

RESIDENCE CORPORATE IDENTITY



Table of Contents

INTRODUCTION	3
DO'S AND DON'TS	4
APPROVED NWU LOGOS	5
LOGO APPLICATIONS: FORMAL LOGO	6
ACRONYM AND STACKED ACRONYM	6
INCORRECT AND CORRECT LOGO COMPARISON	6
APPROVED COLOUR CODES	7
FLOATING NWU HOLDING SHAPE	7
EXAMPLES OF PRINTED ITEMS : Invitations and posters	8
EXAMPLES OF BRANDED ITEMS : Gazebos and pull-up banners	8
EXAMPLES OF BRANDED ITEMS: Clothes	9
RESIDENCE LOGOS	10
Brand and Design Services	12



INTRODUCTION

Residences are the heartbeat of student life at the North-West University (NWU). Residences play an integral part of student life and also important for the university's brand. Each of the residence have their own unique identity which is aligned to the University as a whole. Residence identity specifically play a vital role across the NWU and it is for this reason that it is at the various residences that friendships are formed and strengthened, cultural differences discovered and enjoyed. The different residents also have the opportunities to bond in formal and informal activities and sports competitions.

The NWU Brand together with Residence Identity

All stakeholders of the NWU should adhere to the strict guidelines set out 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 of the NWU, and students. No one other than those referred to above are authorised to use the NWU brand or trademarks on any marketing material, clothing or social media before they have undertaken in writing to comply with the requirements of the Brand Policy in all respects.

Residences are allowed to have their own identity, however should at all times use their identity together with the NWU brand identity to further strengthen the NWU and respective residence.



DO'S AND DON'TS



- Purple logo on white background



- Black logo on white background



- White logo on any other colour background



- Use hi-res logos – no other effects allowed



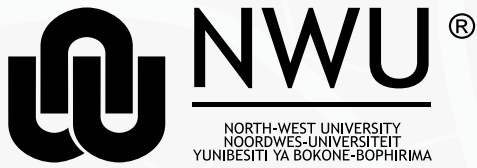
- Only use the approved NWU colours (purple, white and black for logos)



APPROVED NWU LOGOS



Formal logo



Acronym Logo



Stacked Acronym



LOGO APPLICATIONS: FORMAL LOGO ACRONYM AND STACKED ACRONYM



USE IT ON:

- Graduation certificates
- Business cards
- Formal communication etc.



USE IT ON:

- Print material
- Digital platforms
- Online templates
- Gifts and clothing
- Signage and branding



USE IT ON:

- Clothing
- Gazebos

INCORRECT AND CORRECT LOGO COMPARISON


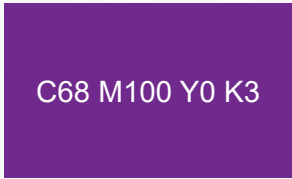
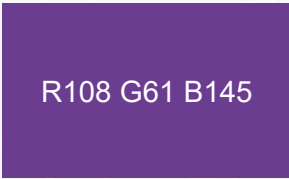

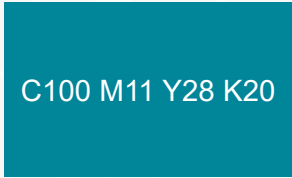



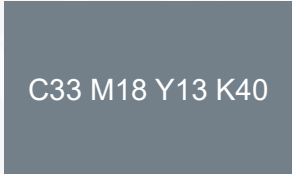


Incorrect



Correct



APPROVED COLOUR CODES

PANTONE	CMYK	HEX	RGB
 Pantone 2603	 C68 M100 Y0 K3	 #6C3D91	 R108 G61 B145
 Pantone 3145	 C100 M11 Y28 K20	 #00889C	 R0 G136 B156
 Pantone 430	 C33 M18 Y13 K40	 #78848E	 R120 G132 B142

FLOATING NWU HOLDING SHAPE



The stacked floating logo can be placed anywhere on marketing material such as posters, brochures, flyers, pull-up banners and should be visible. This logo must be used in conjunction with the residence logo at all times in material. For material such as gazebos and clothing, you can use the clean stacked logo without the circle. You can download the stacked floating logo [here](#).

The stacked floating logo may be used on:

- Posters
- Brochures
- Special occasion cards
- Pull-up banners
- Cover pages



EXAMPLES OF PRINTED ITEMS

Invitations

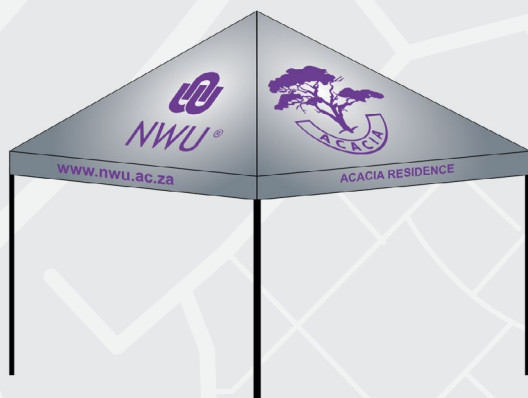


Posters



EXAMPLES OF BRANDED ITEMS

Gazebos



EXAMPLES OF BRANDED ITEMS

Clothing



***Rule: The NWU logo will always need to be placed on the top left hand side and the resident logo can be placed opposite the NWU logo on the right hand side.**



RESIDENCE LOGOS



Brand and Design Services

The Department: Marketing and Student Recruitment offers branding and design services free of charge. These services exclude production, which has cost implications for which you are responsible. We have a dedicated team of specialists to assist you with your needs. All you need to do is complete the request form, and one of our team members will be briefed to work on your request. When you complete the form, please be as descriptive as you can so that we can attend to your request as quickly and as professionally as possible. We will source the service providers for the production element for you, and for any work that will cost R5 000 and above we will source three quotations as per the procurement policy of the North-West University (NWU).

A maximum of three revisions are permitted to all requests. Please ensure all role players are involved in the decision-making when finalising your request. All designs must adhere to the prescribed corporate identity (CID) requirements before production. Final approval will lie with the Department: Marketing and Student Recruitment.

NOTICE: Should you use an external service provider for designing any resident material, you will need to send it through to the Department: Marketing and Student Recruitment for approval.

