



NORTH-WEST UNIVERSITY[®]
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

North-West University Corporate Identity Manual

Updated 8 December 2014

welcome

This corporate identity guide is the source of practical advice to anyone representing the North-West University in any form of communication. This includes (but is not limited to) correspondence, printed publications, web pages, presentations, reports and merchandising. These guidelines enable the University to be presented in a consistent manner.

Custodian of the corporate identity

In creating this identity, our ideal is to achieve a sense of common ownership and loyalty to the University brand. We are all responsible for the correct application of the visual identity in any environment.

The office of the Executive Director: Institutional Advancement is the custodian of the CI manual. The marketing and communication directors of the campuses are responsible for adherence to this CI manual within their own scope of reference.



the basics

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VERTICAL (Limited use)



NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
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HORIZONTAL (Preferred)



NORTH-WEST UNIVERSITY
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MONOTONE APPLICATION



NORTH-WEST UNIVERSITY
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MINIMUM SIZE



3.6cm



2.7cm



2.4cm



1.7cm

Formal Logotype and ® - symbol

All official references to the Institution should be in the official Institutional Identity, e.g. North-West University (NWU) or campus logotype.

The horizontal logotype is the preferred logotype to be used on all official NWU documentation. The vertical logotype is to be used only when the allocated space cannot accommodate the preferred logotype in terms of the specified exclusion zone and minimum size.

The institution's operational, administrative, teaching-learning and research offerings or campuses, faculties, etc. should be identified descriptively and by campus name only in relation to the parent brand North-West University, e.g. NWU Mafikeng, NWU Potchefstroom, NWU Vaal Triangle.

The North-West University is a registered trademark and therefore the ® - symbol must accompany the NWU logos at all times as indicated.

Minimum Size

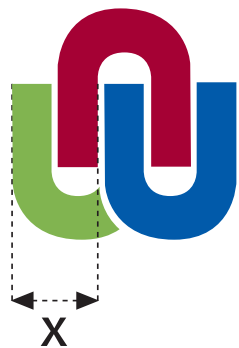
To ensure clarity and legibility, the smallest allowable size for the NWU horizontal logotype is 3.6cm (102 pixels), the vertical logotype is 2.7cm (77 pixels). (It can be smaller on items like pens or engravings – use discretion – as long as it is legible.)

For application on clothing and other promotional material, the acronym may be used in place of the full vertical or horizontal logos. However, the acronym may not be used smaller than 2.4cm (68 pixels).

Note: The minimum sizes indicated above are only applicable to digital/electronic and print material. If the quality of the logo is in question rather use the acronym logo. For printed clothing and promotional material, these rules do apply, but for all engraved and embroidered items, only use the acronym and never the full logos. This is because the corporate typeface or font of the wording on the NWU logotype is compromised and legibility is not fully achieved.

On certain promotional items, it is necessary for the logo to be printed smaller, as small as 1.7cm, but please note that the ® - symbol will not be legible at this scale and should then be left out.

Note: In special instances where there are size limitations, the acronym logo may be used smaller than 1.7cm on condition that it is approved by Graphikos and/or the marketing and communication directors on the campuses. However, it is important to ensure that the logo remains legible.



Correct Spelling

Attention is focused on the correct use and spelling of the University's name.

ENGLISH

North-West University (the hyphen is between North and West)

- e.g. North-West University, Mafikeng Campus
- e.g. North-West University, Potchefstroom Campus
- e.g. North-West University, Vaal Triangle Campus

SETSWANA

Yunibesiti ya Bokone-Bophirima (the hyphen is between Bokone and Bophirima)

- e.g. Yunibesiti ya Bokone-Bophirima, Khamphase ya Mafikeng
- e.g. Yunibesiti ya Bokone-Bophirima, Khamphase ya Potchefstroom
- e.g. Yunibesiti ya Bokone-Bophirima, Khamphase ya Khutlotharo ya Lekwa

AFRIKAANS

Noordwes-Universiteit (the hyphen is between Noordwes and Universiteit)

- e.g. Noordwes-Universiteit, Mafikengkampus
- e.g. Noordwes-Universiteit, Potchefstroomkampus
- e.g. Noordwes-Universiteit, Vaaldrieoekcampus

Exclusion Zone

To ensure maximum visibility, legibility and integrity, the NWU logo should always appear with space around it.

This exclusion zone ensures that all graphic elements or type are separated from the logo by a designated amount of space.

The NWU logo must always be surrounded on all four sides by a clear space of at least 1 X, where X equals the width of the intersecting area of the three links.

This exclusion zone must be applied for all **approved and official logos** as well as acronyms.

Note: If it is not possible to apply the exclusion zone when using the logo for digital purposes, please contact Graphikos and/or the marketing and communication directors on the campuses for guidance. See contacts on the last page of this CI Manual.

Prescribed use



Pay-off Line

The pay-off line should always be used, but in instances where there are limited space because of sub logo's, the pay-off line can be left out.

The pay-off line can also be used in text or as a heading.

Official translations

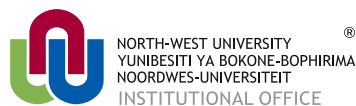
English - It all starts here ®

Setswana - Gotlhe go simolola fano ®

Afrikaans - Dit begin alles hier ®

INSTITUTIONAL AND CAMPUS LOGOTYPES: Languages

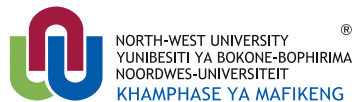
English Logotypes



Afrikaans Logotypes



SeTswana Logotypes



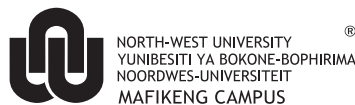
Note: Please supply copy on usage of different languages.

INSTITUTIONAL AND CAMPUS LOGOTYPES

Institutional Logotype



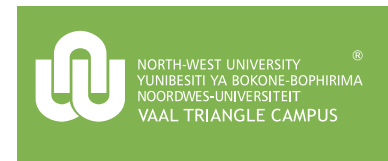
Mafikeng Campus Logotype



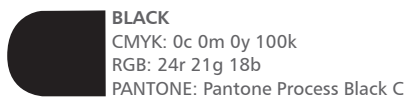
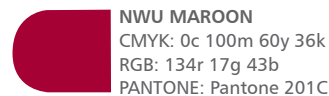
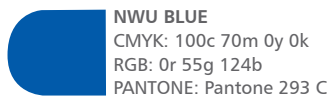
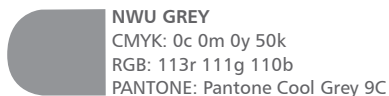
Potchefstroom Campus Logotype



Vaal Triangle Campus Logotype



Logo Colours



Note: Please refer to section on logo colours for additional colour specifications.

VERTICAL (Preferred)



HORIZONTAL



The Logotype Acronym

The logotype acronym should only be used where there is limited space like on digital platforms, advertising with limited space, billboards (signage) or on items such as clothing, corporate gifts and blazer insignias. It should never be used on letterheads, business cards, fax cover sheets, certificates, corporate communication material such as annual reports, corporate brochures, newsletters, sheets or memo cover sheets. The acronym NWU is always written in CAPITAL LETTERS in Trebuchet MS font. The use of Trebuchet MS is limited to the logos and secondary logos and should not be used anywhere else.

Note: Only use approved provided artwork which is available from Graphikos and/or the marketing and communication directors on the campuses:

Mafikeng Campus Director Marketing & Communication
Ext 892800
Potchefstroom Campus Director Marketing & Communication
Ext 992774
Vaal Triangle Campus Director Marketing & Communication
Ext 103185

The use of the logotype acronym on signage is not encouraged except where, for practical reasons, it may be deemed necessary.

Very Important

All official references to the institution should be in the official institutional identity

The approved sub-logos should only be used with the official institutional or campus logotypes.

The sub-logos may not be used in conjunction with the logotype acronym..



Do not alter the colours of the icon



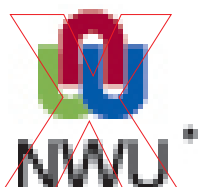
Do not alter the colours of the wording



Do not scale the icon unproportional to the wording



Do not scale the wording unproportional to the icon



Do not use low resolution logos or logos downloaded from the web



Do not stretch or squash the logo



Do not place the colour logo on a background colour other than white



Do not rotate the logo or place it at an angle



Do not brighten or darken the colours to suit your preference



Incorrect use of the logo

The North-West University logo and secondary elements must be offered sanctity in order to protect the image of the brand.

Colours

Colours may not be altered for any reason. Allowable colour usages are available throughout this manual. The university colour logo may only be applied on white backgrounds, and not on black or any other colour as they lose their luminance.

Scaling

Always scale the logos proportionally. Do not stretch, squash or tamper with the different elements that make up the logo. Please also ensure that the logo size honours the minimum logo size indicated in this manual.

Quality

Low-resolution or poor quality logos may not be used. Logos attained from the internet are often set at 72dpi (dots per inch). Only use the best resolution or the original vector-based file that is available from Graphikos.

Note: The links icon may not be used on its own, the only exception to this rule will apply for buildings and regalia. Contact either Graphikos and/or the marketing and communication directors on the campuses.



Logo Colours

The NWU logo should be reproduced in the four colours. When printing, always use CMYK colours, try to match prints to Pantone swatches.

When embroidering the NWU logo, Pantone (spot) colours should be used to match thread as closely as possible. However, CMYK colours may be used provided that they are matched to the Pantone swatches.

Never print the NWU colours in RGB format as it is specifically for on-screen usage. Colours may not be modified in any way, for whatever reason.

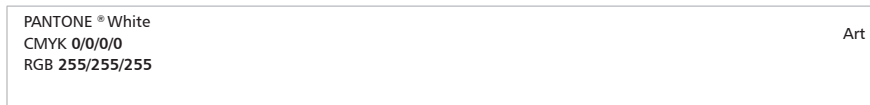
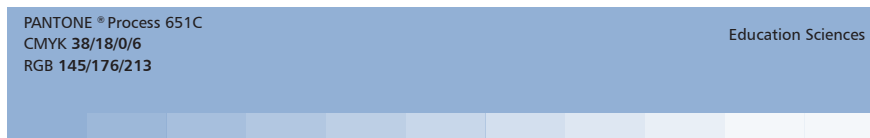
The NWU colours (CMYK, RGB or Pantone colours) may not be placed on light or dark coloured backgrounds even when it seems visible. Always place the colour logo on a clean, white background and ensure the exclusion zone is maintained (refer to the exclusion zone section). An exception is face brick/cream buildings where the colour logo may be used.

Secondary Colours

Secondary colours can be made up of solid colour, shades, or tints of the main logo colours, secondary colours*.

Silver may be used if necessary to complement the NWU logo colour palette and always remember that the University's visual language is communicated to a large extent through colour. Therefore, these suggestions may be used as a tool to compliment the main branding colours, but need not be restrictive.

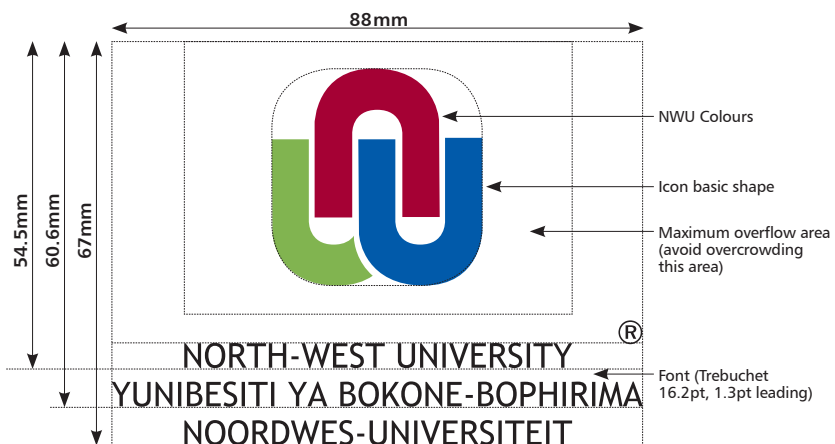
Please note that any other colour may only be used as complementary design elements to the main branding colours, on condition that it is approved by Graphikos on the Potchefstroom campus and/or ADC on the Mafikeng campus and/or the marketing and communication directors on the campuses.



Faculty Colours

Graphikos on the Potchefstroom campus can be contacted for information regarding faculty colours.

SUB LOGO PROCESS



SUB LOGO EXAMPLE



* All logos not registered at the Office of the Brand Manager are subject to approval. Information regarding the application process for approval or re-approval of sub logo requests, can be obtained from the intranet.

Graphikos can be contacted for design or re-development of sub logos for alignment according to CID guidelines. All existing approved logos must undergo this alignment.

Sub Logos

These guidelines can be used in addition to the comprehensive NWU Sub Logo Design Guide, which must be regarded as a working document. To view the Sub Logo Design Guide, please visit <http://www.nwu.ac.za>, 'useful links': staff intranet, 'useful resources', NWU Secondary Logo Design Guide.

GUIDING DESIGN

Given the particular brand architecture approach of the NWU, brand identity through the use of sub logos must show clear allegiance to the NWU. The essential underpinning principle within the brand model is that the brand experience should be consistent across the various channels and modes of communication that stakeholders may use to interact with the brand.

Since a logo is the entry point to a brand, it follows that sub logos are very important visual and descriptive points of reference with regard to the overall brand experience, and these should be aligned to the brand model and application.

Within certain approved contexts, sub identities that do belong to the North-West University exist, some of which contain sufficient proven equity to justify being 'co-branded'. Many of these entities have managed to gain some sustainable brand equity in the market, often through the commercial implementation of expertise. Some are also reliant on external support.

In addition, determining which units/entities should have sub logos*, categories for permitted logos can be differentiated on the following basis (a complete matrix of criteria can be obtained from www.nwu.ac.za, 'useful links': staff intranet, 'useful resources', NWU Brand Identity):

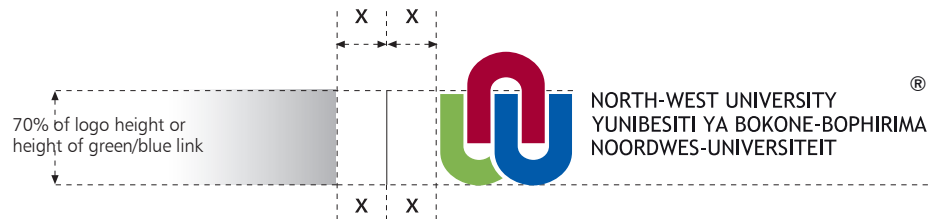
- A: Allowed on account of being existing registered trademarks
- B: Allowed, but only with substantial proven motivation for niche marketing;
- C: Allowed with rules (especially pertaining to student council);
- D: Allowed within a set structure; and
- E: Allowed with flexibility, should follow flexible endorsed model (only a very limited number).

Specific design guidelines for these categories will be proposed below.

RULE: All sub identities should help strengthen the NWU brand and should be endorsed by the NWU, Institutional or Campus formal main identity logotypes, in accordance with the CID manual.

SINGLE LOGO ENDORSEMENT

Horizontal format logo



SINGLE LOGO ENDORSEMENT

Vertical format logo



MULTIPLE LOGO ENDORSEMENT

(A, B, C and D represent endorsed logos)



RULE: The sub logo must be the height of the blue "U" (or 70% of the NWU graphic device). **NOTE:** Student residence logos are excluded from this rule.

Sub Logo Application

Note: The sub logo should always be used to the left of the primary logo divided by a grey (Pantone Cool Grey 9C or 50% black) hairline. In the case of the horizontal format logo, the height of the divider line equals the height of the green/blue link. The space between the divider line and each of the two logos is 1X, where X equals the width of the intersecting area of the links.



Sub logos should always be scaled 30% smaller than the NWU logo and, in the case of the horizontal format logo, be aligned to the top and bottom of the W/U and divider line of the logo icon (see top right).

Sponsor logo's

Sub logos should not be confused with sponsor logos. Sponsor logos stand jointly with the NWU logo without being represented subordinately, therefore you should not use the divider line with sponsor logos. The prominence of the sponsor logo may be required to be equivalent to that of the NWU logo and that application/placement may even be dictated by sponsors (see example underneath). For exceptions to this rule, campus marketing and communication directors should be consulted.



Special instances have occurred where the NWU is the endorsed logo and not the endorser. In that case, the endorser brand will decide on the design, colours and guidelines. The NWU logo will have to conform, for example, to being placed at the back of a brochure. The only cardinal rules that must always be honoured are the minimum logo size, the prescribed colours as well as the exclusion zone.

FULL COLOUR APPLICATION

Used in conjunction with the Institutional Office **without campus names**



Used in conjunction with the **Potchefstroom Campus**



Used in conjunction with the **Mafikeng Campus**



Used in conjunction with the **Vaal Triangle Campus**



Monochromatic

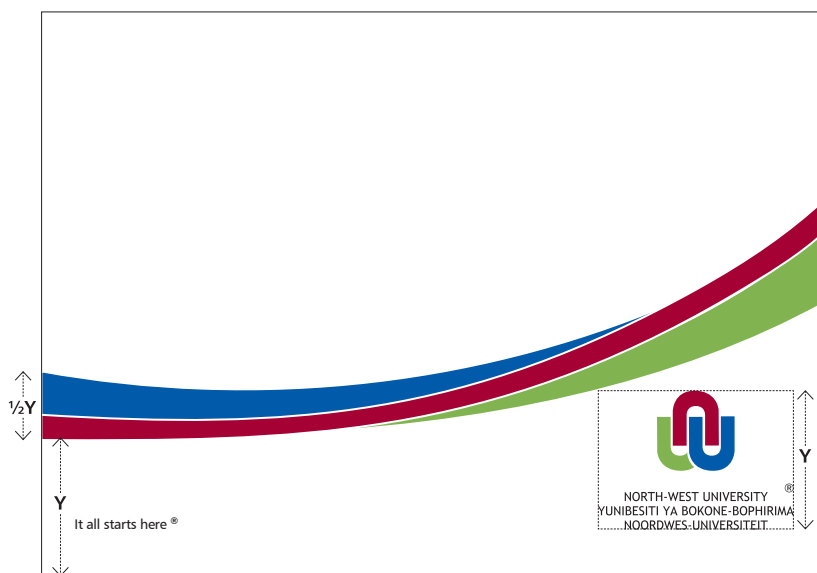


The Swoosh

In recognition of the heritage and diversity of the three campuses, the dominant legacy colour (i.e. blue for Mafikeng, maroon for Potchefstroom, and green for Vaal Triangle) and location (Mafikeng, Potchefstroom, and Vaal Triangle campuses) should be used to differentiate campuses of the North-West University. The Institutional Office and formal University colours are informed by the three campuses' colours.

Please refer to the next page and pages for correct positioning and usage.

The full colour swoosh below must be used only in conjunction with the formal University logo. Modification of the shape and colours of the NWU swoosh is not allowed. Only colours stipulated in the different Campus stationery may be used.



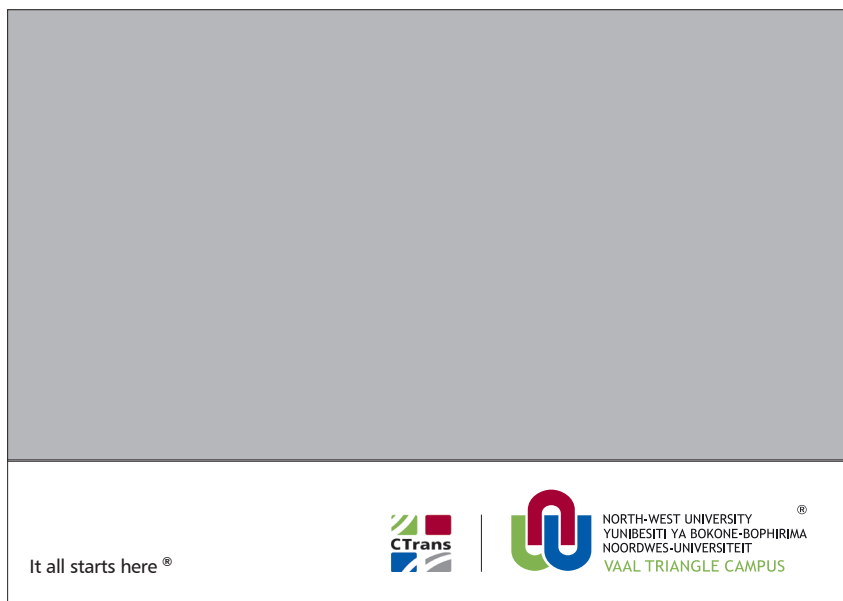
The Swoosh Application

The swoosh (full colour and campus versions) may be used in full or cropped from the bottom as illustrated below.

The cropped swoosh is cut off exactly in the middle of the blue. When using the full swoosh, the space between the swoosh and each bottom edge of the page is Y , where Y equals the height of the of the logo. Please ensure that these proportions are followed.

Only these two prescribed applications are allowed. Please do not tamper with the shape and colours in any way.

The pay-off line may be placed below the swoosh on the left side of the page adjacent to the logo (see pay-off line section on application).



The “hairline” Application

In cases where there are limited space, when designing for a digital platform or when the lay-out allows for it (requires it), a hairline can be used on the bottom of the page to ensure that the logo is clear and visible.

Humanist 777 BLACK (Blk) - Title font

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Humanist 777 BT (Book) - Primary and body copy fonts

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Humanist 777 LIGHT (Lt) - Primary and body copy fonts

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Primary Typefaces

To be used on all external communication unless it is digital/electronic, or ceremonial or creative accent.

Arial - Digital and electronic application only

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890

Arial Bold - Title copy font

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890**

Arial - Body copy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890

Arial Narrow - Alternate copy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890

Snell B D bold/black - Script font.

Use this decorative font mostly for formal invitations, birthday cards or when being used as an additional font in the layout of corporate publications.

abcdefghijklmnopqrstuwx

ABCDEFGHIJKLMNO PQRSTUVWXYZ 1234567890

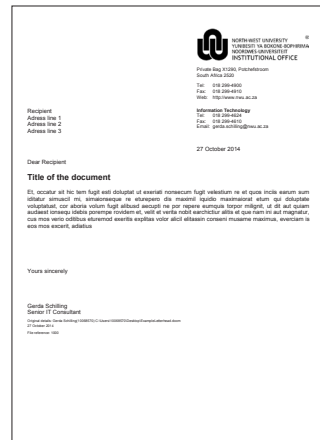
Secondary Typefaces

stationery

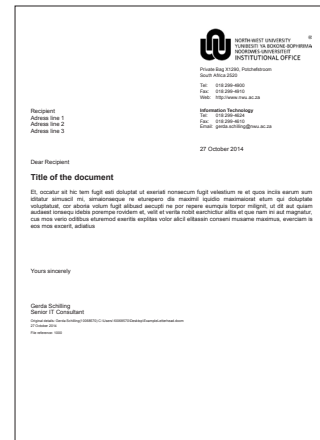
1.1	Letterhead, Fax and Memo and other assorted templates	1
1.2	Business Cards	2
1.3	Corporate Stamps	3
1.4	Stationery Catalogue - Folders	5
1.5	Stationery Catalogue - Complimentary Slips	6
1.6	Stationery Catalogue - Notepads	7



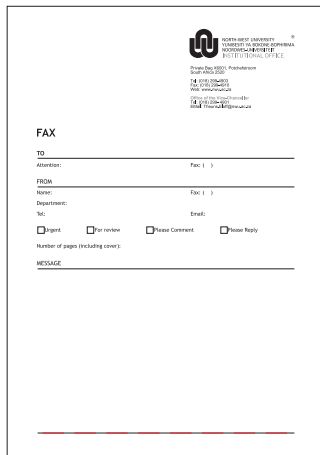
Full Colour Letterhead



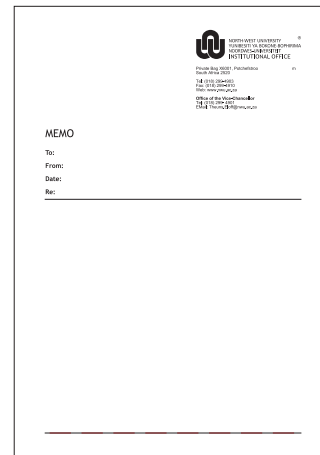
Black and White Letterhead



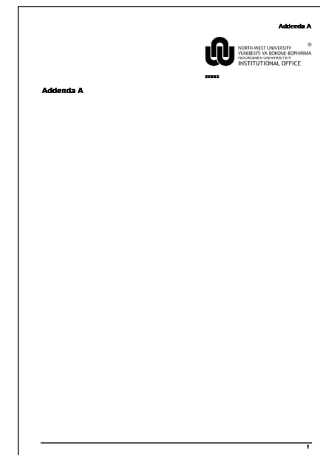
Electronic Letterhead



Fax Cover Sheet



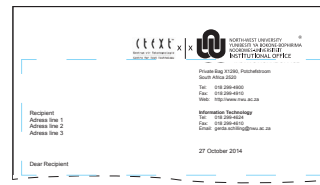
Memo Cover Sheet



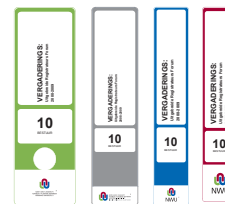
Addenda



Secondary Logo placement on Letterhead



Secondary Logo placement on Fax Sheet



File Labels

Letterhead, Fax and Memo and other assorted templates

The NWU letterhead (with the swoosh) can only be produced from system templates for use by the Chancellor, Vice-Chancellor, Council Chairperson, Institutional Registrar and Campus Rectors.

Anyone else is allowed to use the full-colour logo letterheads (with no swoosh), and all other stationery templates must be used without alterations.

Address details or receiver. Font: Arial, 10 points.

Heading should appear in sentence case 15mm beneath the address. Font: Arial, 14 points. Body copy should appear 15mm beneath the heading. Font: Arial, 10 points, justified.

Address details of the sender should be left-aligned to the NWU logo. Font Arial 8. The department name should be in bold.

To access the corporate stationery in Microsoft Word or PowerPoint on the NWU network, from the Office Button click on 'New', then choose 'My templates' in the Templates menu and continue from there.

Campus Business Cards



Special Case Scenario



Business Cards

The NWU logo should always be placed 5-10mm from the left and from the top of the card. The recommended size for the logo is 6.5cm wide.

The name of the person must be written in Humanist 777 BT, Grey (Maroon for Potchefstroom, Blue for Mafikeng and Green for Vaal Triangle), 9 points, leading 0. This is followed by the job description and the name of the corresponding faculty in Humanist 777 Lt BT, Grey (Maroon for Potchefstroom, Blue for Mafikeng and Green for Vaal Triangle), 6 points. With regard to titles, only professional/academic designations may be mentioned.

The contact details should be left aligned, 5mm from the bottom of the page, must be Humanist 777 Lt BT, black, 6.5 points, leading 1, and may never run into the 5mm clear margin on the right.

Should the card be printed in two languages, the one language appear on the back and the other on the front.


Special Case Scenario


The secondary logo should always be scaled 30% smaller than the NWU logo and, in the case of the horizontal format logo, be aligned to the top and bottom of the W/U and divider line of the logo icon. It should be placed to the left of the NWU logo.


Secondary logos should not be confused with sponsor logos. Sponsor logos stand jointly with the NWU logo without being represented subordinately. This means that the prominence of the sponsor logo may be required to be equivalent to that of the NWU logo and that application/placement may even be dictated by sponsors. For exceptions to this rule, campus marketing and communication directors should be consulted. Information regarding applications that differ from this rule should be shared between campuses and the Institutional Office.

Note: To order corporate business cards, contact Graphikos on the Potchefstroom campus and/or ADC on the Mafikeng campus.

MARKETING AND COMMUNICATION OFFICE North-West University Mafikeng Campus Private Bag X1290, Potchefstroom, 2520


INSTITUTIONAL ADMINISTRATION North-West University Institutional Office Private Bag X1290, Potchefstroom, 2520


<p>AFFIRMATION</p> <p>1. The deponent</p> <p>1.1 has acknowledged that s/he is familiar with the content of this statement and that s/he understands it; and</p> <p>1.2 declares that s/he objects against taking the oath and/or that s/he does not regard the oath as binding on her/his conscience; and</p> <p>1.3 has signed the statement in the presence of the undersigned.</p> <p>2. This statement was affirmed by having the deponent utter the words: "I hereby solemnly affirm that the content of this statement is true".</p> <p>Affirmed before me on the ____ day of _____ at Potchefstroom.</p>


I hereby certify that this document is a true reproduction/copy/extract of the original which was personally scrutinised by me and that, according to my observations, no changes had been brought about on the original.
MARY-ANN VAN STADEN Ex officio Commissioner of Oaths, Senior Committee Secretary North-West University – Institutional Office Private Bag X1290, Potchefstroom, 2520




Corporate Stamps

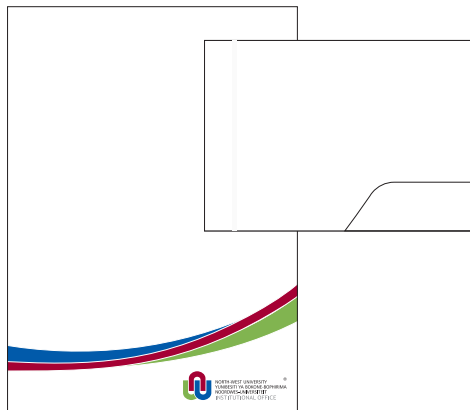
Always use the NWU Acronym logotype for legibility and Humanist 777 BT font.

stationery catalogue

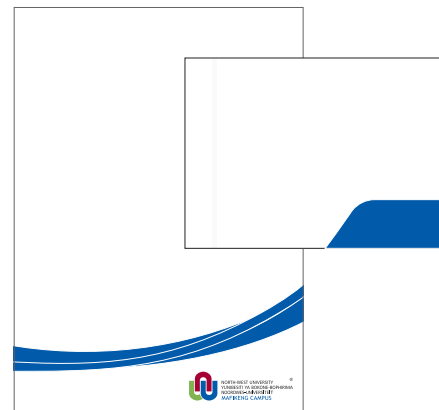
The following stationery is available for order at Graphikos.

Corporate Folders

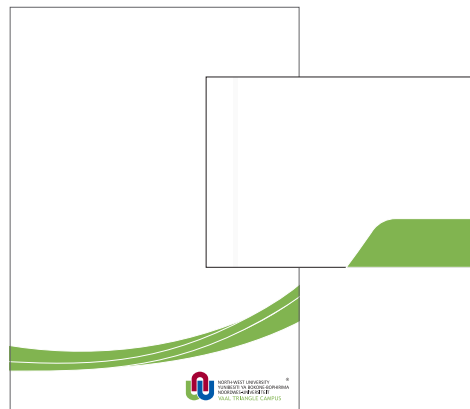
There are, pre-approved campus specific designs allowed. Graphikos may be consulted to assist with designs for more specific marketing communications.



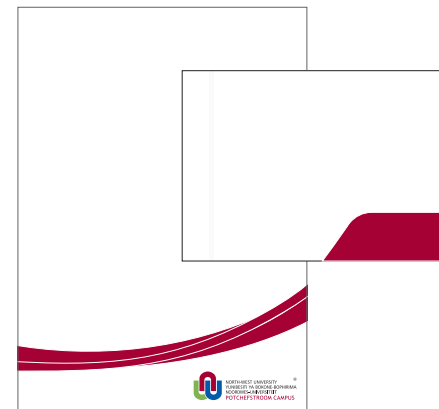
Institutional Folders



Mafikeng Campus Folders



Vaal Triangle Campus Folders



Potchefstroom Campus Folders



Complimentary Slip



Campus-based Complimentary Slips

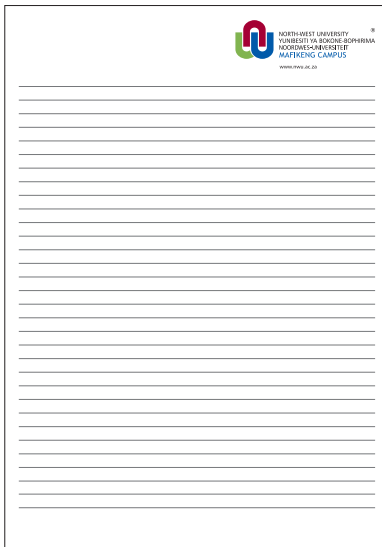


Black and White Complimentary Slips

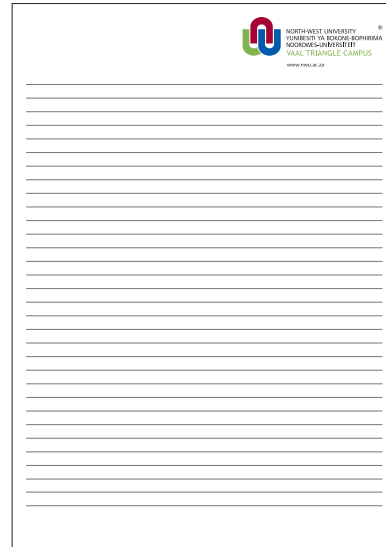
Notepads

Available in A4 and A5

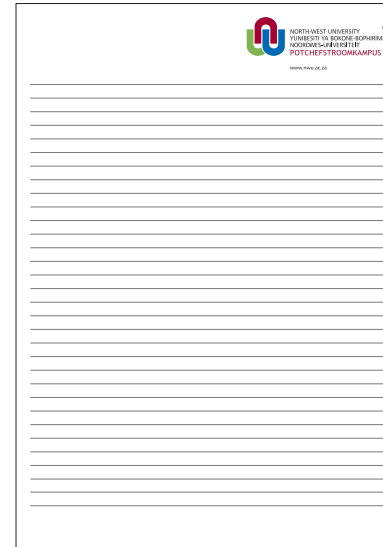
Contact Graphikos



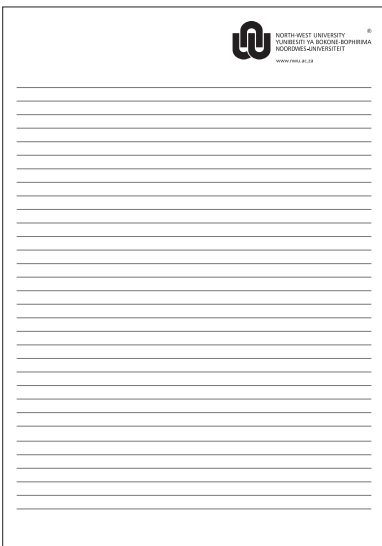
Mafikeng Campus Notepad



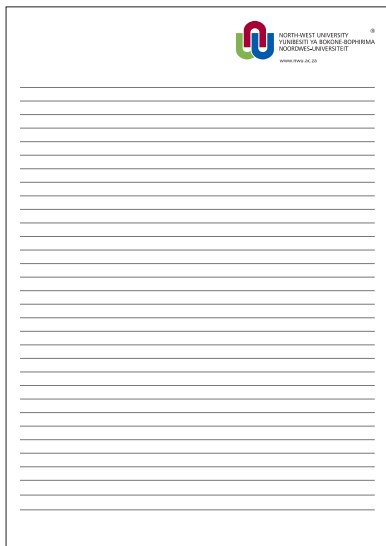
Vaal Triangle Campus Notepad



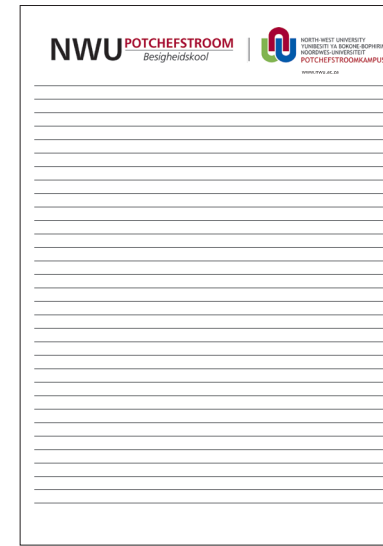
Potchefstroom Campus Notepad



Black and White Notepad



Generic Notepad



Potchefstroom Campus Notepad with Sub Logo