

NELSON MANDELA
UNIVERSITY

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RATIONALE

This is a **strong** font-driven logo and the font that was selected for this logo is simplistic and legible.

The uppercase adds gravitas to the logo.

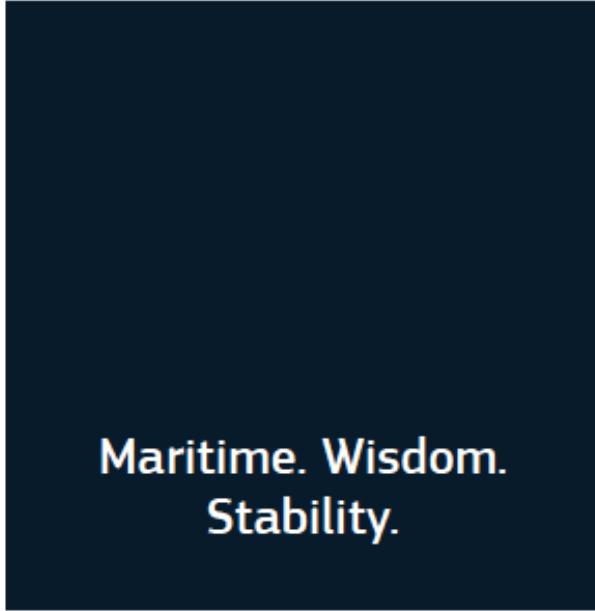
The circle replacing the 'O' symbolises the **globe**, **Ubuntu** and **approachability**. The triangle replacing the 'A' represents **growth** and **moving upwards**.

Represents **adaptability** and **forward-thinking**.

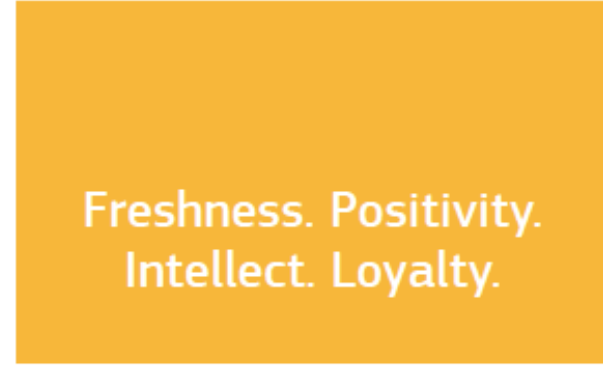
Together the shapes represent diversity.

It has an African feel, while still being international, and it is simplistic. The replacement of the letters with shapes is a symbol of **innovation**.





BLUE (PRIMARY COLOUR)



YELLOW (SECONDARY COLOUR)



This slogan embodies what Nelson Mandela stood for and what he achieved in his lifetime. It is a daily reminder that you can change the world. It is a powerful call to action and it encourages you to look for ways, no matter how big or small, in which you can change the world.

SLOGAN RATIONALE

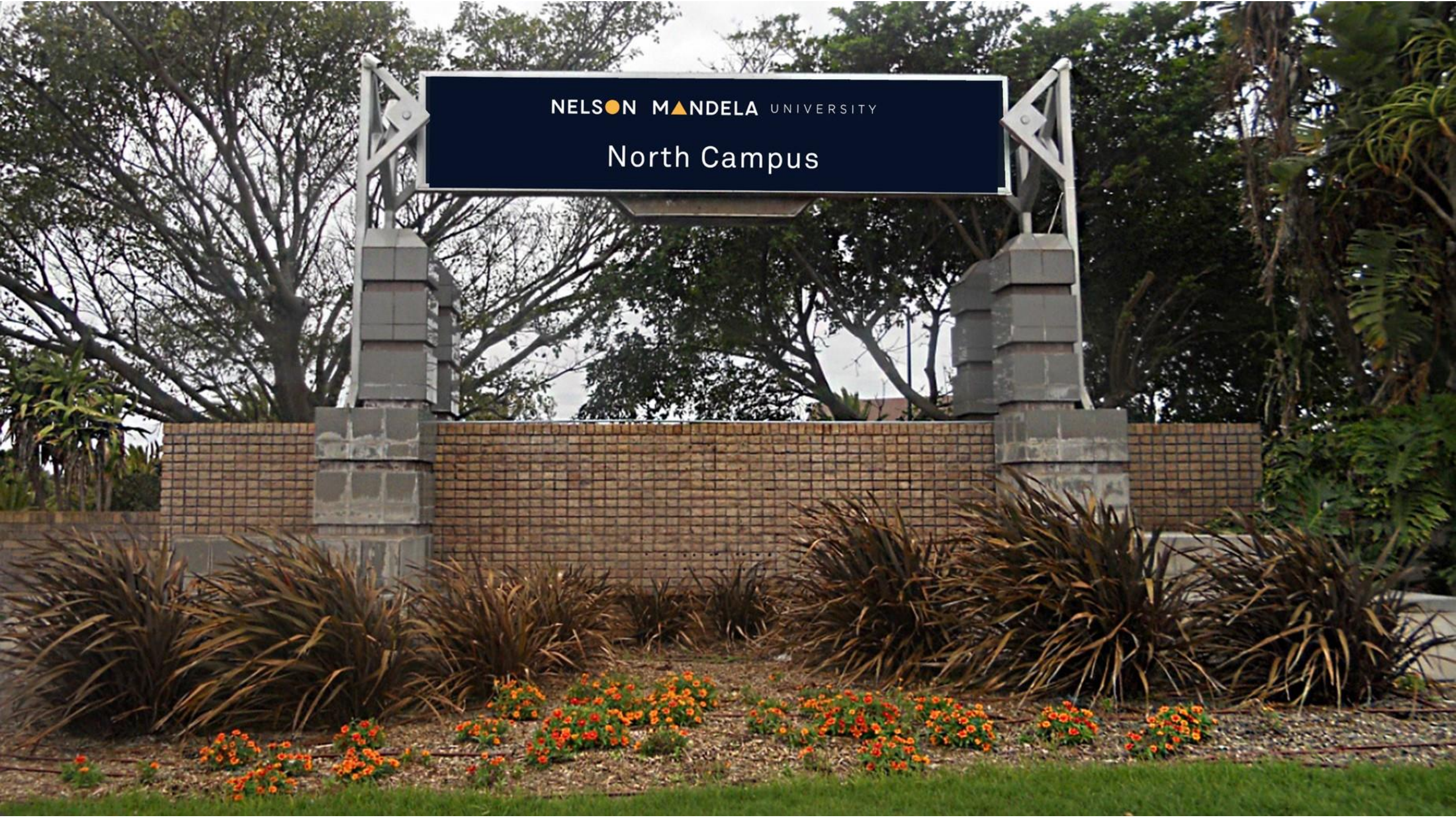


A serene sunset scene over a body of water. The sun is a bright, glowing orb in the upper right quadrant, casting a warm, golden light across the sky. The sky transitions from a pale yellow near the horizon to a soft, hazy blue at the top. The water in the foreground is dark, with gentle ripples and a subtle reflection of the sun's light. The overall mood is peaceful and contemplative.

Change the World

NELSON MANDELA UNIVERSITY

North Campus



www.creativecaterpillar.co.za

