



31 October 2011

Dear Staff Members

## **THE TUT BRAND**

*“Once a great institution, now licking its wounds”*

*“All need to take hands to work together to build the University’s bruised reputation”*

These sentences formed part of my opening statement at the September graduations and should indicate to you how serious I am about restoring the damaged reputation and image of this institution. However, I cannot do it on my own.

A corporate brand is the one aspect that distinguishes organisations and companies from one another. More important, it is the people behind a brand that make or break it. A brand is just as successful as the people who live it. Without having to think twice, it is clear that the TUT brand is in serious trouble.

One important component of any brand is its reputation. TUT’s brand is no exception, and the bad publicity of the past few months did definitely not contribute towards ensuring that this brand is trusted, acknowledged or inspiring, as it was in the past.

The TUT brand is currently a brand that has lost a great deal of its good standing in the higher education environment, and which is being bombarded by questions on its standards, qualifications and governance. If this trend continues, the brand will soon be forgotten altogether. There is only one solution: to regain its losses in terms of reputation value, we ALL need to commit ourselves to one coherent brand message. To me, this message lies in the powerful strap line: ***We empower people.***

Only a few other higher education institutions in this country have a strap line with so much wisdom behind it. This should be the starting point of our commitment to restore TUT’s image and reputation by ensuring that we apply the value and meaning of these words to everything we do: in the classrooms and boardrooms, on the sport fields, in our administrative duties and in our day-to-day activities.



# **Communique**

The Directorate of Corporate Affairs and Marketing is the official custodian of the TUT brand. This means that all matters, initiatives and merchandise relating to the brand, its reputation and image, and the application of the corporate identity rules need the approval of the above Directorate before they can be implemented.

It has unfortunately come to my attention that some staff and students still do not find it necessary to adhere to the rules contained in the Corporate Identity Manual. Even worse, I am also aware of certain groups who submit work for approval, only to use this as cover-up to obtain a PO number and then provide their own alternative look and feel to suppliers. This is wrong and illegal.

Please realise that if you are caught doing this, the consequences will be serious. No excuse or explanation will be accepted for damaging the TUT brand on purpose or for personal gain.

I trust that restoring the TUT brand means just as much to each one of you as it means to me.

Warm regards



**PROF N THEMBA MOSIA  
ADMINISTRATOR**