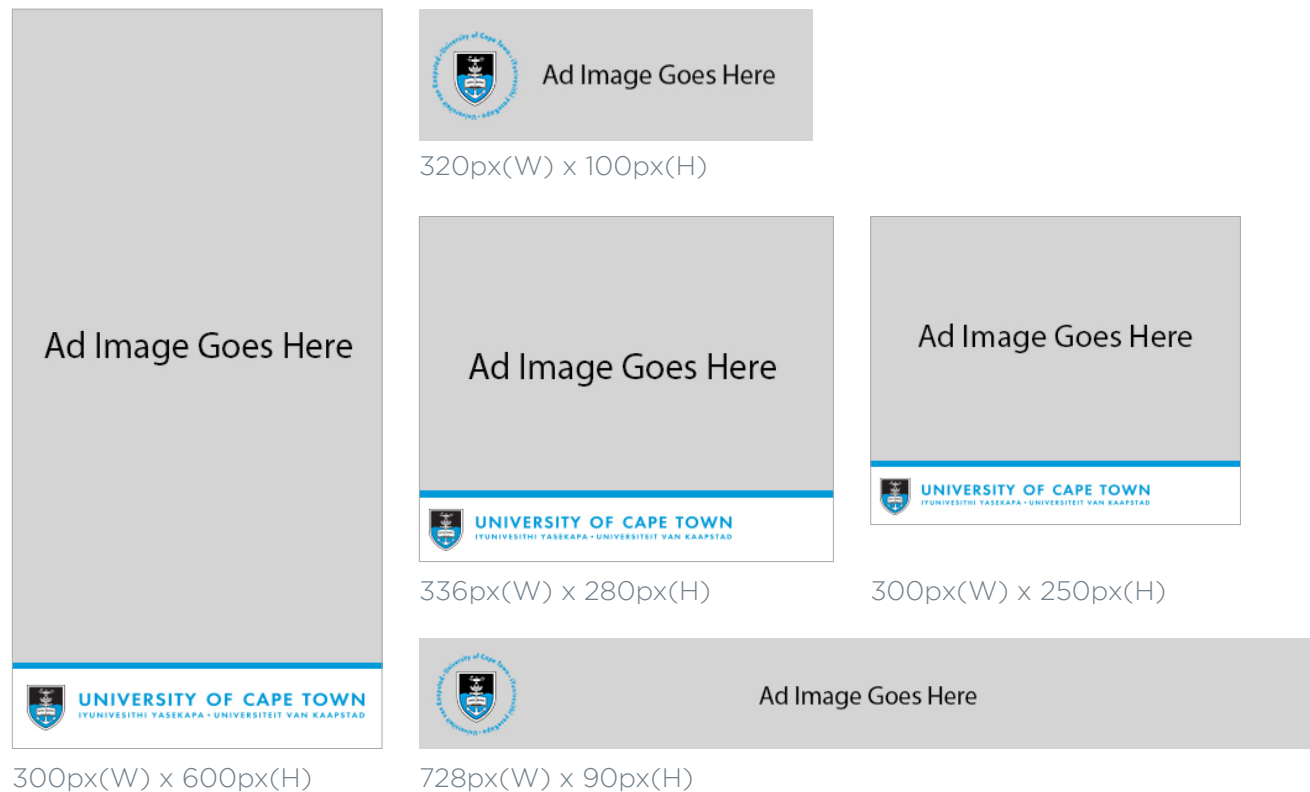


Google ads | Online advertising

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.

Sizes

These are the most popular Google Ad sizes.



Web Banner | Website

These web banners may be displayed on UCT websites.

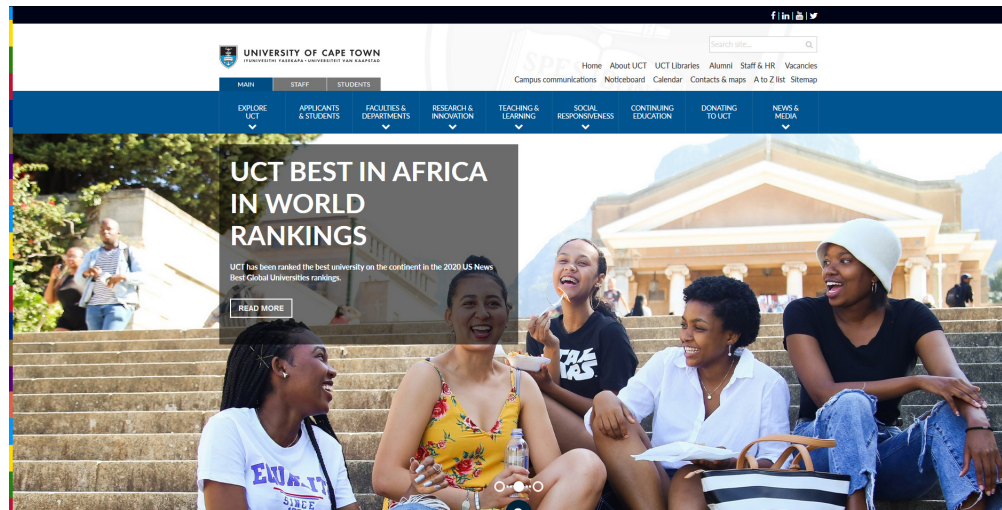
Please note: All web banners must be designed to be responsive for mobile , tablets and desktops.

Template

Image template size:
1920px(W) x 720px(H).



Example



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



University of Cape Town,
Private Bag X3,
Rondebosch 7701,
South Africa