

Brand Identity Management Book

Rhodes University's Sports Administration Brand Identity Architecture

February 2012



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Brand Identity Strategy



1.1

What is an Identity?

Your identity is more than your logo, name or slogan — it's the entire experience your audience will have with your service.

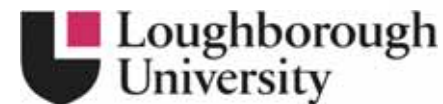
It's what you stand for, a promise you make, and the message you convey. And while it includes your logo, colour palette and slogan, those are only creative elements that convey your identity. Instead, your identity lives in every day-to-day interaction you have with your audience:

- The images you convey
- The messages you deliver in your communications and marketing campaigns
- The way your staff interact with the students

Identity building is crucial, it brings your position and value proposition to life. Your identity consistently and repeatedly tells your stakeholders why they should participate with the identity.

A compelling identity strategy is an advantage. By defining your identity strategy and using it in every interaction with your stakeholders, you strengthen your core messages and relationships.

The examples alongside demonstrate a clear vision through their colouration, design and style whilst also communicating a clear set of expectations to their stakeholders.



1.2

Rhodes Sport as an identity

What is our Vision?

To create a platform that welcomes and encourages extensive Rhodes students' participation in the university's sports programmes. With a wide range of clubs and activities on offer Rhodes Sport provides a comprehensive package that truly engages students and other stakeholders.

Rhodes Sport Administration also provides valuable support to its code committees and members. The sports identity is focused on health and fitness, through encouraging general students' participation in sports by joining sport codes they like, whilst also offering an environment that engages the more competitive students.

Partnering through participation.

This participation also extends to sponsors and affiliates of University Sport, ensuring that every opportunity is recognised.

This message of participation needs to be communicated in the identity through the style of imagery used, the tone of written communications and the accessibility of the design solutions. Students should feel that they own the Rhodes Sport identity, loyal to its vision and active supporters of its message.

Team members and team players.



Brand Identity Mark



2.1

Rhodes Sport logo

Physical Energy

The identity revision salutes the essence of the previous identity, refreshing the silhouette through the capture of its shadows and highlights. The revision is refined through the use of a definitive outline, a graphical representation of the original statue by George Frederick Watts that personifies physical energy.

The logo design is to be used as supplied, in either the two-colour or single colour applications. Redrawing the logo or editing it in anyway would assist in diluting the identity's impact and defeat the Rhodes Sport strategic objectives.

The Horse and Rider are to always appear as one unit, placed toward the leading edge of the gradient block which holds the identity name - Rhodes Sport.

The identity manual will provide you with basic guidelines on how to manage the application of the new identity in a manner that is consistent across a range of media.



2.2

Primary Sport Logo

Icon

The updated icon is a refinement of the previous Sport logo and has been altered in two specific treatments. The first being a tightening up of the actual silhouette, reflecting a more realistic representation of the statue, the line work is defined and clearly understood. The second update, an addition of tonal value through the use of shadow affording the identity a sense of power and strength.

The logo must be relevant to the identity, retain its historical value and echo Rhodes Sport's vision.

The logo can be constructed and deconstructed to suit a number of applications and has been designed in a way that allows for a high degree of flexibility whilst retaining the integrity of the identity.

The logo configurations are dealt with in depth further in the guidelines.

Primary Sport logo



Base - tighter silhouette



Shadow - tonal value

2.3

Primary Colours

Purple Pride


The colour Purple represents a concept of balance, a perfect blend of feisty red and the soothing blues tones. The Rhodes Purple forms the base colour for the identity and reinforces the Sports identity's connection to the University. Using a percentage screen of this colour should be avoided, it dilutes the colour's intensity and the result is an insipid shade of mauve.

The addition of a shadow layer requires a darker tone of Purple that neither dominates or distracts from the intensity of the Rhodes Purple. The introduction of a slightly darker purple (Sports Purple) to simulate the shadow areas creates the perfect contrast which highlights the detail in the logo (base) without overpowering it. Diluting this colour results in a greyed-out version of the original colour and should be avoided at all times.

The use of black as an accent colour enhances the strength of the identity's visual impact and its use is detailed later in this section.

The Primary palette is made up of 3 primary colours, Pantone® 259 (Rhodes Purple), Pantone® 262 (Sports Purple) and Pantone® Black C (Sports Black), which when used together infuse the identity with a sense of strength, authority and power - a force on the field to be reckoned with.


A secondary colour palette has been developed and used specifically with sub-branding later in this section.

	Rhodes Purple	55C	81R
	PANTONE 259 C	100M	19G
	55C 100M 0Y 15K	0Y	86B
	PANTONE 259 C	81R 19G 86B	15K



	Sports Purple	45C	58R
	PANTONE® 262 C	100M	6G
		0Y	52B
	PANTONE 262 C	55K	



	Sports Black	0C	0R
	PANTONE BLACK C	0M	0G
		0Y	0B
	PANTONE BLK C	100K	



2.4

Identity Elements

Layered

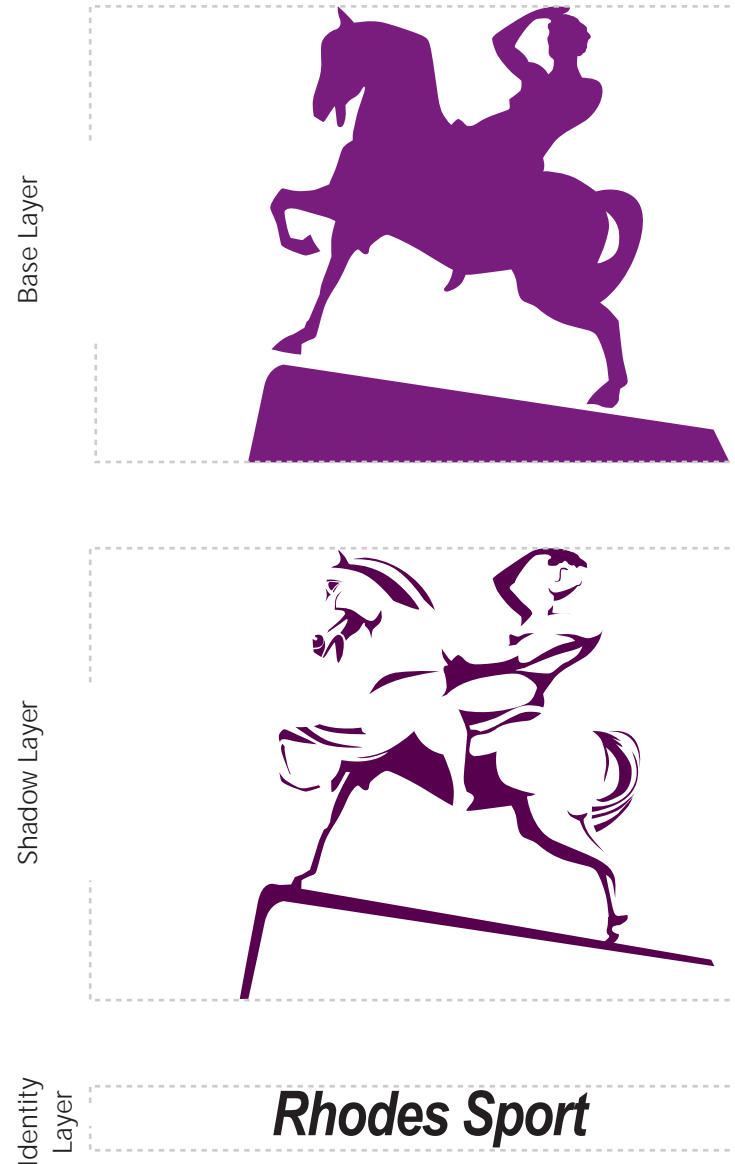
The logo is created with 3 layers of graphic elements, the first being the base which is made up of the refined silhouette of the horse and rider logo previously used by Rhodes Sport Administration.

The outline is crisp, with sharp edges which clearly illustrate a horse and rider.

The second layer is the “shadow” layer which details not only the shadows of the statue but also a few of the highlights which affords the design more detail and definition. The shadow layer is clearly still representative of a horse and rider and can be used on its own in specific applications and always when combined with the identity layer.

The third layer is made up of the identity name. The identity name is always reversed out of the two colour configuration applied to either the communications or sports colour configuration.

When a single colour application is required, due to technical limitations it can be combined with either the shadow or base layers, examples of how this configuration would work are detailed in this section of the identity guidelines.



2.5

Communications Colour Application

Two-Colour Configuration

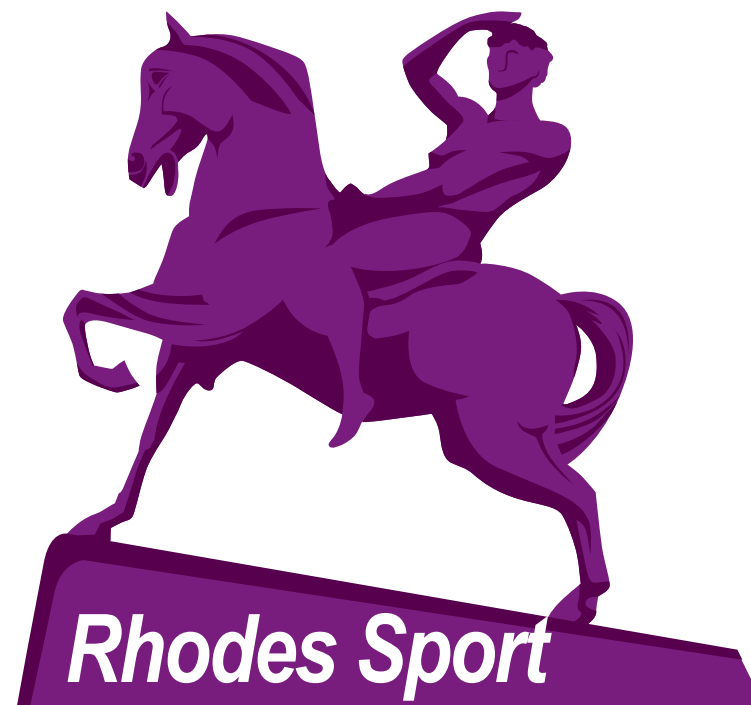
The identity has been made available in two specific colour configurations, each to be applied to a unique media and have been developed to assist in the maximum identity visibility possible. The logo shown alongside uses the primary coloration, with the Rhodes Purple playing a dominant colour role in identifying Rhodes.

The identity will need to be applied to various platforms in the Rhodes Sport communication strategy, ranging from electronic and print publications but not applied to branded sports apparel.

Communications Application

The base purple is the Rhodes University purple - Pantone® - 259C, whilst the shadows use a deeper tone of purple - Pantone® - 262C.

Pantone® is an international colour matching system know to litho, digital and specialised print companies, so whether you are digitally printing a brochure or screen printing a kit bag - the colour specified will be consist across a wide array of substrates. Pantone® can also be specified when pad printing or dying plastic materials e.g. water bottles. The colour specification is as true in South Africa as it would be printing in Hong Kong.



PANTONE 259 C

PANTONE® 259 C - Rhodes Purple
55C 100M 0Y 15K
81R 19G 86B



PANTONE 262 C

PANTONE® 262 C - Sports Purple
45C 100M 0Y 55K
58R 16G 52B

2.6

Sports Colour Application

Sports Application

A two-colour configuration has been developed for application in limited printed media and for specific use in the branding of sport uniforms, team kits, sport equipment and promotional elements including signage.

The base purple is the Rhodes University purple - Pantone® - 259C, whilst the shadows are printed with Pantone® - BLACK C which ensures a greater degree of visibility and identity impact through a heightened contrast between the two colours.

The identity can be silk-screened, embroidered or sublimated as per the uniform requirements. All outdoor promotional materials should make use of the illustrated identity, ensuring that the identity is highly visible and legible from a distance.



PANTONE 259 C - Rhodes Purple
55C 100M 0Y 15K
81R 19G 86B



PANTONE BLACK C - Sports Black
0C 0M 0Y 100K
0R 0G 0B

2.7

Colour Layering

Playing with colour

The identity allows for an application onto three primary colours, those being WHITE, PURPLE, BLACK.

Depending on budget and production constraints the following identities illustrated herein are applicable.

Only the "Sport" configuration would be used for branding onto promotional and team apparel and allowances have been made within the identity for silkscreening, embroidery and sublimation printing.

When working with a white background or light neutral tone, then the two-colour sport configuration is applicable, see option A.

The logo needs to be legible on a number of coloured backgrounds. One light coloured backgrounds (see option D) then the shadow layer combined with the identity layer can be applied and on dark backgrounds the base layer combined with the identity layer must be used (see option C and B).

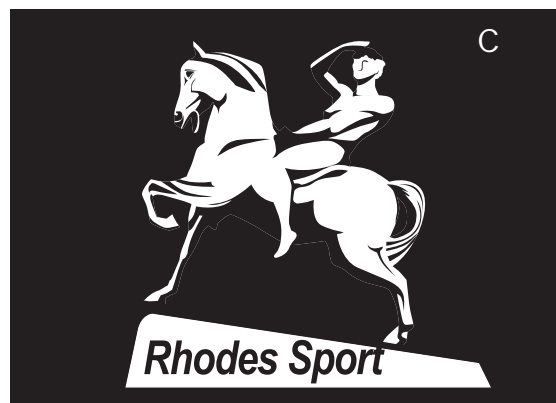
In options B, C and D the background becomes part of the identity always making sure that the darkest colour is the shadow.



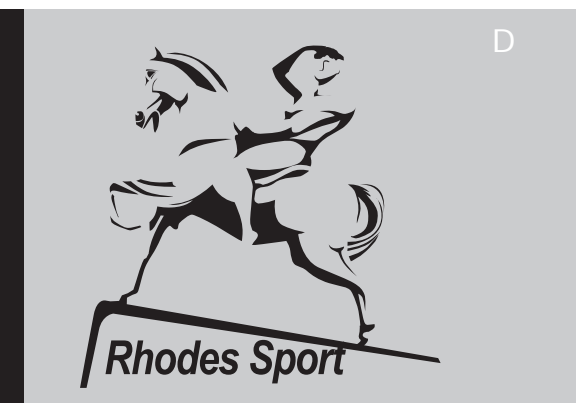
2 Colour "Sport" Application
Always onto a white or light neutral background.



White on coloured background
The dark background fills in the negative space and is read as the "shadow" layer.



Base layer on a dark background
The dark background fills in the negative space and is read as the "shadow" layer.



Shadow layer on a light background
The light background fills in the positive space and is read as the "base" layer.

2.8

Out of line

Yellow card offences!

A few limitations to the application of the Rhodes Sport identity have been put in place to ensure that we communicate a consistent message of integrity and trust whilst remaining true to our vision.

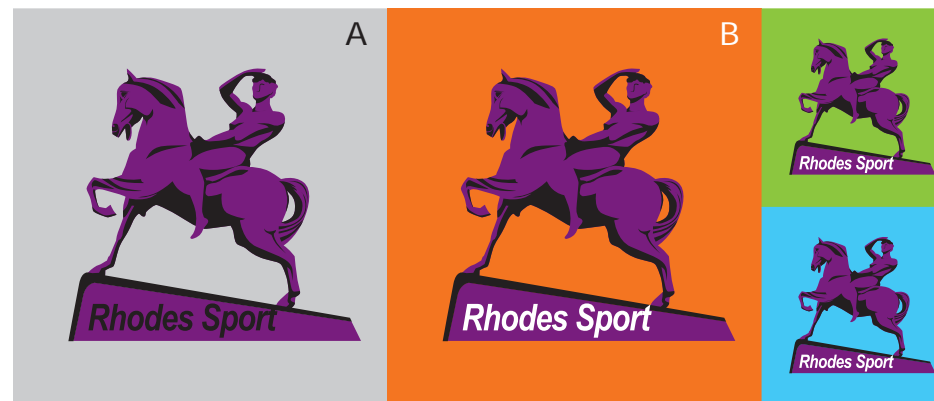
Options A - D demonstrate the applications of the identity that should be avoided at all times.

Option A - The logo layers need to be applied in the styles shown as acceptable, in this instance the identity layer becomes overwhelmed and illegible.

Option B - Placing the two-colour logo over brightly coloured panels can overwhelm the identity, wherever possible the logo needs to be placed on a light neutral or white background.

Option C - Placing the logo over an image appears cluttered as well as disturbing the visual impact of both the logo and the image.

Option D - Never distort, reverse direction, separate out the layers or change the colour configuration of the logo as this will serve to create confusion around the identity and ultimately communicate a disconnected and incoherent message.



Blacked out identity layer

Bright colour backgrounds with the 2 colour logo



Logo over imagery

Logo manipulations

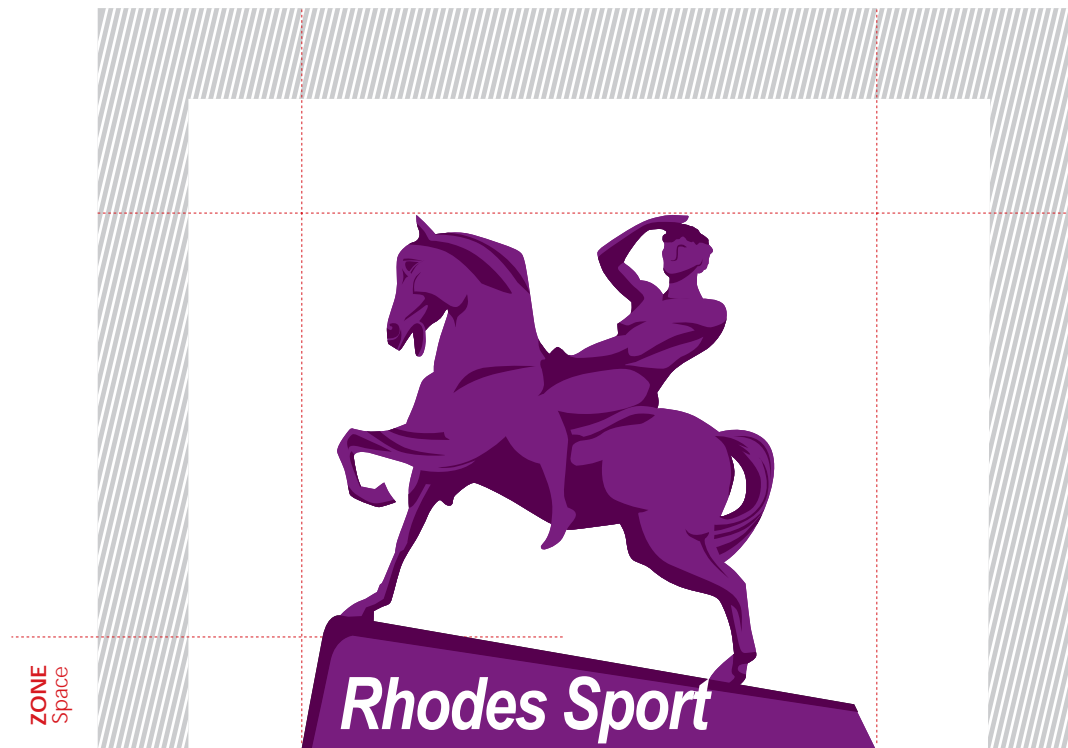
2.9

Out of bounds

Zone of Exclusion

A clear space has been allowed around the identity and it is equivalent to the height of the step on which the Horse and Rider are placed.

Please refer to the examples shown here for guidance.



2.10

Out of bounds

Zone of Exclusion

Neither an image or copy is allowed to encroach on the zone of exclusion.



Our community is all love

In hac habitasse platea dictumst. Duis ut enim nisi. In commodo tellus at nunc tincidunt sed mattis nisi sodales.



Donec vulputate nulla a turpis rhoncus a etem sollicitudin dolor placerat. Ut sodales velit sed ligula laoreet ac tincidunt orci tincidunt. Mauris ut euismod orci.

Nulla sollicitudin libero eget eros pretium preti scelerisque. Proin quis diam ut mi aliquet bola scelerisque vitae sed felis. Mauris a lacus nibh. Curabitur tempor tempor nisi, nec condimentum arcu mattis in. Donec at dui justo.

www.ru.ac.za/rhodessports

2.11

Typefaces

The Rhodes Sport identity requires a bold, large family font with strong legible lettering. It is best to avoid font trends as these tend to date an identity very quickly.

The Rhodes Sport approved font used for print materials is the primary choice of typeface, Avenir and is available in a number of derivatives.

Helvetica (MAC)/Arial (PC) and Verdana are included in the Secondary fonts library and should be used for electronic media and communications.

General guidelines for Primary font usage:

The preference is always for you to use Avenir in all official communications, eg.: print media, folders, Sports Review.

Avenir Light

ABCDefgh1234

Avenir Light Oblique

ABCDefgh1234

Avenir Regular

ABCDefgh1234

Avenir Oblique

ABCDefgh1234

Avenir Medium

ABCDefgh1234

Avenir Medium Oblique

ABCDefgh1234

Avenir Book

ABCDefgh1234

Avenir Book Oblique

ABCDefgh1234

Avenir Black

ABCDefgh1234

Avenir Black Oblique

ABCDefgh1234

Avenir Heavy

ABCDefgh1234

Avenir Heavy Oblique

ABCDefgh1234

2.12 Secondary Font

General guidelines for Secondary font usage:

Arial and Verdana should be used for informal, student focused communications.

Arial for stationery letter body copy.

Arial for website body copy or as a limited substitute for Avenir.

Arial

ABCDefgh1234

Arial Italic

ABCDefgh1234

Arial Bold

ABCDefgh1234

Arial Bold Italic

ABCDefgh1234

Helvetica

ABCDefgh1234

Helvetica Italic

ABCDefgh1234

Helvetica Bold

ABCDefgh1234

Helvetica Bold Italic

ABCDefgh1234

2.13

Logo Sizing

The Rhodes Sport logo needs to be applied in a consistent manner and size, the following is a simple guide for logo sizing on standard paper sizes.

The maximum size would be applicable for cover layouts and the minimum size is best suited to page layout, press releases, etc.).

A4 Page size:

Maximum size of 50mm

Minimum size of 30mm

A5 Page size:

Maximum size of 40mm

Minimum size of 30mm

DL (210 x 99mm) Page size:

Maximum size of 40mm

Minimum size of 30mm

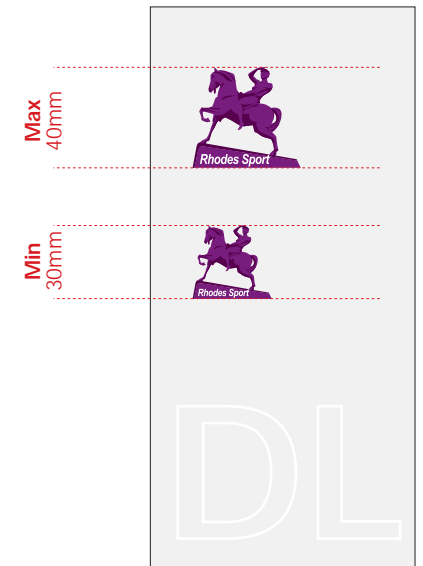
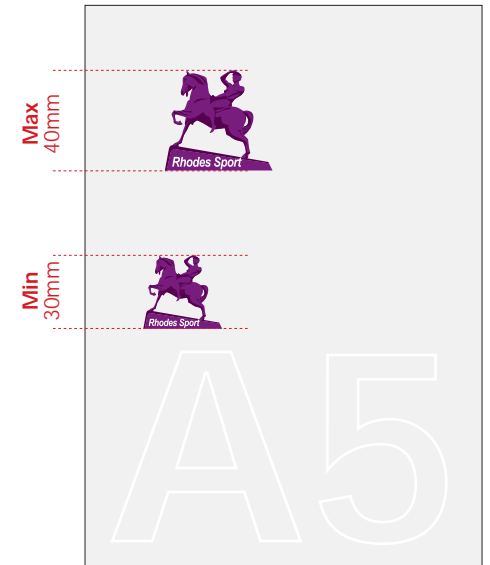
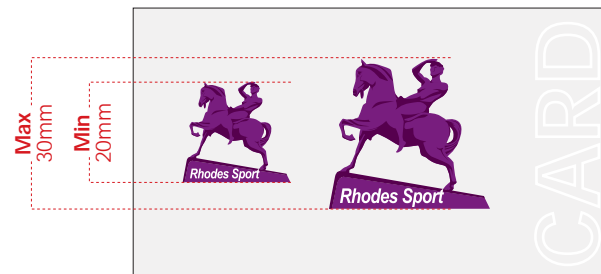
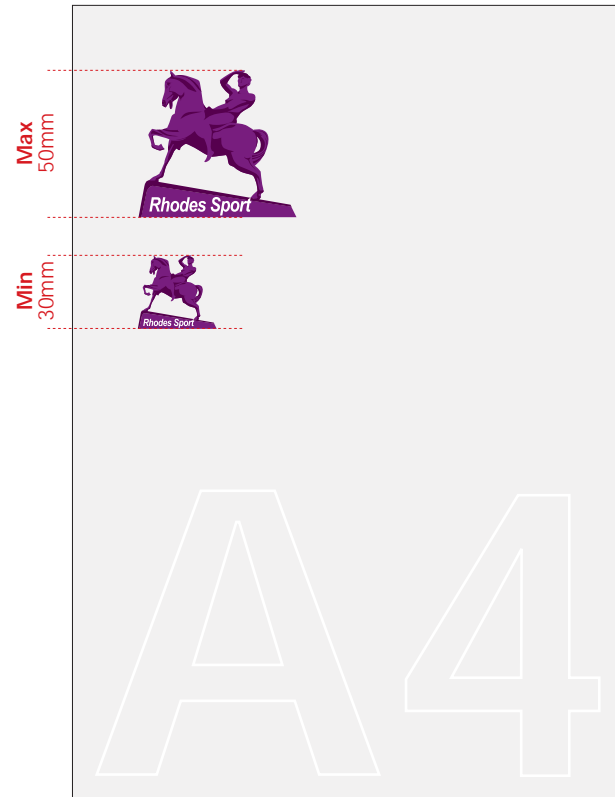
Card size (90 x 50mm):

Maximum size of 30mm

Minimum size of 20mm

Minimum size allowed:

The minimum sized allowance for the Rhodes Sport logo is 20mm in height, anything smaller may compromise the quality of the printed material.



2.14

Formats

The Rhodes Sport logo is supplied a jpg formatted file, although vector formats are available upon request and are best used for large format printing.

File names:

RS - Rhodes Sport

Logo 1 - Communications configuration

Col - RGB Colour

(*) - related to the actual file size

(XL) - 21cm wide

(L) - 10cm wide

(M) - 5cm wide

(S) - 2.5cm wide

Jpg files will be placed with a white block, to avoid this and retain the actual logo silhouette it would be recommended that you use the png file formats supplied.

Should you require a logo larger than 21cm wide, please request a vector file from your identity custodian.

RS Logo 1 Col (XL).jpg



RS Logo 2 Col (XL).png



3

Co-branding

Working hand in hand

Understanding the place and role of the Sports identity within the Rhodes University identity is key to ensuring the success of both identities. In this section we look at sponsorship branding and make allowances for sponsors and partners' logos.

For all external communications, the Sports identity is completely negated by the Rhodes identity. However the Rhodes Sport Review carries dual-branding since it travels beyond the university, RU identity on the cover the RS identity on the inside of the publication.

For all internal communications, which include game/event promotions whether they are at home or away, then the materials produced should carry the Rhodes Sport identity and where applicable the code identity as well.

All club/code identities are for internal applications only and should be strictly monitored.



6.1

Identity Hierarchy

The Rhodes Sport identity falls within the Rhodes University's identity umbrella and the illustrated hierarchy clearly outlines the order of appearance.

When using externally focused communication material that reaches an audience outside of the university then the core Rhodes identity is to be used in accordance with the university's guidelines.

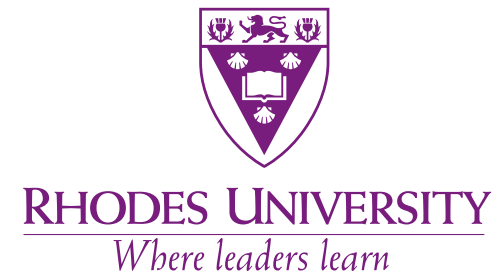
Communication material that is focused internally, speaking to faculty or the student body, the "communications" logo is to be used, in accordance with the guidelines provided for in this manual.

As expressed a "sport" logo has been developed for use in support/promotional materials, examples of which include event flags and banners.

All clubs or codes fall within the Rhodes Sport identity and the development of logos for a code requires consideration and approval from the management of Rhodes Sport Administration along with the Communications & Marketing division.

External Communications
Public/Press Releases
Official Correspondence
Co-branding on Review

"extra-varsity"



Internal Communications
Inter-University
Correspondence
Co-branding on Review
Website
Social Media

"inter-varsity"



Event Promotion:
Home & Away
Support branding
Signage
Kits & Uniforms (co-brand)

"inter-varsity"



Co-branding on Club
Reviews/Reports
Club Specific Signage
Club Specific Promotion

"intra-varsity"

Clubs/Codes

6.2

Identity in Action

The communication material is divided up into 3 specific audiences, extra-varsity, inter-varsity and intra-varsity. The following examples demonstrate how the identity guidelines are applied.

Sports Review:

This annual publication is produced as an Extra/Inter-Varsity publication and overviews the individual codes and Rhodes Sport's achievements over the year. Although the design is unique each year, the grid and format remain unchanged, along with the identity applications.

The 2011 edition shown here uses the new identity mark and has the correct application of the identity hierarchy.

Application guidelines:

Rhodes University logo is always placed on the cover, within close proximity to the sport website.

Within the introduction section of the layout, the Rhodes Sport identity must appear prominently, along with the University logo.

Ensure that the logos are legible if they are reversed out on white, the detail in both logos must be clearly noticeable.

Cover (front & back)

Rhodes University identity ONLY. Wherever possible, include images that contain the Sports identity, e.g. uniforms, caps, event signage etc.



Imprint Page

Dual identity application, leading with the Sports identity (publication source), ensuring that both logos are balanced in weight, not necessarily size.



6.3

Identity in Action

Pamphlets & Brochures:

These publications would be used across the extra-varsity, inter-varsity and intra-varsity audience platforms and allow for the application of the brand hierarchy as stipulated in the manual.

It is recommended that one style be applied for these elements over a period of time. A cohesive identity that uses logos, colours and style consistently will develop a winning formula for success.

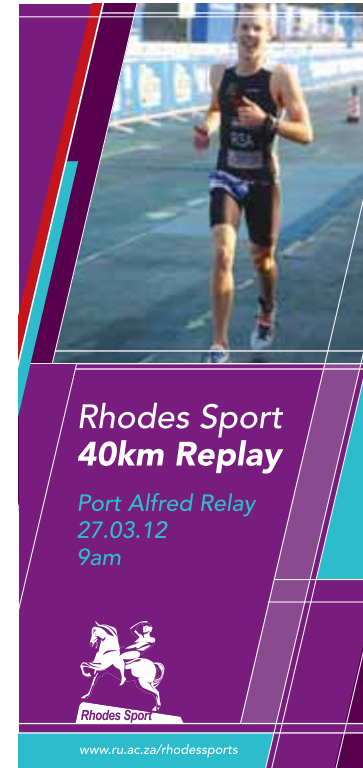
Extra-varsity

For promotional/information material released into the public domain, the Rhodes University identity is applied on the cover



Inter-varsity

Used for the promotion of an event within Rhodes and other tertiary education institutions.



Intra-varsity

For promotional/information material circulated within the Rhodes University student body



6.4

Identity in action

Event Promotion Posters

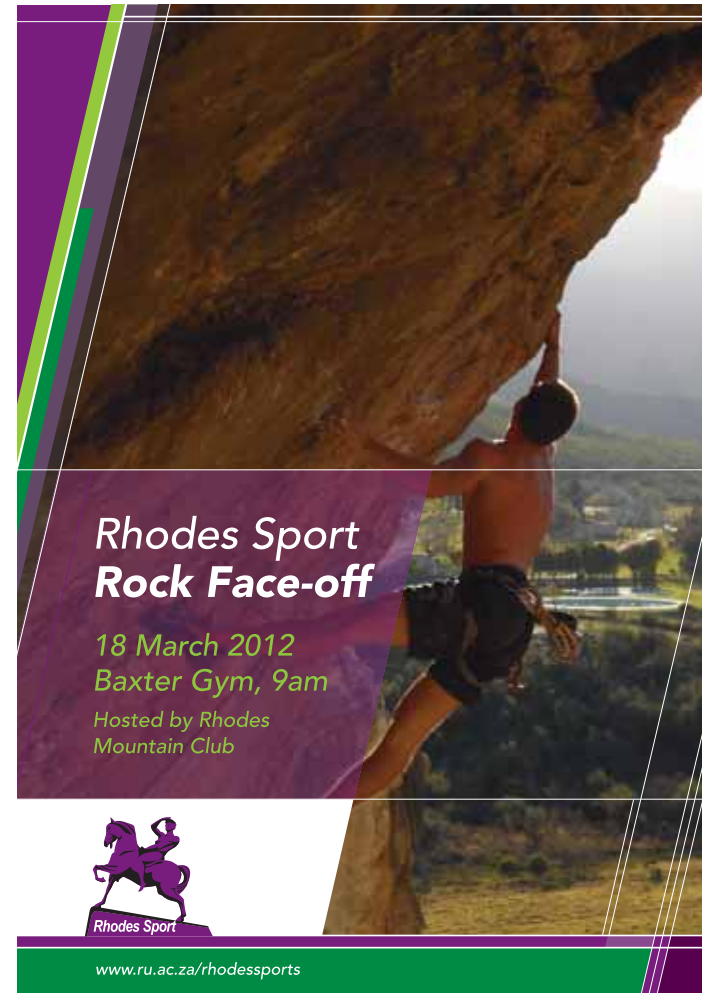
In instances where a particular event or code is enjoying the support or sponsorship of an outside concern, co-branding must be allowed for in any printed material that will be produced in support of the event or code activity.

Before we deal with the identity applications onto promotional posters, flyers or pamphlets designed to promote an event, we need to look at how the sponsors logos should be applied within the identity hierarchy.

Support / Sponsor branding is applied as the last tier in the hierarchy and should always appear balanced with the Rhodes University and Sports identities respectively.

Inter-varsity Event Poster

Reading left to Right, the Rhodes Sport identity appears first, then followed by the Sponsor logo on the opposite side, applied to the same size and always in colour.



6.5

Identity Partnerships

Support and Sponsorships Branding

In instances where a particular event or code is enjoying the support or sponsorship of an outside concern, co-branding must be allowed for in any printed material that will be produced in support of the event or code activity.

Before we deal with the identity applications onto promotional posters, flyers or pamphlets designed to promote an event, we need to look at how the sponsors' logos should be applied within the identity hierarchy.

Support / Sponsor branding is applied as the last tier in the hierarchy and should always appear balanced with the Rhodes University and Sports logos respectively.

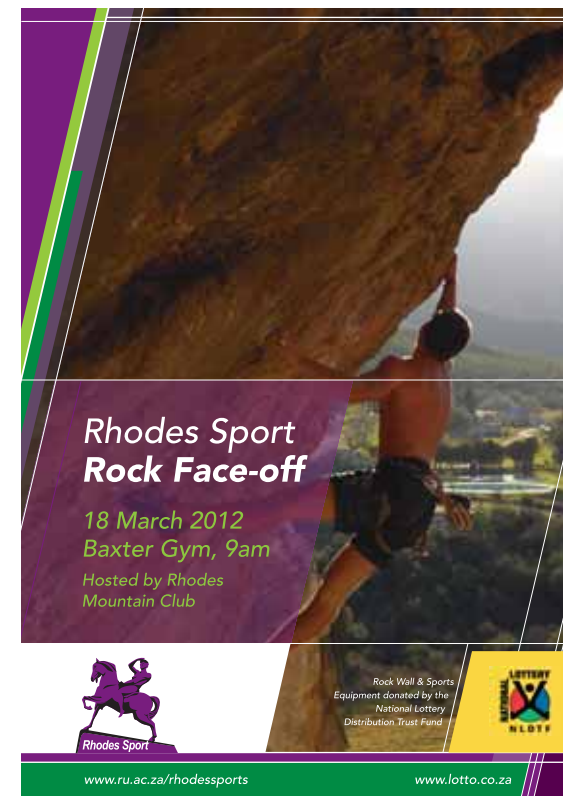
The logo appears in the left-right format with the Rhodes Sport logo appearing first (pride of place) with the remaining logos in order of sponsorship value then support value.

For large sponsorship deals, including their web site information can be included, as well as linking this online through facebook, twitter and the Rhodes Sport website.

Sponsorship/Support Branding

For promotional/information material released into the public domain, the sponsors' logos are to appear aligned and balanced with the Sports logo.

The configuration should lead with the Sports identity and then in order of financial commitment to the event - highest to lowest.



4

An Identity Family

Many members, one team

Within the Rhodes Sport umbrella we include the Health Suite identity and the code/clubs logos already in existence. These identities need to comply with the co-branding example detailed herein and should not produce extra-varsity material that does not carry the Rhodes Sport identity.

They function as independent units in all intra-varsity communications and are allowed to appear independently on promotional posters, pamphlets and signage if required. However all official communication materials and online materials must carry the co-brands and include any and all sponsors logos.

The identity manual will provide you with basic guidelines on how to manage the application the Health Suite brand within the Sports identity umbrella.



4.1

Health Suite

Identity Revision

To unify and identify the Health Suite logo as belonging to Rhodes University, the Rhodes crest has been placed behind the original logo to create a holding shape to balance out the identity name.

The placement of the logoname outside the identity enhances its legibility and allows for the addition of a positioning statement - Shaping Leaders.

The logo makes use of 100% of the Rhodes University Purple - Pantone 259.

Primary logo - Rhodes University Purple



**Rhodes
Health Suite**
Shaping Leaders

Primary logo - Black & White



**Rhodes
Health Suite**
Shaping Leaders

4.2

Health Suite

Identity Revision

The identity hierarchy explained earlier in this manual, is to be applied in this design example. All intra-varsity materials should only carry the host's identity.

For Inter-varsity materials, promotional materials should carry both the Sports and the Health Suite identities, placed in alignment with one another and equal in size.

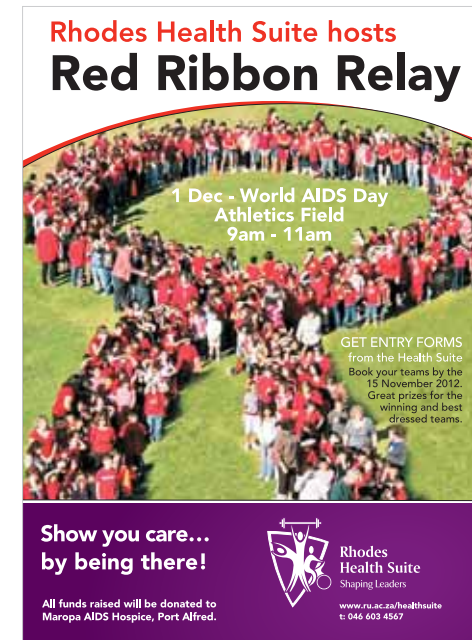
Intra-Varsity materials do not require a Sports identity application. Ensure that the Health Suite is applied to the design, on the bottom right hand corner listed with contact information and the website reference.

All support or sponsorship logos must be placed in alignment, equally sized and distinguished from the Sports and Health Suite identities through a design element that serves to visually separate the sponsors from the host's logos.

Inter-Varsity Event Poster



Intra-Varsity Event Poster



Co-branded Footer



Sponsorship Branded Footer



Identity separation



4.3

Codes/Clubs

Membership Branding

The use of code/club identities is strictly limited to intra-varsity communications.

The code identities are developed by the code committees, and require approval from Rhodes Sport Administration before they can be used in promotional materials.

The templates provided will allow for a degree of individual interpretation and design by providing a standard header and footer in which only the code contact information is editable.

The remainder of the template would be left open allowing code members to use their own images, layout preference and typefaces, in essence building their own identities.

The two examples shown here demonstrate the template with and without a club identity included. For the "generic" template, a bold sub header has been included in the footer design allowing the viewer to easily identify the club promoting an event.

Intra-Varsity Code Event Poster



Signage

Loud and proud

Signage is any kind of visual graphic created to display information to a particular audience. It also serves to promote awareness around a specific identity, or assist your stakeholders in identifying a particular area.

The Sports identity signage is divided up into two distinct purposes, Intra-Varsity and Inter-Varsity platforms.

The signage solution needs to be practical and versatile enough to allow for indoor, outdoor and mobile promotional situations whilst also considering that it may need to carry more than one identity at any one time.



5.1

Permanent Signage

Rhodes Sport Signage

The fixed or facilities signage around campus are to be identified with the Sports identity and be marked appropriately.

The Facilities signage should ideally be a permanent placement and may require co-branding if the building of the facility or the refurbishment of the facility was sponsored. Ensure that your signage design clearly distinguishes what has been sponsored.

Keeping in mind that this signage will be seen by visiting teams and delegates, so it does cross-over into the Inter-Varsity platform.

The few examples here illustrate how size may limit the impact of the logo and to compensate for this, we have included the name "Rhodes Sport" as large as possible within the design. See *Squash Court 1 signage example*.

Where there is enough space to use a large logo, the "Rhodes Sport" name remains but at a much smaller size. See *Alec Mullins signage example*.

Fixed/Permanent Signage: Court Base



Court - Strip Signage

Digital print, applied to 2mm White ABS



Facilities Signage

Digital print, applied to 2mm Cromadek



5.2

Mobile Signage

At Home or Away

The Inter-Varsity signage is designed to be mobile, allowing teams to install the temporary signage at all away matches as well as at home matches.

The purpose of this signage is to assist in reinforcing the brand, making your presence on the field, in the courts/pool, known to opposing teams and their supporters. Its a symbol of Purple Pride.

The concept of this signage is versatile and can be used for official events like a community engagement project or the annual Sports Awards Dinner.

Temporary/Mobile Signage: A-frame portable signage



5.3

Portable Signage

At Home or Away

The flag signage is a impactful solution to identity awareness/promotion at Sports events.

It is noticeable from a great distance and the "flag sleeves" are interchangeable allowing Rhodes Sport to exploit a wide range of branding opportunities.

Temporary/Mobile Signage: A-frame portable signage



5.4

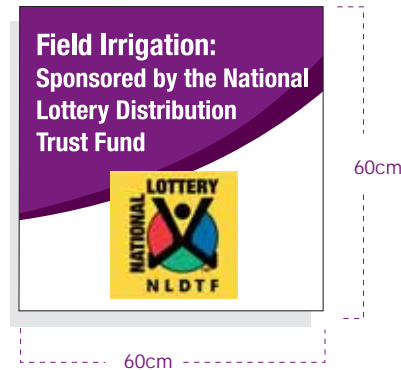
Sponsored Signage

Sponsored Refurbishments

Due to the fact that a number of facilities are already provided for, most sponsorships would be for the supply of equipment or the refurbishment of an existing facility.

In this instance the following examples demonstrate how the co branding is applied. The specific refurbishment should be included in the signage design as shown here.

Fixed/Permanent Signage: Field Perimeter



6

Apparel

It's a lifestyle

The most important ambassadors of the identity are the student body who are the team players and supporters. The team attire is an expression of the identity, an extension of its personality.

It's worn with pride!



6.1

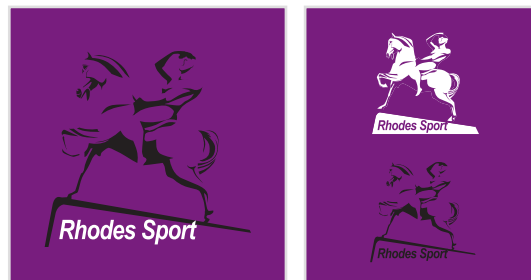
Colour Layering: t-shirt front with optional back



Two-Colour Application
Pantone 259C and Black



Two-Colour or One-Colour Application
Black and White/Black/White

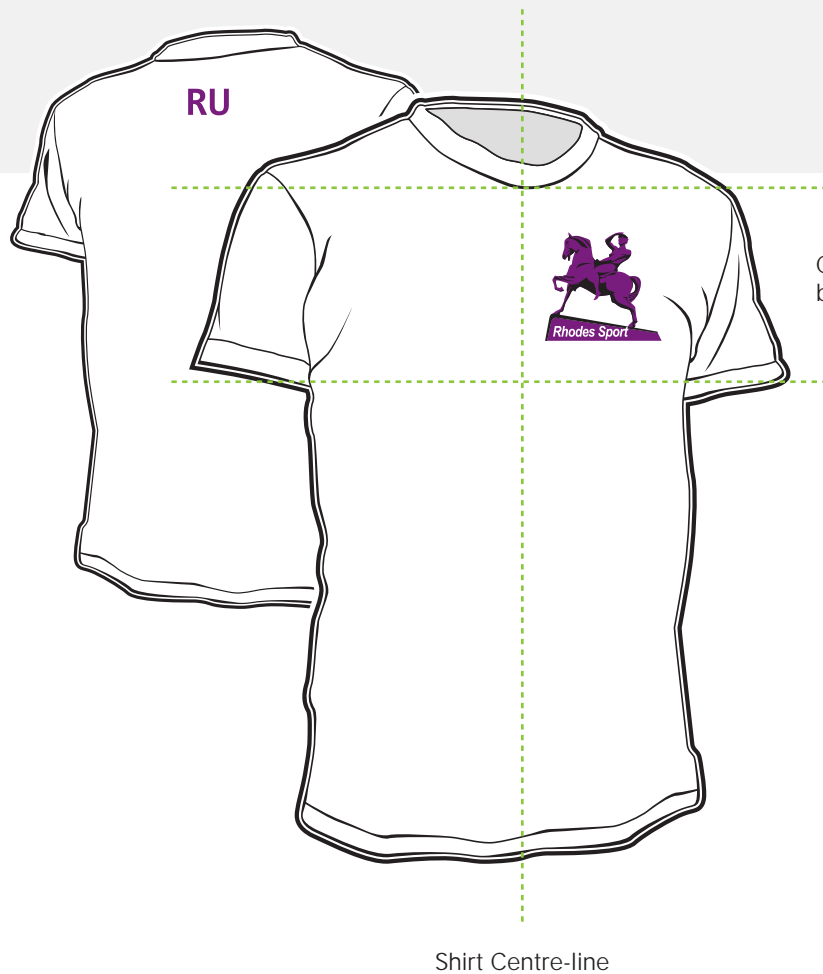


Two-Colour or One-Colour Application
Pantone 259C and White



6.2

Identity Sizing and Placement



SIZING

10cm in height, dependant on embroidery sample

7cm height, dependant on silk screen sample