



# BRAND STYLE GUIDE

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# INTRODUCTION

Welcome! Being a true brand ambassador all starts here!

We would like to empower and guide you on how to become a true NWU brand ambassador. This guide will enable you to enhance the NWU brand and apply it correctly. When you create material with the NWU logo, you automatically represent the University and it is something you should be proud of. The brand is more than just a logo, and consists of what is at the heart of the NWU - it focuses on what the University can offer stakeholders on an emotional level and that is offering our stakeholders more than just education, we offer people a place in the world so they can soar above the rest.

All stakeholders of the NWU should adhere to the strict guidelines set out in the Brand Policy of the University. The Brand Policy of the University applies to the NWU Council and its members, committees and other governance structures, all permanent and contracted staff of the NWU, and students. No one other than those referred to above are authorised to use the NWU brand or trademarks on any marketing material, clothing or social media before they have undertaken in writing to comply with the requirements of the Brand Policy in all respects.

The Department: Marketing and Student Recruitment offers branding and design services free of charge. These services exclude production, which has cost implications for which you are responsible. We have a dedicated team of specialists to assist you with your needs. All you need to do is complete the request form, and one of our team members will be briefed to work on your request. When you complete the form, please be as descriptive as you can so that we can attend to your request as quickly and as professionally as possible. We will source the service providers for the production element for you, and for any work that will cost R5 000 and above we will source three quotations as per the procurement policy of the North-West University (NWU).

A maximum of three revisions are permitted to all requests. Please ensure all role players are involved in the decision-making when finalising your request. All designs must adhere to the prescribed corporate identity (CID) requirements before production. Final approval will lie with the Department: Marketing and Student Recruitment.

Please send your request form to [design-ontwerp@nwu.ac.za](mailto:design-ontwerp@nwu.ac.za), if you are in need of branding or design services. The request form can be found on:  
<http://services.nwu.ac.za/design-and-branding-services/project-request-brief-designs>

**You can find a copy of our Brand Policy here:** [http://www.nwu.ac.za/gov\\_man/policy/index.html](http://www.nwu.ac.za/gov_man/policy/index.html) look under the tab '*Policies on branding and marketing communication*'.

**Copy of the CID manual:**

The NWU CID manual can be found on <http://services.nwu.ac.za/> or <http://services.nwu.ac.za/af> under the tabs Brand (CID manual) or Handelsmerk (Kopratiewe Identiteitshandleiding).



## COLOUR CODES

The primary corporate spectrum on the inside is applicable to all brand marks, including the faculty marketing brand marks. The secondary colour spectrum is only relevant to the individual faculties. The primary colours should always be predominant, no faculty colour should be more predominant than the primary colours.



Below is an explanation on how to apply the various NWU logos.

**Formal logo:** This version of the logo is only used where a more formal approach is necessary and the full name adds additional information. Eg. Degree certificates, contracts, etc.

**Acronym logo:** This version is used as the primary NWU logo and central business communications. It is easily recognized at a variety of sizes for both print and digital communication.

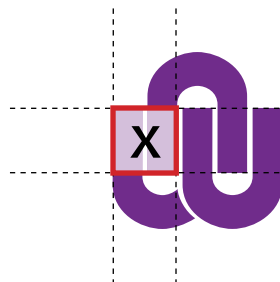
**Stacked logo:** This version of the logo is used in a few instances in which the final size is too small or too large. Eg. sport and formal clothing.

**Exclusion zone:** To ensure maximum visibility, legibility and integrity, the NWU logo should always appear with space around it.

This exclusion zone ensures that all graphic elements or type are separated from the logo by a designated amount of space.

The NWU logo must always be surrounded on all four sides by a clear space of at least 1 X, where X equals the width of the intersecting area of the three links.

This exclusion zone must be applied for all approved and official logos as well as acronyms.



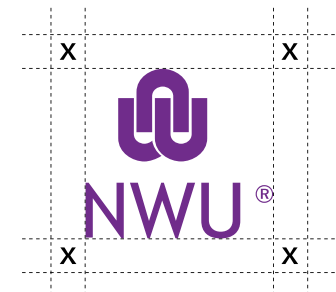
#### Formal logo



#### Acronym logo



#### Stacked logo



## MINIMUM SIZE

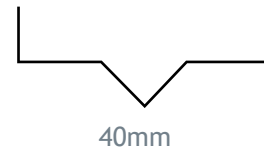
To ensure clarity and legibility, the smallest allowable size for the NWU formal logotype is 4cm (113 pixels), the acronym logo is 3cm (85 pixels) and the stacked logo is 1.5cm (42 pixels).

For application on clothing and other promotional material, the acronym logotype should be used. However, the acronym may not be used smaller than 1.5cm (42 pixels).

Note: The minimum sizes indicated above are applicable to digital/electronic and print material. If the quality of the logo is in question rather use the acronym logo. For printed clothing and promotional material, these rules do apply, but for all engraved and embroidered items, only use the acronym and never the formal logo. This is because the corporate typeface or font of the wording on the NWU logotype is compromised and legibility is not fully achieved.

On certain promotional items, it is necessary for the logo to be printed smaller, as small as 1.5cm, but please note that the ® - symbol will not be legible at this scale and should then be left out.

### Formal logo



### Acronym logo



### Stacked logo



15mm

## PRIMARY USE

The NWU logo should be reproduced in **Pantone 2603 (CMYK: 68-100-0-3 OR RGB: 108-61-145 OR Hex# 6C3D91)** on a white background or reversed to white on a purple background. However the logo can also be reproduced in black or reversed to white on a dark background.

The NWU logo should only be used on a white background or reversed in white on a purple background. The black logo can be used on white backgrounds. This logo should not be used on any other colour backgrounds. The black logo is used in instances such as memo's, agenda's and minutes etc.



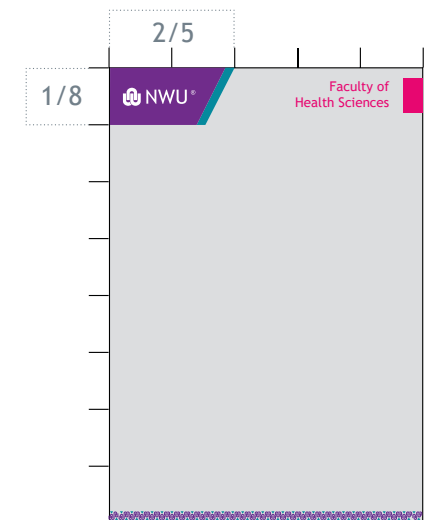
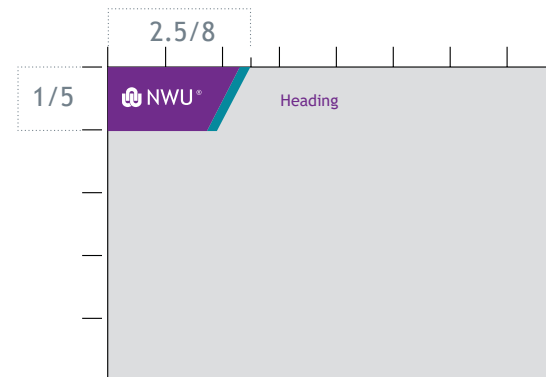
## LOGO & HOLDING SHAPE

The logo needs to be placed in the NWU holding shape at all times. The holding shape is primarily used for marketing communication on elements such as posters, brochures, cover pages, pull-up banners and should not be used on formal documents or communication. The holding shape can't be used on all marketing and branding material such as a-frames, gazebos, feather banners and wall banners, therefore, where applicable and as indicated in the style guide please use the holding shape in top left hand corner as indicated. The right hand side is reserved for headings and faculty names. You can make use faculty colour in conjunction with the NWU logo but should never be used as primary colours in material.

### Design element:

The NWU design element created with turquoise triangles and the University logo links which represent unitary and all this together create a unique African pattern. The symbolism of this is to bring in the role the NWU as a brand play on the African continent and talks to Our Dream of being “an internationally recognised university in Africa, distinguished for engaged scholarship, social responsiveness and an ethic of care”. There is no set position for the design element should be used as a divider between design and information and it is not compulsory to use.

### Holding shape



### Design element





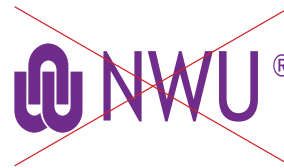
## INCORRECT LOGO APPLICATION

**Colours:** Colours may not be altered for any reason. Use CMYK values for printed media and RGB or HEX values for digital media. Allowable colour usages are available throughout this manual. The university colour logo may only be applied on white backgrounds, and not on black or any other colour as they lose their luminance.

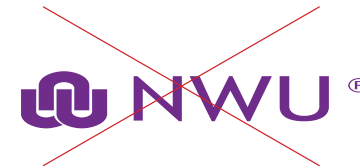
**Scaling:** Always scale the logos proportionally. Do not stretch, squash or tamper with the different elements that make up the logo. Please also ensure that the logo size honours the minimum logo size indicated in this manual.

**Quality:** Low-resolution or poor quality logos may not be used. Logos attained from the internet are often set at 72dpi (dots per inch). Only use the best resolution or the original vector-based file. Please don't use logos from the web, you can request high resolution logos from the department marketing and student recruitment.

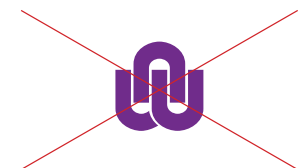
**Note:** The links icon may not be used on it's own, the only exception to this rule will apply for buildings and regalia.



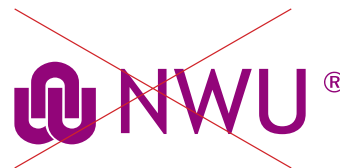
**Do not** squash the logo



**Do not** stretch the logo



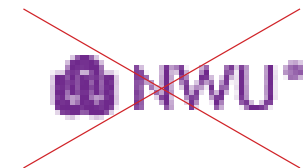
**Do not** stretch the logo



**Do not** use wrong colours



**Do not** add additional type to the logo



**Do not** use a low quality logo

# Aa TYPEFACES

We have three approved university fonts Arial, Trebuchet and Snell.

**Arial:** This is the University's primary font. It was chosen because of its versatility and can be used in any form of communication, from presentations, marketing material, formal and informal communication. This font type is mainly used for body copy. Please don't use any other font except Arial in body copy and for only for formal special occasions use Snell in body or heading and title - Trebuchet is another alternative for headings and titles.

**Trebuchet:** used for heading and title copy - this font type should not be used in the body. When Trebuchet is used as a heading or title font one can proceed to use Arial font type in the body text.

**Snell:** This is the University's formal font. This font type has a touch of elegance and has become modern which makes it perfect to use for special events such as announcements, invitations to academic openings, inaugural lectures and other formal events.

## Trebuchet - Title font

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## Arial - Primary and body copy fonts

abcdefghijklmnopqrstuvwxyz

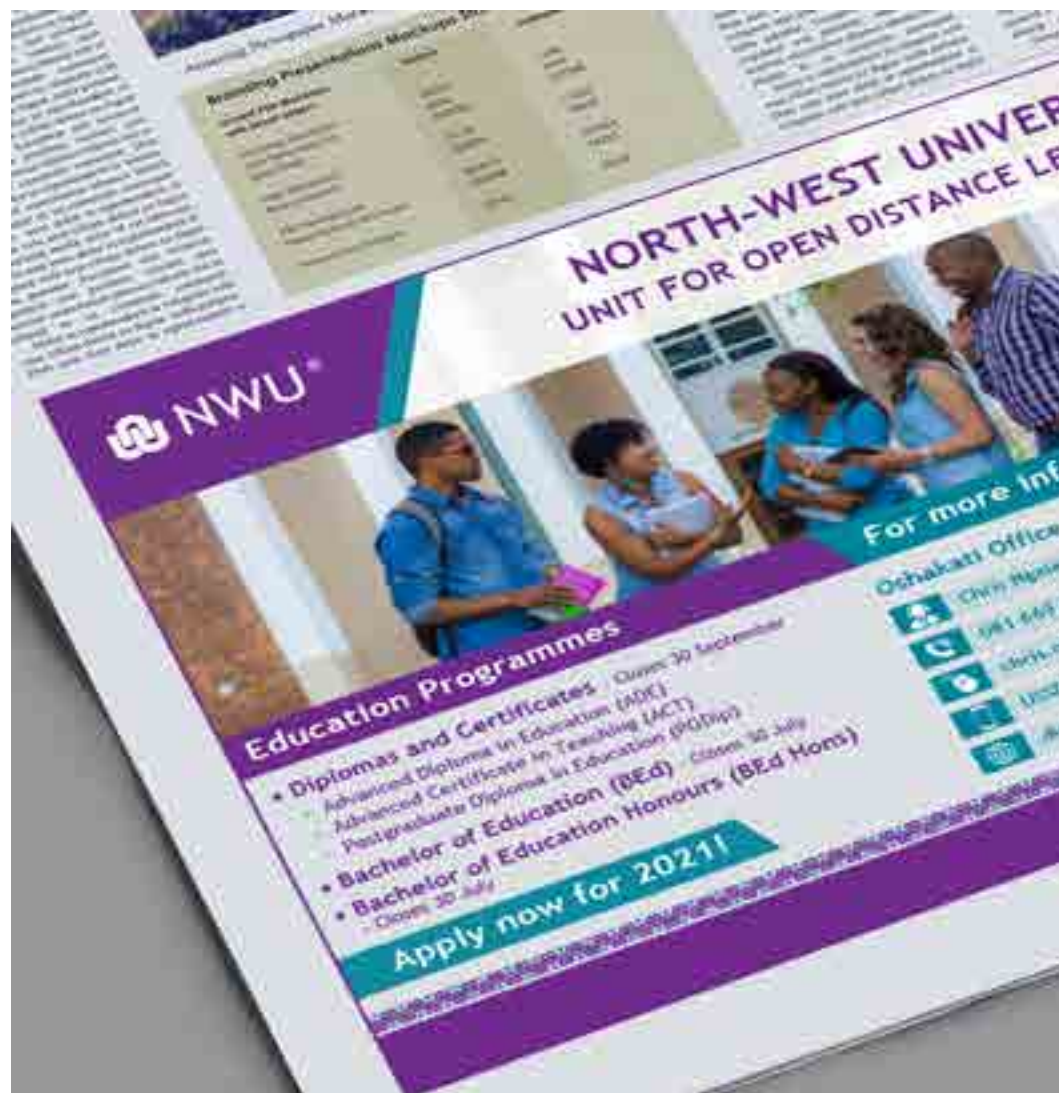
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## Snell - Script font

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

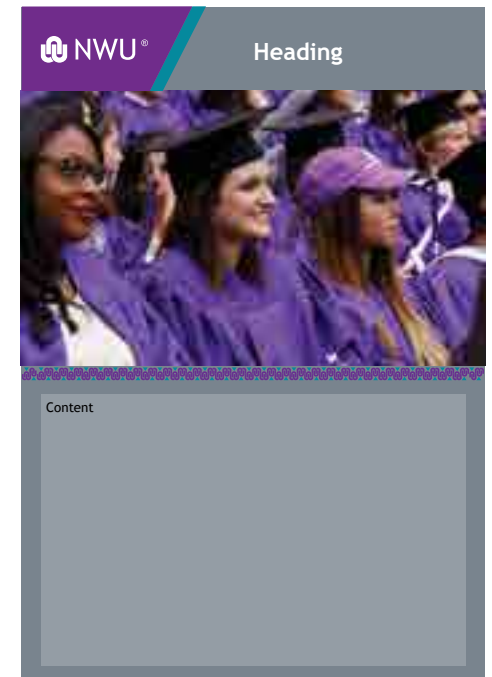
Print material refers to any publication of marketing material, documents, or newspapers, magazines and books.



## POSTERS

Posters should include the holding shape with the logo in the top left. The heading, faculty or school name, or co branding goes next to the logo, on the right.

The design element can be used as a divider with in the design to divide the text and image.

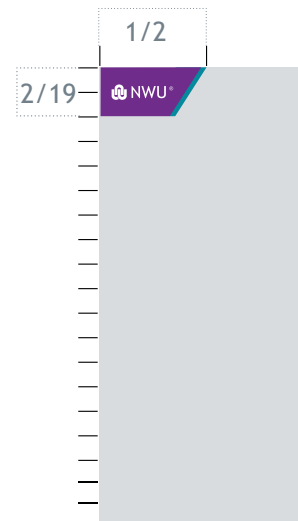


# BROCHURES

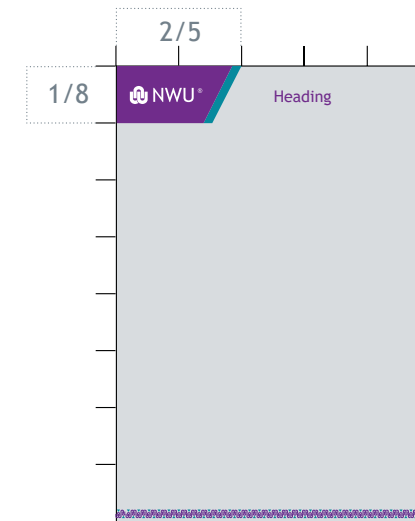
A brochure is an informative marketing document that comes in various templates (z-fold, leaflet, pamphlet etc.). Below are examples of how the brand should be incorporated and how one can use the design element. Brochures do change to exhibit different design styles and requirements but it is important to remember that the brand application needs to always remain consistent.



## DL

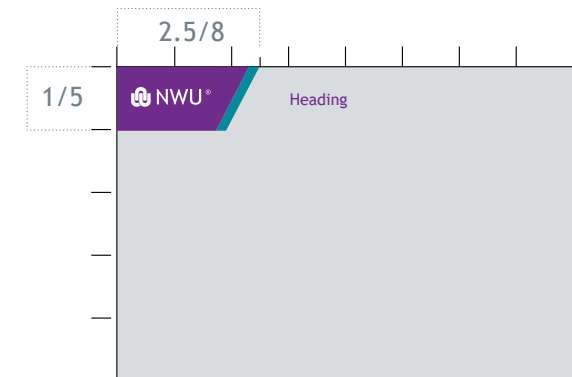
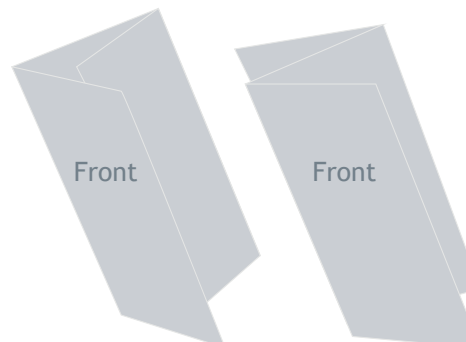


## A4 & A5



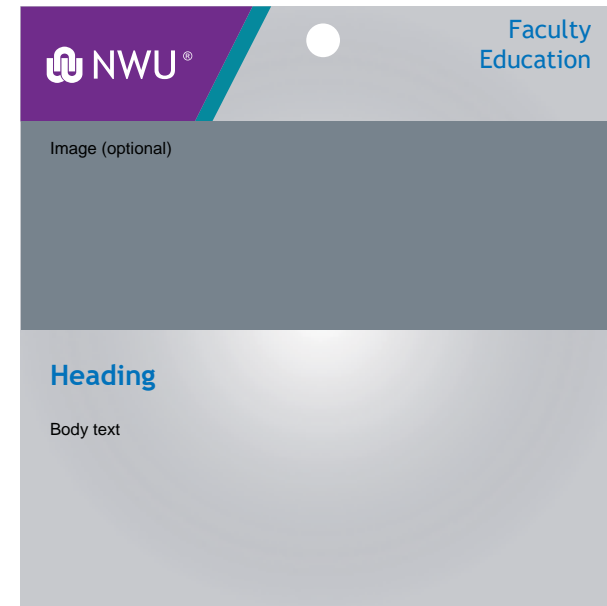
## ROLL FOLD

## Z-FOLD



## INFORMATION CARD

Information cards are used for the purpose of marketing in a more innovative way. The following examples show how the brand is applied and how you can incorporate the approved faculty colours subtly. Suggested size: 100mm x 80mm





## PROGRAMMES

Programmes and invitations are often used for special occasions. They are formal in nature. It is important to create programmes and invitations that look professional and truly reflect the essence of the NWU brand.

The script font Snell, can be used on programme headings where suitable.



## GREETING CARDS

Greeting cards at the University are great tools to use to foment wellbeing in your department. This speaks to the NWU values “fostering engaged and caring staff and students”. Developing and sending greeting cards would be a personal way to extend your gratefulness.

Greeting cards come in various sizes and below are a list suggested sizes to us:

- A7 (74mm X 105mm) or (7.4cm X 10.5cm)
- A6 (105mm x 148mm) or (10.5cm x 14.8cm)
- A5 (148mm x 210mm) or (14.8cm x 21cm)
- DL (99mm x 210mm) or (9.9cm x 21cm)

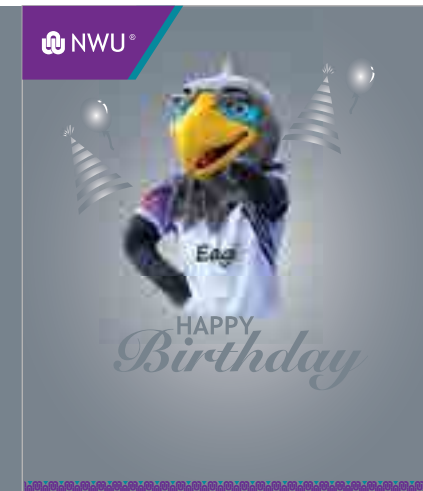
### Digital greeting cards

When developing digital greeting cards, it is important that the files are saved in the correct size. The standard HTML email invitation size for width is 600 pixels for desktops as well as 320px for vertical and 480px for horizontal view on mobile devices. The height is unlimited and depends on the content length. Big email files often block and fill up recipients email boxes.

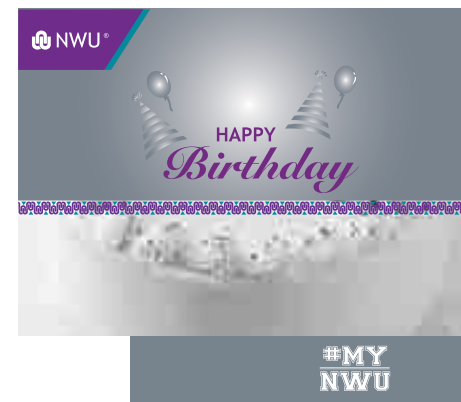
Back



Front



Doublesided card



Digital card





## BUSINESS CARDS

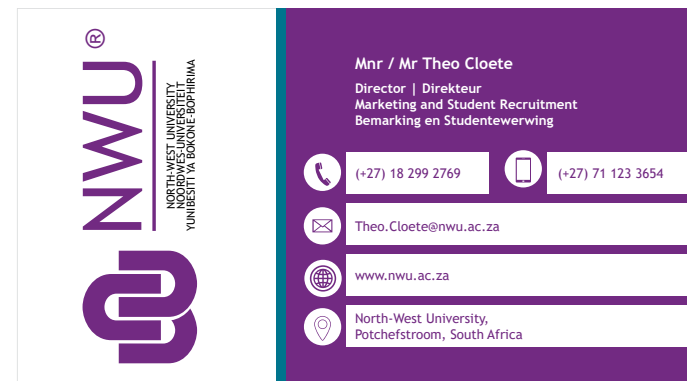
Business cards are no longer merely there to have contact details such as email address, phone number and website details. Business cards are a great tool for brand building. By having the correct University business card you are being a brand ambassador for the NWU and yourself. University business cards also help in creating a chain of personal networking relationships.

Business cards can be ordered through Ivyline who have the approved template for University business cards. To order business cards you can email Elaine Jankowski on 20362005@nwu.ac.za or call 018 293 0568.

### Front



### Back





## PROMOTIONAL BRAND MATERIAL

Promotional brand materials are printed materials that the NWU uses to promote the brand and our offerings to stakeholders. When developing promotional material we need to ensure we differentiate ourselves from our competitors and we can do this by applying the brand correctly and consistently. Promotional material assist to further enhance the NWU's brand identity and foster a connection between the University and stakeholders.

### Co-branding

All co-branding must adhere to the University Brand Policy and CID guidelines. All designs are subject to approval by the department of Marketing and Student Recruitment. Generally when it comes to co-branding, we need to work on the 51 - 49% rule. If the University has majority of the rights when it comes to hosting and organising events, all the branding will be to the University's discretion with consultation with co-sponsors and partners. If the University does not have majority of the rights then after consultation with event organisers University placement will need to be agreed and approved by the Division of Marketing and Student Recruitment.

### Implementations and placements: NWU majority

The NWU branding rules will take preference and these are examples of how co-branding can be implemented.

- NWU holding shape left and cobranding to the right
- Multiple sponsors or partners: placement at the bottom 1 third of the page with the design element as a separation or another element logos placed in this section

### Fonts:

Heading font: Trebuchet

Body font type: Arial

Font sizes for headings should be between 150 and

300. Body copy should be minimum of 80-100 points. Remember to always use line spacing and white space to make your copy stand out.

### Pull-up banner:

- Always keep the NWU logo (holding shape) at the top left hand side.
- When developing promotional material like a pull-up banner, think top-to-bottom, left-to-right. It makes things easier for stakeholders as we're all taught to read from top to bottom and left to right, thus keep your information simple and catchy.
- Don't include too much information on a pull-up banner, the purpose of a pull-up banner is to grab stakeholders attention and in the same time providing information that is easy to retain in a short amount of time. More information can always be provided in a form of a brochure.
- Always use high-resolution images that are 300dpi and ensure that colours are set to CMYK for print purposes.
- Make sure you choose the right size for your banner and the needs the banner should serve. You will see a range of sizes in the manual to guide you in making this decision.

### Flag banners:

Flag banners are marketing material that will contain the NWU logo and a short message. This type of marketing and branding material is generally used outdoors for directional signage to attract stakeholders to a specific event or give direction to a specific venue. Flag banners come in different sizes and types which include: teardrop banner, feather banner, wing banner

- Ensure you use the correct NWU logo for outdoor flag banners - the stacked logo is recommended.

- Use this type of banner for the correct reason, keep it clean and simple and limit text and images
- Make sure the banners can stand out and are clearly visible, by strategically considering locations to place flag banners

### Gazebos:

When it comes to outdoor visibility, one of the best ways to enhance the NWU will be with a branded gazebo so you can have an interactive space with you stakeholders which can become memorable.

### Taking care of your branding material:

The longevity of your material depends on the colour as well as the environmental factors such as amount of use, pollution, sunshine, wind and rain. Below are some helpful tips on how you can take care of your material to ensure longevity:

- When you set up your material, always ensure there are no obstructions so that they do not rub against walls, plants, trees, street lights etc
- Remember to tie down branding material that will need to be tethered
- In order to increase the longevity of branding, take it down when it is not in use for instance at night or even in windy conditions when you are outdoors where the wind speed exceeds 45 km/h
- The colour on branding material will last longer in the shade - something to consider when you setting up, however some branding items can be produced with UV protection material and this usually done at an extra cost
- It is recommended that if the branding material is used on a daily basis, it should be cleaned at least once a month so it looks neat and professional still
- In the case of rain and condensation, be sure to dry the branding before packing it away

## FLAG BANNERS

### FLYING BANNERS

These can be printed single or double-sided on lightweight (single-sided) and lightweight block-out (double-sided) fabric. It can be used both indoor and outdoor.

#### GENERIC



##### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

#### FACULTY



##### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

#### CO-SPONSOR



##### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

SIZE	MICRO	MINI	SMALL	MEDIUM	LARGE	X-LARGE
WIDTH	0.3m	0.5m	0.75m	0.9m	1m	1.3m
HEIGHT	0.75m	1m	2.2m	3.4m	4.6m	6m

## FLAG BANNERS

### FEATHER BANNERS

These can be printed single or double-sided on lightweight (single-sided) and lightweight block-out (double-sided) fabric. It can be used both indoor and outdoor.

#### GENERIC



##### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

#### FACULTY



##### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

#### CO-SPONSOR



##### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

SIZE	SMALL	MEDIUM	LARGE
WIDTH	Options: 0.55m, 0.6m, 0.8m, 1m		
HEIGHT	2.1m	3m	4.4m

# FLAG BANNERS

## WING BANNERS

These can be printed single or double-sided on lightweight (single-sided) and lightweight block-out (double-sided) fabric. It can be used both indoor and outdoor.

### GENERIC



#### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

### FACULTY



#### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

SIZE	SMALL	MEDIUM	LARGE	X-LARGE
WIDTH	0.75m	0.9m	1m	1.3m
HEIGHT	2.2m	3.4m	4.6m	6m

## POP-UP BANNERS

### A-FRAME BANNERS (HORIZONTAL)

These are printed on medium weight fabric. It can be used both indoor and outdoor.

#### GENERIC



##### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

#### FACULTY



##### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

#### CO-SPONSOR



##### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

SIZE	MINI	SMALL	VALUE	MEDIUM	LARGE
WIDTH	0.23m	0.7m	0.9m	0.9m	1.1m
HEIGHT	0.55m	1.2m	1.7m	2m	2.5m

## POP-UP BANNERS

### A-FRAME BANNERS (VERTICAL)

These are printed on white medium weight fabric. It can be used both indoor and outdoor.

#### GENERIC



##### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

#### FACULTY



##### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

#### CO-SPONSOR



##### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

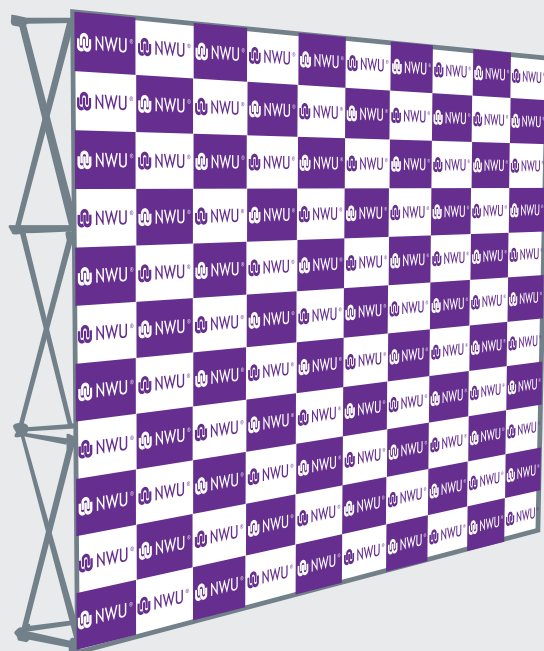
SIZE	SMALL	MEDIUM	LARGE
WIDTH	0.8m	1m	1.25m
HEIGHT	0.98m	1.35m	2.1m

# EVENTS

## BACKWALLS

It can be used both indoor and outdoor.

### GENERIC



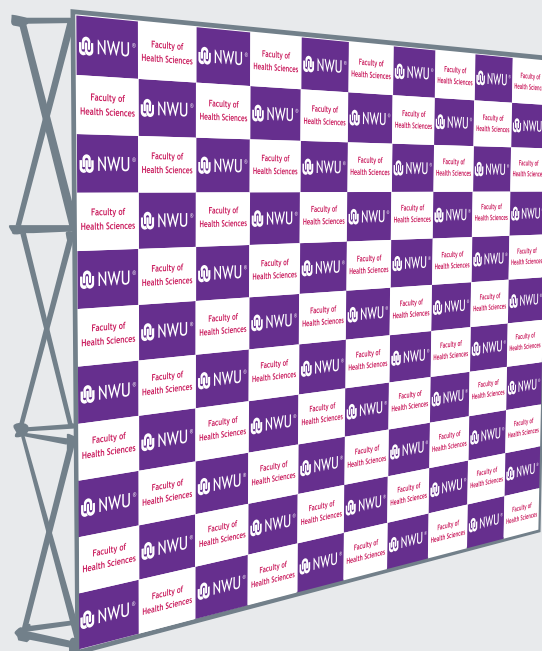
#### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

### FACULTY



#### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

SIZE	SMALL	MEDIUM	LARGE	X-LARGE	MEGA	CURVE
WIDTH	2.25m	2.25m	3m	4.5m	6m	2.765m
HEIGHT	1.5m	2.25m	2.25m	2.25m	2.25m	2.25m

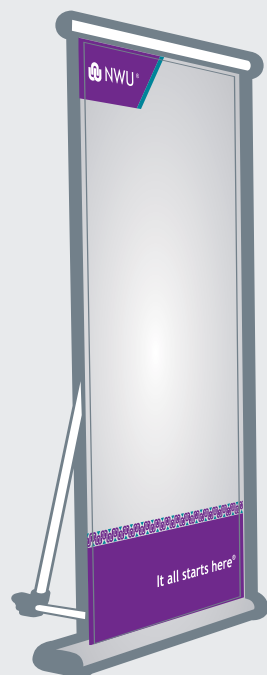


# PULL-UP & ROLL-UP BANNERS

## EX-T BANNERS

For indoor use.

### GENERIC



#### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

### FACULTY

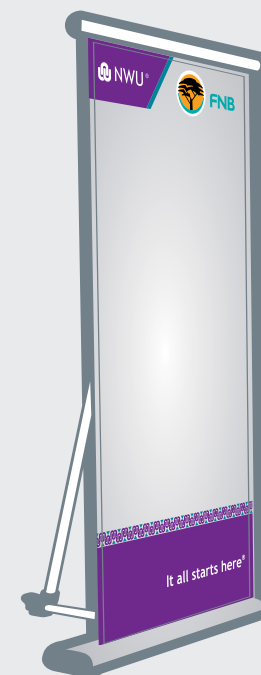


#### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

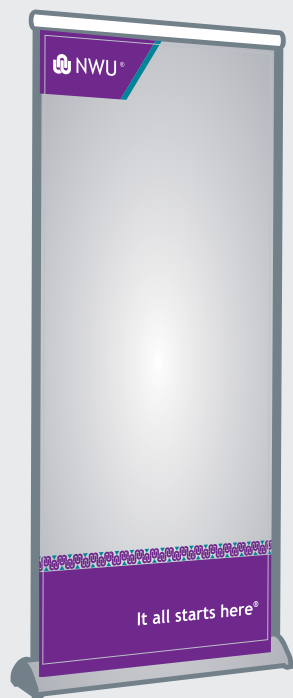
SIZE	SMALL	MEDIUM	LARGE	X-LARGE
WIDTH	0.85m	1m	1.2m	1.5m
HEIGHT	2m	2.1m	2.2m	2.5m

# PULL-UP & ROLL-UP BANNERS

## EX-ROLL BANNERS

For indoor use.

### GENERIC



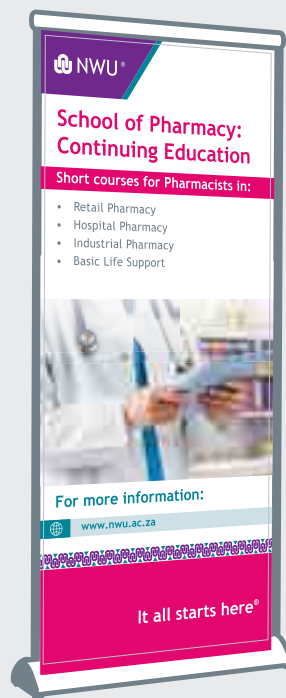
#### NWU primary option

Keep branding within safe area.

Arial font used for content.

Use approved grey background or reverse white on purple.

### FACULTY



#### NWU Faculty or school name option

Keep branding within safe area.

Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding.

Keep branding within safe area.

Use approved grey background except when the it doesn't work with co-branding etc.

SIZE	SMALL	MEDIUM	LARGE	X-LARGE
WIDTH	0.85m	1m	1.2m	1.5m
HEIGHT	2m	2.1m	2.2m	2.5m

# GAZEBOS & TENTS

## GAZEBOS

These are printed single-sided on medium weight fabric. For outdoor use.

### GENERIC



#### NWU primary option

Keep branding within safe area  
Arial font used for content  
Flap alternates North-West University/#MyNWU  
Use approved grey background or reverse white on purple.

### FACULTY



#### NWU Faculty or school name option

Keep branding within safe area  
Arial font used for content  
Flap alternates North-West University/Faculty  
Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding

Keep branding within safe area  
Arial font used for content  
Sides alternates NWU/Co-sponsor logo and name  
Use approved grey background or reverse white on purple.

SIZE	SMALL	MEDIUM	LARGE	X-LARGE	MEGA
WIDTH	1.5m	2m	3m	4.5m	6m
HEIGHT	1.5m	2m	3m	4.5m	6m

## GAZEBOS & TENTS

### EX-DOMES

These are printed single-sided on medium weight fabric. For outdoor use.

#### GENERIC



##### NWU primary option

Keep branding within safe area  
Arial font used for content  
Flap alternates North-West University/#MyNWU  
Use approved grey background or reverse white on purple.

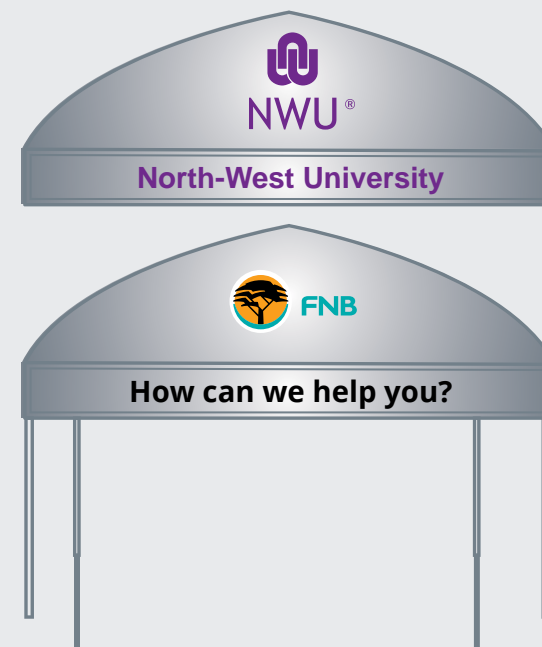
#### FACULTY



##### NWU Faculty or school name option

Keep branding within safe area  
Arial font used for content  
Flap alternates North-West University/Faculty  
Use approved grey background or reverse white on purple.

#### CO-SPONSOR



##### Option using co-branding

Keep branding within safe area  
Arial font used for content  
Sides alternates NWU/Co-sponsor logo and name  
Use approved grey background or reverse white on purple.

SIZE	MEDIUM	LARGE
WIDTH	2m	3m
HEIGHT	2m	3m

# UMBRELLAS

## ACACIA

These can be printed single or double-sided on medium weight fabric. For outdoor use.

### GENERIC



#### NWU primary option

Keep branding within safe area

Arial font used for content

Flap alternates North-West University/#MyNWU

Use approved grey background or reverse white on purple.

### FACULTY



#### NWU Faculty or school name option

Keep branding within safe area

Arial font used for content

Flap alternates North-West University/Faculty

Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding

Keep branding within safe area

Arial font used for content

Sides alternates NWU/Co-sponsor logo and name

Use approved grey background or reverse white on purple.

SIZE	4 PANEL	4 PANEL	4 PANEL	8 PANEL	4 PANEL	4 PANEL
WIDTH	2m	2.5m	3m	3m	2m	2.5m
HEIGHT	2.4m	2.4m	2.4m	2.4m	2.4m	2.4m

# UMBRELLAS

## ACACIA FLEX

These can be printed single or double-sided on medium weight fabric. For outdoor use.

### GENERIC



#### NWU primary option

Keep branding within safe area  
Arial font used for content  
Flap alternates North-West University/#MyNWU  
Use approved grey background or reverse white on purple.

### FACULTY



#### NWU Faculty or school name option

Keep branding within safe area  
Arial font used for content  
Flap alternates North-West University/Faculty  
Use approved grey background or reverse white on purple.

### CO-SPONSOR



#### Option using co-branding

Keep branding within safe area  
Arial font used for content  
Sides alternates NWU/Co-sponsor logo and name  
Use approved grey background or reverse white on purple.

SIZE	4 PANEL	4 PANEL	8 PANEL
WIDTH	2m	2.5m	2.8m
HEIGHT	2.4m	2.4m	2.4m

# OUTDOOR

## BUNTING

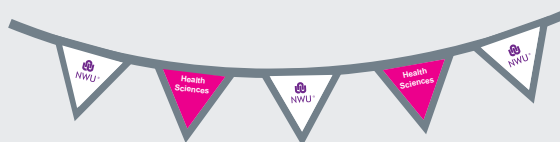
These can be printed single or double-sided on lightweight (single-sided) and lightweight block-out (double-sided) fabric. It can be used both indoor and outdoor. Custom length.

### GENERIC



NWU primary option  
Keep branding within safe area

### FACULTY



NWU Faculty or school name option  
Keep branding within safe area

### CO-SPONSOR



Option using co-branding  
Keep branding within safe area

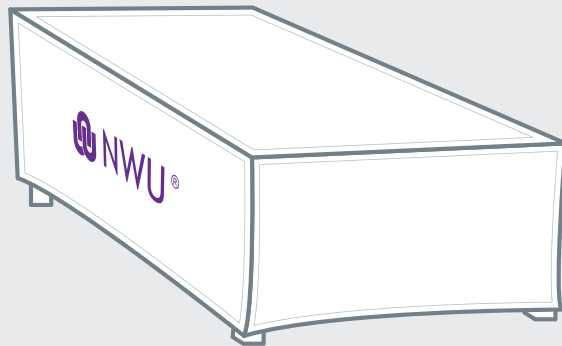
SIZE	STANDARD
WIDTH	0.3m
HEIGHT	0.3m

## INDOOR

### TABLE CLOTHS

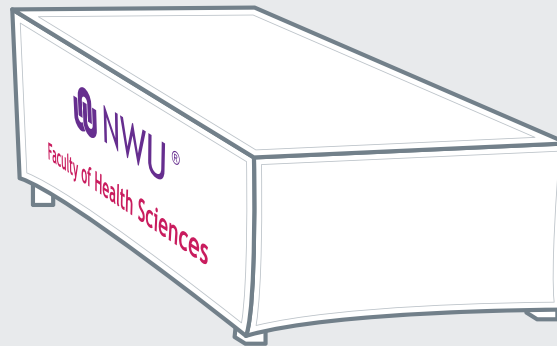
These can be fitted or loose. It can be used both indoor and outdoor.

#### GENERIC



NWU primary option  
Keep branding within safe area  
Arial font used for content

#### FACULTY



NWU Faculty or school name option  
Keep branding within safe area

#### CO-SPONSOR



Option using co-branding  
Keep branding within safe area



## INFLATABLES

### GIANT AND CUSTOM INFLATABLES

Standard sizes or can be custom-made to virtually any shape or size. For outdoor use.





## SOCIAL MEDIA: YOUTUBE

- Give videos descriptive names to support SEO
- Include MetaTags
- Include relevant hyperlinks after descriptions to cross pollenate

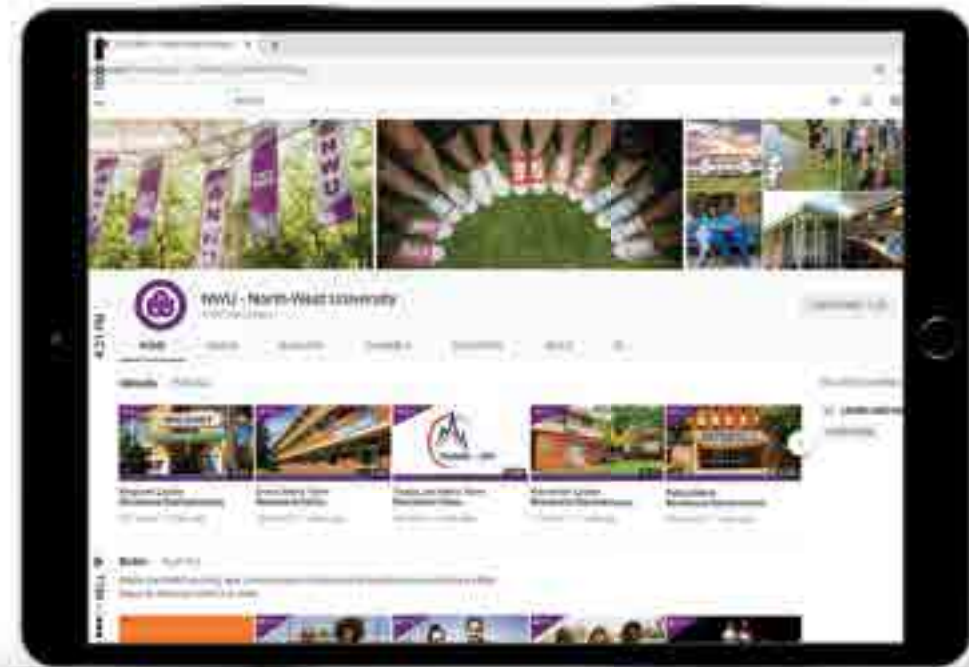
### Tips:

Best days: Thur, Fri

Best Times: 2pm to 4pm

NWU available times: 1 - 2 videos a week

Should you have any social media requests or questions please contact Kinga Siejek on [Kinga.Siejek@nwu.ac.za](mailto:Kinga.Siejek@nwu.ac.za) or 016 910 3188.



## SOCIAL MEDIA: TWITTER

### A simple guideline of what your tweet should look like:

- Replace “and” with (&) to save characters.
- Always turn on geo-location - (Potchefstroom, Mafikeng & Vanderbijlpark)
- When live tweeting for events, try to include a maximum of four images to give the user a visual overview of what is happening.
- Always include relevant mentions - tagging of relevant stakeholders as indicated
- If tweet capacity allows it...use two to three hashtags per post, relying on the NWU hashtag bank.
- If a hashtag is already provided always incorporate the #MyNWU hashtag. Use hashtags extremely sparingly.
- When quoting a tweet always add original text before quoting
- Aim to share 1-2 native retweets (RT, not quoting) per day
- Cite the source of an article by tagging the relevant account at the end of a message:
- NWU wins the soccer with @Varsitycup! Read more about the win: [ow.ly/1sbrdp](https://ow.ly/1sbrdp) [@thestar]

### Engagement style

- Favourite tweets from followers and #MyNWU
- Reply to questions in a formal yet fun way
- When you are not using your own pictures remember to add photo credit or PC to your tweet.

### Tips:

Best days: Mon, Wed, Sat

Best Times: 12pm, 3pm, 5pm to 6pm

NWU available times: 8 - 10 tweets a day

Plus: 3 quotes and 3 re-tweets



## SOCIAL MEDIA: FACEBOOK & LINKEDIN

### A simple guideline of what your post should look like:

- Use line breaks to improve readability.
- Include relevant mentions as long as the account is active.
- Delete the text URL from post if displaying a link preview.
- If you want the link to be visible, use Hootsuite to shorten it (<https://hootsuite.com/pages/owly>)
- Always include a link and/or a visual when posting

### Engagement style

- Like users' pictures and comments
- Use inline comments to reply to users when there is an opportunity to respond.
- Hide spam

### Facebook tips:

Best days: Sun, Thur, Fri, Sat

Best Times: 9am, 1pm (most shares) 3pm (most clicks)

NWU available times: 1 - 2 times a day

### Linkedin tips:

Best days: Tue, Wed, Thur

Best Times: 7am to 8am, 12pm, 5pm to 6pm

NWU available times: 1 - 2 times a day



EXAMPLE OF A FACULTY FACEBOOK PAGE



NWU RESIDENCE PAGE



EXAMPLE OF A RESEARCH ENTITY FACEBOOK PAGE



## SOCIAL MEDIA: INSTAGRAM

### A simple guideline of what your post should look like:

- Picture ratio should be 4:3 as far as possible. For user generated content captured in portrait, try to crop to 1:1 ratio. Instagram story ratio should be 9:16.
- The post copy should be 138-150 characters, excluding hashtags. Use emojis if it is well motivated; refrain from posting only an emoji and hashtags as it is important to write captions worth reading.
- To guarantee proper algorithmic distribution, use geo-tagging to tag the campus on which the content was created.
- Tag users both in the picture and in the copy when you feature their work.
- Always refer to the NWU Hashtag bank for hashtags that are permitted and encouraged. Try to use hashtags in the copy as well as 5-9 hashtags at the bottom of the copy (hashtag line). Be sure to check out the hashtag options from the NWU Hashtag bank.

### Engagement style

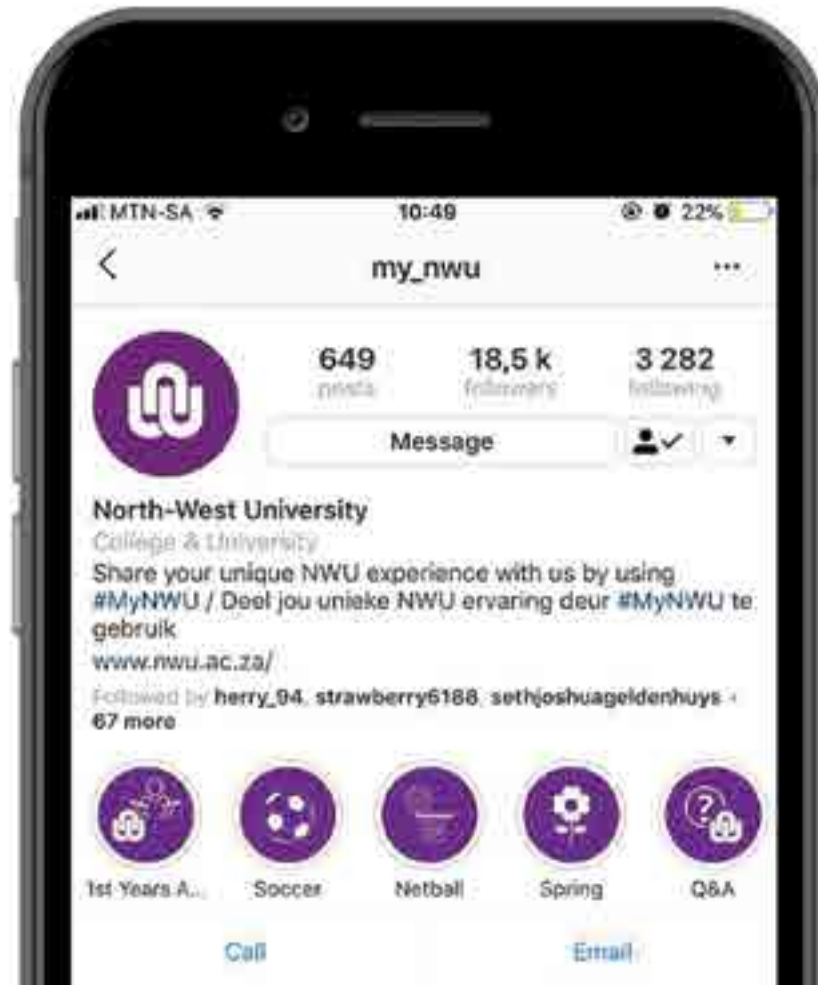
- Like pictures relating to #MyNWU
- Follow back users who comment frequently or tag #MyNWU in their photos.

### Instagram tips:

Best days: Tue, Thur, Fri

Best Times: 2am, 8pm to 9pm and 5pm, 9pm (videos)

NWU available times: 1 - 3 times a day





# DIGITAL BANNERS

Digital banners are an easy way and cost-effective way to promote the University brand on our own platforms such as emailers and website. Digital banners are used to promote events, create awareness and provide stakeholders with the latest news and information.

## Web banners

- No logo and holding shape (logo is already above the banner)
- Size: 334px (h) x 932px (w)
- No text in the bottom fifth
- Minimal text

## Faculty web banners

- No logo and holding shape (logo is already above the banner)
- Size: 624px (h) x 1140px (w)
- Minimal text

## Faculty communication banners

- Logo and holding shape, top left
- Standard size: 700px (h) x 1640px (w)
- Banner height are allowed to vary in size
- Minimal text

## Internal communication banners

- Logo and holding shape, top left
- Standard size: 127px (h) x 700px (w)
- Banner height are allowed to vary in size
- Minimal text

## Web and faculty web banners



## Faculty communication banners



## Internal communication banners



## CORPORATE GIFTS

Promotional items are available at the brand store: You can contact the brand store for a price list and catalogue of more items.

Should you need things outside of what we have, you can contact marketing office and they will help source the items needed.

Where promotional items are ordered and above R5000.00 the three quotation rule will apply.

