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W W W . D U T . A C . Z A



DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWIM YEZOBUCHWEPHESHE



BRAND GUIDELINE

01/08/2023

CORPORATE DESIGN MANUAL V2

PREPARED FOR
DURBAN UNIVERSITY OF TECHNOLOGY

GUIDELINES FOR THE USE OF THE DUT BRAND

Effective date: 01/08/2023

The purpose of these guidelines are to set the rules and usage applications of the Durban University of Technology's corporate identity. Within this brand manual, you will find all possible executions of the DUT logo, including specifications on the correct colour, size, and format usage. You will also find information on how to use the logo with its visual semantics and how these are applied to a range of marketing and promotional material. We encourage you to make use of these guidelines whenever working with the DUT brand to ensure that the logo is reproduced accurately and consistently and in keeping with compliancy of the DUT brand and corporate identity.

Guidelines

- **Use of the DUT logo and brand**, except as otherwise provided in these Guidelines, may not be used in connection with any promotional material developed and/or used by non-DUT entities or in connection with any activities that do not qualify as DUT Activities.
- **The use of DUT's Name and Logo on Merchandise:** DUT's logo and name may not be included on any merchandise produced by a third party without DUT Corporate Affairs permission.
- **Agreements Regarding Use of DUT's Name and brand:** Only authorised members of the DUT community may enter into agreements on behalf of the University. Anyone who enters into an agreement on behalf of the University must consult with DUT Corporate Affairs, before agreeing to grant any third party the right to use DUT's logo and name in or on any promotional material.
- **Use of DUT Images and Videos:** Photographs, video recordings or drawings of iconic DUT buildings, landmarks and any facilities related to the Durban University of Technology, may not be used in or on any promotional material developed and/or used by non-DUT entities without first seeking the permission from DUT Corporate Affairs and other relevant departments, such as the Multimedia unit.
- **Individual Endorsement:** Although DUT does not endorse organisations, products, or services, individual staff members, students, alumni and other stakeholders, may give opinions or make endorsements solely in their personal capacity. It should always be clear that these are personal opinions and do not reflect the University's position on any matter. The individual's connection to the DUT and the individual's designation should not be referenced when providing an opinion or an endorsement in their individual capacity.

Please note that failure to adhere to the above guidelines could result in possible legal or disciplinary action.

CONTACT US:

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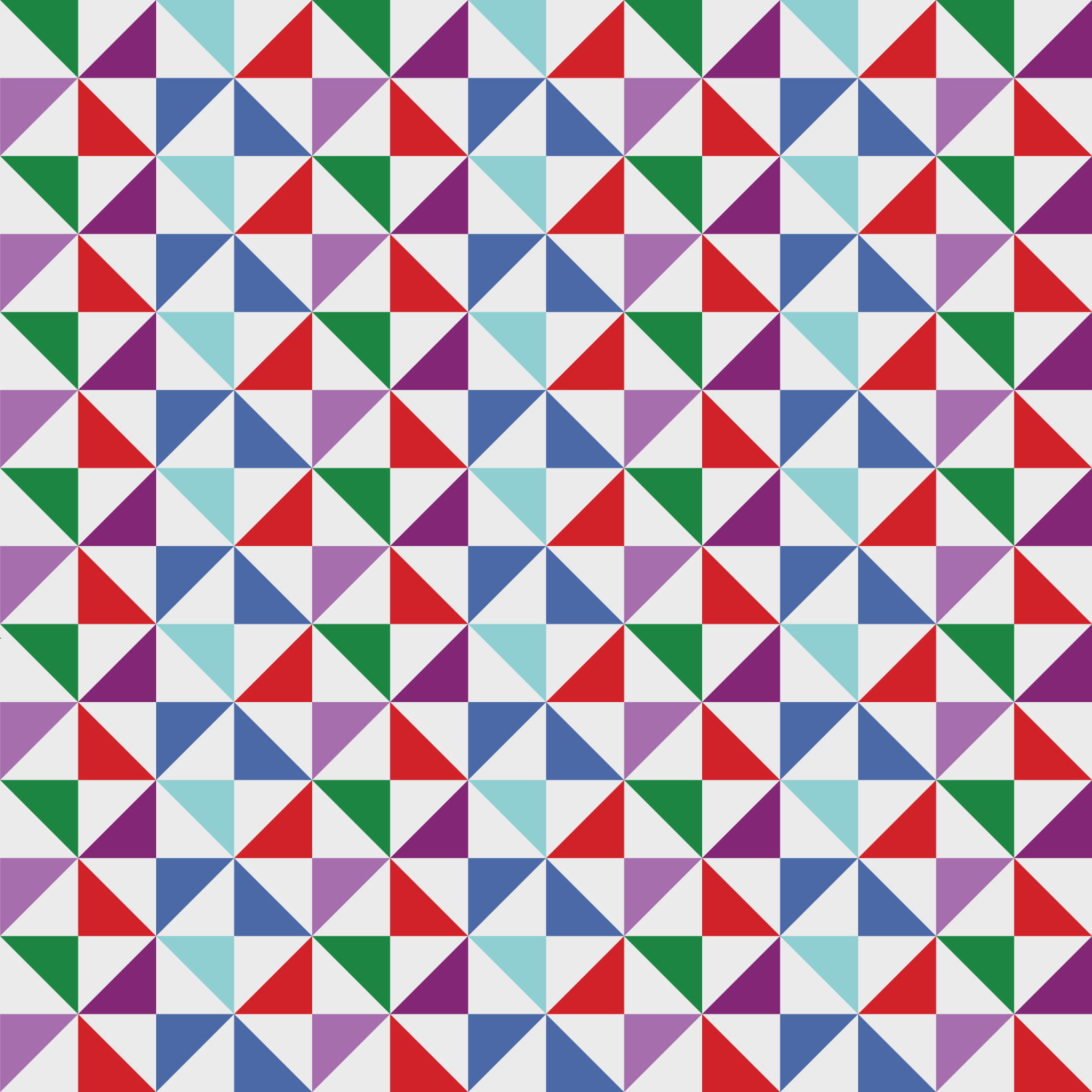
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1. OVERVIEW

Welcome to the revised corporate identity guidelines for Durban University of Technology. This revolutionary identity has been established to fulfil two purposes:

- To show the evolution of our institution and the capabilities to adapt to a more African-centered system of learning and teaching, leaving a history of decolonisation in the past; and
- To represent the unique, cultural diversity and distinction of our institution, with the inclusion of a new logo showcased in isiZulu and English.

It is safe to say that no identity is ever complete and that we understand that brand building is an ongoing exercise, in which an identity is constantly being refined.



2. THE DUT PATTERN

Used prolifically across KwaZulu-Natal by Zulu academics and professors, the triangle forms an intrinsic part of our province's heritage that precedes Shaka's reign and links to the historical perception of our province as the 'Zulu Kingdom' both locally and internationally.

Found on early examples of traditionally fired clay drinking vessels known as Izinkamba (Armstrong, 2008), Amasumpa which were pyramid shaped pellets are said to represent the inception of the triangular form into Nguni visual culture.

The King Shaka International Airport and the use of triangles in our national flag and new national and provincial coat of arms is indicative of those in positions of power endorsing

this perceptual positioning to the public, a similar positioning which DUT has embarked on. The triangular shape has served as a powerful symbol of unique African cultures and progression which is visually illustrated in the new DUT logo, supported by a colourful combination representing the six faculties, used more freely than the grid pattern.

The identity is a conscious decision undertaken by the university to recognise and pay homage to marginalised cultures – this represents a new beginning for how our clients, students and academic staff experience the brand.

Preservation and renewal are two key themes in DUT's CI, similarly to this Nguni clay pot from the nineteenth century pictured above with its three rows of undulating Amasumpa relief, which are significantly different from recent examples which do not have the same boldness in form and execution.

Just like this restored Nguni clay pot, DUT has been distinctly set apart from its past identity by its decision to nurture and restore old traditions and philosophies.



3. OUR BRAND VISION

Upholding DUT's strategy, we aim to promote and re-establish a people-centered approach which includes safety, the improvement of facilities and continuity of the academic year programme.

To remain engaged to ensure we produce adaptive graduates that are creative, innovative and entrepreneurial, with the intent of creating a solid foundation to reach greater levels of performance and excellence through the decades to come.

To promote DUT as an integral part of the community which can be seen as an entrepreneurial university, not only preparing graduates to fill job posts, but also to create them and improve

lives and livelihoods by doing so. To foster a culture of diversity, dignity and discipline as we undertake the newly implemented African centered system of teaching and learning.

To establish the brand in the minds of government, industry and stakeholders by continually highlighting student and staff achievements, reaffirming the commitment to innovation and academic superiority.

To establish DUT's course offerings as affordable and competitive.

4. BRAND POSITION

A university committed to innovation, in constant pursuit of academic superiority and teaching with purpose!

DUT is moving into a new era of acknowledgement of what makes this a unique institution, fostering a culture of diversity, dignity and discipline.

DUT aims to embrace forward-thinking with the inclusion of a new isiZulu logo which will be encouraged, nurtured and implemented as we strive to the lives and livelihoods of our people.



5. THE LOGO

Logo and Variations

The Durban University of Technology has taken a step towards the enhancement of its uniqueness in institutional architecture, culture and resources. The revised and repositioned DUT logo ensures the University embedded itself into its local context and follows the discussions towards decolonisation in the higher education sector in South Africa.

With the revised/repositioned logo, our University's name is displayed in isiZulu and in English. The logo features an isiZulu translation of the wording of "Durban University of Technology" which translates to "Inyuvesi YaseThekwini Yezobuchwepheshe – and appears in capital letters in the logo.

The design of the revised logo still maintains the key elements from the current logo but will play an integral part in ensuring African knowledge is the center-relation to other knowledge traditions, which are all encapsulated in different languages.

Therefore, we feel that the addition of isiZulu in the name and logo of our University, forms part of the journey in which this can be encouraged, nurtured and implemented – as we strive to improve the lives and livelihoods of our people in the years ahead.

5.1

LOGO CONSTRUCTION & VARIATIONS

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

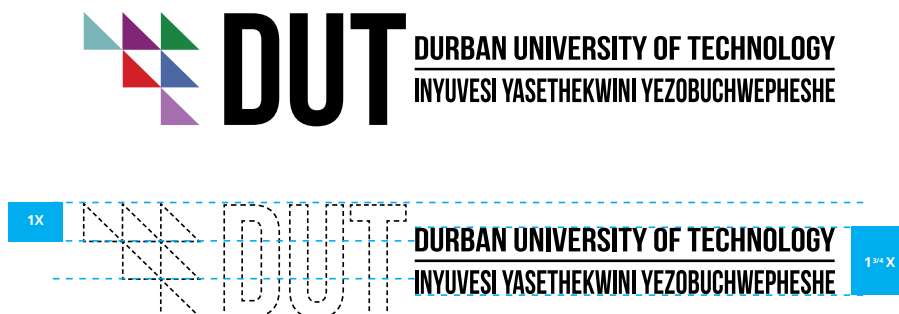
5.2

LOGO DIMENSIONS

Full Logo Stacked



Full Logo Side Saddled Landscape



Logo and Variations



5.3
CLEAR SPACE

Full Logo Stacked Variation



INCORRECT CLEAR SPACING

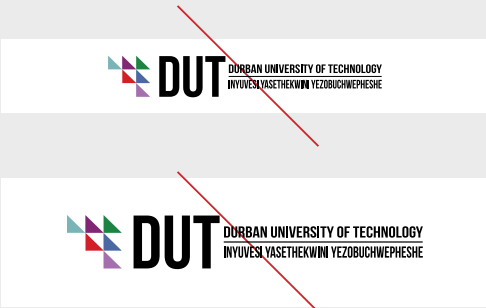


CLEAR SPACE

Full Logo Side Saddled Variation



INCORRECT CLEAR SPACING



5.4 GREYSCALE FRIENDLY OPTIONS

Full Logo Stacked Variation & Full Logo with Clear space



GREYSCALE FRIENDLY OPTIONS

Full Logo Clear space



Logo and Variations



6. THE BRAND VALUE

ENVISION2030

The ENVISION2030 logo represents the Durban University of Technology's brand values and guiding principles that drive the DUT brand's internal culture and external connection.

ENVISION2030 holds core guiding principles of how the University should be when representing the DUT brand and how the University should fulfil on its intent of improving lives and livelihoods. These principles act as pillars that assist in promoting the brand's vision and tie in directly to the University's brand's purpose.

The ENVISION2030 logo has been designed to complement the DUT logo and should be used in conjunction with the DUT logo on all corporate and marketing elements.

ENVISION2030

transparency • honesty • integrity • respect • accountability
fairness • professionalism • commitment • compassion • excellence

6.1

LOGO CONSTRUCTION

It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned to the ENVISION2030 logo.



7. THE BRAND VALUE

Tagline:

CREATIVE. DISTINCTIVE. IMPACTFUL.

Creative

Part of DUT's journey to ENVISION2030 is to support its unapologetic resolve to free the mind, to imagine unceasingly and thus inspire innovation and entrepreneurship among its people locally and globally. The University is committed to building an enabling environment that supports dynamic curricula that inspire innovation and entrepreneurship.

Creativity also talks to the state-of-the-art infrastructure that is in currently under construction in the University, that will ensure that DUT's people have creative spaces to work, to think and to collaborate. DUT understands that in leveraging new knowledge

and solutions for societal impact, the mere presence of the right people is not enough if they do not tap onto their individual and collective brainpower to imagine and produce novel ideas that propel its people and society at large, forward.

It is evident that creativity is needed throughout DUT's journey, and it lays the foundation for the second word in the new tagline; Distinctive.

Distinctive

The University's DNA is a code that lies at the very heart of what defines DUT as a unique institution and as a unique collective of people that are part of it. Alongside and equally as important to the

DUT DNA, which lays the foundation for ENVISION2030, resides a set of Values and Principles that are essential to everything that DUT does and aspire to be.

At DUT, it is the institution's firm conviction that the general aim is to pursue the ennoblement of its people first as a precondition for improving the lives and livelihoods of the University's broader society. It is here where the University asks each person to re-examine their values and principles, individual thoughts, actions and behavior that contribute to DUT's collective culture, which will assist in building and sustaining a distinctive institution.

DUT understands that, to sustain a distinctive university, it must not only address and assess the core competencies that sets DUT apart from its competitors but, stay abreast of market trends through innovative curricula and research, adopting integrated digital systems, as well as through the development of the state-of-the-art infrastructure. DUT has already made headway in this regard with the upgrade of its Student Centre, as well as the new infrastructure that is currently in development.

Holistically, "Creative" and "Distinctive" demonstrate that through creativity, a distinctive education and DUT's systems and processes, DUT's people will be effective in society, which leads us towards the final word within the newly established tagline; "Impactful".

Impactful

The University recognises that it does not merely exist for itself but to serve its people and society. DUT understands that it is only when it facilitates the empowerment and development of its people and the broader society, that everyone could ultimately live and lead a truly free, humane, fulfilling and self-actualised life.

DUT encourages its people to think, behave, plan and execute in a manner that positively impacts their future, the organisation, the environment, economy and society, including those yet to come. DUT aims to become An Engaged University, to cultivate and sustain several meaningful and mutually beneficial

partnerships enabling it to interact with and impact the broader society it serves.

Furthermore, the University will engender an approach to scholarship and research that is underpinned by societal impact. The new knowledge that DUT generates will not only cultivate solutions; it will be harnessed for broader sustainable development.

DUT expresses its effort to engage productively with its people and produce adaptive graduates who possess the acumen to initiate and respond to change, thus making them impactful citizens within society.

The University will carry the deep meaning behind its new tagline in everything it does with a strong sense of pride and be vanguards of change in the lives and livelihoods of society.

DUT:

CREATIVE. DISTINCTIVE. IMPACTFUL.



7.1.

LAYOUT OPTIONS

The tagline can either be written in one line or it can be stacked to three lines depending on the application. In cases where the tagline is stacked, it can be aligned to centre, left or right in order to suit the application.

CREATIVE. DISTINCTIVE. IMPACTFUL.

**CREATIVE.
DISTINCTIVE.
IMPACTFUL.**

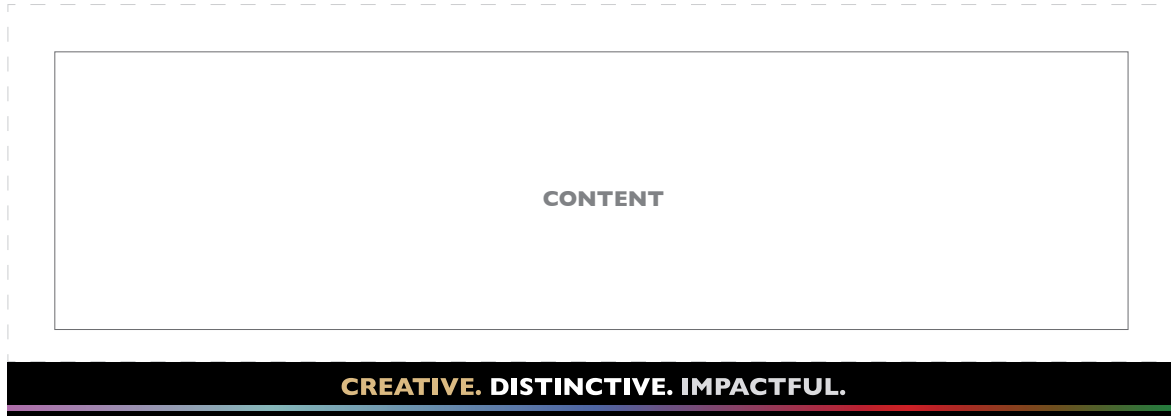
**CREATIVE.
DISTINCTIVE.
IMPACTFUL.**

**CREATIVE.
DISTINCTIVE.
IMPACTFUL.**

7.2.

APPLICATION

The background colour in the tagline can be in any of the DUT official colours. The font colour must be in contrast to the background colour.





8. SUPPORT SERVICES, DEPARTMENTS AND DIVISIONS

Logos for various university support services can be made by adhering to the visual formula of the university and the modular system. These logos must be placed in the center of a block of equal size as the DUT logo.

The text within the support service logo must be constrained to the same proportions as the text within the DUT logo. The text must be proportioned and centered within the block so that it is centered and aligned on each side. (see fig: a). The Block must be filled with one of the secondary patterns (see fig: b).

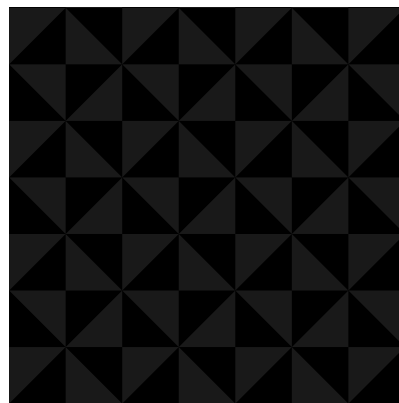
These patterns must be in shades grey or black. Departments such as Research Management and Development, the Academic Department and various DUT support service departments must use the black and grey pattern.

Please ensure that the black and grey pattern contains triangles that are 85% black in a pure 100% black background for printing purposes.

(fig: a)



(fig: b)



9. FACULTY LOGOS

Variations

According to where the respective faculty colour appears on the primary logo, it will be substituted by a black colour on the faculty logo (fig: a). Six faculty logos have been designed to give faculties a sub-identity.

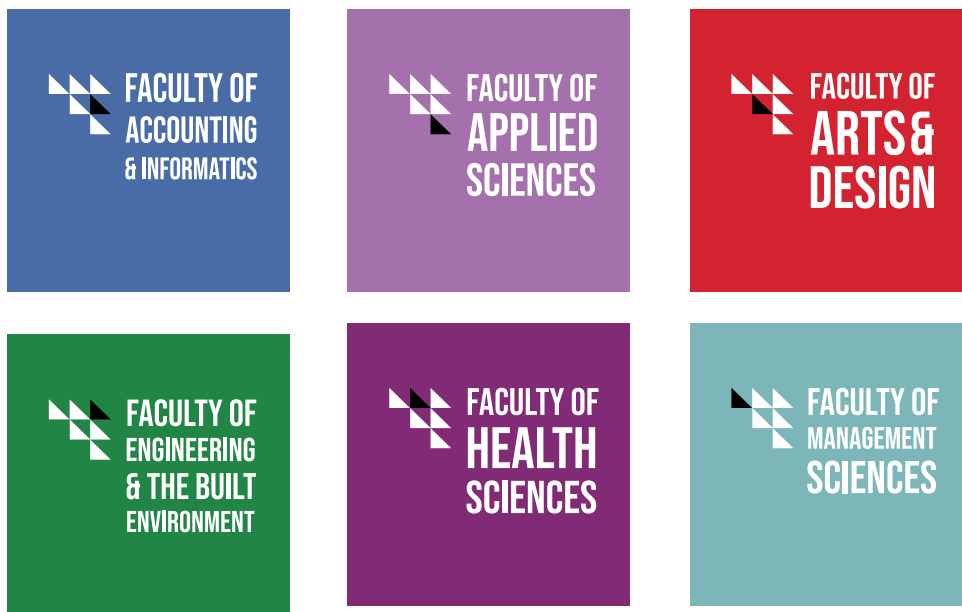
Each of these logo's appear in their respective faculty colours and feature a black triangle with five white triangles. In each case, the black triangle is repositioned to mirror the position of that faculty triangle in the primary logo.

Alternatively, each of these logos could appear in their respective faculty colours with five white triangles appearing

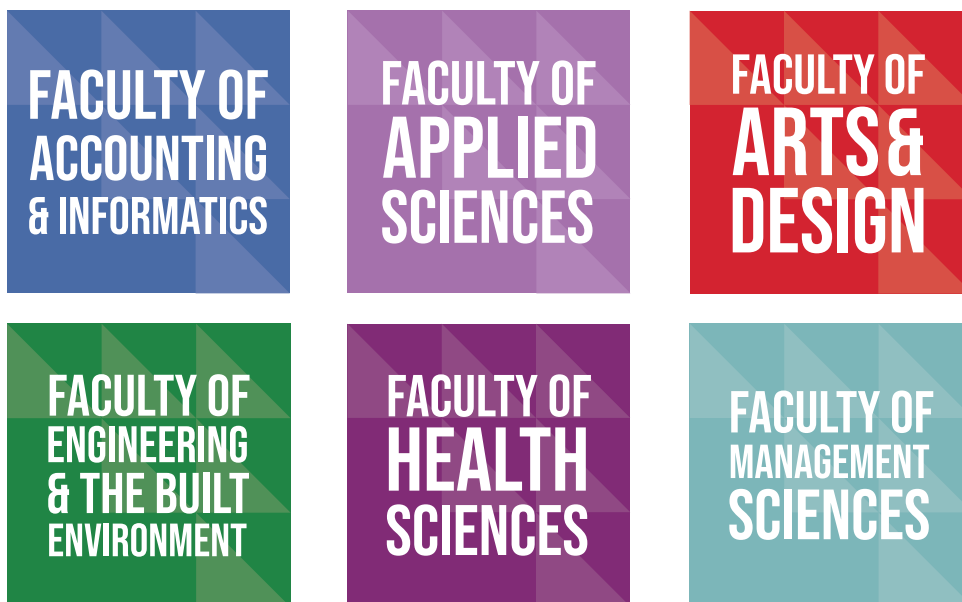
as a watermark, seen in (fig: b) the block and with larger text representing the faculty names. This application is ideal for branding elements, where high visibility is imperative. For example: flag banners, media banners, billboards and any other large format graphics.

This version (fig: b) can also be used on digital elements where the faculty names need to be clearly seen on mobile devices.

(fig: a)



(fig: b)



10. PLACEMENT of DUT logos

Placement of the DUT logo alongside faculty and support service logos, follow a specific formula. The logos must be placed next to each other in a specific order or hierarchy.

When working in a portrait (vertical) format, the DUT logo (fig a) must be placed first at the top. This must be followed by the faculty logo placed beneath. If required, a division support logo or department logo can appear beneath the faculty logo.

DUT's 'primary' pattern should be placed on the left, followed by the secondary logos, placed from left to right. This placement of logos also applies to divisions at DUT. For faculty specific programmes, the faculty's pattern can be combined with the department logo (fig b), i.e. the DUT logo is placed first, followed by the department logo and the relevant faculty pattern stands thereafter.



(fig: a)



(fig: b)





11. DUT PATTERNS

DUT Logo and Primary Pattern

The DUT visual identity consists of various colours that have not only been used for the sub-brands i.e. faculty logo's, but also for the origination of a primary pattern that is used along with the primary logo. (see fig: a). For use with faculty and departmental block (see fig: b).

For faculty specific logos, the pattern consists of all 6 faculty colours, just as the primary logo.

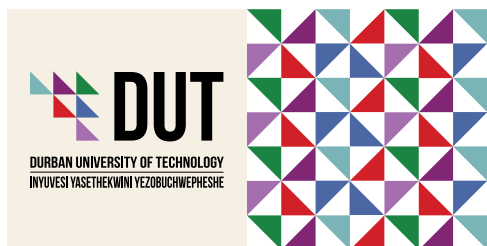
Each faculty also has a designated pattern (containing black and the specific faculty's colour) which can be used within the faculty instead of the DUT pattern (see fig: c).

The faculty patterns may not be mixed and must only be used alongside their corresponding faculty logo.

Please note that the appearance, justification and direction of the coloured triangles in all the patterns are exact and may not be edited or changed in any manner. The pattern appears on a white background and can never be transparent.

11.1
DUT LOGO + PRIMARY PATTERN
FACULTY LOGO + SECONDARY PATTERN

(fig: a)



(fig: b)



(fig: c)



The DUT Pattern



12. DUT PATTERN

How not to use it

The DUT Faculty logos may not be used with any other pattern but the one corresponding with its faculty (fig: a).

All DUT patterns must always be on a plain white background. The pattern may not be made transparent and may not be placed on a coloured or textured background or on top of a photograph (fig: b).

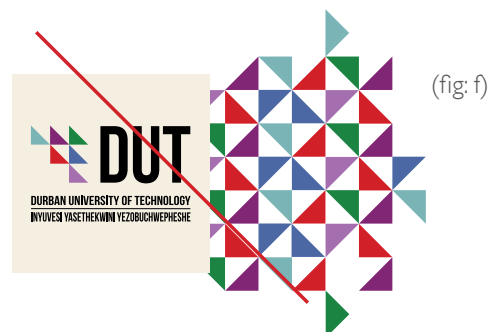
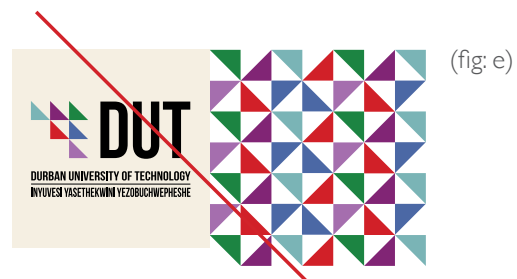
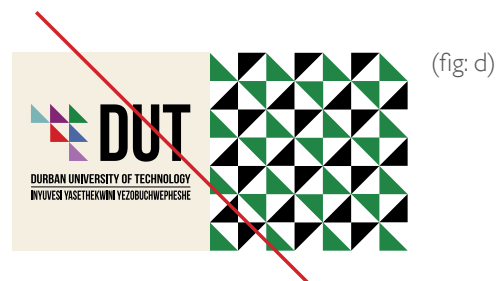
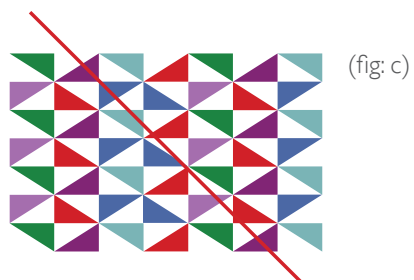
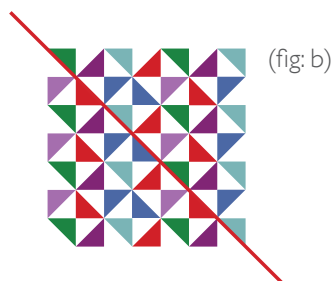
All patterns must never be skewed or stretched (fig: c).

The DUT portrait logo in a white square must always be used alongside the DUT primary pattern. Using any other pattern is deemed incorrect (fig: d).

All DUT patterns may not be resized in any way and must always align fully to a square block. (fig: e).

All patterns must be placed horizontally and may not be placed diagonally (fig: f).

12.1 MISUSE OF THE PATTERN



The DUT Pattern

13. COLOUR USAGE

Primary & Secondary

The primary colours used in the logo are also colours of the six faculty's ie. Baby Blue, Purple, Green, Red, Royal Blue and Light Purple. These colours are specific and should not be altered or adjusted. In order to ensure that the colour is correct, please use the appropriate colour system to specify them, namely, Pantone, CMYK and RGB.

The Pantone matching system, is an internationally standardised reproduction system. The versions of these colours should be specified in instances where the CMYK system is inadequate. Cyan, Magenta, Yellow and Black (CMYK) is a colour breakdown for Desktop printing, whilst RGB (Red Green and Black) as HEX values. This RGB specification is to be only used when specifying non-printed, digital colours, e.g websites or in a multimedia instance.

The secondary colours Black and tones of Grey. 100% Black and 90 % Black, used with the various patterns with the text in white.

The tones of Grey i.e 40% Black, 50% Black and 60% are also used for text, and the percentage will differ according to the background colour. Please note that a white background is recommended for text, unless in instances (that are an exception) where the faculty colours have been used in different tones to facilitate the listing of programmes in the brochure design.

Please note that when printing lithographically and digitally, there will be slight variations to the tones of colour that are due to print processes and are unavoidable. In these circumstances, it is necessary to ensure that the black triangle on the faculty logos is visible in all instances.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Design.Inc brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will be always be consistent.

13.1

FACULTY OF ACCOUNTING & INFORMATICS

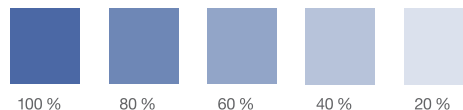
PRIMARY COLOUR BLUE

COLOUR CODES

CMYK : C79 M62 Y9 K0
PANTONE : 661 U (UNCOATED)
PANTONE : 7683 C (COATED)
HEX : a
RGB : R75 G104 B165



COLOUR TONES



GRADIENT



FACULTY OF APPLIED SCIENCES

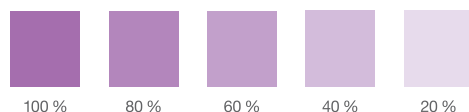
SECONDARY COLOUR LIGHT PURPLE

COLOUR CODES

CMYK : C37 M66 Y0 K0
PANTONE : 2583 U (UNCOATED)
PANTONE : 7440 C (COATED)
HEX : A56EAE
RGB : R165 G110 B174



COLOUR TONES



GRADIENT



FACULTY OF ARTS & DESIGN

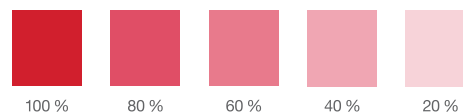
PRIMARY COLOUR RED

COLOUR CODES

CMYK : C12 M100 Y93 K2
PANTONE : Strong Red U (UNCOATED)
PANTONE : 186 C (COATED)
HEX : D11F2D
RGB : R209 G31 B45



COLOUR TONES



GRADIENT



Primary Colour Usage



FACULTY OF ENGINEERING &
THE BUILT ENVIRONMENT

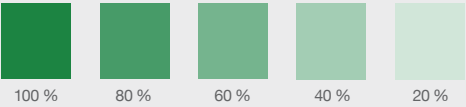
PRIMARY COLOUR
GREEN

COLOUR CODES

CMYK : C86 M25 Y100 K10
PANTONE : 356 U (UNCOATED)
PANTONE : 7731 C (COATED)
HEX : IC8441
RGB : R28 G132 B65



COLOUR TONES



GRADIENT



FACULTY OF HEALTH SCIENCES

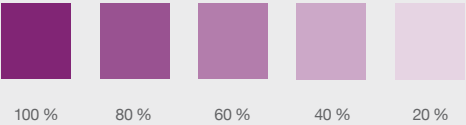
PRIMARY COLOUR
DEEP PURPLE

COLOUR CODES

CMYK : C56 M100 Y19 K7
PANTONE : Meduim Purple U (UNCOATED)
PANTONE : 249 C (COATED)
HEX : 812575
RGB : R129 G37 B117



COLOUR TONES



GRADIENT



FACULTY OF MANAGEMENT SCIENCES

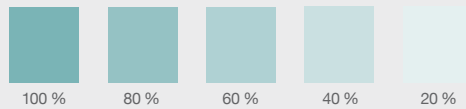
PRIMARY COLOUR
TEAL

COLOUR CODES

CMYK : C53 M14 Y28 K0
PANTONE : 5503 U (UNCOATED)
PANTONE : 5503 C (COATED)
HEX : 7AB4B6
RGB : R122 G180 B182



COLOUR TONES



GRADIENT



Primary Colour Usage

13.2 SECONDARY COLOUR BLACK



COLOUR CODES

CMYK : C0 M0 Y0 K100
PANTONE : BLACKU (UNCOATED)
PANTONE : BLACKC (COATED)
HEX : 231F20
RGB : R35 G31 B32

COLOUR TONES



100 %



80 %



60 %



40 %



20 %

GRADIENT



SECONDARY COLOUR DARK GREY



COLOUR CODES

CMYK : C0 M0 Y0 K81
PANTONE : 419 U (UNCOATED)
PANTONE : Cool Gray 11 C (COATED)
HEX : 565759
RGB : R86 G87 B89

COLOUR TONES



100 %



80 %



60 %



40 %



20 %

GRADIENT



SECONDARY COLOUR METALLIC SILVER



COLOUR CODES

CMYK : C45 M34 Y34 K0
PANTONE : 442 U (UNCOATED)
PANTONE : 442 C (COATED)
HEX : 959B9D
RGB : R149 G155 B157

COLOUR TONES



100 %



80 %



60 %



40 %



20 %

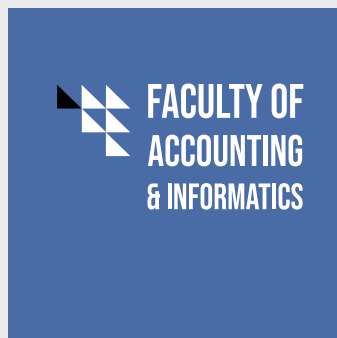
GRADIENT



Primary Colour Usage



13.3
LITHOGRAPHIC
AND DIGITAL
PRINTING



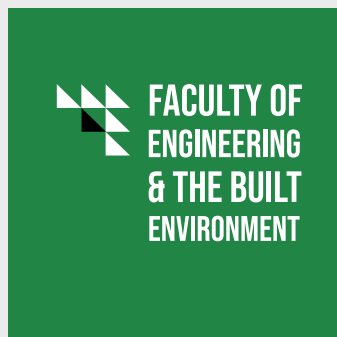
CMYK : C79 M62 Y9 K0
PANTONE : 661 U (UNCOATED)
PANTONE : 7683 C (COATED)



CMYK : C37 M66 Y0 K0
PANTONE : 2583 U (UNCOATED)
PANTONE : 7440 C (COATED)



CMYK : C12 M100 Y93 K2
PANTONE : Strong Red U (UNCOATED)
PANTONE : 186 C (COATED)



CMYK : C86 M25 Y100 K10
PANTONE : 356 U (UNCOATED)
PANTONE : 7731 C (COATED)



CMYK : C56 M100 Y19 K7
PANTONE : Medium Purple U (UNCOATED)
PANTONE : 249 C (COATED)



CMYK : C53 M14 Y28 K0
PANTONE : 5503 U (UNCOATED)
PANTONE : 5503 C (COATED)

14. TYPOGRAPHIC

Primary & Secondary fonts

The primary font is Bebas Neue Regular and the secondary fonts are Gill Sans and Open Sans. These fonts can be used both for print and web and Bebas Neue Regular is an uppercase 'caps only' font, it is not available in lowercase. This font serves well for headline text. This should not be used for paragraph or 'body' copy.

Gill Sans and Open Sans are the secondary font and should be used for sub-headings and text/copy. They are legible and well spaced and makes for a clear read.

These fonts have been selected based on international trends, in an attempt to visually align the institutions marketing and branding with the revised strategic position in the market place.



PRIMARY FONT

BEBAS NEUE REGULAR

BEBAS NEUE IS AN OPEN SOURCE FONT FAMILY, ORIGINALLY DESIGNED AS A SINGLE FONT BY RYOICHI TSUNEKAWA. THIS IS THE CURRENT VERSION (V2.0). YOU CAN FIND AN EXTENDED VERSION OF THE FAMILY, BASED ON THE PREVIOUS V1.4 AND PRODUCED BY FONTFABRIC.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 =/*-+/. ,\;][=-)
[*&*^%\$#@!

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG



SECONDARY FONT

FOR STATIONARY

GILL SANS – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±

GILL SANS – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±

GILL SANS – Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±

GILL SANS – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±



SECONDARY FONT 2:

WEB & MARKETING

OPEN SANS – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±

OPEN SANS – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±

OPEN SANS – Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±

OPEN SANS – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =/*-+/,.\';][=-)
(*&*^%\$#@!±



15. PHOTOGRAPHY

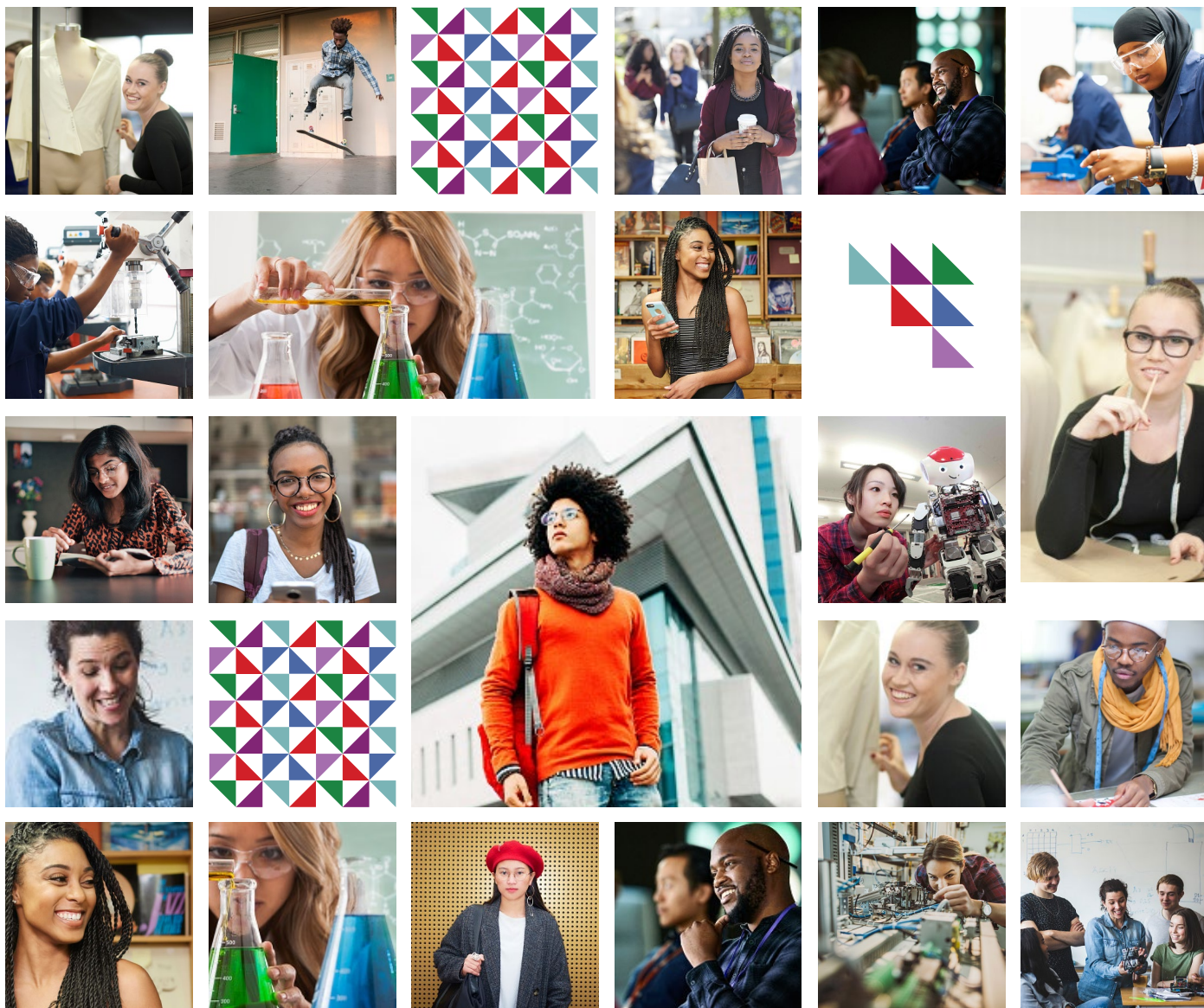
Look and feel/image style

Photography plays an integral role in communicating the new positioning and brand essence of DUT, which is why we chose to utilise images that are aligned to next-level graduates, showing a strong sense of student-centeredness with the student/teacher engagement portrayed in bright, fun visuals that still make it appealing and relatable to students.

POPI ACT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum

iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



Photography Look and Feel/Image style





**Durban University
of Technology
Brand Manual**

16. STATIONERY

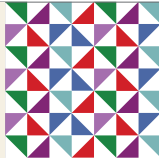

Guidelines

The following DUT stationery is available:

- DUT stationery (see fig: a)
- Faculty specific stationery (see fig: b-g)
- Vice-Chancellor's stationery (see fig: h)
- Deputy-Vice Chancellor stationery (see fig:i)
- Generic stationery (see fig: j)

The electronic letterheads are available in a Microsoft Word template format.

(fig: a)



PO Box 1334
Durban, 4000, South Africa


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TYPE HERE...

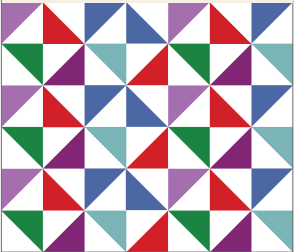
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Business Card



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The logo for the Durban University of Technology Brand Manual. It features a large blue square on the left. To its right is a smaller square divided into four quadrants by a white cross. The top-left and bottom-right quadrants are white, while the top-right and bottom-left quadrants are blue. The text 'Durban University of Technology Brand Manual' is written in white at the bottom right of the blue square.

Durban University
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Brand Manual


16.1 FACULTY OF ACCOUNTING & INFORMATICS

Stationery Guidelines

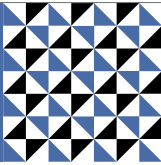
(fig: b)



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**FACULTY OF
ACCOUNTING
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Faculty of Accounting & Informatics

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16.2 FACULTY OF ARTS & DESIGN

Stationery Guidelines

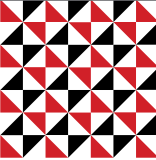
(fig: c)



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FACULTY OF
ARTS &
DESIGN



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16.3 FACULTY OF APPLIED SCIENCES

Stationery Guidelines

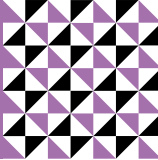
(fig: d)



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**FACULTY OF
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16.4 FACULTY OF ENGINEERING & THE BUILT ENVIRONMENT

Stationery Guidelines

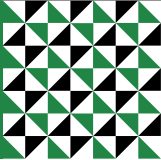
(fig: e)



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**FACULTY OF
ENGINEERING
& THE BUILT
ENVIRONMENT**



Faculty of Engineering & The Built Environment

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Division or Ambit Name
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The logo of the Durban University of Technology is a large purple square. Inside the square, there is a white geometric design consisting of a large 'L' shape and three smaller squares, each divided diagonally from the top-left to the bottom-right. The text 'Durban University of Technology Brand Manual' is located in the bottom right corner of the purple square.

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Brand Manual


16.5 FACULTY OF HEALTH SCIENCES

Stationery Guidelines

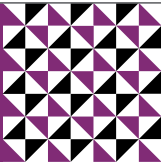
(fig: f)



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SCIENCES**




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16.6. FACULTY OF MANAGEMENT SCIENCES

Stationery Guidelines

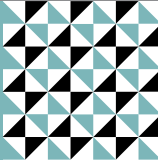
(fig: g)



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MANAGEMENT
SCIENCES**



**Faculty of Management
Sciences**

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Job Title

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16.7 VICE-CHANCELLOR'S STATIONERY

Stationery Guidelines

Refer to (fig:h) for the sample.

(fig: h)



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VICE-CHANCELLERY

Vice-Chancellor & Principal
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E info@dut.ac.za
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16.8 DEPUTY-VICE CHANCELLOR'S STATIONERY

Stationery Guidelines


DVC: People and Operations

DVC: Research, Innovation & Engagement

DVC: Teaching and Learning

Refer to (fig:i) for a sample.

(fig: i)



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**DEPUTY-VICE
CHANCELLOR
PEOPLE AND
OPERATIONS**

Deputy-Vice Chancellor Institutional Support

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16.9 GENERIC STATIONERY

Stationery Guidelines

(fig: j)



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MARKETING,
PUBLIC
RELATIONS &
EVENTS

Research Management & Development

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Durban, 4000, South Africa

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F 031 373 2898
E info@dut.ac.za
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RELATIONS &
EVENTS

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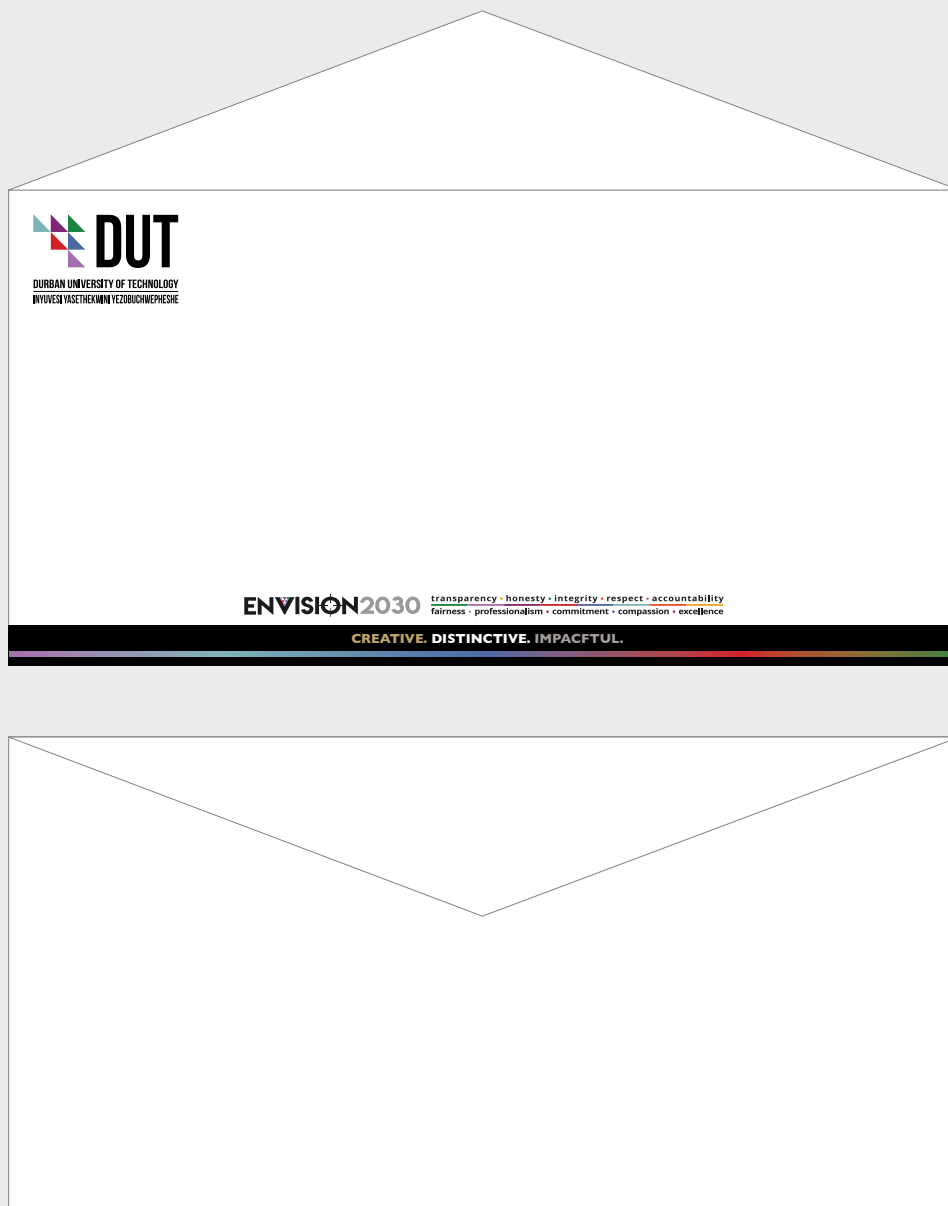
PO Box 1334
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F 031 373 2898
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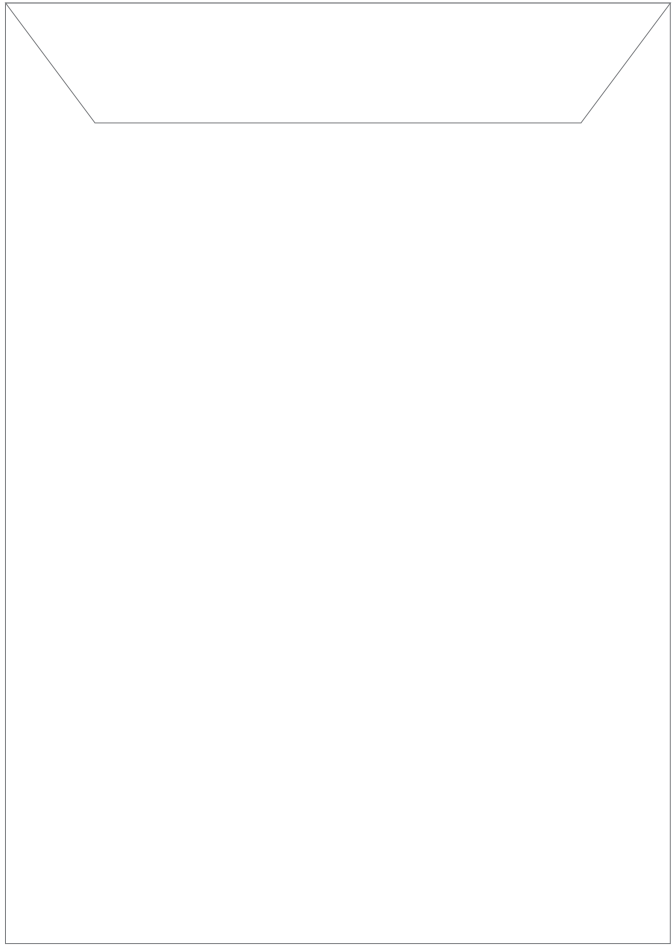
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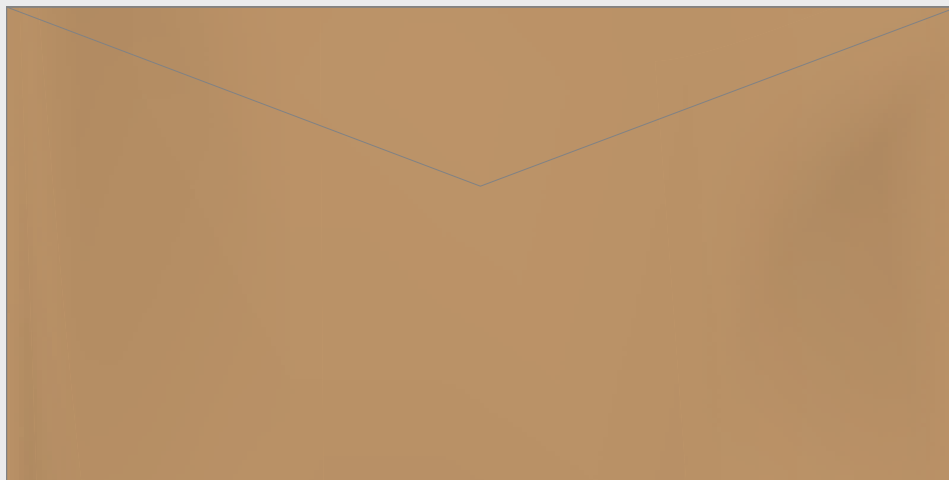


DL Envelopes (Internal Use)



A3 Envelopes (Internal Use)





DL Envelopes (External Use)



A3 Envelopes (External Use)





**Durban University
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Brand Manual**

17. EMAIL SIGNATURES

Branding Guidelines

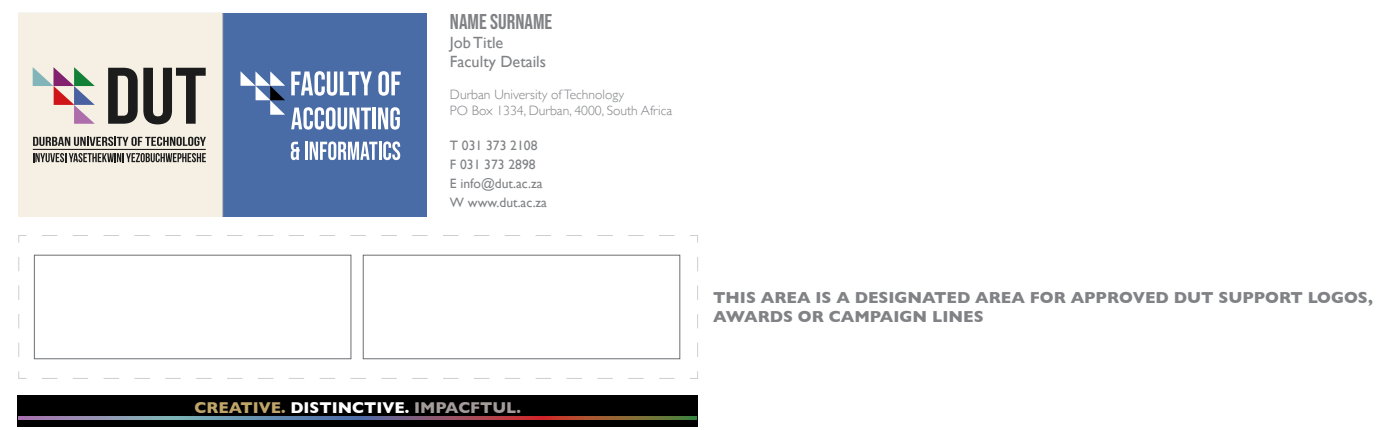
The DUT email signature shown in (fig a) is the standard placement of the logo with the faculty and support services logo's.

The area identified below the main logos will be for DUT approved awards, strategy logo's and campaign lines. This will vary as per the latest logo's. No other content

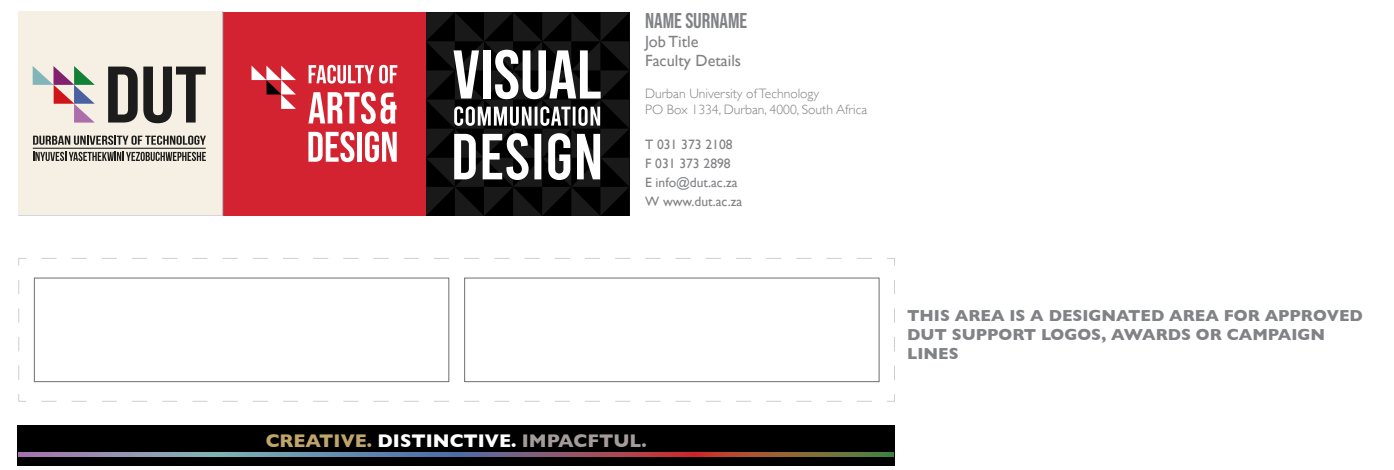
can be added to the designated area.

Please note it is not brand compliant to have personal messages included with the DUT email signature.

(fig: a) Faculty office example



(fig: b) Department and faculty example



18. SOCIAL PLATFORMS

Branding Guidelines

All social media images are designed to be responsive on mobile devices. The DUT logo should be used for social media, on platforms such as Facebook, Twitter, YouTube and LinkedIn profiles.

Banner images can be relevant to various campaigns or advertising of events. All social media posts need to show the DUT logo on the top right corner.

SOCIAL - EXAMPLES

DUT Spring
GRADUATION CEREMONIES
CLASS OF 2022

29 - 30 SEPTEMBER 2022 | DURBAN
Durban Exhibition Centre
11 Walnut Road, Durban

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science | professional | environment | computer | excellence

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@DurbanUniversityofTechnology · 4.2 35 reviews · Interest

Home Reviews Videos Photos More ▾

About [See all](#)

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DUT is a University of Technology

103,902 people like this including 168 of your friends

127,269 people follow this

<http://www.dut.ac.za/>

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Interest

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Durban University of Technology
7h · [#DUTGrad2022](#) [#dutspringgraduation](#)

DUT Spring
GRADUATION CEREMONIES
CLASS OF 2022

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Ceremonies to be held in the Durban Exhibition Centre
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DUT
5,232 Tweets

DUT
@DUT_Tweets

Official Twitter account of the Durban University of Technology - the first choice for higher education in KwaZulu-Natal.

Durban, South Africa dut.ac.za Joined January 2011

194 Following 14.3K Followers

Followed by NSFAS and eNCA

DUT
Durban University of Technology

DUT Campus TV
DUT Campus TV

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dut_official1 Message Follow

741 posts 5,276 followers 896 following

Durban University of Technology
Academic institution with seven Campuses across Durban and the Midlands in KZN.
youtube.com/user/DutCampusTv

Followed by mbaisomama, sphe_nyubane, mngobob22 + 3 more

D U T **CREATIVE** **DISTINCTIVE** **IMPACTFUL**

Highlights

POSTS REELS TAGGED

DUT Spring
GRADUATION CEREMONIES
CLASS OF 2022

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science | professional | environment | computer | excellence

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Durban University of Technology
We are people centred and engaged
Higher Education - Durban, KwaZulu Natal - 99,991 followers

2,897 employees

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Pages people also viewed

Westville Boys' High School



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19. PRINTED MATERIAL

Guidelines

For printed advertorials, leaflets and billboards, the DUT logo is placed in various positions dependent on the output product eg. electronic webinar invitation, it appears in the center.

The DUT logo should appear on a white or light grey plain background (no watermarks). Supporting campaign and strategic logos (co-branding) can feature at the bottom of the printed material.

Please note the difference between an advert and advertorial. An advert (fig: a), an abbreviated term for the word 'advertisement', used informally in British English. An advertorial (fig: b) is an advertisement in the form of editorial content, used in magazines and newspapers.

(fig: a)

APPLICATIONS NOW OPEN
POSTGRADUATE DIPLOMA IN LANGUAGE PRACTICE

REQUIREMENTS

- * Advanced Diploma in Language Practice or equivalent qualification or a degree in a related field (e.g. English, Dutch, French, German, Italian, Spanish, Chinese, Japanese, Korean, etc.)
- * A student is required to have obtained an average of 60% of the examination level for the qualification of the diploma.
- * Students must declare a language combination upon registration.
- * Students will be required to prove their proficiency in their chosen language and may be required to complete a placement.

PERIOD OF STUDY

The Postgraduate Diploma in Language Practice is awarded after a period of one year of study in a full-time basis.

DEADLINE FOR APPLICATIONS

Applications must be received on the 28th of October 2022.

ENVISION2030

Transparency • Integrity • Identity • Respect • Accountability
Innovation • Sustainability • Commitment • Excellence

CREATIVE. DISTINCTIVE. IMPACTFUL.

Advert

(fig: b)

A braai goes a long way to help nature

By Phyllis Ryan

So join in the annual Back Oystercatcher Heritage Day event

By Phyllis Ryan

HIGH-TECH BOOST FOR DUT WATER RESEARCH

BOOST

FOR DUT WATER RESEARCH

ENVISION2030

Transparency • Integrity • Identity • Respect • Accountability
Innovation • Sustainability • Commitment • Excellence

Adveratorial



**Durban University
of Technology
Brand Manual**

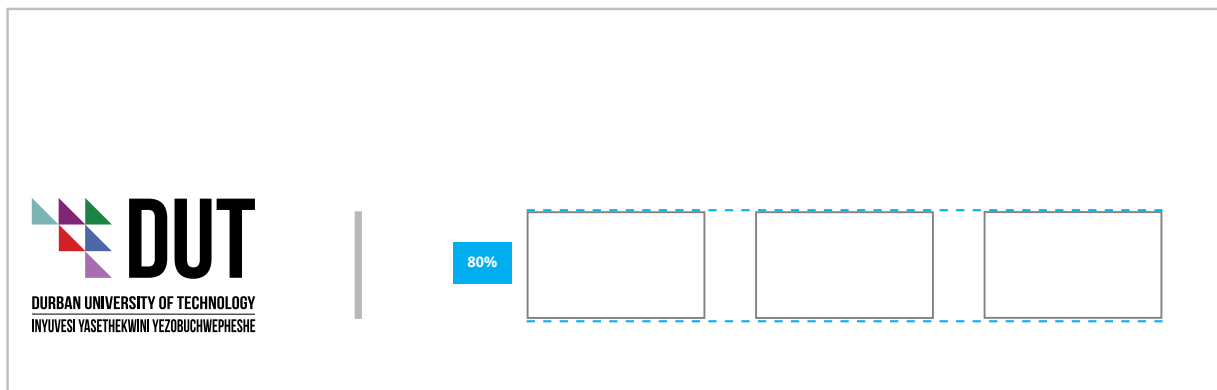
20. CO -BRANDING

Guidelines

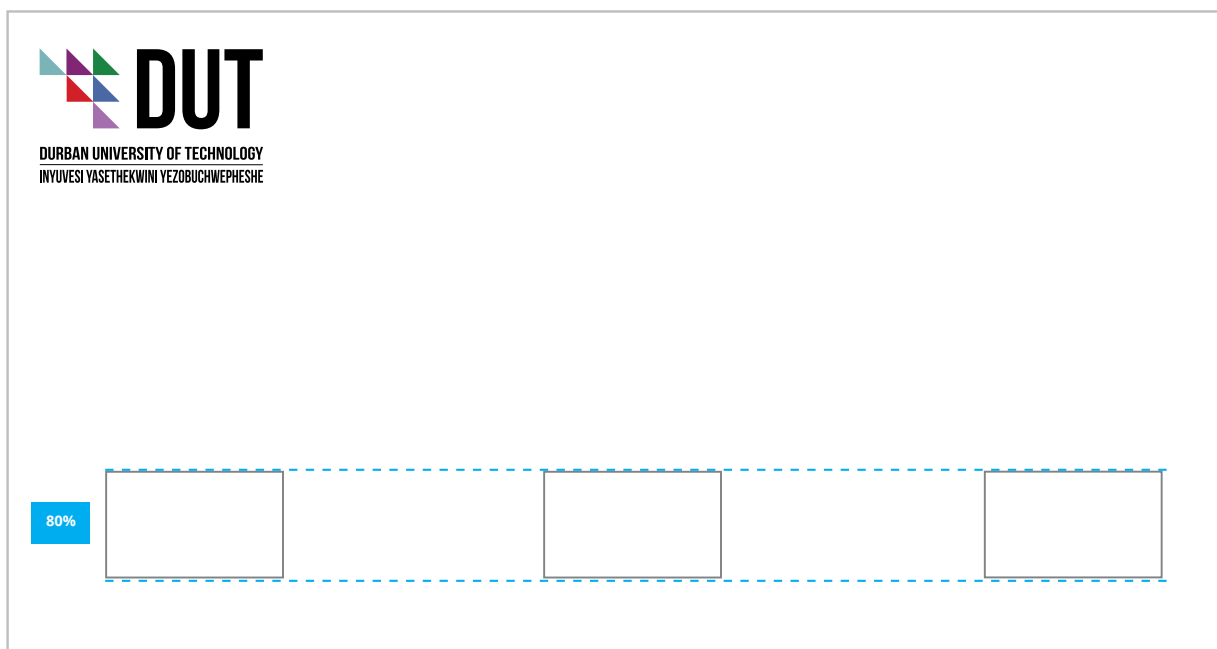
The DUT logo has to be on the left and any sponsor/partner logos to feature on the right of the DUT logo at 80% scale of the DUT logo. Refer to the grid for placement (fig a).

For adverts and leaflets, the Co-branding logos can be placed at the bottom in a strip and the DUT logo on the top left as seen in (fig b).

(fig: a)



(fig: b)



21. SIGNAGE

Guidelines

The signage has been designed as simply as possible to facilitate student's, staff members and visitors to move to and from offices within DUT campuses, faculty's, departments, and other support services of this university.

The signage is comprised of seven sections/stages from large outdoor signage to smaller indoor signs. Each section is discussed in detail.

I 2.1. EXTERNAL MAIN SIGNAGE

I 2.2. GATE ENTRANCE SIGNAGE

I 2.3. OVERHEAD SIGNAGE

I 2.4. DEPARTMENT/FACULTY DOOR SIGNAGE

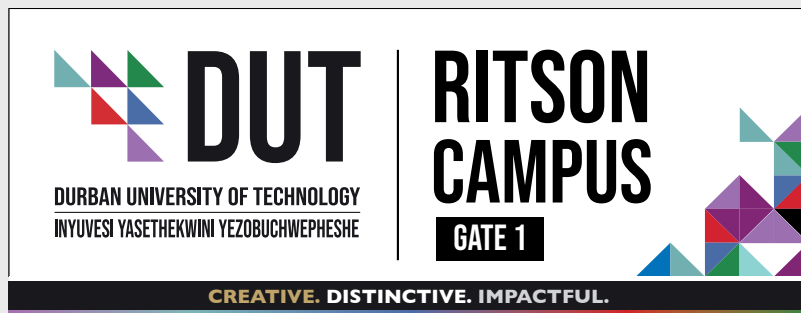
I 2.5. BUILDING NAME SIGNAGE



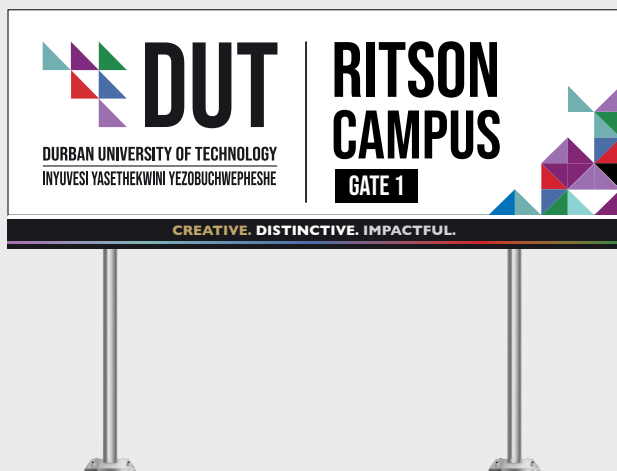
21.1 EXTERNAL MAIN SIGNAGE

The main external signage for each campus can be mounted onto a wall or building. The signage will be large and clearly visible. This means that care must be taken to ensure that there are no obstructions blocking the signage (eg: trees, cars, other buildings or signs) the internal main signage may be used in areas such as parking lots and courtyards. These signs may be mounted on poles as shown. The signage must follow the DUT visual formula in that the DUT logo must be in a block format and the name of the campus must appear in logo form (discussed in the Logo variations section of the manual) alongside the DUT logo. The Primary pattern may also be used as shown.

Please note that there are no standard sizes for external main signage as each site will require a different sized sign. When considering the size of sign, care must be taken to ensure that the name of the campus and the DUT logo is visible from at least 100 meters away.



Wall Mounted Signage



Free-standing Signage

21.2 GATE ENTRANCE SIGNAGE

The purpose of the entrance signage is to concisely and accurately communicate to passers by, the number of the gate, which departments and organisations affiliated to the university, are housed with the area in which that sign appears. As with all signage, the gate entrance signage must follow the DUT visual formula.

A gate entrance sign must be placed next to each gate entrance on all campuses. The signs must be clearly visible from at least 5 meters away and care must be taken to ensure that they are always unobstructed.

The DUT logo must appear across the top of the sign in landscape format on a white block. Below this, must follow, the faculty logos of each faculty, immediately contained with the building at that gate. This is followed by the name of the campus and gate number on a black patterned background (as shown in the facing illustration)

The lower part of the sign must contain the names of each department belonging to the faculties that the sign relates to. As per the DUT visual formula, each department is assigned the colour of the faculty it belongs to so as to make finding it much easier.

The lowest part of the sign contains any warnings and notifications that passers by should heed regarding the area to which the sign pertains. Support service departments within that building that fall outside of faculty identities should be denoted using a black block at the far left of that respective department sign.



Wall Mounted Signage

21.3
OVERHEAD SIGNAGE

This signage will be used to direct visitors. It is important that these signs are bold, and clearly visible and legible from at least 10 meters away. This directional signage will be used to direct those on foot to various facilities and offices.



Overhead Signage

21.4
DEPARTMENT DOOR SIGNAGE

The Department and Faculty signage is intended to be placed alongside or next to the doors or entrances of various faculties and departments as a means to direct passers by. Each sign will contain the DUT logo. Underneath this will be placed, the logo of the faculty or division. Along side these two logos a large block logo should be placed (see Logo Variations section) containing the name of the department, offices or facility to which this sign belongs.

Though the size of each sign may vary depending on the location, please ensure that these signs are clearly visible, unobstructed and legible from at least 5 meters away.



21.5
BUILDING NAME SIGNAGE

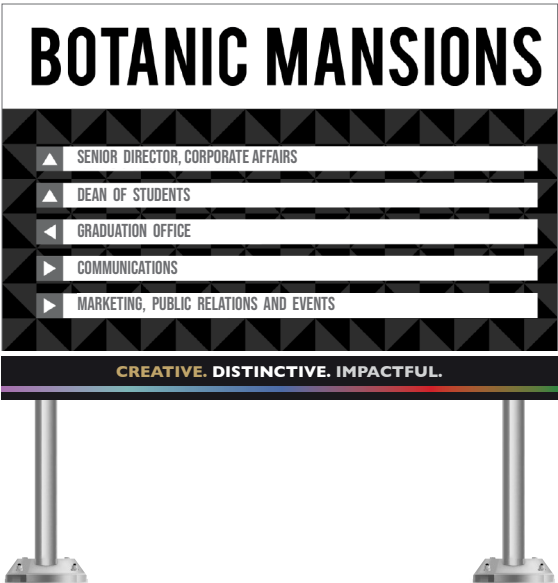
This signage may be mounted on the building wall or erected on poles. Mounted versions of the signage should be as close as possible to that particular building.

Further, this signage has arrows pointing in various directions of the different offices or departments situated at that particular building. It is very important that the building name be visible from at least 10 meters away, to help the viewer identify/find the building as quickly as possible. The office and department names also need to be visible from at least 5 meters away.

As per all the signage, it is important that there is nothing blocking the signage, or obstructing the view from the viewer.



Wall Mounted Signage



Free-standing Signage



22. CORPORATE GIFTS

Branding Guidelines

For corporate gift branding, specific guidelines need to be followed for the DUT logo sizing. When the application of the DUT logo is limited to smaller sizes, the guidelines have to be followed to ensure the logo visibility is not compromised.

For smaller applications and embroidery use, the DUT triangles as an icon instead of the full logo.

Triangles with DUT letters are only to be used in situations where the application does not support anything else ***.

For applications bigger than 80mm



Triangles with DUT letters are only to be used in situations where the application size does not support additional wording ***.



Corporate Gift Branding



23. CORPORATE WEAR

Branding Guidelines

DUT corporate wear is casual and funky. There is also a more formal shirt option, a laptop bag and cap. The laptop bag will come in one size. The DUT cap is adjustable to accommodate various head sizes.

Please take note that the logo and pattern will appear in various sizes according to the size of the t-shirt, cap and bag.

These sizes may not be altered, as careful consideration has been

made towards the clarity and identification of the logo on each item.

Always consult the design studio for the required artwork to be generated. Refer to (fig: a) for the inclusion of the department name.



BLACK

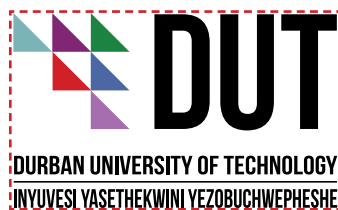


WHITE

DUT T-SHIRTS

This shows the standard placement of the DUT logo on t-shirts with alternate colour options of black and white – branding may be placed this way to create a funky, vibrant feel.

T-shirts



(fig: a)

To keep the logo clear, legible and identifiable the logo size should never be smaller than 80mm.

Design Studio



► **DUT CAPS**

Two examples showing alternate colour options of the DUT caps can be seen with the application of branding and an adjustable strap that all caps need to have.



BLACK

WHITE



► LAPTOP BAG

This illustrates how branding can be applied to the laptop bag.



Laptop Bag



► **DUT SHIRTS**

DUT branding applied with prominent logo displayed on the right hand corner of button down shirt (excludes the use of DUT's faculty triangles).



BLACK

WHITE



► **DUT TIES & SCARVES**

DUT branding applied with prominent logo displayed in the middle of the tie (includes the use of DUT's faculty triangles).



BLACK

WHITE



Ties and Scarves

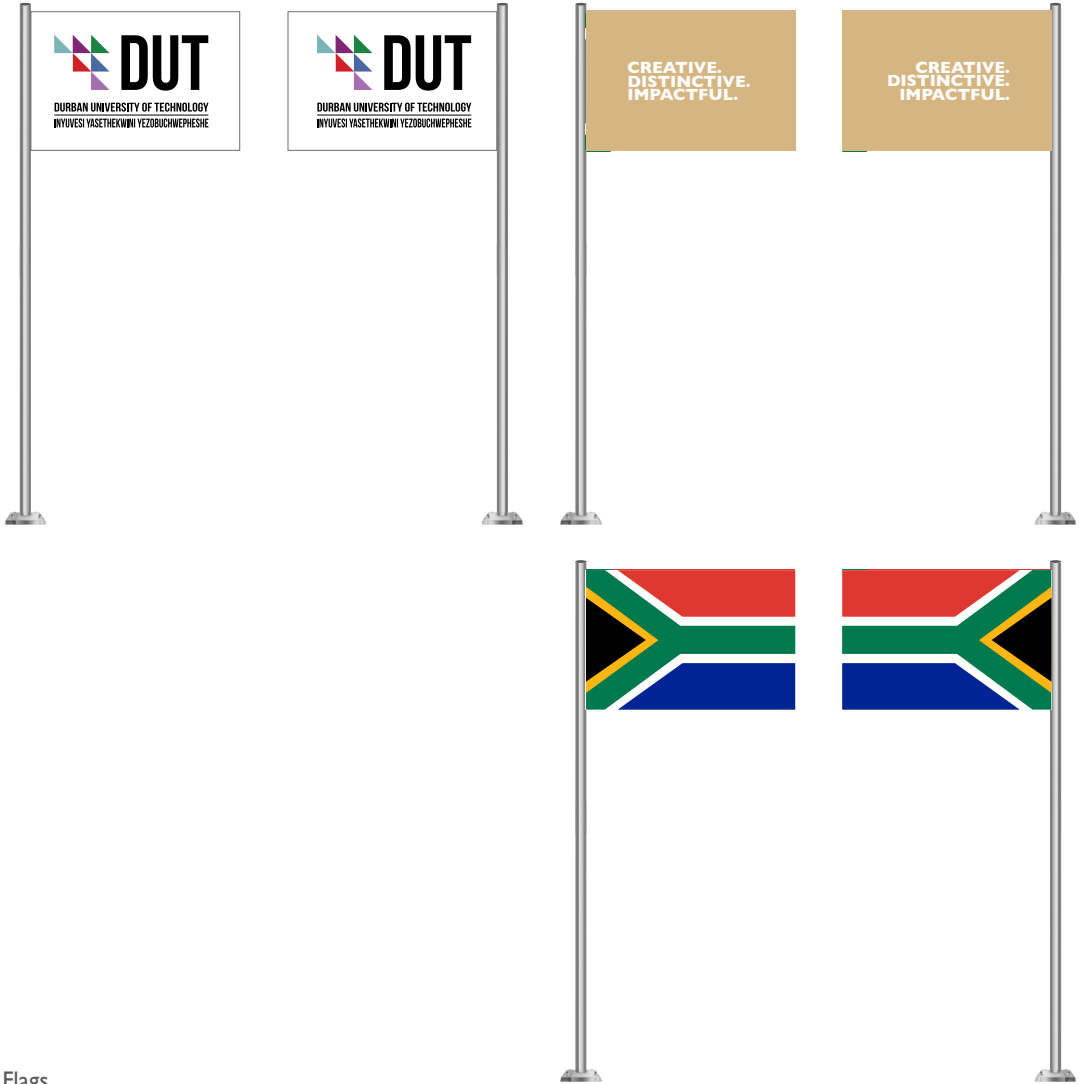
24. THE DUT FLAG

Guidelines

The DUT flag contains the landscape version of the DUT logo on a white background. Where applicable, the flag must be flown alongside the South African National Flag.

The DUT flags must be the same size as the South African National Flag and must be produced double sided.

► **DOUBLE SIDED FLAGS**



Flags



A decorative border composed of a repeating pattern of small triangles in red, green, purple, blue, and teal, arranged in a larger triangular grid. The border frames the central text area.

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