Introduction

A brand is a person's perception of a product, service, experience or organization. Branding is about making an emotional connection and building a competitive advantage through differentiation.

The bottom line is that good brands build companies, while ineffective brands undermine success. As products and services become indistinguishable, as competition creates infinite choices, as companies merge into faceless monoliths, differentiation is imperative. It is only by being clear about who we are and being consistent in how we behave and communicate with our audiences that we can build business relationships that inspire loyalty and catalyze results-- both internally and externally.

A brand influences everything, from the type of products we develop and how we invest our money to how we behave towards our customers and each other. If the business strategy with its financial targets and goals is the mind of the business, the brand is its heart – spreading its message throughout the business' activities.

Why Branding Standards?

We want to create a singular idea about our brand. And we want people to think of our brand in a uniform way. In the same manner, we want our logo to accurately portray everything that is important to us as an educational institution.

Research has proven that brand recall is primarily attributed to the consistency in communicating the brand. This issue, however, has led many brands to fall into the trap of the dull and mundane, thus, limiting creativity and design in leu of consistency.

Our objective is to produce a design language that is consistent enough to ensure brand recall, yet diverse enough to sustain creativity, excitement, and the 'new'.

Our challenge, however, is in the question of how to standardise it. How do we make sure that our brand is used consistently? Hence, this manual, through which, we provide the guidelines for applying the brand in various design applications.

This manual is designed to provide clear, consistent guidelines about our brand signature. Herewith we describe in detail the proper use of our word mark, logos, colour and type. It also contains information on usage in relation to business forms, merchandising materials, electronic communication, environment, and more. As an academic institution that's an advocate of correct practices, graphic standards pertaining to the use of our brand signature are equally important in our operations.

When writing these brand guidelines we have ensured that the content is as easy to understand and apply to your designs as possible. The brand guidelines have been designed as the expression of the brand itself. That is, they should be a reflection of the brand's principles and therefore should provide you with the same feeling of assistance and service as the brand affords to its customers.

The brand guidelines are just, guidelines. We aim to make the guides as flexible as possible and to give you as much freedom as is possible for you to create exciting and engaging communications and expressions of our brand. These guidelines will evolve overtime to include other media and applications, and we would very much like to hear feedback on these guidelines from those tasked with designing our brand; we can only improve them if we know what you are having difficulties with.

We would suggest that you initially read the brand guidelines from start to finish, requesting any additional information you may require from the marketing department, then refer to them as and when needed.