



MAKERERE UNIVERSITY

College of Health Sciences

SCHOOL OF PUBLIC HEALTH

MakSPH

Branding Guidelines



@MakSPH



Maksph videos



@MakSPH

BRANDING GUIDELINES

About Us

The Makerere University School of Public Health (MakSPH) is a leading public health education and research institution in sub-saharan Africa. The School is mandated to conduct research and provide services to the community in the field of public health.

MakSPH started in 1954 as a Department of Preventive Medicine under the Faculty of Medicine. It became an Institute of Public Health in 1974 and was upgraded to the School of Public Health in 2007.

It is one of the four Schools under the Makerere University College of Health Sciences (MakCHS). The School has four departments including;

- Health Policy, Planning and Management
- Epidemiology and Biostatistics
- Disease Control and Environmental Health
- Community Health and Behavioral Sciences.

What are these Guidelines for?

This document provides guidance describing important aspects of the Makerere University brand, including how we use the Makerere University and partner logos, when our logo should appear on communications or data products, and what those products should look like.

Using these guidelines will help MakSPH to:

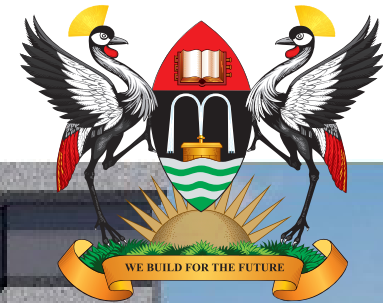
- Expand our reach by gaining international brand recognition
- Present MakSPH under Makerere University as a strong and capable partner to research institutions, professional organizations, corporations, the media, and other organizations
- Help communicate MakSPH's successes and approaches to stakeholders and potential donors.

MAKERERE UNIVERSITY LOGO

A brand position is a unifying idea, the seed from which all communications products (posters, videos, brochures, onepagers, social media, etc) are inspired and born. A strong brand position strengthens the image and reputation of an organization and must consistently inspire compelling content in our communications materials.

Our logo represents our brand and the project to the communities we work with globally. It is an important asset that must be used consistently. The exception is when use of the brand or logo poses a security risk or compromises our partners. In these situations, use your best judgement, always keeping safety the top priority.

These guidelines are designed to safeguard the brand when it is presented at the same time, or in the same context, as that of our donors or partners. We want to always feature our brand in a positive way while giving our donors or partners the appropriate credit. These guidelines also provide guidance about our brand and how we want others to see us.



MAKERERE UNIVERSITY EMBLEM VARIATIONS



COLOR VARIATIONS

Makerere University logo has different versions that may be used:

- 1) Full color
- 2) Black & White
- 3) Grayscale



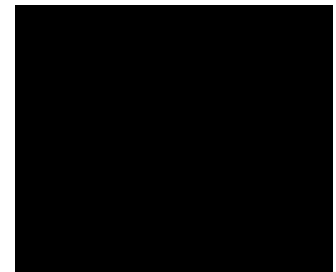
MAKERERE UNIVERSITY

*Always use **full colour** whenever possible*



MAKERERE UNIVERSITY

Greyscale



MAKERERE UNIVERSITY

***Black and white** (if only black and white printing is available)*

GENERAL GUIDELINES

Our Typefaces -Diversity

Our typefaces have been specifically selected to express and represent Makerere University as a modern dynamic Institution of academic excellence. For clarity and constituency, the typefaces for all professional communications, including commercially printed materials, **Book Antiqua**, **Helvetica Neue** (Arial alternative), and **Whitney** (Myriad Alternative).

You should only use these typefaces in the weights or styles shown for all communications.

The Right Typefaces

The typefaces shown are all supplied on the CD with the guidelines. Do not change or substitute any of the typefaces shown. Do not use other typefaces, except in certain circumstances as detailed in “typeface exceptions” below.

Typeface Exceptions

To maintain a distinction between typeset type and word-processed text, word processed documents such as the text of letters and memos, the preferred alternative typeface is should be typed in Arial, Myriad, or times Roman for communications.

Live text in web pages and other digital applications should be specified as Arial or PT sans.

Makerere University Visual Identity Guidelines

Emblem font

University Name: Book Antiqua Bold Campus Identifier: Trajan Pro Bold

MAKERERE UNIVERSITY **JINJA CAMPUS**

Headline and Subhead line fonts

Antiqua Bold

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Semi-Bold

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro-Semi-Bold

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy fonts

Whitney Book

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Regular

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

USING MAKERERE UNIVERSITY TYPEFACES - EDITORIAL

Book Antiqua bold, Whitney Semi Bold/ Myriad Semibold.

Use this typeface for all headlines and key message text. When reversing text out of a picture where extra context is required, use sans serif options to aid legibility.

Whitney Semi Bold/ Myriad Semibold.

Use this typeface and weight to create hierarchy within text e.g. in sub heading for clarity

Helvetica (Regular/Light) Times New Roman Regular.

Use this typeface and weight for all body, copy and content

Helvetica/ Arial Regular.

Use these fonts when reproduction and legibility are an issue. Such as reversing out small type. In some cases use Whitney Book

MAKERERE UNIVERSITY

Centre for Excellence in Research and Innovation

Body copy shown is Helvetica Regular, set at 9pts on 12pts leading.

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.

Body copy shown is Helvetica light, set at 7pts on 10pts leading.

Written English has a large number of digraphs. It stands out almost uniquely as a European language without diacritics in native words

DON'TS OF THE UNIVERSITY LOGO

The Makerere University Emblem (either in continuous Colours of reversed out) can be placed on any contrasting backdrop that doesn't interfere with legibility. Though preferably within the recommended university Colour pallet. (Main corporate colors and complimentary colors)

Co-Branding

Various emblem configurations have been designed to fit numerous design environments. Landscape, Portrait and in Radio formats.

It's the designers or user's responsibility to choose an option that is appropriate for the space they are engaged with to avoid conflict but ensure design effectiveness. Format and form are inseparable.

NB: It is a mistake to assume that everyone knows Makerere University. Therefore, our Emblem should always be represented with its typography. (The chosen appropriate Emblem configuration will always be dictated by the operational format).

See content that follows;

The University Emblem

The University Emblem should always be reproduced at the size specified for the size of material and format.

On most materials, it must be placed at the top centre and left hand of the page/format. This allows to keep control of other visual elements that might otherwise dominate University branding because the University emblem will not be cluttered at the foot of the page with other marks.

Makerere University Branding Guidelines (PDF)

Requests for the logo to be sent to external bodies for use on their materials must be approved by the Public Relations Communications

Office. Please contact pro@admin.mak.ac.ug

Use of external design and print agencies

All materials designed and printed for the University and University-related activities must be designed in the University's visual identity. All materials must be produced by the Creative Teams' design team and printed by the University's Print Unit.

Use of the University logo and other logos

In general, sub-brands and associated logos are not allowed within the University. Research centres, projects and other University activities that have their own logos or branding need to be handled carefully to avoid dilution when associated with the University brand. This section outlines the various categories of use and the approach that should be taken, these guidelines, each case can be slightly different, please consult the Creative Team for guidance on the application of the University logo for print and for use on the web.

University Departments, research centres and other business units

Organizational units that are wholly internal should not develop customized or subsidiary logos. All

departments, research centres, professional services and other business units that are entirely part of Makerere University are required to follow the University visual identity. They should never use their own subsidiary or associated logos.

The templates are available for PowerPoint Presentations, academic posters and email signatures. Stationery is provided by the print Services team.

Partnership organisations based at the University

Organisations based at the University that are entities in their own right rather than part of the University should use their own separate visual identities and logos rather than the University's identity.

Working with partners

A lot of the University's work is done in partnership with other organisations. When this happens, all partners need to be represented on materials or communications. It is important that we represent our brand in a consistent and coherent way.

a) Makerere University-led partnership

When the University is the lead partner in a venture or partnership, the University logo should be used, along with that of the partner Organisation. The logo should be positioned to illustrate we are the dominant partner.

b) Equal or joint partnership ventures

When the University is an equal partner in a joint venture with another partner or university, the University's logo should be used, along with that partner Organisation with equal prominence.

c) Spin-out companies

Any University enterprise that has been incorporated as a company should implement its own separate visual identity as soon as it becomes market-active. University brandings should not be used for this purpose.

d) Crediting sponsor and partner organisations

Where a University business unit is sponsored or supported by a company, another university or other external partner, the partner's logo maybe used in print and web media in a subsidiary position, as described in the visual identity guidelines.

e) Use of the University logo as a subsidiary logo

When the university is a sponsor or supporter to be credited in a publication or web pages produced by another Organisation, the University logo maybe used in a subsidiary position in accordance with conditions set out in the visual identity design guidelines.

ITEMS THAT MUST BE BRANDED WITH MAKERERE UNIVERSITY LOGOS

Administrative

- Folders
- Letterhead
- Memos
- Business cards

Events

- 🐼 Banners
- 🐼 Print materials (brochures, postcards, etc)
- 🐼 Promotional items/ giveaways
- 🐼 PowerPoints

Technical Documents

- 🐼 Manuals
- 🐼 Training materials
- 🐼 Study protocols
- 🐼 Analyses
- 🐼 Technical reports
- 🐼 Results briefs
- 🐼 Dashboards
- 🐼 Conference posters
- 🐼 Workshop agendas
- 🐼 Questionnaires
- 🐼 Fact Sheets

Public Communications and media

- 🐼 Social media platforms
- 🐼 Graphics posted on social media
- 🐼 Press releases
- 🐼 Newspaper/magazine posts
- 🐼 Blog posts/digital media coverage



COLOR MODE USAGE

Use CMYK values when designing for a print project and RGB values when designing for a digital/web project.



MAKERERE UNIVERSITY

COLOR PALETTE



Mak Red

C:0 M:100 Y:100 K:0
R:237 G:28 B:36
Hex: #ed1c24



Mak Black

C:0 M:0 Y:0 K:100
R:35 G:31 B:32
Hex: #231F20



Mak Green

C:100 M:0 Y:100 K:0
R:0 G:166 B:81
Hex: #00a651



Mak Gold

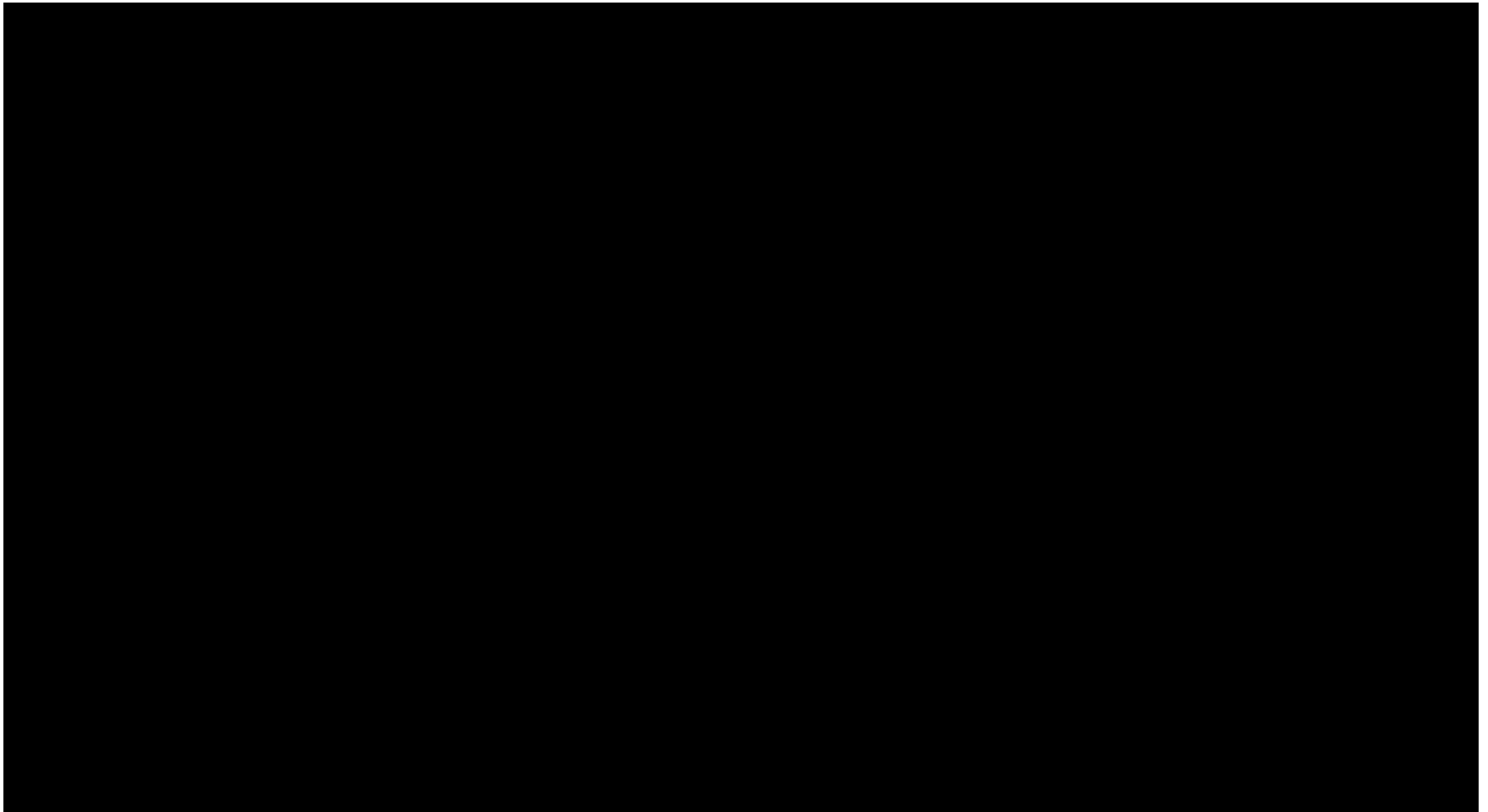
C:0 M:20 Y:60 K:20
R:210 G:173 B:81
Hex: #d2ab67



Mak Silver

C:19 M:15 Y:16 K:0
R:205 G:204 B:203
Hex: #cdcccb

LETTERHEAD CONFIGURATION





Makerere University School of Public Health

Address

P.O.Box 7072 Kampala, Uganda

Tel: +256-414-543872

Email: dean@musph.ac.ug Website: www.musph.ac.ug

Social media links



@MakSPH



@MakSPH



Maksph videos