



**UNIVERSITY OF
MPUMALANGA**

Creating Opportunities

Office of the Vice-Chancellor

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TO WHOM IT MAY CONCERN

It gives me pleasure to act as a referee to Design@Bay.

My engagement with Design@Bay started in 2009 in my capacity as the Deputy Vice-Chancellor: Research and Engagement at the Nelson Mandela Metropolitan University (NMMU). Design@Bay's services were procured to assist the Research Portfolio with the development and production of the Research Report.

Design@Bay took strong initiatives to redesign and restructure the document to emphatically demonstrate the expansive research output from the University. Design@Bay conceptualized and developed the report's content and graphics, and enhanced the document with visuals and graphics. They were instrumental in the design and production of the research report for next three consecutive years.

It is due to Design@Bay's excellent service and superior products and innovative designs that in 2014 the University of Mpumalanga approached Design@Bay to assist the institution with the development of marketing and communication strategies and tools. The aim is to establish a strong brand footprint for the UMP in the South African Higher Education arena.

Through the various marketing and communication tools and collateral, the university has been able to develop number of national and international partnerships along with its stakeholder engagement locally.

Mbombela Campus (Main Campus)

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Design@Bay is providing the following services to the University of Mpumalanga:

- 1. Strategic design, in support of the institutional marketing focus.**
- 2. Design, Layout, Editing and production of high quality branded marketing and communication publications and collateral;**
 - **Brochures for use in national and international fairs**
 - **Newsletters, e-newsletter, e-mailable newsletter.**
 - **Below the line collateral**
- 3. Electronic marketing products: Content development and management of university's website and social media platforms**

The service provided by Design@Bay is very professional.

Please feel free to contact me if more information is needed.

A handwritten signature in black ink, appearing to read 'Thoko Mayekiso'.

Prof Thoko Mayekiso
Vice-Chancellor