



Tshwane University of Technology

We empower people

# Brand Buddy

Issue 03: March 2011

## The TUT Logo

The Tshwane University of Technology's corporate identity follows 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. Please take note of the following next time you want to use the logo:




Symbol/Icon

**Tshwane University of Technology**  
We empower people

Logotype


Positioning Line


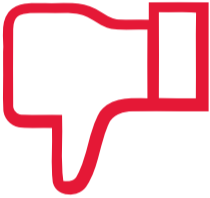


Full logo


The symbol/icon, the logotype *Tshwane University of Technology* and the positioning line *We empower people* must be used together always.

The logo can be used in either landscape or portrait format and is available in colour and solid black or in reverse white

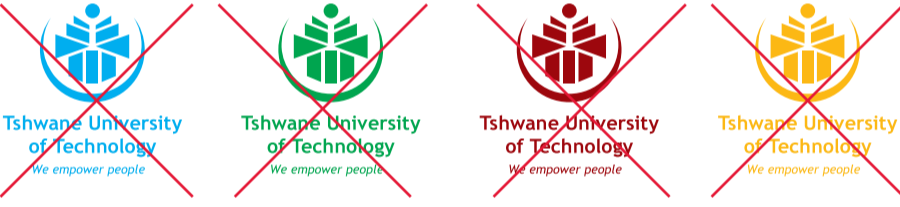



Symbol/Icon alone




Distorted



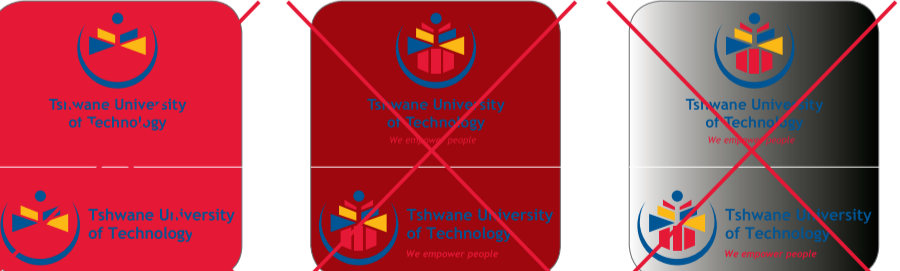
Incorrect colour monotones



Incorrect font and usage



Unacceptable and inappropriate background colours



All designs must be approved by CA&M before being produced. For more information contact:  
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