

UCT Alumni Association

# Style Guide

## 2020

# About

This file contains the stylistic guidelines for the communication of the UCT Alumni Association (UCTAA). It was created by the Logo Committee in 2020, as a first style guide for the association.

The style guide is not intended to be complete nor final, and may be appended to or revised in the future.

## **The UCTAA Logo Committee**

# The Logo

Our logo is a combination of our icon and a wordmark.

The icon may also be used separately in communication where the audience is familiar with the association. If not, the full logo should be used.

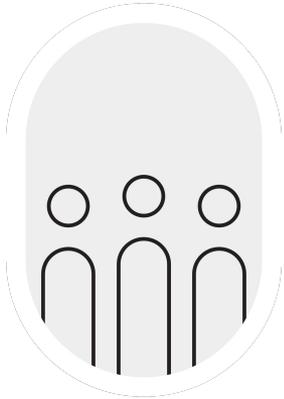
Variations of the logo are shown later in this guide.



# UCT Alumni Association

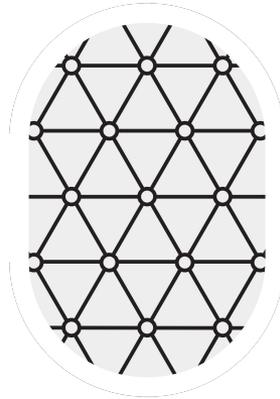
# The Logo: Concept

Our icon is meant to combine representations of three values of the UCT Alumni Association.



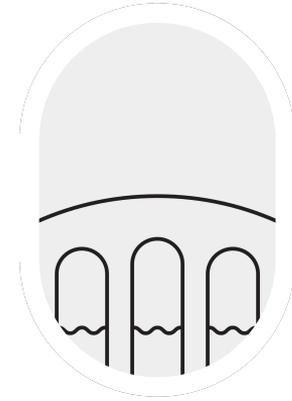
## Community/Connection

*fun social events,  
ATLAS alumni staying connected*



## Network/Collaboration

*professionally like-minded people,  
professional opportunities*



## Mindset/Knowledge

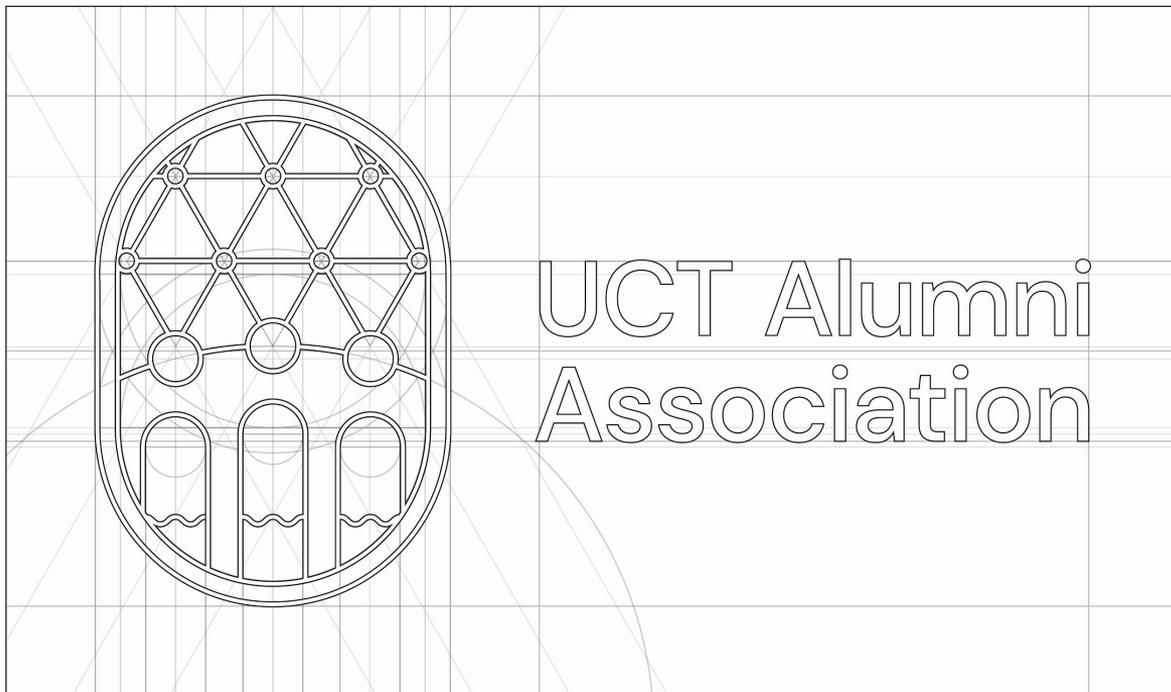
*'ATLAS engineer', problem-solving  
attitude, self-directed learning*

# The Logo: Construction

The three elements discussed on the previous page were combined into our logomark.

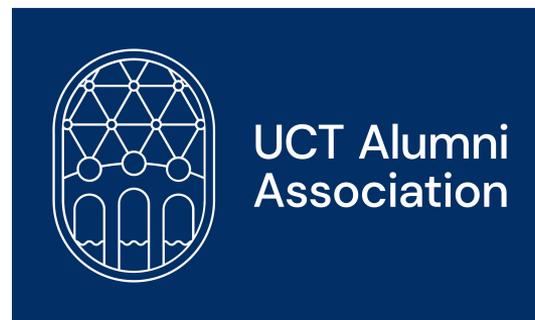
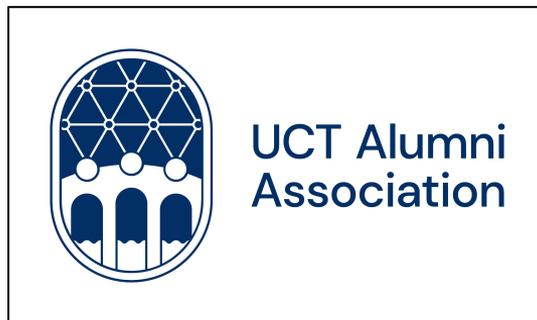
On this page, the construction of the full logo is shown. This is purely informative, to show the geometry behind the logo. Please note that (parts of) the logo should not be “remade” in applications. When possible, the available logo files should be used.

The preferred **clear space** around the logo is equal to half the width of the icon. On the next page, the size of the clear space will be shown for all logo versions.

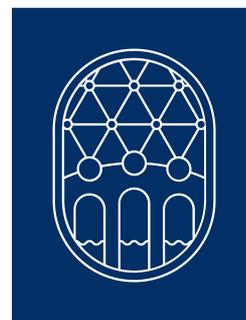
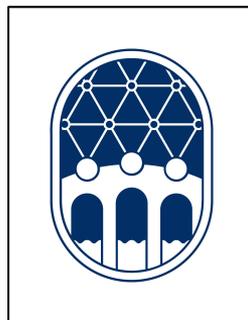


# The Logo: Variations

The logo comes in four versions. All are shown here with their preferred clear space around them (see previous page). Firstly, there are two “filled out” versions, meant to be used on light (ideally white) backgrounds, while set in dark colors (ideally in UCTAA blue, or if not available, in black).



Secondly, there are two versions with only the lines of the logo, meant to be used in white on dark backgrounds.



Both sets are split into a full logo, and only an icon (for more informal communication, where the audience is familiar with the UCTAA).

# Typography

Two fonts were selected for the UCTAA: DM Sans and Open Sans. Both Google Fonts, they are easily downloadable and useable. Furthermore, they both feature extensive character sets.

DM Sans, the primary typeface, is meant for headlines and big text, but not paragraph text, for which Open Sans is used. An example is shown on this page.

## **This is a headline**

This is body text. While the headline is typeset in DM Sans Bold, this paragraph text is set in Open Sans, to improve legibility.





# Colour Palette

Only one brand colour has been specified for the association: UCTAA blue. Blue was chosen to symbolise the connection with UCT and S.A. Atlantis, who both extensively use blue in their branding. This specific dark blue stands for this connection, but also appears professional without making an overly corporate impression. Furthermore, it can be seen as a more “grown up” version of the lighter Atlantis blue.



**UCTAA Blue**  
HEX #012F66  
RGB 1 47 102  
CMYK 99 54 0 60

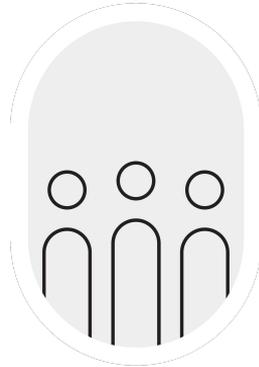


# The logo Concept

Our icon is meant to combine representations of three values of the UCTAA.

## Community/connection

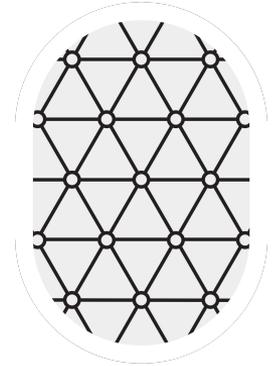
We aim to foster our alumni community through fun social events. In the icon, this is represented by people.



## Network/collaboration

We provide our members with opportunities through our network of

professionally like-minded people. In the icon, this is represented by a grid network, reminiscent of the UCT logo.



## Mindset/knowledge

As UCT graduates, consist of a community of 'new engineers' that, despite their varying interests and careers, share a common mindset rooted in self-directed learning, interdisciplinarity, a problem-solving attitude, et cetera. This shared mindset is represented in the logo by a bridge, reminiscent of the bridge shape of the Atlantis logo.

