



Brand Identity Guidelines

A corporate identity design and guidelines application

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Introduction

Sol Plaatje University

- Heritage studies, archaeology, indigenous languages as core start...but also beyond this
- A strong history/influence, but a new beginning
- Long term capacity expansion to address the national imperative
- First of its kind in the Northern Cape; must draw on the individuality of the province
- Maximum accessibility and ability to attract and retain quality academic staff and support an enriching student life experience
- Student life integral to university life – campus must provide a quality learning and living environment
- Advanced communication platforms and processes with the latest information and communication technologies.

The design considerations

- An international expression of Africa
- Capture the sense of place in the province
- Unencumbered, reflective of a new order
- Portray a 21st Century institution
- Balance heritage and tradition with modernity and frontier status
- Take into account, the natural tendency to abbreviate – SPU
- Express the commitment to people and partnerships
- Simplicity
- Practical and easy to reproduce.

Institutional Context

- To capitalise on achievements and further attract highly qualified staff and qualifying students to support SPU's planned growth
- Focus on establishing the office, putting in place strategies, policies and protocols, developing a solid relationship with the media, expanding the marketing efforts and formalising internal and external communication.

Identity Guidelines

General Guidelines

1. All items carrying the SPU brand or logo shall be submitted for approval to the Department of Institutional Advancement before final production of such material/items. The design elements must also be approved. All materials bearing the SPU crest/logo are subject to this directive. Without such approval, no order should be issued to suppliers/manufacturers.
2. Items sponsored by external sources should also be submitted to the Department of Institutional Advancement before final production of such material. Sponsors should be advised about this requirement when development of the material is discussed with them. It is strongly recommended that the Department of Institutional Advancement is involved in these discussions.
3. School and/or programme icons or logos will not be allowed, unless approved by the Senior Strategic Management Team (SMT)/Vice-Chancellor through the Department of Institutional Advancement.
4. The Department of Institutional Advancement must approve all printed, including all learning material, brochures, flyers, leaflets, newsletters, t-shirts, flags and banners prepared by students or staff, even if exclusively for internal use.
5. The Department of Institutional Advancement, in cooperation with the Manager: IT, must approve all electronic publications, including all multimedia presentations (PowerPoint presentations).
6. The Department of Institutional Advancement must approve all advertisements, advertorial and editorial copies, including the logo and/or text reference to SPU.
7. Official University business cards are currently printed for Senior Management, Heads of Departments and Senior Lecturers. All other staff members requiring business cards, must submit a written motivation from the line manager.
8. The standardised format for e-mail signatures will be set up by the IT Department and will be downloaded soon.

Brand Identity



Primary Logo

Essence

Light from Africa - for Humanity
Lesedi la Afrika - go Batho
Lig uit Afrika - vir die Mensdom



Academic Crest

Sol Plaatje University represents the future of the Northern Cape.

A new, shining place, unencumbered by the past it will act as a beacon and guiding light for the province, attracting talent, business and the community. In the province that sparkles, you too can shine.



Secondary Logo

To be used on our website, the SPU App and on buildings.

SPU Sub-Brands

Refer to page 25 - 28 for the sub-brand guides.



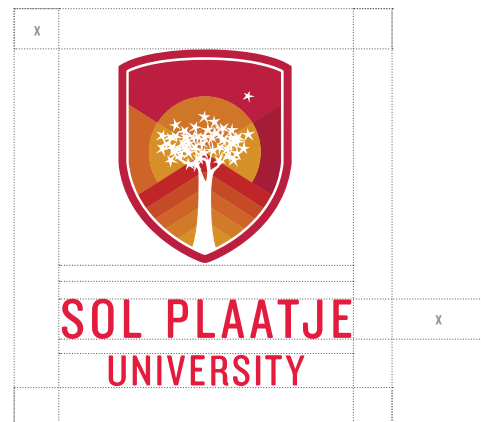
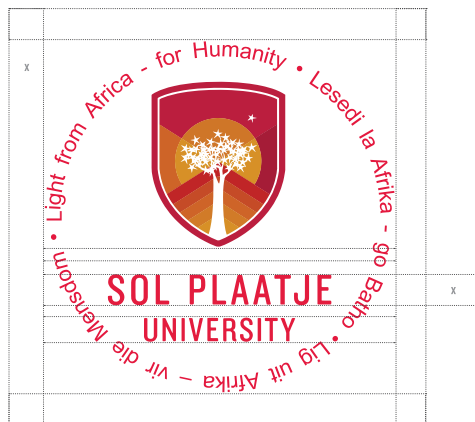
Brand Logo Specifications

Exclusion Zone

The minimum exclusion zone is equal to the cap height of the “S” in Sol Plaatje.

Always allow at least this amount of clear space around the logo.

It is important that this rule be observed and the exclusion zone is maintained at all times.



Application:

- All marketing and communications
- Administrative documentation
- Advertising
- Stationery
- Office signature
- Promotion articles

Crest Branding

Crest - Watermark

With specific printing techniques like spot uv varnishes, embossing and foiling, the crest may be used in conjunction with the intact, complete identity elsewhere in the design. Logo must be 40% opacity.



Varnishing



Embossing



Watermark

Use of Logo

Correct use of colour



The preferred colour for our logo on a white or light background, is Pantone ©186C.



Our logo may also be used with Pantone ©10116C as a background colour.

Our logo may also be used in black and white on a white or light background.



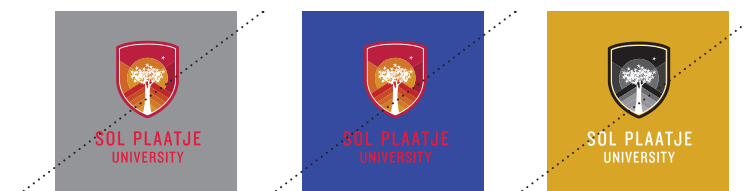
Our logo may also be used in Pantone ©5516C with Pantone ©186C as a background colour.



The Decade Celebration logo may also be used with either Pantone ©10116C or ©5516C as the background colour.

Incorrect use of colour

The brand mark must be used in a correct and consistent manner. Here are some examples of what not to do as far as the general marketing brand is concerned. These apply to all other marketing-related brand marks as well as symbols. As a general rule, we should always seek to keep the original state of the brand mark composition, adhere to the colour specifications, and keep the visual impact as clean and pure as it is intended to be.



Incorrect logo resizing

To keep the logo legible and appearing as it should, it should always be scaled proportionally - don't squeeze, stretch or use dropshadows.



SOL PLAATJE UNIVERSITY



The preferred colour for our secondary logo on a white or light background, is Pantone ©186C.

Colours

Primary Colours

Pantone ©
Process 5516 C

Pantone ©
Process 408 C

Secondary Colours

Pantone ©
Process 186 C

Navy

Pantone ©
Process 10116 C

Full Colour

C = 0
M = 100
Y = 75
K = 15
R = 226
G = 25
B = 55

C = 0
M = 55
Y = 100
K = 0
R = 238
G = 89
B = 33

C = 0
M = 100
Y = 75
K = 4

C = 0
M = 75
Y = 98
K = 0

C = 0
M = 90
Y = 98
K = 0

C = 0
M = 65
Y = 98
K = 0

C = 0
M = 85
Y = 98
K = 0

C = 0
M = 55
Y = 98
K = 0

One Colour

C = 0
M = 10
Y = 25
K = 5
R = 255
G = 211
B = 179

C = 5
M = 15
Y = 35
K = 0
R = 241
G = 213
B = 171

Pantone ©
Process 186 C
90%

Pantone ©
Process 186 C
80%

Pantone ©
Process 186 C
70%

Pantone ©
Process 186 C
60%

Pantone ©
Process 186 C
50%

Pantone ©
Process 186 C
40%

Navy

C = 100
M = 95
Y = 0
K = 60
R = 7
G = 7
B = 78

C = 100
M = 95
Y = 0
K = 0
R = 40
G = 48
B = 151

Pantone ©
Process 10116 C
90%

Pantone ©
Process 10116 C
80%

Pantone ©
Process 10116 C
70%

Pantone ©
Process 10116 C
60%

Pantone ©
Process 10116 C
50%

Pantone ©
Process 10116 C
40%

Faculties Colour Composition

Faculty: Natural Sciences

R = 107
G = 142
B = 35
HEX# = 6b8e23

Faculty: Management Sciences

R = 0
G = 0
B = 255
HEX# = 000ff

Faculty: Human Sciences

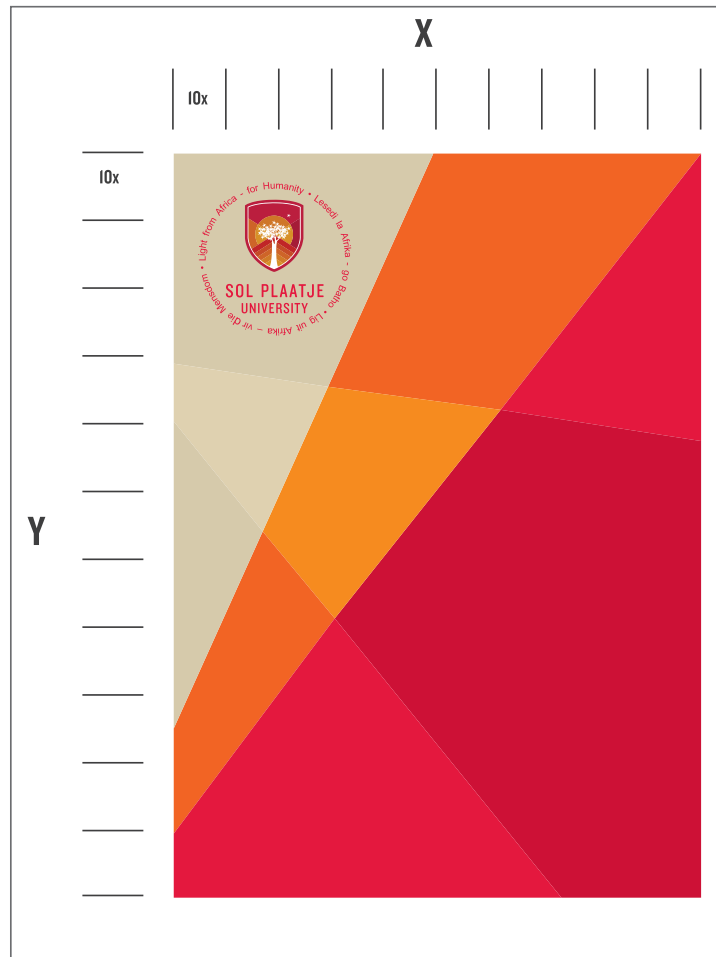
R = 251
G = 79
B = 20
HEX# = fb4f14

Faculty: Education

R = 218
G = 165
B = 32
HEX# = daa520

Visual Language Colour

Images may be placed in the dynamic blocks and overlaid with tints.



The burnt orange logo may be used when an image is used over the full format.



Colour



R = 225	R = 225
G = 211	G = 202
B = 179	B = 172



R = 225	R = 225
G = 211	G = 202
B = 179	B = 172



R = 225	R = 225
G = 211	G = 202
B = 179	B = 172



R = 225	R = 225
G = 211	G = 202
B = 179	B = 172

Typography

Primary Typeface

Arial – Used for text in the design and pull-out copy (e.g. address in letterhead)

ABCDefgh1234

Secondary Typeface

Knockout HTF49Liteweight Regular – Used for headings

ABCDefgh1234

Digital Typeface

Gotham – Reserved for digital applications and content

ABCDefgh1234

10 point - Arial

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

8 point - Arial

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

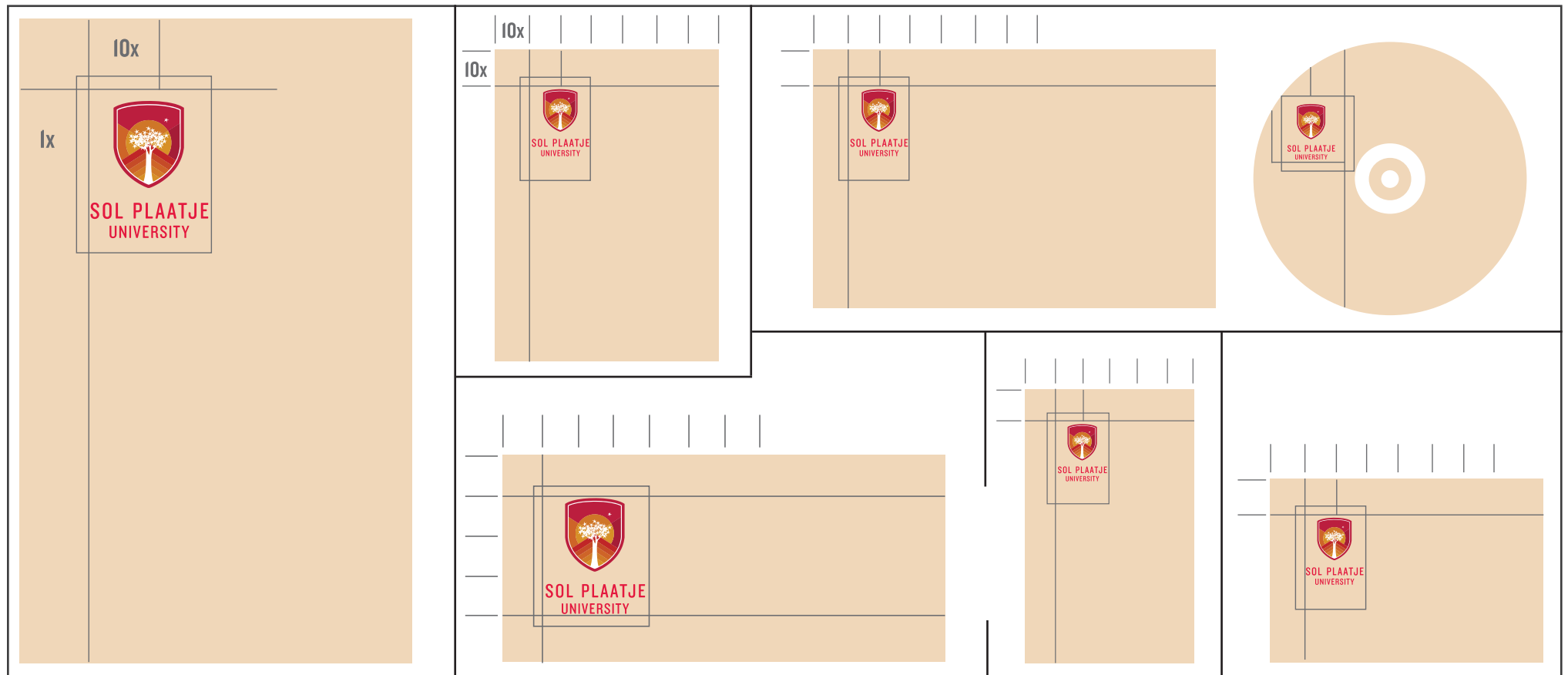
X Do not apply any attributes that will hinder the readability of the text (i.e. drop shadow)

X Do not distort the text in any way (i.e. stretch, condense or skew the letters).

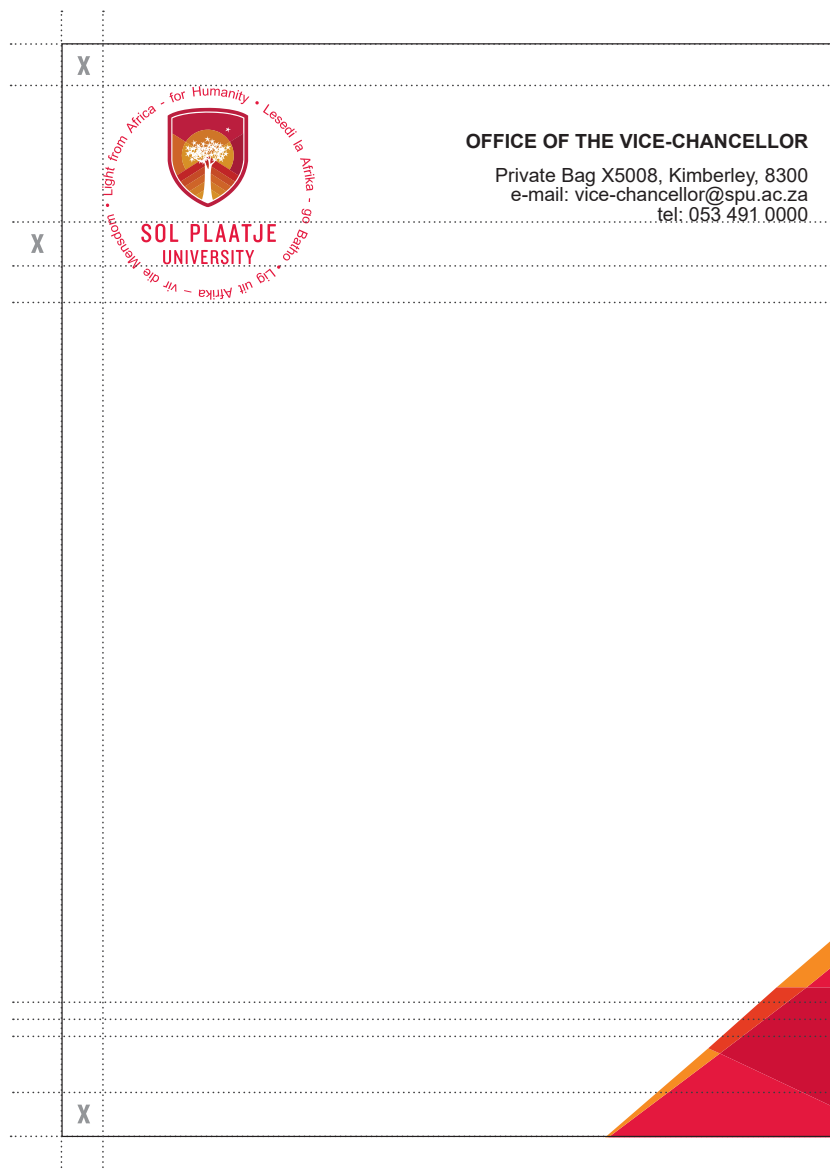
Logo Placement and Size

Our signature is sized to one-tenth of the format width.

Logo size and positioning over various formats:



Basic Stationery Elements



Basic Elements: Letterhead – External Use

Letterhead

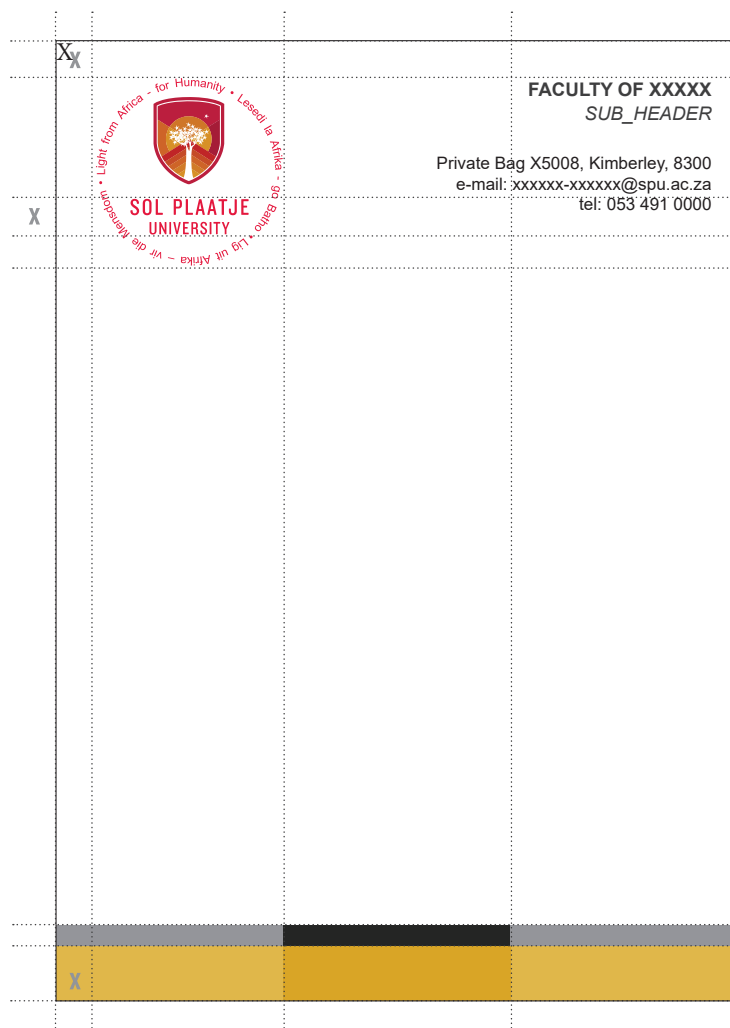
- The official SPU letterhead bears the physical and postal address of the VC, DVC, University Registrar, COO or Head of School as these are the central points of communication.
- Department's/School's contact details are reflected on the upper right-hand corner of the letterhead for sole use of the Department/School.
- The letterheads are personalised as per departments/schools, meaning that only members of the particular department may use that letterhead. No department or school will be allowed to design their own letterheads.
- Other staff members should use these departmental letterheads and include their contact details in the letter if necessary.
- Managers are requested to ensure that their Department's/School's staff are informed and comply with the regulations regarding the use of letterheads.
- The letterheads are available from offices of the managers/HoS and orders for more letterheads should be placed with the Department of Institutional Advancement as and when needed.
- Original (coloured) letterheads will be used for external and official business. Black and white copies or electronic copies of letterheads will be used for internal communication, faxes, etc.

Personalised letterheads electronic copies will be provided for the following offices:

- Office of the Vice-Chancellor
- Office of the Deputy Vice-Chancellor
- Office of the University Registrar
- Faculty of Human Sciences
- Faculty of Management Sciences
- Faculty of Natural Sciences
- Faculty of Education
- Student Representative Council (SRC)
- Department of Student Affairs
- Department of Institutional Advancement

NO ELECTRONIC COPIES WILL BE MADE AVAILABLE TO STAFF AND ONLY THESE OFFICIAL PRINTED LETTERHEADS WILL BE USED.

Basic Elements: Personalised letterheads for internal use



Personalised letterheads electronic copies will be provided to Faculties:

- Faculty of Education
- Faculty of Human Sciences
- Faculty of Management Sciences
- Faculty of Natural Sciences

Faculties Colour Composition

Faculty: Education

R = 218
G = 165
B = 32
HEX# = daa520

Faculty: Human Sciences

R = 251
G = 79
B = 20
HEX# = fb4f14

Faculty: Management Sciences

R = 0
G = 0
B = 255
HEX# = 0000ff

Faculty: Natural Sciences

R = 107
G = 142
B = 35
HEX# = 6b9e23

Letterhead Rectangles

Faculty: Education



Faculty: Human Sciences



Faculty: Management Sciences



Faculty: Natural Sciences



Faculties Colour Used for Letterhead Rectangle:

Faculty Grey:

R = 148
G = 148
B = 153

Faculty Grey:

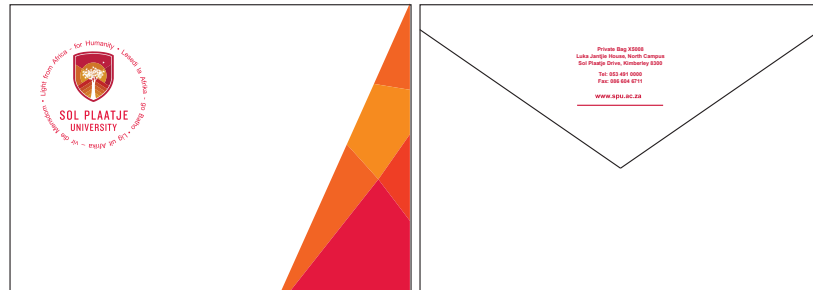
R = 38
G = 38
B = 38

Faculty Colour at 80% tint:

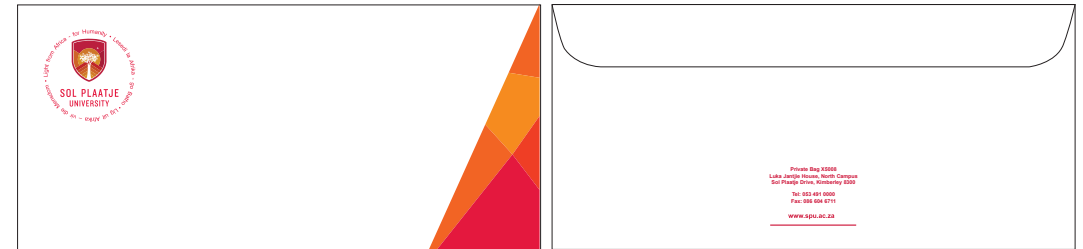
Faculty Colour at 100% tint:

Basic Stationery Elements - External Use

CS5 Envelope



DL Envelope

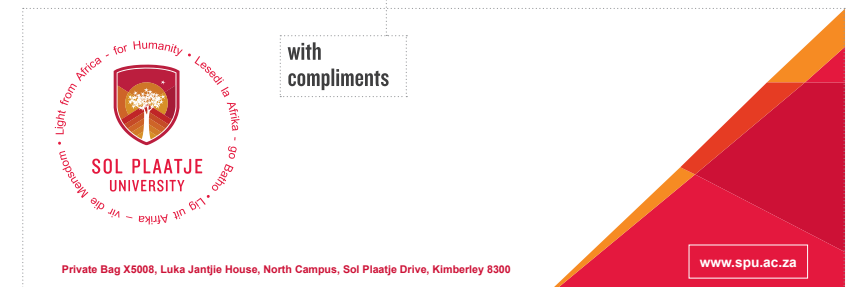


E-Signature

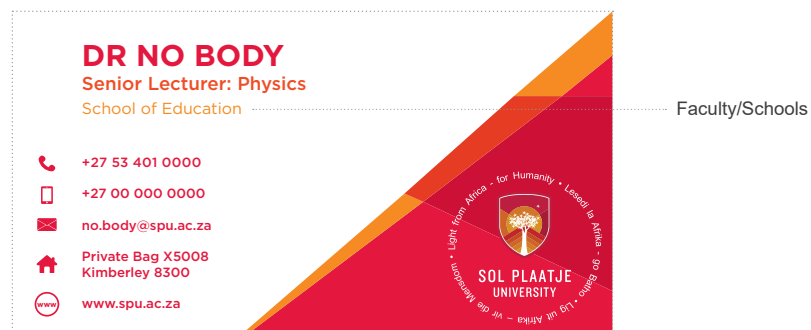


Complimentary Slip

Use Knockout HTF49-Liteweight font.



Business Card



CD Cover



Corporate Folder (Cover)



PowerPoint Presentation - Internal and External Use

A PowerPoint template has been produced to ensure visual consistency and should be used for all our presentations.

This template should be used for all internal and external presentations.

If using images, the style and content of photographs should reflect the diverse work of the University and be vibrant, inspirational and engaging.



PowerPoint Slide Template:

- Main slide page - Cover page
- 2x Page breaks slides
- Blank page
- 3x generic title slide
- Generic triangle slide
- 5x cover page slides
- 1x closing slide

Online Meeting backdrops - Internal and External Use

These must be used in all in all online meetings internally and externally.



Social Media Branding Guidelines

Social Media refers to the official SPU pages:

(The below list can change based on new technologies).

- Facebook page
- LinkedIn page
- Twitter handle
- YouTube channel

Social Media Icon Specifications

Social media has become an integral part of brands today and it plays an important role in reaching your target audience and engaging with them. However, it is important that the social media icons fit into the overarching brand look and feel.

Colour Specifications:

Faculties and Departments can have their own pages but it must be branded accordingly and of which, permission must be obtained by the Department of Institutional Advancement. These pages must be branded correctly and should use the Academic Crest (see below pic as a guide)

Example:



Primary Colours



R = 225
G = 211
B = 179

R = 225
G = 202
B = 172



R = 225
G = 211
B = 179

R = 225
G = 202
B = 172



R = 225
G = 211
B = 179

R = 225
G = 202
B = 172

Faculty: Education

R = 218
G = 165
B = 32
HEX# = daa520

Faculty: Human Sciences

R = 251
G = 79
B = 20
HEX# = fb4114

Faculty: Natural Sciences

R = 107
G = 142
B = 35
HEX# = 6b8e23

Faculty: Management Sciences

R = 0
G = 0
B = 255
HEX# = 0000ff

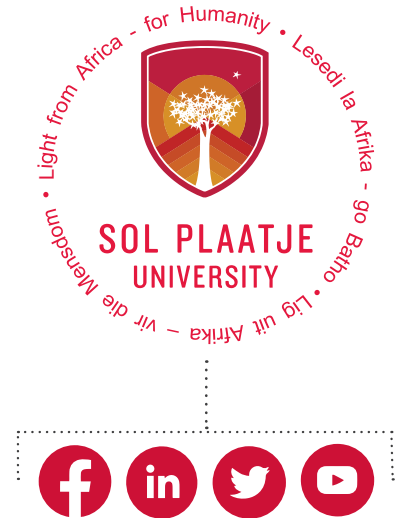
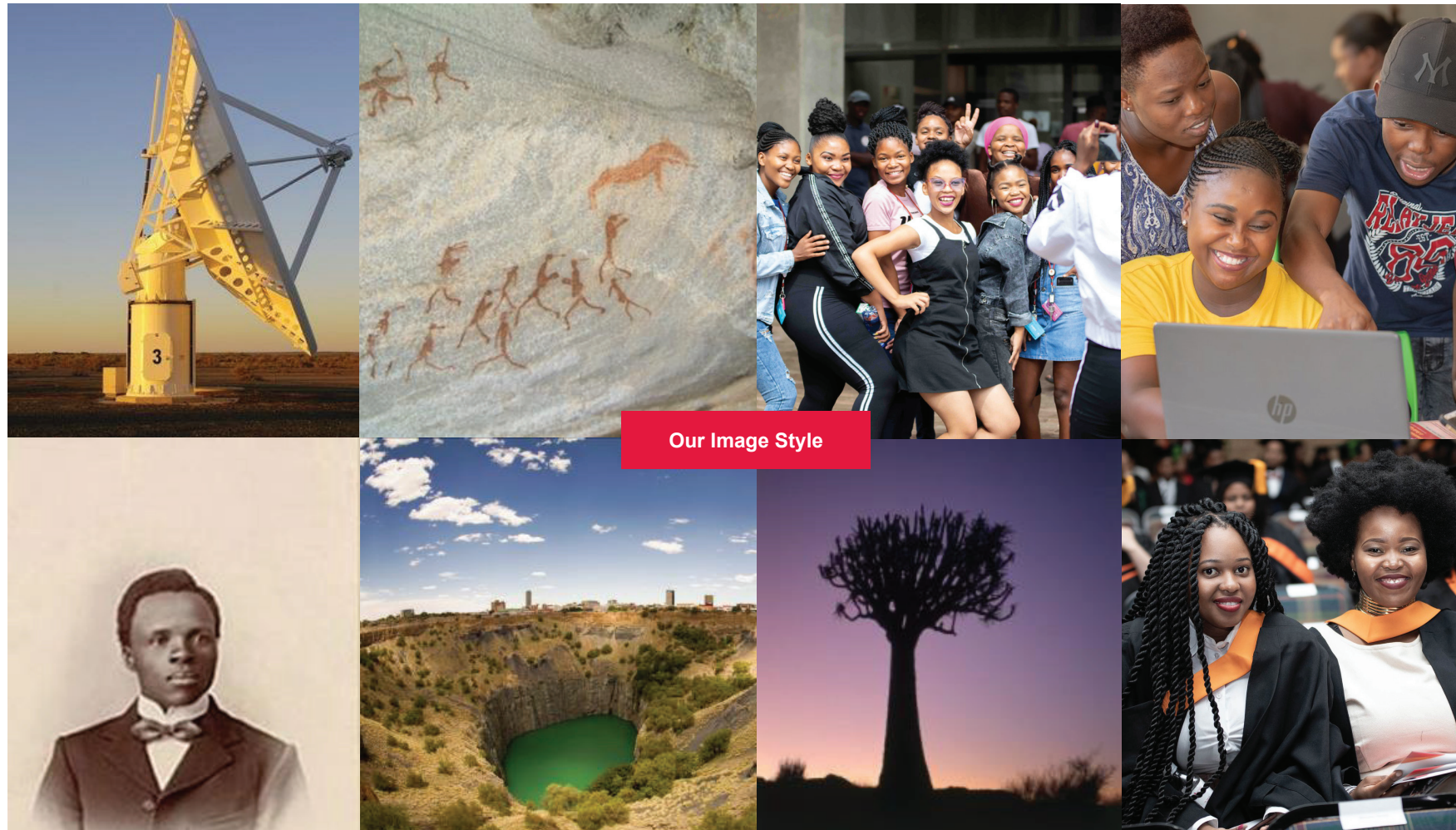


Image Styles

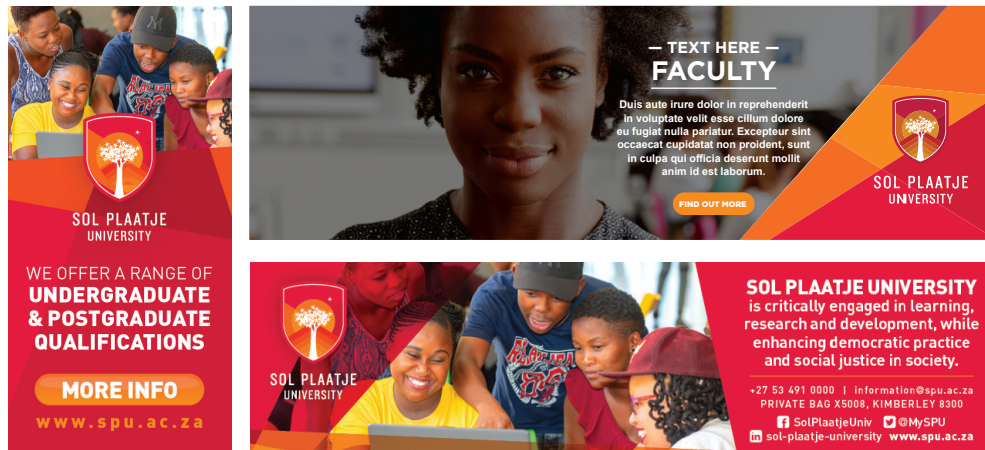
Photography is a powerful tool that quickly communicates a number of concepts. The imagery we use needs to communicate the diversity of our students, enthusiasm of our staff and the personality of the University - our values and ethos are reflected in the images we choose.

Please ensure that imagery is not offensive or alienating - avoid stereotypes and clichés.

Images should be at 300dpi, if you wish you use them in printed material and 72dpi for electronic publications.



Branding & Advertising Material



Print & Digital Advertising Material

Web Banners

These samples can be changed to requirements of the specific campaigns and the standardised sizing specifications.

Banner standard size:

- 728 x 90 px
- 600 x 300 px
- 300 x 250 px

Email Banners

The email banner must be used for all departmental communication within the University.

The Department's name must be displayed on the right-hand side of the banner with the text set to white/paper. The font used is **Arial Bold**.

The background image is set to 30% transparency

Email Banner standard size:

- 600 x 300 px
- 1200 x 300 px



Newspaper HR Advert

X



SOL PLAATJE UNIVERSITY

THIS WILL BE THE HEADER

X

THIS WILL BE THE SUBHEADER

This is place holder text for header descriptor - this is optional and may not apply to the advert. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

Correspondence: Lorem ipsum dolor sit, consectetur adipiscing elit, sed do eiusmod. Duis irure dolor in reprehenderit in voluptate.

X

www.spu.ac.za

Intro text applied in font weight Arial Bold with a point size of 8pt.

Body copy to be in a font weight of Arial Regular and point size of 8pt.

Added information applied below body copy and line in a font weight of Arial Regular.

URL to be right aligned in line with the bottom inside the margin.

Faculty Posters



MASTER OF EDUCATION

Public Education across the country and globally has been struggling with governance, delivery and financial issues. The Master of Education programme is designed to equip students with the knowledge and skills to address these challenges. The programme is a three-year undergraduate programme that leads to a Bachelor of Education (BEd) degree. The programme is designed to equip students with the knowledge and skills to address these challenges. The programme is a three-year undergraduate programme that leads to a Bachelor of Education (BEd) degree.



POST GRADUATE DIPLOMA IN PUBLIC MANAGEMENT

Public Management across the country and globally has been struggling with governance, delivery and financial issues. The Post Graduate Diploma in Public Management programme is designed to equip students with the knowledge and skills to address these challenges. The programme is a two-year postgraduate programme that leads to a Post Graduate Diploma in Public Management. The programme is designed to equip students with the knowledge and skills to address these challenges. The programme is a two-year postgraduate programme that leads to a Post Graduate Diploma in Public Management.

Web & Print Posters



STUDENT VOLUNTEERS NEEDED!

We are looking for fun, vibrant & caring students to volunteer to visit the elderly at the Old Age Home for an hour of fun-filled activities, a cup of coffee and cake!

26 AUG 2021 | 10am - 11am



GENERATION EQUALITY: Realizing Women's Rights for an Equal Future

10 AUG 2021

TIME: 16:00 - 17:30

JOIN US VIA MS TEAMS LIVE

CLICK HERE TO JOIN

GUEST SPEAKER: Mrs. Sanyas Hendricks

ENQUIRIES: fernanda.mooroodien@spu.ac.za

Print Banner Branding Material

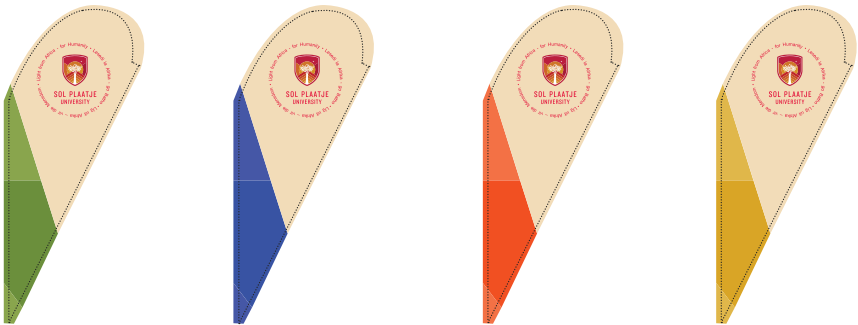
Institutional/Corporate Banners



Pull-up Banner

Telescopic Banner

Faculty/Schools Telescopic Banners



Natural Sciences

Management Sciences

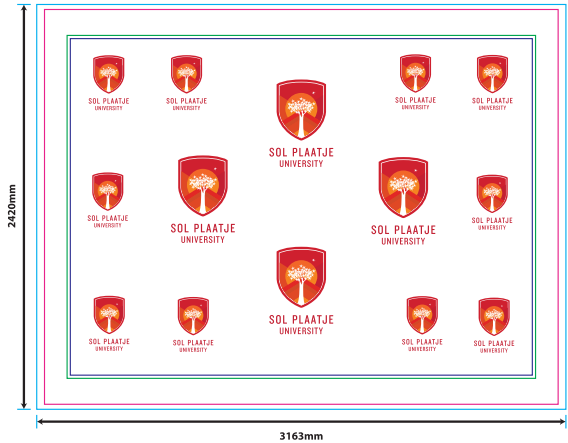
Human Sciences

Education

Straight Banner Wall

DISPLAY-3060
Legend Straight Bannerwall 3x2.25m (4x3)

Please note:
This template is designed at 50% of the final size.
Rasterised artwork supplied at 200dpi to suit this template size,
is the minimum requirement for a high quality final print.
Please ensure all fonts are converted to curves.



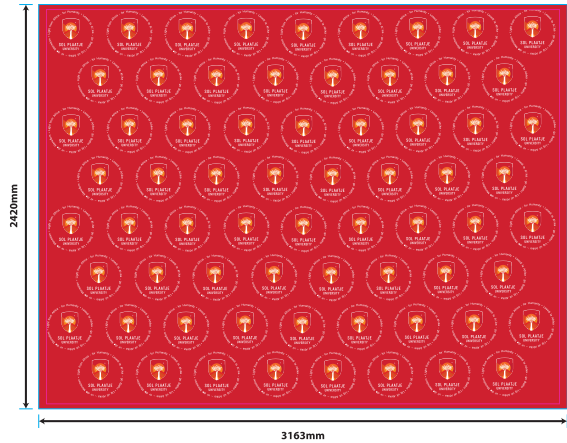
This banner is designed for the following:

- Red background with white text and graphics
- Blue background with white text and graphics
- Green background with white text and graphics

Please ensure all fonts are converted to curves. Please ensure all graphics are vectorised and saved as EPS or PDF. Please ensure all artwork is saved as EPS or PDF. Please ensure all artwork is saved as EPS or PDF.

DISPLAY-3060
Legend Straight Bannerwall 3x2.25m (4x3)

Please note:
This template is designed at 50% of the final size.
Rasterised artwork supplied at 200dpi to suit this template size,
is the minimum requirement for a high quality final print.
Please ensure all fonts are converted to curves.



This banner is designed for the following:

- Red background with white text and graphics
- Blue background with white text and graphics
- Green background with white text and graphics

Please ensure all fonts are converted to curves. Please ensure all graphics are vectorised and saved as EPS or PDF. Please ensure all artwork is saved as EPS or PDF. Please ensure all artwork is saved as EPS or PDF.

Signage

Buildings



SOL PLAATJE UNIVERSITY
Central Campus

Way Finding Signage



Campus name to be right aligned for this signage format and centred vertically to the logo. Font weight to be set on Arial Bold.

Faculty name to be below the logo. Font weight to be set on Arial Bold.

Directional Arrows to be applied right aligned to the artwork applied in white only.

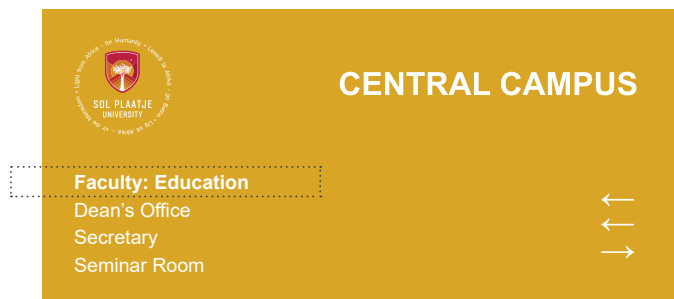
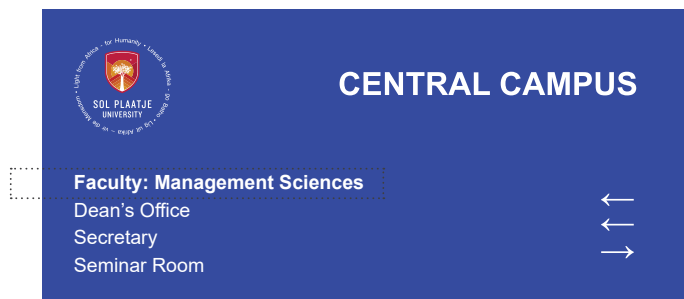
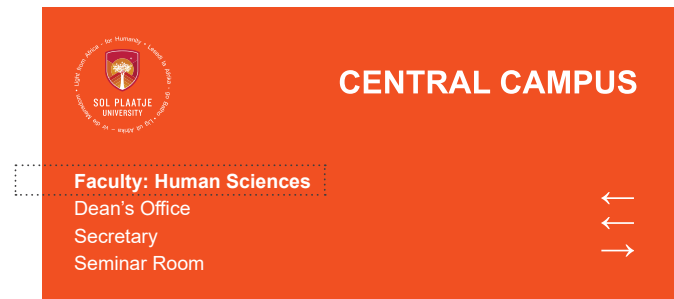
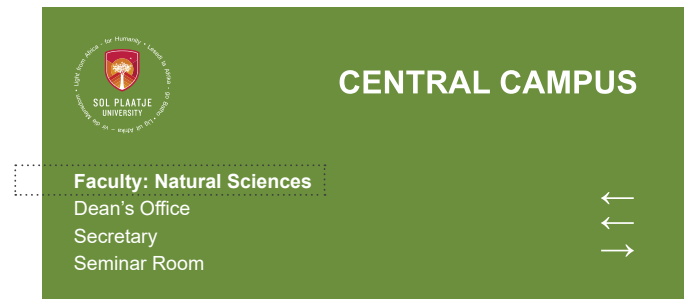
Handicap Signage



Temporary Office Notice



Way Finding Signage (Faculty Colours)



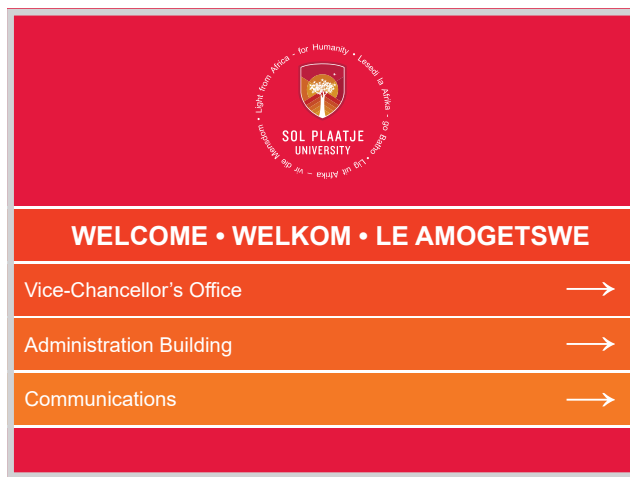
Multilingualism on Signage:

The main entrance signage 'Welcome message' should be displayed in three official languages. This could apply to other signage as well but only if and where specified.

Three official languages:

- English
- Afrikaans
- Setswana

The translations/text can be separated with the use of a bullet or hyphen/dash as illustrated below.



BULLET (•):

WELCOME • WELKOM • LE AMOGETSWE

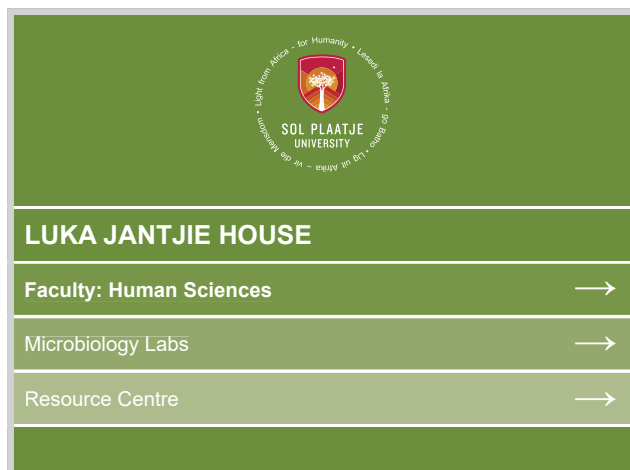
HYPHEN/DASH (-):

WELCOME - WELKOM - LE AMOGETSWE

Main Road Signage:

The main purpose for signage is to identify an area and/or building. It can be the first interaction your audience may have with your brand.

The main campus entrance welcomes visitors to the campus and provides basic directional information.



Curb-side Signage:

The Directional Signage is designed to identify specific buildings, whilst still referencing directions to related departments.

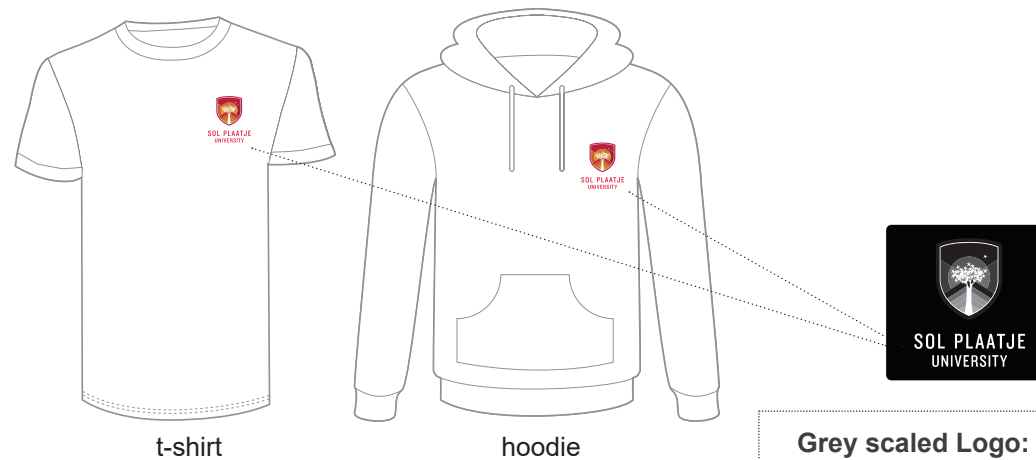
Colour coding and tinting (80% - 40%) allows for a degree of differentiation, without making the overall look appeal too youthful.

External Branding promotional items and vehicles

Artwork of all branded collateral must be submitted to the Department of Institutional Advancement for approval before procurement can be done on merchandise.

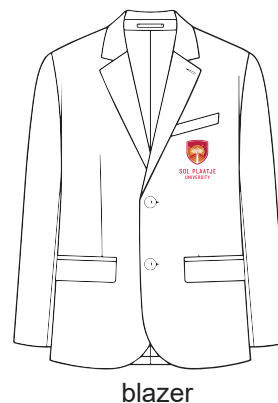
Clothing Application:

- The full University crest is not very legible on clothing unless it is enlarged, which is not recommended. The full crest (with motto) will therefore only be used in special circumstances and as approved by the Department of Institutional Advancement.
- The University's name may only be printed/embroidered in red or black.
- The acronym (SPU) may not be printed/embroidered on clothing. The name must be in full – **SOL PLAATJE UNIVERSITY**.
- The SPU logo (or crest) is positioned on the left side of the chest. The logo of the sponsor is positioned on the right sleeve OR on the right side of the chest.
- If secondary or sponsorship logos are used, the size must be 70% of the SPU logo and not larger. The secondary logo must be placed on the right side of the chest or on the right sleeve.
- T-shirts are regarded as a more informal branding touch point, and therefore secondary names and designs or slogans could be used with the approval of the Department of Institutional Advancement.
- There is no preferred colour for SPU T-shirts, but each School has a corporate colour and Schools are encouraged to use the School's colour wherever possible.
- The SPU coloured logo (red) is normally only used on a white background, white logos for dark fabrics and black logos for light fabrics. Any deviation from these guidelines, must be approved by the Department of Institutional Advancement.
- Deliberate avoidance of the SPU colours in T-shirts will not aid in strengthening the University brand.
- The colour SPU logo (red of black) is only to be used on white t-shirts.



SPU Blazer Specifications:

- Colour: Navy
- 2 Side pockets and 1 top Pocket -Silver Buttons
- Closing on sleeves – 2 pockets on the inside
- Right side Zip closing pocket on the inside
- Fabric description – 100 polyester barathea and 100% Polyester Lining



Promotional Branding



Bag



Peak cap



Grey scaled Logo: This logo may only be used on a black cap but would need the approval of the Department of Institutional Advancement.

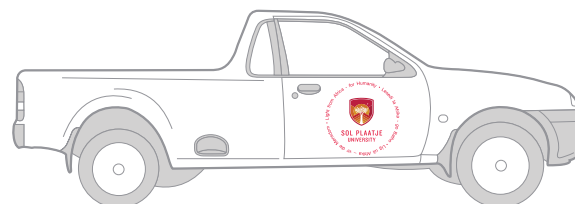
Flash drive: Ideally smaller flash drives but should not be used as the logo/crest does not fully print.

If there is no alternative, the below options will need to be taken into consider. This will require the approval of the Department of Institutional Advancement.



Livery

- Logo can be placed on both doors of a car – but must be on the body of a van.
- All vehicle wrapping that is not of SPU must be removed before vehicle is branded.



Sub-Brands

Lesedi La Afrika Fund

Alumni

SPU Sport

Talent Pipeline Programme (TPP)

Centre for Entrepreneurship and Rapid Incubator (CfERI)



ALUMNI



Lesedi La Afrika Fund - Basic Brand Guide

Introduction

Lesedi la Afrika Fund aims to raise endowment funds to lay the foundation for the future sustainability of Sol Plaatje University.

Endowment gifts to the University ensure support for today while providing educational and research excellence and innovation far into the future. In this way, endowed gifts have far greater earning power - a one-time gift that lasts forever.

Lesedi la Afrika Fund, a three-year fundraising campaign to raise R100 Million endowment funds for the future sustainability of the University. The funds will support ***scholarships, infrastructure, social impact projects, and human capital support***.

The University hope to raise endowed funds that will create a perpetual source of opportunities for young people from the Northern Cape to access SPU as well put foundations for future sustainability of the institution.



Primary Logo

Essence

Lesedi la Afrika - Light of Africa]

Application:

- All communications and marketing
- Administrative documentation
- Advertising

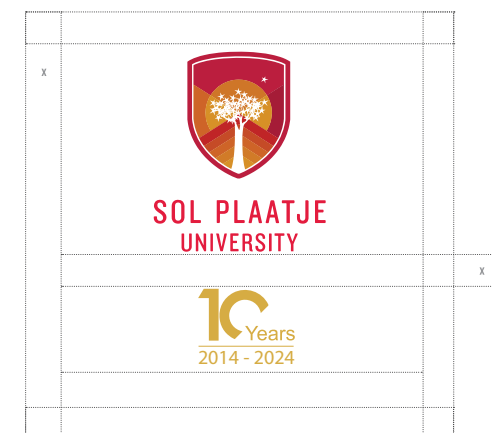


2021 - 2024 Branding

10 Years Decade Logo (2014 - 2024)

Limited Use - Guidelines

- This logo can only be used during this period.
- It can only be used for the **Lesedi La Afrika Fund** campaign.
- It may only be displayed/placed underneath the Academic Crest.



Exclusion Zone

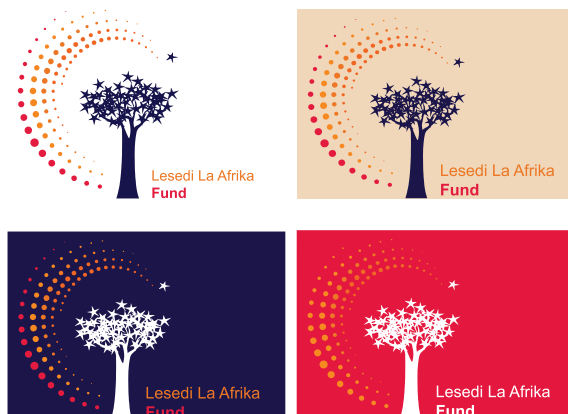
The grey area depicted here must be kept free of all other graphical and visual elements.

The minimum clear space is defined by the height of the 'L' from the Lesedi wordmark.



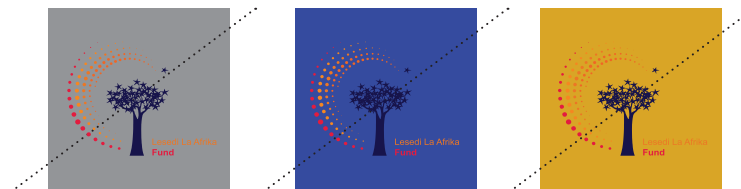
Logo Application

A primary logo with background color



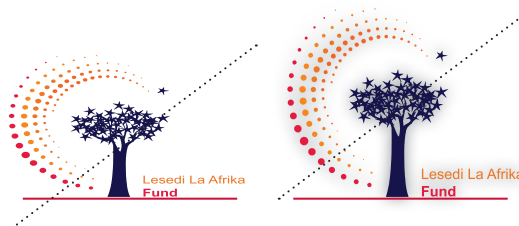
Incorrect use of colour

The brand mark must be used in a correct and consistent manner. Here are some examples of what not to do as far as the general marketing brand is concerned.



Incorrect logo resizing

To keep the logo legible and appearing as it should, it should always be scaled proportionally - don't squeeze, stretch or use dropshadows.



Colours

				
Pantone © Process 186 C	Pantone © Process 10116 C	CMYK: 0 0 0 20	Pantone © Process 5516 C	
CMYK: 0 10 25 5	CMYK: 100 95 0 60	RGB: 147 149 152	CMYK: 0 100 75 15	CMYK: 0 55 98 0
RGB: 255 211 179	RGB: 7 7 78		RGB: 226 25 55	

Design Elements



10 Years
2014 - 2024

Typography

Arial – Used for text in the design and pull-out copy (e.g. headlines, titles, quotes)

Regular

Italic

Bold

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()

Gotham – Reserved for digital applications and content

Book

Book Italic

Bold

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()

SPU Alumni - Basic Brand Guide

The Logo



Exclusion Zone



Logo construction

The logo is comprised of the Primary SPU logo on the left, a divider line and the Alumni workmark with an orange star. Be sure to follow the logo guidelines in order to use the logo consistently without losing impact and recognition.

The relationship/sizing/spacing between the logo elements are fixed according to these guidelines and no variations from the proportions indicated here are allowed.

Logo clear space

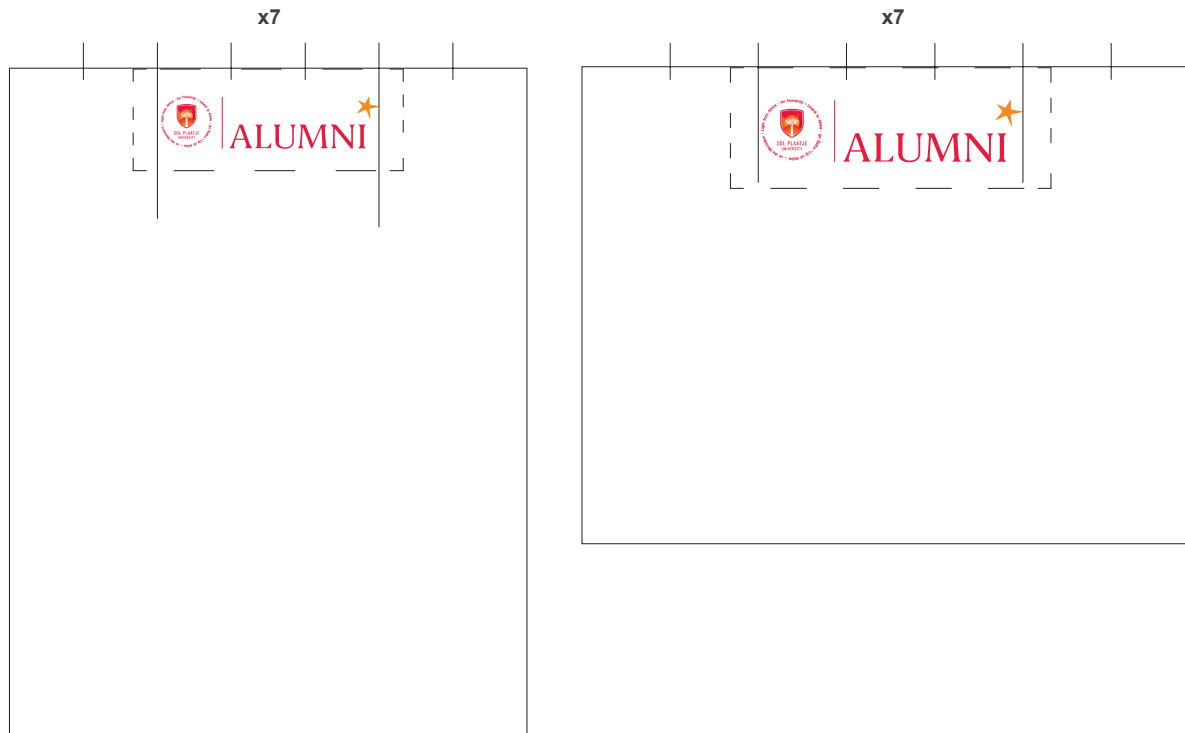
The logo should be sufficiently isolated from illustrations or other words or images for visibility. The grey area depicted here must be kept free of all other graphical and visual elements.

The minimum clear space is defined by the height of the 'A' from the Alumni wordmark.

Logo Application



Logo Placement



Typography

Workmark - 'ALUMNI'

BERLINGSKE SERIF MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&*()

Secondary Typeface - used for headings

KNOCKOUT HTF49LITEWEIGHT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&*()

Primary Typeface - used for bodycopy

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&*()

Primary Colours



Secondary Colours



CMYK

For full colour litho printing.

RGB

For electronic (web, social media etc).

PANTONE

For spot colour litho printing, silkscreening.

The Primary Colours are the 2 colours used in the red Alumni wordmark and the orange of the star.

The Scondary Colours are supporting colours from the SPU branding guidelines that may be used in collateral designs.



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