



C O R P O R A T E I D E N T I T Y  
**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](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 should be sent to [design-onwerp.ac.za](mailto:design-onwerp.ac.za). For more information on the brand and services you can visit: <http://services.nwu.ac.za/design-and-branding-services/home>.

**All designs not done by the Department: Marketing Student Recruitment will need to need to be sent to the department for final approval. Designs can be sent to [design-onwerp@nwu.ac.za](mailto:design-onwerp@nwu.ac.za) to be reviewed and approved.**



# BRAND ADHERENCE

1

All stakeholders of the University must comply with the below and adhere to the rules set in the brand policy. This section goes in line with the approved brand policy of the University and you must ensure that you are familiar with the policy document.

2

All stakeholders of the University have the responsibility of ensuring they brand all their material correctly before production. Costs for material that is produced with the NWU brand remains the responsibility of departments, faculties, schools and student structures.

3

All records must be created on the approved NWU style sheets or templates as per the Standard Operating Procedure (SOP) for generating or creating official NWU records as per Rule 6.2 of the NWU Records Management Policy.

4

As an exception, the NWU Business School, CHHP, NWU Eagles and spin-offs may use their own logos, but only in conjunction with the NWU logo. It is **important to note that all designs that were not done by the Department: Marketing and Student Recruitment must still be approved by the Director: Marketing and Student Recruitment.**

5

Any material produced incorrectly must be reported to the Director: Marketing and Student Recruitment. This material cannot be used and will have to be reproduced even if this means there will be additional costs incurred.

6

Any entities, departments, faculties, schools and student-life and relevant structures that wish to enter into a sponsorship agreement for branding material and clothing must first get approval from Department: Marketing and Student Recruitment, Procurement and Legal Office.

7

Once agreements have been finalised, all co-branding must be approved by the Department: Marketing and Student Recruitment.

# BRAND PROMISE



## DYNAMIC

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).



## 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).

# BRAND ATTRIBUTES



## ACADEMIC EXCELLENCE

Quality, innovative teaching and learning, relevant, cutting-edge research, career-orientated, forward thinking, etc



## RELEVANT GRADUATES

Employability, impact in labour market (economic contribution), innovative, trained for real life, work in teams, effective leaders,



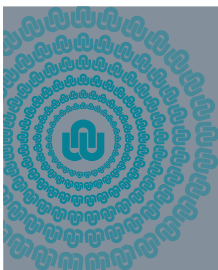
## VIBRANT STUDENTS

Student value proposition, student life, student community, engaging, life experience, make a difference, innovative, etc



## VALUE DRIVEN

Ethics in all endeavours, academic integrity, academic freedom and freedom of scientific research, responsibility, accountability,



## SOCIAL RESPONSIVENESS

Community impact and sustainability, engaged student and staff community, ethical care, benefit society through knowledge, inclusivity, promote multilingualism, compilation off staff and student ratio (gender and race) etc.

# 01

## LOGO BASICS



**FORMAL LOGO:** The **formal logo** should always be shown in this **horizontal format** and has our university name full in **three languages** to celebrate our **diversity** and **inclusivity**.

Used for formal communication.



**ACRONYM LOGO:** The **acronym logo** with the links, three chains combined, represents our **unity** across all our campuses. The links may not be used on their own and should be accompanied with the text NWU.

Used for marketing communication.



**STACKED LOGO:** The **stacked logo** is used when the final size is too small or too large, e.g., sport and formal clothing.

# 01

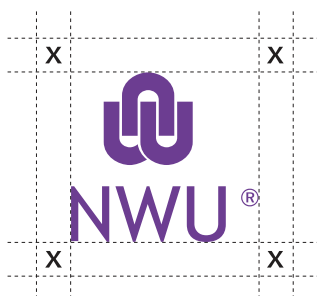
## LOGO BASICS



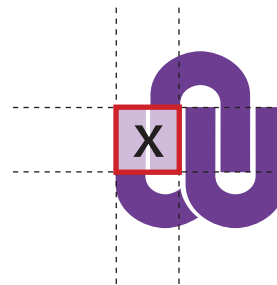
FORMAL LOGO



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.

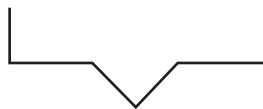
This exclusion zone must be applied for all approved and official logos as well as acronyms.





## 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

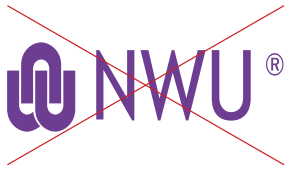
**PRIMARY USE:** The NWU logo should be reproduced in **Pantone 2603 (CMYK : 68-100-0-3 OR RGB: 108-61-145 OR Hex #6C3D91)** on a white background or reversed to white on a purple background. However the logo can also be reproduced in black or reversed to white on a dark background.

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.

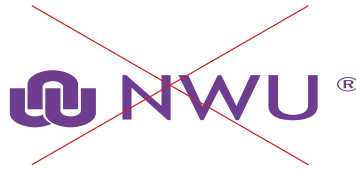


# 04

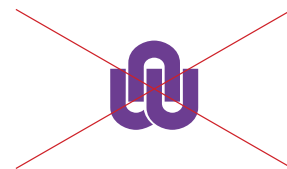
## INCORRECT APPLICATION OF THE NWU LOGO



**Do not** squash the logo



**Do not** stretch the logo



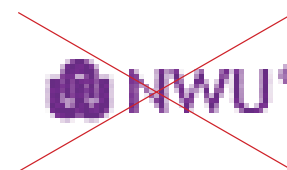
**Do not** use the links only.



**Do not** wrong colours



**Do not** add additional type to the logo



**Do not** use a low quality logo

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### 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.

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### 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.

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### 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 or visit the brand page where you can download quality logos. Link: <http://services.nwu.ac.za/brand/brand-resources>.

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### NOTE:

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

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# 05

## CORRECT SPELLING OF UNIVERSITY NAME

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, Mahikeng Campus
- e.g. North-West University, Potchefstroom Campus
- e.g. North-West University, Vanderbijlpark 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 Mahikeng
- e.g. Yunibesiti ya Bokone-Bophirima, Khamphase ya Potchefstroom
- e.g. Yunibesiti ya Bokone-Bophirima, Khamphase ya Vanderbijlpark
- e.g. Gotlhe go simolola fano®

### AFRIKAANS

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

- e.g. Noordwes-Universiteit, Mahikengkampus
- e.g. Noordwes-Universiteit, Potchefstroomkampus
- e.g. Noordwes-Universiteit, Vanderbijlparkkampus
- e.g. Dit begin alles hier®

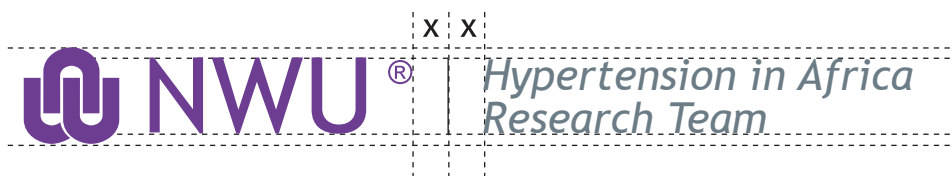
# 06

## ENTITIES USED WITH THE NWU LOGO

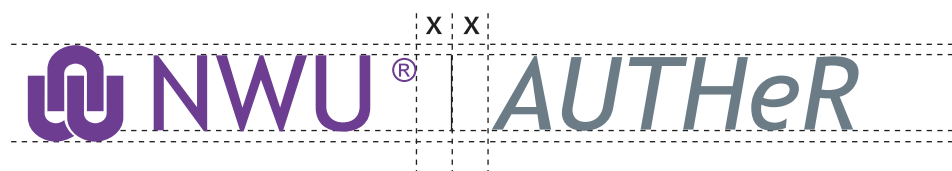
**The NWU logo reflects the University's strong reputation.** By using the NWU logo, you are tapping into an established and recognised brand identity and reputation. Separate or unique logos often confuse the audience and message. Separate logos are unnecessary and add to the complexity and clutter 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 Department 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:

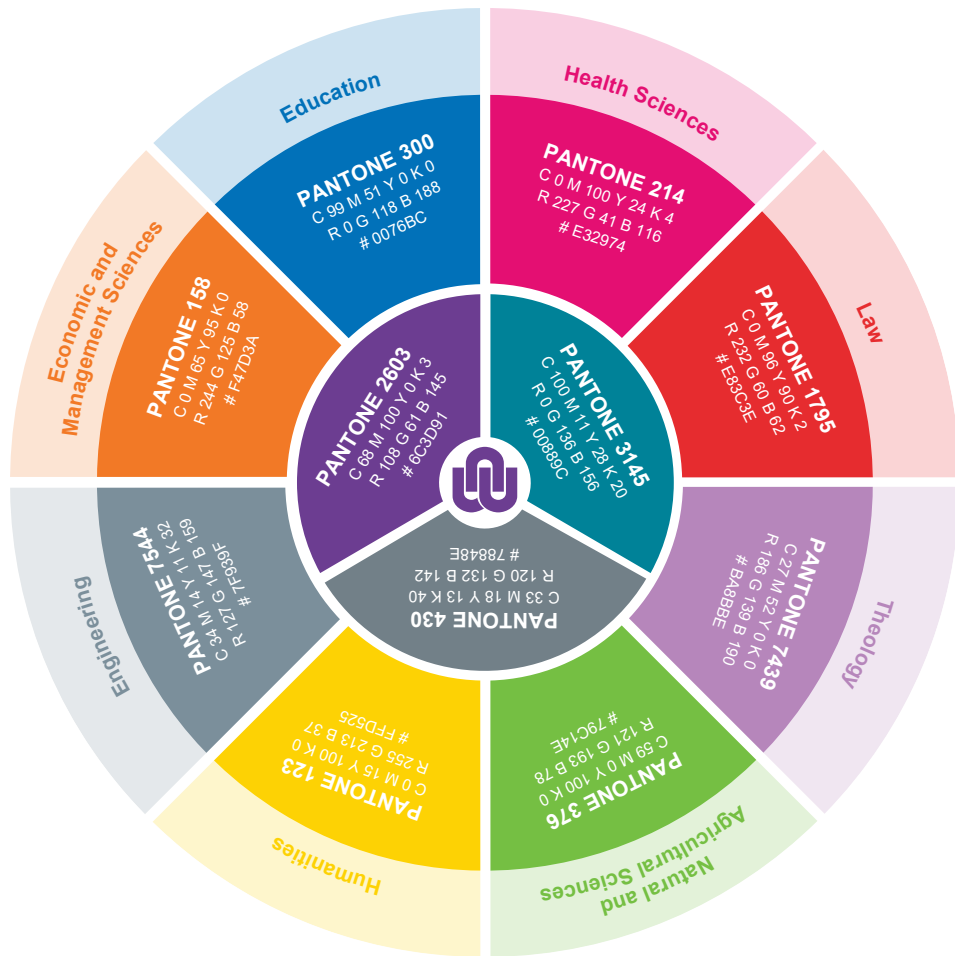


### CO-BRANDING APPLICATION:



# 08

## CORPORATE AND FACULTY COLOURS



**COLOURS:** The NWU logo should be reproduced in purple (C 68 M 100 Y 0 K 3) 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).

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

**TREBUCHET - TITLE FONT**

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNQPQRSTUVWXYZ**  
**1234567890**

**ARIAL - PRIMARY AND BODY COPY FONTS**

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
1234567890

**SNELL - SCRIPT FONT**

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNQPQRSTUVWXYZ*  
*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 Iyline 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 018 294 8879.



**NWU**®  
NORTH-WEST UNIVERSITY  
 NOORDWES-UNIVERSITEIT  
 YUNIBESITHI YA BOKONE-BOPHIRIMA

**John Squire**

Visual Architect  
 Vanderbijlpark Campus  
 Phone: (016) 669 4373  
 68678901@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.

To create your email signature, click on the provided link:

<https://pregrad.mynwu.info/email/signature>.

Once you have clicked on the link, follow the instructions on the page and fill in your details in the fields provided. You will notice at the bottom there is a signature preview, this is what your signature will look like. Check that all details are correct.

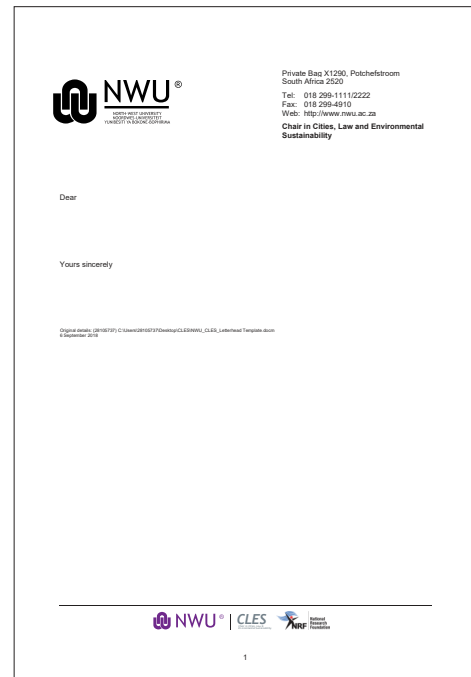
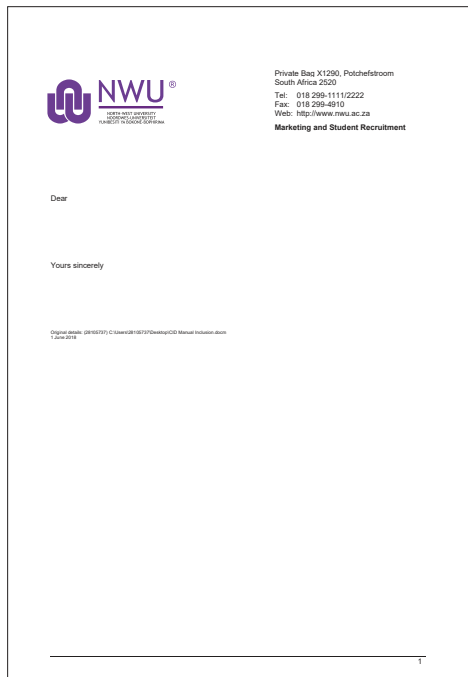


#### Do's and don'ts when using the NWU signature:

- 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.
- 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.
- You can refer to the [easy-to-use guidelines](#) to implement the new NWU logo in your signature on GroupWise.

# 12

## STATIONERY



### 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. As part of the initial roll-out of the brand change only the VC and Registrar were previously allowed to use colour letterheads. This was done to ensure protect the brand and ensure consistency during the implementation of the new colour. After consultation and requests, colour letterheads will now also be allowed up until Directors' level.

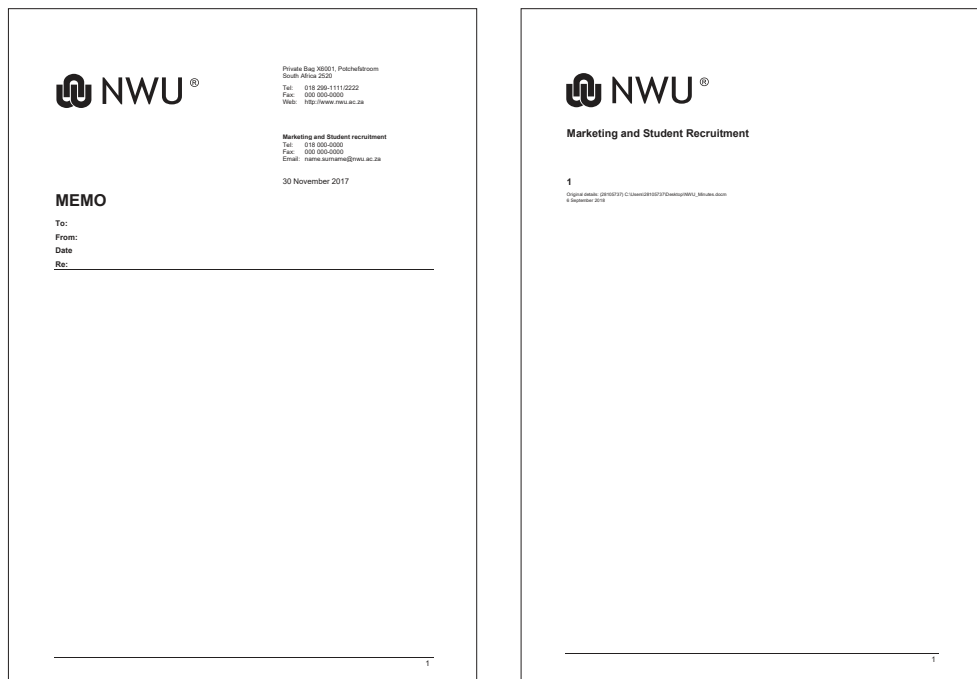
Take note that these colour letterheads will not be available on the Shared folder on Word templates, but will be distributed to each Director individually.

#### You will see the following:

If you click on 'SHARED' (or on some computers it will display as 'CUSTOM'), you will see folders for Mahikeng, Potchefstroom and Vanderbijlpark, 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.)

# 12

## STATIONERY



### MEMO, MINUTES OF A MEETING AND OTHER ASSORTED TEMPLATES:



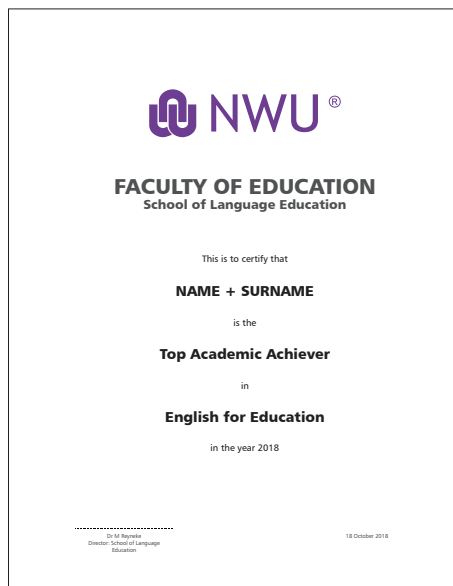
All you have to do then is click on the template you want to use, complete the relevant meta data and save the document on your computer. If the path to the workgroup templates has not been set up on your computer (and you can't see the above-mentioned), you can set it up yourself by doing the following:

- 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 Center for Teaching and Learning (CTL) 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 official and formal certificates developed such as long service awards, course completion certificates please contact Centre for Teaching and Learning on 018 285 5930 and if you require informal certificates such as attendance, residence and participation certificates please email [design-ontwerp@nwu.ac.za](mailto:design-ontwerp@nwu.ac.za).

# 14

## 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**.



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**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 Mahikeng, 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

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

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

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**FACTS:** Highlight the facts

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# 15

## 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 NWU Brand Stores).

The NWU logo should appear on the left hand side of clothing at all times, faculty names, school names, research entities names, departments can appear opposite the logo on the right. Student structures such as SRC and SCC, student residence and student societies are permitted to use their own logo on the right hand side opposite the NWU logo as stipulated in the Brand Policy. The only exception is student residence corridor clothing where the NWU logo must be placed at the center of the shoulder area where it is visible.



**Please note:** The preferred logo for clothing is the stacked logo. The minimum size of 1.5m in width must be adhered to. See examples on next page for appropriate use of colour on various backgrounds.

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### Brand and Design Services

The NWU brand is an important aspect that we are responsible for. The Department: Marketing and Student Recruitment are here to assist all internal stakeholders with their marketing, branding and design needs to ensure that the brand is applied correctly on all material. Our services are free of charge and all you will need to pay for are the production costs.

#### Services we offer:

- Design
- Marketing and advertising solutions
- Branding solutions and productions
- Corporate gifts

If you have any requests for branding and design, please complete the [Project request brief designs form](#).

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### Brand Stores:

The North-West University brand stores are situated across all three campuses so that you can have access to the brand you love. Our stores provide you with NWU branded merchandise so you can live the brand in style. Our Sales Assistants are always willing to assist in a friendly and welcoming manner.

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#### You can contact any one of our stores:

NWU Eagles Mahikeng: 018 389 2766  
 NWU Eagles Potchefstroom: 018 299 1518  
 NWU Eagles Vanderbijlpark: 016 910 3184

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### Wholesale and corporate gifts

The NWU Wholesale Marketers responsibility stretches across all three campuses to assist internal departments and external stakeholders with large quantities of personalised orders. If you are looking for any specialised clothing or corporate gifts for an upcoming event or conference, you can keep them on speed dial. Let us know what you need: specialised gifts, packaging, and clothing–sporting, corporate or casual!

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#### You can contact:

##### Gerrie Van Deventer

Tel: 018 299 1720

Email: [Gerrie.VanDeventer@nwu.ac.za](mailto:Gerrie.VanDeventer@nwu.ac.za)

##### Stephen Gcinumkhonto

Tel: 018 389 2130

Email: [stephen.gcinumkhonto@nwu.ac.za](mailto:stephen.gcinumkhonto@nwu.ac.za)

##### Dorien Scheffer

Tel: 018 299 1768

Email: [21614199@nwu.ac.za](mailto:21614199@nwu.ac.za)



