



UCT Brand Guidelines

Brand Architecture

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.

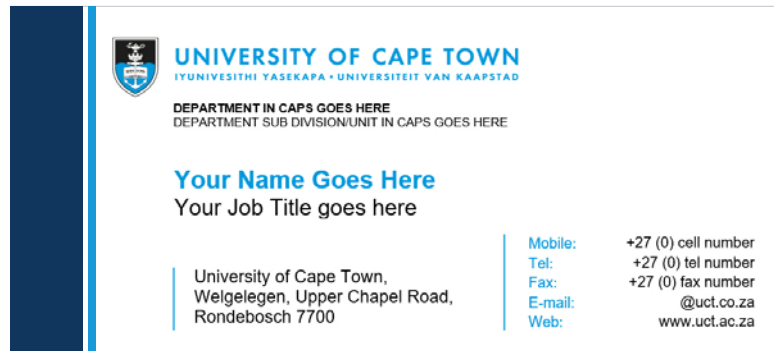
*The UCT trademarks are registered in terms of the South African Trademarks Act. As such, any misuse or non-authorized use will constitute trademark infringement. The UCT master identifier and subsidiary logos are registered as legal identifiers as per Trademark Class 25: Goods & Services as it pertains 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.



Brand Architecture

Monolithic Brand

At the heart of UCT's visual identity is the UCT logo. This appears on all marketing & communication materials, from letterheads, email signatures, stationery, promotional elements, merchandise and more.



As a monolithic brand that conforms to a branded house architecture, UCT, as represented by the UCT logo, should always be present alongside departmental and/or faculty descriptors. This method focuses strongly towards creating one strong brand identity.

Brand Hierarchy

As the master brand, UCT should always be present alongside departmental and/or faculty descriptors. An anchor word must accommodate the UCT logo lock-up at levels two and three. It may be positioned in the front or at the end of the description. Anchor words are optional after level three. e.g. At the second level, the anchor word may be 'Faculty' or 'Department'. At the third level it, the anchor word may be 'Department' or 'Unit' or similar.

Brand Architecture

The brand architecture is divided into the following levels:

Overview

Level One:

Master Brand

Level Two:

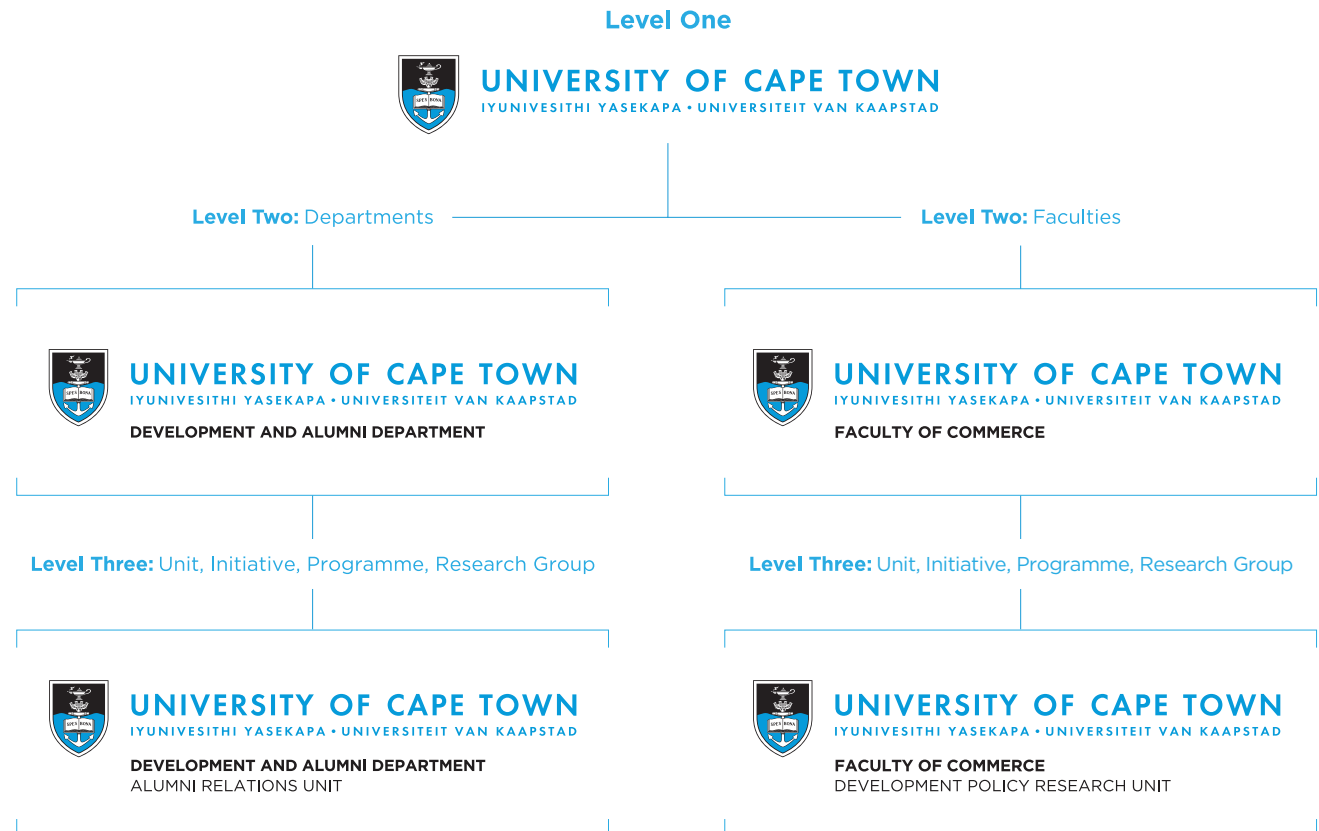
Departments and Faculties

The secondary descriptor indicating the faculty or department name is placed beneath the university name.

Level Three:

Unit, Initiative, Programme, Research Group

The tertiary descriptor is placed beneath the faculty or department name.



Corporate Horizontal Logo Lock-ups

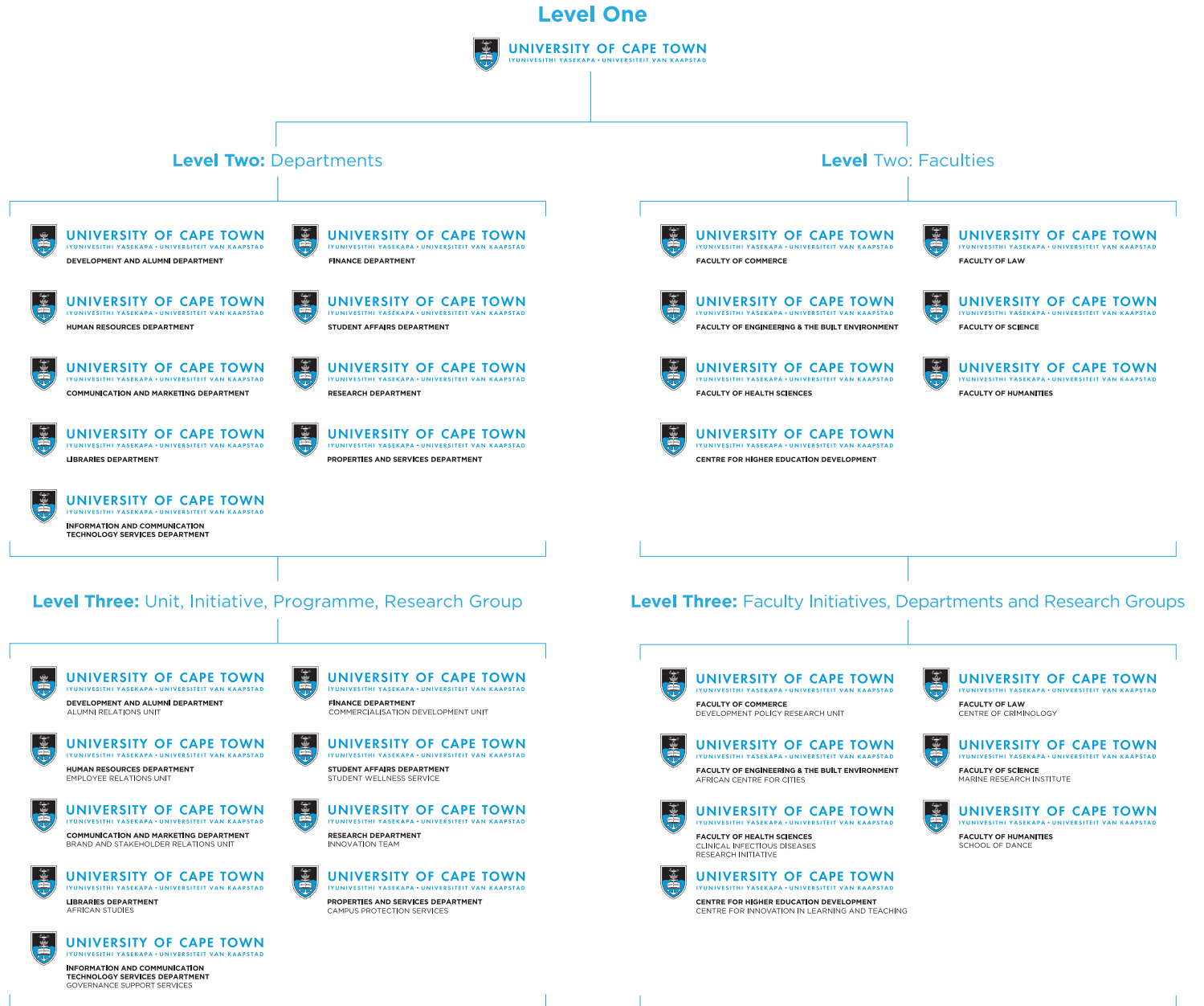
In Detail

Level Two

Level two shows nine departments and six faculties and CHED within UCT.

Level Three

Level three includes faculty & department units, initiatives, programme & research groups.

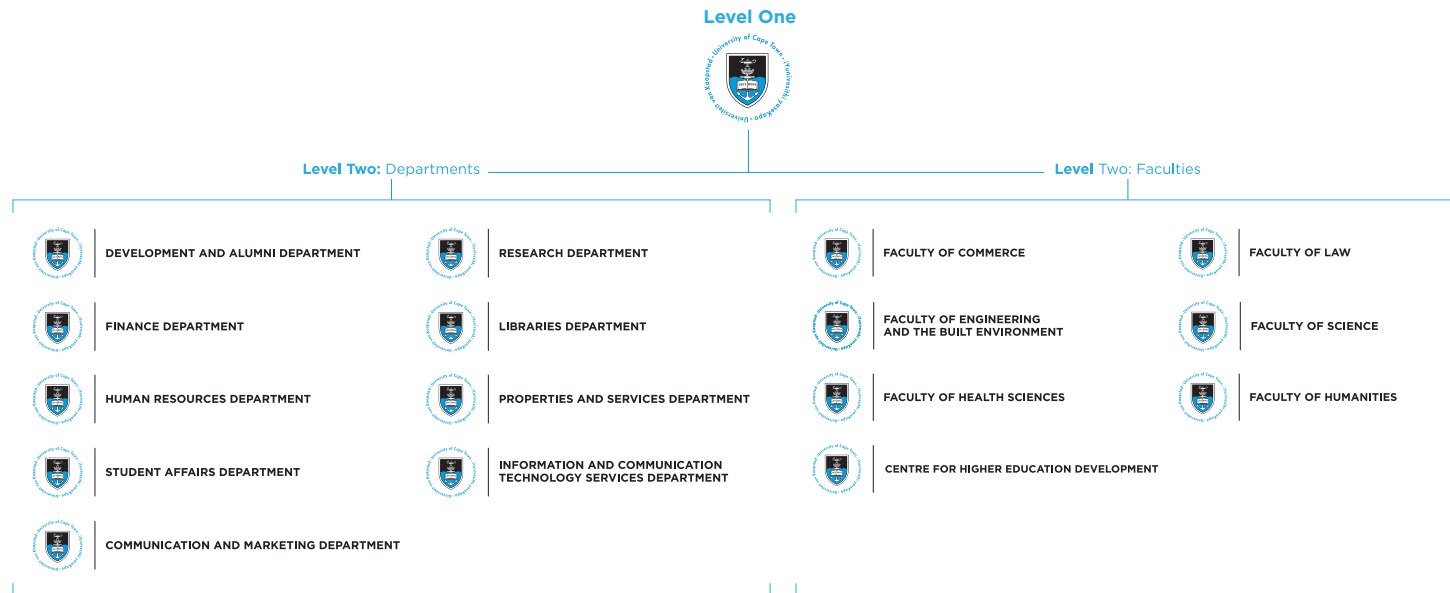


Corporate Circular Logo Lock-ups

In Detail

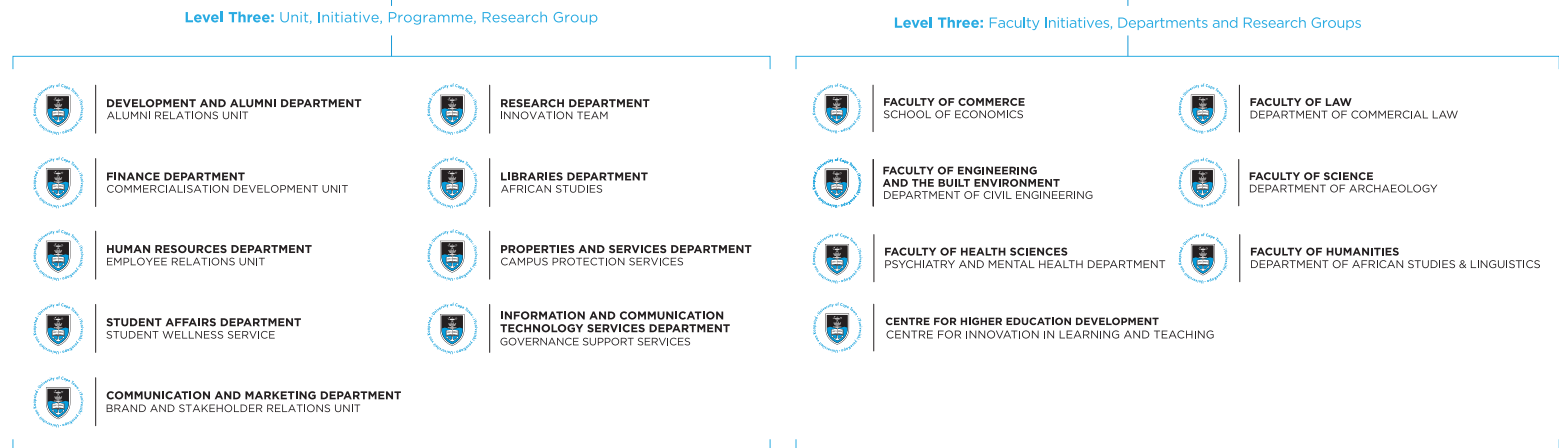
Level Two

Level two shows nine departments and six faculties within UCT.



Level Three

Level three includes faculty & department units, initiatives, programme & research groups.



Official UCT Merchandise Logo Lock-ups

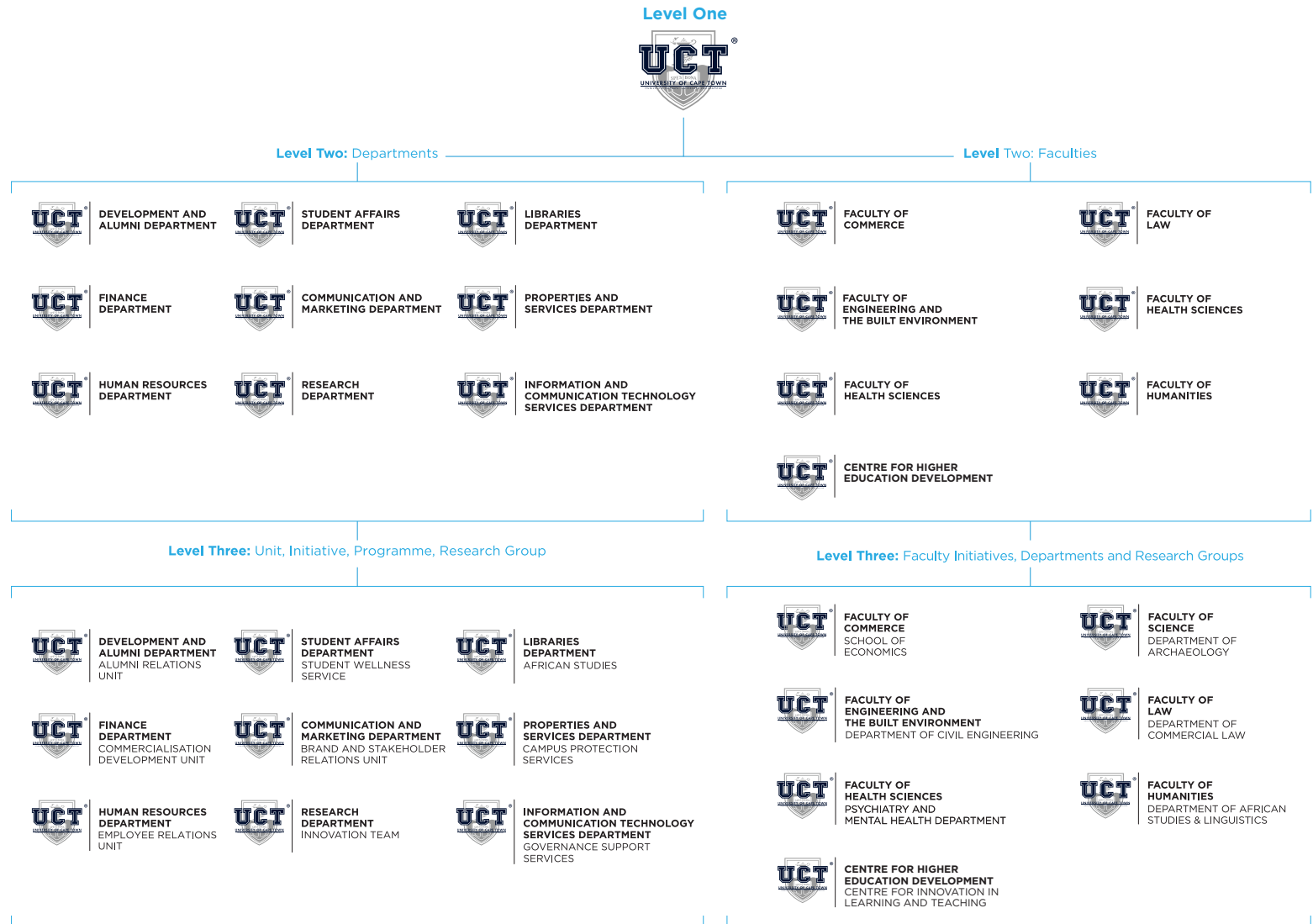
In Detail

Level Two

Level two shows nine departments and six faculties within UCT.

Level Three

Level three includes faculty & department units, initiatives, programme & research groups.



Sub-Logos

UCT does not encourage the development of individual sub-logo identifiers, as they do not conform to UCT's monolithic brand identity. Where endorsed and after consult with the CMD, the UCT logo should always be positioned to the left with a divider line, and given prominence in terms of size. If you have the logo lock-up, it is not necessary to repeat the UCT logo as part of the partner logo identity.

When designing a sub-logo, it is not necessary to repeat the UCT logo as part of the partner logo identity as it will already be included in the logo lock-up.

The horizontal UCT logo lock-up is the preferred version as it provides an accurate descriptor of the housing faculty or department and is the primary visual reference. The circular UCT logo lock-up should only be used in cases where the horizontal lock-up is not suitable. Its use should however be minimised especially in the external market.

PREFERRED VERSION OF THE UCT LOGO LOCK-UP

Level One



Level Two: Faculties



Level Three: Co-branding with a third party or branded unit



Level One



Level Two: Faculties

CENTRE FOR HIGHER EDUCATION DEVELOPMENT

Level Three: Co-branding with a third party or branded unit



UCT Faculty Logo Lock-up Examples

Corporate Horizontal

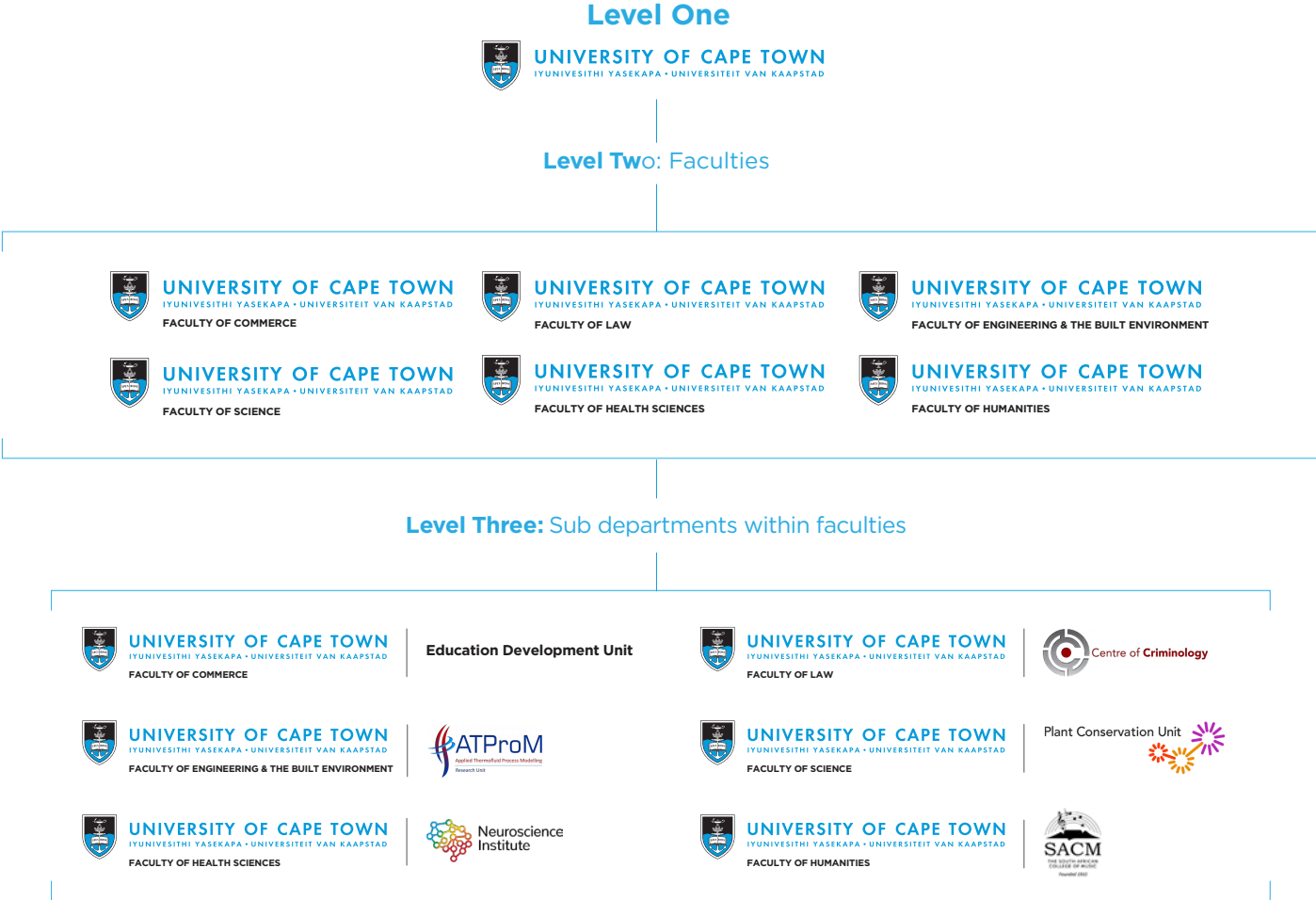
In Detail

Level Two

Level two shows six faculties within UCT.

Level Three

Level three defines the sub-departments within each faculty.



UCT Department Logo Lock-up Examples

PREFERRED VERSION OF THE UCT LOGO LOCK-UP

Horizontal Version

Level Three: Co-branding with a third party or branded unit



Level Three: Co-branding with a third party or branded unit



Circular Version



Merchandise Version

Merchandise logo does not allow for the inclusion of a sub logo



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.