

Introducing MUT's brand new corporate identity

Building our brand identity from the ground up

In the words of our Vice-Chancellor & Principal

It is a great honour to launch a new Corporate Identity for Mangosuthu University of Technology (MUT) during its 40-year anniversary. What makes this the greatest honour is also the fact that the Founding Father of MUT, Prince Mangosuthu Buthelezi, was central to the 40-year celebrations and visited MUT three times as an honoured guest.

Our Corporate Identity is being launched at the time when we have developed MUT Strategy 2025 which will steer the University through a period that will be characterised by a rapidly evolving and increasingly competitive higher education environment and on-going changes in national policy, including reform of the regulatory environment. Branding and reputation management will play a pivotal role in positioning MUT as a University of Technology, as promulgated in 2007 by the Minister of Education. There has been a lot of talk about decolonised education and our previous logo was represented by a coat of arms.

MUT has grown in academic stature and is well-positioned to attain the Vision we have set ourselves for 2025: "To be a transforming, equitable, sustainable and academically excellent University of Technology anchored in its communities". The Vision is an expression of a commitment to grow in academic stature; be fair and inclusive; grow in harmony with our resources; and grow together with our communities.

With our strategy statement being, "shape and own the future", I believe that the new Corporate Identity signals a new aspiration for the University in how it wants to be perceived by its stakeholders. Please take time to read and understand the guidelines on how to use our logo, typefaces, corporate colours, stationery and page layout templates, so that we may



always present a unified, consistent and immediately recognisable face to all our stakeholders.

I wish to thank all of you for embarking on the campaign, "Constructing our future identity". Just remember that by using our CI appropriately, you are raising our profile through various touchpoints.