



**shape and own the future**

# CORPORATE IDENTITY MANUAL

BUILDING OUR BRAND AND REPUTATION THROUGH CONSISTENT AND UNIFIED COMMUNICATIONS



## Our vision

To be a transforming, equitable, sustainable and academically excellent University of Technology anchored in its communities.



## Our mission

To offer technological, career-directed educational programmes focusing on innovative problem-solving research and engage with government/business/industry and communities as end-users.



## Our values

- ◇ Accountability
- ◇ Integrity
- ◇ Respect
- ◇ Excellence



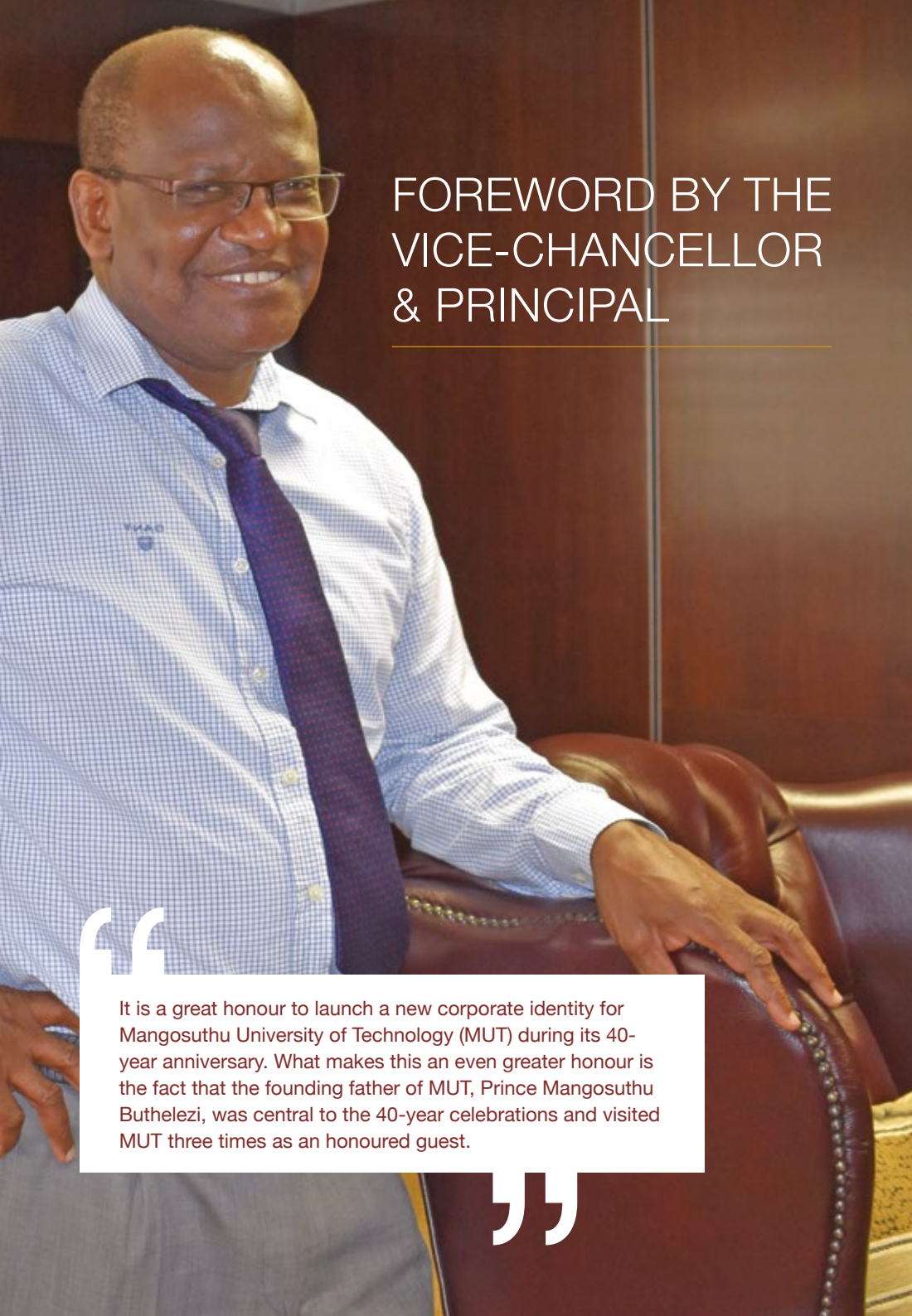


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# **Background and overview of the MUT brand**



## FOREWORD BY THE 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 an even greater honour is 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 the 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 ongoing 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. Amid the growing discourse about decolonised education, it was fitting that our previous logo, represented by a coat of arms, transformed accordingly.

**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
- ◇ Grow together with our communities

With our strategy statement being: ‘To own and shape the future’, I believe that the new corporate identity signals a new objective for the University; how it aspired to be perceived by its stakeholders. Please take the 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 image 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.

**Dr Enoch Duma Malaza**  
Vice-Chancellor & Principal

# THE PROCESS OF CONSTRUCTING OUR CORPORATE IDENTITY (CI)

A special website was created in November 2018 at the launch of the CI campaign which was updated as new developments emerged and were introduced to staff: [www.mut.ac.za/ci](http://www.mut.ac.za/ci)

DATE	PROCESS	OUTCOME
November 2018 – February 2019: Online surveys (staff, students, alumni)	A campaign to get many participants for the campaign kicked off	699 students, 85 alumni and 139 staff completed the survey.
15 April 2019	Survey results are received. MarComms launches a campaign on 'Under Construction: a new MUT identity'	Results are posted on the intranet and door-to-door and campus-to-campus campaigns are conducted.
13 May 2019	University-wide and Special Senate presentation	Discussion on 10 logos presented resulted in suggestions to have staff vote for a desired logo.
29 May 2019	EMC submission	EMC approved and recommended for Senate.
30 May 2019	Senate submission	Senate noted the submission.
6 June 2019	PRC submission	Recommended a separate submission for the next Council meeting's approval.
27 August 2019	PRC submission	Recommended that this be submitted to Council with the new MUT Strategy 2025 for approval.
29 August 2019	SAC submission	Approved by Council subject to submitting a CI plan for the Council meeting.
3 December 2019	CI Plan Submission	Approved by Council

# OUR BRAND STRATEGY STATEMENT

## Shape and own the future

We seek to embed a value-driven institutional culture that puts our people first as the major asset of the University who embrace and promote diversity, and ensure the sustainable use of resources. Strategic partnerships and engagement are key to the success of our strategy.

## Our vision, mission and core values

MUT's mission, vision and core values reflect the purpose of our Institution (mission), what we aspire to be (vision), and the guiding principles that we will use to reach our goals (core values).

## Mission statement

To offer technological, career-directed educational programmes focusing on innovative problem-solving research and engaging with government/business/industry and communities as end-users.

## Vision statement

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:

- i. Grow in academic stature
- ii. Be fair and inclusive
- iii. Grow in harmony with our resources
- iv. Grow together with our communities

# OUR CORE VALUES

◆ We encourage an environment of dialogue and discovery that fosters integrity, excellence, inclusiveness, respect, collaboration and innovation. ◆ ◆ MUT's core values reflect how we have pursued our plan as well as how we will fulfil our mission and realise our vision. Each value reflects rich, shared meaning on how we go about shaping and owning the future:

- i. **ACCOUNTABILITY:** We act with professionalism and uphold the highest ethical standards. We are committed to transparency and accountability. Our decisions ensure responsible stewardship of the University's resources, reputation and values. We lead by example in all areas, including our approaches to sustainability.
- ii. **INTEGRITY:** We adhere to a standard of core values and ensure that our actions meet

expectations and are carried out in a fair and ethical fashion.

- iii. **RESPECT:** We respect our colleagues and work together for shared success. We treat others with civility and openness, recognising the dignity inherent in each individual.
- iv. **EXCELLENCE:** We are committed to delivering a consistently high-quality service, teaching, and research through superior performance. We strive for excellence, seeking to apply the highest standards to benefit our communities.

These values define what MUT stands for and what we bring to work. We undertake to uphold them regardless of whether or not they are rewarded and even if at some point they become a competitive disadvantage.



**ACCOUNTABILITY**



**INTEGRITY**



**RESPECT**



**EXCELLENCE**

# OUR LEADERSHIP CAPABILITY EXPECTATIONS

## DEEDS

For successful implementation of MUT 2025, we define the key capabilities that define leadership in the MUT context. We aim for institutional leadership values committed to:

- i. **D ELIVER** on our obligations to one another, our students and stakeholders while maintaining high standards and ethical behaviour.
- ii. **E NGAGE** and collaborate with one another, our students and all stakeholders.
- iii. **E MPOWER** one another and our students to make a difference. MUT ensures the safety and well-being of our people. We create an inclusive and supportive university community in which achievements are celebrated and rewarded. Our people have the opportunity to enrich their lives and pursue their goals.
- iv. **D ISCOVER** and share new knowledge and new ways to lead through teaching, intellectual engagement and the use of technology.
- v. **S USTAIN** our local and global environment, organisational health and ability to create a viable future.



## STONE OF VOICE

Our tone of voice is derived from our brand personality. Our brand exudes excitement. This probably has to do with making a difference in the lives of people within Umlazi Township where we are anchored as well as in the lives of students coming from any part of the country. We are daring, spirited, up-to-date and imaginative.

### Consistent message to various stakeholders about MUT

“The story of MUT is a story of philanthropy and one man’s vision to provide access to African students in the province of KwaZulu-Natal, which did not have a University of Technology for Africans before 1979.

It was Prince Mangosuthu Buthelezi who approached Sir Harry Oppenheimer, the Anglo-American magnate, to provide seed

funding for the establishment of MUT so that it could provide technology-related training for Africans. The result was the establishment of MUT. Starting with 15 students in 1979 with only a Faculty of Engineering, today MUT has just over 12 000 students with a 50% gender representation in three faculties: Engineering, Natural Sciences and Management Sciences, with over 20 departments from these three faculties.”

### Plain English

Our style guide motto is: ‘When in doubt, do not capitalise’.

We developed a preliminary document towards creating some kind of cohesion in the way we tell a story about MUT. This could also be used as a resource for academic writing (see Style Guide on page 80).





## SYMBOLISM OF THE MUT LOGO

**The logo has a hierarchy:**

- 1) MUT
- 2) Mangosuthu
- 3) University of Technology

'MUT' represents the most recognisable element of the name followed by 'Mangosuthu', which distinguishes us from other UoTs. We also felt that we wanted to retain the strength of our heritage, which links back to our name. There are many Universities of Technology but only ONE Mangosuthu.

From a design point of view, we also could not have all the wording the same size as 'University of Technology' as it is quite long and would overpower the name and acronym. In the end, we reduced the strength of colour in the name so that it does not overpower the acronym.

# EVOLUTION OF THE MUT LOGO



We have incorporated some key aspects of the previous logo.

The above infographic (on the right) shows how we have carried over but modernised the shield.

The shield also serves to represent a strong base (hence the lower end being bold), indicating our strong heritage with a bold upward curve representing the future achievements.

As another consideration, the modernised shield also symbolises an abstract elephant tusk, which by itself indicates strength, strong African roots and local pride.

We have also carried over the angular patterns, which we see as distinctly African in design, but the continuity in the shape also represents water and fluidity. Apart from the origins on MUT on the east coast of SA, we feel that this also shows innovation,

adaptability and a desire to push on – the lines do not end on purpose to show the endless pursuit of excellence. These elements are also strongly emphasised in the new the MUT Strategy 2020-2025.

## They represent:

- ◇ Our foresight in preparing our graduates for the Fourth Industrial Revolution
- ◇ How we want to serve our communities who may be adversely affected by the Fourth Industrial Revolution, thereby giving breadth and depth as to how they could adapt through the Anchor Strategy
- ◇ Our commitment to MUT's Academic Identity, which pronounces specific attributes for a MUT graduate

# WHY THREE DIAMONDS?

The diamonds have also been carried over from the old logo but are simplified and now stand strong by themselves. South Africa produces up to 65% of the world's diamonds; hence a diamond has a special meaning to Africa. It is a source of wealth and as such, our University embraces the diamond as a symbol of success, purity and independence for staff, students and alumni. As pointed out above, the diamonds were taken from the previous shield for seamless continuity from old to new. Accordingly; three diamonds:

- ◇ Are intended to create balance – design symmetry
- ◇ Represent our three areas of academic excellence, which are:
  - Human and social settlements and development
  - Energy and the environment
  - Health and food security
- ◇ Represent our three pillars: Teaching and Learning, Research and Community Engagement
- ◇ Represent our main faculties: Engineering, Management Sciences and Natural Sciences; but we are being careful with this logic as our faculties may grow in the long term
- ◇ Three is also a universally symbolic number representing unity and has significance in Mathematics, Philosophy, Religion, Science and Sports

Our Areas of collaborative academic excellence (ACAEs) as outlined on the MUT Strategy 2025:

- ◇ Human and social settlements and development
- ◇ Energy and the environment
- ◇ Health and food security





# The MUT logo

# LOGO VERSIONS AND FORMATS

The MUT logo is available in two versions: landscape (greater width) and portrait (greater height). It is of utmost importance that the MUT logo always be displayed in a professional and clear manner. The University logo is a fixed artwork; it must not be altered or recreated in any way. The logo comprises two

main elements: The brand mark and the word mark. The word mark and brand mark should always retain the relationship shown below. Neither should be used independently of the other.

MUT LOGO LANDSCAPE



MUT LOGO PORTRAIT



## Vector vs Bitmap: Using the correct file format

### VECTOR (.pdf/.eps)

Vector graphic files store the lines, shapes and colours that make up an image as mathematical formulae. Vector files can, therefore, be scaled infinitely, without any loss of quality or fidelity. These files are also set up to CMYK and Pantone respectively, making them ideal for high-resolution reproduction (e.g. press printing, signage and embroidery).

### BITMAP (.jpeg/.png)

A bitmap image is a dot matrix data structure that represents a generally rectangular grid of pixels (points of colour), viewable via a monitor, paper, or other display medium. These files are displayed through an RGB colour spectrum, making them ideal for medium-resolution display (e.g. digital use such as on emails or websites, as well as in-house use, such as MS Office templates).

## LOGO USAGE: WHAT TO DO



- ◇ Use the logo as supplied by the Marketing & Communications Department
- ◇ Honour the restricted area around the logo
- ◇ Ensure that everything appears correct when looking at the logo
- ◇ Take care to select the correct logo variant and format
- ◇ Social media should only show the shield (for legibility sake)

# LOGO USAGE: WHAT NOT TO DO



Change the logo colours



Crop out part of the logo



Reposition elements of the logo



Stretch or squeeze the logo



Reduce the restricted area around the logo



Outline the logo



Change the typeface of the wording in the logo



Tilt the logo to an awkward angle



Place the logo on a conflicting image or background



Present the logo on a background colour that is unflattering to the logo

# THE IMPORTANCE OF THE RESTRICTED AREA AROUND THE LOGO

When showcasing the logo, it is of vital importance that it is not obstructed by copy or other graphics. Dedicating a specific restricted area around the logo allows it to stand out.

The minimum restricted area is indicated below. The area is defined by the first line of the word mark (Mangosuthu), which should be used to measure the spacing all around, sitting flush on the logo. This restricted area protects the space around the MUT logo and may not contain any other text or graphics.

This area of separation is a minimum and should be increased wherever possible.

The restricted area is included for your convenience in all artwork supplied by the Marketing & Communications Department.



↕ MANGOSUTHU ↕

## LOGO COLOUR VARIATIONS



### Full colour

Always try to use the full colour version wherever possible, especially on a white background. If the background is very dark and placing the logo would result in it being illegible, then the white logo must be used.

### White

The white logo may be used when the full colour logo would clash with the background.

### Secondary colours

On materials with minimal colour usage and one-colour applications such as apparel, the logo can be reproduced in these colours.

### Black

For use in extreme circumstances such as monochrome printing, a black version of the logo is available. Ideally, it should appear on a white background, but otherwise on a solid, single colour background. Official solid backgrounds are: rich brown, turquoise, gold, burgundy and black.

# STRAPLINE SPECIFICATIONS AND PLACEMENT

## shape and own the future

The strapline 'shape and own the future' can be used as a headline, in which case it does not need to be used alongside the logo. The strapline has been specifically set and, therefore, must not be set in any typeface – always use the master artwork.

It can only be used in one line, underneath the headline or to the right or left of the logo. It can also be placed on top of a photograph.

Text must always be in white on a solid MUT burgundy, gold, rich brown or turquoise block.

shape and own the future

shape and own the future

shape and own the future



# IDENTIFICATION ARCHITECTURE

Faculties, departments, schools, institutes, societies, and groups will always be clearly identified as being part of MUT. This will be achieved by establishing a visual relationship between their names when they appear on signs, printed materials, badges, websites, presentations, etc.

On the right are examples from a faculty, department, centre, institute, unit or group respectively and every part of the University will fit within one of these identification architecture principles.

Please contact the Marketing and Communications Department for copies of these logos.



# USE OF DIAMOND ELEMENTS



The diamond is the primary graphic device within the identity. It provides a coherent visual look and feel throughout our collateral.

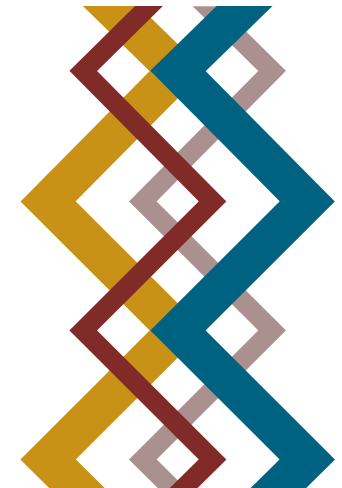
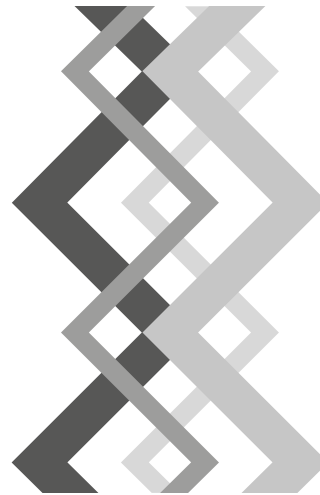
These elements can be used to hold both photography and colour in multiple combinations.

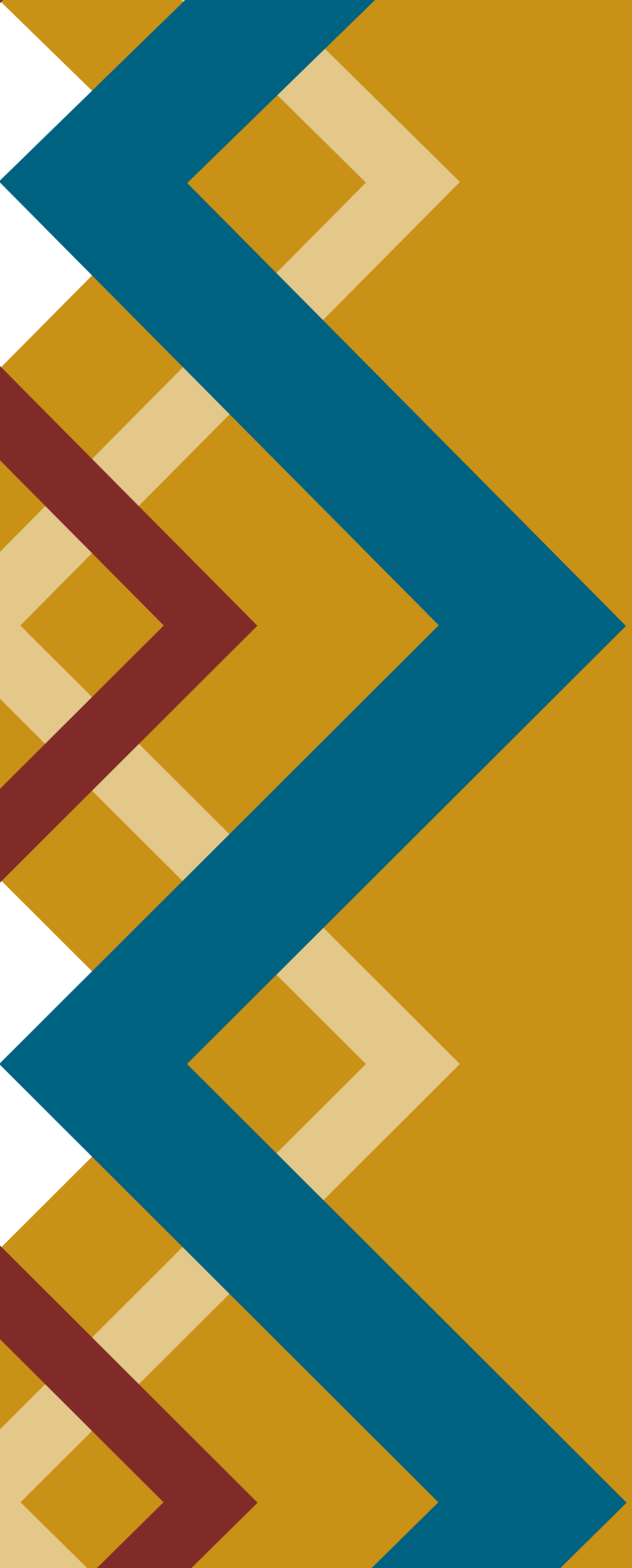
The diamond elements can also be applied in one flat colour or as a watermark when a simpler execution is required. Diamonds on photographs are permitted as long as they do not obscure vital elements of the visuals.

Diamonds can also be used as bullets within the text.

Please give careful thought to the use of the diamond elements. The elements should be played out fully on collateral such as covers and key sections of printed documents.

Where you have dense copy, please use the elements sparingly. This will ensure that all collateral is elegant and impactful.





# The MUT colour palette

# MUT CORPORATE COLOURS

## PRIMARY PALETTE



**BURGUNDY**  
C60 M100 Y100 K0  
R129 G43 B41  
#7f2c2b  
Pantone 491 C

Colours play an important role in communicating our brand promise. The corporate colours are part of our brand identity and must be used on all collateral.

Adherence to the colour palette will help to provide cohesion across all collateral, making them instantly recognisable. Percentage tints can only be used for charts and graphs. Transparent blocks of colour may be used over photographs.

Please note that **CMYK** should be used for print and **RGB** is to be used for digital collateral.

## SECONDARY PALETTE



**GOLD**  
C25 M45 Y100 K0  
R201 G145 B21  
#c79025  
Pantone 7555 C



**TURQUOISE**  
C100 M55 Y40 K0  
R0 G98 B129  
#006280  
Pantone 7707 C



**RICH BROWN**  
C70 M100 Y100 K30  
R86 G35 B31  
#552320  
Pantone 7631 C

CMYK refers to the combination of colours used to create each brand colour:

- C – Cyan
- M – Magenta
- Y – Yellow
- K – Black

RGB refers to colours used for interactive formats like screens and projectors:

- R – Red
- G – Green
- B – Blue

## MUT FACULTY COLOURS



GOLD

**Faculty of  
Engineering**



TURQUOISE

**Faculty of  
Management  
Sciences**



BURGUNDY

**Faculty of  
Natural Sciences**

As a general rule, please avoid using too many colours together. Collateral appears more modern, impactful and professional when colour is used sparingly and tastefully.

Always balance the use of colour with white or clear space as this lends itself to a professional appearance.

## MUT MINIMUM SIZE LOGO USAGE



This width is a minimum and should be increased wherever possible. There is no maximum reproduction size of the logo. For social media, the minimum width is 348 pixels.



# Typography and layout

# TYPOGRAPHY

Typography is a very important part of the MUT brand identity. Helvetica is the typeface used for all print material and Arial is used for all multimedia material. These two typefaces have a clean, modern look, help to set a good tone in all MUT material, and also reflect the University's personality. The typeface Eurostile may only be used for the logo.

Helvetica and Arial both have a full family of varying weights and styles that can be employed tactically to convey personality, draw attention and also

add impact to headlines. Their classic, straightforward structure makes them ideal for both body copy and larger formats. You may use any of the available weights accordingly to create the correct emphasis. Italic/oblique variants should only be used for highlighting quotes or titles. For headlines or displays, the fonts can have reduced or increased kerning (letter-spacing) or leading (line-spacing) applied in order to achieve a desired effect or style but it should never be below -30 or exceed +30, as a general rule of legibility.

## Primary Typeface (Web safe)

Helvetica Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

*Helvetica Light Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@£\$%^&\*

Helvetica Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
z1234567890 !@£\$%^&\*

*Helvetica Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

**Helvetica Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

***Helvetica Bold Oblique***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

## Secondary Typeface (Web safe)

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

*Arial Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

**Arial Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

***Arial Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

## Logo Typefaces

EUROSTILE REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

EUROSTILE MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

**EUROSTILE BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*

Official use of Arial is 11pt with 1.5 line spacing

# LAYOUT

The MUT identity is defined by a strong typographic style, maintaining a distinctive look and feel across all platforms. Please consider the text hierarchy, line spacing and letter spacing carefully.

## Arrangement of text

MUT typography is always arranged left. This provides the eye with a constant starting point for each line, making text easier to read. Use sentence case and never set sentences solely in capitals.

## Line spacing

Line spacing has a major effect on legibility. It should be carefully considered.

## Letter spacing

When using larger text, attention should be paid to letter spacing as Helvetica and Arial are both open typefaces.

## Typographic hierarchy

When a variety of type sizes and weights are used, the differences between them must be clearly recognisable. The contrast creates clear, strong and consistent designs.

## FACULTY OF NATURAL SCIENCES

Natural science is about studying anything that involves subjects such as physics, chemistry and biology. Those subjects are a discipline in studying the physical and natural world or the events that happen in nature.

The Faculty of Natural Sciences offers a BSc in Environmental Health and National Diplomas in Agriculture, Biomedical Sciences, Analytical Chemistry, Community Extension, Information Technology and Nature Conservation respectively.

### MINIMUM SUBJECTS REQUIRED

- ◇ English | Maths | Physical Science | Agricultural Science | Life Sciences
- ◇ All at 50% and above
- ◇ Further departmental screening processes

### QUALIFICATIONS AND CAO CODES FOR THE FACULTY OF NATURAL SCIENCES

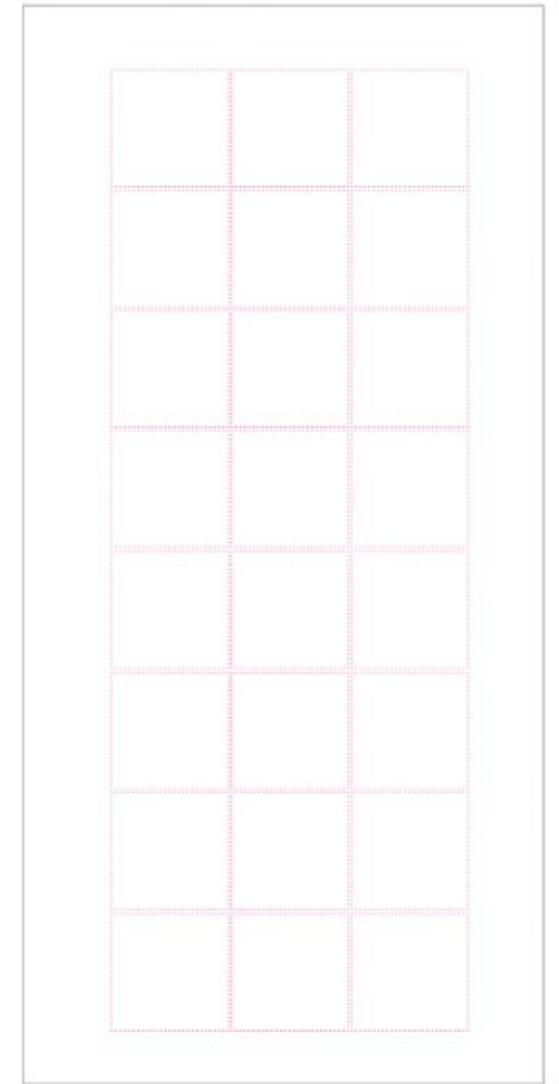
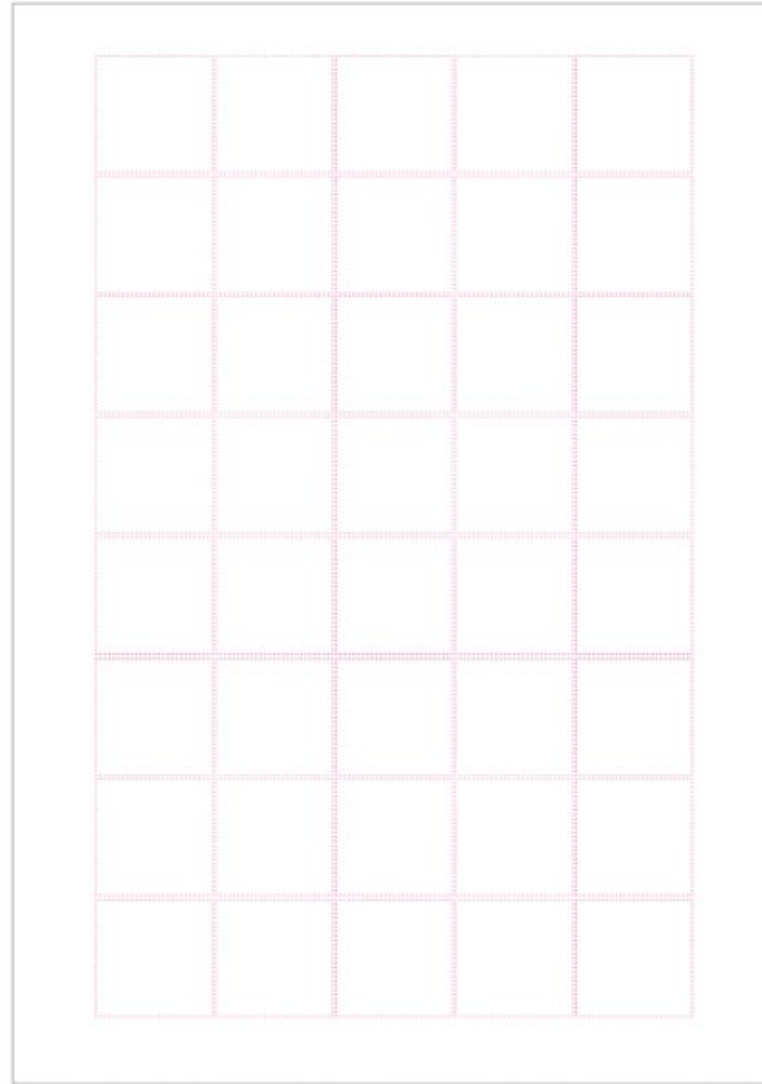
Qualification	Minimum requirements	CAO code	Duration
BSc: Environmental Health	Bachelor pass English Home Language or FAL 4 Mathematics 4 OR Mathematics Literacy 5 Physical Science 4 OR Life Science 4 (Geog and Agric Science 5 recommended)	MN-M-BE4	4 yrs

## GRIDS FOR LAYOUT

Here are grid layouts to be used on all University material. This grid system is flexible and can be applied to an A4, DL or any other format.

These grids are used as a framework within which a designer or typesetter can order images and typography on the page.

This grid ensures that the overall identity or look of the University brand is consistent. It allows creative freedom yet it also guards the University's brand equity.





# Photography & iconography

## Choice of photography

Images are a key element of the identity framework. They are invaluable in showing the University's people and assets and helping to communicate our key messages. When commissioning or selecting images, always ensure the following:

- ◇ Use a strong focal point and ensure that photographs are of good quality and focus. Pixelised, grainy or low quality images should not be used.
- ◇ Imagery should be natural and spontaneous, never posed, capturing a moment in time.
- ◇ Consider composition – from close up to the cropping of an image – can all help create interest.
- ◇ Consider selecting images of people of different ages, genders and races.
- ◇ Remember that a photograph can only tell part of a story, so keep it simple.
- ◇ Close-ups can be more abstract, increasing interest and intrigue.
- ◇ Images should be an introduction or a hint, not tell the 'full story'.
- ◇ Close-ups and off-balance composition will help the image to appear more creative.
- ◇ You can show research in action by including people in the images.



## How to apply imagery

Imagery does not always have to be contained, such as a full bleed canvas image (magazine front cover). Use this when it is appropriate to highlight the subject matter, be it on a cover or within a document.

The diamond elements can be placed on top of photographs as long as they do not obscure vital photographic elements such as people's faces or signage on a building.



# THE USE OF ICONS

Icons are used to illustrate a particular point, section or theme. Icons should be used sparingly and relate directly to the appropriate subject matter.










The MUT style includes single line icons in a single colour, aiming to be as simple as possible yet visually appealing.

Icons feature a mixture of curved and angled corners to reflect the University logo.

The icons can be used as part of a group or individually, in a table, and can appear in any of the MUT colours.

## NATIONAL STUDENT FINANCIAL AID SCHEME (NSFAS)

The scheme was established by the government to provide financial support to disadvantaged students who wish to further their studies at public higher education institutions. NSFAS offers subsidised free higher education and training to academically deserving underprivileged and working class South Africans. Applications for NSFAS funding are submitted online at [www.nsfas.org.za](http://www.nsfas.org.za).

 13 500 Total enrolment	 49,1%F 50,9%M Student body composition	 9 718 MUT students awarded financial aid
 710 MUT students on scholarships and bursaries	 1 680 Beds are reserved for first year students on campus residences	 > 40 000 Applications received from prospective students
 26 Student clubs & societies	 10 Religious groups	 16 Sport codes



**Corporate stationery,  
templates & marketing collateral**

## GENERIC LETTERHEAD – COVER PAGE AND CONTINUATION SHEET

Please place the logo on the top left-hand corner, the contact details on the right.

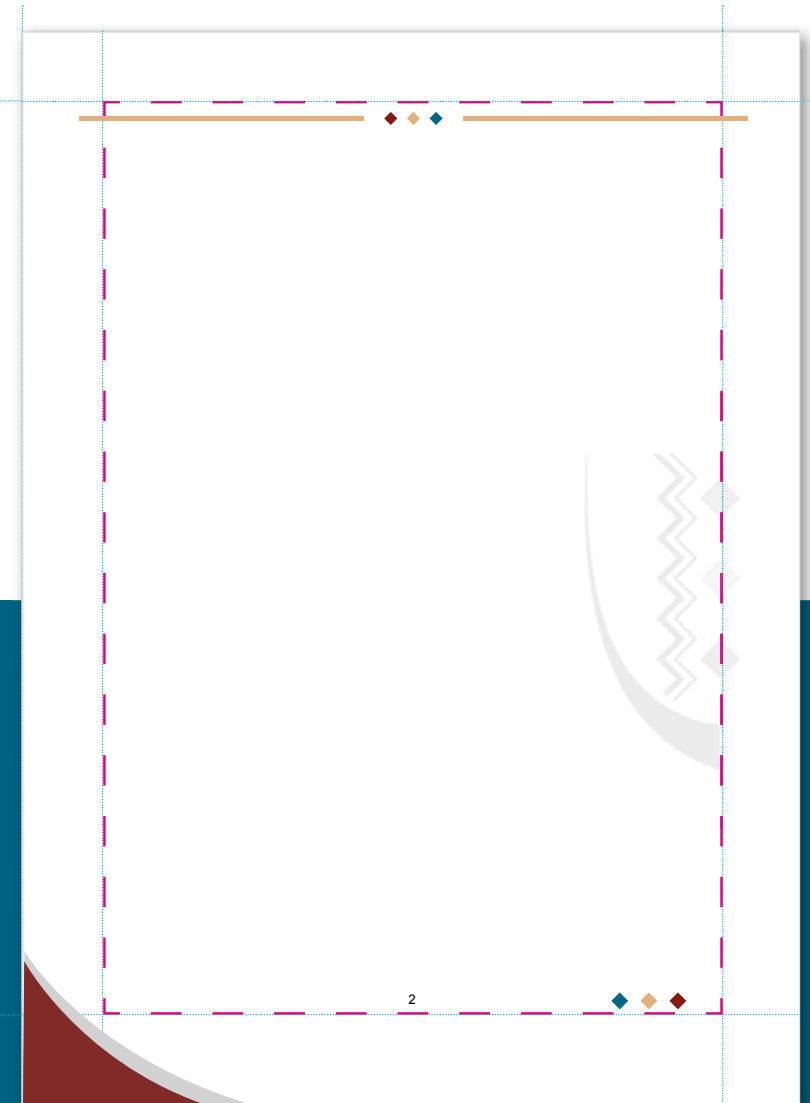
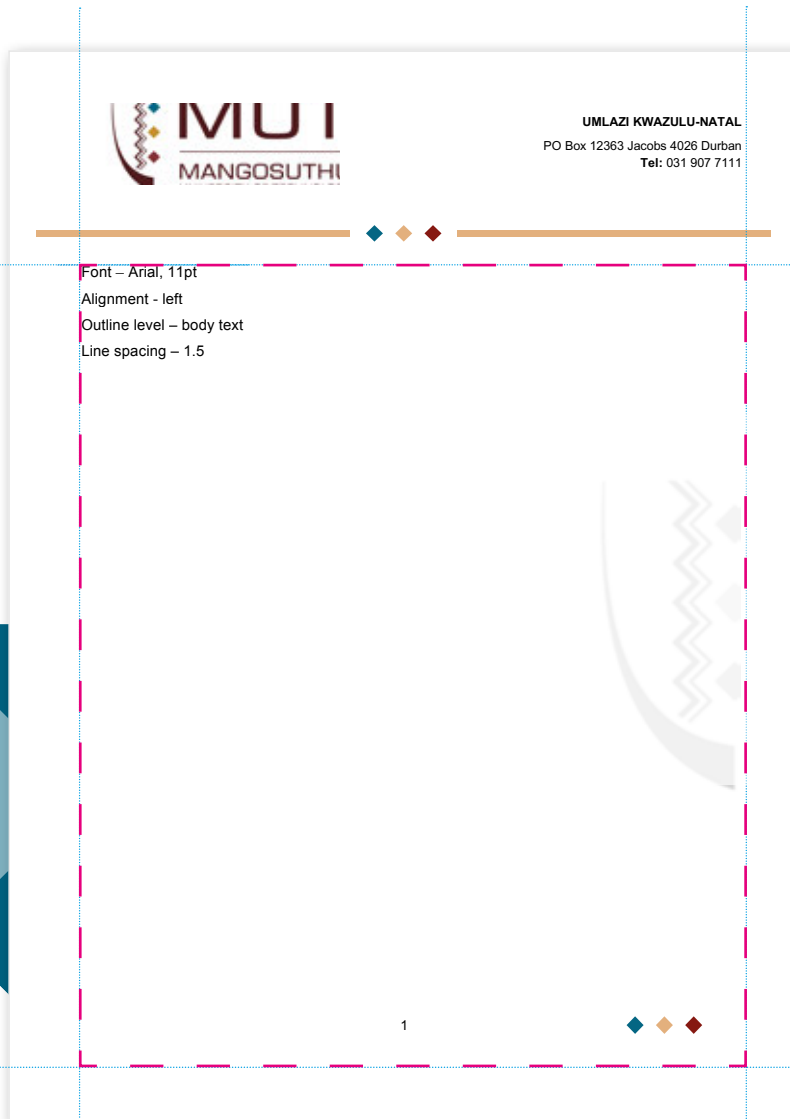
The diamond elements must appear on the bottom right on the first page with the page number in the middle in line with the diamonds.

The shield must appear as a light grey watermark on the right-hand side in the middle of the page.

Subsequent pages should only feature the swish in the bottom left-hand corner and the page number in the middle.



# GENERIC LETTERHEAD TEMPLATE (MS OFFICE WORD)



# GENERIC CONTRACT/MOU/REPORT – COVER PAGE AND CONTINUATION SHEET

 **MUT**  
MANGOSUTHU  
UNIVERSITY OF TECHNOLOGY

Action required  
 Action required  
Department prepared by: xxxxx

---

**DOCUMENT TITLE**  
Date

**Bullet/headline**  
Body copy

1 



2 

# GENERIC CONTRACT/MOU/REPORT TEMPLATE (MS OFFICE WORD)

MUT  
MANGOSUTHU  
UNIVERSITY OF TECHNOLOGY

Action required  
 Action required  
Department prepared by: xxxxx

ARIAL BOLD 12PT MAROON (UPPERCASE)  
Arial Bold 12pt Black

Arial Bold 12pt Black  
Arial Regular 11pt Black

1

2

# COMPLIMENTARY SLIPS



**UMLAZI KWAZULU-NATAL**

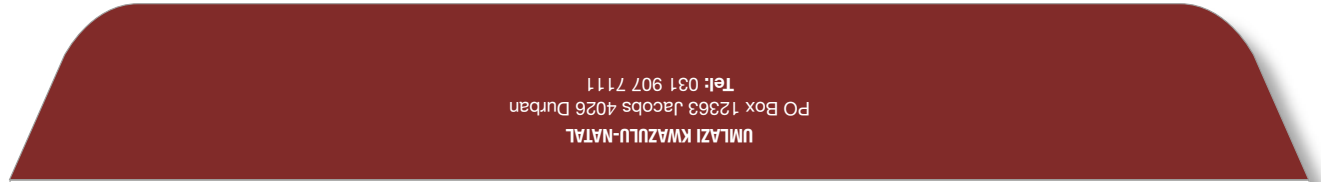
PO Box 12363 Jacobs 4026 Durban

**Tel: 031 907 7111**



# C5 ENVELOPE

162 x 229mm



# DL ENVELOPE

110 x 220mm



# A4 ENVELOPE

324 x 229mm

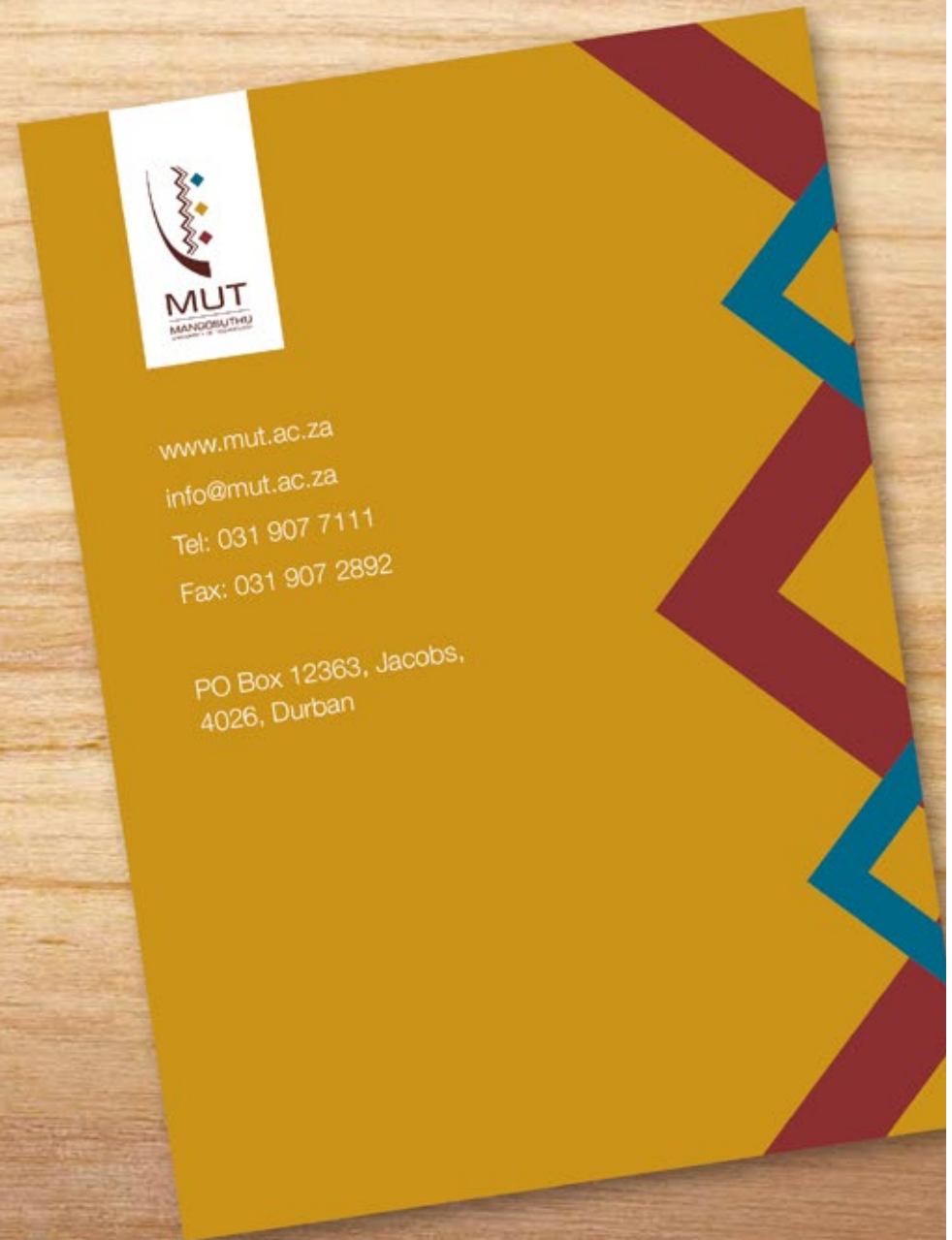


# BUSINESS CARD

SIZE: 50MM H X 90MM W

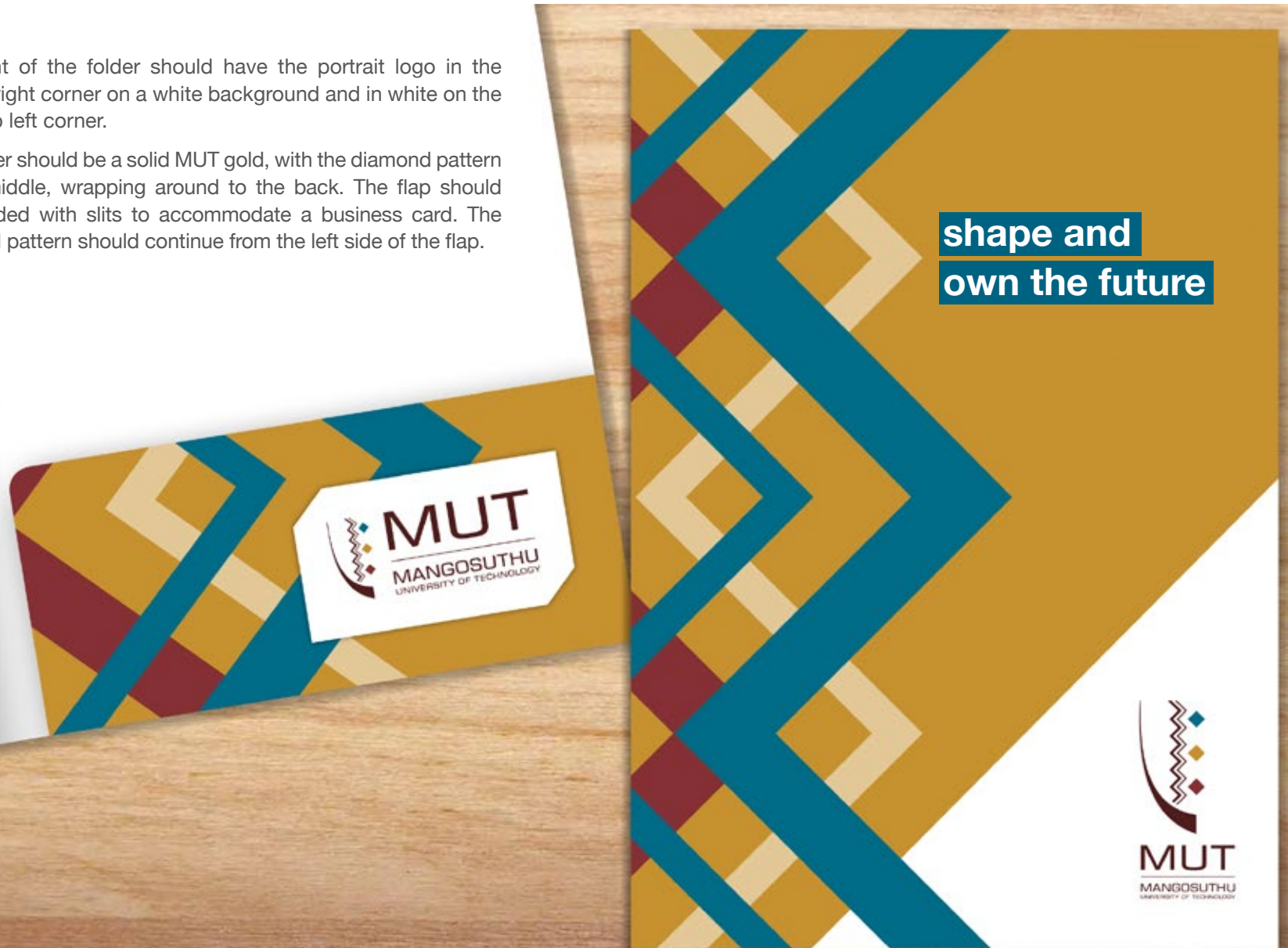


# DOCUMENT FOLDER

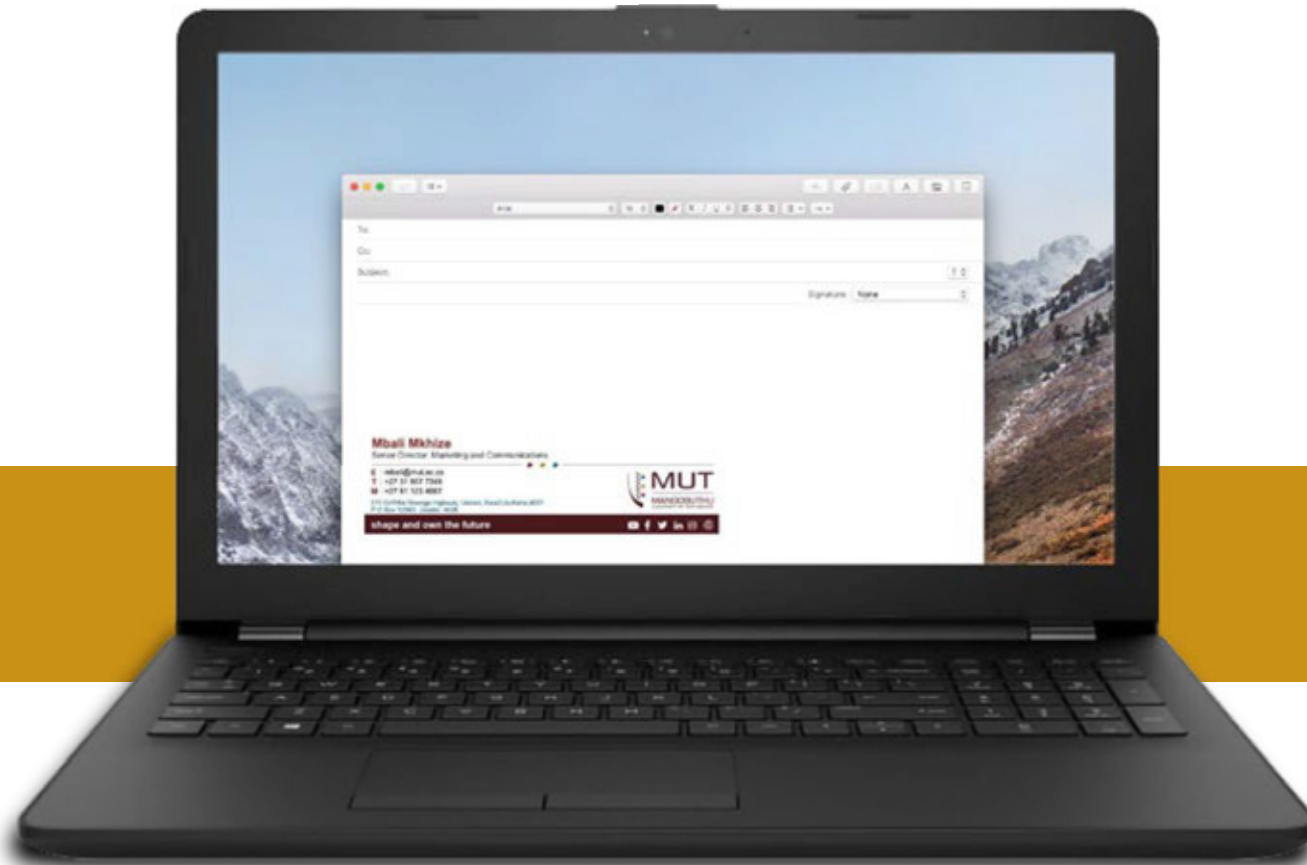


The front of the folder should have the portrait logo in the bottom right corner on a white background and in white on the back top left corner.

The folder should be a solid MUT gold, with the diamond pattern in the middle, wrapping around to the back. The flap should be rounded with slits to accommodate a business card. The diamond pattern should continue from the left side of the flap.



# EMAIL SIGNATURE



The email signature must be customised for each employee's name and designations above the line, contact details below to the left of the logo on the right-hand side.

The social media icons must appear below the logo and be hyperlinked to the relevant sites, with the tagline on the left.

# FACULTY BROCHURES



## LOREM IPSUM DOLOR SIT MET CONS ECTE

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### LOREM IPSUM DOLOR SIT AMET ONSECTETUER

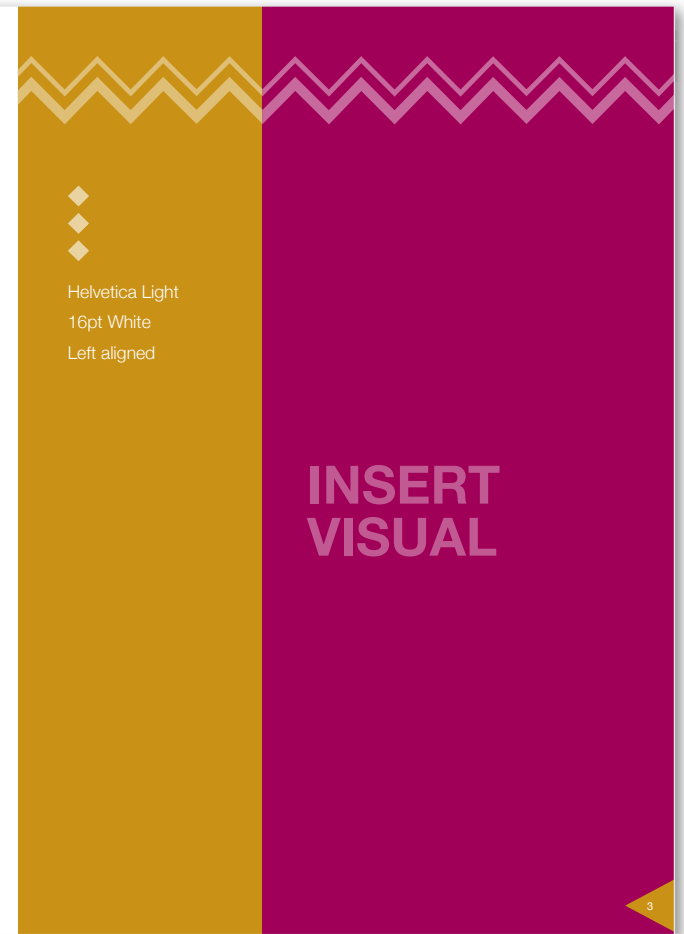
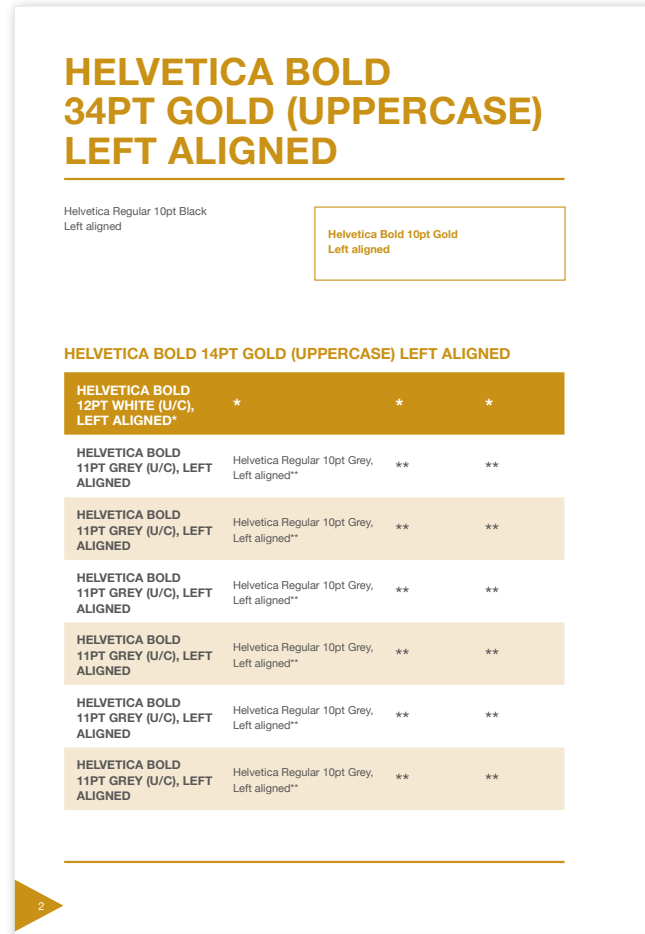
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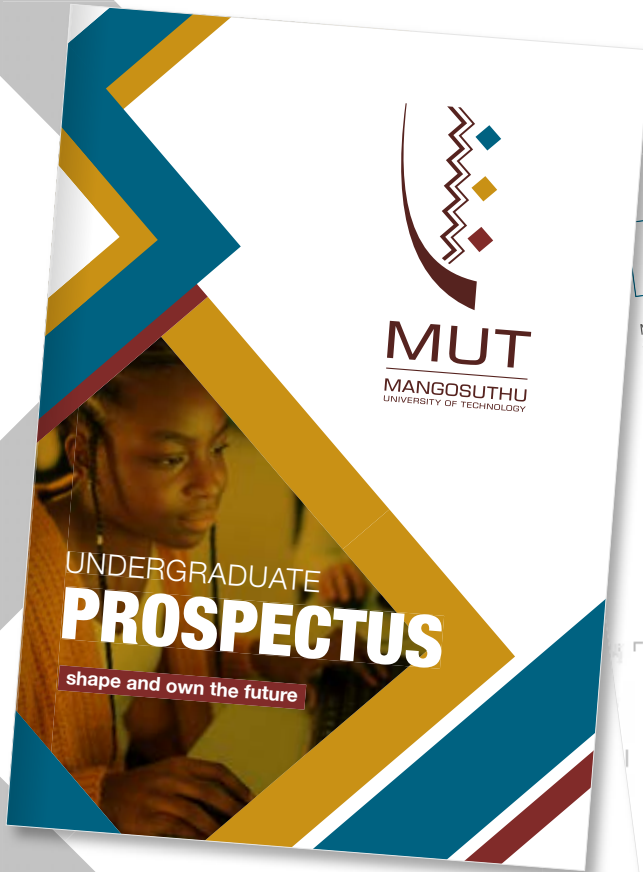
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# FACULTY BROCHURES TEMPLATE (ADOBE INDESIGN)



# UNDERGRADUATE PROSPECTUS



## FOREWORD

Mangosuthu University of Technology (MUT) is uniquely located in a semi-urban setting at the heart of Umlazi Township, the fourth largest township in South Africa.

If you are interested in engineering, natural sciences, or management sciences, MUT has a place for you. Regardless of who you are, where you come from, or where you want to go from here, as an MUT student you will be valued as an important part of our family.

Our two campuses are on the public transport access route that can be reached through buses, taxis and trains. We strive to offer students an unforgettable campus life by providing valuable academic programming, academic support services to enhance students' progress, leadership and entrepreneurial development programmes, an active sports culture, and a sense of community service.

Our students and academic staff represent a diverse group of South Africans and Africans from across the continent and outside the African borders.

MUT identifies teaching and learning as its core business and therefore seeks to excel in academic learning and achievement.



4



5

# UNDERGRADUATE PROSPECTUS SETUP (ADOBE INDESIGN)



# MUT SPIRIT NEWSLETTER TEMPLATE



# MUT SPIRIT NEWSLETTER TEMPLATES

## Shape your own future

The Global Environmental Change (GEC) Research Programme falls under the umbrella of the Durban Research Action Partnership (D'RAP), which has been established as a broad-based partnership between the University of KwaZulu-Natal and eThekweni Municipality. The GEC is the third research programme within D'RAP, following on the KwaZulu-Natal Sandstone Sourveld programme and the Community Reforestation Research Programme. For the GEC, the lead Principal Investigator (PI) from UKZN is SARChI Chair Prof. Colleen Downs, with Dr Sean O'Donoghue leading from the Municipality.

The GEC currently supports four PhD, three MSc students and one Post-Doctoral fellowship, as well as a research administrator and coordinator, and data manager position. Fields of study supported by the GEC include, among others, human-wildlife conflict in the City, forest-dependent mammals and bird diversity, biodiversity in eco-estates, and nitrogen enrichment and remote sensing. Funding was also made available for a short-term contract position for a scientist to rework biodiversity information from D'RAP into relevant and accessible information. Thus far, the programme has also supported activities such as a formal launch and visioning workshop, and workshops relating to the co-development of products like a biodiversity monitoring programme. During the past year, the GEC hosted a writing workshop for students and staff from both UKZN and the eThekweni Municipality, and an 'Open Day' for UKZN students to meet staff from the Municipality and learn about municipal

D'RAP follows a transdisciplinary research approach, where research problems are explored and projects are designed collaboratively by both researchers and practitioners. Another novel approach towards closing the research-action gap commonly experienced between learning and decision-making institutions is through the so-called 'Embedded Researcher (ER)' approach. The GEC's Post-doc Fellow is designed to be an 'ER', where the candidate is embedded fully into both UKZN and the EPCPD, in order to investigate and streamline the integration of climate information into biodiversity planning and management. The ER approach is developed and supported by the Future Resilience for African Cities and Lands (FRACTAL) project – a four-year transdisciplinary research project on advancing and integrating scientific knowledge about climate change into decision-making in southern African cities (hosted by the Climate System Analysis Group at the University of Cape Town).

Continuous evaluation, reflection, and learning are important components of the research partnership, as this allows an adaptive approach to research and management. Responses from continuous evaluation exercises has indicated positive perceptions and outcomes of the partnership and programme.

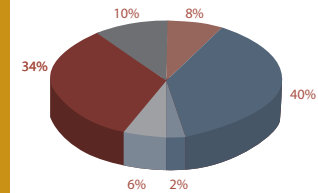


### 4.6.1. Greenhouse Gas Inventory

A Greenhouse Gas (GHG) Emissions Inventory for the eThekweni Municipality was compiled for the 2015 calendar year and made available in the 2016/2017 municipal financial year. The inventory identifies the sources of GHG emissions from both the government and community sectors within the eThekweni Municipal Area. The eThekweni Municipality has compiled the Emissions Inventory to help plan climate change mitigation strategies within the Municipality.

The total greenhouse gas emissions recorded for the entire eThekweni Municipal Area was 27 067 912 tCO<sub>2</sub>e for 2015. This was lower than the previous years recording of 29 092 033 tCO<sub>2</sub>e, representing a 7% decrease in emissions (Figure 7). This reduction appears to be due to less emissions

from residential, commercial and industrial electricity usage. As with previous inventories, the largest contribution to the total footprint was the transportation sector (40% of the total GHGs), followed closely by industrial emissions (34%). Local government emissions accounted for 6% of the total emissions for the eThekweni Municipal Area (Figure 8).



▲ FIGURE 8. GHG EMISSIONS BY SECTOR

# WALL CALENDAR



**MUT**  
MANGOSUTHU  
UNIVERSITY OF TECHNOLOGY

## 2020

shape and own the future

031 907 7111
www.mut.ac.za
info@mut.ac.za
facebook.com/MUTUmhlazi
@MUTcampus
@mut\_campus



January						
M	T	W	T	F	S	S
	1	2	3	4	5	
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29	30	31				

**January 2021**

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

**2020 PUBLIC HOLIDAYS**

1 January	New Year's Day	9 August	National Women's Day
21 March	Human Rights Day	10 August	Public Holiday
10 April	Good Friday	24 September	Heritage Day
13 April	Family Day	16 December	Day of Reconciliation
27 April	Freedom Day	25 December	Christmas Day
1 May	Workers' Day	26 December	Day of Goodwill
16 June	Youth Day		

**2020 SCHOOL TERMS**

1 <sup>st</sup> Term	15 January - 20 March
2 <sup>nd</sup> Term	31 March - 12 June
3 <sup>rd</sup> Term	7 July - 18 September
4 <sup>th</sup> Term	29 September - 2 December

## CD AND DVD TEMPLATES



# NEWSPAPER ADVERT



**MUT**  
MANGOSUTHU  
UNIVERSITY OF TECHNOLOGY

**WHY WAIT?**  
**REGISTER TODAY...**

Here is a grid layout to be used on University material. This grid system is flexible and can be applied to an A4, DL or any other format. These grids are used as a framework within which a designer or typesetter can order images and typography on the page.

This grid ensures that the overall identity or look of the University brand is consistent. It allows creative freedom yet it also guards the University's brand equity.

These grids are used as a framework within which a designer or typesetter can order images and typography on the page.



**MUT**  
MANGOSUTHU  
UNIVERSITY OF TECHNOLOGY

**WHY WAIT?**  
**REGISTER TODAY...**

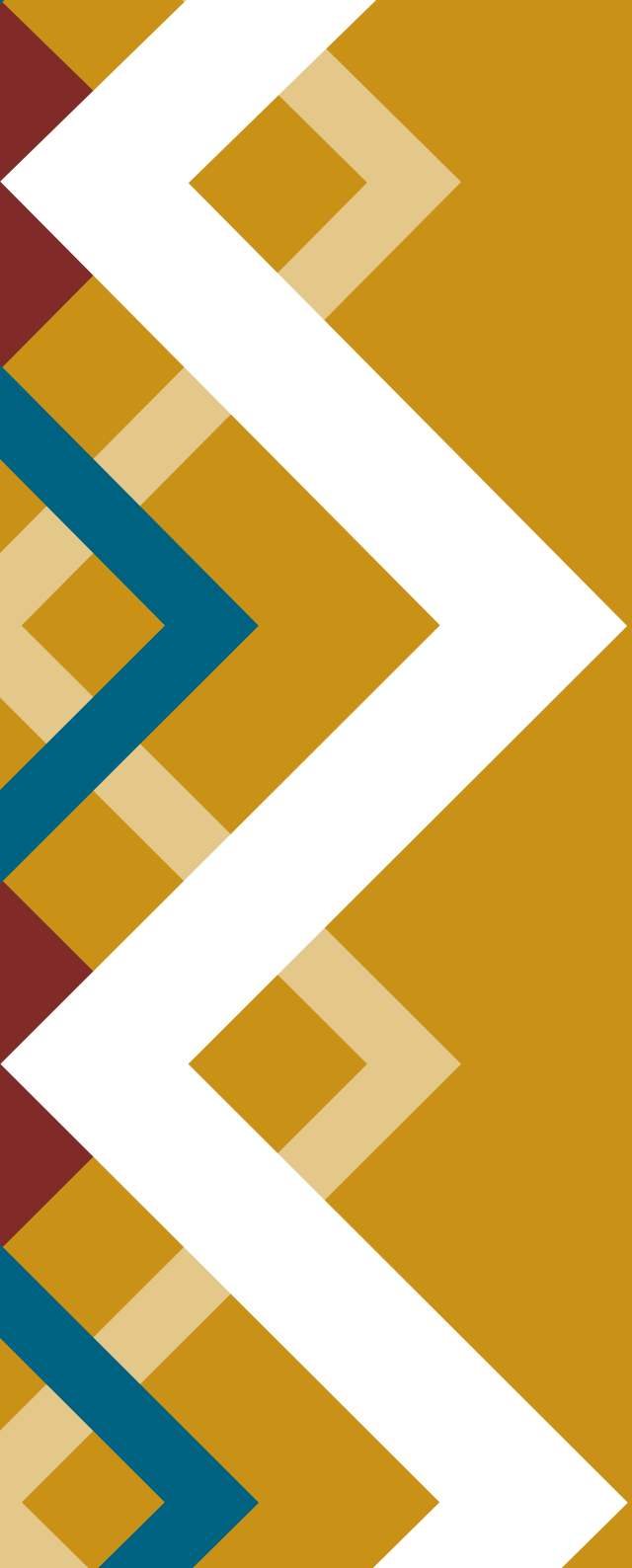
Here is a grid layout to be used on University material. This grid system is flexible and can be applied to an A4, DL or any other format. These grids are used as a framework within which a designer or typesetter can order images and typography on the page.

This grid ensures that the overall identity or look of the University brand is consistent. It allows creative freedom yet it also guards the University's brand equity.

These grids are used as a framework within which a designer or typesetter can order images and typography on the page.

**EASY EXPLORING**  
NEW visa rules have made it more straightforward for British passport holders to travel to India, Indonesia, Vietnam, Georgia, Kenya and Kazakhstan. Independent agency World Expeditions is taking advantage with trips that are visa-free or on e-visa schemes. Book the Vietnam Family Explorer package (12 days, suitable for children as young as eight) from April to January for £1,290 per adult and £770 per child, [worldexpeditions.co.uk](http://worldexpeditions.co.uk).

**SINGLE Traveller?**  
Great value holidays for single, like-minded people in the Med, Africa, India, Sri Lanka & Cuba. (35+, no upper age limit)  
£100 discount on all holidays booked before 31st January  
Call us for a brochure (24hrs)  
**08445 766 866**  
[www.travelone.co.uk](http://www.travelone.co.uk)



# Promotional collateral

## T-SHIRTS



## FORMAL SHIRTS



# GOLF SHIRTS AND JACKETS



TRACK SUITS



## CASUAL CAPS



## WATER BOTTLES, MUGS, LANYARDS, USBS AND PENS



## LAPTOP AND CONFERENCE BAG, NYLON FOLDER



## UMBRELLA AND PAPER BAG



## VEHICLE BRANDING



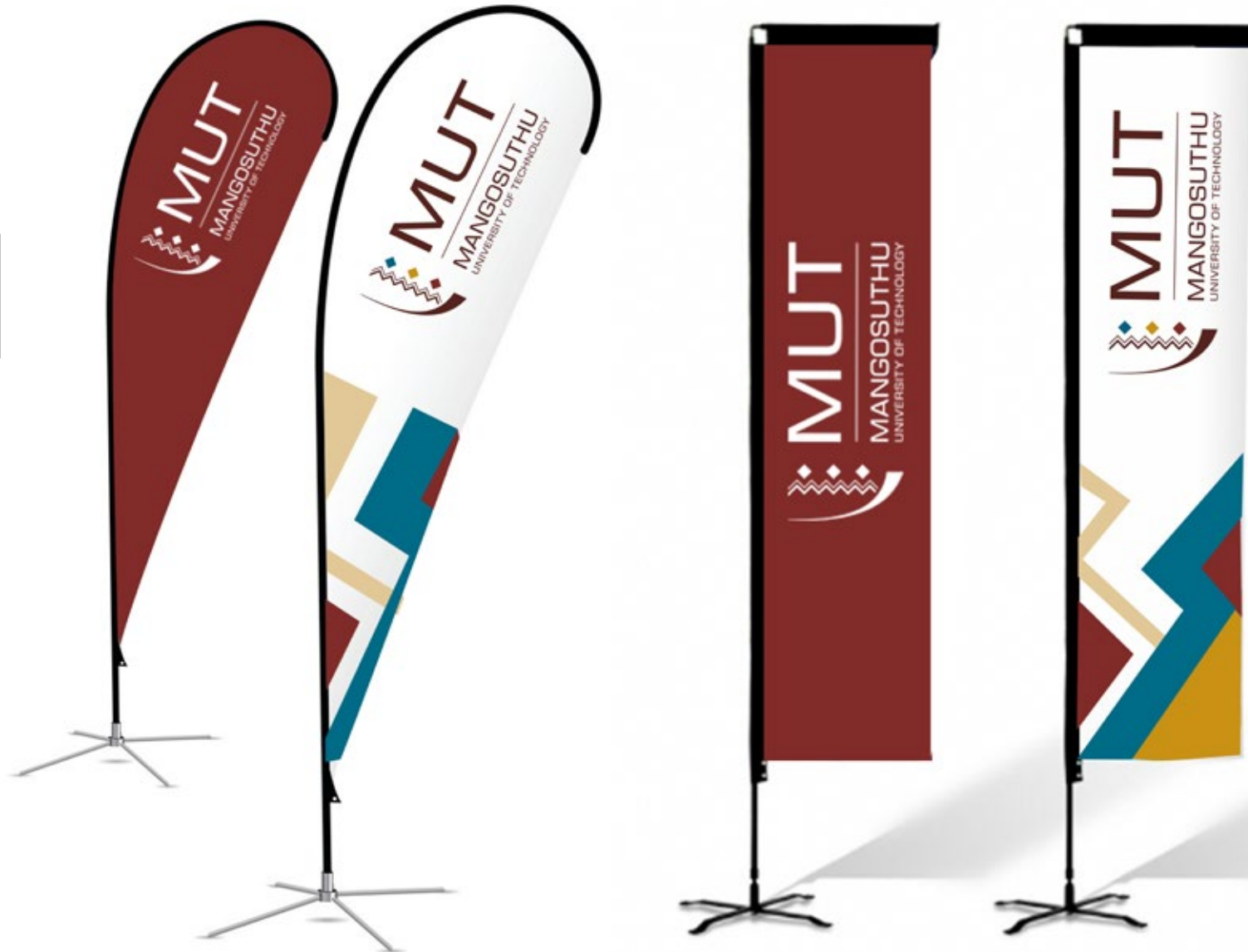
## PULL-UP BANNERS



# MEDIA WALL



## TEARDROP AND TELESCOPIC BANNERS



## BILLBOARDS



# STUDENT CARD TEMPLATE





# Signage

## DIRECTIONAL SIGNAGE (EXTERNAL)

Signage not only conveys the MUT brand effectively to the public, but it also communicates any relevant information that we wish to express. Signage should be bright, bold and eye-catching and placed in the most visible and relevant position for passersby to view.

Materials should be durable, weather-resistant and firmly secured. Background walls should not in any way detract from the information featured and the MUT branding.



## DIRECTIONAL SIGNAGE (EXTERNAL)



## EXTERNAL SIGNAGE – WALL MOUNTED



# DIRECTIONAL SIGNAGE (EXTERNAL)

**Hall 1**

- Administration Students Centre
- Undergraduate First Registration
- Course Exemptions
- Curriculum Advice
- Student Numbers

**Engineering**

Registrations

**First Floor 1**

- Auditorium
- Reception
- Toilets

Reception

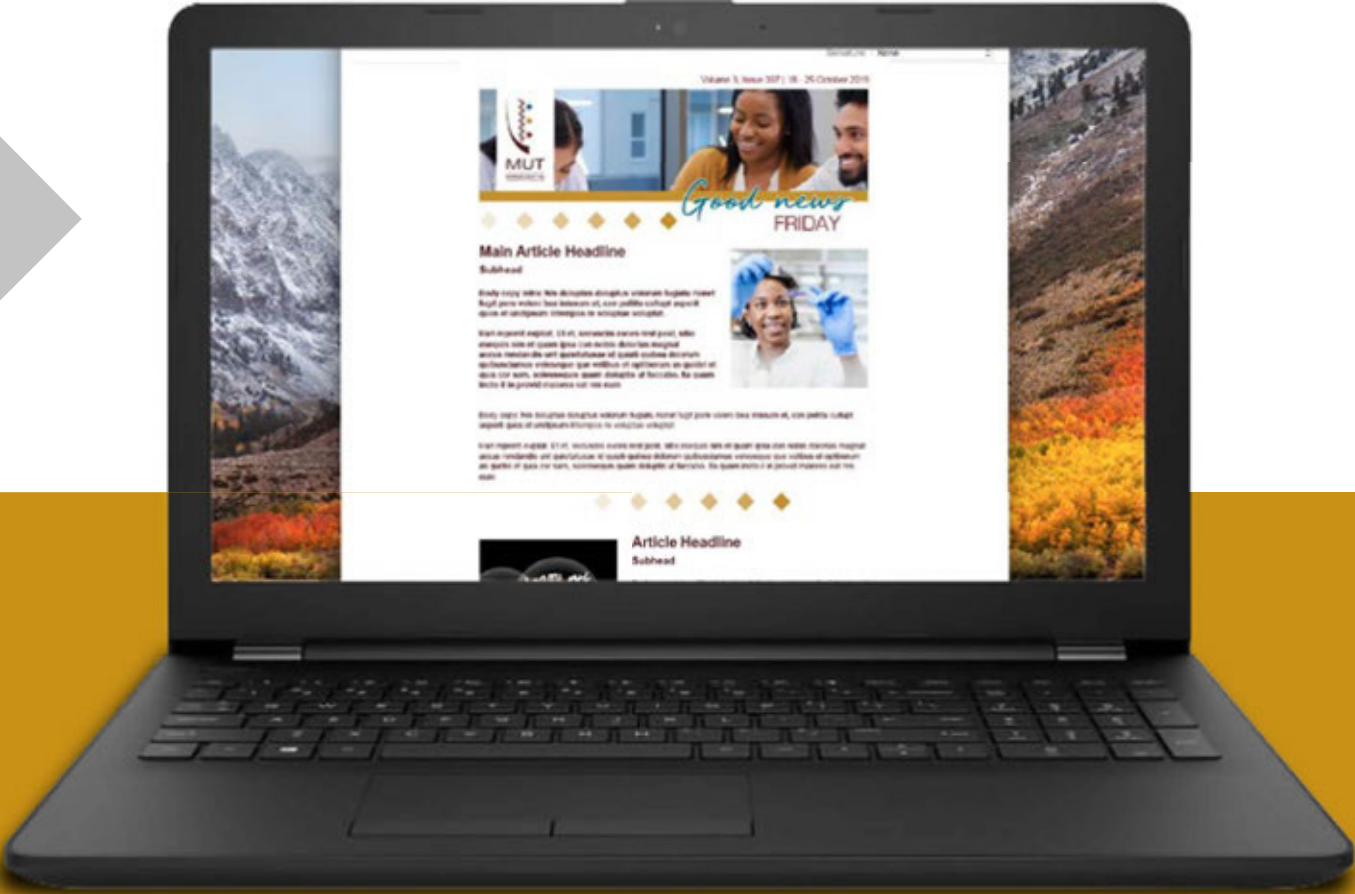
## Restroom Signage



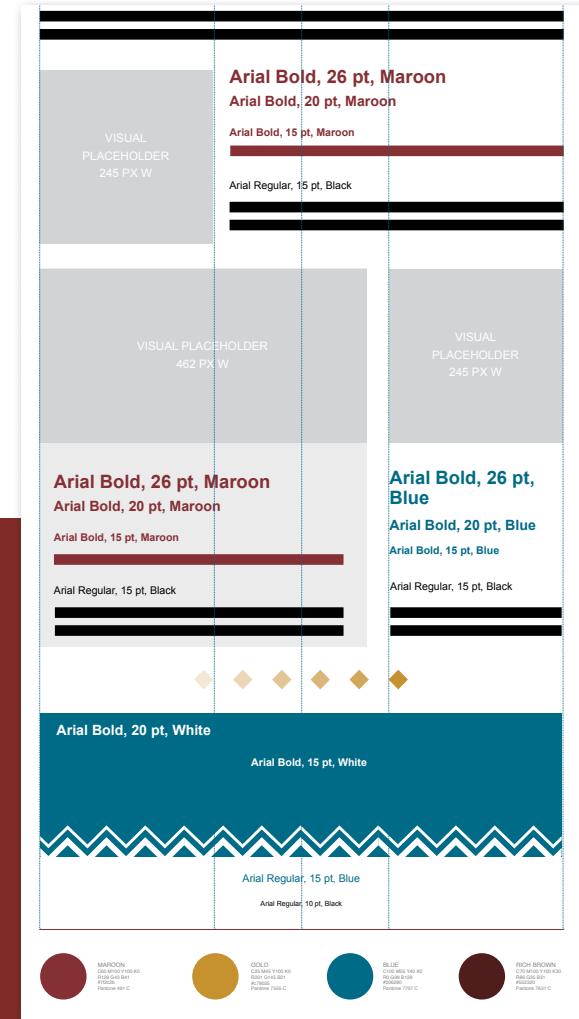
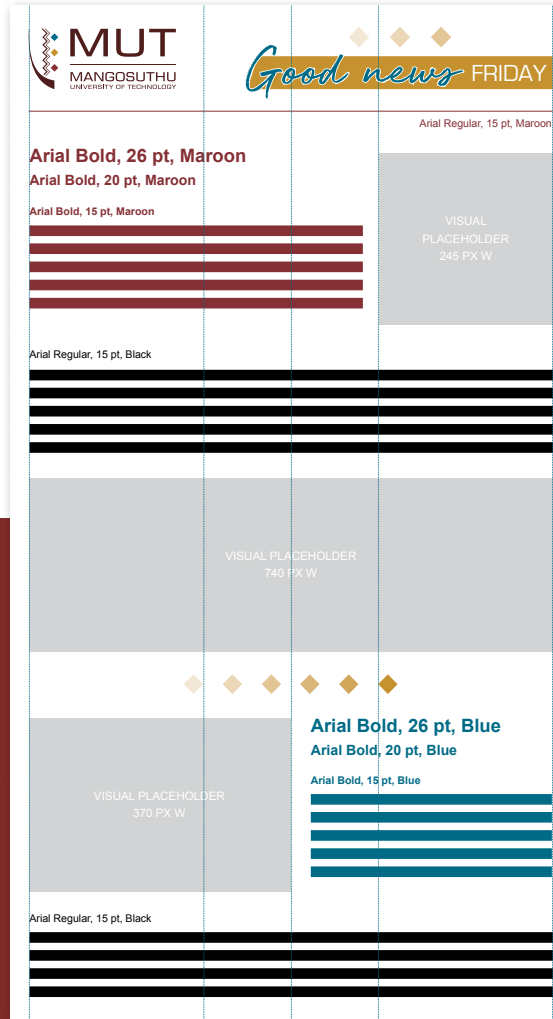
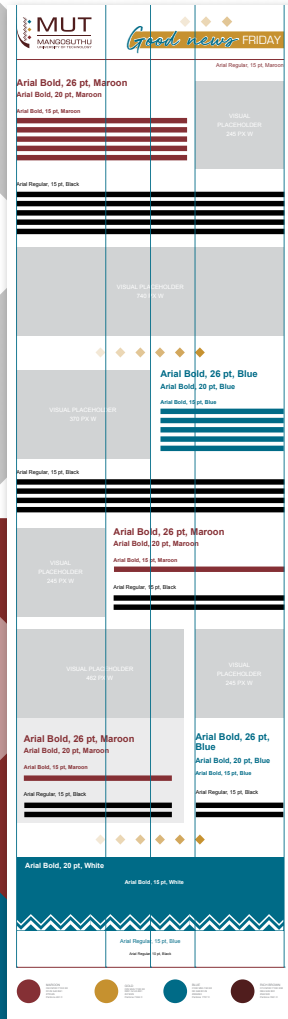


# Electronic media

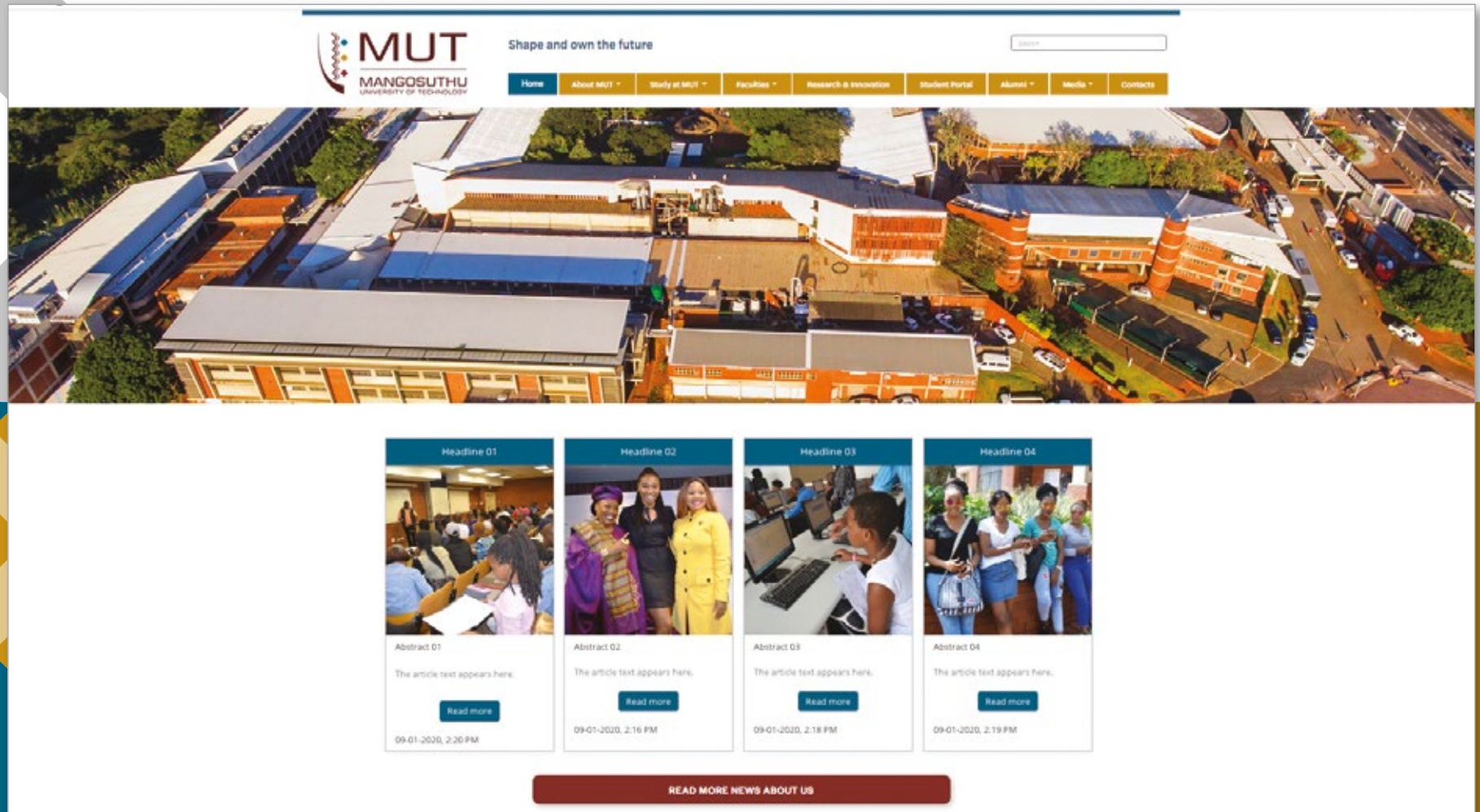
# GOOD NEWS FRIDAY NEWSLETTER



# GOOD NEWS FRIDAY NEWSLETTER SETUP



# WEBSITE HOMEPAGE TEMPLATE



# FACEBOOK PROFILE TEMPLATE

facebook  Mangosuthu University of Technology Find Friends Home

**MUT**  
Mangosuthu University of Technology

9,001 likes • 99 talking about this

Page Category  
[www.mut.ac.za](http://www.mut.ac.za)

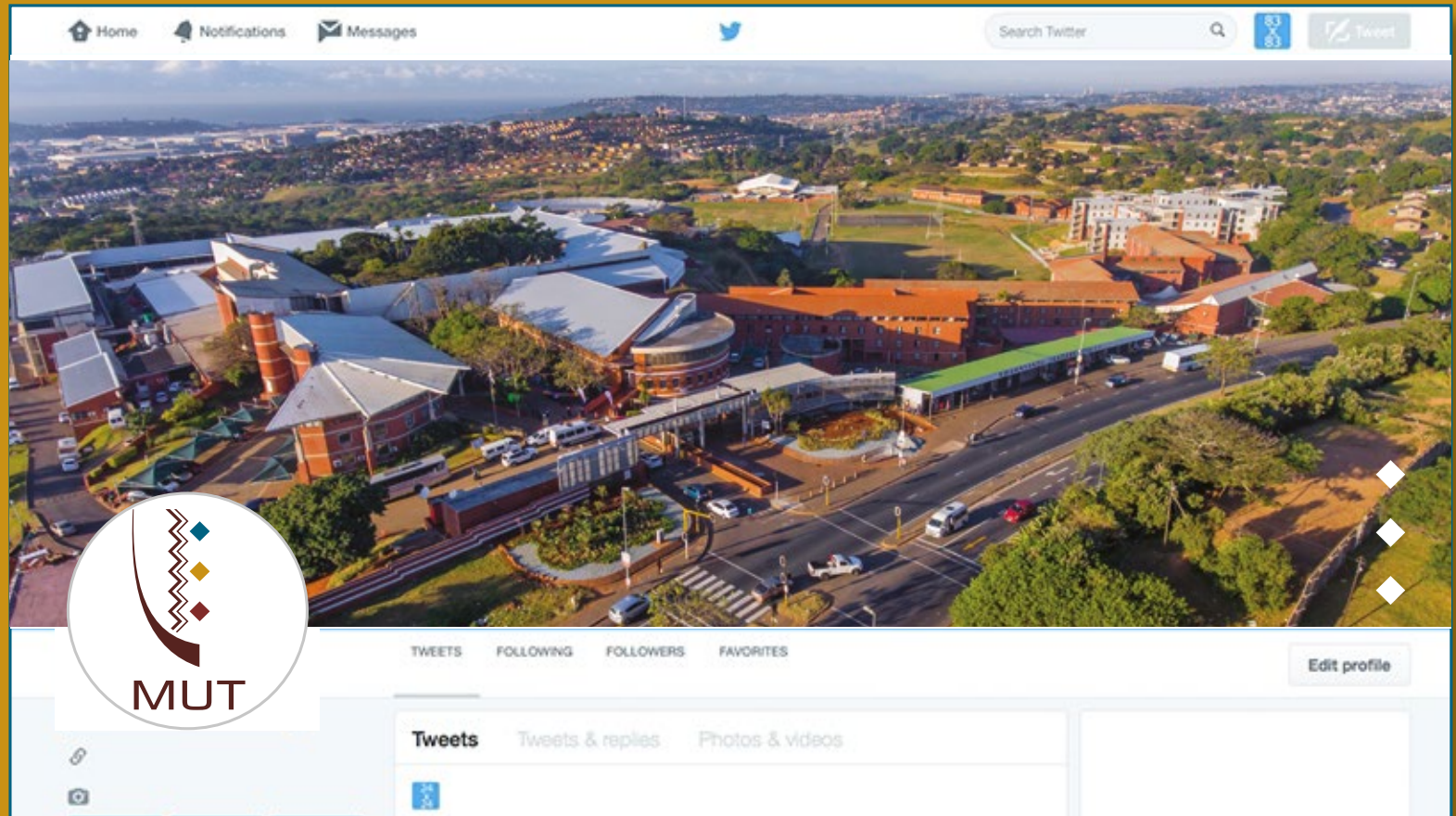
About

Photos Tab 1 Tab 2 Tab 3

Create a Page

Now  
March  
2012  
2011  
Founded

# TWITTER PROFILE TEMPLATES



# POWERPOINT TEMPLATE

## COVER PAGE

  
MUT  
MANGOSUTHU  
UNIVERSITY OF TECHNOLOGY



**TITLE LOOKS LIKE THIS**  
Subtitle looks like this

**shape and own the future**



## PAGE TEMPLATE

**TITLE LOOKS LIKE THIS**  
Subtitle looks like this



**shape and own the future**



# Style guide



# A WRITING MANUAL AND STYLE GUIDE FOR MUT'S CORPORATE COMMUNICATIONS

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Capitalisation	83
Foreign words	84
Grammar	84
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Spelling	89
Writing tips	90



# AN INTRODUCTION TO MUT'S STYLE GUIDE

## A living document

In an effort to bring consistency in the way MUT staffers write, Marcomms has undertaken a comprehensive survey on how higher education institutions, globally, create a sense of consistency and professionalism in university documents.

This style guide is a preliminary document towards creating some kind of cohesion in the way we tell a story about MUT. This could also be used as a resource for academic writing.

One of the major concerns is the issue of capitalisation. As we battle with what to capitalise, the Business Day newspaper has become an invaluable source for us.

We look forward to your queries, involvement and constructive criticism of the style guide.

This is a living document and we will update and revise it as advised by you. We hope you will find the style guide informative. When in doubt about conventions, just refer to the style guide.

We would like to acknowledge support and encouragement received from MUT's executive leadership in firming up this document.

**We use Arial 11, 1.5 spacing.**

**MarComms**



# ABBREVIATIONS

Write in full at the first use, unless the abbreviation or acronym is so familiar that this is clearly unnecessary (e.g., BBC, AIDS, DNA, USA).

Most acronyms should be written without full stops: RSA, SOTU, MUT, EAC, TLDC, OVC, CoE, PhD.

Where the abbreviation is partially or wholly lower case, no full stop is needed if the final letter of the abbreviation is also the final letter of the full word: Mr/Dr/Ltd, etc.

Where the abbreviation is all lower case, the full stop is increasingly omitted: kmh, tbc. NOTE these exceptions: e.g.

i.e.; p.; pp.; ch. (BUT chs); no. (BUT nos).

Use a full stop in these cases: *ibid.* *et al.* (NOT *et. al.* Also note that *et al.* is NOT italicised).

Do not use in initials, which should be spaced: Dr T M Mbeki; P T S Zulu; Lembede PS and Msimang D D

When an abbreviation can be pronounced (SASCO, AIDS), the definite article is not necessary. Where it cannot be pronounced (MUT, CoE, EAC, TLDC the USA), include the definite article.

# CAPITALISATION

Capital letters should only be used to begin a sentence or for proper names. Proper names include people's names or those of countries, places, companies and cities.

**When in doubt, do not capitalise.**

## Capitalise

Proper nouns (names of people, places and things such as Indian Ocean, Tugela River, etc.), months, days of the week, but not the seasons.

The official names of departments when used in text; do not capitalise the informal name.

Example: He enrolled in the Department of Civil Engineering.

**but**

He enrolled in the civil engineering department.

## When not to capitalise

Words such as *college, school, department, office, division, association, and conference* when they stand alone, even if they refer to a specific, previously identified entity. The *only* exception to this rule is *University* when referring to Mangosuthu University of Technology.

Titles standing alone or in opposition:

- ◇ The dean of the Faculty of Engineering must approve all research papers.
- ◇ Contact the QMD director for further information.
- ◇ Nancy A. Smith, professor of English, will speak at the symposium.

Names of school or college studies, fields of study, options, curricula, major areas, or major subjects, except languages, unless a specific course is being referred to:

- ◇ He is studying philosophy and English.
- ◇ Each student must meet core requirements in natural sciences and engineering.

The unofficial or informal names of departments when used in text:

- ◇ He enrolled in the civil engineering department.



## FOREIGN WORDS

These should be in italics, unless they have become common English usage, such as: pro bono; petit, bourgeois; a priori; elite; regime; *et al.*; etc.; ibid.

Accents are retained in such words only where they are necessary for pronunciation: café; cliché; protégé, résumé.

Foreign newspaper titles are italicised, including the definite article: *Granma, Le Monde, Die Welt, Isolezwe.*

## GRAMMAR

### Using 'a' and 'an' before words

'a' should be used before words that begin with consonants (e.g., b, c ,d).

'an' should be used before words that begin with vowels (e.g., a, e, i).

### However,

Usage is determined by the pronunciation and not by the spelling.

### Therefore, you should say,

'an hour' (because hour begins with a vowel sound) and 'a history' (because history begins with a consonant sound).



# NUMBERS

1. For numbers under 10, use number words (one, two, etc.).
2. Use numerals for all numbers 10 or over, including ordinals, e.g., 22<sup>nd</sup>.
3. Days of the month should be written in numeric form, omitting rd, th, st, nd. 6 April, not 6<sup>th</sup> April.
4. In order to maintain consistency within a series, use numerals if more than half of the numbers are 10 or over; otherwise use number words within a series: 22 hours, 12 minutes, 6 seconds
5. When numbers are cumbersome to use, use numerals instead, but use the words million, billion, etc. E.g., 9 million
6. Use hyphens when writing phone numbers, e.g. 031 907 7347. When set in display, precede the number by *Phone:* or *Fax:*. Do not allow phone numbers to be broken at the end of a line and continued on the next.
7. Avoid unnecessary zeroes.
  - a) Hours of the day should be expressed like 7 *p.m.* or 7:30 *p.m.* Do not use 7:00 *p.m.* **except** in lists of events, etc., to preserve alignment of type, or for formal invitations.
  - b) Keep amounts of money simple as well, with the Rand sign, **unless** tabulated in columns: R3, **not** R3.00.
8. Do not begin a sentence with a numeral; use the number word (*twenty-seven, three hundred, etc.*), or precede the reference to a number with other text (rearrange the sentence). Please note that number words under 100 (and those parts of numbers words for numbers above 100) should be hyphenated when they consist of two words: Thirteen is my lucky number; When it comes to lucky numbers, mine is 13; Thirty-nine.
9. Do not add a numeral in brackets after use of a number word: Three copies, **not** three (3) copies.

## PROBLEMATIC WORDS AND PHRASES

Many pairs or trios of words and phrases frustrate us with their resemblance to each other. Here is a quick guide to assist with the most common of these:

- ◇ Biannual/biennial: *Biannual* means twice a year; *biennial* means once every two years.
- ◇ Compare to/compare with: ‘Comparing to’ implies similarity alone; ‘compare with’ implies contrast as well.
- ◇ Comprise, consist of/compose, constitute: *Comprise* means ‘include,’ so test by replacement — ‘is included of’ is nonsense, and so is ‘is comprised of’. The whole comprises the parts or consists of the parts, but the parts compose or constitute the whole.
- ◇ Historic/historical: Something historic is remarkable for its impact on history; something historical is simply an event in history.
- ◇ Home in/hone in: To home in is to close in; to hone in is to confuse one word for another. (‘Hone in’ has no meaning.)
- ◇ May/might: *May* refers to factual or possible; *might* is appropriate for the hypothetical or counterfactual.
- ◇ Notable/noticeable/noteworthy: Something notable is worthy of note. Something noticeable is capable of being noticed. *Noteworthy* is a synonym of *notable*, though the former implies the unusual and the latter the commendable.
- ◇ People/persons: *People* have assumed primacy; ‘*persons*’ is reserved mostly as a synonym for bodies (‘those belongings carried on their persons’).
- ◇ Predominantly/predominately: Both forms are correct, but ‘predominantly’ predominates.
- ◇ Purposely/purposefully: What is done purposely is done on purpose; what’s done purposefully is done with a purpose.
- ◇ Regrettably/regretfully: *Regrettably* is a synonym for *unfortunately*; *regretfully* means just that — full of regret.
- ◇ Since/because: Informally, these terms are interchangeable, but in formal writing, since should be used only to refer to time.
- ◇ Stationary/stationery: To be stationary is to stand still; stationery refers to letter-writing materials.
- ◇ Whether/if: Both words are correct in expressing a choice, but the former is more appropriate in formal writing (“I cannot decide whether to go”), whereas the latter is better reserved for reference to possibility or probability (“I will go if you do”).
- ◇ *Alumnus* is the singular reference for a male graduate; *alumna*, the singular reference for a female graduate; *alumni*, the plural reference to a mixed group of male and female graduates or male graduates only; *alumnae*, the plural reference for female graduates only.

# PUNCTUATION

## Apostrophes

Only use an apostrophe when making possessive a singular proper name ending with an 's'.

Achilles' heel

Dickens' novels

Williams' speech

In making the plural of figures and letters, do not use an apostrophe.

The 80s are back.

The three Rs

Two CEOs

Punctuate years of university classes with an apostrophe (single closing quote). Please note that when keying this on a computer, the single *opening* quote will automatically appear when you first insert the single quote. You must go back and change it to a closing quote.

Class of '76

John White, '19

Associate's, bachelor's, and master's degrees should always be written with an 's. Never write masters' degree, for example, or associate degree.

## Commas

Use a comma before the words 'and' and 'or' in a series:

The Carolina Band, University Chorus, and South Carolina String Quartet will perform on Tuesday.

Place a comma after digits signifying thousands, except when reference is made to temperature or to SAT scores.

Do not place a comma between the month and year when the day is not mentioned.

## Dashes

The en rule (–) is longer than a hyphen (-). Use as a parenthetical dash – spaced – in a sentence such as:

This morning's lecture – given by Professor Bloggs – was very interesting.

Use a dash without spaces to express a connection:

MUT Renaissance-residence bus; staff-student relationship, in ranges, and number/date extents: pp. 25-45; 2007-8; Monday-Friday; 40-50 students.

## Ellipses

In general, treat an ellipsis as a three-letter word, constructed with three periods and a regular space on either side of the ellipsis, as shown here (...).

When the grammatical sense calls for a question mark, exclamation point, comma, or colon, the sequence is word, punctuation mark, regular space, ellipsis, e.g., "Will you come? ..."

When material is deleted at the end of one paragraph and at the beginning of the one that follows, place an ellipsis in both locations.

In writing a story, do not use ellipses at the beginning and end of direct quotes that form complete sentences.

“It has become evident to me that I no longer have a strong enough political base,” Nixon said.

**not**

“ ... it has become evident to me that I no longer have a strong enough political base ... ,” Nixon said.

## Hyphens

Use the nonhyphenated spelling of a word if either spelling is acceptable.

Do not hyphenate the words *vice president* and words beginning with *non*, **except** those containing a proper noun.

- ◇ non-German
- ◇ nontechnical

Do not place a hyphen between the prefixes *pre*, *post*, *semi*, *anti*, *multi*, etc., and their nouns or adjectives, **except** before proper nouns or when two vowels with no hyphen separating them would be unclear.

- ◇ predentistry
- ◇ electro-optical, **but**
- ◇ preindustrial
- ◇ pro-South African

Do not place a hyphen between the prefix *sub* and the word to which it is attached.

- ◇ subtotal

Hyphenate *part-time* and *full-time* when used as adjectives. Hyphenate any modifying word combined with *well*, *ill*, *better*, *best*, *little*, and *lesser* when used as an adjective preceding a noun. Do not hyphenate when the expression carries a modifier or when it follows a noun.

- ◇ well-built engine
- ◇ a moderately well built engine
- ◇ The engine is well built.

Hyphenate a compound in which one component is a number and the other is a noun or adjective.

- ◇ The engine is well built
- ◇ 30-mile run
- ◇ The engine is well built
- ◇ 10-year-old child, **but**  
10 years old

- ◇ 12,000-square-foot building

Whenever possible, avoid the hyphenation of proper names when breaking text lines.

## Quotation marks

1) The following should be placed in quotation marks:

- ◇ book series
- ◇ dissertations and theses
- ◇ film series
- ◇ parts of volumes (chapters, titles of papers, etc.)
- ◇ radio & television episodes
- ◇ single conferences/lectures (**but NOT** lecture series)
- ◇ songs
- ◇ conference presentations
- ◇ essays
- ◇ lectures
- ◇ short stories

**Note:** Unpublished books (manuscripts, works in progress) do not get italicised. Use roman text and quotation marks only.

2) Use single quotation marks for quotations printed within other quotations.

3) If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only. No quotation marks are needed for passages set off from the text by additional space, an indent, or change of typeface.

4) Set quotation marks after full stops and commas and before colons and semicolons. Exclamation points and interrogation marks that are not part of the quotation should be set outside quotation marks.

- ◇ Emerson replied nervously, “There is no reason to inform the president.”

- ◇ He had not defined the term ‘categorical imperative’.

- ◇ The man cried, “They stole my new car!”

5) Use square brackets, not round brackets, to set off editorial remarks within direct quotations. But editorial remarks should be kept to a minimum.

“Johnson saw it [the war] as a personal test of wills.”

# SPELLING

- ◇ At MUT, we use British English rather than American English, e.g.: towards NOT toward; amid NOT amidst; while NOT whilst.
- ◇ Use 's' spellings rather than 'z' spellings, e.g.: organisation, recognise, specialise
- ◇ Use 'yse' spellings rather than 'yze' spellings, e.g.: analyse, paralyse
- ◇ When '-ment' is added to a verb ending in '-dge', the final 'e' is retained, e.g.: abridgement, acknowledgement, judgement (exc. in legal context, when 'judgment' is used)
- ◇ '-ce' and '-se' endings depend on whether it is a verb or noun in the following: practice (noun)/practise (verb); licence (noun)/license (verb)
- ◇ 'ae' in middle of words: more technical words retain 'ae' - archaeology, haematology. BUT note the now more customary spellings of: encyclopedia, medieval

## Words and phrases to look out for:

advisor preferred to adviser  
affect: to have an influence on; effect: to bring about  
Alumni Weekend, the  
Campaign, the  
CD ROM  
chair, not chairman,  
chairperson, or chairwoman

Chancellor, the  
cooperate  
coordinate (BUT in maths use co-ordinate)  
coursework  
database, not data base  
department, the  
desktop

dining hall  
disabled, not handicapped  
e.g.  
email  
encyclopedia  
extracurricular  
fieldwork  
figurehead  
first year, second year, etc.  
(BUT first-year, second-year,  
etc. when adjectival)  
focused  
fundraising  
homepage  
honorary degree  
interdepartmental

internet, the  
interrelationship, interrelated  
iTunes  
judgement (BUT judgment in legal works)  
lifelong learning  
longstanding  
Master's degree  
means-testing  
multimedia  
no one  
online  
open days (BUT the MUT Open Day, the Science Open Day)  
workplace, not work place  
workstation, not work station

A long URL or e-mail address may be broken and continued on a second line. **Do not** add a hyphen where the break appears; instead, make sure the break is after a slash or period in the Web address. Adding a hyphen leads to confusion about whether or not the hyphen itself is part of the address.

When writing copy for use on the Web, two hyphens may be substituted for an em dash.

# WRITING TIPS

## One thought per sentence

The golden rule for the most basic unit of writing is one thought per sentence. Never break this rule!

## One theme per paragraph

A paragraph consists of a topic sentence, followed by sentences that embellish or provide explanation of that idea. If you introduce a new idea or theme it deserves a new paragraph.

There is never a need to cram every single detail about something into one paragraph.

Long paragraphs are daunting and off-putting for readers.

Short paragraphs that get to the point attract readers.

If you read a paragraph of yours, or anybody else's work and you get to the end without remembering the first sentence, this usually means two things: It is far too long and/or it has more than one theme. Put simply, it is a bad paragraph.

## Keep it simple

The use of complicated jargon, expressions and analysis does not impress readers. More often than not it just confuses them. A good question to ask yourself is: "Would everybody in the office understand everything I have just written?"

## Write in an active, NOT passive way

Passive writing is weak: 'The company *is hoping to* provide an update later this month.'

Wherever possible use the active voice: 'The company *will* provide an update later this month.'

One trap is beginning a sentence with a passive phrase, then introducing the subject in the second part of the sentence. Try turning things around:

In line with similar gains in other markets, the company's European sales have grown strongly ... should be ... European sales have grown strongly, in line with similar gains in the company's other markets.


## Don't use vague passive expressions

This would indicate that ... or ... this would suggest that. It either does or does not indicate ... or ... does or does not suggest. Try using: This indicates that . . . and ... this suggests that or (better still) This means that!

## Avoid repetition

Repetition is simply bad writing. Do not use the same word twice in the one sentence.

Never begin two (even three or four) consecutive sentences with the same word.



The North American **market** was the primary focus of the company's **marketing** initiatives...should be... North America was the primary focus for the company's marketing.

## Avoid too many or inappropriate adjectives

Less is more. Do not embellish someone's deeds and do not use flowery expressions to make them look better. Regardless of how good or bad an announcement is, people can easily see through such things — it usually makes them cynical.

## Avoid tautologies

A tautology is the use of two words that mean the same thing. Things to watch out for are:

- ◇ The main *reason* for the price differential is *due to* the company's higher cost base.
- ◇ Over the past twelve-month *period* (twelve months is by definition a period of time)

## Clichés

The overuse of clichés demonstrates a laziness on the part of the writer and is an insult to the intelligence of a reader. These expressions are the domain of football commentators and tabloid newspapers – leave it that way.

## Old world expressions

The most common are:

- ◇ 'In spite of' went out of use in the 1980s, use 'despite' instead

## Use of pronouns

Pronouns are words that replace nouns or the names of people, things and places. The failure to properly use pronouns is one of the most common shortcomings in day-to-day writing across the board. As a reader nothing is more annoying than repetition, because it is never used in spoken language.

- ◇ Nobody would say: "Peter and I met to discuss the matter. *Peter* thinks it is a good idea and *Peter* said he will support us fully. Furthermore *Peter* has assured us that *Peter's* team is 100% behind us."

The following is how you would say it and, consequently, how you should write it:

- ◇ "Peter and I met to discuss the matter. He thinks it is a good idea and said he will support us fully. Furthermore he has assured us that his team is 100% behind us."

### The correct pronoun

- ◇ Their, they, them and who are called personal pronouns because they replace the names of people.
- ◇ Companies are things. Never use any of the above pronouns to describe a company, as it is done below: Chatsworth Softdrinks launched *their* new 'energy drink' today.
- ◇ The correct expression is: Chatsworth Softdrinks launched *its* new 'energy drink' today.

### 'Their' and 'They' the exception to the personal pronoun rule

When you use a pronoun to describe a collection of things, you use the same word used to substitute for a collection of people. An example is: Chatsworth Magazines, Umlazi Radio, and East Coast Radio were the standout performers, as these businesses were able to successfully increase *their* sales.



## Possessive nouns

In the singular form there should always be an apostrophe followed by an 's' no matter what the final letter of the noun is. The same applies to acronyms (initials made to form a word) or commonly accepted abbreviations. Examples:

Dudu's house                      Jay's idea  
Nedbank's profit result

## Possessive noun exceptions

When the possessive form of a pronoun is used there is no apostrophe 's'. The complete list of such words is below:

Its	His
Hers	Theirs
Yours	Ours

Whose (is the possessive of who)

Always remember 'it's' means 'it is' **and** who's means 'who is'.

## Do not apply plurals to collective nouns

A collective noun is a word that, in its singular form, describes a collection or group of individuals, objects or persons. The key

here is that collective nouns such as 'the team', 'the company', 'the country' and 'the city' are singular and any qualifying words used in relation to these terms must also be singular.

In the same vein, a company name is much the same as a collective noun, as it is a singular word (or collection of words) describing a group. In using these terms always ascribe the singular. The company has made a decision... or ...The News Corporation has thousands of employees. Never use: The company have... or ...The News Corporation have...

## Headings and titles

Headings and titles are phrases not sentences, so they should not end in a full stop and only the first word should be capitalised. This rule should always be applied to the body of any report, document or piece of journalism you write — this includes the titles of media releases.

There is latitude in headings and titles for major works in which case using all capitals or no capitals is a legitimate tool for creating a graphic effect.



# Protocol on Council documents

## MUT PROTOCOL AND STANDARDS OF MANAGEMENT REPORTS

Library of Council:

DESIGNATED DIVISION	VICE-CHANCELLOR
APPROVAL AUTHORITY	COUNCIL

LATEST APPROVAL DATE	4 December 2019
COMMENCEMENT DATE	5 December 2019

### STRATEGIC INTENT

The MUT Protocol and standards of management reports to Council seeks to ensure that management reports that are presented to Council contain information that is at the appropriate level, providing adequate detail and sufficient granularity to enable Council to assist Council in its decision-making duty.

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**Document management control**

1. This document is the property of Mangosuthu University of Technology. It contains information that is public to the university community and can be used by outside parties so long as they acknowledge their source.
2. This document has gone through the latest mandated development and approval process as determined through the operation of the MUT Delegations of Authority Framework.

DEVELOPMENT AND APPROVAL SIGNOFF	
ORGAN	Applicable date
Registrar	29 October 2019
Vice Chancellor & Principal	3 November 2019
EXCO of Council	21 November 2019
Council	4 December 2019



**Preamble**

Council recognises that as the apex decision-making organ within the university, quality reports are an important requirement in decision making and oversight.

Acknowledging that having the MUT Protocol and standards of management reports to Council is important to ensuring uniformity in the system and having quality reports.

We do hereby adopt this Protocol to ensure that management reports are of an acceptable standard and contain enough information for Council to carry out its functions.



## SECTION A: GENERAL

### 1. Objectives of the MUT Protocol and standards of management reports to Council

The primary objective of this protocol is to ensure that management reports that are presented to Council contain information that is at the appropriate level, providing adequate detail and sufficient granularity to enable Council to assist Council in its decision-making duty.

The secondary objective of this protocol is to ensure consistency throughout the system.

### 2. Responsibility for these procedures

The responsibility for the development, approval and implementation of this protocol rests with the Vice-Chancellor. The Office of the Vice-Chancellor and Principal (the Vice-Chancellor), is responsible for the content and quality of the reports whereas the Registrar, provides the administrative and logistics support to realise the objectives of this protocol.

### 3. Scope and applicability

The MUT Protocol and standards of management reports to Council is applicable to Council and any of its members. This protocol applies mutatis mutandis to Committees of Council and Council Task Teams. It may be adopted by all other decision-making and oversight structures as minimum standards to ensure consistent application in the university.



## SECTION B: MUT PROTOCOL AND STANDARDS OF MANAGEMENT REPORTS TO COUNCIL

### 4. FORMAT OF MANAGEMENT REPORTS TO COUNCIL.

The format of management reports will contain the following:

#### 1. PURPOSE OF THE REPORT

The purpose of this report is for Council to note/ approve (whatever might be the case).

#### 2. BACKGROUND

Give a proper background.

#### 3. INTRODUCTION Explain the issue.

#### 4. DETAIL BEING PRESENTED/ DISCUSSION Provide a way forward or recommended outcome.

### 5. STRATEGIC IMPLICATIONS

State what the implications are or write 'None' if there are none.

### 6. OPERATIONAL AND OTHER IMPLICATIONS (a) Resource Implications

State what the implications are or write 'None' if there are none. (b) Legal Implications

State what the implications are or write 'None' if there are none. (c) Employee Implications

State what the implications are or write 'None' if there are none. (d) Financial Implications

State what the implications are or write 'None' if there are none.

### 7. RECOMMENDATIONS

The recommendation can be crafted in ONLY TWO WAYS:

7.1 That Council notes the Report on ...for information and noting of Council OR

7.2 That Council considers and approves...

### 8. All Reports shall contain the signature of the Vice-Chancellor.

### 9. The Font for all reports shall be Arial 11, 1.5 spacing.



XXX Ordinary (Special) meeting of Council held on the [date]

[Formal name of the report]

1. Purpose of the report

The purpose of this report is to request Council to approve and authorise the release of XXX to [stakeholder] in line with delegated authority # XXX of the Schedule of Delegations approved by Council in [date]

OR

The purpose of this report is to request Council to approve/authorise XXX in line with delegated authority # XXX of the Schedule of Delegations approved by Council in [date]

2. Background

Give a proper background to the development and syndication of the report. State the date when the report went to a committee of Council and the essential resolution of the committee on the report and how that resolution has been handled. Argument for disregarding the feedback from the Committee need to be made in the final report going to Council.

3. Introduction

Provide context of this report in line with the mandate of Council from the following agreed mandate issues:

- i. Strategic leadership issues where institutional plans are being proposed;
- ii. Creating an enabling and compliant institutional environment through adoption of policies, and where applicable institutional standard operating procedures, being proposed;
- iii. Allocation of resources through budgets or amendments thereof being proposed;

iv. Management of risk; and

- v. Providing oversight that all things happening in the university are happening in line with approved plans, within approved and allocated resources and in compliance with approved policies, procedures and best practice.

4. Options being considered

Provide the argument(s) or options being considered, the supporting data and analysis leading to the option on a way forward or recommended outcome.

5. Strategic implications

State what the implications are or write 'None' if there are none. You need to determine the positive and /or negative implications on the attainment of the strategic objectives of the university because of the options being considered and recommended.

6. Operational and other implications

a. Employee Relations

State what the implications are or write 'None' if there are none. These include whether an employee or employees or their union has to be consulted as a result of the recommendations being proposed. These must be investigated and followed before the report is tabled before Council. The input of the expert support function is needed to determine this.

b. Legal Implications

State what the implications are or write 'None' if there are none. What are the legal implications of the recommendations being proposed? These must be investigated and followed before the report is tabled before Council. The input of the expert support function is needed to determine this.

c. Resource Implications

State what the implications are or write 'None' if there are none. Do the recommendations anticipate any changes in the resources deployed? These must be investigated and followed before the report is tabled before Council. The input of the expert support function is needed to determine this.

d. Financial Implications

The financial implications of the recommendations need to be determined and stated here. State what these implications are in rand terms or write 'None' if there are none. These must be investigated and followed before the report is tabled before Council. The input of the expert support function (CFO) is needed to determine this.

7. Recommendations

1. That Council approves the following:

a.

b.

2. That Council directs...

**VICE-CHANCELLOR**

All reports to Council shall be signed by the Vice-Chancellor and dated



XXX Ordinary (Special) meeting of Council held on the [date]

[Formal name of the report]

1. Purpose of the report

The purpose of this report is to request Council to note the contents of the mandated report XXX (name of report) in line with the Schedule of Mandated reports approved by Council on [date].

OR

The purpose of this report is to request Council to note the contents of the special report on XXX (name of report).

2. Background

Give a proper background to the development and syndication of the report. State the date when the report went to a committee of Council and the essential resolution of the committee on the report and how that resolution has been handled. Argument for disregarding the feedback from the Committee need to be made in the final report going to Council.

3. Introduction

Provide context of this report in line with the mandate of Council from the following agreed mandate issues:

- i. Strategic leadership issues where institutional plans are being proposed;
- ii. Creating an enabling and compliant institutional environment through adoption of policies, and where applicable institutional standard operating procedures, being proposed;
- iii. Allocation of resources through budgets or amendments thereof being proposed;
- iv. Management of risk; and

- v. Providing oversight that all things happening in the university are happening in line with approved plans, within approved and allocated resources and in compliance with approved policies, procedures and best practice.

4. Detail being presented

Provide the information and detail of the issue at hand with sufficient data, analysis and conclusions relevant to the purpose of the report. In accordance with the development of the mandated Council reports the detail, analysis and conclusions of each report should have been agreed with the responsible Committee of Council in line with its Terms of Reference.

5. Strategic implications

The report should bring to the attention of Council all implications and possibilities (positive and /or negative) on the attainment of the strategic objectives of the university as per the information being shared and a result of the conclusions being made. You need to determine and state what the implications are or write 'None' if there are none.

6. Operational and other implications

a. Resource Implications

Do the recommendations anticipate any changes in the resources deployed (staff, facilities and equipment, people)? These must be investigated and followed before the report is tabled before Council. The input of the expert support functions is needed to determine this. State what the implications are or write 'None' if there are none.

b. Legal Implications

State what the implications are or write 'None' if there are none. What are the legal implications of the recommendations being proposed? These must be investigated and followed before the report is tabled before Council. The input of the expert support function is needed to determine this.

c. Employee Relations

State what the implications are or write 'None' if there are none. These include whether an employee or employees or their union has to be consulted as a result of the recommendations being proposed. These must be investigated and followed before the report is tabled before Council. The input of the expert support function is needed to determine this.

d. Financial Implications

The financial implications of the recommendations need to be determined and stated here. State what these implications are in rand terms or write 'None' if there are none. These must be investigated and followed before the report is tabled before Council. The input of the expert support function (CFO) is needed to determine this.

7. Recommendations

1. That Council notes the contents of the report on...

**VICE-CHANCELLOR**

All reports to Council shall be signed by the Vice-Chancellor and dated



## MUT Takes a Stand against Xenophobia and Gender-based Violence

Unfortunately, sexual and gender-based violence and xenophobic attacks on foreign nationals are rampant in our society. MUT joins the many voices in condemning these actions. We are committed to contributing to heightened awareness of the harmful effects of these acts and to support national efforts and campaigns to stop them.

We desire that our students and staff live, work and study in a safe environment without constant fear and intimidation. At the same time, as an organisation with a globalised academic mission, we value our relations with institutions and communities across the globe, and thus we condemn all acts of xenophobia.

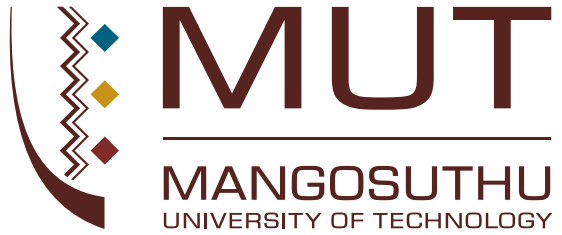
The stance of the MUT leadership against sexual and gender-based violence and xenophobia within the University is unequivocal. Gender-based violence and xenophobic attacks are not acceptable. Condemnation needs to be constant and consistent and perpetrators need to be prosecuted. We are committed to doing everything in our power to minimise the scourge within the University and to support those who have been affected. We are committed to enhancing measures to support survivors and ensure that perpetrators are prosecuted under the law. We are reviewing the University policies to align with the national policy framework to address gender-based violence in the post-school education and training system.

We caution that public naming and shaming of alleged perpetrators of sexual and gender-based violence, particularly on social media, is not legal. It is understandable for victims to feel that the legal system is not prompt in offering support and protection to victims and in prosecuting offenders, but naming and shaming is inefficient in bringing perpetrators to justice and can cause harm to innocent people, including the victims.

We urge students and staff to use the available channels to lay charges against alleged perpetrators so that the right process can be followed.

**Dr E. Duma Malaza**

Vice-Chancellor and Principal



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