



Tshwane University of Technology

We empower people

CORPORATE IDENTITY MANUAL

ADJUSTED: MARCH 2017
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INTRODUCTION

The Tshwane University of Technology's corporate identity has followed a monolithic structure. This structure is the clearest and easiest way to depict what we represent. However, using a monolithic identity requires eternal vigilance. The monolithic presentation has to be guarded from damage and demands consistent performance, quality and scrupulous attention to detail.

This structure is used where the organisation uses one name and visual style throughout. A characteristic of this identity structure is longevity, internationality and recognisability. Generally this approach is taken by organisations that offer products and services that are very similar to those of their competitors – such as the higher education sector.

Such institutions believe that their **image** and **reputation** are essential elements in their business – and use them precisely and powerfully to attract business and distinguish themselves from competitors.

Very often, although the products and services of such organisations may differ from those of their competitors, they are not necessarily vastly different – and it might well be the case that the apparent differences between their own and others in the market reside principally in the way their identities are used.

The meticulous implementation and maintenance of our carefully designed system will powerfully promote Tshwane University of Technology amongst its clients and the public.

Just as we protect our staff, our infrastructure and all other resources, Tshwane University of Technology's dynamic **corporate identity** should be treated in the same manner. In other words, it should be cultivated and guarded as a corporate resource and asset.

By being aware that it is essential for our identity to have a **consistent appearance** wherever – and whenever – it appears, you will be making an immediate, valuable contribution towards the positive presentation of Tshwane University of Technology as a whole and its favourable long-term image.

Please ensure the consistent and uniform application of our identity to all elements requiring identification.

GENERAL GUIDELINES

As reflected in the logo of the Tshwane University of Technology, red forms a significant part of the colours used in the institution's corporate identity. Red is regularly referred to as one of the most positive colours to successfully establish a brand with. Red is therefore the official branding colour of the Tshwane University of Technology and will thus be used as the more dominant colour in all documentation while blue will be the supporting colour.

The aim with this manual

In the quest of establishing a **brand strong corporate** (image and reputation) for the Tshwane University of Technology it is necessary to apply the corporate identity correctly and consistently. Incorrect use of the corporate identity will jeopardise the establishment of a strong brand thus reduce recognition and leave an unprofessional impression. This manual will assist and provide guidelines to the Tshwane University of Technology's employees in implementing the corporate identity and its underlying requirements correctly. Further assistance is available from Corporate Affairs & Marketing.

Scope of application

The corporate identity guidelines, as captured in this manual, apply to:

- All corporate and specialist publications;
- Electronic web sites and communication;
- Qualification certificates;
- All stationary;
- Corporate gifts;
- Advertisements and advertorials;
- Flags and other symbols;
- Building and vehicle branding;
- Official academic and sport dress;
- Casual wear with branding; and
- Signage and information boards.

Approval procedure

Corporate Affairs & Marketing is the official custodian of the Tshwane University of Technology's image and reputation.

As the correct implementation of the corporate identity is of utmost importance and as misinterpretation is possible, it is required that **all designed items are approved by Corporate Affairs & Marketing before implementation/publication.**


No printing or production will take place without such approval and no PO number can be awarded without the necessary written or stamped approval. Persons responsible for approval are:

- 1) Amanda van Rensburg, Corporate Communication Specialist: Branding, Corporate ID and Advertising. If Amanda is not available the second person at CA &M is Juliana Bredenkamp

THE LOGO

Description and philosophical foundation of the logo

The logo can be used in either landscape or portrait format and is available in colour, solid black and grey scale.

 <p>Tshwane University of Technology <i>We empower people</i></p>	 <p>Tshwane University of Technology <i>We empower people</i></p>	 <p>Tshwane University of Technology <i>We empower people</i></p>
 <p>Tshwane University of Technology <i>We empower people</i></p>	 <p>Tshwane University of Technology <i>We empower people</i></p>	 <p>Tshwane University of Technology <i>We empower people</i></p>

The identity for Tshwane University of Technology is intended to communicate a number of crucial factors. In the first instance it symbolises the advancement of knowledge and skills in a higher education context. Secondly the diversity of the institution’s stakeholder population (staff, students and other roleplayers), coming together to form a whole, and the institution’s holistic approach to its various tasks, is symbolised. Finally it captures the location and cultural heritage of the University, whilst having a broad appeal to both local and international markets.

Whilst the intention is not to create a purely literal graphic, what can be seen in the device is the image of a person – perhaps a student, in graphic idiom, reading from a book.



The book is multi-layered and multi-faceted to indicate the depth of study inherent to the new institution and range of qualifications offered, as well as to symbolise the coming together of a diverse group of people to form TUT.

This is founded upon a red triptych, depicting the three institutions from which the Tshwane University of Technology originates, forming the knowledge base of the institution. It is also symbolic of the institution's core challenges to educate, do research and development, and serve the community.



The blue ribbon encircling the bottom half of the logo symbolises the institution providing a nourishing environment for students to grow – hence the student moving up and out of the circle to become a well-rounded member of society. It also reflects on the institution as a source of knowledge and skills to its stakeholder communities. It provides a border around the logo in line with the institution's obligation to shield its students and prepare them for entry to the world of work.



The use of rich colours (red, blue and gold) and a variety of shapes in the design depicts the multicultural aspect of our community and the university itself. The focus is on the individual, in line with the institution's motto, "We empower people".

Use of the logo

This logo is the official corporate symbol of the Tshwane University of Technology and is used in all instances.

The logo



and **the logotype**, Tshwane University of Technology,

Tshwane University of Technology

form a unit and are used together and may only be separated in **extreme instances and only with approval of Corporate Affairs & Marketing**. The logotype must be used in the same proportion, position and typeface as shown on this page.

The positioning line

We empower people

must be used together with the logo and logotype as far as possible.

However, in rare instances where the requirements of a good design necessitate it, the positioning line may be separated from the logo and logotype. However, the logo and the positioning line must appear on the same page. The following alternatives apply:

- The logo design alternative with logotype at bottom (portrait) may be used at any place on a page with or without the positioning line. The logotype and logo may not be separated whilst the positioning line must appear on the same page all of which may only be used once per page.
- The logo design alternative with logotype at the side of the logo (landscape) may only be used in the corners of a page with or without the positioning line. The logotype and logo may not be separated whilst the positioning line must appear on the same page all of which may only be once per page.

If a document with a logo on is to be photocopied the original document must be created with a solid black version of the logo. (A solid black logo letterhead template is available at Corporate Affairs & Marketing and also Printing Services and will only be used for duplication purposes).

The correct logotype

The name *Tshwane University of Technology* is always printed in Trebuchet Bold in upper and lower case when it is used together with the logo. When the full colour logo is used the logotype must appear in blue.

Tshwane University of Technology

When the name *Tshwane University of Technology* is used in copy or in a design, merely to denote the institution, the name *Tshwane University of*

Technology is printed in the same typeface as the rest of the body text or typeface that fits in with the design and layout.

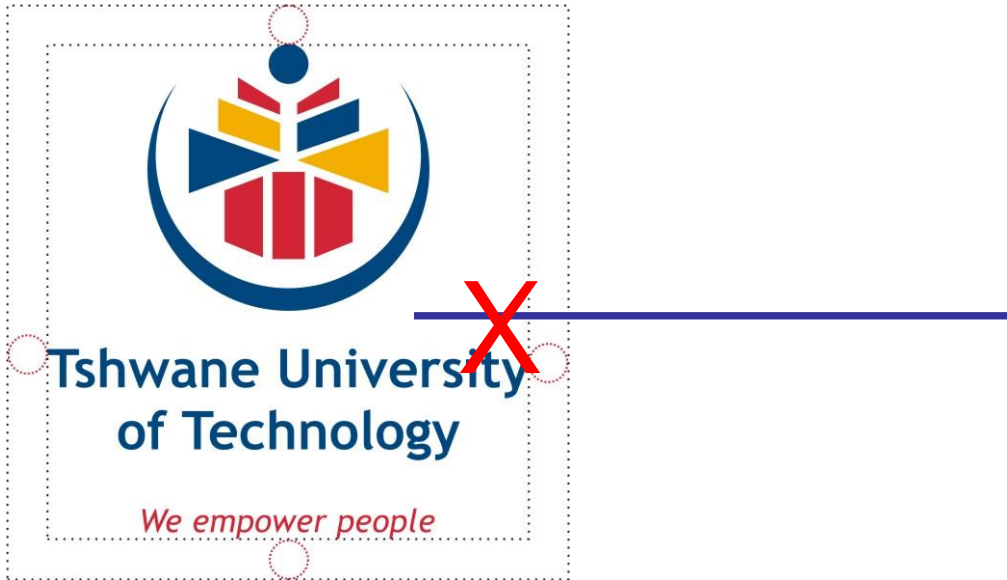
All official documentation and other communication must be done in **Arial with a minimum font size of 12 points**.

The logotype should not appear more than once on a page to prevent double branding.

Holy space

When the logo is enlarged proportionally a square, the size of which is the same of as that of the small circle of the proportionally enlarged logo, must be maintained. Nothing may interfere with this holy space.





The correct positioning line type


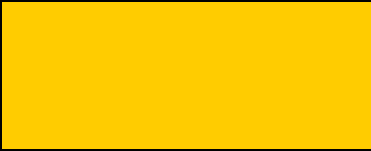

The positioning line is **always printed in red** when used in full colour and in **Trebuchet Regular Italic**. Although it should preferably always be used together with the logo it may, where design necessitates, used at a different place as a design element.

We empower people

Colour specifications




The correct colours for printing the Tshwane University of Technology logo are the following:

In CMYK:

RED	Cyan Magenta Yellow Black	0% 100% 81% 4%	
GOLD	Cyan Magenta Yellow Black	0% 30% 100% 0%	
BLUE	Cyan Magenta Yellow Black	100% 58% 0% 21%	

In Spot Colour:

Pantones

RED	Pantone 186 C	
GOLD	Pantone 130 C	
BLUE	Pantone 294 C	

To prevent incorrect colour reproduction by external printers, as far as possible, colour separations, in digital format, of the logo should be provided in all cases. These files are available in Apple Macintosh or PC format, as well as chromatin samples, at Printing Services and Corporate Affairs & Marketing.

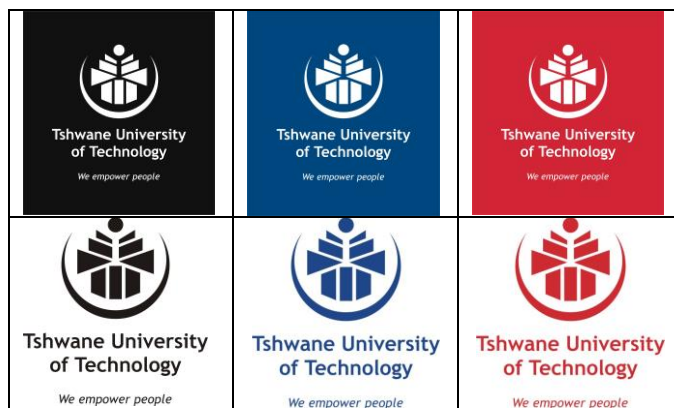
The logo may be used in:

- full colour (on white)



– red, blue, yellow, black and white

monochrome on a coloured background



-Backgrounds may not be shades of these colours.






- gray and blue scale


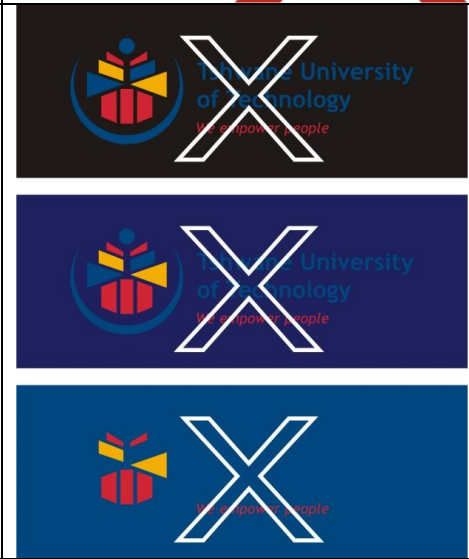


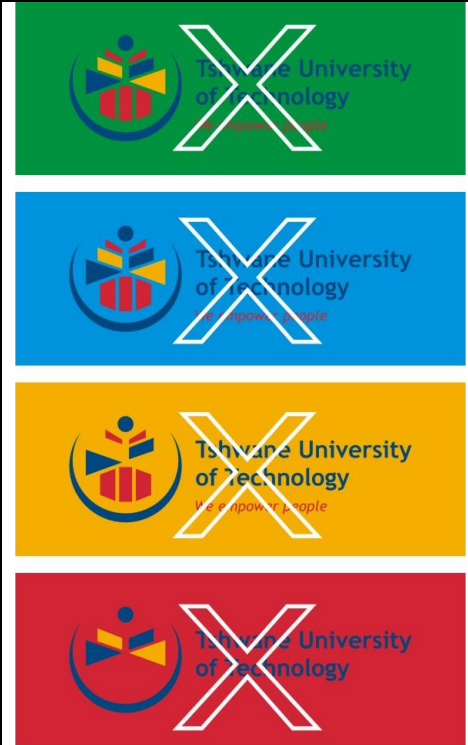

– only shades of black or blue on a white background.

These alternatives are individually designed and are not interchangeable.

Incorrect use of the logo

Distortions	 Tshwane University of Technology <i>We empower people</i>
	 Tshwane University of Technology <i>We empower people</i>
Incorrect monochromes	 Tshwane University of Technology <i>We empower people</i>
	 Tshwane University of Technology <i>We empower people</i>
	 Tshwane University of Technology <i>We empower people</i>

<p>Incorrect application of TUT</p>	 <p>The first example shows the TUT logo with a large red 'X' over it. The second example shows the TUT logo with a large red 'X' over it.</p>
<p>Incorrect backgrounds</p>	 <p>The first example shows the TUT logo on a black background with a large white 'X' over it. The second example shows the TUT logo on a dark blue background with a large white 'X' over it. The third example shows the TUT logo on a medium blue background with a large white 'X' over it.</p>

	
<p>Disproportions</p>	

The above are not the only wrong applications and should only serve as an example of the principles involved.

SUB-IDENTITIES

Apart from institutes and centers of excellence and or service which each has its own individual symbol, **NO SUB IDENTITIES** will be allowed. This implies that no faculty/department/directorate may use a logo of its own.

The institutes and centers of excellence and or service must always use their individual symbols together with and secondary to the Tshwane University of Technology logo.



In the case of a **joint venture or cooperative agreement** the logo of the partner may be used together with the Tshwane University of Technology's logo.

The design and use of symbols and positioning lines must, in these cases, always be approved by Corporate Affairs & Marketing.

The above apply to:

- Printed applications (Stationary);
- Electronic applications;
- Academic dress;

- Certificates;
- Awards;
- Signage;
- Flags;
- Corporate cards;
- Gifts and crockery;
- Corporate wear;
- Student colours;
- External marketing; and
- Posters and promotions.

APPLICATION OF THE LOGO

- **Printed applications: Stationary**

- Letterheads

Full-colour stationery is used for both internal and external correspondence.

Black and white copies of full-colour stationery may not be used. A black logo version does exist at Printing Services. Copy may be send to them for layout and reproduction.

Colour stationery is printed on large scale by Printing Services and kept by Procurement Services. All colour stationary need to be ordered from the Stores and may not be reproduced on colour printers.

The letterhead utilises the logo with the logotype on the right of the logo in the left-hand top corner. The positioning line appears in the bottom left corner in red. The address of the particular campus of the Tshwane University of Technology is printed at the bottom of the document – justified to the left. Faculty/department identification is done below and above the line at the top of the letterhead. The faculty name will always appear above the line while the department name appears below the line. If only one descriptor is used it must appear above the line. Only English descriptors are used.

-VC's Office Letterhead

The red dots appearing on the regular letterhead will be perforated for post level 1-2 letterheads (VC office)

Continuation page: The regular continuation page will be on plain white. Perforated dots will appear on the continuation pages for post levels 1-2.

Typeface

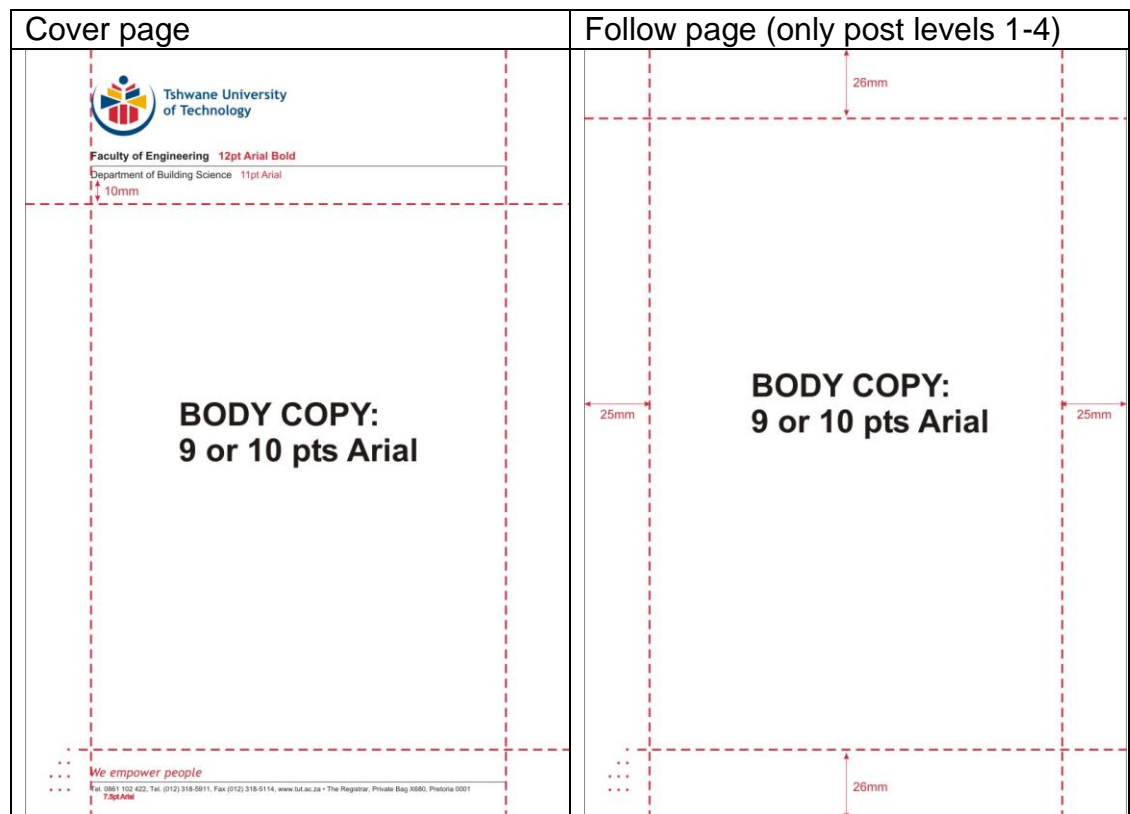
Headings, address particulars and body text: Arial 10-12pts

Descriptor above the line – Arial 12 bold
Descriptor below the line – Arial 11

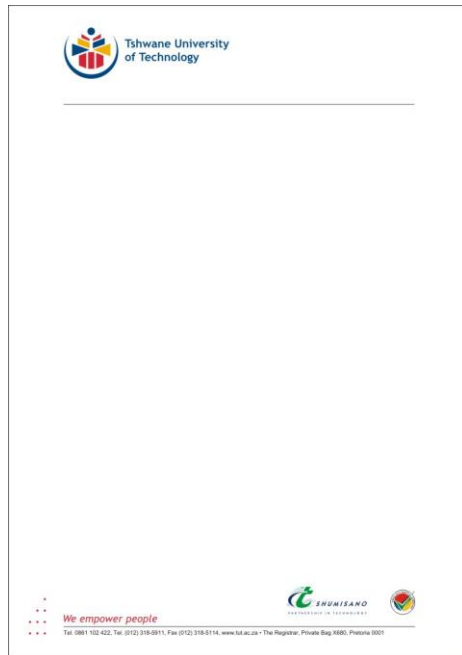
Paper

Regular: Bond 80g

Post levels 1-4: Sovereign Select Pristine White Linen 100g



Additional logos may be placed at the bottom right hand corner of the letterhead and must be one-third the size of the Tshwane University of Technology logo. CA&M must approve the use of such logos. The application of such logos does not alter any of the rules regarding the use of letterheads as set out in this manual.



- Business cards

Business cards are printed only in English. Additional information regarding the faculty or department may be printed on the reverse side of the card after **approval by Corporate Affairs & Marketing**.

The business card utilises the logo with the logotype on the right of the logo with the positioning line in red in the left-hand top corner.

The web address of the Tshwane University of Technology must appear on the business card.

Red dots appear on the top right hand corner of the regular business card. The red dots are perforated for the business cards of post levels 1-2.

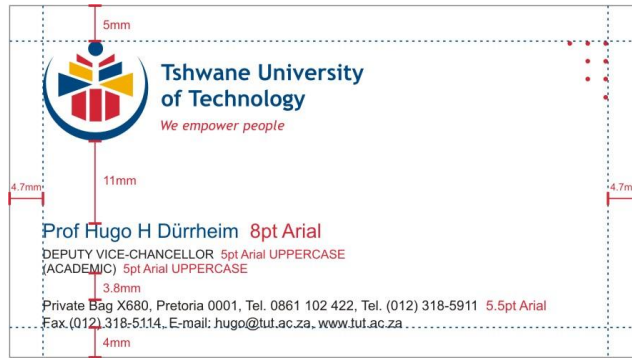
Size

The size of all business cards are 90mm x 50mm.

Paper

Regular: Hi Q Art 300g gloss

Post levels 1-4: Linen 240g



Additional logos may be placed at the bottom right hand corner of the business card and must be one-third the size of the Tshwane University of Technology logo. Corporate Affairs and Marketing must approve the use of such logos. The application of such logos does not alter any of the rules regarding business cards as set out in this manual.



- Complimentary slips

The name of the faculty or department appears on the complimentary slip as well as the words "with compliments".

The address of the particular campus of the Tshwane University of Technology appears on the bottom of the slip in English.

The logo (with wording on the right) appears at the top left-hand corner together with the positioning line in red.

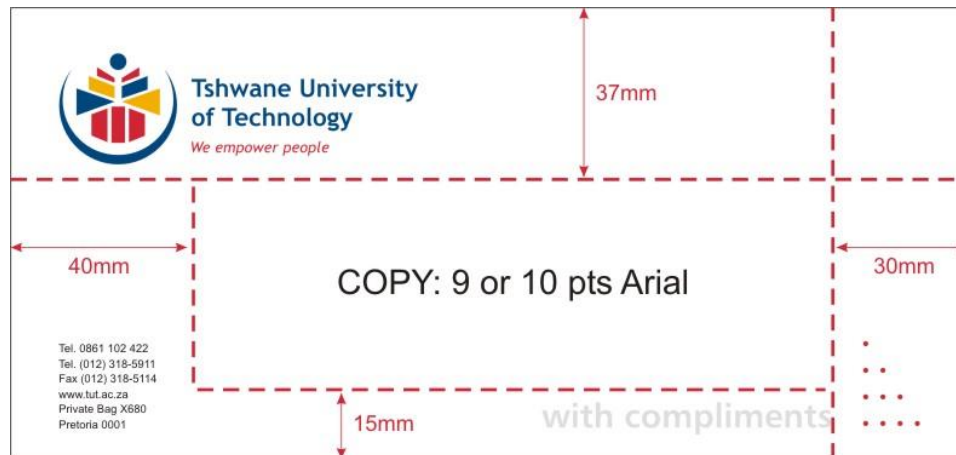
Printing Services will print complimentary slips on request.

Letter type

All printing and body text in Arial.

Size

The size of the complimentary slip is 210mm x 99mm.



Paper
Bond 80g

- Envelopes

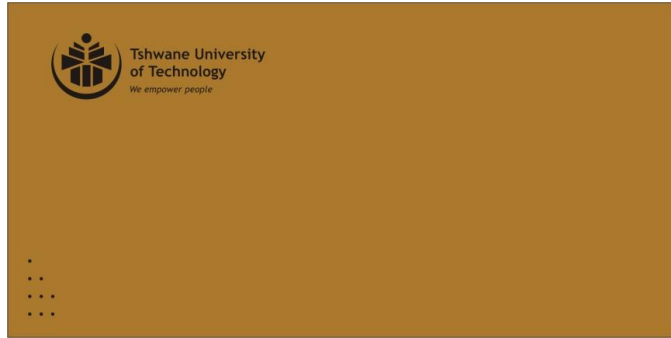
Envelopes will be available in full colour or monochrome red on white envelopes. Brown envelopes will have black monochrome logos.

All logos appear at the top left-hand corner of the envelope. The envelopes utilise the logo with the logotype on the right of the logo together with the positioning line.

All envelopes will have the address of the Tshwane University of Technology printed on the flap at the back of the envelope. All white envelopes will have red flaps.

The following variations will be provided:

- B4 (A4)
- C5 (A5)
- C6
- DL (colour)
- DL (red and full colour)
- DL (with window)

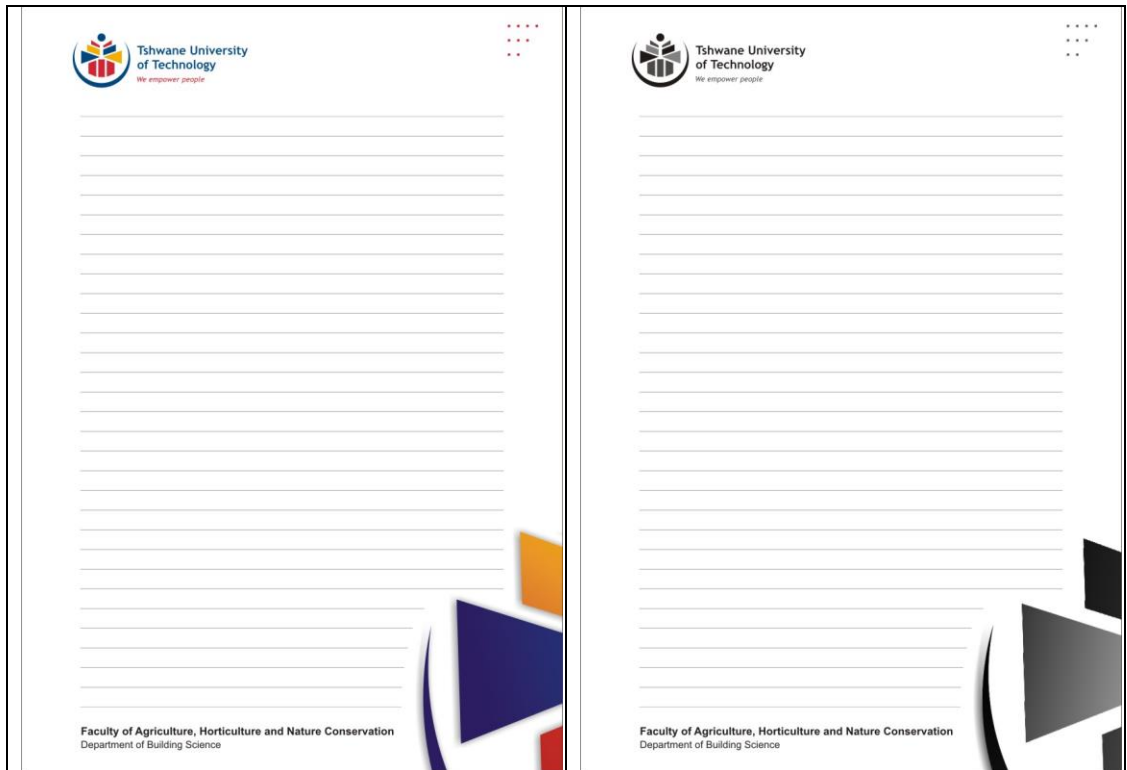




- Note pads

A note pad was created and will be printed on request by Printing Services and will be available in A4, A5 and A4 size.

The note pad utilises the logo with the logotype on the right of the logo with the positioning line in red in the left-hand top corner. Both colour and grey scale versions are available and may be customised at the bottom for a particular Directorate/ Faculty or Department.



- **Electronic applications**

- ***Fax covering sheets***

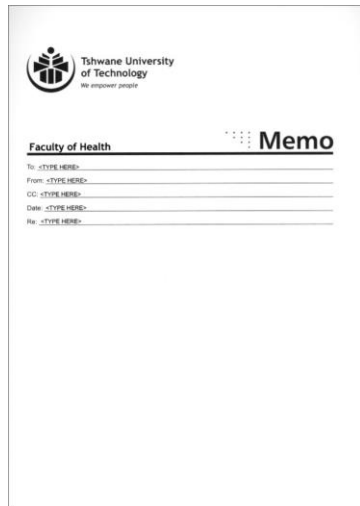
The fax covering sheet utilises the logo with the logotype on the right of the logo together with the positioning line at the top left-hand corner of the page all in black. It will only be available in English. All body copy must be in Aerial.

The fax covering sheet will only be available electronically and can be downloaded from this site.

- Memo sheets

The memo sheet utilises the logo with the logotype on the right of the logo together with the positioning line at the top left-hand corner of the page all in black. It will only be available in English. All body copy must be in Arial.

The fax covering sheet will only be available electronically and can be downloaded from this site. Directorates/ Faculties or Departments may personalise the document in space allocated for it.



- PowerPoint presentations

PowerPoint template(s) are designed, in line with the corporate identity of the Tshwane University of Technology, for use when official presentations are made – both internally and externally.

This use of the corporate PP templates ensures uniform presentations and will assist in creating a more professional external image.

Take note:

- It is advisable that the screen size, where the presentation will be made, is checked in advance as it may impact on whether the landscape or portrait format is used.
- It is important that the same format (landscape) is used throughout a single presentation
- Arial typeface must always be used. Please ensure that you use black as far as possible as colours like yellow are not very readable.
- Only copy and graphs and small pictures (pertaining to the copy) may be placed on the templates.

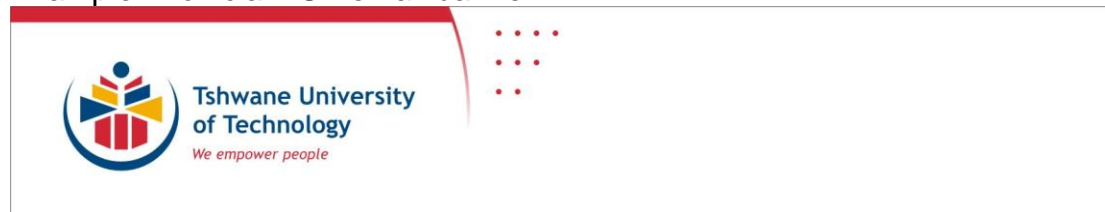
- No other design elements should be incorporated

- E-mail banner

An official Tshwane University of Technology e-mail banner can be downloaded from this site. Please note that some organisations e-mail servers might read this header as SPAM resulting in the message being rejected without notification. The use of this header is therefore not compulsory.

CA&M will oversee the design of project or campaign driven email banners requested from individual departments or faculties to improve awareness of any such campaigns and projects.

Example 1: official TUT email banner



Example 2: Campaign driven email banner



- Electronic corporate templates

Electronic thank you, congratulations, invitation etc. templates created for MS Word (A4) may also be downloaded.

The design of these cards may not be altered in any way or form. Only Arial may be used for body copy on these cards. Instructions to use the templates are included on each template.

- **Academic dress**

- Gowns

The gowns of staff members of the Tshwane University of Technology shall be the gowns specified by the institution that conferred their qualifications.

Academic dress shall be worn at:

- Graduation ceremonies
- Inaugural lectures
- Academic opening ceremonies
- Official functions of other higher education institutions where the Tshwane University of Technology is officially represented such as the inauguration of a Vice-Chancellor and graduation ceremonies
- Functions where the invitation indicates academic dress

- Bonnets and Caps

Bonnets or caps shall be worn with all academic dress.

- Hoods

Graduation hoods shall be of a design approved by the Council after consideration by the Senate and shall be in the colours of the faculty concerned.

Only the hood of the qualification that is conferred and the hood of the previous highest qualification conferred shall be worn during ceremonies.

Persons who receive national certificates and national higher certificates shall not wear a hood.

The University of Technology's functionaries shall not wear a hood, while the other Tshwane University of Technology staff members shall wear the hoods specified by the institutions that conferred their qualifications.

- **Certificates**

- Qualification certificates

All certificates (degrees, national diplomas and national certificates) are designed and printed in accordance with corporate identity rules. Such certificates are printed by Printing Services at the request of Academic Administration.

All of the above certificates are printed in B4 format (Paper: Hi Q Art 300g). The printing specifications below serve as guidelines for all certificates, with the exception of teacher's diplomas. All specifications are provided from the top of the certificate to the base of the wording.

All certificates will be done in English.

The wording is in upper-case and lower-case throughout.

The logo together with the logo type are centred below the Tshwane University of Technology logo is positioned 25 mm from the top.

The title of the certificate, unless specified otherwise, is set in 39 pt Trebuchet Bold always printed in the same blue as that of the logo.

All official qualification certificates have a unique watermark in the paper that changes from white to black when held against light to prevent fraud.

The foiled seal appear at the bottom right hand corner of the certificate. The seal carries the logo as well as the positioning line. The colours are:

- Doctor Technologiae (Gold)
- Magister Technologiae (Silver)
- Baccalaureus Technologiae (Blue)
- National Diploma (Red)
- National Higher Certificate (Red with black descriptor)
- National Certificate (Red with black descriptor)





- Non-qualification certificates

A broad distinction is made between formal and informal certificates and awards.

Non-state subsidised programmes

All these certificates are printed in A4 format (Paper: Hi Q Art 300g).

Certificates are classified as formal when they are issued:

- By the Tshwane University of Technology Council;
- By the Executive Management Committee (EMC);
- On the grounds of academic achievement in non-curricular courses;
- Where a formal examination was written and passed; and
- In accordance with the regulations of the Colours Committee (honorary and merit awards only)

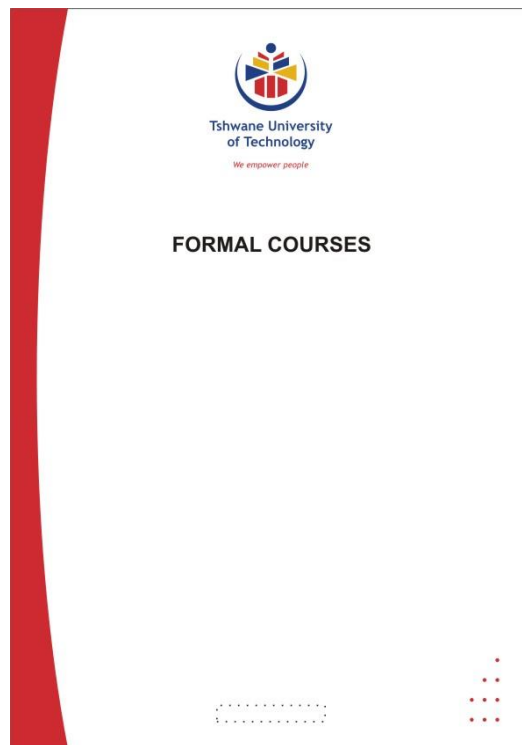
The certificate has a red arched banner on the left hand side of the A4 paper. The logo is centred at the top of the page. The certificate uses the logo with the logo type centred below.

The name (upper case) of the certificate as well as all pre-printed copy (upper and lower case) is done in Arial.

In the case of joint ventures the partner's logo may appear in the left-hand bottom corner if such an agreement was

reached as part of the cooperation agreement. Such a partner logo is regarded as secondary and should be used at least 50% smaller than the Tshwane University of Technology's logo. In the case of equal partners the other party's logo also appear at the bottom left of the page, but at the same size as that of the Tshwane University of Technology logo.

Numbering occur at the centre and at the bottom of the certificate.



Informal certificates

Certificates are classified as informal in the following cases:

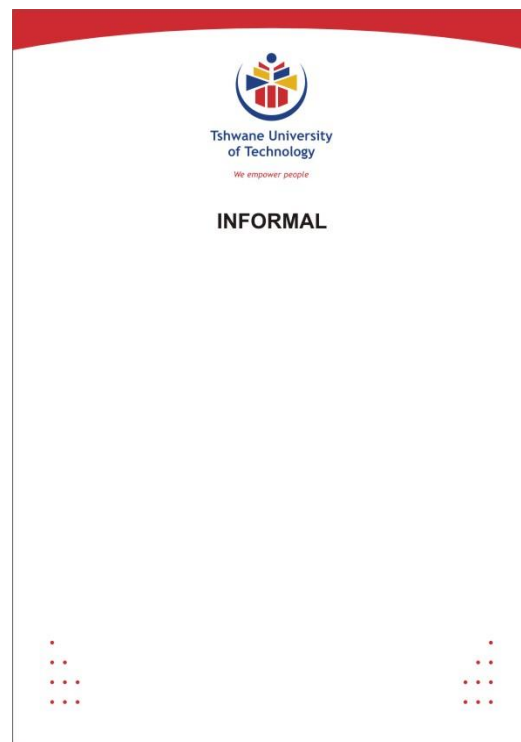
- Awards made by Student Affairs, and other student awards;
- All staff and related awards; and
- Certificates for the attendance of courses and seminars where no formal examination is written.

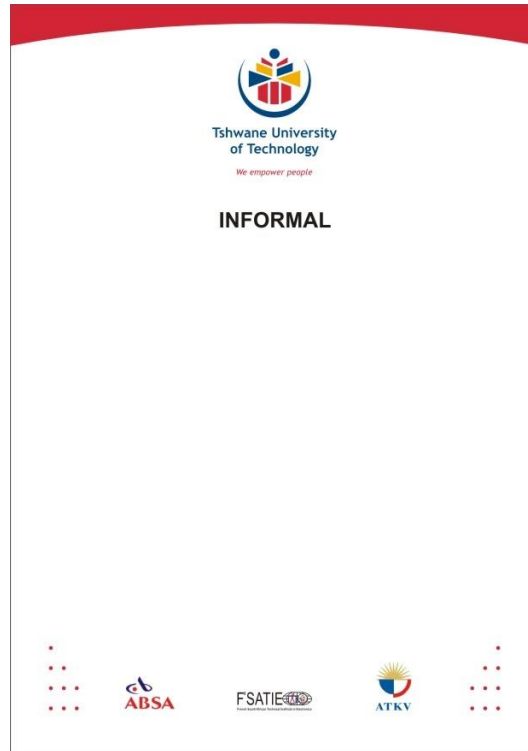
Attendance certificates may not be printed for candidates who have failed a formal examination in a non-curricular course.

Informal certificates has a red arched banner on the top of the A4 paper. The logo is centred at the top of the page. The certificate uses the logo with the logo type centred below. In all other respects, the technical requirements for formal certificates, as stated above, apply to informal certificates as well.

The name (upper case) of the certificate as well as all pre-printed copy (upper and lower case) is done in Arial.

In the case of joint ventures the partner's logo may appear centered at the bottom if such an agreement was reached as part of the cooperation agreement. Such a partner logo is regarded as secondary and should be used at least 50% smaller than the Tshwane University of Technology's logo. In the case of equal partners the other party's logo also appear at the bottom left of the page, but at the same size as that of the Tshwane University of Technology logo.





- **Awards**

The introduction of official awards must be approved by the Tshwane University of Technology Council, while the designs must be submitted to Corporate Affairs & Marketing for approval.

The use of the Tshwane University of Technology's logo on awards such as medals must meet the general requirements contained in this manual, but with the provision that technical limitations will be taken into consideration.

The logo must be engraved or embossed on medals. At least the logotype *Tshwane University of Technology* must appear on all awards if the entire logo cannot be used due to technical limitations.

At least the logotype *Tshwane University of Technology* or logo must appear on other award items such as ties, pins, scarves, etc.

If the cost per item is reasonable, the logo should be reproduced in the official colours as far as possible.

Where awards involve certificates as well, such certificates must comply with the specifications for certificates as specified in this manual.

Refer to the “Prestigious Award Policy” for further details.

- **Signage and buildings**
- Standard colours on University buildings

Colours to be used for TUT Buildings are as follows:

Colors to be used for TUT Buildings are:

AREA	CODE	COLOURS
Internal: Walls of offices and lecture rooms	WAA8 G376	Camel Broken White
External: Walls – (plastered walls)	WAA8	Camel
Internal: Doors (hollow doors)	G376	Broken White
Internal steel door frames	G379	Light Brown
External: Wooden doors(Meranti)	Wood care EPS	Clear Varnish
External steel door frames	G379	Light brown
Steel window frames	G379	Light brown
All external steel work	G379	Light brown
Steel doors and window frames	G379	Light brown
Ceilings: (Gypsum and rhino boards)	EPL 30	Polvin-White
Vertical blinds:		Onica-Navy Orient Black Tamara Rust
Venetian blinds:		25mm Silver
Carpets:		Timbavati-Boma Belgotex Décor- Spice Floorpoint- Cambridge

Information boards, direction boards and advertisement boards

- Objective

The objective of all signage on campus is to supply the user and/or visitor with specific information in the most user-friendly way. This document will also ensure uniformity with regard to the composition and installation of all signage on all campuses.

- Responsibility

All signage at the Tshwane University of Technology are (administrated) approved by Corporate Affairs and Marketing

- Request for manufacturing and installing information boards

- Only the Engraving Section of Technical Services with oversight from Corporate Affairs and Marketing is authorised to manufacture signage or to have them manufactured, and to install or have them installed on campus.

- Requests for the manufacturing of signage should be made by means of the helpdesk system, and should be submitted to Engraving Services

- All request calls must be logged at least three weeks before the required date, or a month prior, when a registered Service Provider's services are to be used. Engraving Services will ensure that the signs are installed or removed at the time requested.

- No loose papers or posters may be used as signage

- A sign's visibility, as a whole, may not be obstructed in any way by any equipment, plant, foliage or tree or any other signboard.

- No sign of any type or advertisement, in any form whatsoever, may be erected or be placed outside Tshwane University of Technology grounds without first obtaining permission from the City Council and the Chief Director: Corporate Affairs and Marketing to do so.

- The installation of all road traffic signs on and outside the institution's grounds is the responsibility of Campus Protection Services – Traffic Division.

- When a building or terrain is to be developed as a project, the Directorate of Buildings and Estates Technical Services/ --Engraving Services will have the necessary signage manufactured and erected as part of the project, in cooperation with Corporate Affairs and Marketing

Font types used at Tshwane University of Technology

Arial Regular, Arial Bold, Trebuchet bold (in conjunction with the official logo of the TUT)

Signage

There are **seven** types of signage, namely –

Corporate signage, general information boards, directional signboards, staff names and post designations, numbering in buildings, entity or place-name signage and other (lesser used but valid signage).

Corporate signage refers to any sign that bears the official logo of the TUT and may only be displayed with the express permission of the Corporate Affairs and Marketing division of the TUT.

General information boards are placed on the inside of, and outside buildings to indicate the specific location of offices, halls and the offices of managers/directors. It is grouped under signage but is rather a platform upon which information is displayed.

Directional signboards are placed alongside roads and pathways on the grounds to direct persons to specific buildings, halls, offices, etc. Directional signboards are also found within buildings to direct persons to specific locations.

Staff names and post designations are signboards that are placed at entrances of designated work areas occupied by staff members.

Numbering in buildings are signboards that are used to number every enclosed space within a building.

Entity or place-name signage refers to a signboard that designates or alludes to the function of an entity at the TUT, for example the name of a department or Faculty.

Other refers to signage that are lesser used but are still necessary within the context of providing information.

Corporate signage

General information boards

Three types of permanent noticeboards/information boards are currently used, namely types A; B; and C

Type A notice-board (black boards with white letters that are pushed or shifted in) note that this type of notice-board is being phased out

Type A Notice-board (new)

Consist of an aluminium frame, erected against a wall; the frame has hinges that can be opened to place a printed sheet of paper containing the relevant information needed. a Plexiglas TM sheet is used as covering. Size A0 is for exclusive use in Building 21 Pta. Campus, and size A1 in all other buildings of the University.

Type A notice-boards are installed in the hallways of buildings close to departments, faculties or operational entities to direct persons to various offices. Under special circumstances, such boards may be installed outside buildings.

Type B and Type C noticeboard

These boards are installed in the passageways of buildings and are used for the placement of advertisements and/or departmental notices.

- Responsibility

Type A noticeboard

It remains the responsibility of the requester to budget for these relatively inexpensive frames.

Type B notice board

A Type B noticeboard has a locking device and is requisitioned from Technical Services, (Carpentry section) by the faculty or department concerned (user of building) via the helpdesk system for the posting of test results, etc. The faculty or department concerned budgets for such boards and maintains and updates them.

Type C noticeboard

Type C noticeboards are all open noticeboards that have been installed in the passageways of buildings. They are

used for advertisements. The Student Council is responsible for such boards, which may also be used for official departmental notices. In the latter case, the faculty or department concerned assumes responsibility for the content and aesthetic requirements, and budgets for the boards.

- General

- The faculty or department concerned must consider and approve or reject all notices and advertisements to be put up on Type B noticeboards.
- **Corporate Affairs and Marketing** approves or reject all notices and advertisements to be put up on Type C notice boards.
- The temporary noticeboards used by Academic Registration for results, etc. remain the responsibility of Academic Registration.

Directional Signboards

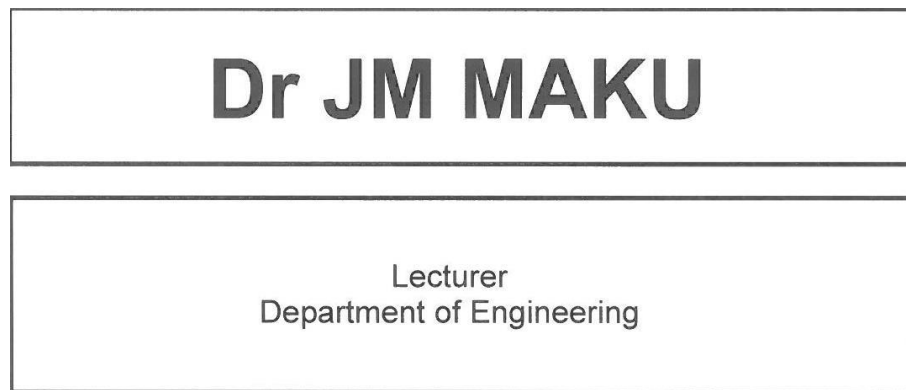
- All indoor directional signs shall have white letters placed on a black field.
- All outdoor boards are in black letters on a yellow field, except those for the Arcadia Campus, where all outdoor boards are displayed in white letters on a blue field.
- Black on yellow outdoor signs may be replaced or phased out, to be replaced by blue lettering on a white field, at the behest of Corporate Affairs and Marketing.
- The information placement on a signboard has a central justification.
- Depending of the circumstances, directional signboards may be suspended from the ceiling of a building. Note: suspended signboards are prone to vandalism or may cause injury.
- Directional Sign-boards may also be suspended from "L" shaped supports where appropriate and where they do not pose a danger to passers-by.
- No staff names may be placed on directional signboards
- Signboards that is too large to be manufactured by Engraving Services are outsourced to contractors for the account of the applicant
- All sign-boards must be drawn up in English.

Staff Names and post designations (all buildings except Building 21, e-Malahleni and Mbombela Campuses and selected new buildings)

Requirements:

- All name boards are made from vinyl in white letters on a black field.
- The name and post designation plates are installed next to the office door.
- Placement is on the right-hand side of the door +/- 1650mm from the floor for regular buildings and +/- 1180mm in buildings designated as exceptions.
- If right-hand placement is impossible it is placed on the left.
- Only as a last resort may it be placed on a door
- .See Figure 1(a)

Fig. 1(a)



Material:	Rowmark TM or Gravoply TM 317 Black (indoor)
Lettering:	Vinyl (White)

-Name board: Initials and surname only; no full-stop after or between initials. A person's title is depicted only if it is "Dr" or "Professor".

-Post designation: The post designation is given in English only, and should be an approved designation by Human Resources and Transformation.

- A standard aluminum slider is used. Name plate size: 200 mm x 36 mm; letter height 10 mm or 48 Picas and post designation plate size: 200 mm x 46 mm; letter height 8 mm or 24 Picas

A standardized type face is used, as determined by Corporate Affairs and Marketing (see font types)

Exceptions: In Building 21 and at the e-Malahleni and Mbombela campuses the name and post designation are depicted in black letters on an aluminium board, which is installed next to the office door. This may be applied to newly constructed buildings, if so determined by Corporate Affairs and Marketing (see Figure 1b).

Fig 1(b)



Material and type:	Aluminium board
Lettering:	Vinyl (black)

Example: The office number also appears on the board, since there are no office numbers on the doorframe in Building 21, other buildings may be different.

- Requirements are the same as for Fig 1(a) except for letter size and overall placement of information on the plate.
- Name boards are made from black vinyl on an aluminium plate, plate size: 300mm x120mm
- Door number size: +- 20mm or 78 picas, name size: +-17mm or 67 picas and designation +-7mm or 36 picas.
- Number placement is at the top, the name is placed at 65mm from the top and the designation at 90mm from the top.

Numbering in Buildings

All buildings:

Fig. 2(a)



Material and type:	Rowmark TM or Gravoply TM 317 Black (Indoors)
Lettering:	(White Vinyl)
For example:	Offices, shafts and toilets

- All numbers has a left-handed Justification.
- The plate is affixed at the top-middle, above the doorpost.
- Size of the plate is: 265mm x 40mm and letter height is +- 35mm or 130 picas.
- Space is left on the right side of the plate to accommodate the placement of a bar-coded asset label.

Entity or place name signage

- A name of a Department or Faculty is displayed in white lettering on a black field when used inside a building or black lettering on a yellow field when placed outside a building.
- It may also be displayed on a white field accompanied by the official logo of the TUT, with prior consent from Corporate Affairs and Marketing.
- Buildings that are exceptions (see Staff Names and Post Designations) have signage displayed in black on a silver field.

Other

- Glass panes/doors may be used as a platform for signage.
- Blue or sand-blast (translucent) vinyl is used on glass.
- Should the official logo of the TUT be displayed on glass doors or panes, please refer to regulations that govern the use of the logo and with prior consent from Corporate Affairs and Marketing.
- Certain doors might require “push” or “pull” signage, in which case either black or white vinyl is used as determined by the door frame colour for optimum visibility.
- Name plates to be displayed on desks/workstations are fitted within a aluminium stand and are displayed with white vinyl lettering on a black field.

- Use of logo with signage

- Directional signage alongside public roads

All directional signage alongside public roads must comprise the following:

Blue letters on a white background on a rectangular board.

- The entire logo (landscape) must be fitted into the top left-hand side of the top section of the board.
- The name of the campus concerned must appear at the bottom right-hand corner in Trebuchet bold.
- Directional signage must be placed in accordance with the directives of the applicable Provincial Road Ordinance.
- The boards must be lit at night.

- Main entrances to campuses

A three-dimensional logo and naming must be erected at all main entrances to campuses and must comprise the following:

- The official logo.
- Tshwane University of Technology in Trebuchet bold.
- The name of the campus in question (optional) and not interfering with the highlighted holy space.
- The sizes of the sign must be in balance with the available space.
- The corporate signs at the main entrances to all campuses must be lit at night.

In addition to the above, the words Tshwane University of Technology and the name of the campus in question may be affixed to the gate or a wall next to the gate in metal letters. All words must be in Trebuchet bold caps throughout.

- Main buildings

No other logos or symbols may appear on buildings, except in the case of naming rights.

Main buildings may also display the three-dimensional logo on the building itself. All other buildings must be identified by a number and logo.

- Notice boards in buildings

All official notice board frames must be painted red or yellow.

- Inside specific halls and auditoriums

There must be a full colour logo in relief on all speaker's desks and podiums of halls and auditoriums that are rented out to or used by outside concerns on a part-time basis.

- The logo at residences

There must be corporate identification at all main entrances of city residences and guest houses, and the sign must comprise the following:

- A white background on a rectangular board.
- The entire logo (with the logo type centred at the bottom together with the positioning line) must be fitted into the top left-hand corner of the board.
- The name of the residence or guest house concerned must be centred and in Trebuchet bold. The size of the board is optional.
- The logo at the main entrances of all city campuses and guest houses must be lit at night.

And/or

- The three-dimensional logo and name of the residence or guest house, in metal letters, may be affixed to the wall of the building. The size of the sign must be in balance with the available space.
- In the case of residences, such letters must be in metal or black Trebuchet bold.

- Official building signage (Red Board indicators)

This consists, in general, of steel tubing, $\pm 298,57$ mm in diameter, and steel sheeting of given dimensions – see Fig. 3(a) for construction specifications. Note that these frames are gradually being phased out but will be retained at building entrances for building information purposes. Some of these frames may be retained as corporate advertising space.

-in the case of retaining the structure as an information platform at building entrances, the full face (1220mm x 1225mm) shall be covered by a white chromadek TM sheet with building floor information displayed.

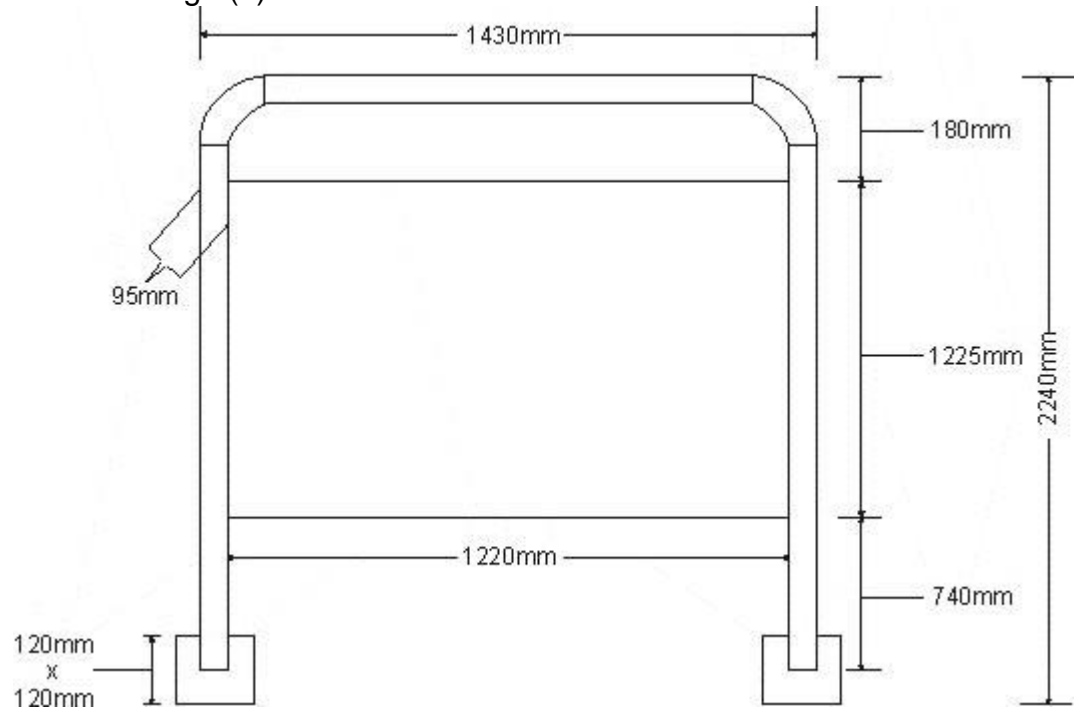
- Displayed information shall be in Trebuchet bold font as specified by Corporate Affairs and Marketing.

Exception (red board indicators)

Building 21:	Silver with black vinyl lettering
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- Red Board

Fig.3(a)



- Vehicles

The logo must appear on both front doors of vehicles, and on both sides as well as the back of all buses. The portrait logo is preferable, but the landscape version is also allowed.



or



- Naming rights

Where a funder erects a building or fully equips a facility, the option of naming rights will be offered to such a funder. Tshwane University of Technology Advancement and Partnership Office (APO) will facilitate the process and negotiate a written agreement for naming rights. Where naming rights are negotiated in any other way than the one set out herein, a draft agreement must first be submitted to the APO for approval.

- Decision making

After a motivation and written agreement for naming rights have been drawn up by the APO, they will present it to the Executive Management Committee of the institution for approval.

The Executive Management Committee reserves the right to withdraw naming rights if and when the particular circumstances (liquidation, merger or sale of company) warrant such a decision.

- Long-term naming rights

Naming rights may be granted to a company or person for a period longer than ten years, based on a donation of at least half the erection costs of a building or facility of which the amount should not be less than R500 000, received over a period of three years.

- Short-term naming rights

The institution may decide to give recognition to a loyal funder by naming a hall, laboratory or other facility after such a funder for an agreed term (less than ten years), on condition that continued donations be made of a minimum amount of R100 000 per year. The minimum amount may be adjusted, depending on the size, location and visibility of the facility and the frequency of use of the facility.

The naming period is negotiable in terms of full units of twelve months each.

On the expiry of a naming period, the name plaques of the funder shall be affixed to the inside of the facility concerned.

- Escalation

Efforts must be made, during negotiations, to incorporate an escalation clause based on the current rate of inflation in respect of the amounts involved.

- Name plaques

In all cases, the funder concerned shall provide a name plaque to the specification of the institution, as contained in the corporate identity manual.

- Existing naming rights

Naming rights granted before the publication of this document shall not be affected by this document. However, the APO will try to persuade such funders to accept the terms and conditions contained herein.

- General

A donation should not necessarily be used in the faculty or department where the named facility concerned is located.

- **Flags**

The Tshwane University of Technology flag will be registered with the Bureau for Heraldics.

The official Tshwane University of Technology flag is a white horizontal rectangle with a full colour logo in the top left hand corner. Bands of red, yellow and blue move towards the logo starting at the bottom right hand corner. No logo type or positioning line appears on the flag.

The flag may be manufactured in any size.

Any alterations to or new applications of the Tshwane University of Technology flag must be submitted to Corporate Affairs & Marketing for approval.

Only the official Tshwane University of Technology flag will be used and no faculty flags will be allowed.



- **Corporate cards**

- Student and staff cards

The entire landscape logo is displayed in full-colour according corporate identity rules on a landscape card. The card is 8.5cm x 5.5cm in size.



- Parking cards

The entire logo and text are printed in black according to corporate identity rules with a colour strip distinguishing the particular year. The parking card pocket is printed in full-colour according to corporate identity rules. The card is 6.5cm x 6.5cm and make use of the portrait logo without the positioning line.



Corporate gifts

All applications of the Tshwane University of Technology logo on corporate gifts and promotional items must be submitted to Corporate Affairs & Marketing for approval.

Suppliers who supply the institution with new gifts must obtain originals of the logo from Printing Services or Corporate Affairs & Marketing for reproduction.

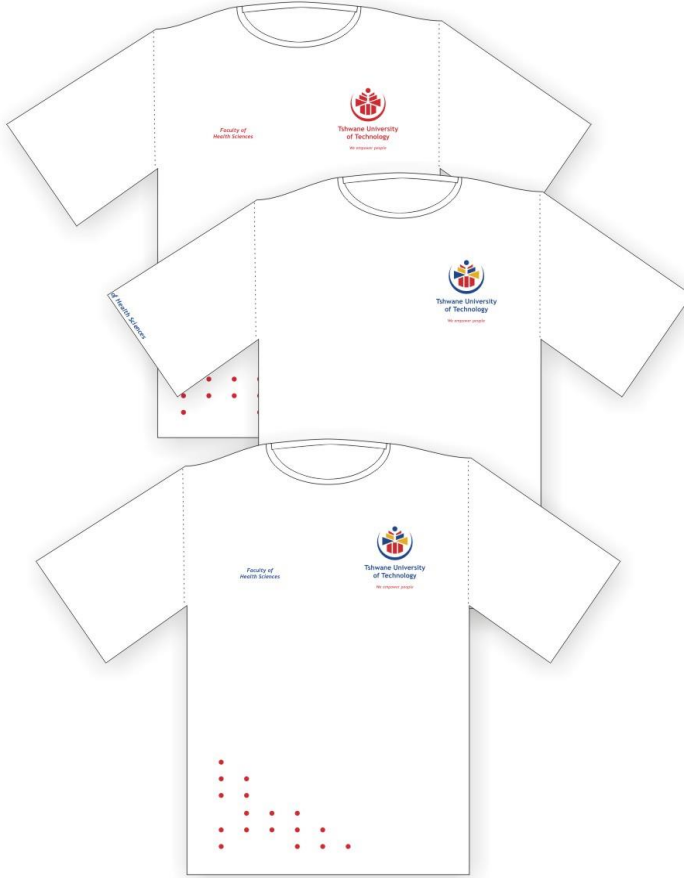
At least one of the following elements must appear on all corporate gifts and promotional items:

- The logotype *Tshwane University of Technology* in Trebuchet Bold.
- The logo. In cases where the size of an object or technical limitations necessitates it, it may be used without the logotype or positioning line.
- Full-colour must preferably be used. If not, a monochrome colour (red, black, white, silver and gold) must be used. Only top quality articles may be used as corporate gifts.
- The quality of the printing or engraving must be such that the corporate symbols do not fade over time or with frequent use.
- The corporate symbols on gifts and crockery must be positioned in such a manner that handling does not affect them adversely.



Corporate wear

All the normal rules regarding the use of the logo apply to clothing. The name of a department etc. may not appear next to or in close proximity to the logo and should preferably be on the opposite side or sleeve of the garment.



Blazers

Staff that require a TUT blazer may use the institution's official blazer. It is navy blue (any style) with the metallic version of the logo on the pocket. The logo appears with the logo type at the bottom of the logo (portrait) but without the positioning line.

The institution's official blazer is navy blue (any style) with the metallic version of the logo on the pocket. The logo appears with the logo type at the bottom of the logo (portrait) but without the positioning line.

Sports wear

The annual range of clothing is the ONLY approved range that is allowed for sport codes when representing TUT. This is managed as a partnership between CA&M and Directorate Sport.

The TUT tracksuit is the official tracksuit for this institution. This can be obtained from the Directorate Sport. No other department or faculty are allowed to design a tracksuit with the TUT Brand that is different from the official one.

TUT colors

See the “Regulations of the Colours Committee”. For more information on this matter if the information provided is insufficient. Issues such as the requirements for wearing colours, the awarding of colours, the submission of new designs, colours and items are all clarified in this document.

Student colors

Student colors are the standard award to all registered students who meet the minimum requirements for wearing Tshwane University of Technology colors. The colours may only be worn on the standard navy-blue men’s or women’s blazers. **Artwork consists of the logo embroidered in silver with only the logotype centred beneath the logo without the positioning line.**



- Student leader colors

Student leader colors are awarded to all elected committee members of academic faculties, registered associations or residences. The colours may only be worn on the standard navy-blue men’s or women’s blazers. **Art work consist of the logo embroidered in silver with only the logotype centred beneath the logo without the positioning line and the words “House Committee 2004” added at the bottom.**



- Students' Representative Council (SRC) colours (campuses)

SRC colours are awarded to all officially elected Students' Representative Council members. The colours may only be worn on the standard navy-blue men's or women's blazers. **Artwork consist of the logo embroidered in silver with only the logotype** centred beneath the logo without the positioning line and the words "SRC Arts (or applicable campus) 2004" added at the bottom.



- Federal Students Representative Council (FSRC) colours (Tshwane University of Technology)

FSRC colours are awarded to all officially elected members of the FSRC. The colours may only be worn on the standard navy-blue men's or women's blazers. **Artwork consist of the logo embroidered in silver with only the logotype** centred beneath the logo without the positioning line and the words "FSRC 2004 (or applicable year)" added at the bottom.



- Merit colors

Merit colors are awarded on the grounds of exceptional contributions and loyalty in the fields of culture, leadership and sport, and consist of a Tshwane University of Technology logo embroidered in **silver with**

only the logotype centred beneath the logo without the positioning line. Words for the particular merit colors i.e. service delivery etc appear at the bottom. Recipients also receive a Merit Award certificate. The colors may only be worn on the standard navy-blue men's or women's blazers.



- Honorary colors

Honorary colors are special awards based on exceptional achievements. They include academic colors and colors for sport, culture and leadership, and consist of a Tshwane University of Technology logo embroidered in **gold with only the logotype** centred beneath the logo without the positioning line embroidered in gold and the applicable inscription (i.e Academic etc.) woven in additionally, as well as a Honorary Award certificate. They may only be worn on the standard navy-blue men's or women's blazers.



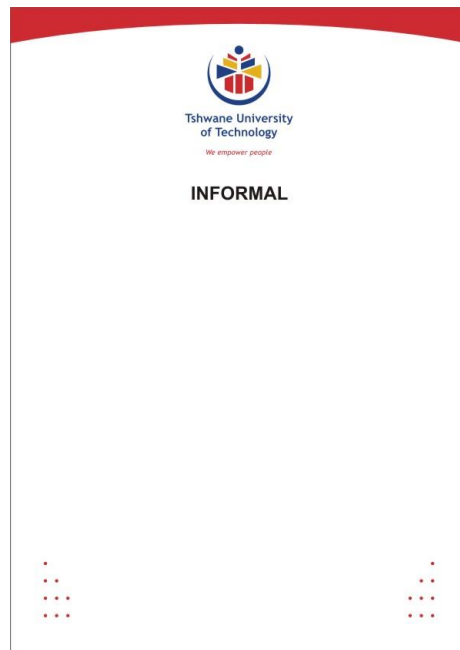
- General Awards

These are awards based on exceptional achievement or services rendered in the academic, leadership, cultural and sport fields, and

consist only of an award certificate, as registered with the Colours Committee.

Any faculty, division or bureau may issue these general awards. Certificates are available on request from the Student Activities Office at a minimal fee.

Only the official informal certificate of the Tshwane University of Technology will be used. Thus the certificate for regular, merit and honorary awards remain the same – only the wording changes according to the type of award.



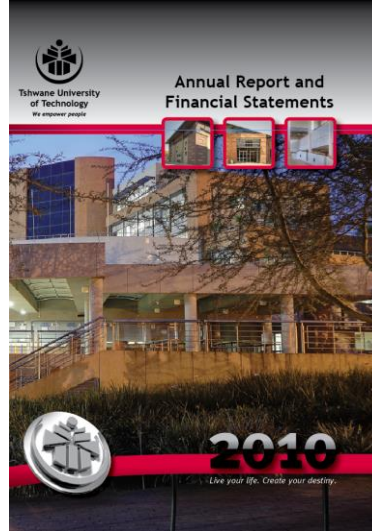
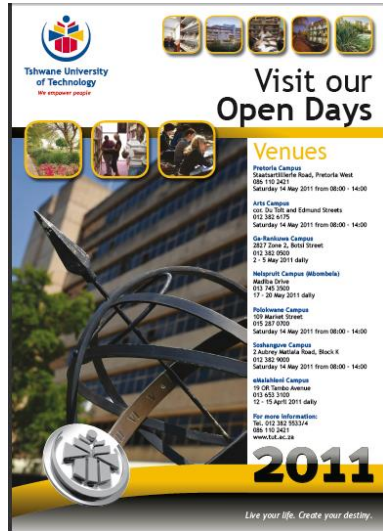
External marketing

- Pamphlets and brochures and banners

The logo should appear on all pamphlets and brochures, in accordance with the instructions contained in this manual.

All pamphlets and brochures should reflect the approved theme for any particular year, as stipulated by Corporate Affairs & Marketing.

Corporate Affairs & Marketing should approve all pamphlets and brochures.



- Posters and promotions

- Posters on notice boards

All posters may only be displayed on C and D type notice boards (see “Signage in this manual) **after approval** by Corporate Affairs & Marketing.

Advertisers themselves are responsible for putting up the posters. Logistical Services will be responsible for their removal after the expiry date. They will also remove any posters by default that are not on the indicated types of noticeboards.

- Promotions

All promotions that take place in the open air on campus need to be approved by Corporate Affairs & Marketing and should have a financial benefit for the Tshwane University of Technology.

All promotions should be organised in collaboration with the Director of Logistical Services who must approve all request for activities inside buildings.

- Advertisement boards of external companies

All requests by external companies to advertise on the institution’s noticeboards should be approved and managed by the Directorate of Corporate Affairs & Marketing in

collaboration with the Director of Logistical Services and the deans or directors concerned. The Sports Bureau will manage all boards on sports fields.

- Requirements for posters and flyers

- Posters

Posters **may be put** on official “open” notice boards only; and not on walls, posts, roofs, floors and so on.

Advertisers must **put up** and take down their posters themselves.

Time span: Posters may be displayed on notice boards for a maximum period of two weeks.

Posters should meet the following **requirements:**

- They must be neat and all four the corners must be firmly stapled or pinned to the notice board.
- The language and spelling should be on a satisfactory standard and be clear, correct and ethically justifiable.
- The artistic and moral standards should be as high as possible.
- Information such as dates, times and venues should be given clearly, fully and correctly.
- Size: A3 or smaller
- Printed posters: A2

External organisations have to pay to display their posters.

Number of posters permitted per campus:

Pretoria campus	40
Arcadia	10
Arts	10
Polokwane	10
Nelspruit	10
Witbank	10
Ga-Rankuwa	20
Soshanguwe	20

- Flyers

Persons wishing to distribute flyers should first complete the approval form and then obtain approval from Campus Control. Approval will be valid for one day only.

External organisations have to pay to distribute flyers at the institution.

- **Downloads and agreement**

The Tshwane University of Technology's Corporate Identity Manual describes and prescribes the application and use of the institution's logo, templates etc.

The distribution of the logo and templates must be controlled in order to ensure that users have the latest versions and to ensure their correct implementation.

The distribution will be done from two central points – Corporate Affairs & Marketing and Printing Services – in a controlled manner by registering the user's particulars in a database.

The templates and logos may not be distributed or copied by any other means. This implies that templates and logos may not be loaded on a file server for distribution. They may also not be distributed by any electronic or magnetic medium - i.e. network, USB etc.

By signing this agreement you agree to comply with the rules and regulations as set out in the Tshwane University of Technology corporate identity manual.

For more information:

Contact Amanda van Rensburg, 012 382 5365 or mail vanrensburga@tut.ac.za