



UCT Brand Guidelines

**Indoor & Outdoor
Branding**

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.



Indoor & Outdoor Branding

Indoor Branding

Indoor branding is any form of promotion or advertising in indoor public spaces. There are many types of indoor branding options to choose from to enhance the brand presence. Departments and faculties are encouraged to produce their own branding by making use of the creative options within this section. Branding collateral is not available for loan from the CMD.

Pull-up Banners

Pull-up banners offer a convenient way to create a brand presence at conferences, exhibitions, presentations and more. It rolls down into a relatively small bag, which makes them easy to carry and transport.



Indoor Branding | Media Wall Banners

Media wall banners serve as a backdrop solution for photos, videos, speeches, interviews and more.



Outdoor Branding

Outdoor branding is any form of promotion or advertising in outdoor public spaces. There are many types of outdoor branding options to choose from. The correct selection could enhance your brand presence.

Telescopic Banners

Telescopic banners are often used on pavements or near the entrance to an event to draw attention to a location. Ideal for high-wind conditions, they have a sturdy, inverted L-shaped pole with a flag attached at the top and along the one side.



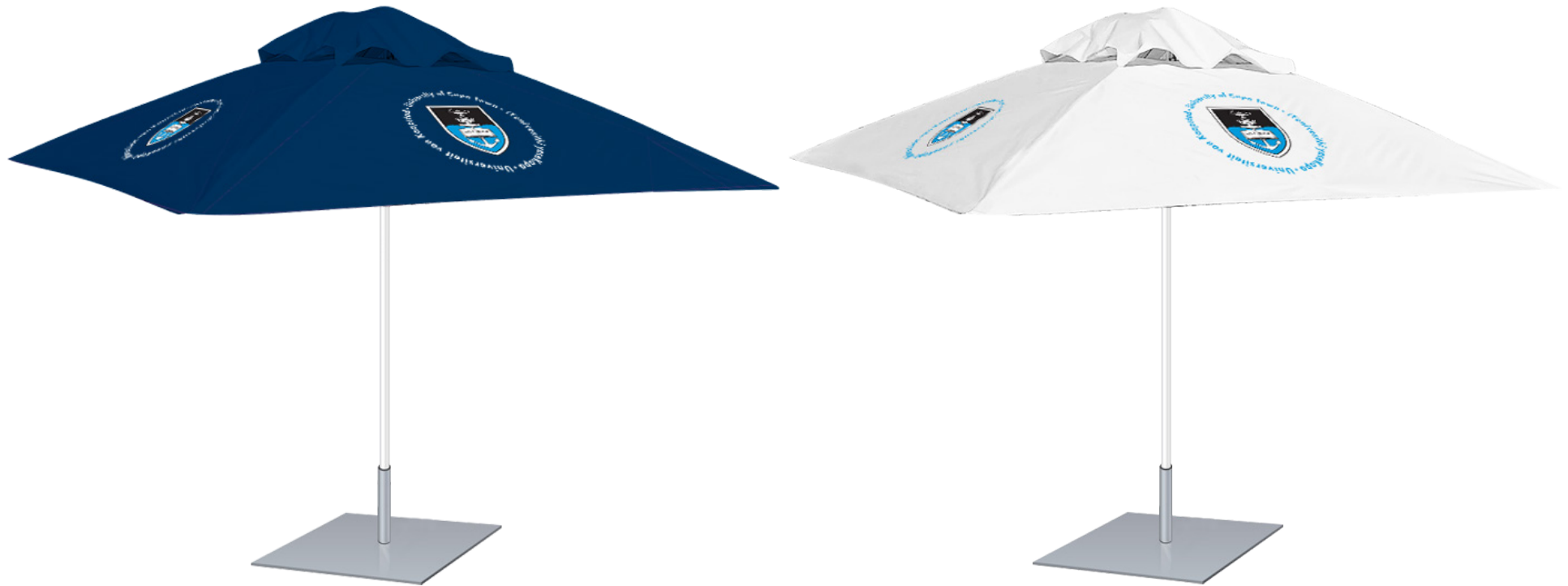
Outdoor Branding | Gazebos

Gazebos are a popular branding choice for outdoor events and also help protect occupants from rain and sunlight.



Outdoor Branding | Parasols

Parasols are a popular choice for outdoor events and also helps protect occupants from sunlight.



Outdoor Branding | Drop Banners

Drop banners can be used to enhance the brand image at events.

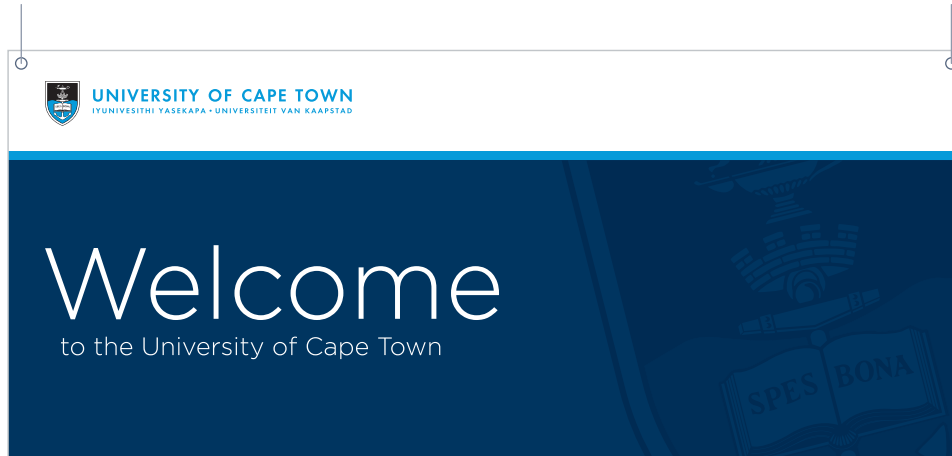


Size: 2000x3000mm



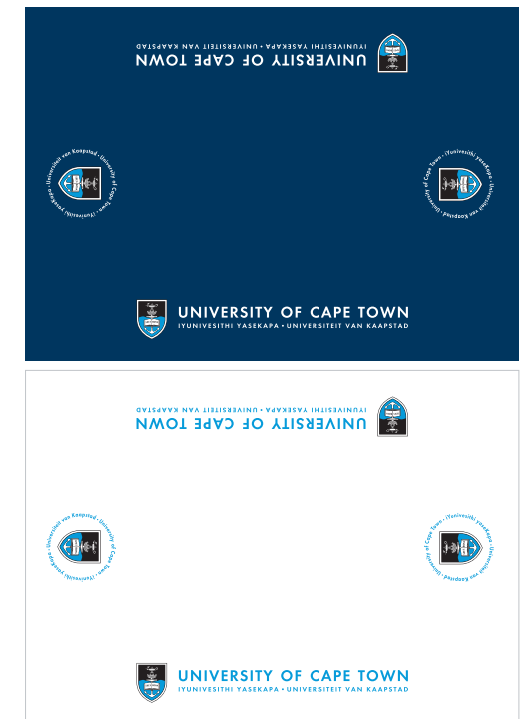
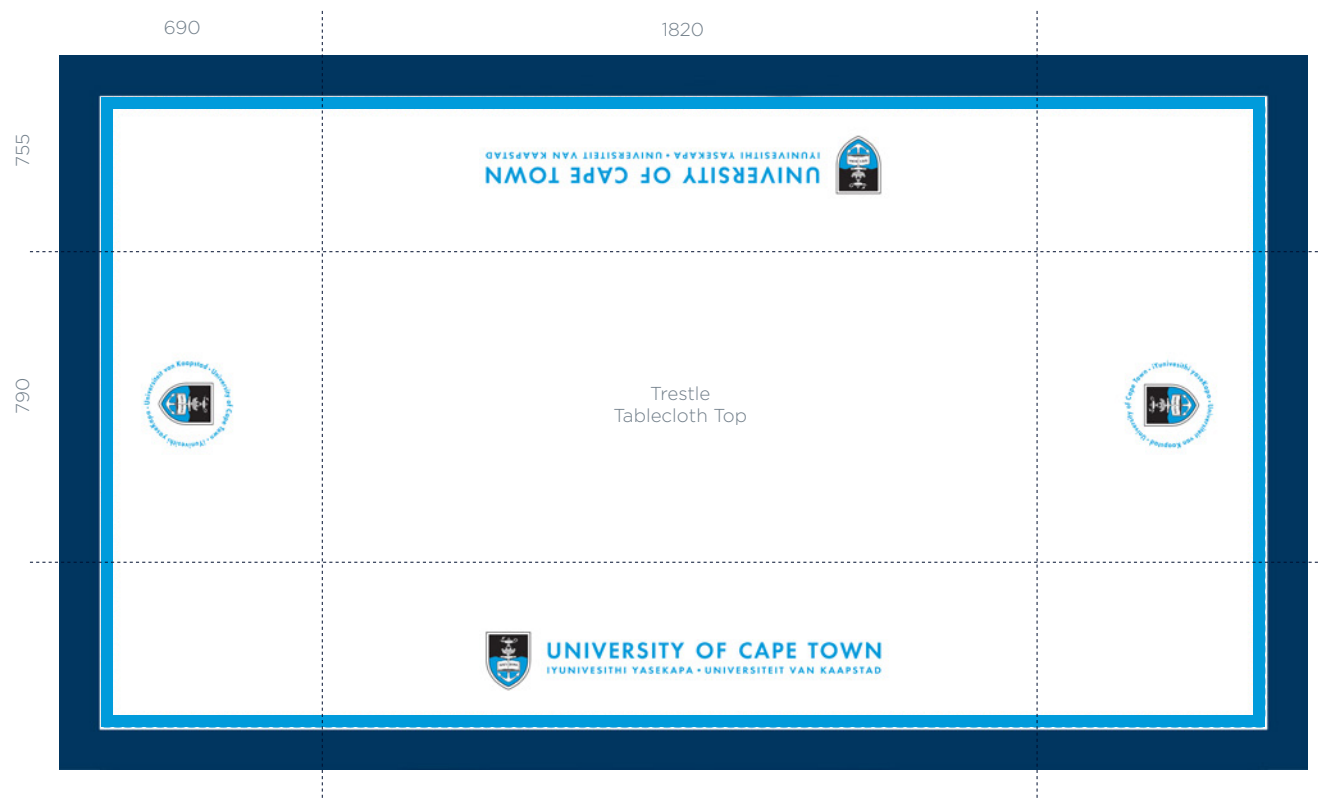
Outdoor Branding | Hanging Banners

Hanging banners can be used as welcome or directional signage at events.



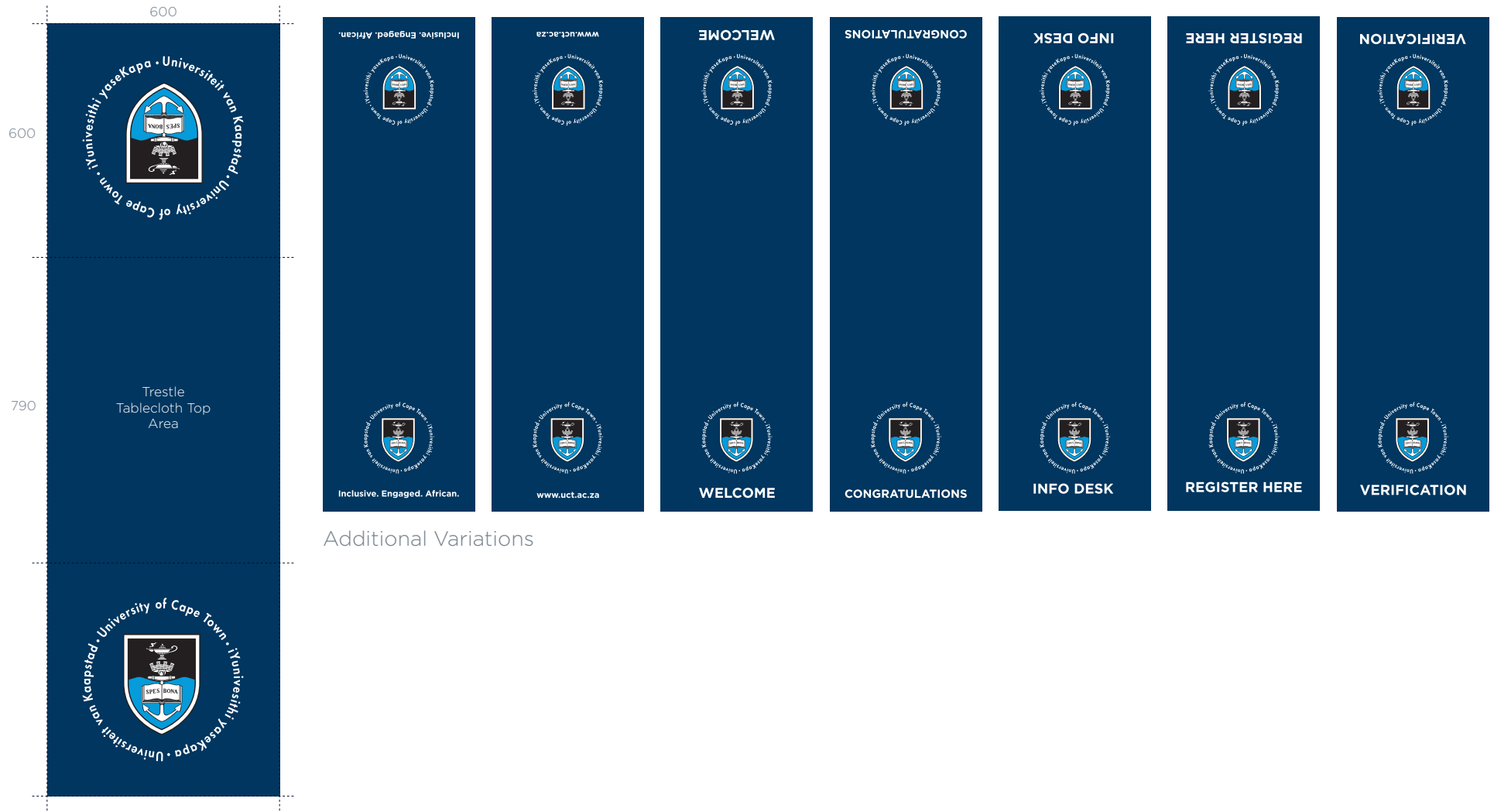
Event Specific Branding | Tablecloths

Tablecloths can be used to enhance the brand image at events. Tablecloths are designed to fit a trestle table size 1820 x 790mm, with a full overhang. Full tablecloth size is 3200 x 2300mm.



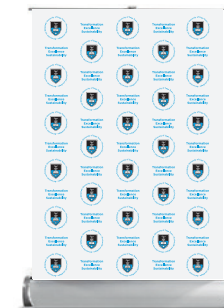
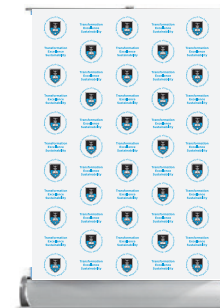
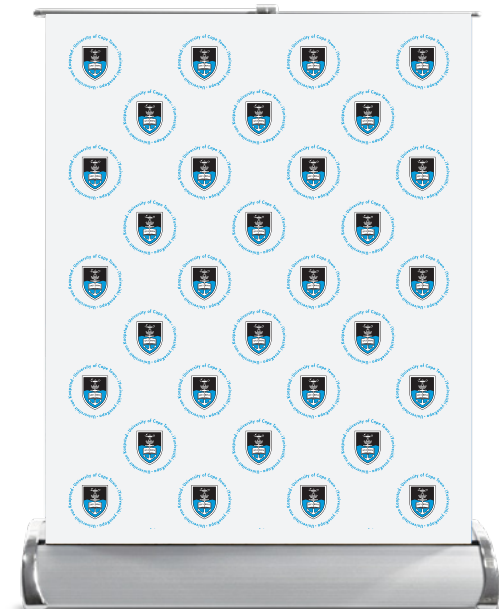
Event Specific Branding | Table Runners

Table runners can be used to enhance the brand image at events. Full table runner size is 600 x 1990mm.



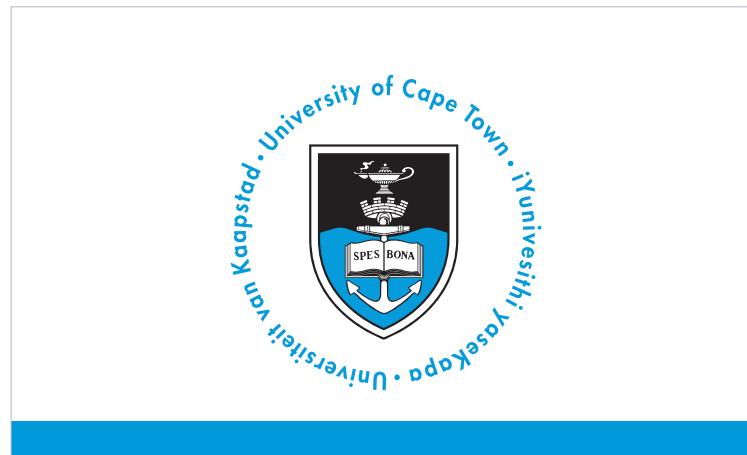
Event Specific Branding | Table Top Banners

Table top banners can be branded in two sizes, A4 & A3. There are a variety of colour options for table top banners.



Event Specific Branding | Flags

Flags are used primarily at sporting events. There are two options for flags on white and blue backgrounds. On certain occasions, such as graduation, chancellor visits and dignitary visits, protocol dictates that the official UCT flag is raised from the Sarah Baartman Hall.

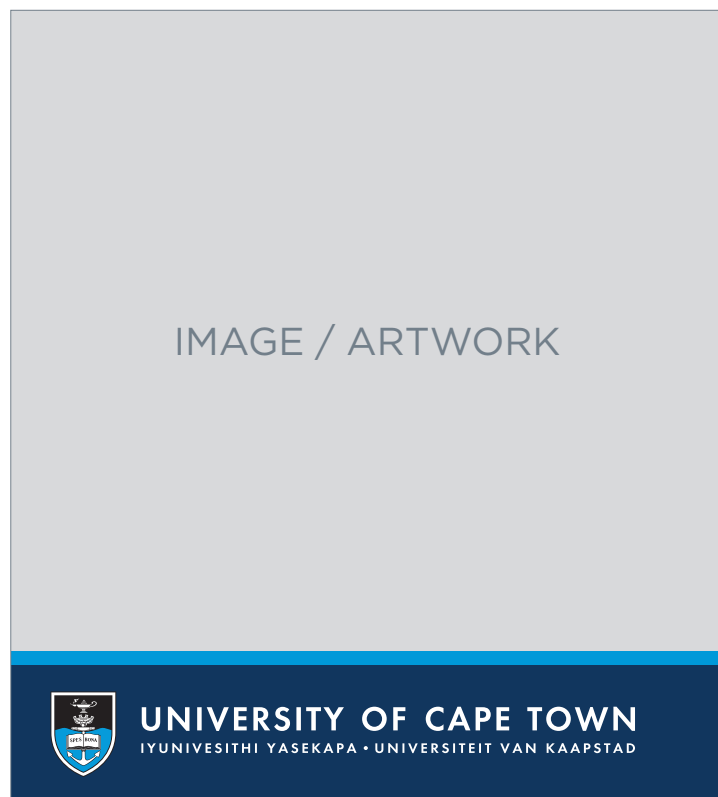


Event Specific Branding

Sarah Baartman Hall Banner

This banner type is used for major institutional events.

Size: 4500(W) x 5000(H) mm



Examples



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.