

Ceremonial emblem and seal: Rules of use

Background

On 20 June 2022, the Stellenbosch University Council approved a new emblem and seal for the University to complement our new corporate logo, which we adopted in April 2021 (see all three below). Representing the ceremonial versions of the logo, the emblem and seal are well aligned with the University's corporate brand identity. To ensure that we use the ceremonial emblem and seal consistently, a set of rules have been drafted by the Branding Unit in consultation with the responsibility centre of the Registrar. The Deputy Vice-Chancellor: Strategy, Global and Corporate Affairs is the custodian of the rules.



From left, SU's corporate logo for ordinary use, and the new emblem and seal for ceremonial use.

Rules of use

The ceremonial emblem is the University's singular accreditation mark and represents our highest mark.

The emblem and seal are used for the following:

1. Communication from the Chancellor as well as on the Chancellor's stationery

2. Graduation ceremonies

- Degree/qualification certificates awarded at an official congregation of the institution
- Tube/sheath
- Academic records
- Graduation programme booklet
- The on-stage podium in the graduation venue

All other branded items at graduation ceremonies will carry the corporate logo. These include banner walls, pull-up banners, telescopic banners, faculty banners and all wayfinding and directional signage.

Certificates for short courses accredited by SU will carry the corporate logo.

3. Excellence awards and medals

- Chancellor's Medal for best-performing student
- Chancellor's Awards (and certificates) for staff members

All other medals and awards will carry the corporate logo, including the Rector's Excellence Awards and Dean's Awards.