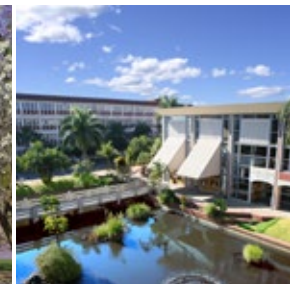




UNIVERSITY OF
KWAZULU-NATAL TM
INYUVESI
YAKWAZULU-NATALI



CORPORATE IDENTITY GUIDE

2020

INSPIRING GREATNESS



This Corporate Identity Manual contains the rules and guidelines for the correct visual portrayal of the UKZN brand. There are guidelines for the official colours, fonts and other iconography.

The logo may not be used if it does not conform to these guidelines.

At all times, written approval should be sought from the Corporate Relations Department, who are the custodians of this CI, should there be need for departure from these specifications for whatever reason.

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HOW TO USE THIS MANUAL

The University Corporate Identity Manual incorporates basic usage guidelines to ensure that when we visually present UKZN, we are consistent and gain maximum impact.

It is important that staff understand and use these guidelines so that our corporate image and identity is clear, consistent and effective, whatever the setting, activity or media we are using.

By maintaining a consistent and professional corporate identity we ensure we are understood and that others see us as professional. This is important because as the identity of UKZN becomes more easily recognisable, our important messages also become easily received and understood.

LOGO

The UKZN logo is a striking and vibrant visual representation of the University. The logo or corporate signature (symbol and logotype) forms part of the UKZN brand. The UKZN brand represents our values, attributes and personality. It is our strategy, our call to action, our customer service, the way we speak, our staff, our students, our facilities, our logo and all its visual elements, and the whole array of our communication tools.

Elements of our Logo

Our logo is made up of two elements: the symbol and the logotype. We use the same version in print, digital media and signage. There are no drop shadows, glossy effects or flashy graphic elements.



Symbol

UNIVERSITY OFTM
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI

Logo Type

Logo

THE UKZN SYMBOL

This is the focal point of the University identity and forms the foundation upon which the corporate identity is built. The symbol must not be altered in any way, and may never be used on its own in place of the full logo. It may, however, be used as a design element if the full logo appears somewhere on the design. On Exclusive UKZN branded attire and online mediums; namely mobile applications and social media pages. The corporate symbol must be used consistently and strictly in accordance with the specifications in this manual.

LOGO RATIONALE

The African Shield

A symbol of protection for our most valuable assets i.e. education and culture, and by extension, African Scholarship.

Multi Coloured Bars

Representing five founding campuses of UKZN.

The Globe with Multi Coloured Rays

Symbolises a rising sun; a new beginning; a symbol of enlightenment.

The Globe

Represents a university that is a global player, producing world-class graduates.

Multi Coloured Rays

Represents diversity: race, culture, language and social values.

The Wave/Book/Wings

Underscore the visual represents the foundation of knowledge; the spirit of the eastern seaboard; and soaring to new heights.

Taken together, this logo represents a university rooted in and is responsive to Africa's unique qualities, challenges, diversities and strengths while nurturing and protecting African Scholarship.



At no time should any attempt
be made to recreate the logo.
Please contact the Marketing
Department should the
artwork be required.

LOGO CLEAR SPACE

In order to preserve the integrity of the logo, it is important that no other logos, type, or graphic elements infringe on its space. When the symbol or full logo is used, a clear space of 50% of the symbol's height should be maintained. In special circumstances, when a 50% clear zone is not available or possible, use the second option of 25% clear space.



LOGO COLOUR VARIATIONS



FULL COLOUR: **THIS IS THE PREFERRED LOGO IN ALL APPLICATIONS**
Used on light backgrounds and when colour printing is not restricted.



WHITE: Used on dark backgrounds.

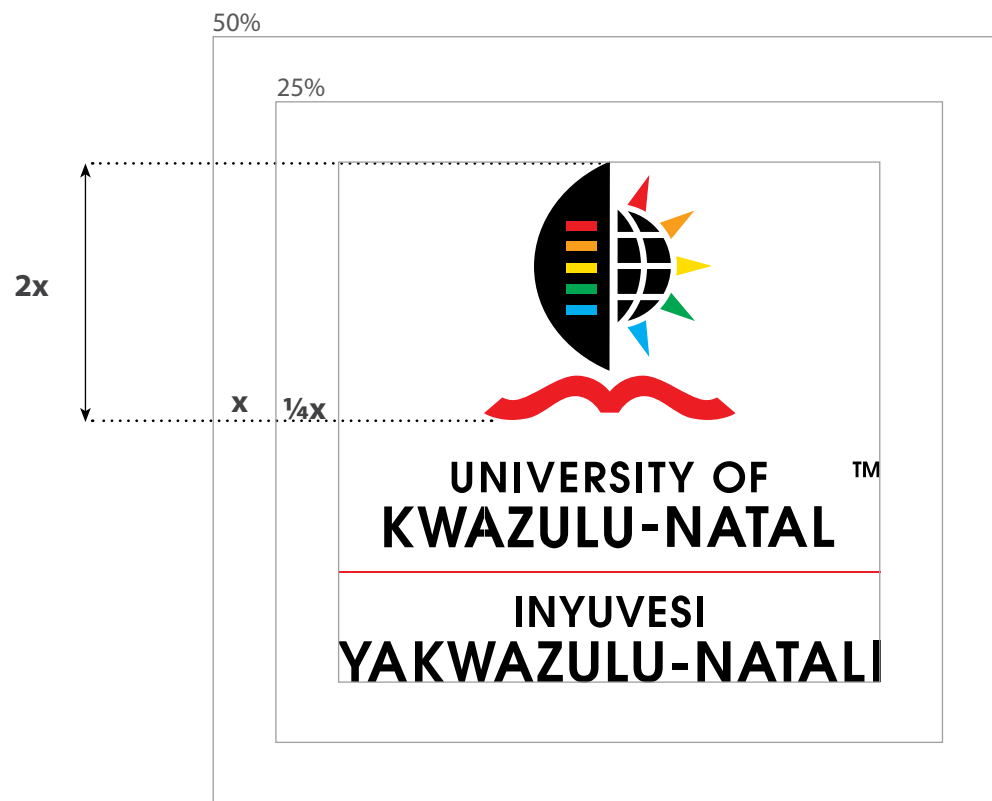


BLACK: Only to be used when colour reproduction is not possible.

LOGO PORTRAIT FORMAT

This format may only be used when absolutely necessary e.g. portrait branding where space becomes an issue. **Authorisation needs to be obtained from Corporate Relations before using the portrait format logo.**

In order to preserve the integrity of the logo, it is important that no other logos, type, or graphic elements infringe on its space. When the symbol or full logo is used, a clear space of 50% of the symbol's height should be maintained. In special circumstances, when a 50% clear zone is not available or possible, use the second option of 25% clear space.



**PORTRAIT LOGO
COLOUR VARIATIONS**



**UNIVERSITY OFTM
KWAZULU-NATAL**

**INYUVESI
YAKWAZULU-NATALI**

FULL COLOUR: Used on light backgrounds and when colour printing is not restricted.



**UNIVERSITY OFTM
KWAZULU-NATAL**

**INYUVESI
YAKWAZULU-NATALI**

WHITE: Used on dark backgrounds.



**UNIVERSITY OFTM
KWAZULU-NATAL**

**INYUVESI
YAKWAZULU-NATALI**

BLACK: Only to be used when colour reproduction is not possible.

LOGO DON'TS

For a consistent and cohesive brand presentation, it is important to use the UKZN Logo correctly at all times. In order to maintain a strong, distinctive feel to the brand, the master artwork provided must not be altered except on corporate gifts and clothing.

Here are examples of our logo don'ts:

1. **Don't** distort the logo by squashing or stretching it.
2. **Don't** add any effects/filters to the existing logo.
3. **Don't** change the colour of any of the elements that make up the logo.
4. **Don't** place the logo over imagery or busy background of any kind.
5. **Don't** place the logo over text of any kind.
6. **Don't** tilt the logo in any direction or turn it clockwise or anti-clockwise.
7. **Don't** separate the logo type from the symbol in any manner.
8. **Don't** change the font of the descriptor or the letter mark.
9. **Don't** use low resolution logos for print or pixelated logos for digital display.
10. **Don't** place the logo on a background of the same colour as one of the logo colours.
- 11/12. **Don't** place the logo symbol or logo text on its own in place of the full logo.
13. Only on Exclusive UKZN branded attire may the UKZN symbol be used independently from the logo text. This rule also applies to online mediums; namely mobile applications, social media pages and smaller items.



1



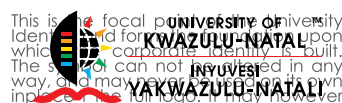
2



3



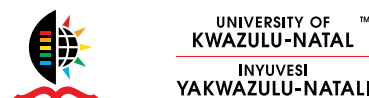
4



5



6



7



8



9



10



11



12



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TAGLINE “INSPIRING GREATNESS”

The University pay-off line/tagline connotes the brand promise. The tagline is expressed with two words “Inspiring” and “Greatness” to form the completed tagline – “**INSPIRING GREATNESS**” (text). The tagline must always be expressed against a red background. The tagline text must remain within the red strip ensuring that the amount of red above the text and below is the same.

Font: **Century Gothic Bold**



INSPIRING GREATNESS

LOGO USED WITH TAGLINE

This sample layout shows how the UKZN logo would be used with the tagline at the bottom of the artwork.

 The image provided here is an illustration which is used as a generic example.



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THE ACTING EXECUTIVE DIRECTOR
CORPORATE RELATIONS | NORMAN ZONDO
CORDIALLY INVITES YOU TO THE
**LEADERSHIP TRAINING
WORKSHOP**

Title: Advancing UKZN Strategy
2017 - 2021

Facilitated by Daniel Munslow

Date: 27 March 2018
Time: 09h00 – 13h00
Venue: Senate Chamber, Westville Campus

RSVP essential: [Click Here](#) by 22 March 2018

Enquiries: Rakshika Sibrán
email: sibran@ukzn.ac.za | 031 260 7197.

INSPIRING GREATNESS



**SWIMMING
GALA**

**06 APRIL
2018**

ENTRY FEE
R5single
R8couple

Sport Science
Students Swimming Gala

FUN DAY
Prizes to be won

Entertainment:
Body builders | Fashion Show | Dancers
@s.a.p_peps and @zola_zm
Recreation Activities

TIME: 12h30
VENUE: Swimming Pool
New Res

CONTACT PERSONS
MENDISWA 084 322 7414

*'Come dressed in your
swimming wear'*



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YAKWAZULU-NATALI

INSPIRING GREATNESS

LOGO USED WITH TAGLINE: TWO-PAGE EXAMPLE

This sample layout shows how the UKZN logo would be used with the tagline at the bottom of the artwork.

The image provided here is an illustration which is used as a generic example.



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The University of KwaZulu-Natal

CORDIALLY INVITES YOU TO A



PUBLIC LECTURE

COMMEMORATING
HUMAN RIGHTS

Topic: Human Rights: Ethics and Compliance

by
Dr. Navi Pillay
Former UN High Commissioner for Human Rights

Date: Friday, 16 March 2018
Time: 12h30-14h30

Venue
Howard College Theatre, Howard College Campus,
King George Avenue, UKZN

RSVP essential:
[Click Here](#)

Enquiries: Pamela Adams | **Tel:** 031 260 7718



NAVI PILLAY

Former UN High Commissioner for Human Rights

Ms. Pillay received a BA and a LLB from Natal University South Africa. She also holds a Master of Law and a Doctorate of Juridical Science from Harvard University. She was born in 1941, and has two daughters. Ms. Pillay, a South African national, was the first woman to start a law practice in her home province of Natal in 1967. Over the next few years, she acted as a defense attorney for anti-apartheid activists, exposing torture, and helping establish key rights for prisoners on Robben Island.

She also worked as a lecturer at the University of KwaZulu-Natal, and later was appointed Vice- President of the Council of the University of Durban Westville. In 1995, after the end of apartheid, Ms. Pillay was appointed as acting judge on the South African High Court.

Being no stranger to the public eye and the adverse side of opposing countries' "accepted norm" to Human Rights and oppression of Opposition while still able to deliver impartial judgements, nominated her for election by the United Nations General Assembly to be a judge on the International Criminal Tribunal for Rwanda in 1995, where she served a total of eight years, the last four (1999-2003) as President. In 2008 as she played a critical role in the ICTR's groundbreaking jurisprudence on rape as genocide, as well as on issues of freedom of speech and hate propaganda launching her further into the World's eye she was elected in 2003 as a judge on the International Criminal Court in The Hague, where she remained until August 2008.

On 28 July 2008 she was approved by the General Assembly as UN High Commissioner for Human Rights and assumed her functions on 1st September and on 24 May 2012, the United Nations General Assembly extended her mandate for a further two years.

She has served the World her capacity as the UN Human Rights High Commissioner until August 2014, break preconceptions and opening the way for the opposed of the World. She is currently still working hard to ensure a better World for all, as a member of International Nuremberg Principles Academy Advisory Council, International Association Against the Death Penalty, International Services for Human Rights, UN Interim Independent Assessment Panel and as the co-sponsor for Donor Direct USA.

In South Africa, before her nomination to the International Criminal Tribunal for Rwanda, she was a member of the Women's National Coalition, she contributed to the inclusion of an equality clause in the country's Constitution that prohibits discrimination on grounds of race, religion and sexual orientation. She co-founded Equality Now, an international women's rights organization, and has been involved with other organizations working on issues relating to children, detainees, victims of torture and of domestic violence, and a range of economic, social and cultural rights.

Retirement hasn't slowed her down as she still contributes to her home country as a member of the Special Reference Group on Migration & Community Integration in KwaZulu Natal, SA – SRG in 2015 aiding the government in addressing the flare of xenophobia and refugee issues. She is currently a member of Africa International Criminal Court Advisory Group, International Covenant on Economic, Social & Cultural Rights SA – ICESR, WAYOMA Foundation – Africa Group for Justice and Accountability and part of the Key Legislation Assessment Panel SA Parliament – HLP Member.

Between her numerous membership duties, she still manages to enlighten students, professionals, layman and politicians on current Human Rights, Justice and Accountability issues at lectures and functions held worldwide at educational institutions and various venues.

INSPIRING GREATNESS



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COLOURS

The UKZN colours are an integral part of our visual identity. The specified colours must be used at all times and applied correctly for visual continuity and branding.

We have a standardised breakdown for print colours to maintain consistency and brand cohesiveness. Always ensure that the correct colour breakdown is used for print applications to ensure brand standards are upheld. Unspecified colours must not be used on any UKZN collateral.

CMYK colours are used for all print applications.

Embroidery colours are from the Marathon Embroidery Chart.

When displaying the logo colours in design elements - be it print or video - the sequence should start with Red, Orange, Yellow, Green and Blue.

PRIMARY



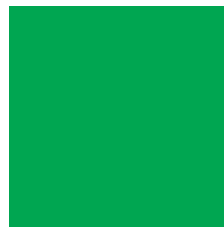
PANTONE 485 CVC
CMYK: M 100 | Y 100
RGB: R 237 | G 28 | B 36
Embroidery – 1149
HEX: #ed1c24



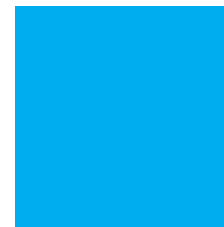
PANTONE 137 CVC
CMYK: M 45 | Y 100
RGB: R 249 | G 157 | B 28
Embroidery – 1190
HEX: #f99d1c



PANTONE 109 CVC
CMYK: M 10 | Y 100
RGB: R 255 | G 221
Embroidery – 1009
HEX: #ffdd00

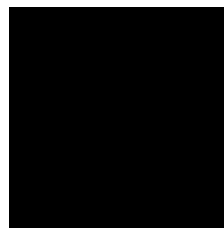


PANTONE 348 CVC
CMYK: C 100 | Y 100
RGB: R 0 | G 166 | B 81
Embroidery – 1342
HEX: #00a651



PANTONE 2995 CVC
CMYK: C 100
RGB: R 0 | G 174 | B 239
Embroidery – 1096
HEX: #00aeef

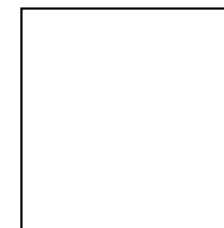
SECONDARY



PROCESS Black CVC
CMYK: K 100
RGB: R 0 | G 0 | B 0
HEX: #000000



Grey
CMYK: K 50
RGB: R 147 | G 149 | B 152
HEX: #939598



White
CMYK: C 0 | M 0 | Y 0 | K 0
RGB: R 255 | G 255 | B 255
HEX: #ffffff

COLOURS: COLLEGES

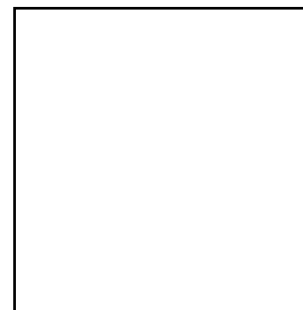
UKZN colours are an integral part of our visual identity. The specified colours must be used at all times and applied correctly for visual continuity and branding.

College of Agriculture,
Engineering and Science



PANTONE 485 CVC
CMYK: C 100 | Y 100
RGB: R 0 | G 166 | B 81

College of Health Sciences



White
CMYK: C 0 | M 0 | Y 0 | K 0
RGB: R 255 | G 255 | B 255

College of Law and
Management Studies



PANTONE 137 CVC
CMYK: M 45 | Y 100
RGB: R 249 | G 157 | B 28

College of Humanities



PANTONE 2995 CVC
CMYK: C 100
RGB: R 0 | G 174 | B 239

COLOURS: CAMPUSES

UKZN colours are an integral part of our visual identity. The specified colours must be used at all times and applied correctly for visual continuity and branding.

Edgewood campus



PANTONE 485 CVC
CMYK: M 100 | Y 100
RGB: R 237 | G 28 | B 36

Howard College campus



PANTONE 137 CVC
CMYK: M 45 | 100Y
RGB: R 249 | G 157 | B 28

Nelson R Mandela
School of Medicine



PANTONE 109 CVC
CMYK: M 10 | Y 100
RGB: R 255 | G 221

Pietermaritzburg campus



PANTONE 348 CVC
CMYK: C 100 | Y 100
RGB: R 0 | G 166 | B 81

Westville campus



PANTONE 2995 CVC
CMYK: C 100
RGB: R 0 | G 174 | B 239



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FONTS

- **Century Gothic Bold**

Must be used for the tagline at all times.

- **Myriad Pro**

Is the official design font (for institutional and template adverts).

- **Arial**

Is the general font to be used when typing PowerPoint presentations as well as in any instance where the above fonts are not clearly legible on specific visual applications.

FONTS: PRIMARY FONT

Myriad Pro is the primary font and should be applied consistently in all collateral. The font family consists of the following variations:

Condensed

Condensed Italic

Bold Condensed

Bold Condensed Italic

Semibold Condensed

Semibold Condensed Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Light

Light Condensed

Light Italic

MYRIAD PRO

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " \$ % & ' () * + , - . / : ;

€ Ω Σ ∂ © £ ¥ < > @ *
+ ~ ≠ ≤ ≥ ∫ ∞ π Δ æ ˇ
μ ° ® # a α ½ ¼

FONTS: SECONDARY FONT

Arial is the general font to be used when typing PowerPoint presentations as well as in any instance where Myriad Pro is not available or clearly legible on specific visual applications.

ARIAL

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! - § \$ % & / () = ?
¬ ‘ ; : “ ¶ ¢ [] | { }
≈ ? € Ω Σ ∂ © £ ¥ < >
@ * + ~ ≠ ≤ ≥ ∫ ∞ π Δ
æ ˇ μ ° ® # ª « ½ ¼

FONTS: DON'TS

To maintain consistency, body copy across all UKZN collateral must be used in the same fashion.

Here are examples of our body copy don'ts:

1. **Don't** use any font other than the font prescribed for body copy, print and digital.
2. **Don't** stretch or squash the body copy to distort it.
3. **Don't** use dark body copy on a dark background.
4. **Don't** use light body copy on a light background.
5. **Don't** tilt the body copy in any direction, clock-wise or anti-clockwise.
6. **Don't** use any other colours for the body copy, other than the prescribed colours in the guideline.
7. **Don't** place the body copy over any other font.

EXPLIQUIBUS ALIBUS QUIBUS EUM EX EOS IPSAM ET PORA CONET LIAERUM,
VOLOREP EREIUM FACERE, QUI TETUR AUT LIT EATIA DOLUPTATET QUI OPTAS
ET HARUM NULLORECTOTA DIT AUT INUSTISSUNT PLA NAT.

1

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

2

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

3

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

4

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

5

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

6

Expliquibus alibus quibus eum ex eos ipsam et pora conet liaerum, volorep ereium
facere, qui tetur aut lit eatia doluptatet qui optas et harum nullorextota dit aut
inustissunt pla nat.

7



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TEMPLATES: BUSINESS CARD

The arrangement of different elements on the front of cards should be as follows:

All business cards should follow the same format. The full UKZN logo sits in the top centre position of the business card.

This is followed by the holder's name, title and division.

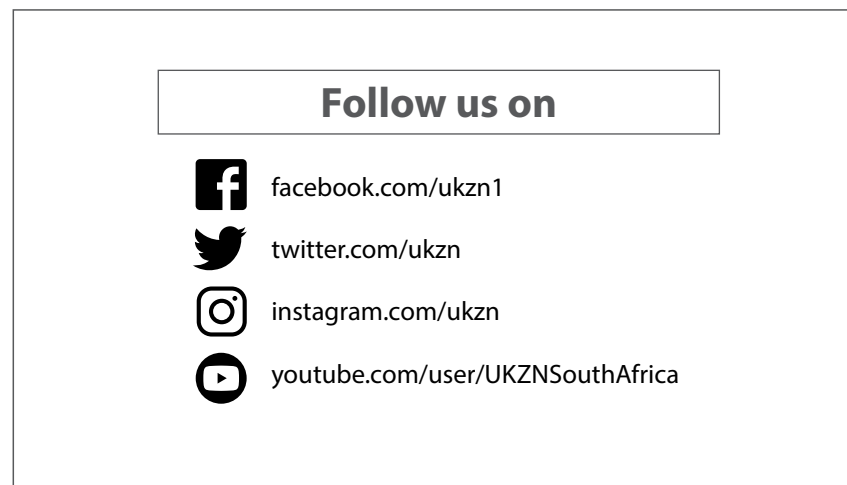
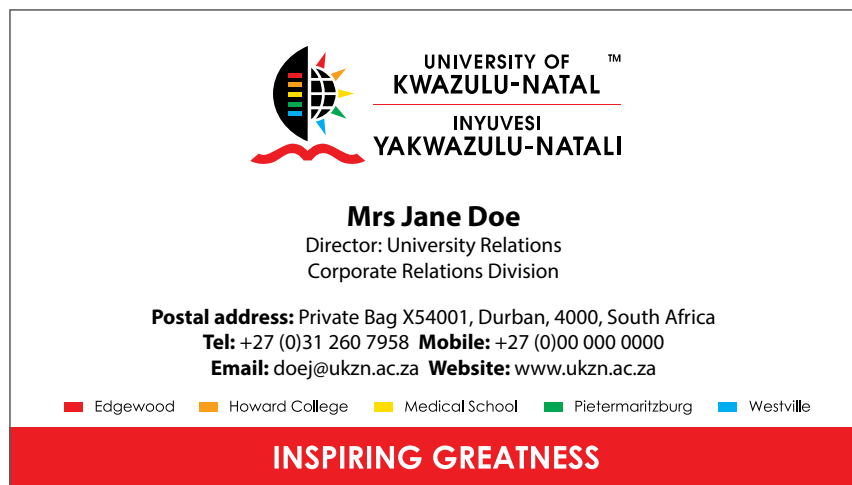
Address, contact information, five campus names, and tagline to follow below.

Font: Myriad Pro. No substitute font is permitted.

Card Size: 90mm x 50mm.

Alterations to the layout are also not permitted.

The back of the card is to be used exclusively for UKZN official social media account names as well as the official QR code. The use of images or any other text/graphics is strictly prohibited in this space.



TEMPLATES: GENERIC LETTERHEAD

All letterheads should follow the same format. The full UKZN logo is placed on the top left side of the first page.

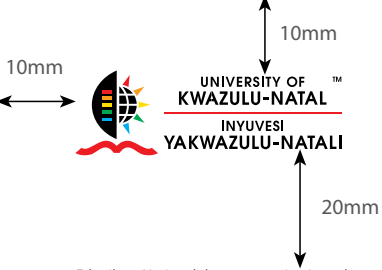
Name of College/Division/School/Discipline to be centered at the foot of the page.

Address, contact information, five campus names, and tagline to follow below.

Font: Myriad Pro. No substitute font is permitted.

Size: A4, i.e. (210mm x 297mm).

Alterations to the layout are also not permitted.



10mm

10mm

20mm

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INYUVESI
YAKWAZULU-NATALI

Ed eribus. Usciae doluptatem qui apiet volorem aped quiducit magnimi, sum exeribuste comni autation cus cus milliquas pe volorem fuga. Pudant, nobitatus.
Hendam, voluptatur? Alici cuptasi audiore icienisque dolendam, andunt.

Osandis externam velessita voles as quos aut officid quissin imustrum etur sus et quibus reprenatia nia delesciuntur as et occumquam, volo experatemos aut ea disinum escium rem velitior molut quatinv entemqu ationes sitiis pero et laborup taquam fugiti ium quaspellam fuga. Pelitis sit et exerum et aut ad quoditat.

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Signature

Corporate Relations Division
Postal Address: Private Bag X54001, Durban, 4000, South Africa
Telephone: +27 (0)31 260 7958 Facsimile: +27 (0)31 260 8828 Email: doej@ukzn.ac.za Website: www.ukzn.ac.za
Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

INSPIRING GREATNESS

TEMPLATES: LETTERHEAD CONTINUATION SHEET

The letterhead continuation sheet should always comply with the following specifications:

The continuation page will have the five campus names centre aligned at the bottom of the page. Below it, sits the tagline.

Size: A4, i.e. (210mm x 297mm).

Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

INSPIRING GREATNESS

TEMPLATES: EXECUTIVE LETTERHEAD

All letterheads should follow the same format. The full UKZN logo is placed on the top left side of the first page.

This letterhead features a watermark of the UKZN symbol in 5% red.

Name of College/Division/School/Discipline to be centered at the foot of the page.

Address, contact information, five campus names, and tagline to follow below.

Font: Myriad Pro. No substitute font is permitted.

Size: A4, i.e. (210mm x 297mm).

Alterations to the layout are also not permitted.



Corporate Relations Division

Postal Address: Private Bag X54001, Durban, 4000, South Africa

Telephone: +27 (0)31 260 7958 Facsimile: +27 (0)31 260 8828 Email: doej@ukzn.ac.za Website: www.ukzn.ac.za

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

INSPIRING GREATNESS

TEMPLATES: EXECUTIVE LETTERHEAD CONTINUATION SHEET

The letterhead continuation sheet should always comply with the following specifications:

This letterhead features a watermark of the UKZN symbol in 5% red.

The continuation page will have the five campus names centre aligned at the bottom of the page. Below it, sits the tagline.

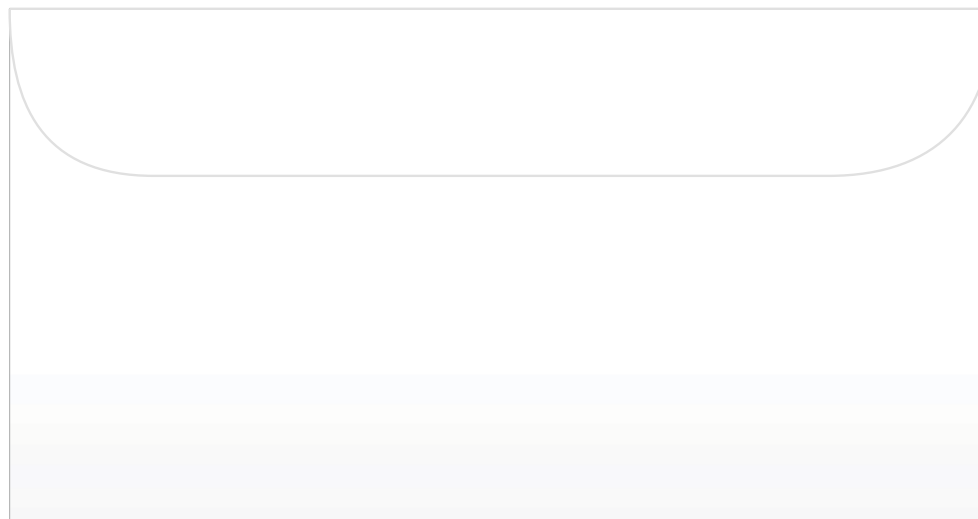
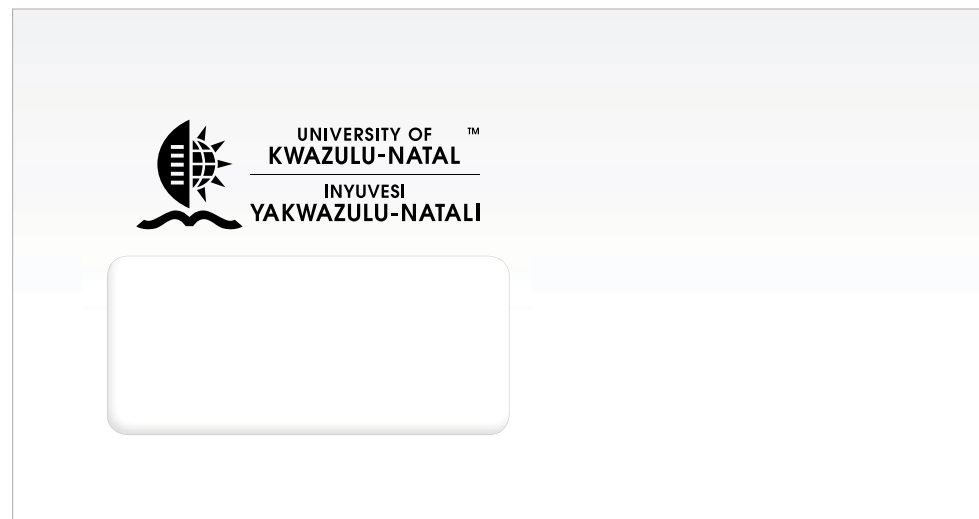
Size: A4, i.e. (210mm x 297mm).



TEMPLATES: DL ENVELOPE

The front of the basic option should have a UKZN logo above the window of the envelope. The back of the envelope should be plain. The logo should always be printed only in black.

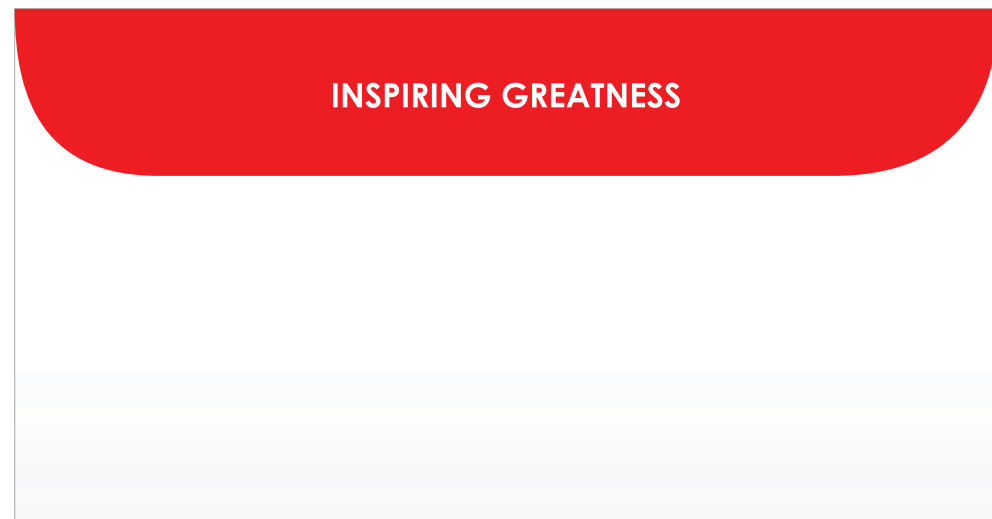
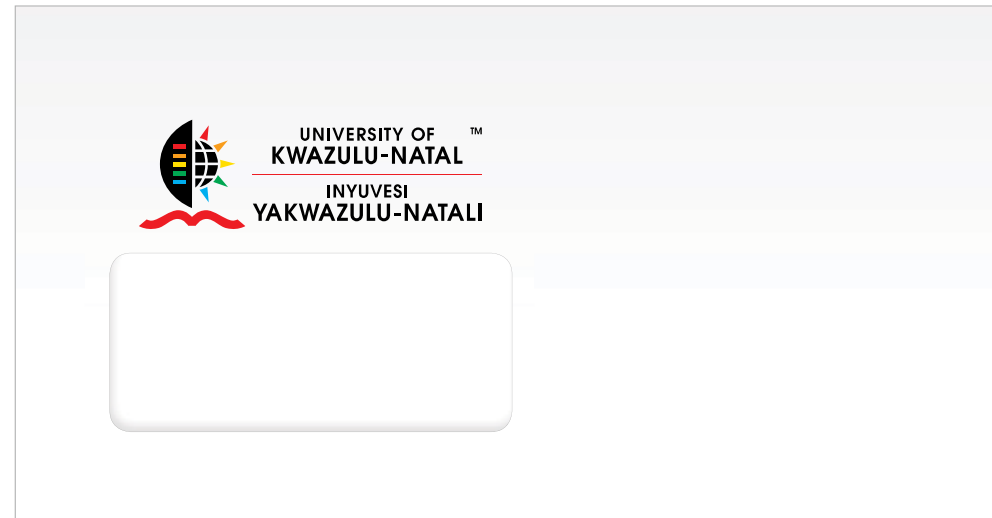
Size: DL, i.e. (110, 1 mm x 220,1mm). No substitute font should be used. Do not alter layout in any way.



TEMPLATES: DL ENVELOPE

The front of the premium option should have a full colour UKZN logo above the window of the envelope. The back should also have a red lip. The phrase **"INSPIRING GREATNESS"** should also appear on the back written as one line in white.

Size: DL, i.e. (110, 1 mm x 220,1mm). No substitute font should be used. Do not alter layout in any way.



TEMPLATES: CORPORATE FOLDER

This folder is our official corporate folder. The front of the folder will feature the full UKZN logo and tagline and the back will have the logo sitting on the bottom and aligned centre.

No substitute font should be used. Do not alter layout in any way.



TEMPLATES: CUSTOM FOLDERS

Custom folders may be designed by the Corporate Relations Division (EXT 4302/2957). These will follow the same guidelines for size and specification, logo and tagline placement and may include a new design theme on the main visual areas.

No substitute font should be used. Do not alter layout in any way.

 The image provided here is an illustration which is used as a generic example.



TEMPLATES: POSTER

All logo and tagline usage on institutional and academic posters must adhere to the related example. The UKZN logo is to be placed top left on a red masthead with a silver/grey trim. The tagline is to appear on the bottom footer.



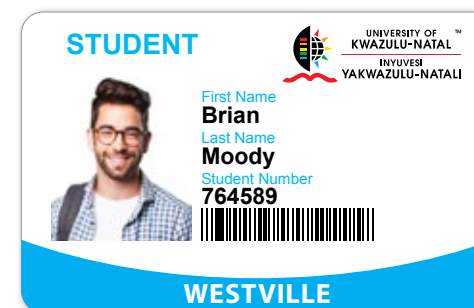
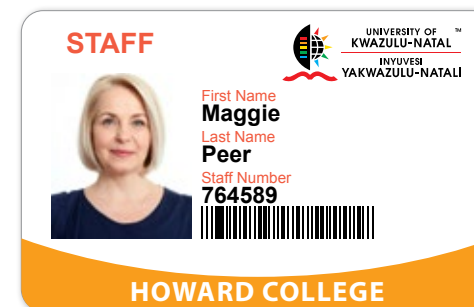
The image provided here is an illustration which is used as a generic example.

TEMPLATES: STAFF AND STUDENT IDENTITY CARDS

The colour strip (with campus name) on staff/student identity cards should be consistent with the respective campus colour.

All ID cards should have the Risk Management contact details on the back as shown.

The image provided here is an illustration which is used as a generic example.





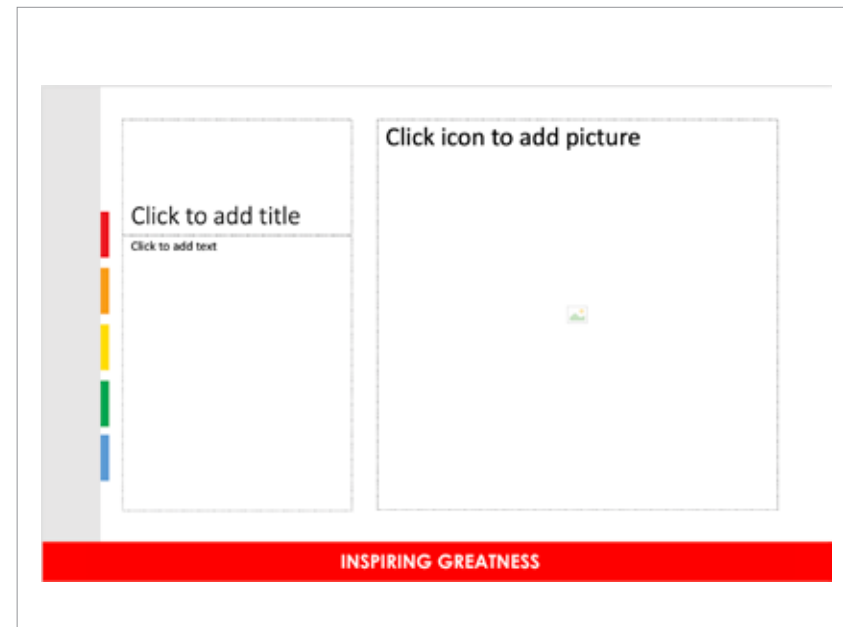
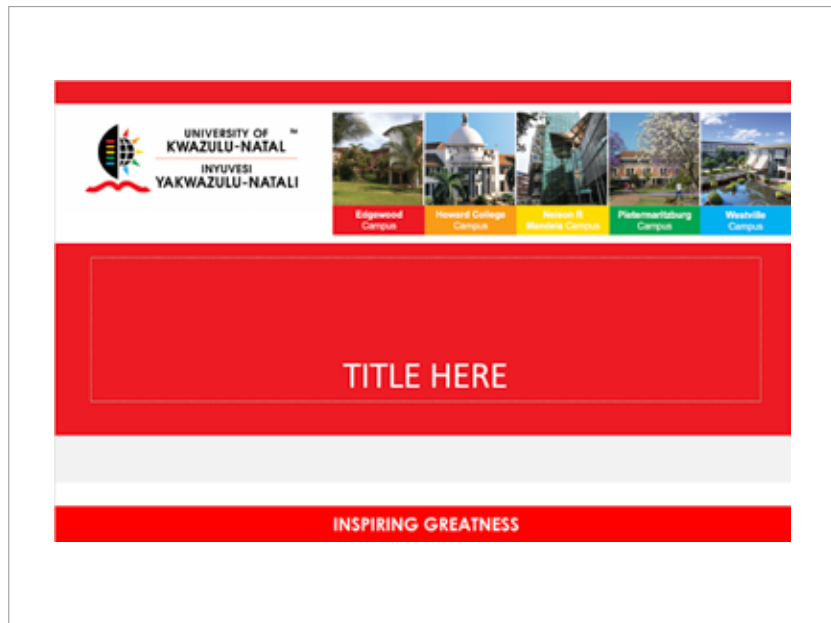
UNIVERSITY OF TM
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI

ONLINE AND DIGITAL TEMPLATES: POWERPOINT TEMPLATES

The logo should be prominent, campus photos and tagline.
The continuation slides will only have the tagline at the footer.

The image provided here is an illustration which is used as a generic example.



ONLINE AND DIGITAL TEMPLATES: EMAIL SIGNATURE

The logo should be placed on the left below the sender's details. The sender's name sits on the top left hand side with the contact details on the top-right hand side followed by the tagline below it on the far right.


The image provided here is an illustration which is used as a generic example.

Mrs Jane Doe

Director: University Relations | Corporate Relations Division

Postal address: Private Bag X54001, Durban, 4000, South Africa

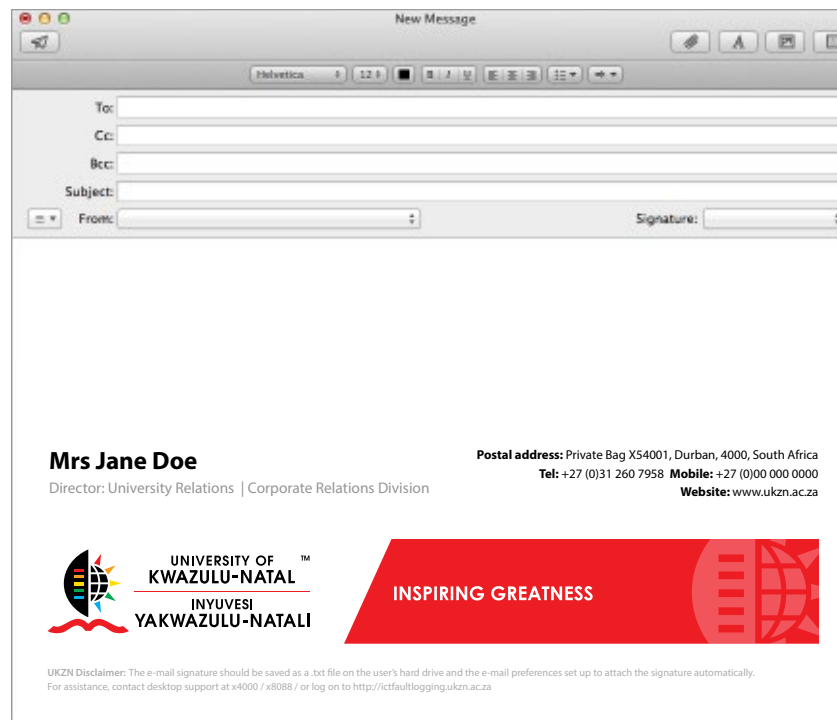
Tel: +27 (0)31 260 7958 **Mobile:** +27 (0)00 000 0000

Website: www.ukzn.ac.za



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UKZN Disclaimer: The e-mail signature should be saved as a .txt file on the user's hard drive and the e-mail preferences set up to attach the signature automatically.
For assistance, contact desktop support at x4000 / x8088 / or log on to <http://ictfaultlogging.ukzn.ac.za>



ONLINE AND DIGITAL TEMPLATES: EMAIL SIGNATURE WITH PROMOTION

Any promotional material, be it text, videos or images, must be displayed below the email signature. It must be aligned to the left and in line with the email signature for perfect legibility. Every aspect of the promotional material must be clear and according to the rules stipulated in this manual.

 The image provided here is an illustration which is used as a generic example.

Mrs Jane Doe

Director: University Relations | Corporate Relations Division

Postal address: Private Bag X54001, Durban, 4000, South Africa

Tel: +27 (0)31 260 7958 **Mobile:** +27 (0)00 000 0000

Website: www.ukzn.ac.za



INSPIRING GREATNESS

The e-mail signature should be saved as a .txt file on the user's hard drive and the e-mail preferences set up to attach the signature automatically.
For assistance, contact desktop support at x4000 / x8088 / or log on to <http://ictfaultlogging.ukzn.ac.za>



UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

**2016 CAREER
GUIDANCE
SEMINAR
HOWARD COLLEGE**

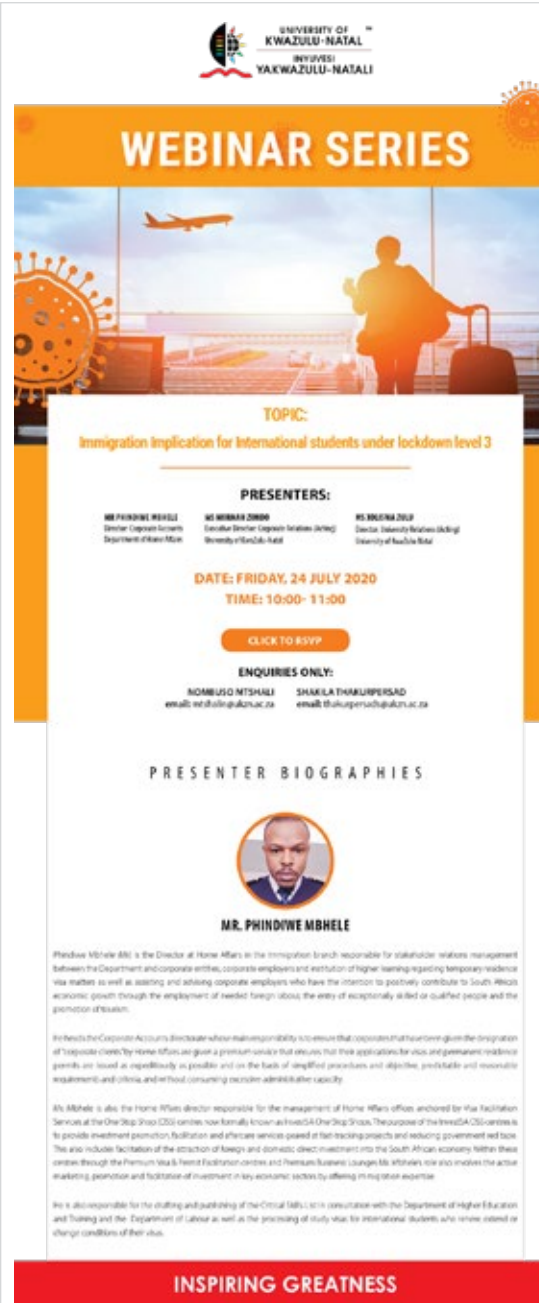
[Find out more](#)

ONLINE AND DIGITAL TEMPLATES: WEBINAR POSTER

All logo and tagline usage on institutional and academic posters must adhere to the related example. The UKZN logo is to be placed top. The tagline is to appear on the bottom footer.

The template is suitable for online use only . The page contain all content as one scroll to the bottom.

The image provided here is an illustration which is used as a generic example.



**UNIVERSITY OF
KWAZULU-NATAL**
INYOVESI
YAKWAZULU-NATALI

WEBINAR SERIES

TOPIC:
Immigration implication for international students under lockdown level 3

PRESENTERS:

MR PHINDWE MBHELE Director Corporate Immigrants Department of Home Affairs	MS MORGAN ZIMBO Executive Director Corporate Immigrants (Africa) University of KwaZulu-Natal	MS SINDIGA ZULU Executive Director Business Linking University of KwaZulu-Natal
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DATE: FRIDAY, 24 JULY 2020
TIME: 10:00- 11:00

[CLICK TO RSVP](#)

ENQUIRIES ONLY:

NOMBUZO NTSIKALI email: nntsikali@ukzn.ac.za	SHAKILA THAKURIPERSAD email: thakuripersad@ukzn.ac.za
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PRESENTER BIOGRAPHIES


MR. PHINDWE MBHELE

Phindwe Mbhele (BSc) is the Director of Home Affairs in the Immigration branch responsible for stakeholder relations management between the Department and corporate entities, corporate employers and institution of higher learning regarding temporary residence visa matters as well as assisting and advising corporate employers who have the intention to positively contribute to South Africa's economic growth through the employment of needed foreign labour, the entry of exceptionally skilled or qualified people and the promotion of tourism.

He heads the Corporate Accounts Directorate where his main responsibility is to ensure that corporate entities are given the designation of Top Employer (TE) by Home Affairs to gain a premium service but ensures that their applications for visas and permanent residence permits are issued as expeditiously as possible and on the basis of simplified procedures and objective, predictable and reasonable requirements and criteria and without consuming excessive administrative capacity.

Mr Mbhele is also the Home Affairs director responsible for the management of Home Affairs offices anchored by visa facilitation Services at the One-Stop Shop (OSS) centres now formally known as One-Stop Shops. The purpose of the One-Stop Shop (OSS) centres is to provide investment promotion facilitation and aftercare services geared at fast-tracking prospects and reducing government red-tape. He also includes facilitation of the attraction of foreign and domestic direct investment into the South African economy within these centres through the Premium Visa & Permit facilitation centres and Premium business lounges. Mr Mbhele also involves the active marketing, promotion and facilitation of investment in key economic sectors by offering immigration expertise.

He is also responsible for the drafting and publishing of the Critical Skills List in consultation with the Department of Higher Education and Training and the Department of Labour as well as the processing of study visas for international students who intend to study or change conditions of their visas.

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SUBSIDIARIES, COLLEGES AND CENTRES: LOGO APPLICATION

The UKZN logo should be placed on the top-left corner. The line separator (50% black) is the same length as the total height of the UKZN logo symbol followed by the name of the subsidiary, College or Centre.

The application of the logo on the examples shown on this page should serve as a guideline and be consistently applied on all collateral of the subsidiaries, Colleges and Centres.



FOUNDATION



**COLLEGE OF AGRICULTURE,
ENGINEERING AND SCIENCE**



**EXTENDED
LEARNING**



**COLLEGE OF
HEALTH SCIENCES**



**UKZN
INQUBATE**



**COLLEGE OF LAW AND
MANAGEMENT STUDIES**



**COLLEGE OF
HUMANITIES**

SUBSIDIARIES, COLLEGES AND CENTRES: LETTERHEAD

All letterheads should follow the same format as the example shown on this page.

The UKZN letterhead logo placement should be applied consistently in all collateral.

The address and personal details should sit centred at the bottom of the page, followed by the five campus names and tagline beneath.

Size: A4, i.e. (210mm x 297mm). No substitute font should be used. Do not alter layout in any way.



Foundation
Postal Address: Private Bag X54001, Durban, 4000, South Africa
Telephone: +27 (0)31 260 2389 Facsimile: +27 (0)31 260 3209 Email: foundation@ukzn.ac.za Website: www.foundation.ukzn.ac.za
Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

INSPIRING GREATNESS

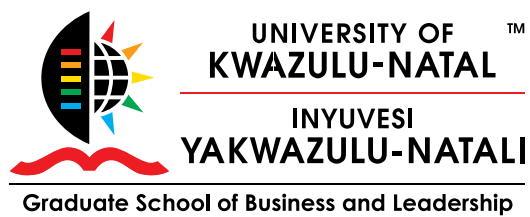
SUBSIDIARIES, COLLEGES AND CENTRES: GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP

The Graduate School of Business and Leadership logo should be placed on the top-left corner.

The UKZN letterhead logo placement should be applied consistently in all collateral.

The letterhead address and personal details should sit centred at the bottom of the page, followed by the five campus names and tagline beneath.

Size: A4, i.e. (210mm x 297mm). No substitute font should be used. Do not alter layout in any way.



Graduate School of Business and Leadership

Postal address: Private Bag X54001, Durban, 4000, South African

Tel: +27 (0)31 260 7958 Facsimile: +27 (0)31 260 7679 Email: doej@ukzn.ac.za Website: www.ukzn.ac.za

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

INSPIRING GREATNESS

SUBSIDIARIES, COLLEGES AND CENTRES: COLLEGE LETTERHEAD

All letterheads should follow the same format as the example shown on this page.

The UKZN logo should be placed on the top-left corner. The line separator (50% black) is the same length as the total height of the UKZN logo symbol followed by the name of the College.

The UKZN letterhead logo placement should be applied consistently in all collateral.

The address and personal details should sit centred at the bottom of the page, followed by the five campus names and tagline beneath.

Size: A4, i.e. (210mm x 297mm). No substitute font should be used. Do not alter layout in any way.

The image provided here is an illustration which is used as a generic example.



**COLLEGE OF AGRICULTURE,
ENGINEERING AND SCIENCE**

School of Chemistry and Physics

Postal Address: Private Bag X54001, Durban, 4000, South Africa

Telephone: +27 (0)31 260 2389 Facsimile: +27 (0)31 260 3209 Email: doej@ukzn.ac.za Website: caes.ukzn.ac.za

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

INSPIRING GREATNESS

SUBSIDIARIES, COLLEGES AND CENTRES: COLLEGE LETTERHEAD

All letterheads should follow the same format as the example shown on this page.

The UKZN logo should be placed on the top-left corner. The line separator (50% black) is the same length as the total height of the UKZN logo symbol followed by the name of the College.

The UKZN letterhead logo placement should be applied consistently in all collateral.

The address and personal details should sit centred at the bottom of the page, followed by the five campus names and tagline beneath.

Size: A4, i.e. (210mm x 297mm). No substitute font should be used. Do not alter layout in any way.

 The image provided here is an illustration which is used as a generic example.



School of Applied Human Sciences
Postal Address: Private Bag X54001, Durban, 4000, South Africa
Telephone: +27 (0)31 260 2389 Facsimile: +27 (0)31 260 3209 Email: doej@ukzn.ac.za Website: coh.ukzn.ac.za
Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

INSPIRING GREATNESS

SUBSIDIARIES, COLLEGES AND CENTRES: SUB-BRAND LETTERHEAD

All letterheads should follow the same format as the generic UKZN letterhead. The full UKZN logo is placed on the top left side with the established sub-brand logo placed on the right.

The address and personal details should sit centred at the bottom of the page followed by the five campus names and tagline beneath.

Size: A4, i.e. (210mm x 297mm). No substitute font should be used. Do not alter layout in any way.



Centre for Creative Arts

Postal address: University of KwaZulu-Natal, Howard College Campus, Mazisi Kunene Avenue, Durban, 4041, South Africa
Telephone: +27 (0)31 260 2506 / 1816 **Facsimile:** +27 (0)31 260 3074 **Email:** cca@ukzn.ac.za **Website:** www.cca.ukzn.ac.za

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

INSPIRING GREATNESS



UNIVERSITY OFTM
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI

OUR BRANDING: GAZEBO

The UKZN logo should be placed on the apex of the pyramid, with the institutional tagline placed on the hem of the roof on a red background.

The image provided here is an illustration which is used as a generic example.

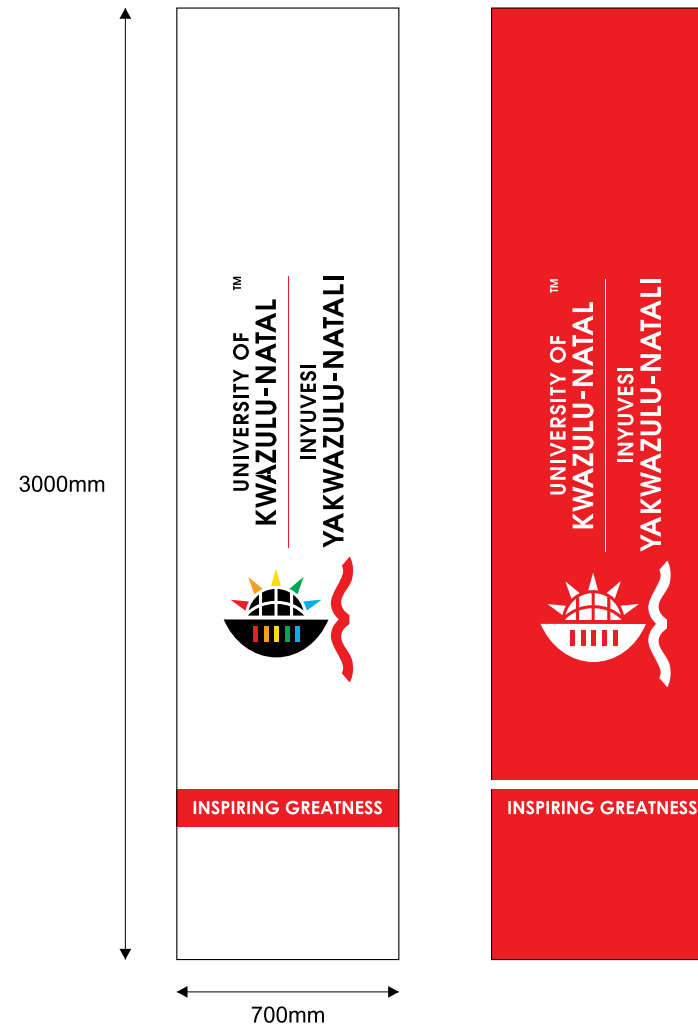


BRANDING: TELESCOPIC BANNER

The logo should be placed prominently across the banner, keeping in mind the logo clear space.

No substitute font should be used. Do not alter layout in any way.

 The image provided here is an illustration which is used as a generic example.



BRANDING: TEARDROP BANNER

The logo should be placed prominently across the banner, keeping in mind the logo clear space.

No substitute font should be used. Do not alter layout in any way.

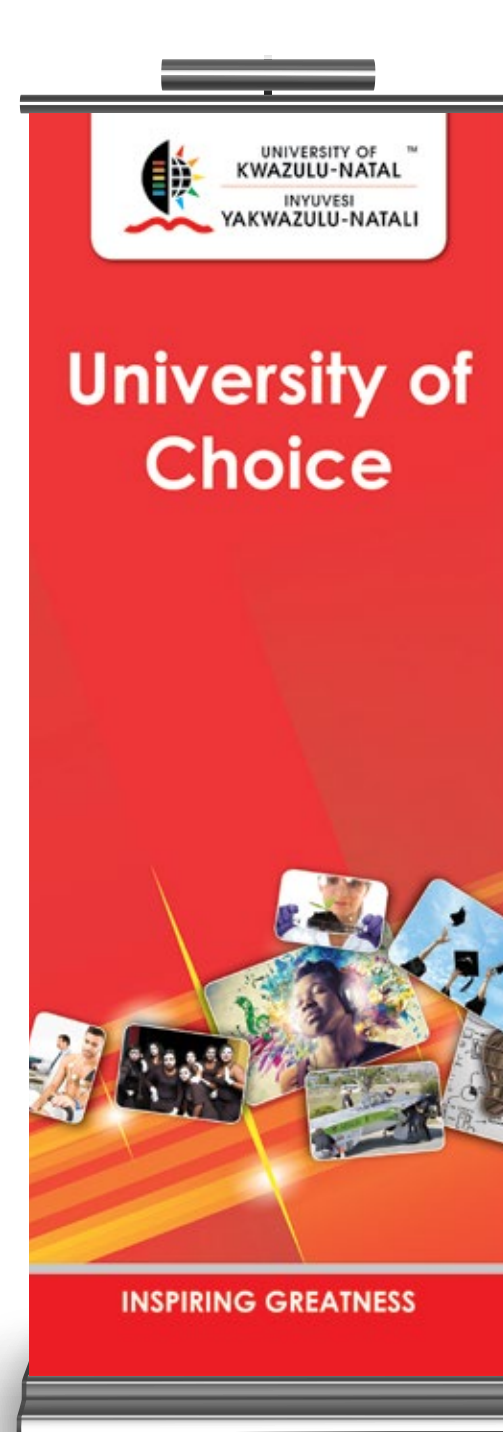
 The image provided here is an illustration which is used as a generic example.



BRANDING: PULLUP BANNER

The UKZN logo should be placed in the top position within a white and bevelled background. The institutional tagline should be placed in the bottom position.

Care must be taken in ensuring that adequate bleed is provided so the tagline appears on the finished and printed banner.



The image provided here is an illustration which is used as a generic example.

BRANDING: DIRECTIONAL OUTDOOR

The application of the logo on the examples shown on this page should serve as a guideline and should be consistently applied on all collateral.

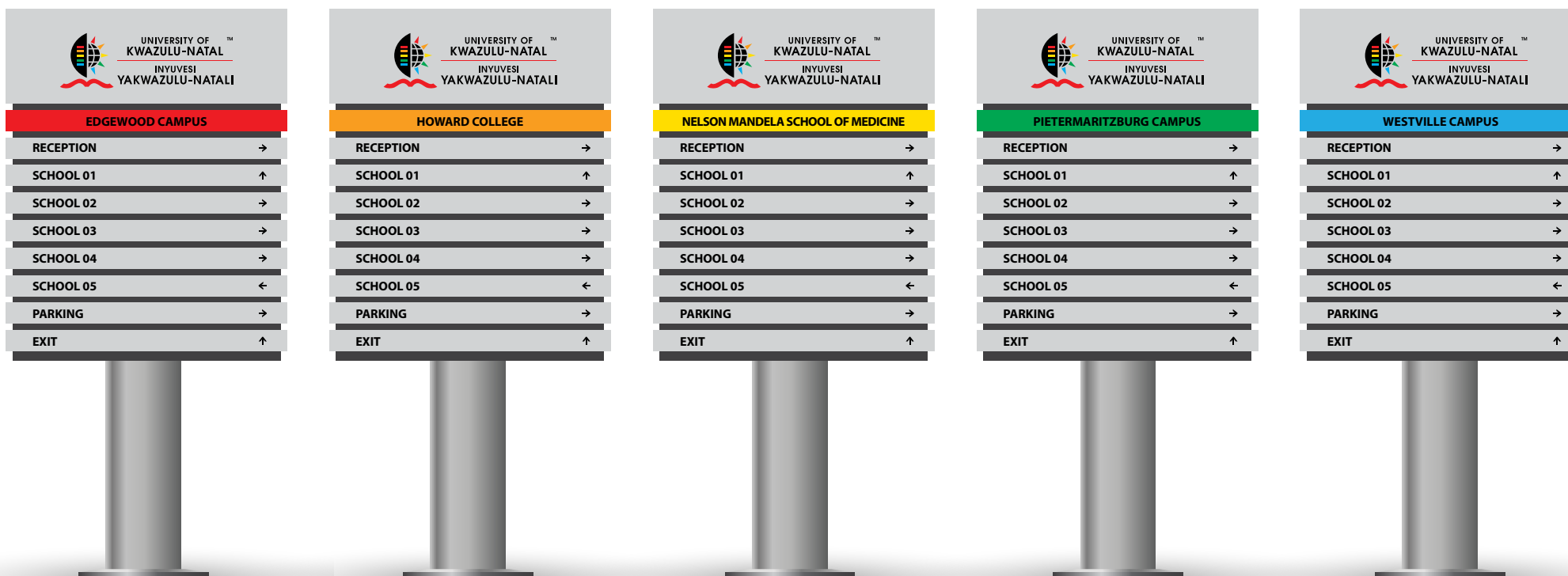
The image provided here is an illustration which is used as a generic example.



BRANDING: DIRECTIONAL OUTDOOR

The image provided here is an illustration which is used as a generic example.

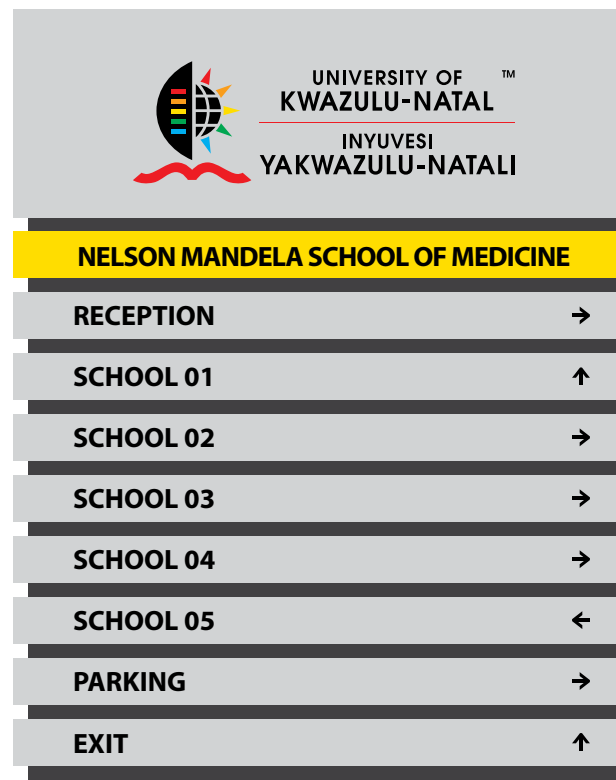
Outdoor directional noticeboards will have the logo placed on the top centre section. This will be followed by the campus name, copy and directional arrows.



BRANDING: DIRECTIONAL NOTICEBOARDS

 The image provided here is an illustration which is used as a generic example.

Directional noticeboards will have the logo placed in the top centre section. This will be followed by the campus name, copy and directional arrows.





The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: GOLF-SHIRTS

The logo should be placed on the left breast pocket area.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

* Minimum grammage of material to use is 175gsm.

 The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: T-SHIRTS

The logo should be placed on the left breast pocket area.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

* Minimum grammage of material to use is 175gsm.

 The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: CUSTOMISED T-SHIRTS

Customised branding may be applied on occasion to corporate T-shirts, in consultation with the Corporate Relations Division.

Care must be taken to upload the brand's image.

* Minimum grammage of material to use is 175gsm.

 The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: CUSTOMISED T-SHIRTS

Customised branding may be applied on occasion to corporate T-shirts, in consultation with the Corporate Relations Division.

Care must be taken to upload the brand's image.

* Minimum grammage of material to use is 175gsm.

 The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: LOGO WITH COLLEGE NAME

Customised branding may be applied on occasion to corporate clothing, in consultation with the Corporate Relations Division.

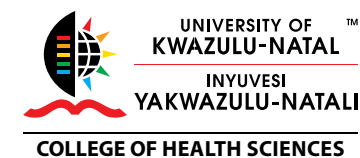
The full logo with the College name placed underneath between two black lines

Care must be taken to upload the brand's image.

* Minimum grammage of material to use is 175gsm.



The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: JACKETS

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed on the left breast pocket area.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

* Minimum grammage of material to use is 175gsm.



 The image provided here is an illustration which is used as a generic example.

CORPORATE CLOTHING: TRACKSUIT

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed on the left breast pocket area of the track top and centered at the back of the top as well.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

* Minimum grammage of material to use is 175gsm.



The image provided here is an illustration which is used as a generic example.

CORPORATE CLOTHING: HOODED SWEATER

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed on the left breast pocket area of the hooded sweater and centred at the back of the top as well.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

* Minimum grammage of material to use is 175gsm.



 The image provided here is an illustration which is used as a generic example.

CORPORATE CLOTHING: CAPS

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed on the front and the tagline on the back panel of the cap. While this is the ideal branding option, it is permissible to brand the front only.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

 The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: HATS

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed on the front side of the centre panel as illustrated.

The logo should be placed on the front and the tagline on the back panel of the hat. While this is the ideal branding option, it is permissible to brand the front only.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.




The image provided here is an illustration which is used as a generic example.

CORPORATE CLOTHING: TIE AND SCARF

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed centrally as illustrated.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.


The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: BLAZER

Care must be taken to uphold the brand's image when selecting various pieces of corporate clothing.

The logo should be placed on the left breast pocket area.

A full colour logo should be used on a white background.

Only when colour reproduction is not possible, a black logo may be used on light backgrounds and a white logo may be used on dark backgrounds.

When applying brand colours to the blazer piping, a twisted multi-colour design must be used as shown.

 The image provided here is an illustration which is used as a generic example.



CORPORATE CLOTHING: SPORTS KIT | ATHLETICS WOMEN

The image provided here is an illustration which is used as a generic example.

UKZN takes part in various national, local and international inter-university athletic events. It is important that the brand identity is also showcased during such events. The women's tops must have the UKZN logo placed centrally in front with the brand colours on the edges and UKZN written on the back. Similarly, the shorts will have UKZN written on the bottom-left and right leg sides and the logo on the front-left.

A full colour logo should be used on a white background. Only when colour reproduction is not possible may a black logo be used on light backgrounds and a white logo on dark backgrounds.



CORPORATE CLOTHING: SPORTS KIT | ATHLETICS MEN


The image provided here is an illustration which is used as a generic example.

UKZN takes part in various national, local and international inter-university athletic events. It is important that the brand identity is also showcased during such events. The men's vests will have the UKZN logo placed centrally in front with the brand colours on the edges and UKZN written on the back. Similarly, the shorts will have UKZN written on the bottom-left and right leg sides and the logo on the front-left.

A full colour logo should be used on a white background. Only when colour reproduction is not possible may a black logo be used on light backgrounds and a white logo on dark backgrounds.



CORPORATE CLOTHING: **EXCLUSIVE RANGE** **BLACK BLAZER**

The Black Blazer is part of the UKZN Exclusive Range of apparel.

The UKZN symbol is to be used without the descriptor and should be placed just under the pocket lip. Ensure the symbol is always embroidered and has a polished finish.

Only white may be used for the emblem in the Black Blazer execution.

Only on Exclusive UKZN branded attire may the UKZN symbol be used independently from the logo text. This rule also applies to online mediums; namely mobile applications, social media pages and smaller items.



CORPORATE CLOTHING: **EXCLUSIVE RANGE** **RED BLAZER**

The red blazer is part of the UKZN Exclusive Range of apparel.

The UKZN symbol is to be used without the descriptor and should be placed just under the pocket lip. Ensure the symbol is always embroidered and has a polished finish.

Only black may be used for the emblem in the red blazer execution.

Only on Exclusive UKZN branded attire may the UKZN symbol be used independently from the logo text. This rule also applies to online mediums; namely mobile applications, social media pages and smaller items.



CORPORATE CLOTHING: **EXCLUSIVE RANGE** TIE

The rainbow tie is part of the UKZN Exclusive Range of apparel.

The UKZN symbol is to be used without the descriptor and should be placed at the tip of the tie in all cases. Ensure the symbol is always embroidered and has a polished finish.

The ties may come in black or red only. Members may opt to have the emblem in varying shades of subtlety – either grey or white for the black tie or white and black for the red tie option.

Only on Exclusive UKZN branded attire may the UKZN symbol be used independently from the logo text. This rule also applies to online mediums; namely mobile applications, social media pages and smaller items.



CORPORATE CLOTHING: **EXCLUSIVE RANGE** SCARF

The rainbow scarf is part of the UKZN Exclusive Range of apparel.

The UKZN symbol is to be used without the descriptor and should be placed above the UKZN colour strip and near the tassels in all cases. Ensure the symbol is always embroidered and has a polished finish.

Only white may be used for the emblem on this garment.

Only on Exclusive UKZN branded attire may the UKZN symbol be used independently from the logo text. This rule also applies to online mediums; namely mobile applications, social media pages and smaller items.





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VEHICLE BRANDING: SUV


The image provided here is an illustration which is used as a generic example.

The UKZN vehicles are important collateral in creating awareness and public visibility for the Institution. Therefore, it is imperative that all vehicles display a consistent visual identity in line with the following guidelines:

The full logo (including the tagline and website) should be placed centrally on the front doors of the vehicle. The multi-colour sunrays should be placed on the far end of the sides of the vehicle. The logo must be printed in full colour as per master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.



VEHICLE BRANDING: SEDAN/HATCHBACK


The image provided here is an illustration which is used as a generic example.

The full logo (including the tagline and website) should be placed centrally on the front doors of the vehicle. The multi-colour sunrays should be placed on the far end of the sides of the vehicle.

The logo must be printed in full colour as per master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.



VEHICLE BRANDING: TRUCK

The logo should be placed centrally on the front doors of the vehicle. The logo must also be placed centrally on both sides of the loading box with the multi-colour sunrays placed on the far end of the sides of the loading box. The tagline and website must be placed within the multi-colour sunrays as depicted in the image.

The logo must be printed in full colour as per master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.

The image provided here is an illustration which is used as a generic example.



VEHICLE BRANDING: BUS

The full logo (including the tagline and website) must be placed centrally on both sides of the body of the bus with the multi-coloured sunrays placed on the far end of the sides of the bus.

The logo must be printed in full colour as per the master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.

The image provided here is an illustration which is used as a generic example.



VEHICLE BRANDING: BUS

The image provided here is an illustration which is used as a generic example.

The full logo (including the tagline and website) must be placed centrally on both sides of the body of the bus.

The logo must be printed in full colour as per the master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.

If applicable, the college name should appear on the top front and back windscreen of the bus.



VEHICLE BRANDING: DELIVERY VAN


The image provided here is an illustration which is used as a generic example.

The full logo (including the tagline and website) should be placed centrally on the front doors of the vehicle. The multi-colour sunrays should be placed on the far end of the sides of the vehicle.

The logo must be printed in full colour as per master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.



VEHICLE BRANDING: BAKKIE WITHOUT CANOPY

The image provided here is an illustration which is used as a generic example.

In instances where delivery vehicles are bakkies without canopies (pick-ups, lorries etc), the following guidelines should be followed:

The full logo (including the tagline and website) should be placed centrally on the front doors of the vehicle. The multi-colour sunrays should be placed on the far end of the sides of the vehicle.

The logo must be printed in full colour as per master logo specifications and on white vinyl. The logo should also be placed on the rear of the vehicle together with the tagline and website if space allows. If there are space constraints, only the tagline and/or the website should be applied.



VEHICLE BRANDING: STICK-ON MAGNETS

In instances where a stick-on logo needs to be applied, ensure that the sticker is placed on both the front passenger and driver doors and is big enough to display fully the logo and tagline.

The UKZN logo including tagline and website should also be placed on the rear of the vehicle if space allows. If there are space constraints, only the tagline should be applied.

 The image provided here is an illustration which is used as a generic example.



VEHICLE BRANDING: LOGO WITH COLLEGE NAME


The image provided here is an illustration which is used as a generic example.

In special circumstances, College vehicles may be branded with the College name. The full logo with the College name placed underneath between two black lines must be placed centrally on the front doors of the vehicle.

In this instance permission must at all times be obtained from CRD.





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CORPORATE COLLATERAL: GIFTS - PEN AND MUG

The application of the logo on corporate collateral must adhere to the master logo specification but the colour version will be determined by the background.

 The image provided here is an illustration which is used as a generic example.

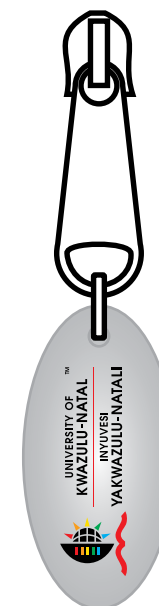


CORPORATE COLLATERAL: BAGS

On bags, the UKZN logo should be placed on a prominent central position on the front panel as shown. An additional logo should also be placed on the zip handles.



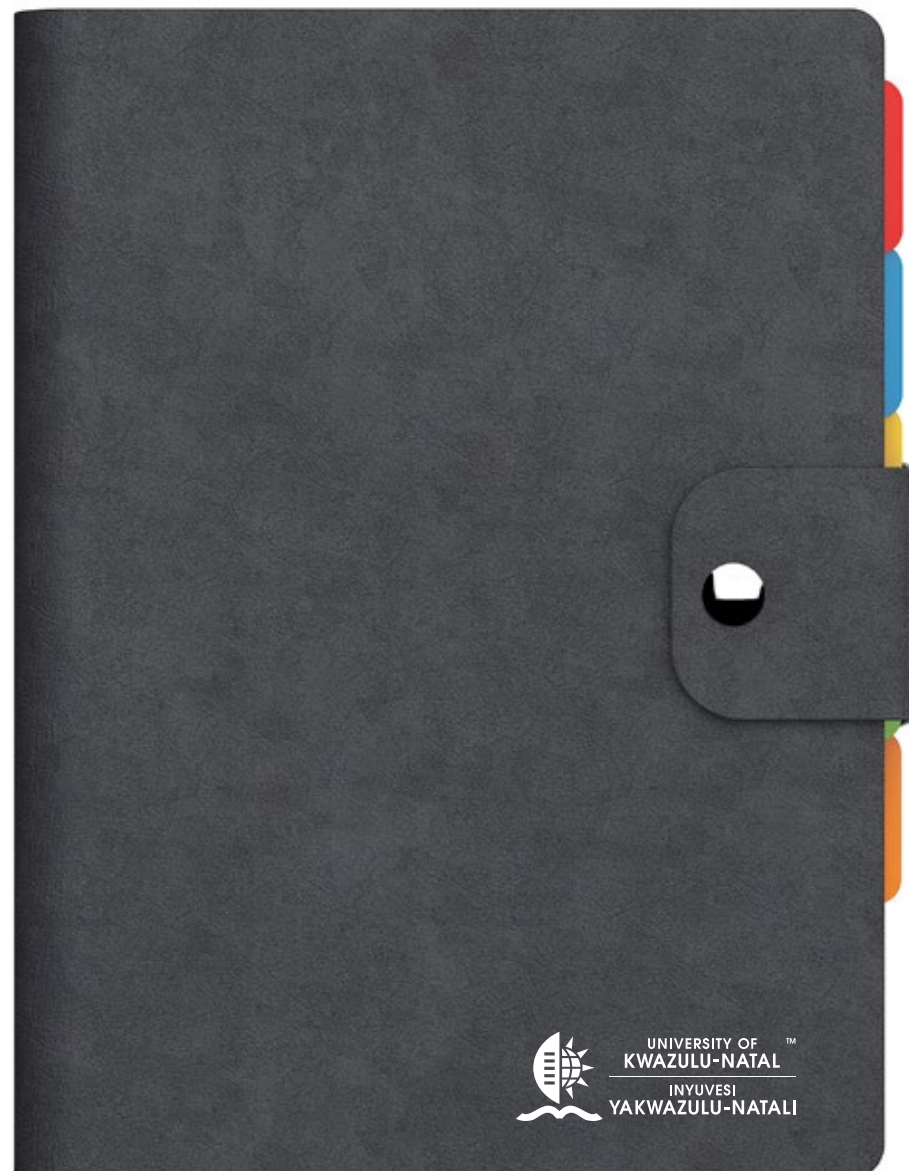
 The image provided here is an illustration which is used as a generic example.



CORPORATE COLLATERAL: ORGANISERS

The logo should be placed in the bottom right hand side corner of the organiser cover as shown.

 The image provided here is an illustration which is used as a generic example.



CORPORATE COLLATERAL: UMBRELLAS

The UKZN logo should be placed on every second panel on the roof of the umbrella.

 The image provided here is an illustration which is used as a generic example.



CORPORATE COLLATERAL: LANYARDS

Depending on the colour of the lanyard, the logo should be applied on the strip of the lanyard as shown:



The image provided here is an illustration which is used as a generic example.

CORPORATE COLLATERAL: COLLEGE NAME WITH LOGO SYMBOL

Only on Exclusive UKZN branded attire may the UKZN symbol be used independently from the logo text. This rule also applies to online mediums; namely mobile applications, social media pages and smaller items.


The image provided here is an illustration which is used as a generic example.





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CO-BRANDING: CAPS

The UKZN logo should be centred on the front with the tagline on the back of the cap, as illustrated.

If the cap is being used for a special event eg. the 90/90/90 UNAIDS Strategy Launch, the event logo should be centred on the left hand side of the cap, as illustrated.

 The image provided here is an illustration which is used as a generic example.



CO-BRANDING: T-SHIRTS

A full colour logo should be used on a white shirt and a white logo on a coloured shirt.

The UKZN logo goes on the left hand breast pocket area while the event logo goes on the right hand breast pocket area, as illustrated.

Further information (if any) on the event eg. Fun Run/Walk 5km, should be placed on the front centre section of the shirt, as illustrated.

 The image provided here is an illustration which is used as a generic example.



CO-BRANDING: TELESCOPIC BANNER

A section at the top of the 3000mm-high and 700mm-wide banner should contain the UKZN logo, while a section at the bottom should contain the tagline “**INSPIRING GREATNESS**” in a sufficiently deep strap as per illustration.

Details about the event should be placed creatively in the remaining space as per illustration.


The image provided here is an illustration which is used as a generic example.

3000mm



700mm

CO-BRANDING: WALL BANNER

The 2250mm-high by 2250mm-wide banner should contain the UKZN logo on the left top corner with any co-branding logos to the right of that. The tagline “**INSPIRING GREATNESS**” should be in a sufficiently deep strap across the entire bottom of the banner.

Details about the event should be placed creatively in the remaining space.

 The image provided here is an illustration which is used as a generic example.



CO-BRANDING: ADVERTS WITH UKZN LOGO AND PARTNER/AFFILIATE

The image provided here is an illustration which is used as a generic example.

In any instance where UKZN is the official sponsor of a project, the UKZN logo will sit on the left with the main co-sponsor on the right. The line separator is to be the same length as the total height in the instance of both logos expressed. All other partner logos may be expressed in any applicable order (related to project) and within the bottom area of any visual communication, but always above the UKZN tagline.

In the instance where UKZN is a small/sub-sponsor, the first option is to have UKZN listed first in the “partners” series. Otherwise, the logo may be listed in any particular order in relation to the other “partners” in the series.

