

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.



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY



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& TECHNOLOGY

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



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



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Primary Elements

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- 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.



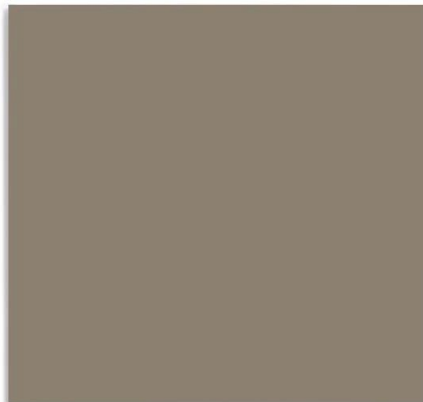
Digital Colour

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								
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Primary Elements

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Style Components

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- Faculty Colours
- Secondary Colours
- Typography
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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