



RHODES UNIVERSITY
Where leaders learn



Project: Banner designs for the launch of the Isivivane Fund

20 October 2016



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DESIGN DIRECTION 1



I. POLE BANNERS - CREATIVE OPTION I

Pole I – Main Banner



5 POLE BANNERS
650 X 1.8



Pole banners based on the image selected:

Pole 2 -5: Option 1a

5 POLE BANNERS
650 X 1.8



Pole 2 -5: Option 1b

5 POLE BANNERS
650 X 1.8



Pole 2 -5: Option 1c

5 POLE BANNERS
650 X 1.8



2. PULL UP BANNER - CREATIVE OPTION I

Pull up – Repeat Banners

Option 1a – Repeat Design

2 PULL-UP BANNERS

1500 X 2150 mm



Pull up – Close Proximity Banners

Option 1b – Should be used in close proximity

2 PULL-UP BANNERS

1500 X 2150 mm



isivivane fund 

STUDENT

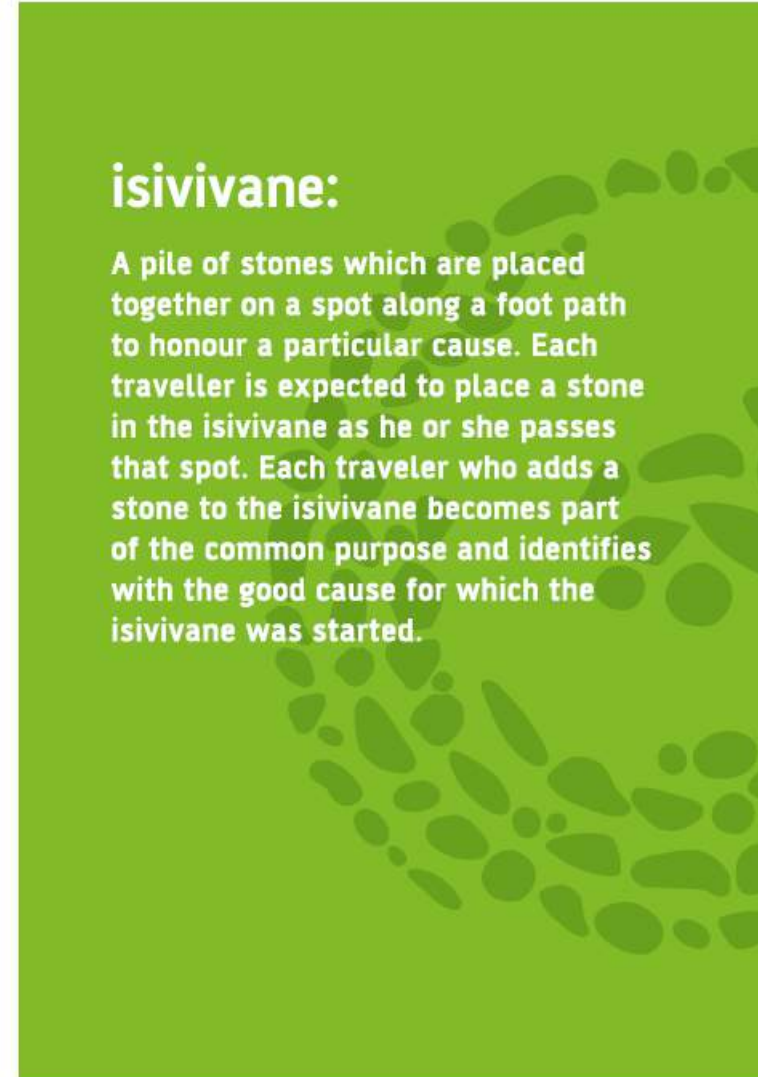
FINANCIAL

AID CAMPAIGN

2016 - 2026



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isivivane:

A pile of stones which are placed together on a spot along a foot path to honour a particular cause. Each traveller is expected to place a stone in the isivivane as he or she passes that spot. Each traveler who adds a stone to the isivivane becomes part of the common purpose and identifies with the good cause for which the isivivane was started.

Pull up – Independent Banners

Option 1c – Stand alone independent banners

2 PULL-UP BANNERS

1500 X 2150 mm



isivivane fund 

STUDENT

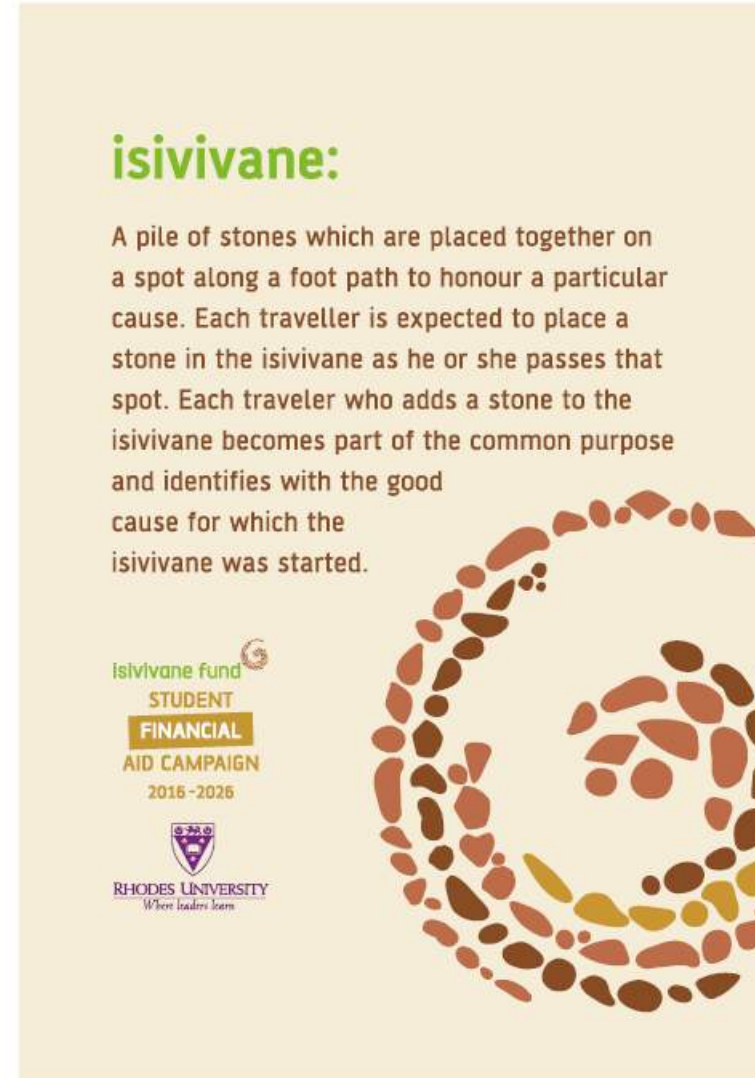
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3. GRAND OPENING BANNER - CREATIVE OPTION I

Grand Opening Banner

Option I

GRAND OPENING BANNER

4 X 1 m



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4. TELESCOPIC BANNER - CREATIVE OPTION I

Telescopic Banner

Option I

4 TELESCOPIC BANNERS

Large 4000 x 620 mm



5. BIG PICTURE OF CREATIVE OPTION I

THE BIG PICTURE

Look 1

Choose a solution where the designs form part of a cohesive look.



Option 1

Option 1a

Option 1b

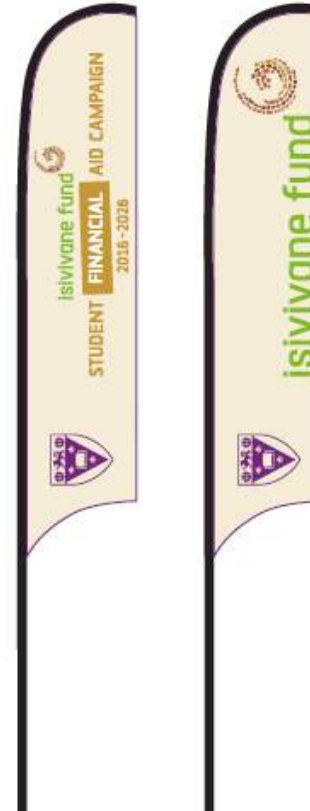
Option 1c

Pole Banner 1

Pole Banners 2-5



Grand Opening Banner
Option 1



4 x Telescopic Banner
Option 1
repeat designs

2 x Pull Up Banners



Option 1a



Option 1b



Option 1c

DESIGN DIRECTION 2



6. POLE BANNERS - CREATIVE OPTION 2

Pole 1 – Main Banner Option 2



5 POLE BANNERS
650 X 1.8



Pole banners based on the
image selected:

Pole 2 -5: Option 2

5 POLE BANNERS
650 X 1.8



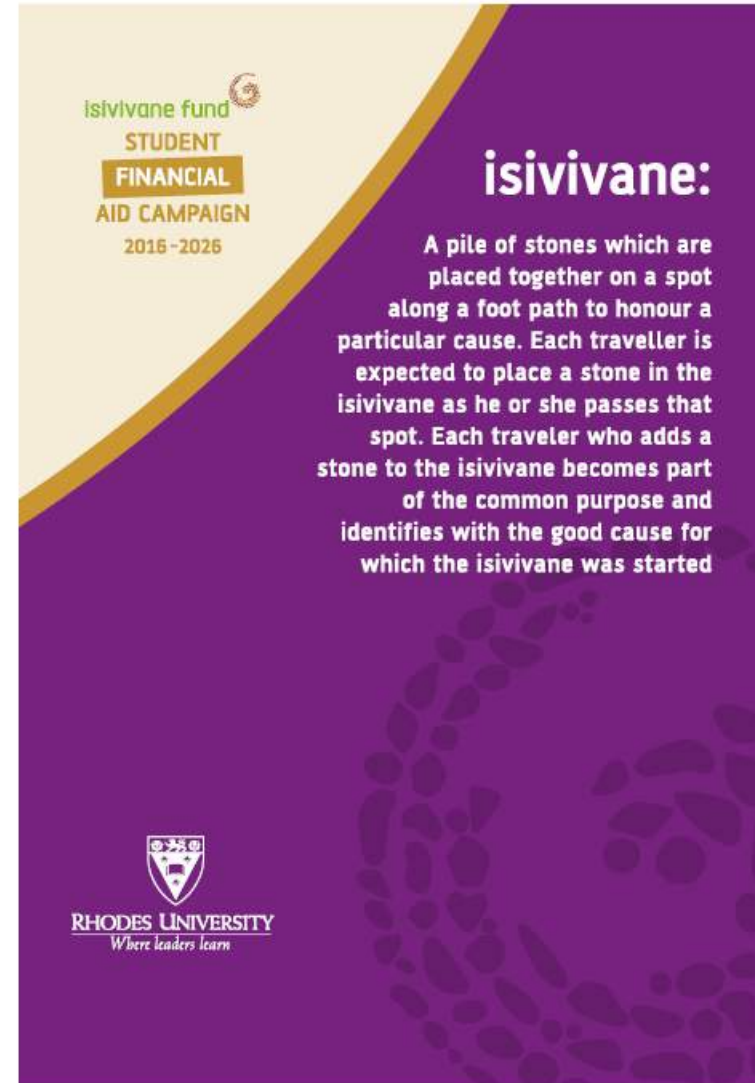
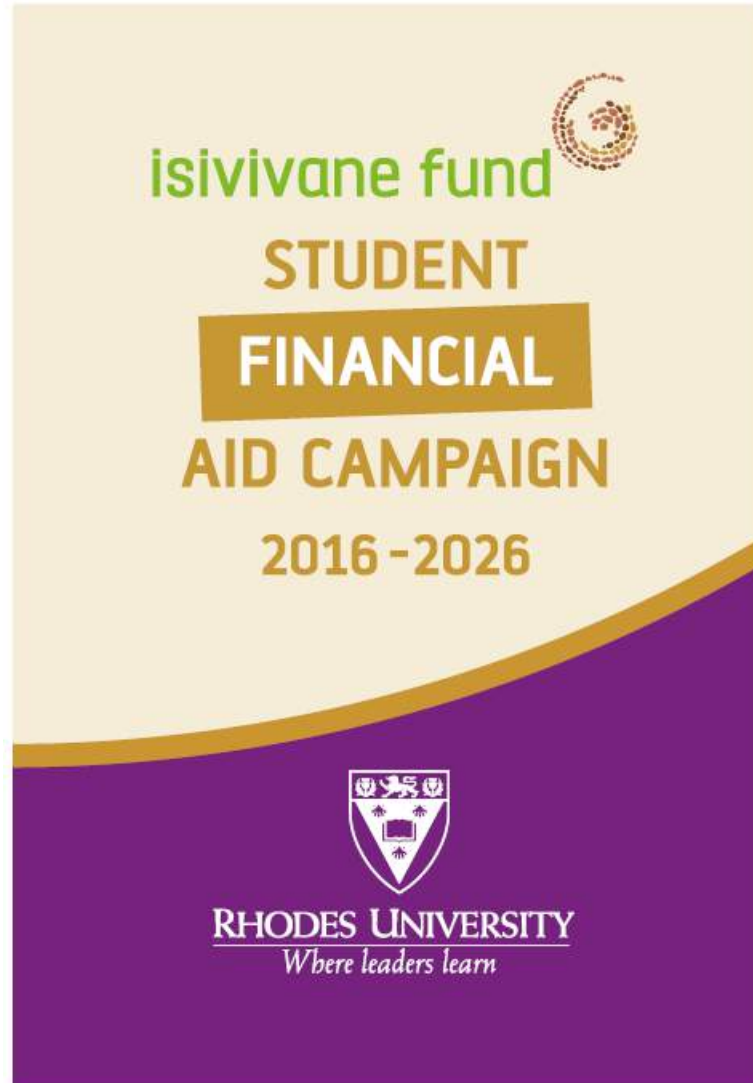
7. PULL UP BANNER - CREATIVE OPTION 2

Pull up Banner

Option 2

2 PULL-UP BANNERS

1500 X 2150 mm



8. GRAND OPENING BANNER - CREATIVE OPTION 2

Grand Opening Banner

Option 2

GRAND OPENING BANNER

4 X 1 m

The banner features a purple background on the left and a light beige background on the right. On the purple background, the Rhodes University crest is at the top, followed by the text "RHODES UNIVERSITY" and the motto "Where leaders learn". Below this, "OFFICIAL LAUNCH" is written in white between two horizontal lines. On the beige background, the "isivivane fund" logo is at the top right. The main text "STUDENT FINANCIAL AID CAMPAIGN" is centered, with "FINANCIAL" in a dark brown box. Below it, the dates "2016 - 2026" are displayed.


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OFFICIAL LAUNCH

isivivane fund 

STUDENT **FINANCIAL** AID CAMPAIGN

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9. TELESCOPIC BANNER - CREATIVE OPTION 2

Telescopic Banner

Option 2

4 TELESCOPIC BANNERS

Large 4000 x 620 mm



10. BIG PICTURE OF CREATIVE OPTION 2

THE BIG PICTURE

Look 2

Choose a solution where the designs form part of a cohesive look.



Option 2

Pole Banner 1



Option 2

Pole Banners 2-5



Grand Opening Banner
Option 2



4 x Telescopic Banner
Option 2
repeat designs

2 x Pull Up Banners



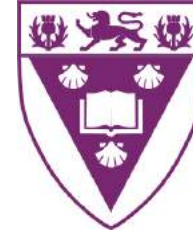
Option 2

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from you...**

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