



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

# NUST Main Campus Branding **[Visual]** Concept

*Canvas*



## 2025 NUST THEME

### A Decade of Eminence: Celebrating Education, Science and Technology for Development

#### Description

With the University reaching the milestone of ten years since the NUST Act of 2015 was enacted, this theme reflects the Institution's commitment to advancing knowledge and fostering innovation. Whilst the Institution has been in existence since 1980, this theme highlights the transformative role of education, science, and technology in driving societal progress and sustainable development since the transformation to a university ten years ago. It celebrates achievements in research, academic excellence, and the application of cutting-edge technologies that have contributed to both local and global development. The theme underscores the university's vision of shaping a brighter future through intellectual leadership and impactful collaborations.



## **Vision**

**A premier technological university known for knowledge creation, innovation,  
and entrepreneurship.**

## **Mission**


**An engaged and responsive university, meeting the needs of stakeholders through excellent  
education, applied research, innovation and service.**



## **PHASE 1**

- **Lecture Building Exterior**
- **Polyheights Exterior Facing Main Gate**
- **Polyheights Exterior Facing City**
- **E-Haus Reception Area 1**
- **E-Haus Reception Area 2**
- **Main Gate**
- **Health Sciences Building (Brahms Street)**
- **HTTPS Exterior (Cnr Brahms & Beethoven Streets)**



A photograph of the main entrance gate of the Namibia University of Science and Technology. The gate is a large, open metal structure with a brick wall on the left and a fence on the right. A sign with the university's name is mounted on the gate. A blue banner on the left says 'REGISTER HERE'. A large, illuminated logo is visible on the gate. The background shows a multi-story building and trees.

## Namibia University of Science and Technology

### MAIN GATE

- make it more 'grand entrance'
- Illuminating 3D Lettering **size:** 7 200mm x 600mm
- Illuminating logo **size:** 1 500mm x 955mm

## POLYHEIGHTS EXTERIOR FACING CITY

- Illuminating logo

**Size:** 5 000mm x 5 000mm





## POLYHEIGHTS EXTERIOR FACING MAIN GATE

- Interchangeable PVC Banner-Aluminium Lip Channel Frame
- Changeable canvas on frame

**Size:** Canvas 8 000mm x 20 000mm

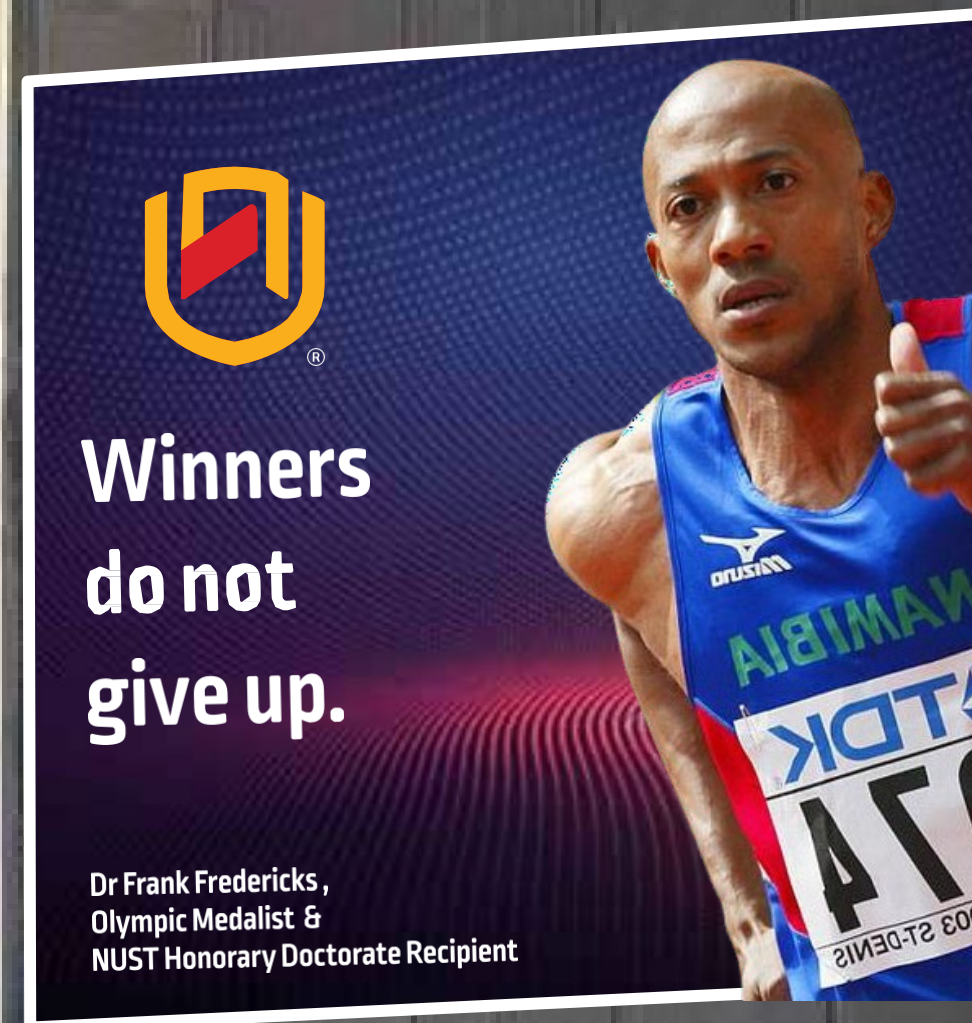




## LECTURE BUILDING EXTERIOR

- Interchangable PVC Banner-Aluminium Lip Channel Frame
- Replaceable canvas placed in a metal frame structure
- One-year warrranty
- NUST Honorary Doctorate recipient - Dr Frank Fredericks
- Influential brand ambassador / role model

**Size:** 6 100mm x 6 000mm





## E-Haus Reception Area 1

- 3D Cut Out Illuminating Lettering

**Size:** 2 400mm x 600mm

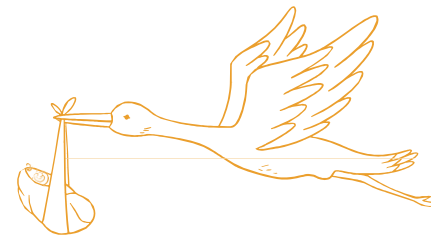
**Welcome to Elisabeth-Haus**





## Our Story

In 1908 a Maternity Ward was born, and it was to be named Elisabeth Haus, offering much needed relief to expectant mothers who desperately needed access to medical services. After seven decades, the ward was eventually closed with over 12 000 births recorded. Fast-forward to 1980, the Academy for Tertiary Education was established as part of this very same building, becoming the first institution of higher education in the Republic of Namibia. Then in 1986 the Ehaus was proclaimed a national monument because of the rich history contained in these walls. In 1994, the Polytechnic was founded and in 2015, NUST was birthed. This is not the full story. Scan the QR code to get the full picture.



### E-HAUS RECEPTION AREA 2

- Wallpaper
- The story/history of E-Haus from maternity home to a place that gives birth to innovators
- Honour E-haus as a historical/national monument

Size: 1 575mm x 1185mm



A photograph of a modern building with a unique facade made of human-sized perspex letters. The letters spell out 'I ❤️ NUST' in a large, bold font. The building is located at the corner of Brahm's and Beethoven Streets. The sky is clear blue, and there are some trees and parked cars in the foreground.

HTTPS EXTERIOR  
(Cnr BRAHMS & BEETHOVEN STREETS)

- Human-sized Perspex Letters

Size: 8 000mm x 2500mm

I ❤️ NUST



## HEALTH SCIENCES BUILDING (BRAHMS STREET)

- Interchangeable PVC Banner - Aluminium Lip Channel Frame
- NUST Honorary Doctorate recipient - Queen Dr Martha Mwadinomho
- Influential brand ambassador / role model

**Size:** 17 200mm x 10 000mm





**Culture  
shapes our  
minds**

Dukwanyama Queen Dr Martha  
Mwadinomho  
NUST Honorary Doctorate Recipient





**[www.nust.na](http://www.nust.na)**



Primary Elements A.2

Brand Architecture

A.2

Brand Marks

This is a summary of the structure in which all the marks are arranged and their specific application.

The University's Crest, Culture Mark, and Marketing Brand icon are registered trademarks.

You require permission from the Department of Corporate Engagement and Internationalisation to produce items bearing the marks.

Academic Crest

- Ceremonial flags, gowns and collaterals
- Academic certification
- Academic blazer
- Vice-Chancellor: business communication
- Iconic signage
- \*Applied to Chancellor and Council business marketing communication



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

Marketing Brand

- All general business communication
- All general marketing communication
- Advertising
- Signage
- Collateral and promotional



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY



NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY



NAMIBIA  
UNIVERSITY  
OF SCIENCE AND  
TECHNOLOGY



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY



NAMIBIA  
UNIVERSITY  
OF SCIENCE  
AND TECHNOLOGY

Faculties

- Faculty specific business communication
- Faculty specific marketing communication
- Faculty specific advertising
- Faculty specific signage
- Collateral and promotional



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Commerce,  
Human Sciences and  
Education



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Computing and  
Informatics



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Engineering and  
the Built Environment



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Health, Natural  
Resources and Applied  
Sciences

Departments

- Selected marketing communication
- Selected collateral



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Commerce,  
Human Sciences and  
Education  
Department of Management



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Commerce,  
Human Sciences and  
Education  
Department of Accounting,  
Economics and Finance



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Commerce,  
Human Sciences and  
Education  
Department of Human Sciences



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Commerce,  
Human Sciences and  
Education  
Department of Technical and  
Vocational Education and Training



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Faculty of Commerce,  
Human Sciences and  
Education  
Department of Marketing and  
Logistics



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Office of the Registrar



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Department: Corporate Engagement  
and Internationalisation

Graduate Schools/Schools

- Selected marketing communication
- Selected collateral



NAMIBIA  
UNIVERSITY  
OF SCIENCE AND  
TECHNOLOGY  
HP-GSB  
HAROLD PUPKEWITZ  
Graduate School of Business

Centres and Institutes

- Selected marketing communication
- Selected collateral



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
Satellite Campuses  
and Lifelong Learning  
Support



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TECHNOLOGY



CED  
CENTRE FOR ENTERPRISE  
DEVELOPMENT



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TECHNOLOGY



NUST  
CHESS  
CLUB



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TECHNOLOGY



NBII  
NAMIBIA BUSINESS INNOVATION INSTITUTE



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UNIVERSITY  
OF SCIENCE AND  
TECHNOLOGY



FAB  
lab  
ASSOCIATION OF IDEAS



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NEI  
NAMIBIA ENERGY INSTITUTE



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OF SCIENCE AND  
TECHNOLOGY



IDL  
Innovation  
Design  
Lab



Primary Elements A.2

Brand Mark Fumbles

Please ensure that the marks are applied correctly as stipulated in this document thus far. Here’s a few common errors that need to be avoided.

Keep the geometric layout proportions as indicated throughout this section.



- Brand Marks**
- Wordmark
  - Academic Crest
  - Meaning
  - Colour Use
  - Signature: Construction & Clear Space Guidelines
  - Marketing Icon
  - Marketing Brand Mark
  - Signature: Construction & Clear Space Guidelines
  - Secondary Construction
- Co-branding Construction: Graduate Schools/Centres Institutes/Student Societies
- Faculties: Construction
- Departments: Construction
- Size Recommendations
- Student Culture Mark
- Brand Architecture
- **Brand Mark Fumbles**

A.2

Do not reduce the size of the icon or Wordmark, do not stretch, squash or separate.



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NAMIBIA UNIVERSITY  
OF SCIENCE  
& TECHNOLOGY

NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

Do not alter or change the colour of the Brand Mark, or position it on a colour other than what is specified.



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY



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OF SCIENCE AND TECHNOLOGY



NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

Do not position the Brand Mark on a visual background that will obscure the visibility thereof.



Do not move the components of the Brand Mark to alternative positions, create your own Brand Mark or change the typography to another font

No font substitution

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NUST LIBRARY

NUST LIBRARY



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Do not used the colour version of the Brand Mark for black and white output.



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OF SCIENCE AND TECHNOLOGY



# Primary Elements

## A.2

- Style Components
- Primary Colours
  - Faculty Colours
  - Secondary Colours
  - Typography
  - Layout Grid
  - Supergraphic
  - Photographic Themes

# A.2

### Primary Colours

Primary colours are reserved for all (primary) market-facing communication to unify the visual communication.

Primary corporate colours are as per below. These colours are derived from the national colour spectrum. The additional metallic selection is for academic use only.

#### Spot Colour

The Pantone colour guide becomes the universal colour guide with which to manage and control the colour output. This is preferred in print reproduction, where full colour only limitations are not mandatory.

#### Process Colour

The process colours have been matched as close as possible to the Pantone colours. The use of process colours still needs to be managed in reproduction.




#### Digital Colour

Digital colour will vary the most since most monitors and devices vary in terms of colour display settings.

The colours have been matched to the closest combination.

#### HEX Code (Web Colours)

Hex codes are a hexadecimal format for identifying colours. This is a system used in HTML, CSS and SVG. Each hex code refers to a very specific colour.

	Gold	Red	Blue	Metallic Gold																																
Spot	<div><p>Pantone® 7409</p></div>	<div><p>Pantone® 1795</p></div>	<div><p>Pantone® 281</p></div>	<div><p>Pantone® 8003</p></div>																																
Process	<table><tr><td>Cyan</td><td>0%</td></tr><tr><td>Magenta</td><td>35%</td></tr><tr><td>Yellow</td><td>100%</td></tr><tr><td>Black</td><td>0%</td></tr></table>	Cyan	0%	Magenta	35%	Yellow	100%	Black	0%	<table><tr><td>Cyan</td><td>10%</td></tr><tr><td>Magenta</td><td>100%</td></tr><tr><td>Yellow</td><td>100%</td></tr><tr><td>Black</td><td>0%</td></tr></table>	Cyan	10%	Magenta	100%	Yellow	100%	Black	0%	<table><tr><td>Cyan</td><td>100%</td></tr><tr><td>Magenta</td><td>90%</td></tr><tr><td>Yellow</td><td>30%</td></tr><tr><td>Black</td><td>30%</td></tr></table>	Cyan	100%	Magenta	90%	Yellow	30%	Black	30%	<table><tr><td>Cyan</td><td>40%</td></tr><tr><td>Magenta</td><td>40%</td></tr><tr><td>Yellow</td><td>60%</td></tr><tr><td>Black</td><td>10%</td></tr></table>	Cyan	40%	Magenta	40%	Yellow	60%	Black	10%
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Digital	<table><tr><td>Red</td><td>252</td></tr><tr><td>Green</td><td>175</td></tr><tr><td>Blue</td><td>23</td></tr></table>	Red	252	Green	175	Blue	23	<table><tr><td>Red</td><td>218</td></tr><tr><td>Green</td><td>33</td></tr><tr><td>Blue</td><td>40</td></tr></table>	Red	218	Green	33	Blue	40	<table><tr><td>Red</td><td>27</td></tr><tr><td>Green</td><td>44</td></tr><tr><td>Blue</td><td>93</td></tr></table>	Red	27	Green	44	Blue	93	<table><tr><td>Red</td><td>139</td></tr><tr><td>Green</td><td>127</td></tr><tr><td>Blue</td><td>113</td></tr></table>	Red	139	Green	127	Blue	113								
Red	252																																			
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Blue	93																																			
Red	139																																			
Green	127																																			
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HEX Code	#f6b11f	#d9272d	#1d2758	#8b7f71																																



# Primary Elements

## A.2





Style Components

- Primary Colours
- Faculty Colours
- Secondary Colours
- Typography
- Layout Grid
- Supergraphic
- Photographic Themes

A.2

### Faculty Colours

Different individual colours are applied to distinguish the Faculties. These colours are only relevant in communication that speaks exclusively to the specific Faculty offering – including graduation gowns.

Faculty of Computing and Informatics		Faculty of Commerce, Human Sciences and Education		Faculty of Engineering and the Built Environment		Faculty of Health, Natural Resources and Applied Sciences	
							
Pantone® 234		Pantone® 152		Pantone® 1815		Pantone® 7466	
Cyan	10%	Cyan	0%	Cyan	0%	Cyan	75%
Magenta	100%	Magenta	70%	Magenta	98%	Magenta	0%
Yellow	0%	Yellow	100%	Yellow	100%	Yellow	34%
Black	35%	Black	0%	Black	50%	Black	0%
Red	158	Red	235	Red	96	Red	0
Green	20	Green	91	Green	56	Green	178
Blue	96	Blue	39	Blue	19	Blue	180
HEX Code	#9e1460	HEX Code	#eb5b27	HEX Code	#8b0b04	HEX Code	#00b2b8