THE NEW PALETTE FOR MEMORIAL.
THE OLD PALETTE.

Primary Colour Palette

- PMS 202
  - C/10 M/97 Y/61 K/48
  - R/130 G/36 B/51
- PMS Cool Gray 10
  - C/38 M/29 Y/20 K/28
  - R/97 G/99 B/101
- Black
  - C/0 M/O Y/0 K/100
  - R/35 G/31 B/32

Secondary Colour Palette

- PMS 117
- PMS 398
- PMS 5773
- PMS 5507
- PMS 5425
- PMS 422
- PMS 408
- PMS 5503
- PMS 126
- PMS 3985
- PMS 5625
- PMS 5487
- PMS 5405
- PMS 424
- PMS 410
- PMS 5483
THE OLD PALETTE.
THE NEW PALETTE.
THE NEW PALETTE.

SECONDARY PALETTE ("POP" COLOURS)

PRIMARY PALETTE

UNIVERSITY COLOUR
THE NEW PALETTE.

THIS BRAND
IDENTITY USES
TWO COLOURS

Full screen ahead.
Explore the web on the go with a touchscreen phone.

Add Bundle 20 and get UNLIMITED web
PLUS an additional $50 off select phones.

Tiny device, huge return.

Get Internet anywhere with the ultra compact
dial-up Wireless Connect® 597i USB modem:
Get extra $10 off TELUS High Speed Internet service
when you add a TELUS Internet plan. This promotion is valid
while supplies last. Contact your local TELUS dealer
for more information.

All in.
Still thin.

1.3 megapixel camera phone
Integrated Bluetooth technology
MID/SD slot accepts
Wireless Highspeed (EDGE)
THE NEW PALETTE.

THIS BRAND IDENTITY USES NO COLOUR

Undecided.

UM Computer Showcase | Michigan Union
U-Go's | Pierpont Commons
www.apple.com/students

Whatever your major, iPod will be your favorite college companion.

The Ultimate Party Favor.

UM Computer Showcase | Michigan Union
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Make the new MacBook Pro your favorite college companion.
THE NEW PALETTE.

iPad 2
Thinner. Lighter. Faster.
FaceTime. Smart Covers. 10-hour battery.
PRIMARY PALETTE.

- Warm Grey 6
- Black
- Warm Grey 8
- White
- Cool Grey 7
- Cool Grey 10
- 202
- Black
PRIMARY PALETTE.

Used as basic colours.
PRIMARY PALETTE.

▶ Used as basic colours.
▶ Can be used as backgrounds or blocks of colour.
PRIMARY PALETTE.

EXAMPLE OF PRIMARY PALETTE BEING USED AS BACKGROUNDS AND BLOCKS OF COLOUR.
PRIMARY PALETTE.

- Used as basic colours.
- Can be used as backgrounds or blocks of colour.
- Can be shades of the solid*. 

* EXCEPT 202, which must always be 100%.


PRIMARY PALETTE.

- Used as basic colours.
- Can be used as backgrounds or blocks of colour.
- Can be shades of the solid*.
- ‘Corporate’ materials use only primary palette.

* EXCEPT 202, which must always be 100%.
for One Hour... of One Day... in One Year...

REMEMBER
it’s the sacrifice YOU can make for those who sacrificed their lives for you!

REMEMBER
One Hour, of One Day, in One Year...

CEREMONY OF REMEMBRANCE
Friday, Nov. 9, 11a.m. - Noon
Reid Theatre
Arts and Administration Building
Everyone is welcome to join us for a light food and beverage reception following the event.

Please join members of the Memorial University community in the annual

EXAMPLES OF ‘CORPORATE MATERIALS’ USING ONLY PRIMARY PALETTE.
WHAT DOES IT TAKE TO BE THE SECRETARY OF THE BOARD OF REGENTS AT MEMORIAL UNIVERSITY?

A multi-faceted person, capable of supporting the diverse work of the university's top governing body — from orienting new members, to co-ordinating meetings around the province, to creating and managing voluminous board records.

Join us to salute a real gem!

Eleanor Bennett retires this month after 37 years of service to Memorial University, most of them in the Office of the Board of Regents. Colleagues and friends are invited to celebrate her contributions to Memorial at a retirement reception.

DATE/TIME: Thursday, June 26, 3-6 p.m.
LOCATION: Junior Common Room, R. Gushue Hall
PARKING: Lots around Gushue Hall
RSVP: rsvp@mun.ca

Donations towards a retirement gift for Eleanor are gratefully accepted. Please forward your contribution by June 20 to Roxanne Kean, Marketing & Communications, rkeans@mun.ca, 737 8662.

IN CELEBRATION OF THE HOLIDAYS
Gary & Teresa Kachanoski
cordially invite you and your guests to attend a reception in their home

Devon Place, 3 Forest Road
St. John's, NL

Recognizing the busy schedules surrounding the holidays, the Kachanoskis offer you an opportunity to select your preferred date:

Saturday, Dec. 11, 2010
2 – 4 p.m.

or

Sunday, Dec. 12, 2010
2 – 4 p.m.

Reply requested by Tuesday, Dec. 7, 2010, to 709 864 6706 or rsvp@mun.ca. Please indicate your preferred date and whether you will be accompanied by a guest.

For this occasion, permission has been granted to park in the Bell Aliant parking lot, off Forrest Road.
CLARET (202)
CLARET (202)

Must always be used at 100%.
CLARET (202)

- Must always be used at 100%.
- **Not** a secondary colour, and does not follow rules of secondary colours.
CLARET (202)

- Must always be used at 100%.
- Not a secondary colour, and does not follow rules of secondary colours.
- Can be used as text colour.
Headlines

New name and new director for Office of Research

The Office of Research, a unit reporting to the vice-president (research), has a new director and a new name. Dr. Marilyn Rose is the director of the Office of Research Services whose primary function is to serve as a liaison between faculty members and numerous funding organizations.

[Read More...]

Genetically-engineered salmon makes best inventions list

A genetically-engineered salmon produced at Memorial University has been named one of the 50 best inventions of 2010 by Time magazine. These controversial Atlantic salmon grow twice as fast as wild fish, and have been making headlines recently as the U.S. Food and Drug Administration gets closer to approving it as the first transgenic animal for human consumption.

[Read More...]

Events

- Jewelry Sale
  - Starting silver jewelry with the Canadian Cancer Society/Definitive Race for sale in the atrium at the Arts building.

For more news and events go to: Events on Today.mun.ca

Announcements

- Cancellations
  (Updated: Dec 3, 2010)
- Computer and power outages
  (Updated: Dec 18, 2010)

EXAMPLE OF CLARET USED AS TEXT.
SECONDARY PALETTE.
SECONDARY PALETTE.

Used for marketing materials, as “pop” colours, which can accompany primary colours.
SECONDARY PALETTE.

EXAMPLE OF POP COLOUR, COMBINED WITH PRIMARY BACKGROUND.

IT'S A HIGH HONOUR—and richly deserved—for two of Memorial’s finest. The Royal Society of Canada (RSC) named two university research professors as Fellows of the Society this past year. Sean Brosnan, the former head of the Department of Biochemistry in the Faculty of Science, who is cross-appointed with the Faculty of Medicine, and Patrick Parfrey, of the Faculty of Medicine, were inducted in the fall of 2007. It was the first time that professors of biochemistry or medicine at Memorial had been named to the RSC, and a major highlight in the illustrious careers of both researchers—who emphasize that their awards reflect the outstanding contributions of their Memorial colleagues, students and collaborators. Sean’s work has focused largely on how the body digests and absorbs the amino acids in protein, and an early discovery—that amino acids can preserve organs for transplantation—has proved highly influential over the years. Never a “trophy collector”, Sean says he was still thrilled on receiving this award. “It really is the one honour I would have wanted,” he adds. “When someone puts the mantle on you, it means something, and this particular one means a lot.” Pat’s early focus—on clinical epidemiology—continues to this day, growing to include patient-related outcomes in nephrology, genetic diseases and health care delivery. He says the honour was totally unexpected. “Being recognized by your peers is quite gratifying, but also unexpected, as doctors and physicians aren’t commonly recognized as scientists,” he notes. Proof that, sometimes, the good guys do win.
SECONDARY PALETTE.

- Used for marketing materials, as “pop” colours, which can accompany primary colours.

- Maximum of 2 pop colours per spread, but only 1 can be used as a background or block of colour*.

* Except in the case of charts and graphs. More than 2 colours may be used. Also, when colours are used to section a document, contents pages can list these colours.
Imagine you’re in a new country, learning a new language, discovering a different culture and you need a doctor. How do you begin? Two medical students wondered what that must be like for the refugees who come to Newfoundland and Labrador, and decided it was an unnecessary stress. Their question led to the formation of the MUN Med Gateway project. Overseen by Drs. Pauline Duke, Fern Brunger and Gerard Farrell in the Faculty of Medicine, this student-run project works with the Association of New Canadians to bring refugees through the first stages of our health care system. The first- and second-year med students work with translators to take a complete medical history. Then they write a more detailed report about the patient and send that along to an available doctor. This volunteer program is now one of the most critical entrance points for new Canadians, opening the door to a healthier future.

*threshold*

**n.** 1. The entrance to a house or building; the boundary of a region. 2. The point just before a new situation, period, etc. begins. “The Gateway program brought me across the threshold.”
NINE TO FIVE IS NICE WORK if you can get it. Just ask anyone employed in a part-time, non-permanent job with few benefits. Gordon Cooke knows all about it. The assistant professor in the Faculty of Business Administration was co-investigator on an in-depth study of labour market information published in Statistics Canada’s Perspectives on Labour and Income. Gordon and his colleagues at McMaster University and the University of Guelph mined StatsCan’s national Workplace and Employee Survey database to learn more about people employed in non-standard work arrangements. He said it was no surprise to learn that these people earn less per hour, have fewer benefits and are less likely to receive a pension. As well, lower-paid workers are less likely than higher-paid workers to receive employer-provided training. Again, not a surprise. Within this lower-paid, lower-educated group, however, the study found that females have less access to training than comparable males. This does not imply that employers are blatantly discriminating, Gordon says. Rather, it indicates that females are over-represented in poor-quality employment, where employers are least likely to provide training. Is there a solution to this societal ill? “We don’t think employers should be forced into a quota system,” he says. “However, if public policy measures were introduced that contained incentives for training, such as tax credits, women would automatically benefit from the resulting increase in training because they are already over-represented in poor-quality work.” That’s an idea worthy of promotion.
financials

UNIVERSITY OPERATIONS
EXPENDITURES BY FUNCTION
2008-09

73% Academic $227,000,000
5% Library $16,000,000
3% Student services $9,000,000
9% Facilities management $27,000,000
4% Computing and communications $11,000,000
10% Administration $30,000,000
-4% Other expenditures -$9,000,000

Note: Other expenditures show a negative balance due to a reduction in the Employee Future Benefits expenditure as a result of an increase in the discount rate. The actual expenditure for the year was $14.8 million.
THE BRAIN OF A ZAGGER.

OK, we admit it. This is not a real brain, and this stuff is just a wild guess. If we could really see your brain content in detail, we’d be able to convert it to code and text it to your friends. (Or enemies!)

But hang on — what we DO know is that there are a few quirks featured in that interesting brain of yours that make you unique. And we know it because we see it all the time.

In short, truly understanding how a zagger thinks is pretty much impossible, and also, it goes against who you really are. How can anyone predict how someone else is going to think, anyway — especially someone with such a fertile mind?

Which inevitably means, in the end, we expect you may sometimes take the path less travelled, which is more than OK with us.
USED FOR MARKETING MATERIALS, AS “POP” COLOURS, WHICH CAN ACCOMPANY PRIMARY COLOURS.

- Maximum of 2 pop colours per spread, but only 1 can be used as a background or block of colour.*

- Backgrounds or blocks of colour using secondary colours must always be at 100%^.
  Text should also be at 100%, but shades can be used sparingly.

* Except in the case of charts and graphs. More than 2 colours may be used. Also, when colours are used to section a document, contents pages can list these colours.

^ Except in the case of charts and graphs. Shades may be used.
Literary
LONDON
A Harlow Program
SEPTEMBER TO DECEMBER 2011

Join professor Don Nichol and celebrated actor, director and writer Mary Walsh as they share their passion for literary London, satire and the theatre.

COURSES TO INCLUDE:
British Drama in Performance
Introduction to Creative Writing – Satire
London Foundling Literature
British Literature from 1750 to 1790

INTERESTED?
For further details, please contact:
Dr. Don Nichol, Room A 3013,
dnichol@mun.ca, 864 8064
leadership

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Sept. 1, 2008 – Aug. 31, 2009

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(to September 2008)
Shona Perry-Maidsment
(Effective June 2008)

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MANAGING DIRECTOR
Canadian Centre for Fisheries Innovation
Carey Bonnell

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Memorial University Recreation Complex Inc.
Anne Richardson

PRESIDENT AND CEO
C-CORE
Dr. Charles Randell

PRESIDENT AND CEO
Genesis Group
David King

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Memorial University Recreation Complex Inc.
Anne Richardson

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C-CORE
Dr. Charles Randell

PRESIDENT AND CEO
Genesis Group
David King

DIRECTOR/GENERAL MANAGER
Memorial University Recreation Complex Inc.
Anne Richardson

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Dr. Charles Randell

PRESIDENT AND CEO
Genesis Group
David King

EDITOR
Newfoundland Quarterly
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Judy White
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Tina Pardy
Secretary

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Tina Pardy
Secretary

PRESIDENT’S REPORT 2009 | 83

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EXAMPLE OF USING SHADES OF PUP COLOURS SPARINGLY.
<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>MUN CREDIT RECOMMENDED</th>
<th>MINIMUM GRADE REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthropology (Higher) (Standard)</td>
<td>Anthropology 1031</td>
<td>4</td>
</tr>
<tr>
<td>Biology (Higher) (Standard)</td>
<td>Biology 1001, 1002, Biology 1001</td>
<td>4</td>
</tr>
<tr>
<td>Business (Higher) (Standard)</td>
<td>Business Administration 1000 + three unspecified credit hours, Business Administration 1000 + three unspecified credit hours</td>
<td>4</td>
</tr>
<tr>
<td>Chemistry (Higher) (Standard)</td>
<td>Chemistry 1050, 1051, Chemistry 1010, Chemistry 1011, Chemistry 1010</td>
<td>6</td>
</tr>
<tr>
<td>Computer Science (Higher) (Standard)</td>
<td>Evaluated on an individual basis</td>
<td>4</td>
</tr>
<tr>
<td>Economics (Higher) (Standard)</td>
<td>Economics 2010, 2011, 2010 + three unspecified credit hours (2nd year level), Economics – three unspecified credit hours (2nd year level)</td>
<td>4</td>
</tr>
<tr>
<td>English (Higher)</td>
<td>English 1080, 1001</td>
<td>4</td>
</tr>
<tr>
<td>Environmental Systems (Standard)</td>
<td>Environmental Science 1000</td>
<td>4</td>
</tr>
<tr>
<td>French (Higher) (Standard)</td>
<td>French 1500, 1501, French 1500</td>
<td>4</td>
</tr>
<tr>
<td>Geography (Higher)</td>
<td>Geography 1050, 2011, 2012 + three unspecified credit hours (1st year level)</td>
<td>4</td>
</tr>
<tr>
<td>German (Higher)</td>
<td>German – six unspecified credit hours (3rd year level)</td>
<td>4</td>
</tr>
<tr>
<td>History (Higher) (Standard)</td>
<td>History – six unspecified credit hours (2nd year level), History – three unspecified credit hours (2nd year level)</td>
<td>4</td>
</tr>
<tr>
<td>Information Technology in a Global Society (Standard)</td>
<td>Computer Science – three unspecified credit hours (1st year level)</td>
<td>4</td>
</tr>
<tr>
<td>Mathematics (Higher) (Standard)</td>
<td>Math 1000, 1001, No credit – Permission granted by Department to allow direct entry into Math 1000</td>
<td>4</td>
</tr>
<tr>
<td>Music (Higher) (Standard)</td>
<td>Music 1120, 2012 + four unspecified credit hours (1st year level), Music 2012</td>
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<tr>
<td>Philosophy (Higher) (Standard)</td>
<td>Philosophy – six unspecified credit hours</td>
<td>4</td>
</tr>
<tr>
<td>Physics (Higher) (Standard)</td>
<td>Physics 1020, 1021</td>
<td>4</td>
</tr>
<tr>
<td>Psychology (Higher) (Standard)</td>
<td>Psychology 1000, 1001 + three unspecified credit hours, Psychology 1000, 1001</td>
<td>4</td>
</tr>
<tr>
<td>Spanish (Higher) (Standard)</td>
<td>Spanish 1000, 1001, Spanish 1000</td>
<td>4</td>
</tr>
<tr>
<td>Theatre (Higher)</td>
<td>Six unspecified credit hours (1st year level)</td>
<td>4</td>
</tr>
<tr>
<td>Visual Art</td>
<td>Evaluated on an individual basis</td>
<td>4</td>
</tr>
</tbody>
</table>

EXAMPLE OF EXCEPTION TO THE RULE OF SHADING POP COLOURS AS BACKGROUNDS. GRAPHS CAN USE SHADES OF BACKGROUNDS.
PALETTE-ABLE POINTERS.

› Photography can add colour.
EXAMPLE OF PHOTOGRAPHY ADDING TO COLOUR.

ANSWERS
GENERAL QUESTIONS • CAMPUS CARD • LEADERSHIP PROGRAMS
LOCKERS • LOAN DISTRIBUTION • LISTSERV • CO-CURRICULAR RECORD

STUDENT SUCCESS PROGRAMS
If you can't tell people where you've been, do you know where you're going? How is that for a major brain insult in the vast landscapes of Labrador, where aboriginal place names are hard to track down, not only because of the distance between them but also because many elders have passed on without sharing their knowledge with a younger generation. For a group of linguists including Margaret MacKenzie, Peter Artige and José Wilholt, validating and finding a common spelling for the places in Labrador became a quest. The result: the first comprehensive cultural website devoted to names, photos and stories about Innu places. Assisted by funding from Margaret's CURA project, Pëpamuteqë Kitinnuap (as we walk across our land) is a tremendous collection of information that researchers have gathered over the past 30 years. See the power in names at www.innuplaces.ca.

PALETTE-ABLE POINTERS.
PALETTE-ABLE POINTERS.

➢ Photography can add colour.

➢ When using yellow as text, use a darker yellow. Be careful knocking text out of the lighter yellows.
There’s always a buzz around Memorial, but this spring it reached a pitch we’ve seldom heard. We topped Canada’s Top 50 Research Universities list for research funding growth. Since 2002 Research Infosource cited that our research income grew by 116.7 per cent. Big news? You bet. But we’re not content to stop there. Which is why when we reported earlier this year on our research successes, we told the world this was the start of something big. After all, to stop there would be nothing short of a buzz kill. And if our lexicon leaves you with only one impression about this place, let it be this: there’s always something to talk about here. Something different. Something exciting. Something distinctly Memorial.
PALETTE-ABLE POINTERS.

- Photography can add colour.
- When using yellow as text, use a darker yellow. Be careful knocking text out of the lighter yellows.
- This colour palette is versatile. Your work can be subtle and subdued, or incredibly loud and bright!
PALETTE-ABLE POINTERS.

➢ Photography can add colour.

➢ When using yellow as text, use a darker yellow. Be careful knocking text out of the lighter yellows.

➢ This colour palette is versatile. Your work can be subtle and subdued, or incredibly loud and bright!

➢ Give your audience a breather. Don’t go mad with colour.
PALETTE-ABLE POINTERS.

EXAMPLE OF TAKING BREAKS WITH COLOUR.

We invite the most creative, daring, and, dare we say, outspoken students to come to Memorial. The challenge is letting them know that we value their unique perspectives. That’s where the faculty—we call them zaggers—step in. We invite high school students to send us their videos, taking TV personality Rick Mercer’s unique approach to self-expression. We value the creative spirit of zaggers, students who make a sharp change of direction in their thinking. At 22, he’s one of the three youngest PhD students in the country. Matthew, a gamer and designer, hopes to change the way people view games specifically designed as learning tools. An avid video gamer and designer, Matthew hopes to create more sophisticated games that challenge people to learn without considering the educational benefits of all that fun. A slight of hand for the mind, wizardry.

Wizardry

n. 1. The art, skill, or practice of magic. 2. Magic as a person or an activity. 3. An instance of agreement or harmony. 2. Coming together to work or act. "Did you hear they’re starting a walking club with the wellness centre in St. John’s?"

Unison

n. 1. A hard to describe influence or quality, an important character or unknown consequence. 2. "That genetic discovery… pure x-factor at work."

x-factor

n. 1. A hard to describe influence or quality, an important character or unknown consequence. 2. "That genetic discovery… pure x-factor at work."

yaffle

n. 1. To the art of education. "Holy power in the classroom."

Zaggers

n. 1. Those who make a sharp change of direction in their thinking. 2. Bringing together to work or act. "Did you hear they’re starting a walking club with the wellness centre in St. John’s?"

Venturers
Photography can add colour.

When using yellow as text, use a darker yellow. Be careful knocking text out of the lighter yellows.

This colour palette is versatile. Your work can be subtle and subdued, or incredibly loud and bright!

Give your audience a breather. Don’t go mad with colour.

Try not to grow bored. Working with one brand can be challenging when you’re using the same fonts, rules, and colour palette. Break it up by taking different approaches.
PALETTE-ABLE POINTERS.

EXAMPLE OF ONE DESIGNER'S APPROACH TO COLOUR.
PALETTE-ABLE POINTERS.

EDUCATION THAT ISN’T OLD SCHOOL.
Say goodbye to the chalkboard. Say hello to enhanced classroom technology, differentiated instruction and distance education.
mun.ca/education

EDUCATION THAT ISN’T OLD SCHOOL.
Say goodbye to the schoolmarm. Say hello to enhanced classroom technology, differentiated instruction and distance education.
mun.ca/education

EDUCATION THAT ISN’T OLD SCHOOL.
Once upon a time, there were sleepyheads. But nowadays, there’s an entirely new way to learn, with enhanced classroom technology, differentiated instruction and distance education.
mun.ca/education