



C O R P O R A T E

IDENTITY MANUAL

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IMPORTANCE OF A BRAND IDENTITY



When you create material with the North-West University (NWU) logo, you're essentially applying the NWU brand attributes to any visual elements that will be used to promote the University. This means that the NWU brand identity is more than just a logo, and consists of what is at the heart of the NWU – focuses on what the University can offer stakeholders on an emotional level.

NWU brand aims to communicate the essential brand attributes which will shape stakeholders perceptions about the University.

The NWU brand identity is important as it also helps stakeholders differentiate the University from competitors and aims to positively influence their perceptions. The NWU brand identity should be applied correctly in such a way to not only to communicate the University's overall message but also promote the core brand attributes and strategic goals.

All stakeholders of the North-West University (NWU) should adhere to the strict guidelines set in the Brand Policy of the University. The Brand Policy of the University applies to the NWU Council and its members, committees and other governance structures, all permanent and contracted staff, and students.

Therefore no one other than those referred may be authorised to use the NWU brand or trademarks on any marketing material, clothing or social media before having undertaken in writing to comply in all respects to the requirements of the brand policy.

You can find a copy of our Brand Policy here:

http://www.nwu.ac.za/sites/www.nwu.ac.za/files/files/i-governance-management/policy/6P-6.1_Brand%20Policy_e.pdf

All design requests will be handled by the Department of Marketing and Student Recruitment. We urge all stakeholders to not contact designers directly and to send design requests to design-ontwerp@nwu.ac.za.

All designs need to be approved by the Department of Marketing and Student Recruitment to ensure correct application of the NWU brand.



BRAND PROMISE

DYNAMIC

Distance Learning, Innovative learning, innovative and electronic study material, dynamic and vibrant student life, socially responsiveness, different income streams (entrepreneurial, patents, ambitious research, compilation of staff and student ratio (gender and race), creative, catalyst for economic growth (percentage graduate deliver to market, unique programmes (Forensic Accounting, BMI, etc.)

VALUES-DRIVEN:

Ethics in all endeavours, Academic integrity, Academic freedom and freedom of scientific research, Responsibility, accountability, fairness and transparency, Embracing diversity.

EXCELLENT:

Percentage academic staff with doctoral degrees in comparison with sector, percentage academic staff with NRF ratings in comparison with sector, percentage of graduates we deliver to the labour market in comparison with the sector, Universum report, percentage of students in postgraduate studies in comparison with the sector, focus in niche areas (nuclear, etc. – see profile for unique programmes), international collaborations (MoU),



PURPOSE & DREAM

NWU is dynamic, values-driven and strives towards excellence. NWU is committed to our purpose to “excel in innovative learning and teaching and cutting-edge research, thereby benefitting society through knowledge*”.

It is also a community of people bound together for the common dream, “to be an internationally recognised university especially in Africa, distinguished for engaged scholarship, social responsiveness and an ethic of care”.

* NWU Strategy 2015-2025



BRAND ATTRIBUTES

The promise you are making to all of your audiences about what you will be. Brand positions are aspirational, but grounded in reality. They should feel like a “better version of what we are.



01

LOGO BASICS

Below is an explanation on how to apply the various NWU logos.



FORMAL LOGO: This version of the logo is only used where a more formal approach is necessary and the full name adds additional information. Eg. Degree certificates, contracts, etc.



ACRONYM LOGO: This version is used as the primary NWU logo and central business communications. It is easily recognized at a variety of sizes for both print and digital communication.



STACKED LOGO: This version of the logo is used in a few instances in which the final size is too small or too large. Eg. sport and formal clothing.

01

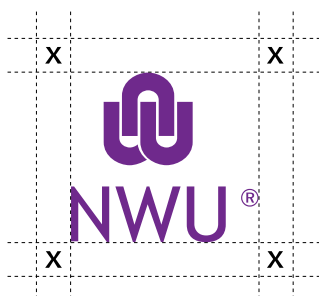
LOGO BASICS



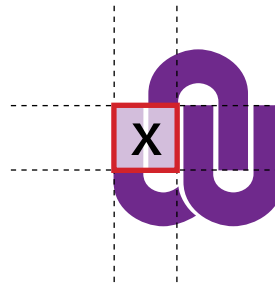
FORMAL LOGO



ACRONYM LOGO



STACKED LOGO



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.

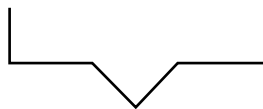
The NWU logo must always be surrounded on all four sides by a clear space of at least 1 X, where X equals the width of the intersecting area of the three links.

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



02

MINIMUM SIZE



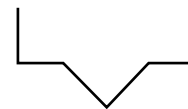
4 cm

FORMAL LOGO



3 cm

ACRONYM LOGO



1.5 cm

STACKED LOGO

SIZE: To ensure clarity and legibility, the smallest allowable size for the NWU formal logotype is 4cm (113 pixels), the acronym logo is 3cm (85 pixels) and the stacked logotype is 1.5cm (42 pixels).

For application on clothing and other promotional material, the acronym logotype should be used. However, the acronym may not be used smaller than 1.5cm (42 pixels).

Note: The minimum sizes indicated above are 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 formal logo. 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 1.5cm, but please note that the ® - symbol will not be legible at this scale and should then be left out.

03

PRIMARY USE



PRIMARY USE: The NWU logo should be reproduced in **Pantone 2603 (CMYK: 68-100-0-3 OR RGB: 108-61-145 OR Hex# 6C3D91)** on a white background or reversed to white on a purple background. However the logo can also be reproduced in black or reversed to white on a dark background.

The NWU logo should only be used on a white background or reversed in white on a purple background. The black logo can be used on white backgrounds. This logo should not be used on any other colour backgrounds. The black logo is used in instances such as memo's, agenda's and minutes etc.



04

INCORRECT APPLICATION OF THE NWU LOGO



COLOURS: Colours may not be altered for any reason. Use CMYK values for printed media and RGB or HEX values for digital media. 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. Please don't use logos from the web, you can request high resolution logos from the department marketing and student recruitment.

NOTE: The links icon may not be used on it's own, the only exception to this rule will apply for buildings and regalia.

05

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
- e.g. It all starts here®

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
- e.g. Gotlhe go simolola fano®

AFRIKAANS

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

- e.g. Noordwes-Universiteit, Mafikengkampus
- e.g. Noordwes-Universiteit, Potchefstroomkampus
- e.g. Noordwes-Universiteit, Vaaldriehoekkampus
- e.g. Dit begin alles hier®

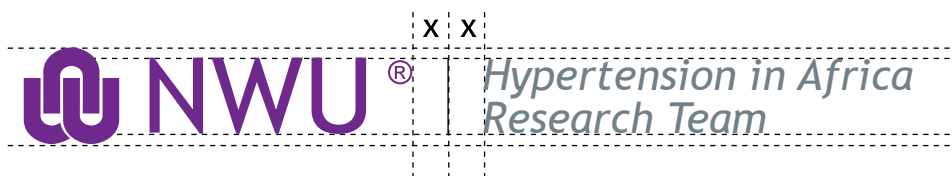
06

ENTITIES USED WITH THE NWU LOGO

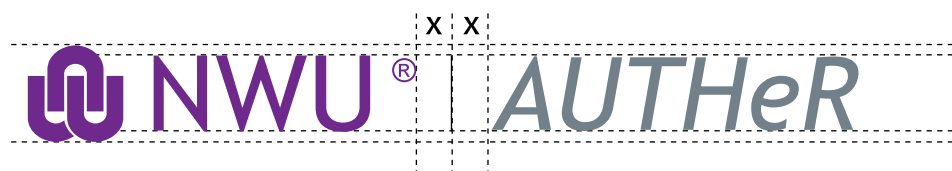
The NWU logo reflects the University's strong reputation. By using the NWU logo, you are tapping into an established and recognised brand identity and a reputation that has been built over 10 year history. Separate or unique logos often confuse the audience and message. Separate logos are unnecessary and add to the complexity and clutter of NWU's visual landscape and are therefore not allowed. The only exception are research entities and research chairs.

A coordinated visual identity builds and reinforces the larger NWU brand. Seemingly unrelated logos do not serve the interests of the individual unit or NWU as a whole. The name recognition of units within NWU is strengthened through the collective power of a single recognisable brand.

The NWU Brand Policy was approved by Council 28 March 2018. According to the policy, all NWU entities may only use their name in conjunction with the NWU logo as shown in the examples below. Visual logos of entities are not allowed. As part of the brand positioning strategy we need to represent the NWU in a clear and effective way and not confuse audiences - using only the NWU logo will make communication unambiguous. Separate or unique logos often confuse the audience and our message. Contact the office of Marketing and Student Recruitment for inquiries. Student societies and residences are allowed to have their icons or visual identity as stated in the policy.



MULTI LINE: Trebuchet in Italic must be used. If a 15pt font size is used a 15pt leading must also be used. Grey (C33 M18 Y13 K40) is used for text.



SINGLE LINE (ACRONYM): Trebuchet in uppercase and Italics must be used to the full height of the NWU font. Grey (C33 M18 Y13 K40) is used for text.

The examples above indicate the revised brand application of entities in conjunction with the NWU logo:

07

ENTITIES USED WITH THE
NWU LOGO

COLOUR APPLICATION:



BLACK AND WHITE APPLICATION:



CO-BRANDING APPLICATION:



08

CORPORATE AND FACULTY COLOURS

PRIMARY COLOUR Pantone 2603	C68 M100 Y0 K3 R108 G61 B145 #6C3D91
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PURPLE

SECONDARY COLOUR Pantone 3145	C100 M11 Y28 K20 R0 G136 B156 #00889C
---	---

TURQUOIS

SECONDARY COLOUR Pantone 430	C33 M18 Y13 K40 R120 G132 B142 #78848E
--	--

GREY



FACULTY OF HUMANITIES Pantone 123C	C0 M15 Y100 K0 R225 G213 B37 #FFD525
--	--

YELLOW

FACULTY OF NATURAL AND AGRICULTURAL SCIENCES Pantone 376C	C59 M0 Y100 K0 R121 G193 B78 #79C14E
---	--

GREEN

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES Pantone 158C	C0 M65 Y95 K0 R224 G125 B58 #F47D3A
--	---

ORANGE

FACULTY OF EDUCATION Pantone 300C	C99 M51 Y0 K0 R0 G118 B188 #0076BC
---	--

BLUE

FACULTY OF LAW Pantone 1795C	C0 M96 Y90 K2 R232 G60 B62 #E83C3E
--	--

RED

FACULTY OF ENGINEERING Pantone 7544C	C34 M14 Y11 K32 R127 G147 B159 #7F939F
--	--

BLUE-GREY

FACULTY OF HEALTH SCIENCES Pantone 214C	C0 M100 Y24 K4 R227 G41 B116 #E32974
---	--

PINK

FACULTY OF THEOLOGY Pantone 7439C	C27 M52 Y0 K0 R186 G139 B190 #BA8BBE
---	--

LILAC

COLOURS: The NWU logo should be reproduced in purple (C68 M100 Y0 K3). When printing, always use CMYK colours. When embroidering the NWU logo, preferably use Pantone 2603 however, CMYK colours may be used provided that they are matched to the Pantone swatches. Use the RGB format specifically for on-screen/web 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.

09

TYPEFACES

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

Trebuchet - Title font

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890**

Arial - Primary and body copy fonts

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890**

Arial - Primary and body copy fonts

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890**

Snell - Script font

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOQRSTUVWXYZ 1234567890*

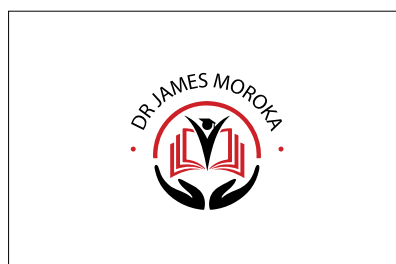
10

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 4 cm wide. The name of the person must be written in Trebuchet 777 BT, 9 points, leading 0. This is followed by the job description and the name of the corresponding faculty in Arial, 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 Arial, 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.

The North-West University (NWU) prides itself in being a multilingual University and within the parameters of the principle of functional multilingualism, Setswana, English and Afrikaans are employed as official languages of the NWU. We encourage staff to use two of the three official languages on business cards.



Business cards can be ordered through Ivyline who have the approved template for University business cards. To order business cards you can email Elaine Jankowski on 20362005@nwu.ac.za or call 018 293 0568.

11

SIGNATURE



Marelize Santana
Communication practitioner: Internal communication / Kommunikasie-praktisyn:
Interne kommunikasie Corporate Communication / Korporatiewe Kommunikasie
(018) 299 4925
www.nwu.ac.za

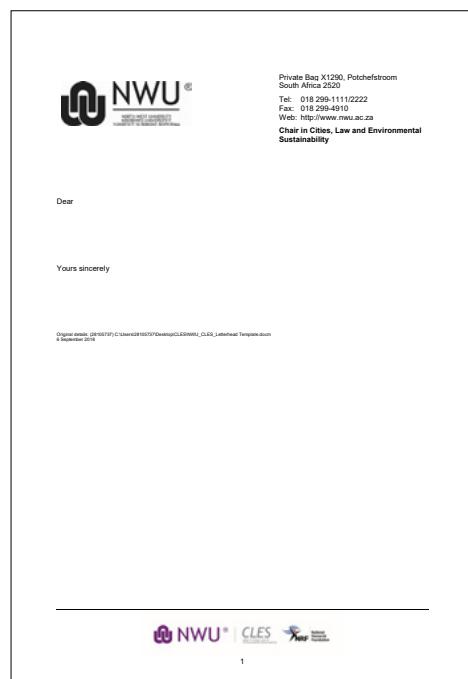
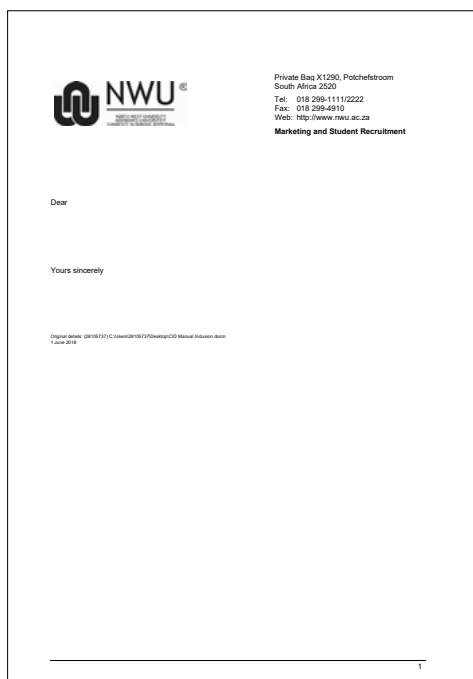
NWU staff should have the same email signature layout, which should include the University's formal logo and colour. Emails sent from the NWU should be branded correctly to strengthen the brand. Every email you send is an opportunity for stakeholders to get to know and familiarise themselves to the NWU. Email signatures also help to create a sense trust, if stakeholders recognise the brand, they're more likely to reply or engage.

Do's and don'ts when using the NWU signature:

- The NWU electronic signature is only to be used for official NWU business-related emails
- For the sake of consistence and to adhere to the functional language policy of the university, at least two of the three official languages must be included in the signature.
- **The signature must include the following:**
 - Title, full name and surname
 - Job title o School/faculty/unit/ department/division
 - Telephone number/s
 - Website address: www.nwu.ac.za
 - DO NOT include any disclaimer – the relevant disclaimer is automatically added to an email
- Only use the corporate default font – Arial, size 8 or 10.
- Double-check for spelling mistakes and the correctness of information.
- Do not use any coloured text – stick to black.
- Do not use any personal messages or quotes in your electronic signature.
- Do not use any background colours.
- You are NOT allowed to use secondary logos or any other logo than the approved NWU logo.
- The advertising of NWU-specific events such as open days, conferences etc. is allowed, but please contact your relevant marketing and communication office or brand specialist (Musa Zanempi) to assist with adherence to the NWU CID.
- Major national or international awards or acknowledgements (recently received by your school/department) may be included in your signature, on approval by the Department: Marketing and Student Recruitment. Please contact your relevant marketing and communication office or brand specialist (Musa Zanempi) to log your request.

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STATIONARY



NWU LETTERHEAD AND OTHER ASSORTED TEMPLATES:

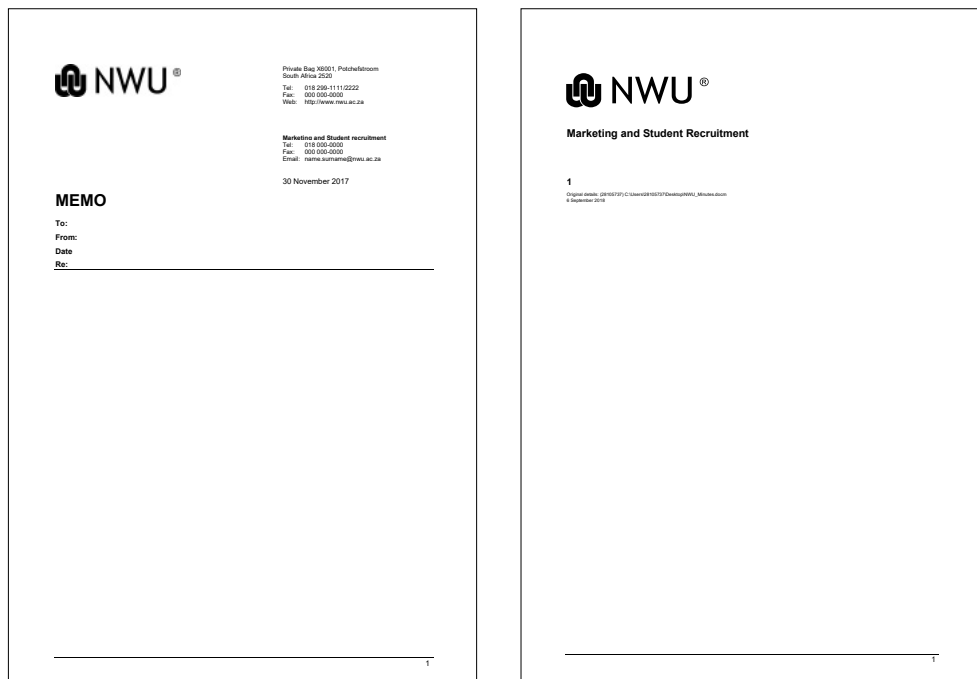
//////
All staff are kindly requested to make use of the correct official templates available in Word, Excel and PowerPoint and not to use older versions. Only the VC and Registrar can use the full colour formal logo the official letterheads. To access these templates, you will have to be logged into the NWU network (by entering your Novell ID and password) to see these documents. If the path to the workgroup templates has been set up correctly on your computer, you will be able to access the templates by opening Word, Excel and/or PowerPoint and clicking on File - New

You will see the following:

If you click on 'SHARED' (or on some computers it will display as 'CUSTOM'), you will see folders for Institutional, Mafikeng, Potchefstroom and Vaal Triangle, containing the types of templates used by each campus. (Most of these templates are the same, but templates such as letterheads, fax sheets etc. have different address details according to campus.)

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STATIONARY



MEMO, MINUTES OF A MEETING AND OTHER ASSORTED TEMPLATES:



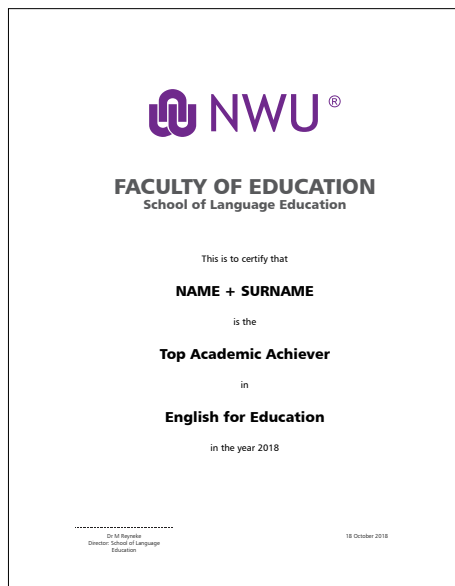
All you have to do then is click on the template you want to use, complete the relevant meta data and save the document on your computer. If the path to the workgroup templates has not been set up on your computer (and you can't see the above-mentioned), you can set it up yourself by doing the following:

- Open Word, click on File, choose Options, then Advanced, scroll down and click on File Locations.
- Select Workgroup Templates, click on Modify and change the path to: f:\apps\office\template, and then click OK.
- Once you have done this setup in Word, the PowerPoint and Excel paths will also be set.

If you have any further inquiries or experience any problems, please contact your relevant IT Helpdesk.

13

CERTIFICATES



CAMPUS CERTIFICATES

All stakeholders are urged to make use of Department: Graphikos when developing certificates. All certificates that are not part of the official degree certificates are printed by the department. This includes all campus certificates (which can range from attendance of workshops to residences rewarding excellence), inaugural addresses and the official short course certificates of the NWU. In terms of branding on the certificates, the correct official NWU logos should be used. The use of visual secondary logos on certificates is no longer permitted. Please refer to the brand policy for more information on this. Only in certain cases where the entity is for example a funder of a short course, the revised application of entity logos will be applied after consultation with the ICAS Administrator and/or the Registrar.

The same applies for campus certificates: logos that are applied are for student affairs (SCC/ASA - if other, after consultation with MAC) or, in some cases, partnerships with key role players that need their logo on official documents (International Universities or the SI Programme) for validation and continuation of various programmes.

Should you require any certificates developed please email Naldo Oberholzer Naldo.Oberholzer@nwu.ac.za and he will guide you on the process and send the necessary forms for you to fill in.

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OUR VOICE

Because our audience are so diversified and so spread out we have to strive for a distinctive and engaging NWU voice that reflects and reinforces everything we do. Our goal is to strive toward greater unity, to inform, and to motivate. We have to avoid sounding disjointed. When communicating for the NWU you should use common vocabulary that accurately projects **our dreams and purpose**.



LOCATION: A unitary university, goes by one name regardless of where it operates. Use North-west University's name to reinforce the broad scope of NWU, rather than to limit it to a "campus" or "program".

Examples: In Mafikeng, NWU offers students...
NWU Potchefstroom let students...

To explain our variety of programs and campuses, use this framework:

- Use the word campus - only if a student can earn a degree there
- Use the word centre - to describe non-degree-granting locations

STORIES: Show case our unique and vibrant university via the expressed experiences of students and faculty.

SOCIAL: Search for fresh, authentic expressions from students, parents and alumni.

FACTS: Highlight the facts

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CLOTHING



The brand strategy as approved by Council, stipulates that as far as merchandise is concerned, it can only be produced and distributed by contracted suppliers (relevant campus stores). Your contact person in this regard will be Gerrie van Deventer (gerrie.vandeventer@nwu.ac.za) and who will make use of the three quotation policy on all merchandise that is ordered. In certain cases sport codes do have preferred providers that will be included in the three quotation policy.

The NWU logo should appear on the left hand side of clothing at all times, research entities names, departments and societies names can appear opposite the logo on the right.





CONTACT US

For any information, please contact
NWU Brand Specialist: Musa Strachan Zanempi
Musa.Zanempi@nwu.ac.za.