

Live your life. Create your destiny.

diversity
ethics
relevance
entrepreneurships
care
partnerships
professionalism
quality

the meticulous guide to creativity

Life - It's what you want to make of it. It's your choice, it's where you fit in.
You know yourself - Go for it! Make the most of it.



2006-2008



**Tshwane University
of Technology**

We empower people



section 1

the concept



section 2

the elements of design
undergraduate / post-graduate



section 3

imagery styles
undergraduate / post-graduate



section 4

applications
undergraduate / post-graduate



The concept

What does the ideal TUT student look like?

- Students and prospective students of TUT are individualistic and diverse, creative, proud and hardworking.

What are their immediate needs?

- They want to live life to its fullest, experience new things, develop as a person, be part of a group with which they can identify, have fun and be respected for what they are.

What do they want from a tertiary institution?

- They want to be able to be themselves in an environment where they feel comfortable and respected, where they can build the foundation for a successful career.

What are their dreams and desires. What do they want out of life?

- They dream of becoming the person they believe they truly should be. They aspire to become successful in their career, be an entrepreneur, reach their potential, develop their talents, earn a good income, be able to afford the things they want, afford the lifestyle they aspire to, have social status, be a respected member of the community - to be an influencer and leader. Someone to look up to, to learn from, to idolise.

TUT empowers these people to become the persons they want to be - to create their own destiny.

The concept

What do we want to say to prospective and selected students?

- We respect who and what you are
- We respect the way you live your life
- We can see that you know what you want out of life
- We provide the tools you need to make your dreams come true.

Live your life. Create your destiny. It's a matter of which road you want to take?

What do we want to say to the other stakeholders and public at large?

- Our students are strong individuals who know what they want out of life
- They take responsibility for creating their own destiny
- We provide them with the tools they need to fulfil their dreams
- They are on their way to success, to become the persons they're intended to be.

Live your life. Create your destiny. You know what you want - go for it!

Colour: Primary and Secondary

Undergraduate

Primary

Secondary

Post-Graduate

Primary

Secondary

Other stakeholders

Primary

Secondary

Colour: Primary and Secondary Palettes

Full Colour:

C 0 M 30 Y 100 K 0

RGB / Interactive Media:

R 100 G 70 B 1.8

Pantone:

130 C

Full Colour:

C 100 M 58 Y 0 K 21

RGB / Interactive Media:

R 3.7 G 21.1 B 48.1

Pantone:

294 C

Full Colour:

C 0 M 100 Y 81 K 4

RGB / Interactive Media:

R 94.9 G 0.2 B 13.7

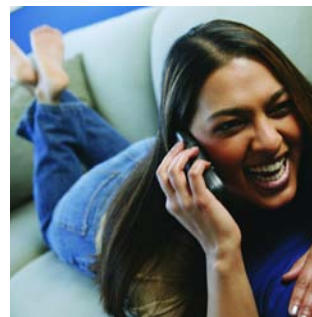
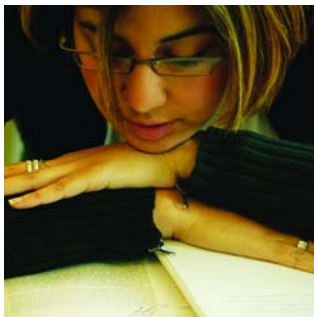
Pantone:

186 C

Photography

Representing TUT visually - creating a destiny, empowering people to become the persons they want to be.

- Diversity
- Ethics
- Relevance
- Entrepreneurship
- Care
- Partnerships
- Professionalism
- Quality



Specifications

SLOGAN: (WHITE)

Font: Meta Plus Normal Italic (Caps) 24 pt

Kerning: 4

[Depending on the nature of the design, either in white or in yellow]

The slogan always aligns with the fifth value from the top

VALUES (X8): (YELLOW)

Font: Frutiger 47 Light Cond 13 pt

Kerning: 16

Leading: 18

[Depending on the nature of the design, either in white or in yellow]

ARROW

Colour:

Any of the three primary colours could be used.

These measurements apply to all paper sizes
Scale proportionally to fit desired size

PHOTOGRAPHY

Primary:

181mm (depth)

155mm or 210mm (across)

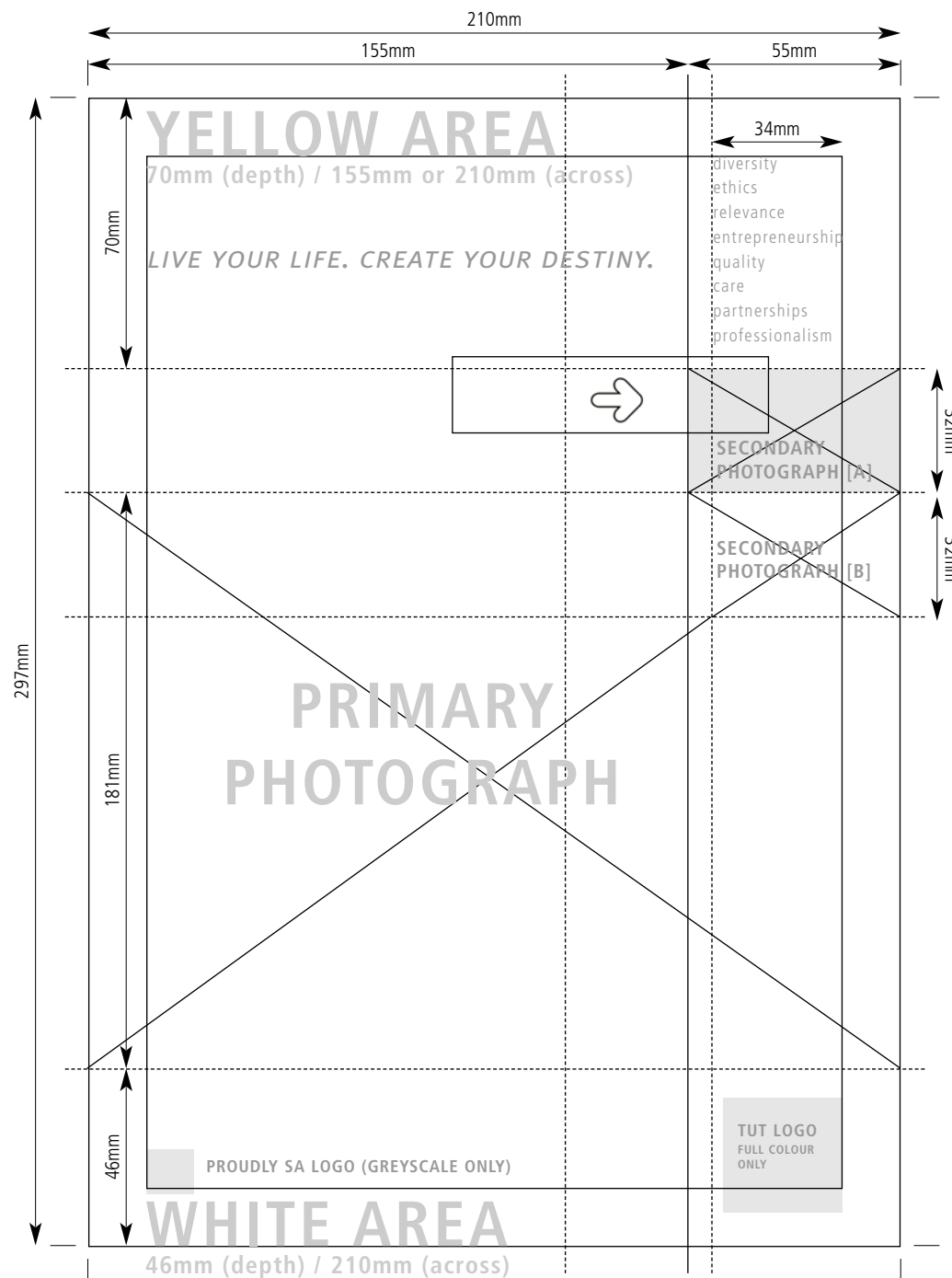
Secondary A:

32mm (depth) 55mm (across)

Secondary B:

32mm (depth) 55mm (across)

[Optional, depending on the nature of the design]



GENERIC GRID FULL COLOUR OPTION

A4

Print Specifications

Print area:

297mm (depth) x 210mm (across)

Type area:

267mm (depth) x 180mm (across)

[Depending on the nature of the publication]

Bleed area:

312mm (depth) x 225mm (across)

[Depending on the nature of the publication]



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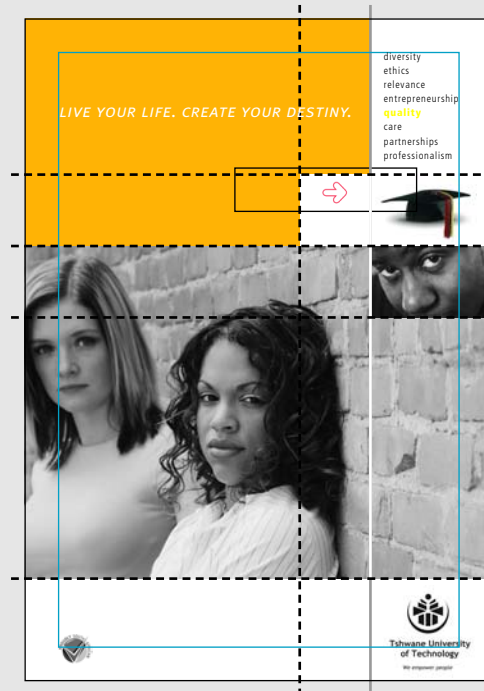
A4

These measurements apply to
all paper sizes

Scale proportionally to fit
desired size



Option A: Full Colour
C/M/Y/K



Option B: 2 Colour
Pantone 130 / Black



Option C: 1 Colour
Black only

Specifications

SLOGAN: (WHITE)

Font: Meta Plus Normal Italic (Caps) 24 pt

Kerning: 4

[Depending on the nature of the design, either in white or in yellow]

The slogan always aligns with the fifth value from the top

VALUES (X8): (YELLOW)

Font: Frutiger 47 Light Cond 13 pt

Kerning: 16

Leading: 18

[Depending on the nature of the design, either in white or in yellow]

ARROW

Colour:

Any of the three primary colours could be used.

These measurements apply to all paper sizes
Scale proportionally to fit desired size

PHOTOGRAPHY

Primary:

100mm (depth)

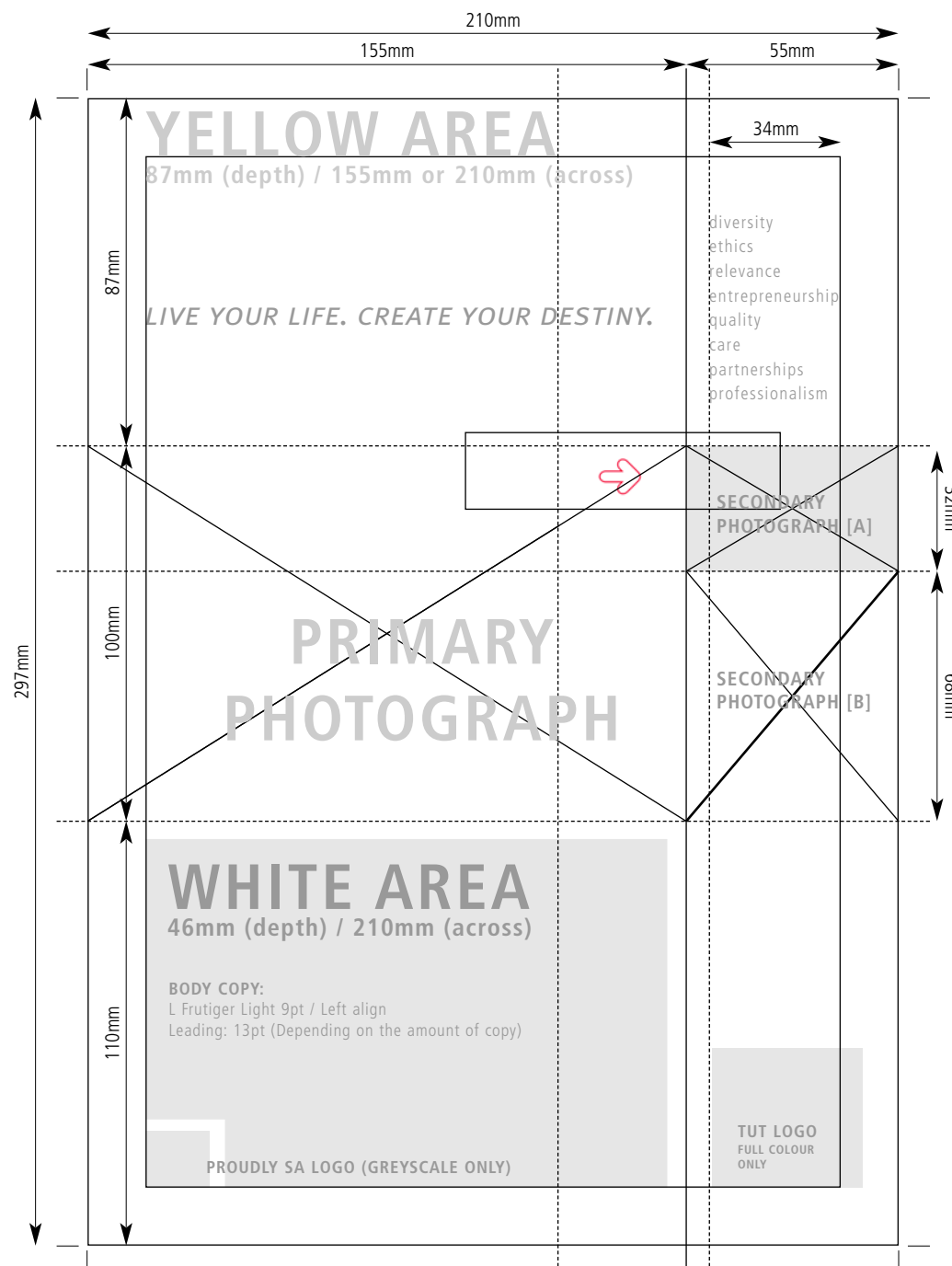
155mm (across)

Secondary A:

32mm (depth) 55mm (across)

Secondary B:

68mm (depth) 55mm (across)



A4

Print Specifications

Print area:

297mm (depth) x 210mm (across)

Type area:

267mm (depth) x 180mm (across)

[Depending on the nature of the publication]

Bleed area:

312mm (depth) x 225mm (across)

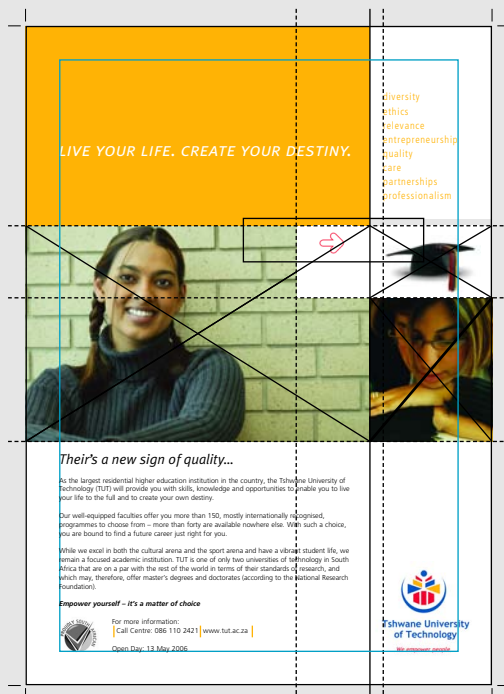
[Depending on the nature of the publication]



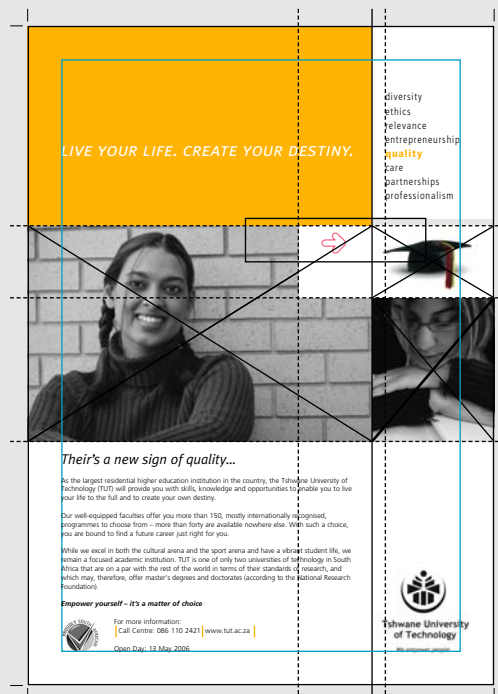
A4

These measurements apply to all paper sizes

Scale proportionally to fit desired size



Option A: Full Colour
C/M/Y/K

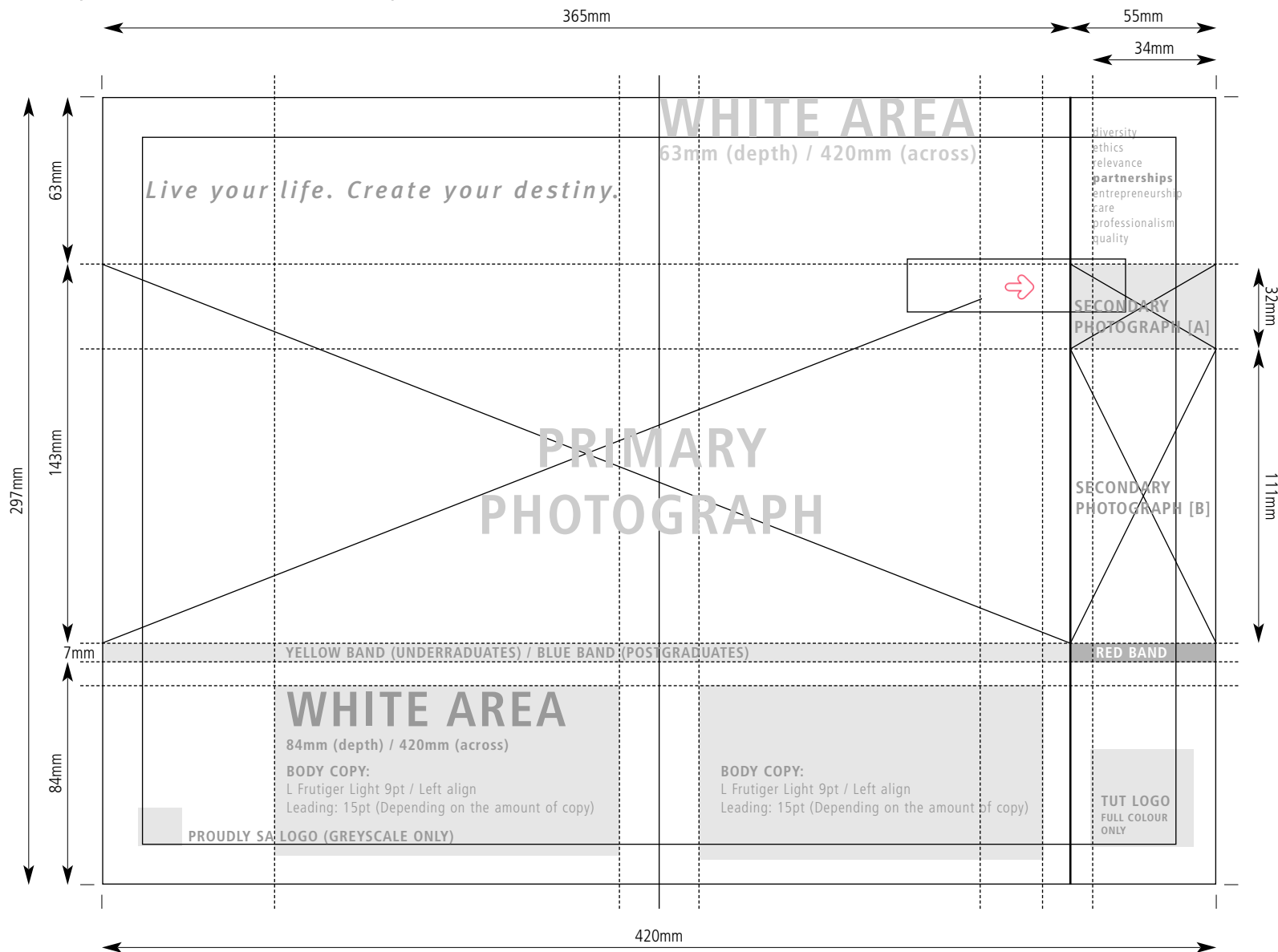


Option B: 2 Colour
Pantone 130 / Black



Option C: 1 Colour
Black only





GENERIC GRID FULL COLOUR OPTION

DPS

Print Specifications

Print area:

297mm (depth) x 420mm (across)

Type area:

267mm (depth) x 390mm (across)

Spine: 15mm either side

[Depending on the nature of the publication]

Bleed area:

312mm (depth) x 435mm (across)

[Depending on the nature of the publication]





GENERIC GRID
FULL COLOUR OPTION

Specifications

SLOGAN: (BLACK)

Font: Meta Plus Normal Italic 26pt

Kerning: 27

[Depending on the nature of the design, either in white or in yellow]

The slogan always aligns with the fifth value from the top

VALUES (X8): (YELLOW)

Font: Frutiger 47 Light Cond 13pt

Kerning: 16

Leading: 16

[Depending on the nature of the design, either in white or in yellow]

ARROW

Any of the three primary colours could be used.

PHOTOGRAPHY

Primary:

143mm (depth) x 365mm (across)

Secondary A:

32mm (depth) x 55mm (across)

Secondary B:

111mm (depth) x 55mm (across)

Specifications

SLOGAN: (BLACK)

Font: Meta Plus Normal Italic

[Depending on the nature of the design, either in white or in yellow]

The slogan always aligns with the TUT logo copy

VALUES (X8): (YELLOW)

Font: Frutiger 47 Light Cond

[Depending on the nature of the design, either in white or in yellow]

ARROW

Colour:

Any of the three primary colours could be used.

These measurements apply to all banner sizes
Scale proportionally to fit desired size

PHOTOGRAPHY

Primary:

900mm (depth)

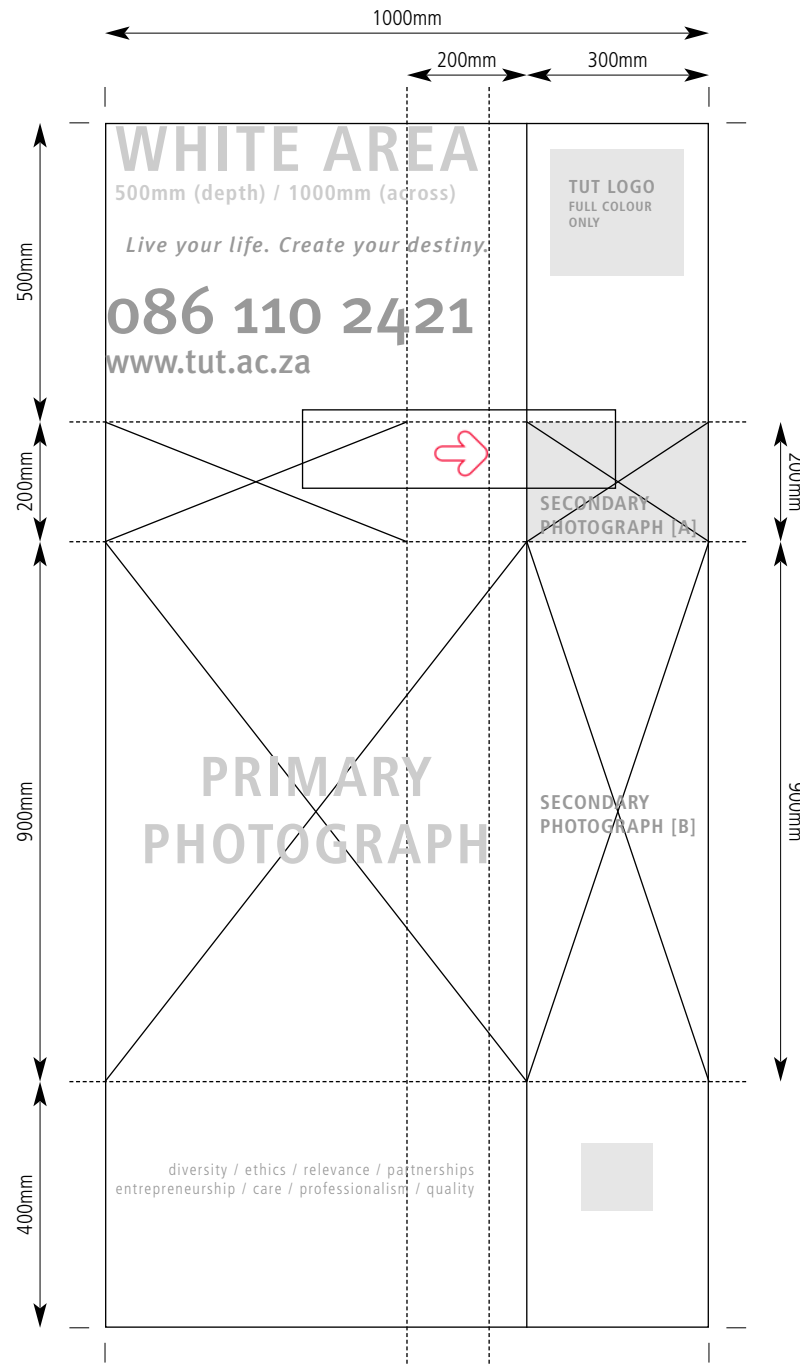
700mm (across)

Secondary A:

200mm (depth) 300mm (across)

Secondary B:

900mm (depth) 300mm (across)



GENERIC GRID
FULL COLOUR OPTION

BANNERS

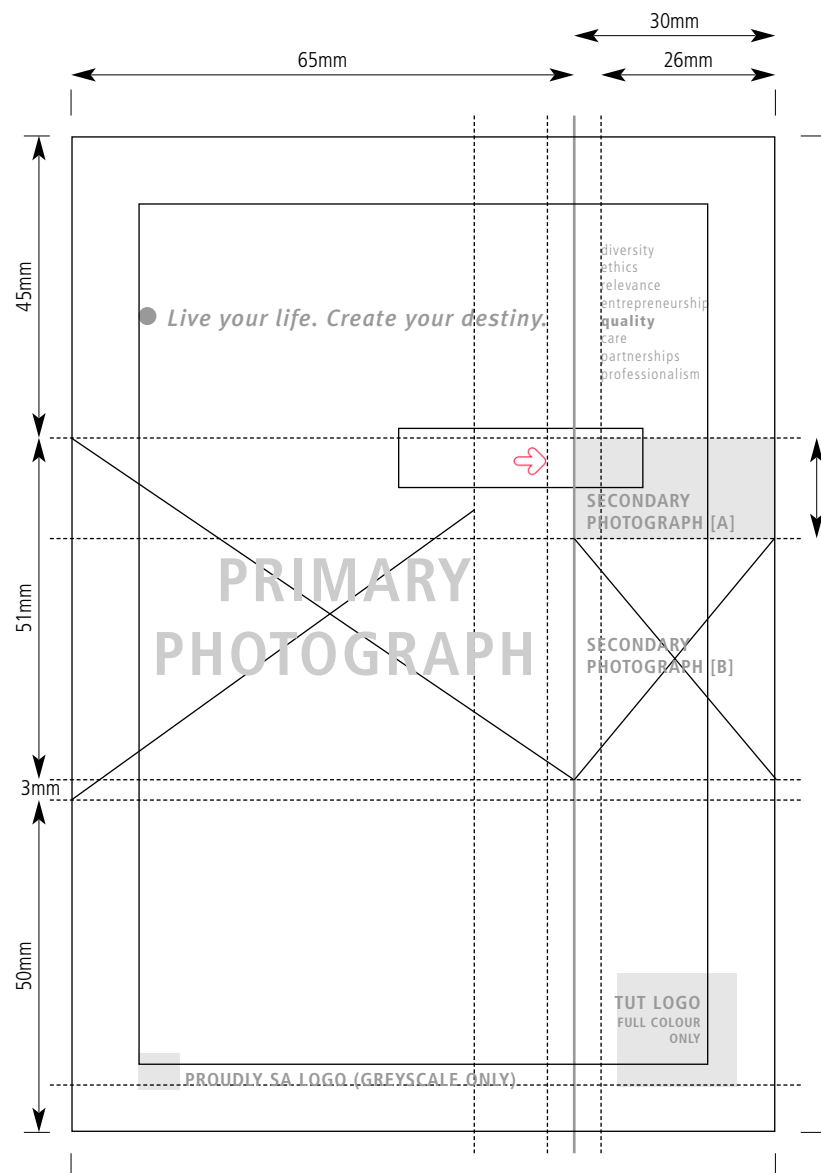
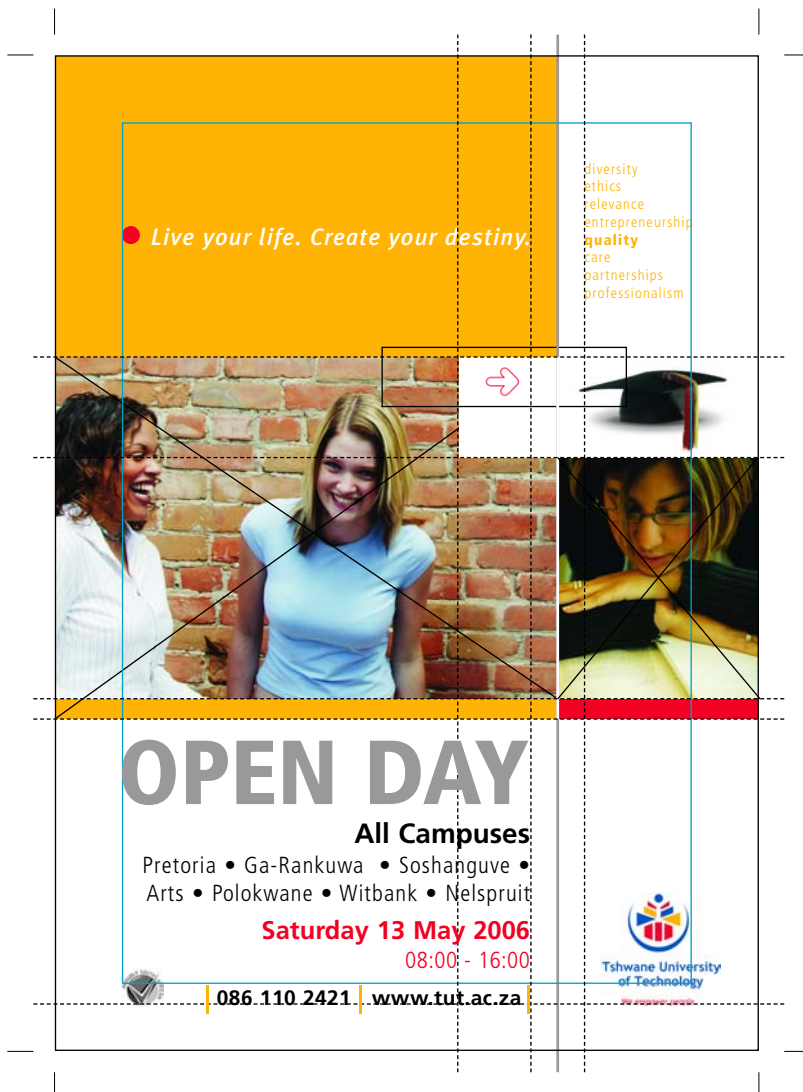


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BANNERS



GENERIC GRID FULL COLOUR OPTION

OPEN DAY

Specifications

SLOGAN: (WHITE)

Font: Meta Plus Normal Italic 10pt
Kerning: 14

[Depending on the nature of the design, either in white or in yellow]

The slogan always aligns with the fifth value from the top

VALUES (X8): (YELLOW)

Font: Frutiger 47 Light Cond 6pt
Kerning: 16

[Depending on the nature of the design, either in white or in yellow]

ARROW

Any of the three primary colours could be used.

PHOTOGRAPHY

Primary:

51mm (depth) x 65mm (across)

Secondary A:

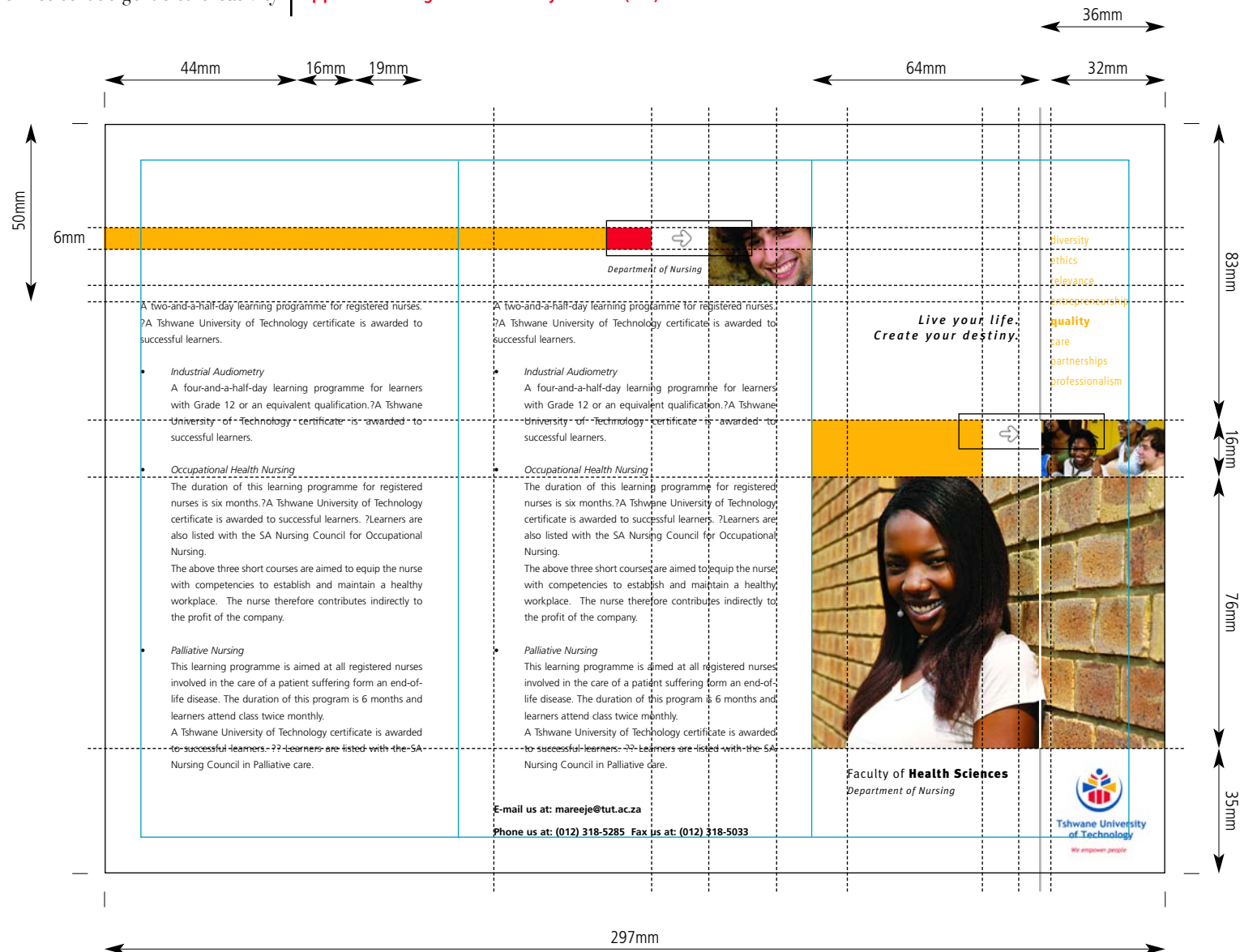
15mm (depth) x 30mm (across)

Secondary B:

36mm (depth) x 30mm (across)



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GENERIC GRID FULL COLOUR OPTION

Z-FOLD OUTSIDE

Print Specifications

Print area:

210mm (depth) x 297mm (across)

Type area:

190mm (depth) x 277mm (across)

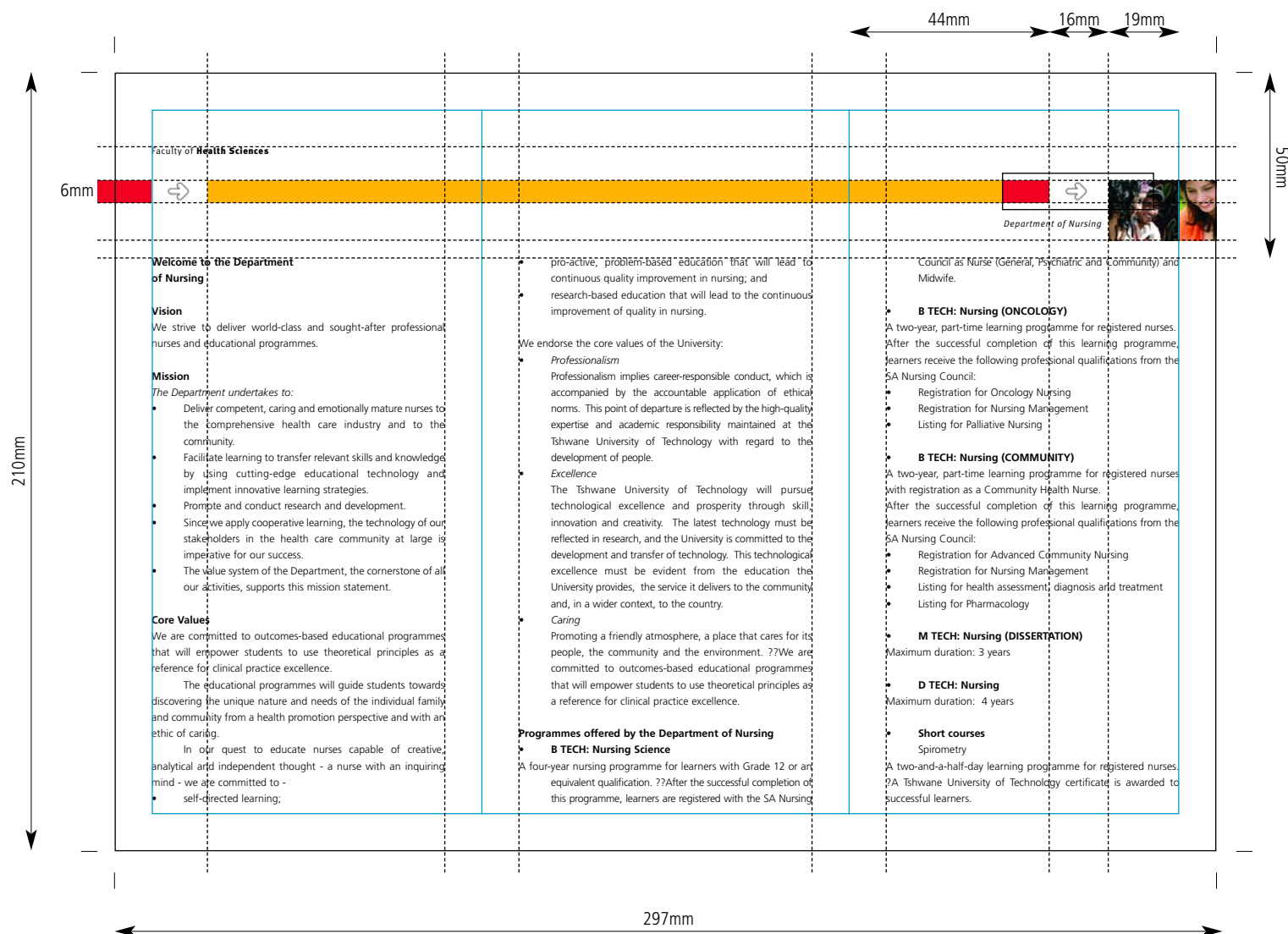
10mm either side

Bleed area:

220mm (depth) x 307mm (across)



**Tshwane University
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Z-FOLD
INSIDE

Print Specifications

Print area:

210mm (depth) x 297mm (across)

Type area:

190mm (depth) x 277mm (across)

10mm either side

Bleed area:

220mm (depth) x 307mm (across)



Live your life. Create your destiny.

TITLE PAGE Heading 40pt Verdana
Sub Heading 30pt Verdana



Tshwane University
of Technology

We empower people.

PPT - TEMPLATE

→ Presentation Heading Here 18pt Verdana

Slide Heading Here 30pt Verdana

General Body text to be set in 18pt Verdana.
(Primary and secondary colours apply to relevant audience)

PROUDLY SOUTH AFRICAN


Tshwane University
of Technology
We empower people.

PPT - TEMPLATE



PPT - TEMPLATE

LIVE YOUR LIFE. CREATE YOUR DESTINY.



There's a new sign of quality

As the largest residential higher education institution in the country, the Tshwane University of Technology (TUT) will provide you with skills, knowledge and opportunities to enable you to live your life to the full and to create your own destiny.

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Our well-equipped faculties offer you more than 150, mostly internationally recognised, programmes to choose from – more than forty are available nowhere else. With such a choice, you are bound to find a future career just right for you.

While we excel in both the cultural arena and the sport arena and have a vibrant student life, we remain a focused academic institution. TUT is one of only two universities of technology in South Africa that are on a par with the rest of the world in terms of their standards of research, and which may, therefore, offer master's degrees and doctorates (according to the National Research Foundation). As the largest residential higher education institution in the country, the Tshwane University of Technology (TUT) will provide you with skills, knowledge and opportunities to enable you to live your life to the full and to create your own destiny.

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Empower yourself – it's a matter of choice

For more information:
Call Centre: 086 110 2421 | www.tut.ac.za

Open Day: 13 May 2006



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Measurements may vary depending on the specifications of the publication.