



University of Ghana

Brand Manual

2017



Foreword



Professor Ebenezer Oduro Owusu
Vice Chancellor

The University of Ghana is a top ranked University in Africa with a research-intensive focus. As the premier and largest university in Ghana, the University of Ghana turns 70 in the year 2018. As it approaches this 70th milestone, I am happy to introduce to you our brand new institutional brand manual. This brand manual sets out in very clear terms how our brand image is going to be deployed in both brick-and-mortar and virtual environments.

The University of Ghana brand is more than a logo or a set of colours. The University of Ghana brand is the life and soul of our institution. All our corporate aspirations and connection pathways with our various stakeholder audiences are facilitated with this brand book. We have created a new brand identity for the University of Ghana with the aim of standing out, getting noticed and being admired for the strength of our institutional heritage.

The power of the University of Ghana brand will be appropriately unleashed by following the guidelines in the book consistently. Although we are a huge institution diverse faculty, staff, students, alumni, schools, departments, colleges; and various stakeholder audiences, collectively we are one brand. This brand book signals a new era of superior marketing and branding practices for the University of Ghana.

This brand book was designed pro bono by Innova DDB Ghana and was supervised by the University of Ghana Rebranding and Marketing Team. I want to say a special thank you to Innova DDB Ghana and to the University of Ghana Rebranding and Marketing Team, which comprised:

- Professor Robert Ebo Hinson (Chair)
- Mrs. Bernardine Bediako-Poku (Secretary)
- Dr. E. Y. Tweneboah Koduah (Member)
- Professor Audrey Gadzekpo (Member)
- Professor Christopher Gordon (Member)
- Dr. Margaret Amoakohene (Member)
- Dr. E. Ababio Ofosu-Mensah (Member)
- Mrs. Christy Badu (Member)
- Mrs. Stella A. Amoa (Member)
- Dr. John Effah (Member)
- Dr. E. H. Owusu (Member)

Ebenezer Oduro Owusu
Vice Chancellor



Introduction

1

This brand book should serve as the official standard which all visual and graphic communication elements of the University of Ghana must adhere to.

The standards outlined in this manual seek to create a unified look and visual guide which communicate the vision, mission and values of the University of Ghana.

Having a clear, consistent message will enforce the University's status as the premier university in the country and build upon an already strong image and perception within the country and globally.

Anyone at the University of Ghana who communicates on the University's behalf should find this book a helpful and inspiring resource.

Department leaders can use this guide as a platform to focus their initiatives.

Lead communicators can use it to provide examples for the creation of new, impactful stories.

Writers can use it to draw inspiration when they create stories about the achievements of their individual departments.

Designers can mine the rich veins of typography, colour palettes, photography and design elements to give life to their creations.

Who is this book for?

How should this book be used?

To clarify

University of Ghana's unique qualities, advantages and capabilities.

To ensure

key themes are present in all communications.

To encourage

internal and external advocates for University of Ghana.

Telling Our Story

This book is the result of a strategic process that began with a broad perception study amongst our most important audiences.

We analyzed the findings and distilled our insights to discover University of Ghana's unique place amongst research and teaching universities, and arrived at a clear positioning and messaging platform.

Communications inspired by this platform will amplify awareness and understanding, as they all will be woven from a common thread.



What went into this book?

What is positioning?

Positioning is how we need to be thought of in the minds of our most important audiences in order to be successful.

Positioning should be a differentiated, motivational and sustainable thought. It is not just our definition (a public research and teaching university) or how we express it (taglines, messages, etc.), but it should serve as the conceptual core for all that we say and do.

It's about what we want people to feel when they experience University of Ghana, and remember when they walk away.

University of Ghana's positioning is built upon the attributes and themes on the following pages.



Our Vision

**To become a world class
research-intensive University.**

Our Mission

**We will create an enabling environment that
makes University of Ghana increasingly relevant
to national and global development through
cutting-edge research as well as high quality
teaching and learning.**

Positioning Statement

The University of Ghana is an Academic Community that strives to create a congenial environment for the delivery of superior student learning experiences. We provide a world class environment that fosters creativity, co-operation and also rewards hard work.

Tone of Voice

**Intelligent. Bold. Socially
Conscious. Open minded.
Real. Positive. Experienced.
Creative. Progressive.**

Intelligent.

Bold. Socially Conscious. Open minded.

Real.

Positive. Experienced.

Creative. Progressive.

The University of Ghana Logo

At inception, the University’s logo was a red cockerel with a quotation from Akan, “Akokobere nsu nim adekyir. (“the watchful birds summons the dawn”) rendered in Latin as “Vigil Evocat Auroram”.

This symbolized how like the cockerel, the University should keep vigil to protect its academic freedom from being eroded through political intervention in its affairs. (Agbodeka, 1995)

For reasons of Africanisation, the University of Ghana’s logo was changed in 1963.

Professor Mawere Opoku created the concept using two Adinkra symbols, the “Aya” (a straight fern) and “Guanini mmen toa so” (two interlocking ram horns). The “Aya” which has a quality of always growing straight up in the forest depicts straightness, truthfulness, integrity while the two unlocking rams represent progress.

The motto, rendered in Latin, “Integri Procedamus (Progress with Integrity) was proposed by Professor Alexander Adum Kwapong.

The University of Ghana therefore adopted the current logo which has survived the test of time.



2.2 Composition



Three “Aya” standing upright and a gold bar to divide the shield into two



“Guanini mmen toa so” (ram horns)



Shield



Banner with the inscription “integri procedamus”



UNIVERSITY OF GHANA

University of Ghana logotype.

The logo consists of the deep blue shield with three “Aya” standing upright in top half and “Guanini mmen toa so” in the middle of bottom half - all embossed in gold and the University of Ghana logotype.

The University of Ghana Logo

2.3 Versions

As the base element of the University's corporate identity, the University logo should be used on and in all publications and promotional materials, e.g. letterheads, call cards, vehicles, signage, banners, websites etc.

The logo should not be redrawn, digitally manipulated or altered. It must always be reproduced from a digital master reference in all circumstances. This is available for use from the Public Affairs Directorate in different formats (jpeg, pdf, doc, gif, eps, etc). The logo should never be recreated to suit a particular personal layout.

The logo comes in two forms: a horizontal and vertical version.

Horizontal Version

In general, the horizontal version is best for visual presentations with ample free area for creative expression such as websites, presentation slides and motion projects as well as landscape layouts.

Vertical Version

The vertical version should be used for projects with less space for visual communication horizontally such as branded souvenirs, paraphernalia, marketing collateral and livery. It also works best on print publications.

1. Horizontal version



1. Vertical version



2.4 Architecture



2.5 Colours

The standardised logo is composed mainly of two colours. A deep blue colour which is very rich and cool, complemented by a gold colour which is vibrant and fresh.

These colours are core to the university's identity and should be used at full strength in all visual communications and advertising. The use of any other colour combinations should be avoided.

Gray scale extensions are also available for single colour runs such as black and white press adverts, screen and pad prints.

Tints of these colours can be used as creative elements when commissioning design projects for corporate stationery, publications and advertising. Hues of these colours are good for creating excellent ideas such as backgrounds for screen savers, reverse and spreads of documents, book covers and as alternative background colours for type.

Accessibility

To ensure maximum impact and accessibility, the logo must always have an exclusion zone and a good contrast with its background. A white background is most preferred as it provides the best contrast.



Pantone 294C

Process colour code:
C100 M82 Y27 K19

Screen colour:
R47 G74 B117



Pantone 465C

Process colour code:
C29 M37 Y73 K3

Screen colour:
R183 G154 B100



Grayscale colour:
48:255

Process colour code:
C0 M0 Y0 K81

Screen colour:
R64 G60 B58

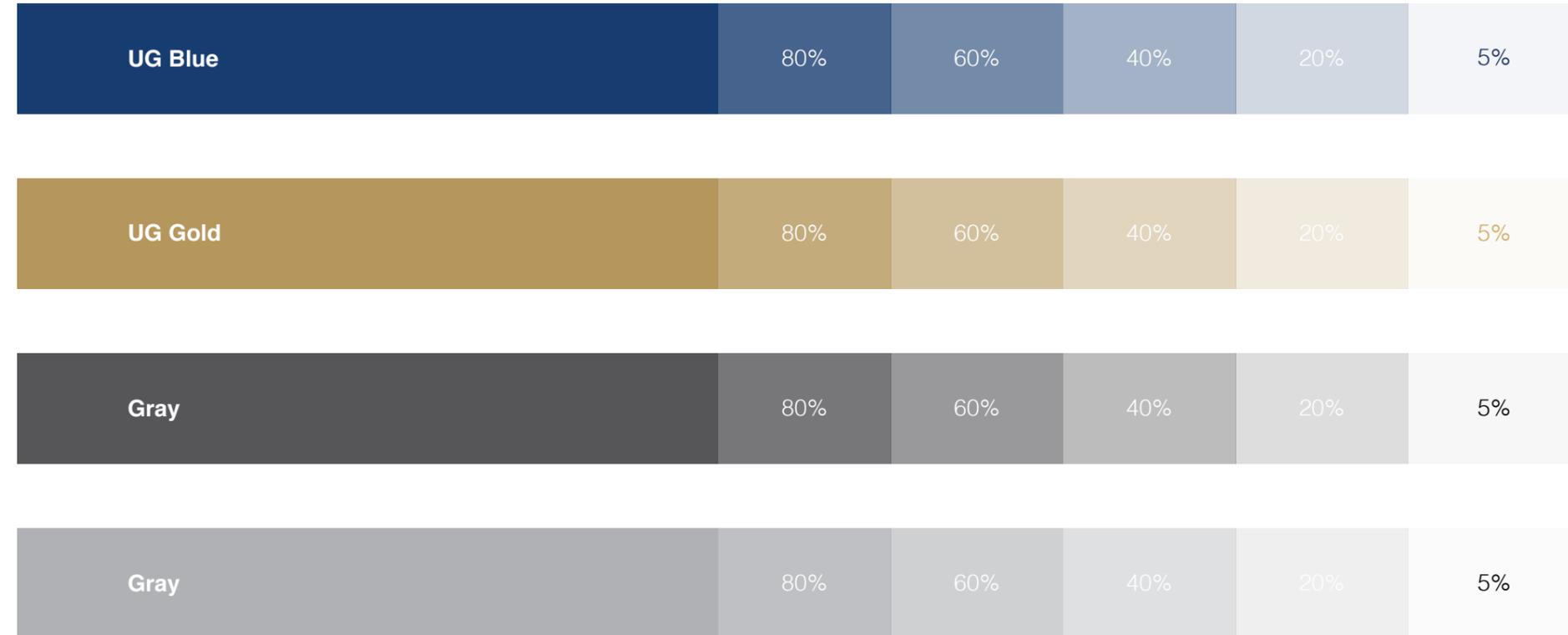


Grayscale colour:
162:255

Process colour code:
C0 M0 Y0 K36

Screen colour:
R157 G156 B155

2.5 Colours



For special applications, the UG crest can be embroidered in full colour, solid black and solid white.

It can also be embossed, debossed and engraved.

The UG crest can appear in a single colour, as well as single colour reversal.

Please only use approved artwork as displayed above for the black and white / single colour version of the UG crest.

2.6 Print Options



2.7 Exclusion Area

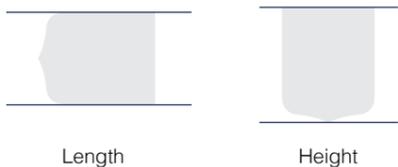
In order to maximize its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum clearance is equal to the length and height of the "shield" as found in the logo's construction.

This amount of clear space should always be allowed around the logo. It is important that this rule is observed and the exclusion area is maintained at all times.

This recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence.

This is not a placement guide but only a minimum.



2.8 Visual misrepresentation

The logo of the University is its foremost form of visual identity. As such, every effort must be put into preserving its qualities.

Any kind of deviation, from what has been carefully illustrated would amount to a misrepresentation of the University's identity.

Some examples of colour deviations and distortions in shape and form are shown here as a quick guide during its reproduction.



The University of Ghana Logo

2.9 Recommended Minimum Sizing

It is imperative to maintain consistency in the size of a logo when producing a wide range of communications.

Minimum size

A minimum size has been established for the University logo to ensure consistent reproduction and clear visibility. This size is 2cm and 1.5cm measured across the width and height of the vertical and horizontal versions of the logo respectively.

The logo does not have a maximum reproduction size.

Horizontal

2 cm



1.5 cm

UNIVERSITY
OF GHANA

Vertical



2.10 Text Construction for Units

Applies to Administrative units & Academic units (Colleges, Schools & Institutes)

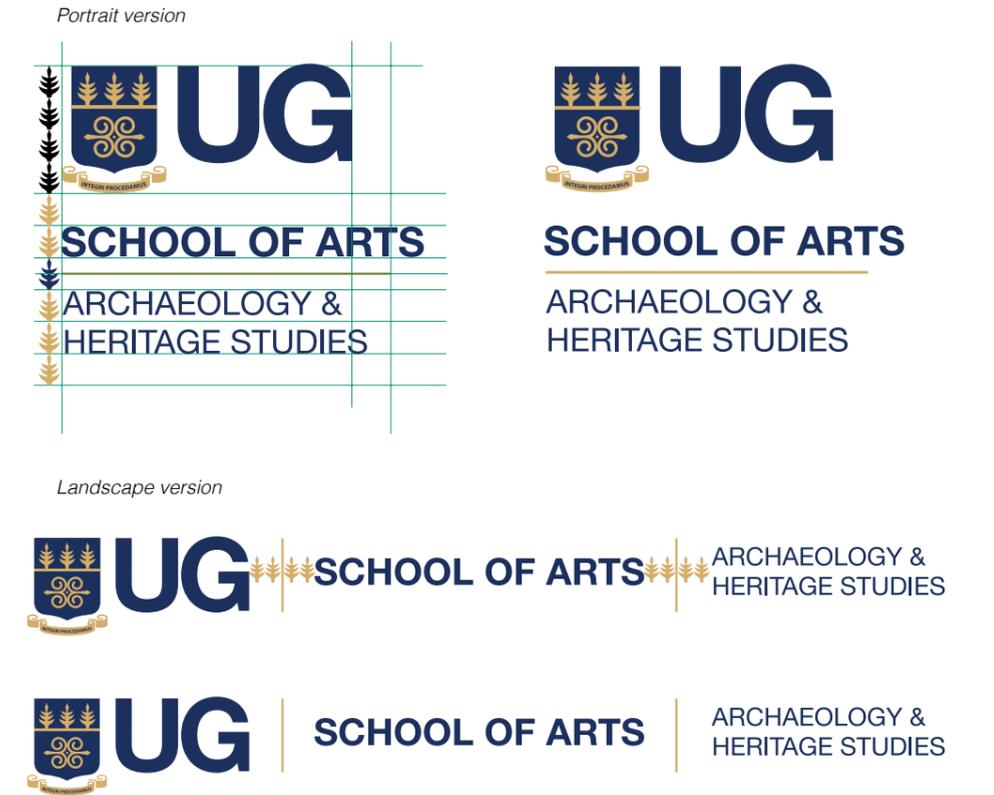
Please only use approved artwork as displayed above for the black and white / single colour version of the UG crest.



2.11 Text Construction for Units

Applies to Administrative units & Academic units (Colleges, Schools & Institutes)

Please only use approved artwork as displayed above for the black and white / single colour version of the UG crest.



2.12 Text Construction for Units

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes)

Please only use approved artwork as displayed above for the black and white / single colour version of the UG crest.

Portrait version



UNIVERSITY OF GHANA

REGIONAL INSTITUTE FOR POPULATION STUDIES

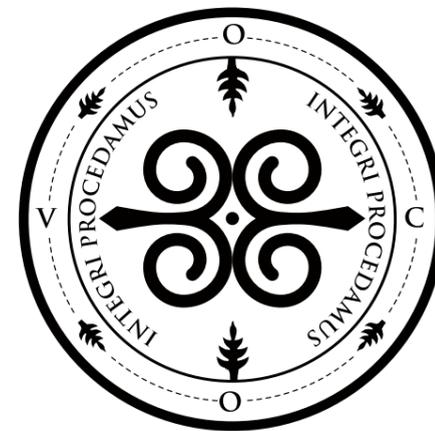
Landscape version



UNIVERSITY OF GHANA

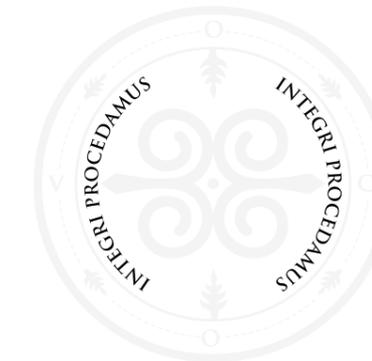


Please only use approved artwork as displayed above for the black and white / single colour version of the UG crest.



2.13 VC Seal

Break down



Motto



Aya & Rams horns



Bounding Rings

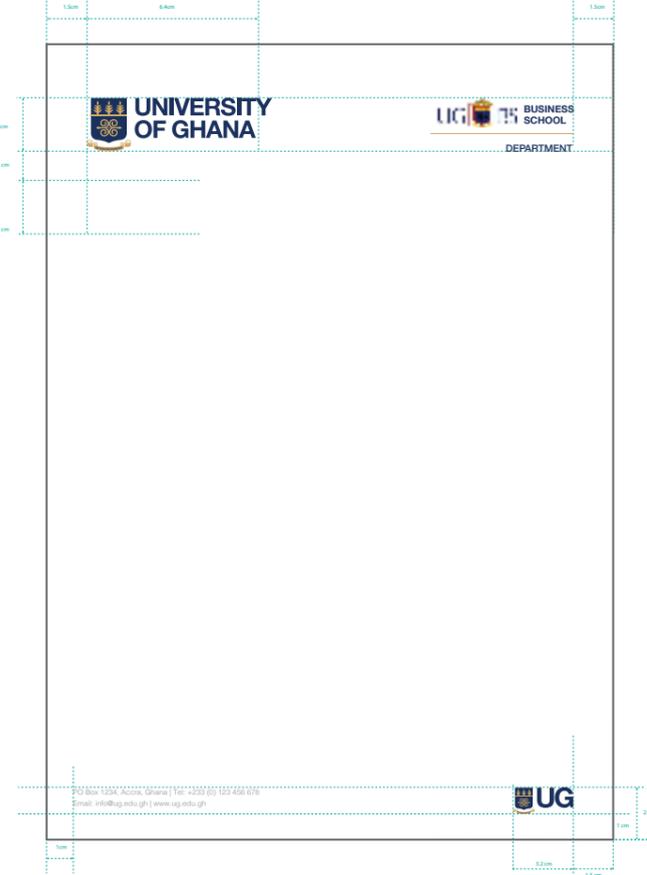
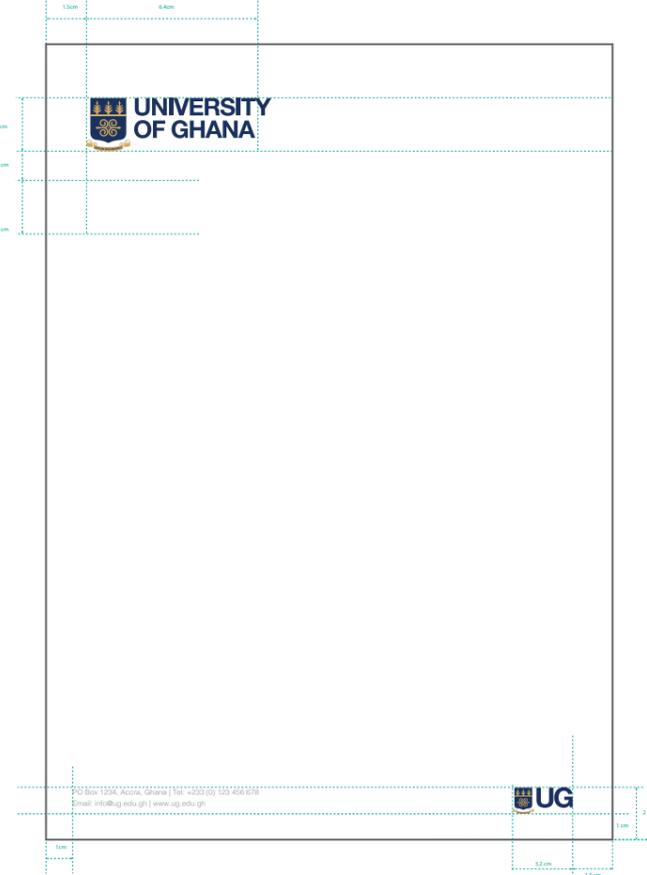


Initials of Office



3 Stationery

3.1 Specifications of Letterheads

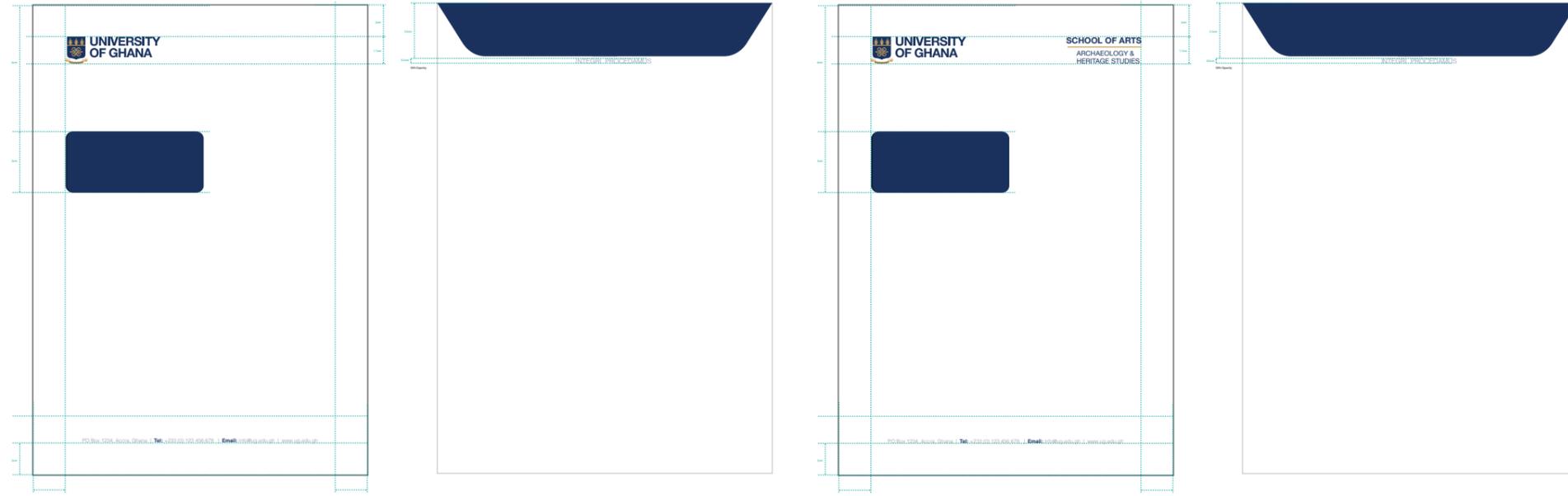




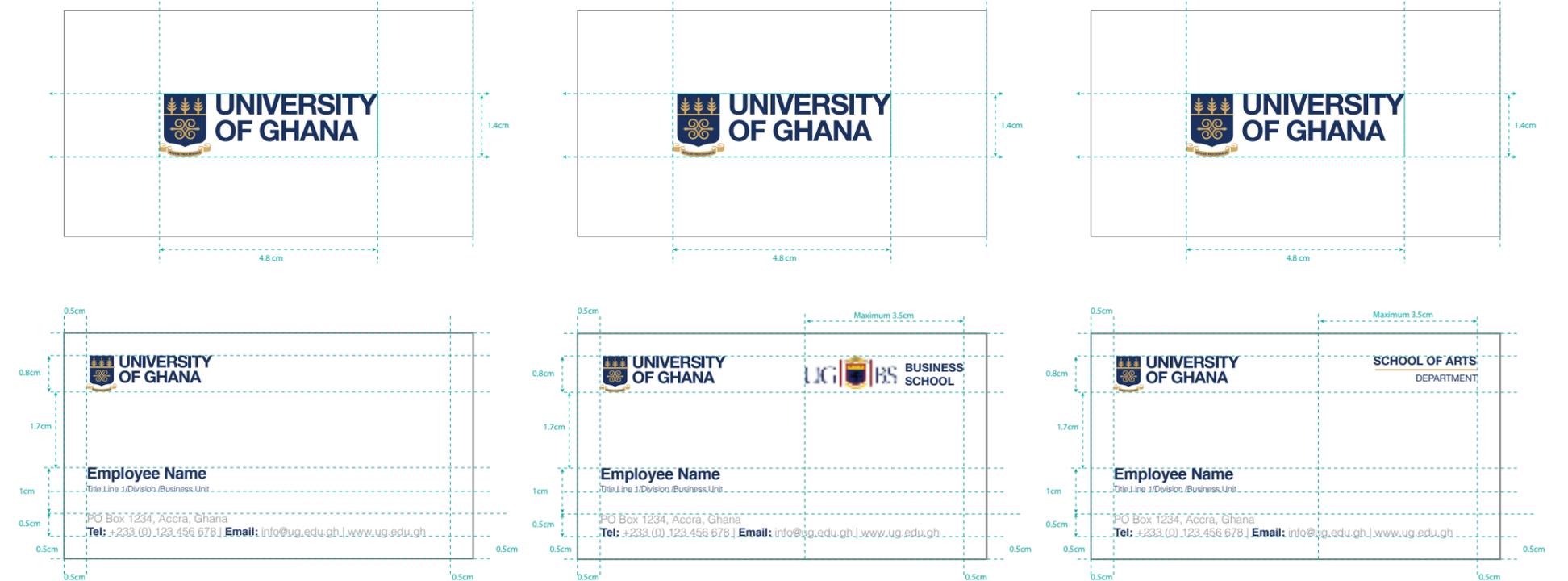
3.2 Specifications of Envelopes



3.3 Specifications of Envelopes

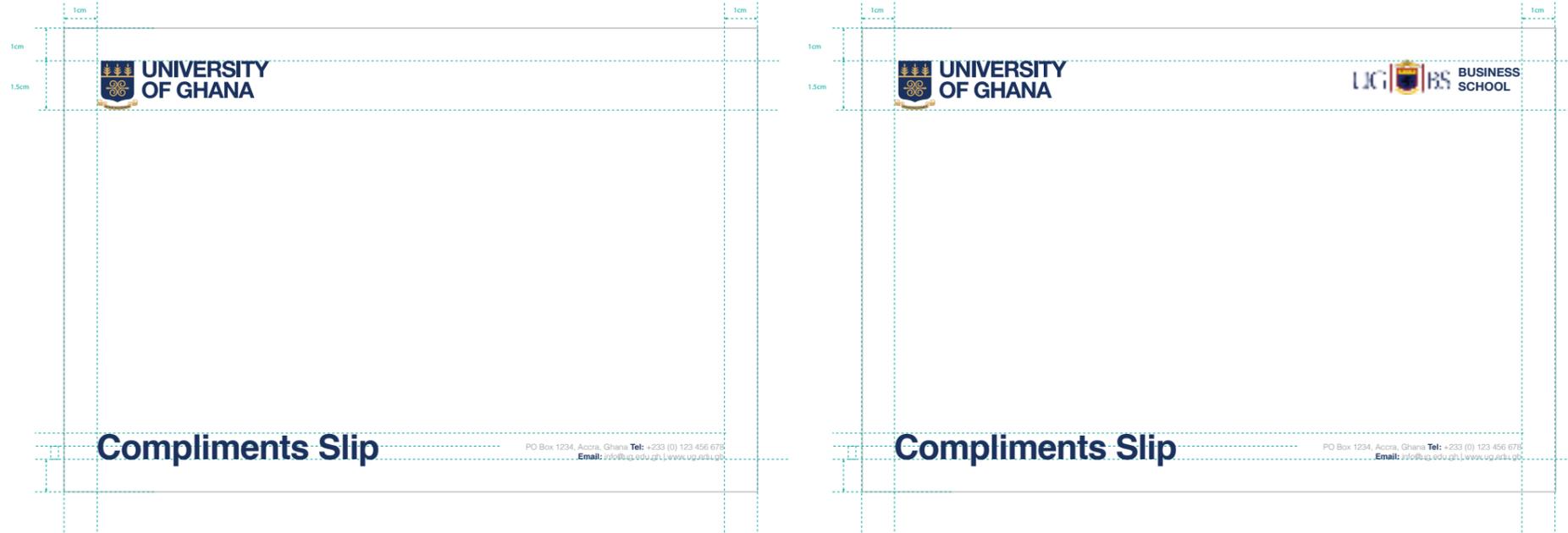


3.4 Specifications of Call Cards

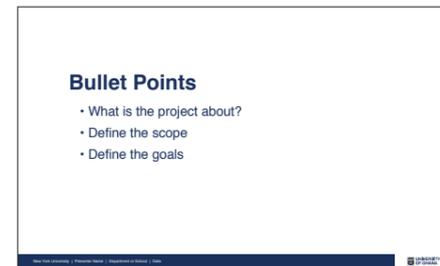
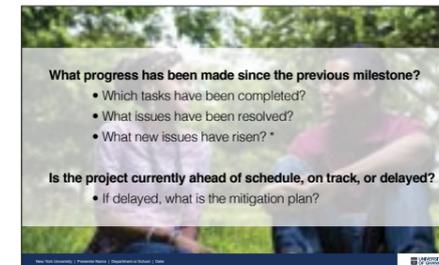


The University of Ghana Logo

3.5 Specifications of Complimentary Slip



3.7 Specifications of Powerpoint



3.7 Specifications of Powerpoint





4 Typography

4.1 Typography

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated.

University of Ghana's typography communicates clearly and is usable in a wide range of situations.

Flexibility comes from using one type family that contains all necessary styles. Our University typeface, Helvetica Neue, features Sans in different weights and sizes.

A range of weights and styles is available in the Helvetica family, lending it versatility and adaptability to a variety of messaging needs.

HEL
VET
ICA
NEUE

HELVEITICA NEUE

Helvetica Neue
Ultraight

Helvetica Neue
Ultraight Italic

Helvetica Neue
Thin

Helvetica Neue
Thin Italic

Helvetica Neue
Light

Helvetica Neue
Light Italic

Helvetica Neue
Regular

Helvetica Neue
Bold

Helvetica Neue
Medium

Helvetica Neue
Medium Italic

Helvetica Neue
Bold Italic

4.2 Typography

Line spacing, called 'leading', is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not too tight. The Freight Family generally looks best with leading set slightly loose.

16 pt. type 28 pt. leading	Leading that is too loose leaves too much pause between lines.
16 pt. type 9 pt. leading	Leading that is too tight leaves too little pause between lines.
16 pt. type 16 pt. leading	When leading is set correctly, it makes the sentences easier to follow.

A good rule of thumb is to start with leading that is two points higher than the point size of the text. This won't always be right, but leading can most easily be adjusted from there.

Correct letter spacing, called tracking, is needed to make the type easy to read. The Helvetica Neue Family should always be tracked at the default setting.

14 pt. type 80 pt. tracking	Tracking that is too loose leaves too much space between letters.
14 pt. type -100 pt. tracking	Tracking that is too tight leaves too little space between letters.
14 pt. type 0 pt. tracking	When tracking is correct, the reader won't even notice.

4.2 Typography

Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow from the end of one line to the beginning of the next.

Example

For comfortable reading, we recommend line lengths that allow for approximately seven to nine words per line. This is especially true for longer-format body copy, where keeping one's place while reading is important.

For comfortable reading, we recommend line lengths that allow for approximately seven to nine words per line. This is especially true for longer-format body copy, where keeping one's place while reading is important.



Photography 5

The University of Ghana Logo

5.1 Photography

Photography is a key tool for showing our diverse and dynamic community. Our photography captures the essence of University of Ghana and connects with people in ways that words can't. What we say describes what we're doing to challenge convention and shape the future. Our photography shows it.





UNIVERSITY
OF GHANA

Signage 6

6.1 Signage

The importance of signage guidelines

Signage guidelines are important for a number of reasons

1. A way-finding system helps people navigate their surroundings, especially when visiting University of Ghana for the first time. Consistent use of guidelines will help students navigate our campuses and ultimately find their destinations more easily.
2. Way finding signage elements are an extension of the visual identity of University of Ghana. They are an important aspect that reinforces the branding that is expressed throughout all our communications platforms.

Use of the logo standards is strictly enforced on all way finding signage. Use of the logo, typography, and colour must be followed throughout the development of signage systems.

Who are these guidelines for?

These guidelines are to be used by professional designers, architects, and fabricators to design and produce accurate signage programs for the University.

Final Artwork and final layout of all materials are to be produced by contracted designers, architects, or fabricators.

Drawings shown are for reference only and not to be used as final artwork.

What this manual provides

This manual provides approved graphic elements, materials, and fabrication guidelines for all standard exterior signage, including flags, banners, entrance signs, and campus maps. It has been prepared and distributed to ensure the success of branded exterior signage and the University of Ghana identity.

Do not, under any circumstances, create custom signs or signs that deviate from the sign types defined in this kit.

6.1 Signage

How to order a sign

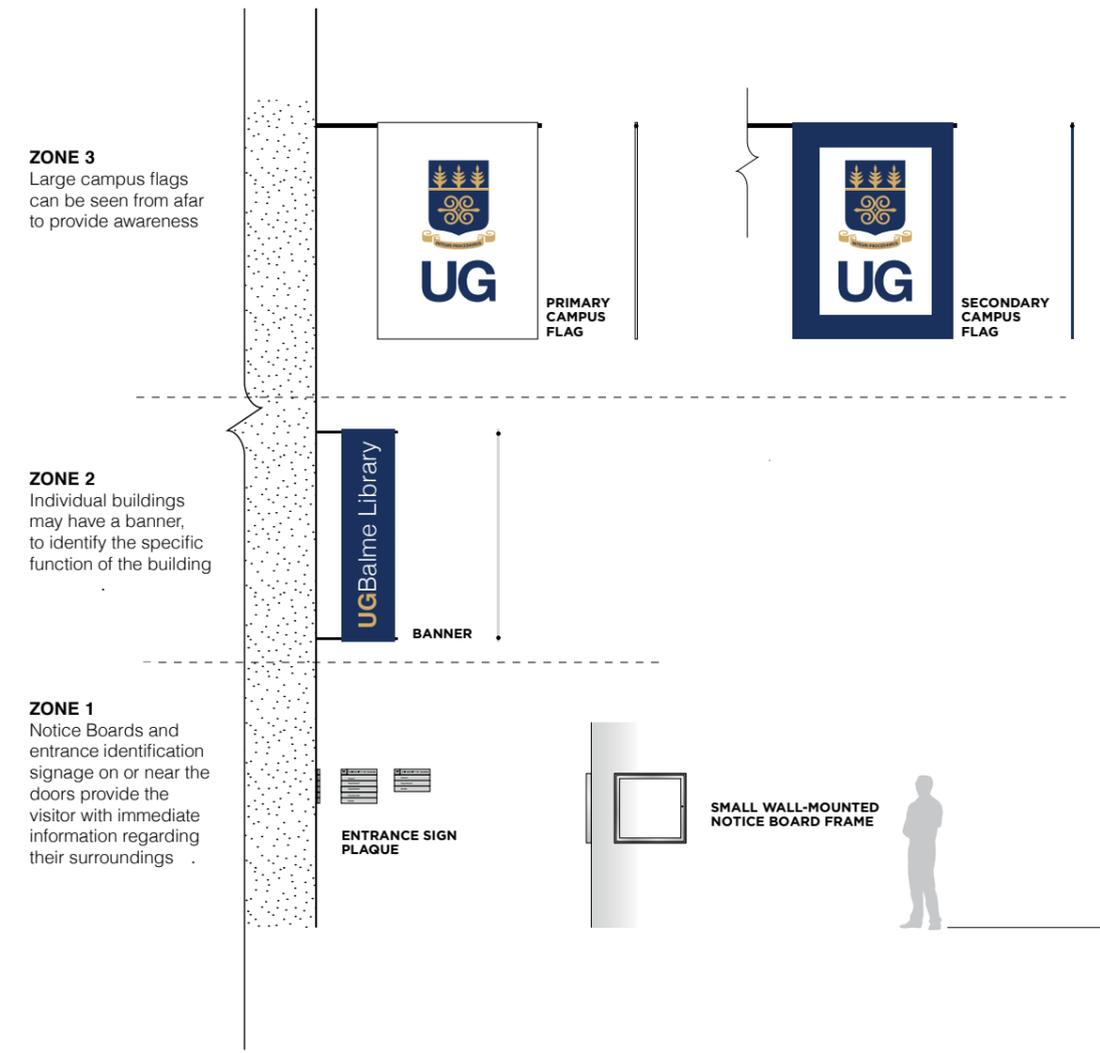
Follow these steps and if you need support along the way, contact xxx

- 1 Know what you need. Determine the location of the sign. Is it an exterior or interior sign?
- 2 Determine message. Write the copy for the sign. Is there another sign with similar copy as a sample or do you need to create copy from scratch?
- 3 Select appropriate sign type. Find the specific type of sign you need to order.
- 4 Locate relevant drawings. Use this manual to find drawings for the sign type.

- 5 Determine if there are any special conditions. Review the space where the sign will be installed. Does the sign need special placement or is it in a unique location?
- 6 Deliver drawings, messages and location to fabricator.
- 7 Review installation for quality control and adherence to standards. Signs should meet all standards outlined in this document.

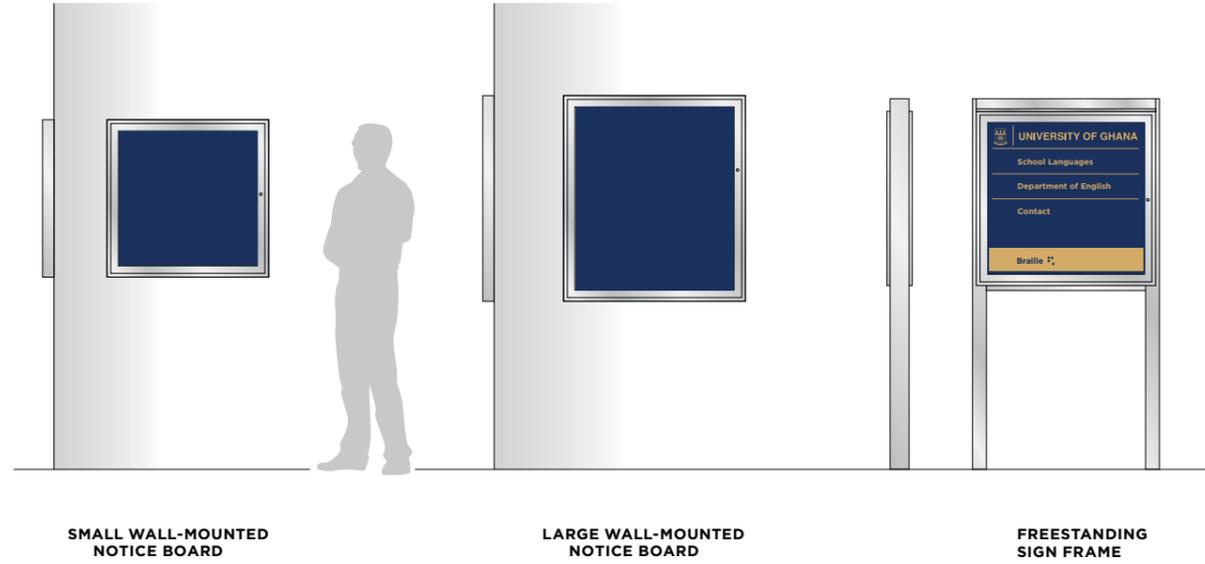
The University of Ghana Logo

6.1 Signage



The University of Ghana Logo

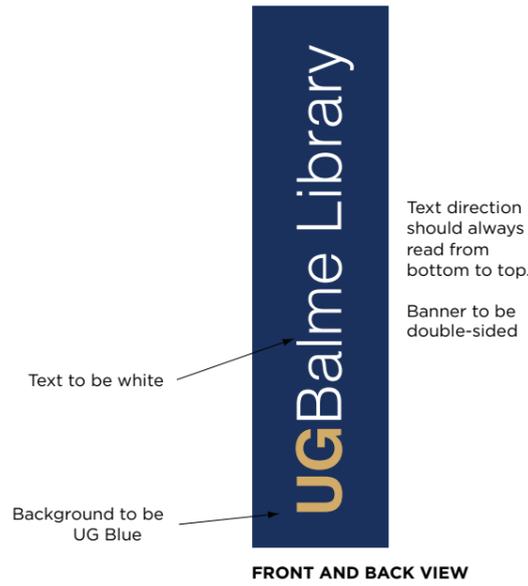
6.1 Signage



The University of Ghana Logo

6.1 Signage

There are types of banner layouts.



Single-Line Banner
Use when messages are 18 characters or less.



Double-Line Banner
Use when messages are 19 characters or more.



7 Promotional Materials



7.1 Bus / Van / Truck Branding

For the purpose of branding buses, pickups, vans and trucks of the University, the name of the unit i.e. College, School, Department, Centre or Institution sits beside the University logo horizontally.

The name of the unit being branded is always written in Helvetica Neue Bold to allow for legibility from any distance.

Please ensure that the proper spacing is adhered to allowing all elements to stand out clearly.

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes) and donors.

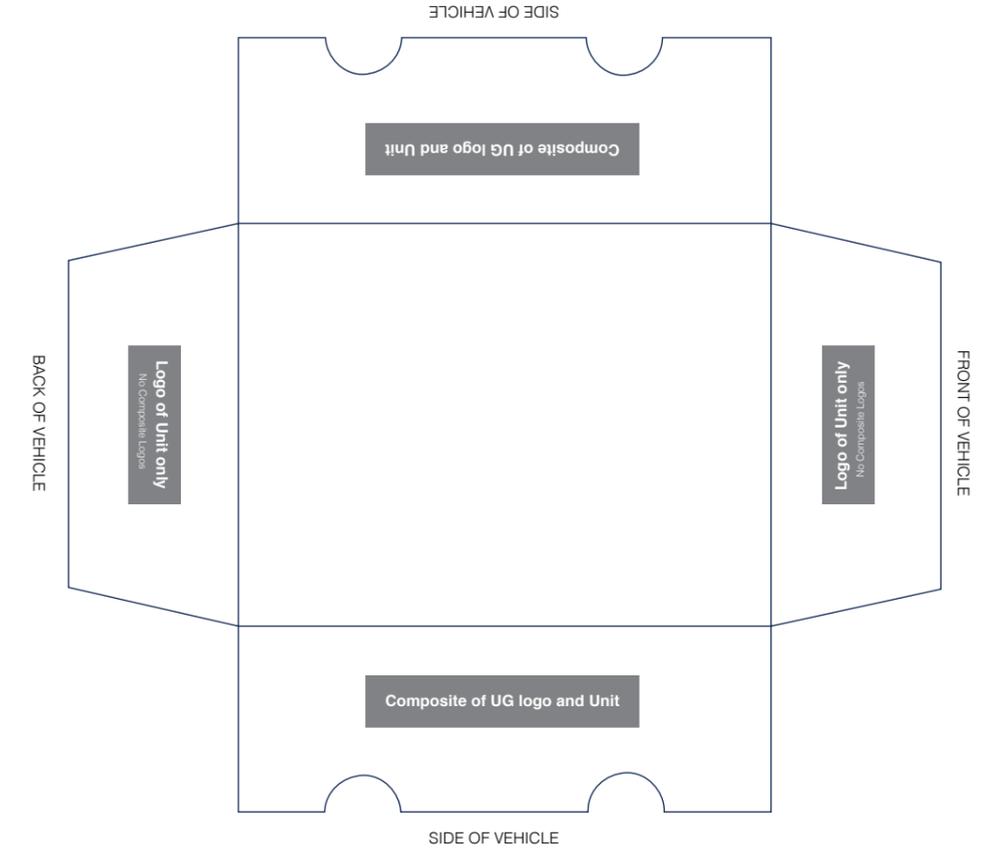
Please only use approved artwork as displayed in *section 2.6 (print options)* for the black and white / single colour version of the UG crest.

University of Ghana Top Management	UG Logo Only
Colleges	UG Logo & Name of College <small>If the College has a crest or emblem, it should be used on the front and back of the vehicles only.</small>
Schools / Institutions / Centres	UG Logo & Name of Sch./Inst./Centre <small>If the unit has a crest or emblem, it should be used on the front and back of the vehicles only.</small>
Departments	UG Logo & Name of Department <small>If the Unit has a crest or emblem, it should be used on the front and back of the vehicles only.</small>

7.2 Bus / Van / Truck Branding

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes)

Please only use approved artwork as displayed in *Section 2.6 (print options)* for the black and white / single colour version of the UG crest.



The University of Ghana Logo

7.3 Bus / Van / Truck Branding

Examples of Text Construction for Vehicle Branding.

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes) and donors.

Please only use approved artwork as displayed on the right.

University of Ghana Top Management	 UNIVERSITY OF GHANA
Colleges	 UNIVERSITY OF GHANA NAME OF COLLEGE
Schools / Institutions / Centres	 UNIVERSITY OF GHANA NAME OF SCHOOL
	 UNIVERSITY OF GHANA NAME OF CENTRE/INST.
Departments	 UNIVERSITY OF GHANA NAME OF DEPARTMENT

The University of Ghana Logo

7.3 Bus / Van / Truck Branding

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes)

Please only use approved artwork as displayed on the right.

University of Ghana Top Management	 UNIVERSITY OF GHANA
Colleges	 UG NAME OF COLLEGE
Schools / Institutions / Centres	 UG NAME OF SCHOOL
	 UG NAME OF CENTRE/INST.
Departments	 UG NAME OF DEPARTMENT



7.4 Saloon / Pick Ups and Small Vehicles

Examples of Text Construction for Vehicle Branding.

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes) and donors.

Please only use approved artwork as displayed on the right.

University of Ghana Top Management	 UNIVERSITY OF GHANA	
Colleges	 UNIVERSITY OF GHANA NAME OF COLLEGE	
Schools / Institutions / Centres	 UNIVERSITY OF GHANA NAME OF SCHOOL	 UNIVERSITY OF GHANA INST/ CENTRE OR DONOR
Departments	 UNIVERSITY OF GHANA NAME OF DEPARTMENT	

7.4 Saloon / Pick Ups and Small Vehicles

Would apply to Administrative units & Academic units (Colleges, Schools & Institutes)

Please only use approved artwork as displayed on the right.

University of Ghana Top Management	 UG	
Colleges	 UG NAME OF COLLEGE	
Schools / Institutions / Centres	 UG NAME OF SCHOOL	 UG INST/ CENTRE OR DONOR
Departments	 UG NAME OF DEPARTMENT	





8 Sports

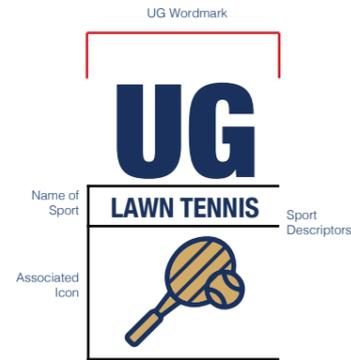
8.1 Sports Teams

The logo configurations depicted on the right are the only ways emblems of the various sports teams should be represented. Each emblem spots the “UG” wordmark, the name of the sport with associating icon(descriptors).

The size and position of these descriptors have been carefully established. Only the words listed below are approved for use in these emblems.

All other wording must be approved first by the University.

- | | |
|------------------|------------------|
| 1. ATHLETICS | 8. DEBATE |
| 2. BADMINTON | 9. DOMINO |
| 3. BASEBALL | 10. FOOTBALL |
| 4. BASKETBALL | 11. GOALBALL |
| 5. CHESS | 12. HANDBALL |
| 6. CRICKET | 13. HOCKEY |
| 7. CROSS COUNTRY | 14. NETBALL |
| | 15. RUGBY |
| | 16. SWIMMING |
| | 17. TABLE TENNIS |
| | 18. TENNIS |
| | 19. VOLLEYBALL |



8.2 Typography

The primary typeface for the University of Ghana Sports Teams is Helvetica Neue. **107 Extra Black Condensed** is used in UG wordmark and descriptors of the emblems.

HELVETICA
NEUE

8.3 Application

FULL COLOR RETAIL GRAPHICS

If the fabric color matches one of the official UG colours exactly, then a one colour version of the logo should be printed. Examples are labelled full colour on the right.

If the fabric is white, the full colour version of the emblem should be used.

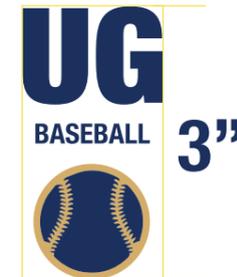
If the fabric color does not match any official colour, an all white or black version of the logo should be used.



Full Colour



One Colour



MINIMUM LOGO SIZE

In order to ensure clear reproduction and legibility, the emblem must not be used any smaller than the sizes shown on the right. It is preferred that when possible the emblem should be used larger than their minimum size.

8.4 Application

JERSEYS

All teams have three jersey colour-ways; UG Gold, UG Blue and White.

The team emblems are always represented on the left chest area of the tops and bottom right hand of the shorts.

Expressions of the football and basket ball jerseys are shown on the right.



FOOTBALL



BASKETBALL



9.1 Alumni





Stickers







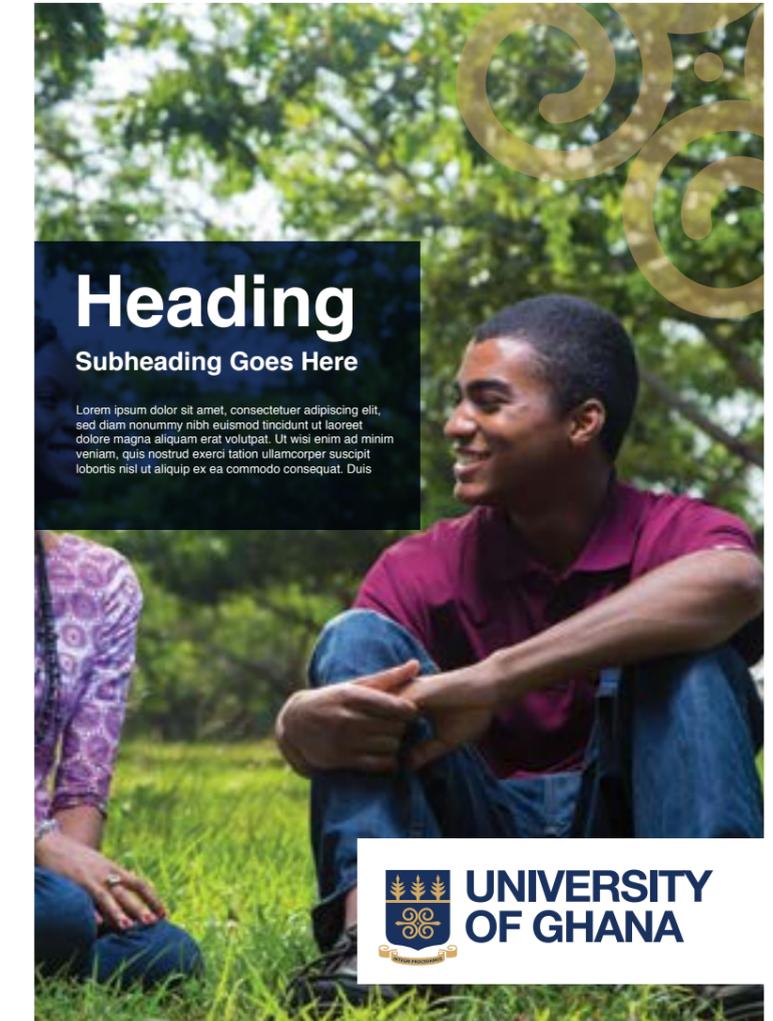
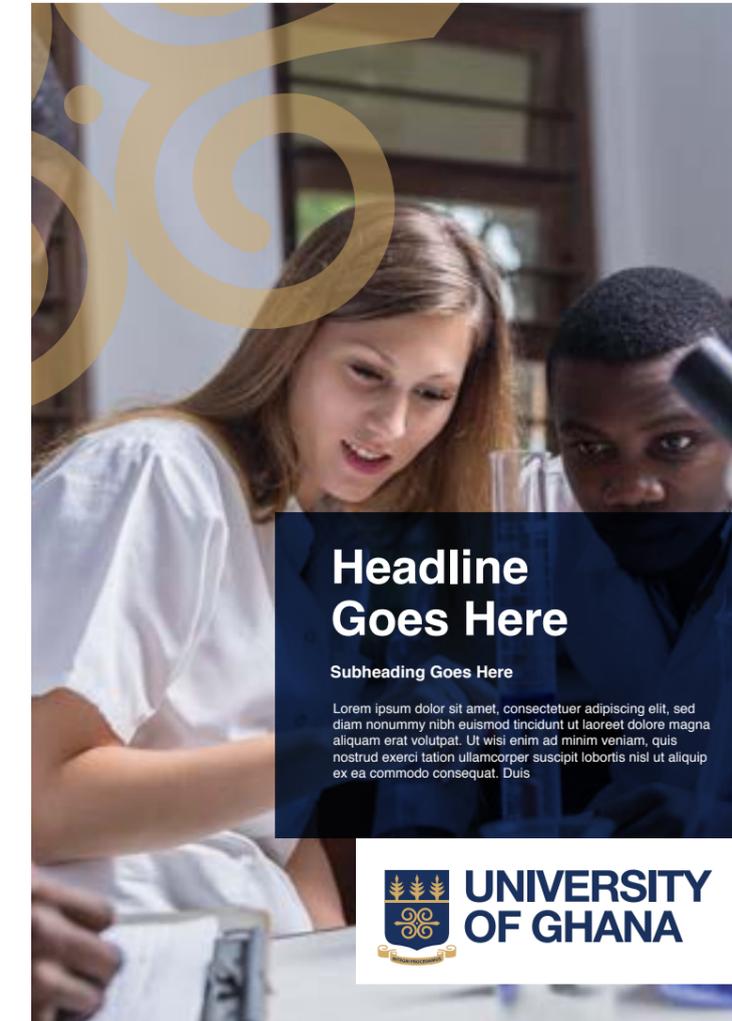
10 Advertising

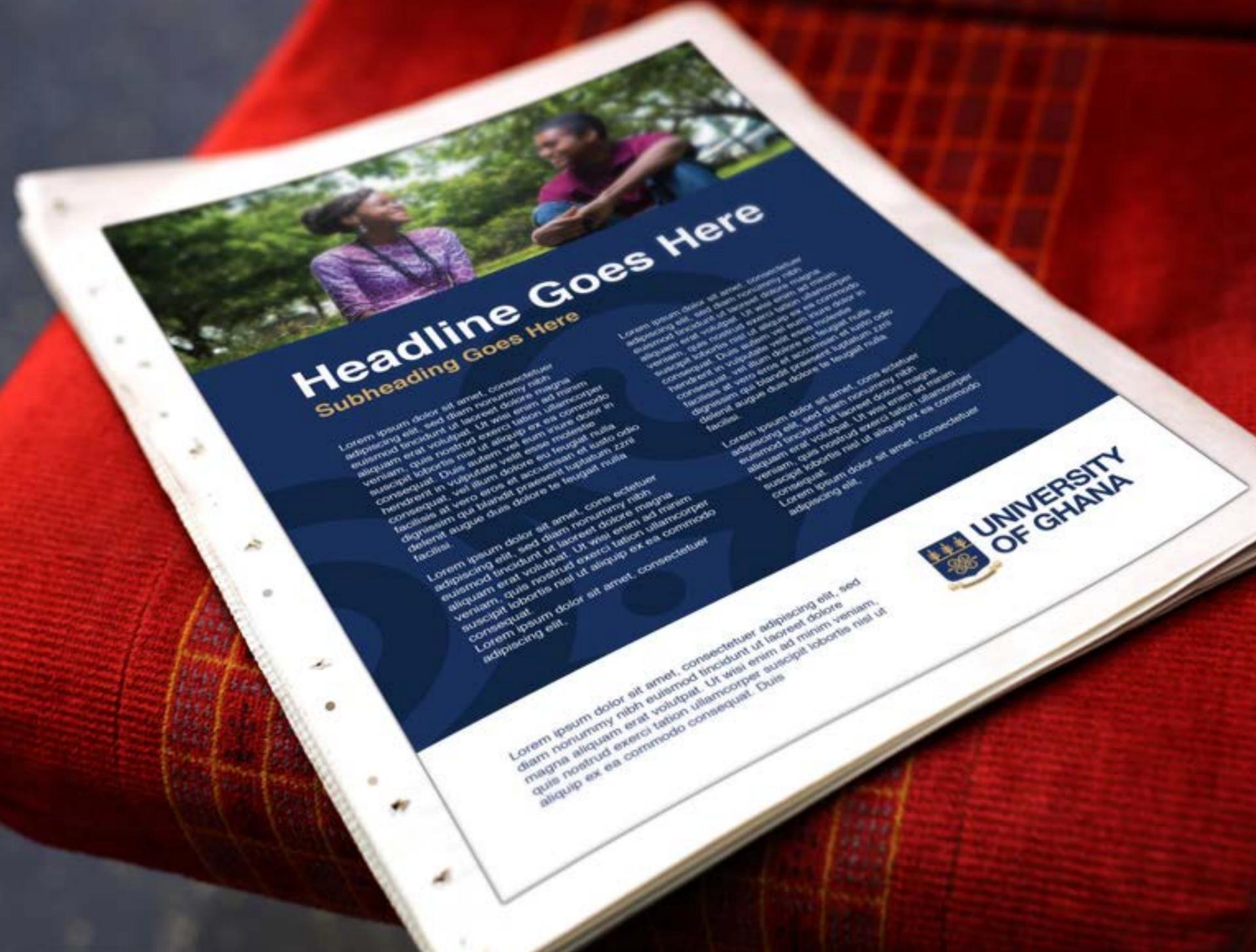
As with letterheads, advertising should also reflect the level of the operational entity within the institution.

Advertising is one of the most prominent applications of an organisation's corporate identity.

All advertising material should consistently reflect the corporate identity (correctly applied), the shared values of the University and quality design.

PRINT LAYOUT EXAMPLES





Headline Goes Here

Subheading Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

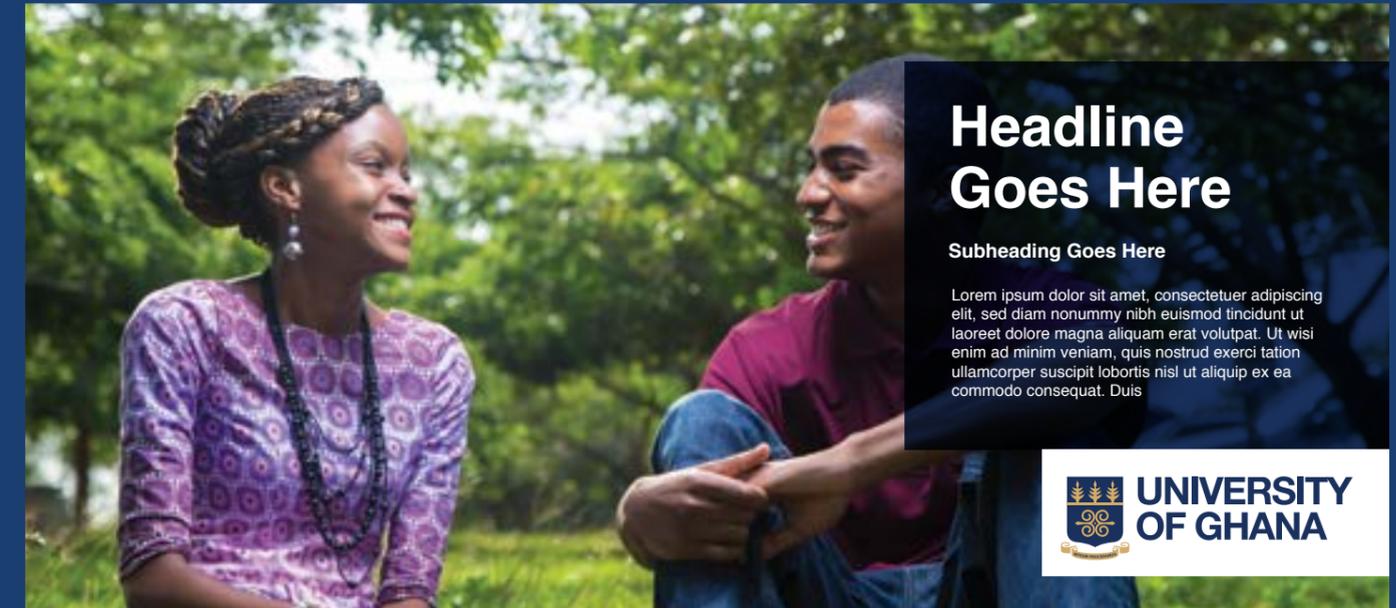
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