

A visual identity  
to help celebrate  
120 years of  
excellence

## The Brief:

The marketing of the year-long celebration of Rhodes' 120th anniversary requires a brand identity in the form of a logo, which will be used in tandem with the Rhodes University logo:

**1.**

### Target market

Stakeholders, alumni, prospective and current students, the city of Makhanda

**2.**

### Objective

To work together with the marketing and promotion of the celebration to elicit a sense of pride and nostalgia about the university

**3.**

### Visual Cues

The clocktower to represent the number **1** and the bicycle sculpture to represent the number **0** in the **120**

**4.**

### Constraints

The **colours** for the logo must be drawn from Rhodes University Brand Manual. It must built around the wording **RU120** and contain the dates **1904-2024**

## The process:

**1.**

### **Initial explorations**

Students from the JMS senior design class created a large number of exploratory designs in order to create a logo which is positive and affirming, simple, memorable, stands out in a crowded visual space, and can be distinctly associated with Rhodes University.

**2.**

### **Whittling down**

The majority of the logos were rejected because they didn't meet the previous criteria and/or did not work together with the Rhodes Branding. But four proposals were eventually chosen for presentation to the committee, two of which were selected by them for further tweaking.

**3.**

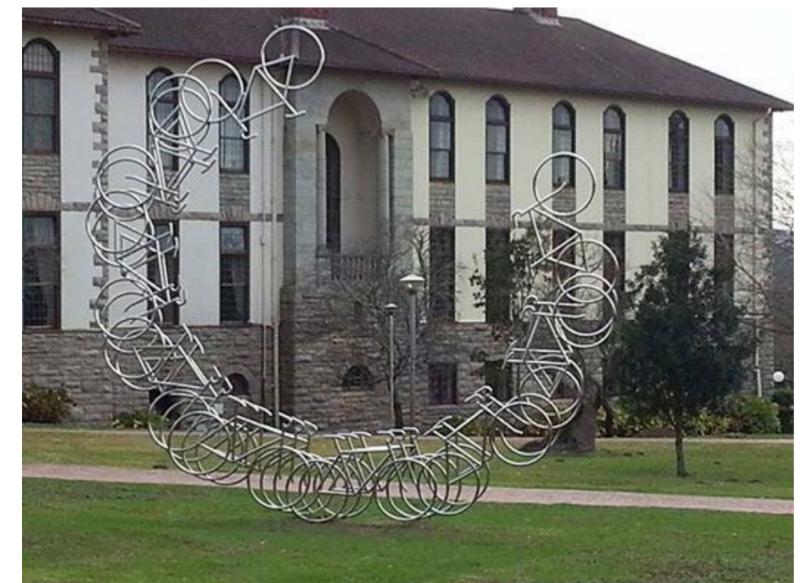
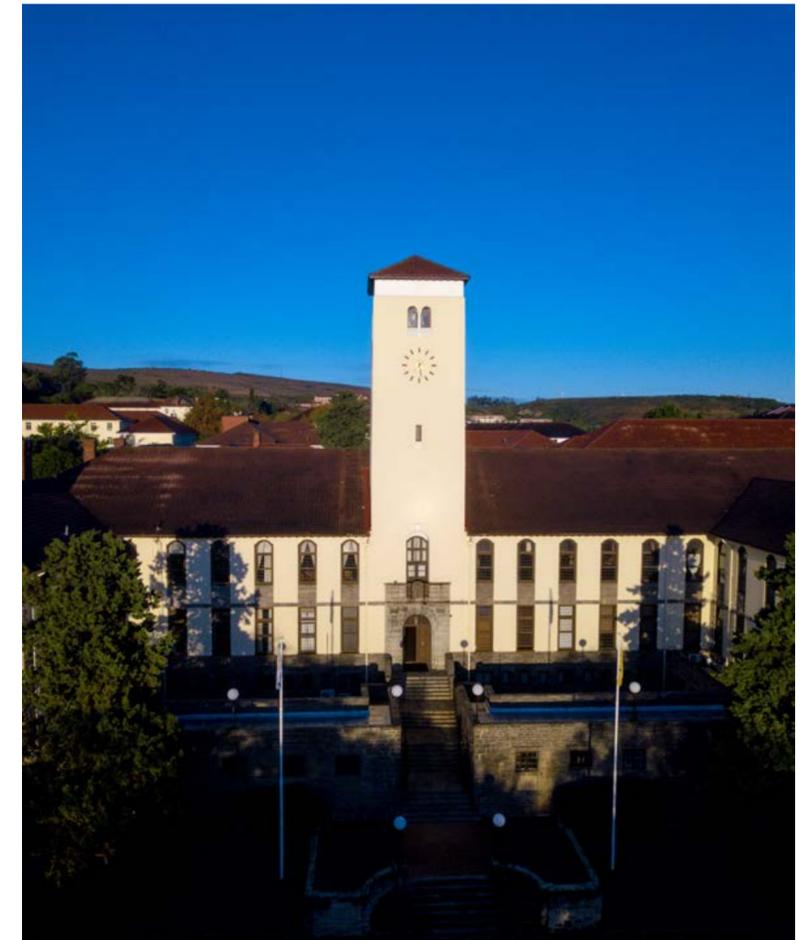
### **Penultimate selection**

The edited logos were presented to the committee for discussion and one of those was chosen for presentation to the University for final approval.

The logo:



The design of the logo draws its inspiration from the the building with the clock tower and the Life-Cycle sculpture. The shape of the “1” in the “120” is drawn in part from the main administration building and the clock tower, while the open-top zero imitates the Life-Cycle sculpture which describes an incomplete circle – representing Rhodes University as an ongoing project; one which is 120 years old, but is still growing and developing. It is also an open and inviting space. In the logo we have used a shape which mimics the clock from the clock tower to complete (but not close) the number. This shape itself can be interpreted as the clock symbolising the passing of time or as the sun rising, which is universally understood as a hopeful sign.



# Logo variations:

The logo is designed to work in a number of variations (depending on the context) using the Rhodes Branding colour palettes and Faculty specific versions have been developed in accordance with the faculty colours



# Uses of RU120 logo

**Header Example:** The logo is placed next to the Rhodes University crest and name. To the right, contact information is provided under the heading "Department Name".

**Large Graphic Example:** The logo is featured on a purple background with the text "WITH COMPLIMENTS" in a white box.

**Business Card Example:** The logo is used as part of the contact information on a white business card.

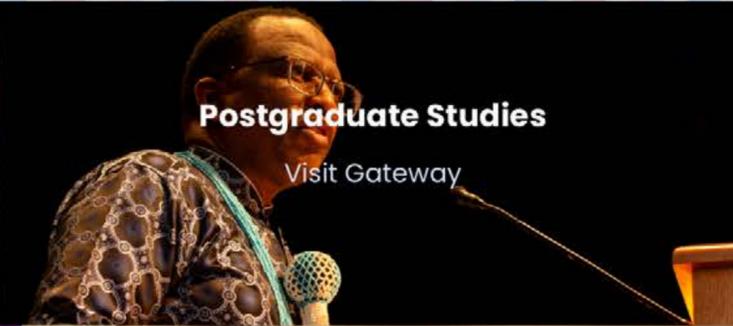
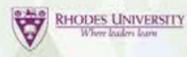
**Letterhead Example:** The logo is placed at the top of a document, with a table of contact details below it.

Name Surname	Position Description	Department description
Address, City, 1234	Second address line	P.O. Box 1234, City, 5678
Tel: +27 46 603 1234	Cell: +27 82 123 4567	E-mail: name.surname@domain.co.za
www.website.co.za		

**Large Graphic Example:** The logo is used in a celebratory banner over a photograph of people in a meeting. The text "RHODES CELEBRATES 120 YEARS OF EXCELLENCE" is prominently displayed in white on a purple background.

**Footer Example:** The logo is used in the footer of a document, accompanied by the Rhodes University name and the website address "www.ru.ac.za".





**120 YEARS OF EXCELLENCE**

**RU 120**  
1904-2024 YEARS OF EXCELLENCE



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