

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



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Marketing Brand

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



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Faculties

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



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



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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



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



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



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Human Sciences and
Education
Department of Human Sciences



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Education
Department of Technical and
Vocational Education and Training



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Education
Department of Marketing and
Logistics



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Office of the Registrar



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and Internationalisation

Graduate Schools/Schools

- Selected marketing communication
- Selected collateral



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HP-GSB
HAROLD PUPKEWITZ
Graduate School of Business

Centres and Institutes

- Selected marketing communication
- Selected collateral



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Satellite Campuses
and Lifelong Learning
Support



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CED
CENTRE FOR ENTERPRISE
DEVELOPMENT



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NUST
CHESS
CLUB



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NBII
NAMIBIA BUSINESS INNOVATION INSTITUTE



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FAB
lab
ASSOCIATION OF IDEAS



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IDL
Innovation
Design
Lab