The motto is “in the service of humanity” (OFFICIA IN HOMINEM) and is derived from Unisa’s Vision: “Towards the African university in the service of humanity.”

Why we are using Latin:

Latin is a language associated with academia and one of the oldest languages in the world. Because there are 11 official languages in South Africa we also cannot favour one over the others. For these reasons, we propose using Latin on our proposed new brand identity.

The essence of the new Unisa brand is “Unisa allows me to create a meaningful future on my terms.”

Project Plan

<table>
<thead>
<tr>
<th>Item</th>
<th>Stakeholders</th>
<th>Date</th>
<th>Feedback</th>
<th>Venue</th>
</tr>
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<tbody>
<tr>
<td>Research</td>
<td>Staff, students, alumni, etc.</td>
<td>25 January - 2 February</td>
<td>4 February</td>
<td>Pretoria, Florida, Durban, Polokwane, Bloemfontein</td>
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<tr>
<td>Web Survey</td>
<td></td>
<td>27 January - 2 February</td>
<td>4 February</td>
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<tr>
<td>Touchpoint Assessment</td>
<td>Project Team</td>
<td>w/c 18 January</td>
<td>4 February</td>
<td>Regional Offices</td>
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<td>Exhibitions</td>
<td>Pretoria, Cape Town, Durban &amp; Polokwane</td>
<td>26 January - 2 February</td>
<td>4 February</td>
<td>Regional Offices</td>
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<tr>
<td>Intersops (Structured &amp; Semi-structured)</td>
<td>Current &amp; Potential Students, Alumni, Staff</td>
<td>25 January - 2 February</td>
<td>4 February</td>
<td>Regional Offices</td>
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<tr>
<td>Key Personal Interviews</td>
<td>Executive &amp; Senior Management</td>
<td>w/c 17 January</td>
<td>28 January</td>
<td>Regional Offices</td>
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<td>Project Team</td>
<td>12 January</td>
<td></td>
<td>Pretoria</td>
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<td>Questionnaire</td>
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<td>Council Members</td>
<td>26 February</td>
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<tr>
<td>Brand Comm Project Plan</td>
<td>Brand Committee &amp; Project Team</td>
<td>w/c 10 January</td>
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<td>Pretoria</td>
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<tr>
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<td>Project Team/ Legal Services</td>
<td>w/c 17 January</td>
<td>4 February</td>
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<tr>
<td>Deans Committee</td>
<td>College Deans</td>
<td>w/c 24 January</td>
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<td>Pretoria</td>
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<tr>
<td>Senate Meeting</td>
<td>Executive of Senate</td>
<td>w/c 31 January</td>
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<tr>
<td>Preliminary Strategy</td>
<td>Extended Management</td>
<td>8 February</td>
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<tr>
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<td>Council</td>
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<tr>
<td>Brand Training</td>
<td>As identified w/c 20 March w/c 11 April</td>
<td>Regional Offices</td>
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<td>Events</td>
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<td>Academic Ovation</td>
<td>Staff</td>
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<td>Pretoria</td>
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<tr>
<td>Launch of Brand</td>
<td>A3</td>
<td>March</td>
<td></td>
<td>Pretoria</td>
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<tr>
<td>Graduation</td>
<td>A3</td>
<td>11 April</td>
<td></td>
<td>Pretoria</td>
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<tr>
<td>Chancellor’s Inauguration</td>
<td>A3</td>
<td>April</td>
<td></td>
<td>Pretoria</td>
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<td>Status Meetings</td>
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<td>TTBL Internal Status</td>
<td>TTBL Team</td>
<td>Weekly</td>
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<tr>
<td>Project Team Status</td>
<td>Project Team</td>
<td>24 January</td>
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<td>TTBL</td>
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</tbody>
</table>

Contact details

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Marketing Manager  
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A brand new beginning for a better future

In 2004 Technikon SA and the University of South Africa merged and incorporated Vista University Distance Education Campus (Vudec), creating the biggest institution of higher learning in Africa and a bold new vision:

“Towards the African university in the service of humanity”

Two Tone Design and Brand Leadership, a Johannesburg-based specialist brand strategy and design partnership has been appointed to develop the new brand identity and positioning reflecting the bold new vision that will take Unisa into the future.

The project team for this important assignment is being led by Mboni Mahlangu, the Executive Director of Corporate Communication and Marketing of Unisa, Carlo Murison from Two Tone Design and Thebe Ikalafeng from Brand Leadership. The entire project expected to culminate in the launch of the new brand in March 2005 represents a most consultative and comprehensive approach that includes each and every individual that forms part of the Unisa community.

This edition of Unisa Brand News is a summary of the branding project so far and the road ahead. It reflects the consultants’ proposal of the direction our identity should take after extensive reviews of our business strategy. But the process, although advanced, is far from over as you can see from the project plan (see back page) and we still require further input from the many Unisa stakeholders.

“The new brand is a very important initiative for the new comprehensive Unisa, and one which will definitely be enhanced by stakeholders’ collective experience, insights, participation and support at each stage of the project, where required.”  
Professor N Barney Pityana

“The merger between Unisa and Technikon SA as well as the incorporation of Vudec is the biggest of the mergers in South Africa and one that has presented, and continues to present many unique and challenging problems.”  
Professor Neo Mathabe

The way forward.

The new brand identity that we are busy developing is an embodiment of the Unisa values and is inspired by the philosophies of Credo Mutwa, arguably one of the world’s finest contemporary philosophers. In short these philosophies affirm that the spirit of an age is in part a deconstruction of the past and a rediscovery of an indigenous African scheme of life.

In a bold departure from tradition, and in keeping with the stature of the new comprehensive Unisa, we are proposing two new interdependent identities similar to the strategy of the Republic of South Africa where the National Coat of Arms is the highest visual symbol of the country representing official endorsement by the state, and the South African flag is the brand all South Africans can identify with.
The crest represents academic identity which is the official seal of the university used to accredit anyone who graduates from Unisa.

The logo is derived from the crest. This logo is the membership brand and is the identity of anyone who is a part of the Unisa community.

The logo is contemporary.

The flames are the primary link between the crest and this logo.

The font has been specially designed and is a balance between serif and san serif.

We have used lower case because it is fresh, inviting, accessible and personal.

Each colour has a relevance.

Red is about energy.

Blue is a rational colour representing the diligence and general governance critical to the success of a massive institution.

And orange is uplifting and inspirational.

These elements taken from our rich and diverse African tapestry have inspired the creation of the new Unisa branding.

The flames: freedom
The flames represent the freedom afforded the person who has been given the opportunity to use their brain to maximum capacity. And furthermore, the ability to think is liberating.

The calabash: abundance
The calabash traditionally represents generosity, hospitality and sharing. In this context, it also represents our awareness of our social responsibility to invest in our people and our communities. The five diamonds are a depiction of the wealth to be found in the colleges chosen to offer programmes of learning.

The brain: thought
‘The living thought that pulsed through the mind,’ as Credo Mutwa put it, is the spark of creation. We can think of no better illustration of the importance and centrality of thought.

The future: future
Aptly, the image of the future is connected with the image of the brain. Perhaps the most important facet of our essence is our ongoing search for creative and academic excellence. It is intricately linked to the shape the future takes for our institution, our society and our continent. The open book symbolized by waves represents access to knowledge as well as immersion in it. Knowledge is central to our identity and function as an institution.

Unity: unity
The image of marriage symbolizes unity and humanity. It touches on one of the deepest and least understood principles of African humanity: that of interdependence. Without other people we will never become what we could become.

The tusks: strength
Borrowed from our national Coat of Arms, the tusks represent strength. They also represent honour, integrity and ultimately, prosperity.

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