



Brand Guidelines

Social Media



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.



Social Media

Social media is an online platform that allows users to generate content and participate in this content. It exists in many forms such as Facebook, Twitter, YouTube and LinkedIn just to name a few. All digital and social media images are to be designed to be responsive in mobile and tablet devices.

Facebook | Web and mobile pages

Social media is a platform for online communication and connectivity between people. There are many different social media pages on the internet and the University of Cape Town makes use of Facebook, Twitter, LinkedIn and YouTube.

Profile Photo

The circular logo is placed on a white background. This image measures 180px(W) x 180px(H).

Cover Photo

Photographs of the campus, students, lecture halls or events can be used for the cover photo. Display size can differ based on screen resolution. Image template size: 851px(W) x 315px(H).



Mobile page

The profile and cover photos are automatically translated from the web page into a mobile page or application.



Twitter | Web and mobile pages

Profile Photo

The circular logo is placed on a white background. This image measures 142px(W) x 142px(H).

Cover Photo

Photographs of the campus, students, lecture halls or events can be used for the cover photo. Display size can differ based on screen resolution. Image template size: 1500px(W) x 500px(H).



Mobile page

The profile and cover photos are automatically translated from the web page into a mobile page or application.



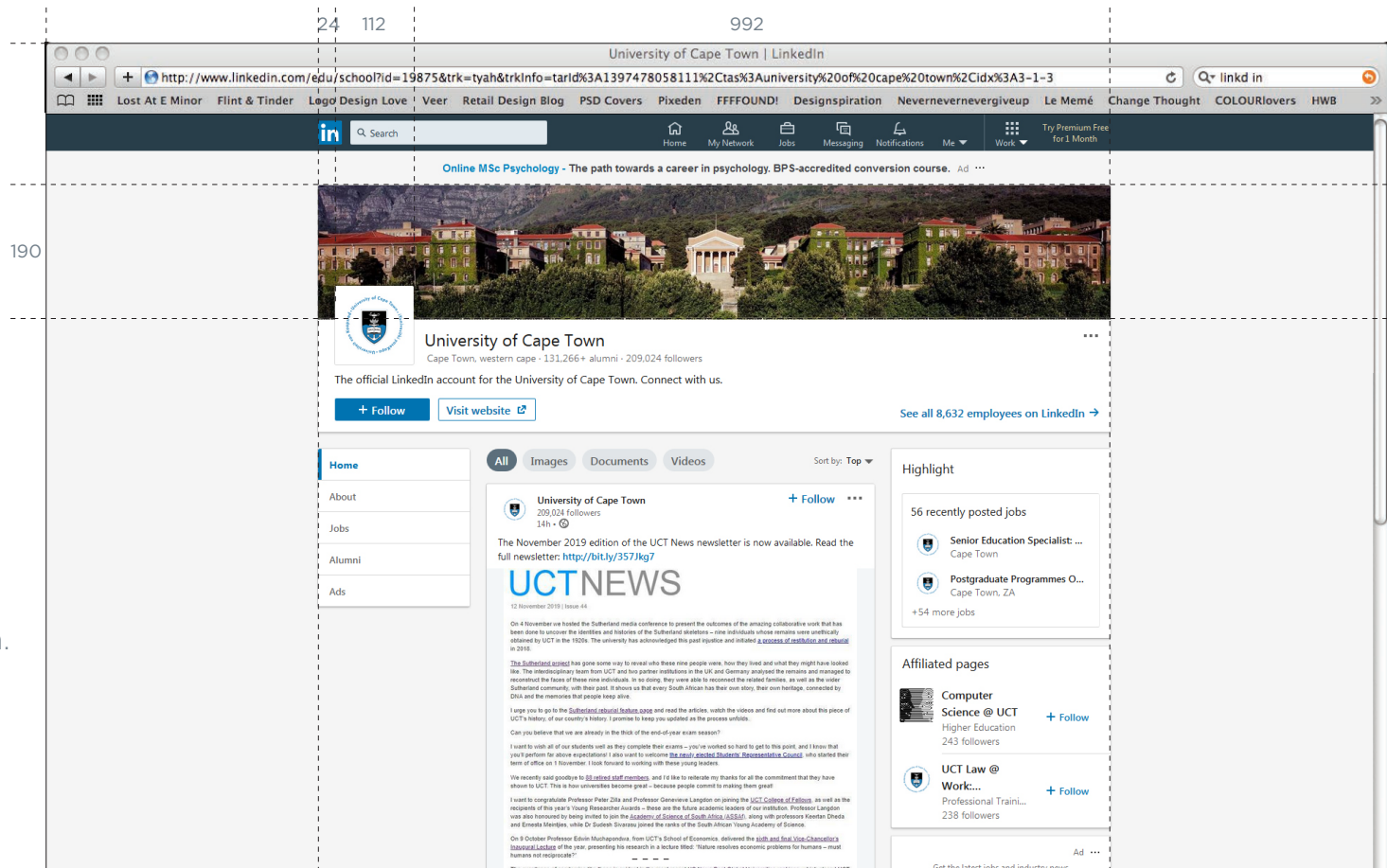
LinkedIn | Web and mobile pages

Profile Photo

The circular logo is placed on a white background. This image measures 112px(W) x 112px(H).

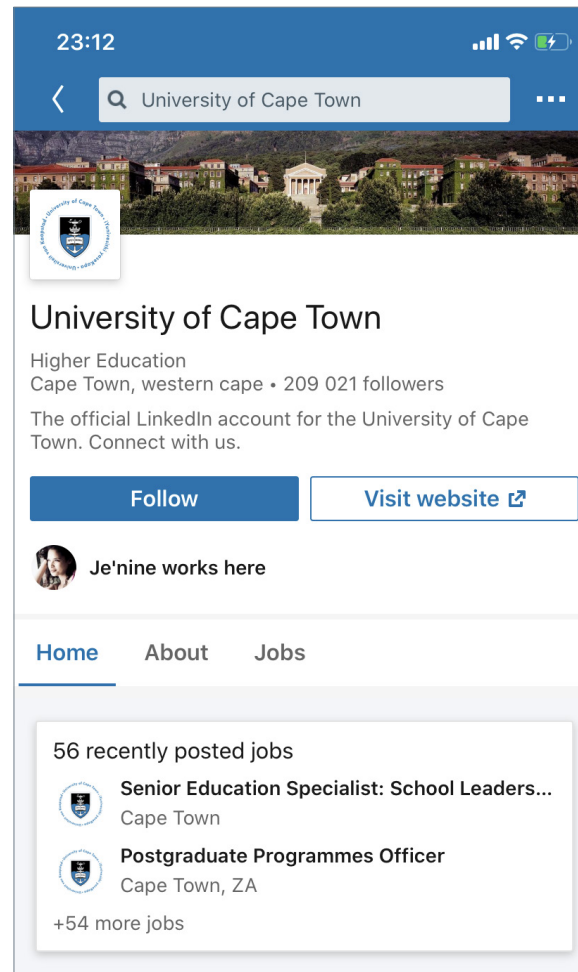
Cover Photo

Photographs of the campus, students, lecture halls or events can be used for the cover photo. Display size can differ based on screen resolution. Image template size: 1548px(W) x 369px(H)



Mobile page

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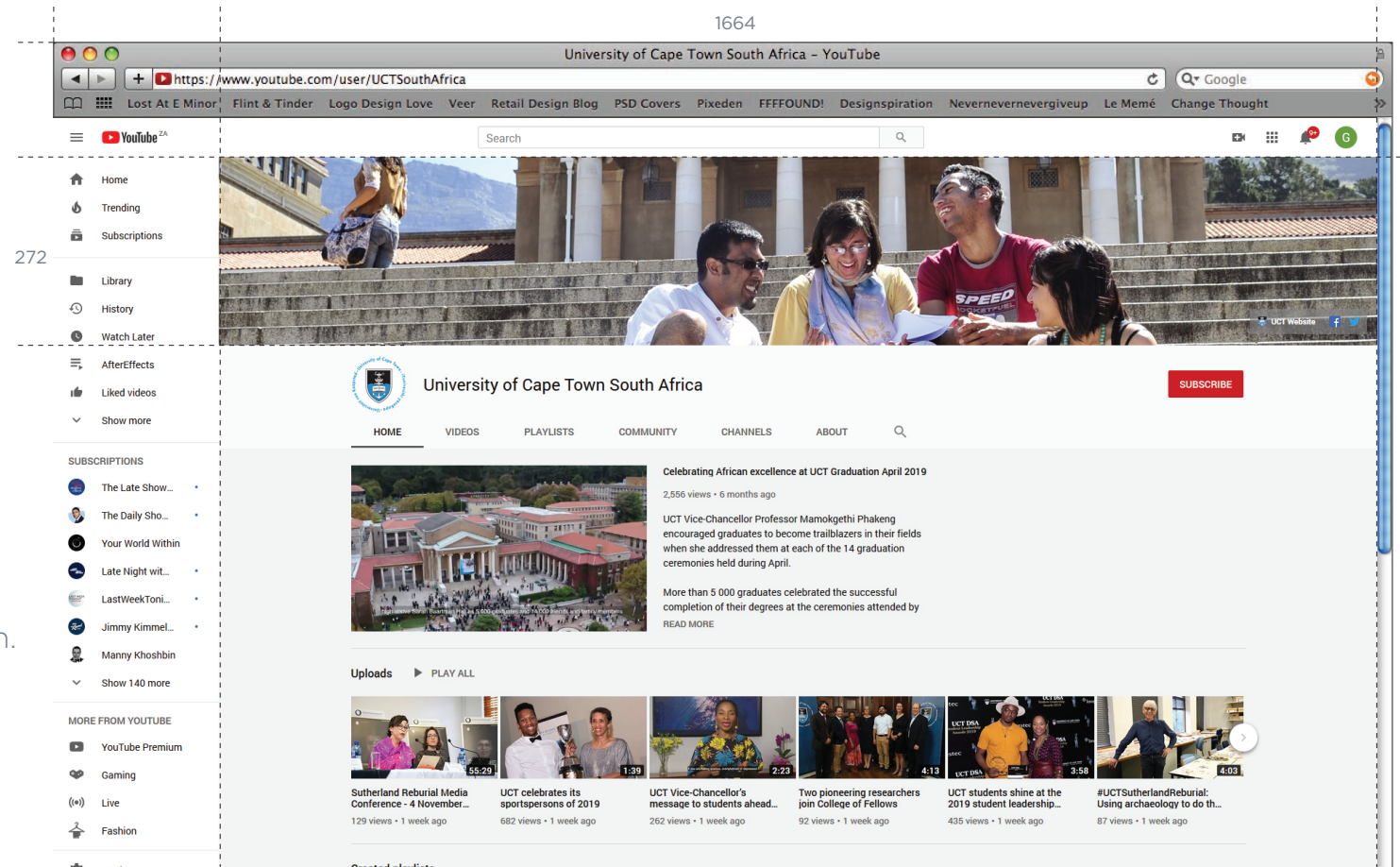
YouTube | Web and mobile pages

Profile Photo

The circular logo is placed on a white background. This image measures 80px(W) x 80px(H).

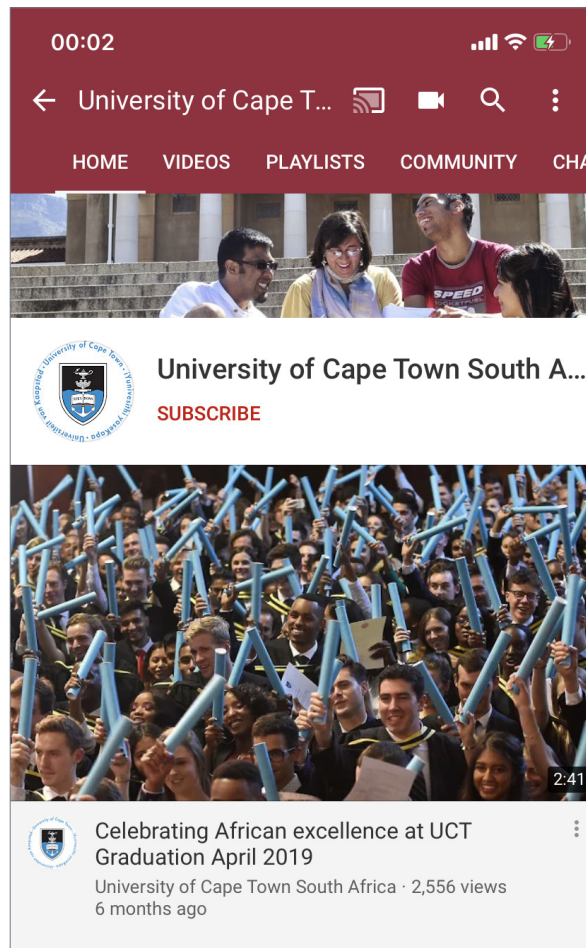
Cover Photo

Photographs of the campus, students, lecture halls or events can be used for the cover photo. Display size can differ based on screen resolution. Image template size: 2560px(W) x 1440px(H)



Mobile page

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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

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All other enquiries

For questions about any aspect of the university
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