<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A MESSAGE FROM THE PRESIDENT</td>
<td>4</td>
</tr>
<tr>
<td>ABOUT VISUAL IDENTITY</td>
<td>7</td>
</tr>
<tr>
<td>OUR LOGO</td>
<td>11</td>
</tr>
<tr>
<td>TAGLINE</td>
<td>27</td>
</tr>
<tr>
<td>ADDITIONAL ELEMENTS</td>
<td>31</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
<td>43</td>
</tr>
<tr>
<td>STATIONERY</td>
<td>51</td>
</tr>
<tr>
<td>COLOUR PALETTE</td>
<td>71</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>83</td>
</tr>
<tr>
<td>TEMPLATES</td>
<td>89</td>
</tr>
<tr>
<td>PRINT AND WEB APPLICATIONS</td>
<td>97</td>
</tr>
<tr>
<td>LICENSING, TRADEMARKS AND MERCHANDISE</td>
<td>105</td>
</tr>
<tr>
<td>CEREMONIAL MARK</td>
<td>111</td>
</tr>
</tbody>
</table>

For more information on brand standards, please contact:

MARKETING & COMMUNICATIONS
709 864 6706
marcomm@mun.ca

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A MESSAGE FROM
THE PRESIDENT

I am pleased to present Memorial University’s revised brand standards.

First released in 2007 as part of the new institutional brand and updated in 2017, this latest edition of brand standards is the most comprehensive to date. A supporting document of our Visual Identity Policy, these standards are designed to help individuals, divisions, departments, schools and faculties use our various brand elements in order to present a consistent ‘look and feel’ in all of our communications.

Memorial’s brand reflects the idea of transformation – that Memorial offers the freedom to explore and experience your ingenuity. It is inspired by the raw beauty of the province, by our ingenuity in thriving in challenging circumstances, by the unique educational experiences we offer and by freedom, for Memorial was built in homage to fallen war heroes and embraces at its core the spirit of freedom. In other words, Memorial is the natural place for people and ideas to become.

Our brand captures and expresses this singular, exciting idea about Memorial that engages our audiences, enhances our profile and reputation, and advances the university’s position locally, nationally and internationally. It is critical that we present the brand in a unified way that speaks clearly, and that we tell our story consistently, compellingly and collectively. Our institutional logo, a key element of the brand, is a legally registered mark of our university and it must be rendered accurately and used appropriately. Other elements, such as standard layouts and colours, also help achieve visual coherence in our materials.

These standards aim to cover most situations commonly encountered. But, of course, the standards document cannot predict every potential use and the work of creating additional templates and brand tools is ongoing. If you have questions or comments, please contact the Division of Marketing and Communications. As the unit responsible for administering integrated marketing and visual identity, they will be glad to assist you.

Gary Kachanoski
President and Vice-Chancellor
ABOUT VISUAL IDENTITY

Symbols play an important role in the universal language of visual communication and comprehension. The role of the symbol in our daily lives has become increasingly important, and every day we encounter symbols that communicate messages without the use of words.

The term visual identity describes the visible elements of a brand; the colour, form and shape that encapsulates and conveys those meanings and emotions that cannot be expressed in words alone.

A strong, consistent visual identity reinforces the image of Memorial University within the province, throughout Canada and around the world.

The foundation of an organization’s visual identity is a symbol or logotype. It is more than mere decoration — it is a carefully defined and developed representation of the spirit of the organization.

APPLYING THE VISUAL IDENTITY SYSTEM

Memorial’s name, logotype, varsity logo and acronyms are legally registered trademarks and may only be used with permission.

Under the university’s Visual Identity Policy, Marketing & Communications is charged with administering Memorial’s visual identity system.

For more information on the policy, consult the university’s Policy and Procedures at www.mun.ca/policy/site/az.php or contact the executive director of Marketing & Communications.

USING THESE BRAND STANDARDS

This manual provides the technical information required to ensure that the visual identity of Memorial University of Newfoundland is used consistently and uniformly. Visual identity includes a number of key elements that reflect the brand strategy adopted by the university in 2006:

- Logo
- Tagline
- Typography
- Visual elements (colour palette, design layouts, photography)
- Ceremonial and other marks

It is critical that each time the public comes in contact with the university the identity is communicated in consistent visual terms, whether it is portrayed on signage, departmental letterhead or the web.

To ensure correct usage of Memorial’s marks, refer to this manual and use only approved artwork.

Most typical applications of the visual identity are covered in this manual. However, if you have other questions, please contact Marketing & Communications at 709 864 6706 or marcomm@mun.ca.
OUR LOGO

The modern Memorial University logo reflects and expresses the university as a place of strength, a place of vision, a place to explore. Memorial is a place where people transform and become. Adopted in 2006, it is the university’s main mark for most usages.

The logo is a registered trademark for the exclusive use of Memorial University of Newfoundland. For more information, see section on Licensing, Trademarks and Merchandise (page 105).

ABOUT THE LOGO

The institutional logo communicates the university’s brand positioning — we offer the freedom to explore and experience your ingenuity — as well as signaling that we are a university for 21st century explorers. The logo sets Memorial apart visually from other universities.

The logo bears the wording Memorial University in all caps, the common usage form of the university’s official name which highlights the institution’s origins as a living war memorial. The logo is rendered in the university’s official colours, claret, grey, and white. Claret was drawn from the colours of the Royal Newfoundland Regiment. The typography is modern and bold, rendered in all caps, suggesting strength of purpose.

The name is partially embedded in a bold, iconic shape, suggestive of a rock face, cliff or iceberg — elements evocative of our location. This iconic shape also suggests the rocky base of the caribou commemorative monuments that mark our war memorials in various parts of the world. Most importantly, the logo suggests many aspects of the Memorial University experience: transformational (the shape is rough, then smooth), unique (particularly among Canadian universities), modern (in typography and style) and memorable.

The logo is adaptable to many uses; it reproduces clearly in small sizes, in many materials such as embroidery for clothing, and in many formats such as for the web.
THE CEREMONIAL MARK

The ceremonial mark is used for high profile ceremonial events such as convocation, degree certificates, official transcripts and Remembrance Day activities, as well as for other items, such as special greetings scrolls from the Senate, the Board of Regents or the office of the President.

Other circumstances may warrant using this mark. Uses other than those listed above may occur only with written approval from the Marketing & Communications.

For more information on the ceremonial logo and its appropriate uses, refer to page 111.

SUBSIDIARY LOGOS

While the logotype is the main identifier for the university, several other marks are also included in the visual identity system. These include the logo developed for the varsity athletic teams, the Sea-Hawks, and a few logos approved for use by some university units. In all applications, these subsidiary logos become a secondary institution signature and must be used in conjunction with the university logotype. A subsidiary logo may appear no larger than the university logo. For more information on subsidiary logos, contact Marketing & Communications via email at marcomm@mun.ca.

OTHER MARKS

Only marks approved by Marketing & Communications may appear on university materials, both in print and online. To apply for approval of a unit mark, contact Marketing & Communications via email at marcomm@mun.ca, with a proposal and an attached sample of the proposed mark. All requests will be reviewed and a response relayed to the applicant.
GENERAL GUIDELINES FOR USE OF THE LOGO

The logo should appear on a white or light background to ensure clear visibility. The logo should never be incorporated into text or used in conjunction with other graphic elements except as noted in these brand standards.

The university logo is to appear on all communications and marketing materials, in any format, produced by or for Memorial University.

Placement of the logo has been predetermined for most Memorial materials. Refer to these brand standards for application examples.

When reproducing the logo, always use the official artwork from the electronic files provided at www.mun.ca/marcomm/brand/standards/logos. The elements of the logo are fixed and should never be redrawn or altered in any way. The claret block and name, MEMORIAL UNIVERSITY, are a single unit. These elements may not be used separately as design elements. The Memorial University name is set in a modified Avenir font. No other font may be substituted. No elements can be added to the logo other than as specified in these brand standards. The logo is custom drawn. Do not attempt to recreate this artwork.

SAFETY ZONE

A minimum space must be maintained around the logo to set it apart from other graphic elements. This safety zone should be equal to the height of the left side of the claret block. In general the logo should have significant white space around it and not be crowded by other elements.
MINIMUM SIZE

Minimum width of the logo is 15 millimetres (0.59 inches). This is based on the width of the claret block.

For advice on optimal size for your project, please contact Marketing & Communications via email at marcomm@mun.ca.

MAXIMUM SIZE

There is no required maximum size; however, the logo is to be used only as an insignia, and not as a graphical element or illustration. Use discretion when deciding its size in relation to the artwork. Please refer to the samples throughout this guide.

The logo is not to be used as a watermark.

OPTIMUM FILE TYPE AND USAGE

Electronic files containing various electronic and design formats of the logo are provided at www.mun.ca/marcomm/brand/standards/logos. When scaling the logo over 10 per cent of its original size, please use the EPS files. The EPS files are built using vector graphics and as such will scale without distortion to type or graphic elements.

For PowerPoint, use a PNG file, and for web, use JPEG files. Logos saved in PNG format are capable of supporting transparent backgrounds in PowerPoint.

For print work using InDesign or Quark, where images have not been scaled more than 10 per cent, please use the JPG or EPS files where possible. A WMF format is provided for word processing programs.

LOGO COLOURS

The logo colours are Pantone (PMS) 202 for the claret block and PMS Cool Grey 10 for the word UNIVERSITY. The logo can also be printed in four-colour process, black or white. It can be also knocked out of a solid dark background. On mid-range background colours where the PMS Cool Grey 10 will not show clearly, the word UNIVERSITY may be knocked out (rendered in white). If the logo isn’t clear on your artwork, please contact the Marketing & Communications via email at marcomm@mun.ca for an alternate version.

In single colour reproduction, it is recommended that the ink be claret, black or grey. If this is not possible, the logo may be printed in the chosen ink. It is recommended that, where possible, the logo remain positive and sit on a white background. Gradated backgrounds are not recommended.

The four-colour process breakdown for the claret block is cyan 0, magenta 100, yellow 61 and black 43. The four-colour process for the word UNIVERSITY is cyan 61, magenta 53, yellow 48, black 19.

For screen and web applications the RGB-colour breakdown for the claret block is red 134, green 38, blue 51. The RGB-colour process breakdown for the word UNIVERSITY is red 99, green 102, blue 106.

RESPONSIBILITY

Anyone using the logo has an obligation to ensure that it is used exactly in accordance with the conditions set out in these standards. If you are unclear about the use of the logo, please contact Marketing & Communications. The division has the authority to review any use of the logo. Inappropriate and incorrect uses will not be permitted.
Logo colours

PMS 202
C0 M100 Y61 K43
R134 G38 B51

PMS Cool Grey 10
C0 M0 Y0 K0
R99 G102 B106

White
C0 M0 Y0 K0
R255 G255 B255

Black
C30 M30 Y20 K100
R35 G31 B32

Logo on light background, and mid- to dark-range backgrounds.

Black and white knock-out, and one-colour knock-out are permitted.
USES

In order to preserve the integrity and consistency of presentation of the logo, it must be used as specified in this guide.

The following examples of how the logo should not be used can provide some further clarity on this.

01/ The logo is a standalone design, not words or parts of a statement, and must appear separate from other elements in all applications. For example, it should not be placed in a box or circle.

02/ The logo may not be used within a sentence, phrase or headline.

03/ No words or images should crowd, overlap, or merge with it, neither should it be placed on a photo or design that obscures the words.

04/ When reducing or enlarging the logo, ensure the proportions are not distorted. It may not be stretched out of proportion in either direction.

04/ Use the shift key when resizing the logo (or anything, for that matter) to maintain proportions.
USES

05/ Combining the logo or signatures with other logos or designs not authorized by Marketing & Communications is prohibited.

06/ The logo may not be cropped; it must be used in its entirety.

07/ The logo should not be rotated or tilted, except by special approval on promotional and specialty items.

08/ The logo is a registered trademark and must not be altered. For example, it cannot be

- shaded/gradated
- shadowed
- screened
- used in outline form
- filled with a texture or photo.

Do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo. Original files are available at www.mun.ca/marcomm/brand/standards/logos/memorialslogo or by contacting Marketing & Communications.
TAGLINE

The tagline become reinforces the message that Memorial University is a place to change, to grow, to become. It is used on specific kinds of communication that reflect this brand message, and may be used only when deemed appropriate and authorized by Marketing & Communications.

The become tagline is rendered in a modified American Typewriter font. No other font may be substituted. The tagline must always appear in lowercase letters.

GENERAL GUIDELINES FOR USE OF THE TAGLINE

The elements of the tagline are custom drawn and fixed, and should never be redrawn or altered in any way. The approved artwork files are available from Marketing & Communications.

RESPONSIBILITY

Any authorized user has an obligation to ensure that the tagline is used in accordance with the conditions set out in this guide. If you are unclear about the use of the tagline, please contact Marketing & Communications via email at marcomm@mun.ca. Marketing & Communications has the authority to review any use of the tagline. Inappropriate and incorrect uses will not be permitted.

MINIMUM SIZE

Where the tagline is used with the logo, the minimum size of the logo and tagline is 15 millimetres (0.59 inches) wide. The minimum size for the tagline is 7.3 millimetres (0.287 inches) wide. In instances where the tagline and logo are separate, use discretion on the size of the tagline.

TAGLINE COLOURS

The tagline always prints as solid black except in cases where the Memorial logo is reversed out of a solid. In this case, the tagline will also be white.

MINIMUM SPACE

The distance from the logo to the tagline is the height of the letter M in Memorial.

MINIMUM SPACE - TAGLINE COLOURS

Nothing should appear within the safety zone.

The safety zone is equal to the height of the left side of the claret block. When logo and tagline are used together, the safety zone should extend below the lowest point of the combined unit.

Minimum size of the logo is 15mm (0.59in) measured horizontally – slightly smaller than the Canadian penny.

Minimum size of the become tagline is 7.3mm (0.287 in) measured horizontally. You could fit two of the become taglines horizontally inside the Canadian penny.
ADDITIONAL ELEMENTS
ADDITIONAL ELEMENTS

The Memorial logo may appear with the faculty/division name as an additional graphic element.

In the case of dark backgrounds, the additional element may be reversed out in white. Black is only an option when your artwork is in black and white.

Approved artwork files are available from Marketing & Communications. For more information, email marcomm@mun.ca.

SUB-BRAND LOGO VARIATIONS

There are two versions of the sub-brand logo:

1. The **STANDARD** version uses a unit’s full name and is to be used as the faculty/division’s version of the institutional logo. This version is good for letterhead, formal documents, invitations and anything that requires a formal logo.

2. The **ALTERNATIVE** version that has “Faculty of” removed is best used for marketing materials and for times you want the faculty name or a department name to stand out. Examples of when to use this ‘less formal’ logo would be brochures, advertisements, posters, videos, and other promotional materials.

Official documents, e.g. letterhead, require the standard formal logo. Either the formal or the alternative version can be used on most everything else, depending on audience and purpose of the materials. All logos come in .eps, .jpg and .png formats.
Option 02/ ALTERNATIVE sub-brand logo (with short faculty/unit name)

ALTERNATIVE sub-brand logo text LEFT, CENTRED, RIGHT

STANDARD sub-brand logo examples

HUMANITIES AND SOCIAL SCIENCES
Archeology

ARCHAEOLOGY
Humanities and Social Sciences
GEOGRAPHIC ELEMENTS

It is acceptable to use one of the following geographic elements. The font must always be in Avenir Roman, all caps, and tracked out at least 100 points. When placing under the logo, the text must be right justified with the logo.

In the case of dark backgrounds, the additional element may be reversed out in white. Black is only an option when your artwork is in black and white.
Full colour positive and reversed out logo options with geographical element
TYPOGRAPHY

The primary typefaces to be used are Avenir and Adobe Garamond. These typefaces have been selected to complement the new logo and to bring enhanced consistency to communications and marketing materials.

Avenir is a sans serif typeface and Adobe Garamond is a serif typeface. Both are suited for headers and sub-headers. Avenir is ideally suited for brief content, such as the text sections in this document, whereas Adobe Garamond should be used for body copy where enhanced readability is needed, such as large amounts of text. These fonts can be used together or separately depending on the requirements. All weights may be used.

If you would like the Avenir or Adobe Garamond font packages for your computer, submit a request here: www.mun.ca/marcomm/intake/index.php.

ACCEPTABLE SUBSTITUTIONS

In electronic formats such as PowerPoint presentations, web and email, Avenir and Adobe Garamond may be replaced by Arial and Times.

For internal communications such as office memos, letters and address labels, Arial and Times are also acceptable.
TYPOGRAPHY GUIDELINES

• Avoid using many different sizes and weights of type together.
• Upper and lower case letters should be used consistently.
• Avenir may be used in both all caps and/or in upper and lower case.

2012 PRESIDENT’S REPORT

Avenir in all caps

CONSEQUAT LABORTIS DOLOR

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Avenir may be used in both all caps and in upper and lower case.

2012 President’s Report

Avenir in upper and lower case

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Garamond in upper and lower case

CONSEQUAT LABORTIS DOLOR

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Garamond may only be used in upper and lower case, and not in all caps.

2012 President’s Report

Garamond in all caps
STATIONERY

The logo is used on university letterhead, envelopes, business cards and other stationery items. Refer to the following pages of these brand standards for examples of stationery designs available from Printing Services, Department of Financial and Administrative Services. If other materials or formats are desired, please request via www.mun.ca/marcomm/intake/index.php.

Requests for stationery must be made through Printing Services, Department of Financial and Administrative Services. All stationery will be produced in accordance with university stationery specifications for design and paper stock. To order stationery, visit www.mun.ca/printandmail/filesubmission.php.

Personalized stationery is not available.

Examples shown are smaller than actual size.
LETTERHEAD

The logo should always appear at the top left of the page. The letter M in Memorial is used as a spacing guide. Letterhead uses the colours PMS 202 (claret) and PMS Cool Grey 10.

SUBSIDIARY LOGOS

An approved subsidiary logo may be placed at the bottom left-hand corner of the page. The logo may not exceed the width of the Memorial logo and must sit 15 millimetres (0.79 inches) from the bottom of the page.

Subsidiary logos are not carried on envelopes, business cards or other stationery items. For more information on subsidiary logos, including the approval process, contact Marketing & Communications via email at marcomm@mun.ca.

LETTERHEAD BODY COPY

Correspondence may be composed using Avenir and Adobe Garamond. If these fonts are not available, Arial or Times may be used instead.

Example shown is smaller than actual size.

Subsidiary logos

Logo may not exceed the width of the Memorial logo.

Composition should not exceed 50mm (1.97in) from the edge of the page when a subsidiary logo exists.

Letterhead logo placement

LETTERHEAD BODY COPY

Correspondence may be composed using Avenir and Adobe Garamond. If these fonts are not available, Arial or Times may be used instead.

Example shown is smaller than actual size.

Logo may not exceed the width of the Memorial logo.

Composition should not exceed 50mm (1.97in) from the edge of the page when a subsidiary logo exists.

Letterhead copy

Composition should begin 50.5mm (2in) from the top of the page.

Right margin equals 15mm (0.59in)

Composition should not exceed 15mm (0.53in) from the edge of the page.

Left margin equals 16mm (0.63in)

Composition should begin 50.5mm (2in) from the top of the page.

Month, Date, XXXX

Mr. John Smith

Company Name

Street Address or P.O. Box

Town, Prov.  A1B 2C3

Dear John,

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qui nos est, sum quam quaestium int.

We look forward to seeing you!

Sincerely,

Jessica Brown

Lorem ipsum dolor sit amet...
ENVELOPE

ENVELOPE (9X12 AND OTHER SIZES – RECYCLED FIBRE)

The logo should always appear at the top left of the envelope. The address appears below the logo as shown in the sample on page 54.

Example shown is smaller than actual size.

Special envelope layouts may be permitted but are considered on a per-case basis. Requests for special envelope printing should be directed to the Division of Marketing & Communications via www.mun.ca/marcomm/intake/index.php.

Envelope body copy should be composed using Avenir and Adobe Garamond. If these fonts are not available, Arial or Times

Envelope composition

Envelope front

Envelope back
BUSINESS CARDS

The standard business card is two-sided. There are multiple style options to choose from when selecting your business card, left or centre-aligned version, and the option to select PMS 202 (claret), PMS Cool Grey 10, or a pop-colour for the background colour on the back of the card.

There is also a business card design for use with two languages or two organization affiliations (see pages 64–65).

Memorial University business cards are available for graduate students, and may be ordered and paid for only through their academic units. The student card is intended to provide a professional introduction for students while they are attending conferences, conducting research or are otherwise representing the university. Units will determine if a requestor is a registered graduate student and decide if they will cover card costs or back charge the student. Student cards may be ordered through the online template from Printing Services, following the same process as for ordering all other stationery products.

Cards are not available for undergraduate students.

Please visit www.mun.ca/printandmail/filesubmission.php to order your business card.
Business card composition OPTION 2

Short version

JOHN SMITH PhD
TITLE
Memorial University of Newfoundland
Faculty/Unit Name
Building Name A0000
T 709 864 9999 M 709 725 9999
john@mun.ca

Long version

ENGLEBERT HUMPERDINK PhD
TITLE
Memorial University of Newfoundland
Faculty/Unit Name
Specific Department Name
Building Name A0000
T 709 864 9999 M 709 725 9999
F 709 864 2222 F 709 999 9999
shumperdink@med.mun.ca

Alternate colour options for card back

PMS 202 (claret)

PMS Cool Grey 10

Pop colour

Pop colour options
The sample designs show placement of the logo on some commonly used items.

In some cases, items are pre-printed and available for purchase through Printing Services. Please contact them for product availability. The items shown are a representation of types of stationery products. Other items can be created/adapted from these basic templates as needed. For unique stationery items, submit your request via www.mun.ca/marcomm/intake/index.php.

Examples shown are smaller than actual size.

Note paper (example smaller than actual size): Also used as menu paper. Also available in card stock.
Compliments card: With our compliments may be replaced with other text such as Announcement or Thank you.

Font: Avenir Black
Size: 24pt
Colour: PMS 202

Place card
146mm (5.75in)
138mm (5.43in)
58mm (2.28in)
108mm (4.25in)

Font: Avenir Light
Size: 21pt
Colour: PMS 202

Conference folder
329mm (12.9in)
229mm (9in)
305mm (12in)
COLOUR PALETTE

The colour palette is broken down into three parts: the university colour, the primary palette, and the secondary palette. Combined, they create a unique and dynamic look and feel that differentiates Memorial from other institutions. It is important, however, to use these palettes correctly, in order to create a well-branded final product.

The following is a list of the rules around the use of these colours.

UNIVERSITY COLOUR

Pantone 202, otherwise known as claret, is labelled as the university colour. It is the official colour for the Memorial University logo (along with Pantone Cool Grey 10). It follows the rules of the primary palette (below), with the following exceptions:

• Pantone 202 must always be used at 100 per cent. It cannot be a screen of the colour.
• It is not a secondary colour, and does not follow rules of secondary colours.
• It may be used sparingly in all applications, as an accent or text colour, but may only be used as a background or large field of colour on ceremonial or institutional materials (e.g. Remembrance Day collateral, invitations from the president’s office, convocation materials, stationery, etc.).
University colour as accent and text.

Primary colour as a background on ceremonial material.

PRIMARY PALETTE

The primary palette presents the basic colours of the overall university palette. The following are rules around usage:

- Colours from the primary palette can be used as background colours.
- Colours from the primary palette can be screens of the solid.
- Ceremonial or formal institutional materials are restricted to using the primary palette only. Secondary colours may not be used when creating these materials.
**SECONDARY PALETTE**

The secondary palette consists of 12 pop colours. The following are rules around usage:

- The secondary colours are mainly to be used for marketing materials, as an accompaniment to the primary palette.

- A maximum of two pop colours are allowed per spread (a spread being two or more pages side by side, web page, a poster, etc.), but only one pop colour can be used as a background colour.*

- Background colours using secondary colours must always be used at 100 per cent. Text should also be used at 100 per cent, but screens can be used sparingly. See examples at the end of this section.

* More than two colours may be used in the case of charts and graphs, and when labelling sections.

^ Screens may be used as fill in the case of charts and graphs.
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. This 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, the 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 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. The student program is now seen as the most critical entrance points for new Canadians, opening the door to a healthier future.
The following diagrams indicate the CMYK, RGB, and Hexadecimal equivalents for the Pantone colours used in Memorial’s palette. The RGB and HEX colours listed are for web and screen use only. Please use only Pantone (spot) or CMYK (process) colours for print.

### Primary colour palette

**Cool Grey 7**
- C: 43
- M: 35
- Y: 35
- K: 1
- R: 151
- G: 153
- B: 155
- HEX: #97999B

**Cool Grey 10**
- C: 61
- M: 53
- Y: 48
- K: 19
- R: 99
- G: 102
- B: 106
- HEX: #63666A

### Secondary colour palette

**Rhodamine Red**
- C: 5
- M: 97
- Y: 1
- K: 0
- R: 225
- G: 0
- B: 152
- HEX: #E10098

**Orange 021**
- C: 0
- M: 82
- Y: 100
- K: 0
- R: 255
- G: 80
- B: 0
- HEX: #FFB81C

**Purple**
- C: 34
- M: 88
- Y: 0
- K: 0
- R: 187
- G: 41
- B: 187
- HEX: #BB29BB
PHOTOGRAPHY

Photography plays a large role in continuing to build Memorial’s brand, to tell the story of Memorial. When used for marketing materials, photographs should be carefully chosen to reflect the brand in composition, colour and tone.

Memorial’s brand photos have a raw intensity that captures the Newfoundland light and environment — subdued, moody, ethereal, intense, dramatic. Shadows are cool and deep, while highlights are bold and punchy. The bright colours in the colour palette work well in contrast with the moodiness of these photos.

When considering composition, angles and facial expressions should be unusual, unexpected, candid. A shallow depth of field should be used when shooting a subject. Please refer to the samples for clarification.

If you wish to avail of the library of photographs for general use, or arrange a photo shoot, submit a request here: www.mun.ca/marcomm/intake/index.php.
Photography samples: people in action

Photography samples: portraits
TEMPLATES

Templates have been developed to provide an easy-to-use, cost-effective and on-brand solution to ongoing marketing needs, such as presentations, posters, invitations, email signatures, brochures and other regularly used marketing tools. The templates have been designed to provide choice and flexibility, including a variety of formats, colours and designs, with and without photography, depending on your requirements. The templates and instructions on how to use them are available for download at:

www.mun.ca/marcomm/brand/standards/templates/

Certain marketing products are available via Print-on-Demand (POD) through the Printing Services website. The POD items have limited variables and are designed to bring consistency to frequently-used products.

Please adhere to the brand standards, style guide, colour palette, publications policy, visual identity policy and printing policy when preparing your artwork.

Sample PowerPoint templates

Sample poster template (example smaller than actual size)
A standard layout for employment and tender advertising has been supplied to local newspapers. Promotional display advertising must exemplify the innovation and creativity of the Memorial brand. A templated, standardized approach is not desirable or acceptable. For assistance with promotional advertising, please submit your request via www.mun.ca/marcomm/intake/index.php.

All advertising should clearly display the Memorial logo in a suitable format as outlined on pages 6–10 of this manual.
DEPARTMENT OF PROFESSIONAL MANAGEMENT

ASSISTANT DIRECTOR, DEVELOPMENT AND RENEWAL

Memorial University invites applications from qualified persons for the position of Assistant Director, Development and Renewal. The position is located in St. John’s, New Foundland and Labrador. It is a full-time position. The position, effective fall 2023, is salary competitive with unique geographic location and flexible.

Reporting to the Director, the Assistant Director is a key member of the Division of Student Success and Renewal team. The Assistant Director will lead and manage the team responsible for the operational planning and management of the suite of development programs and initiatives across Memorial University. The Assistant Director will be responsible for providing strategic direction and direction of these design, development, and implementation of program initiatives. The Assistant Director will also work closely with staff in the Division of Student Success and Renewal and the Office of Communications to ensure the successful implementation of programs and initiatives.

Responsibilities include:
- Leading the development, implementation, and evaluation of all major development initiatives
- Developing and implementing strategic plans for the suite of development programs and initiatives
- Providing strategic and operational leadership to the team of development professionals
- Establishing and maintaining effective communication and collaboration with internal and external partners
- Ensuring compliance with all relevant policies and procedures

Qualifications:
- A Master’s or Doctoral degree in a relevant field
- Significant experience in development and renewal
- Strong leadership and management skills
- Excellent written and oral communication skills

Salary:
- Competitive with unique geographic location and flexible

Applications and/or inquiries should be directed to:

David G. Bussey, Director of Student Success and Renewal

Applications will be accepted until October 15, 2023.

www.mun.ca
PRINT AND WEB APPLICATIONS
PRINT APPLICATIONS

The following print samples embody the Memorial look and feel. Layout is clean and uncluttered, the colour palette is appropriately used and photography is on brand.

Sample pop-up banner

Annual report

snowboarding

The sport of moving across snow on a small board using the body’s movement for direction and balance. shifting balance

Your feet are locked in position. You have no poles for stability. It’s just you, the board and the hill. Strength and power will help you with endurance — this can be a rough ride. But it’s even more important to have a keen sense of the conditions, and know how to shift your balance, and when.

nehraz Mahmud is watching an entire country shift its balance. A doctoral student in Memorial’s Department of anthropology, Ms. Mahmud recently received a prestigious Trudeau Scholarship to support her study of gender discrimination in property inheritance in Bangladesh. Under this country’s traditional shariah law, a woman customarily would inherit only half as much as a man. However, in March 2011, the government approved a national Women’s Development Policy that women would now get equal access to and control over inherited property.

As a Trudeau scholar, Ms. Mahmud will receive up to $180,000 to investigate the extent of access to inherited property that Muslim women in Bangladesh now have and how they use it. She’ll also explore how Muslim men and women of different generations view this change to women’s rights, as well as the theological, cultural and institutional barriers the country faces in implementing an equal rights policy.

In many cultures and countries, women have had to fight for equal rights. Ms. Mahmud hopes her research will help strengthen their case in the struggle for equality in property rights in Bangladesh.
WEB APPLICATIONS

Memorial’s website design includes variations for the main page, campus sites, academic departments, administrative units, marketing sites, events/centres/groups and affiliates of the university.

The “common look and feel” specifications for the web are available at: www.mun.ca/marcomm/units/wcs/

The following are examples of the web design options.
Web banners

LEARNING ABROAD

DON'T SCARE IN CASE OF EMERGENCY

THE INNOVATORS

mun.ca hub page

Memorial University welcomes applicants of all ages from Newfoundland and Labrador, other areas of Canada, and around the world. Whether you are in high school preparing for your next steps, a high school graduate who is ready to start your degree, or someone who is interested in starting a graduate diploma, master's degree or doctoral program, you will find everything you need to know about the application and admission process here.

Undergraduate

Are you a student looking to start or complete an undergraduate degree? At Memorial, you can...
LICENSING, TRADEMARKS AND MERCHANDISE
LICENSING AND TRADEMARKS

A trademark is a word, symbol or design, or a combination of these, used to distinguish the goods or services of a person or organization from the goods or services of others in the marketplace.

University trademarks appear on a great variety of items, from T-shirts to graduation rings. It is Memorial’s policy to regulate the use of its name, trademarks and official visual identity. This ensures that the university is consistent in the use of its trademarks and presents a unified identity that is easily recognized by the public.

COMMERCIAL LICENSING

As outlined in our Visual Identity Policy, Memorial licenses vendors through a non-exclusive agreement to produce products bearing its marks. In return for permission to use the marks, vendors sign a licensing agreement for a small fee. Manufacturers or other potential commercial licensees should contact the manager of the University Bookstore for more information, 864 7440.

PRODUCT DESIGN FOR LICENSED GOODS

Memorial’s marks are used in a variety of creative ways on a wide array of products for sale in the University Bookstore and other stores. Certain products carry the university logo while others bear the acronym MUN or the varsity sports team logo. A degree of design flexibility in line with current fashion trends and marketing considerations is permitted.

NON-COMMERCIAL USE

MERCHANDISE

The following are examples of branded merchandise. It is recommended that, where possible, the full colour logo be used. If this isn’t possible, please follow the rules in the Our Logo section (page 11).

When the logo is being used as a crest on a shirt, it should appear on the left side of the chest or on the top of the sleeve. The logo should be no more than 102 millimetres (4 inches) in width.
CEREMONIAL MARK
MEMORIAL UNIVERSITY CEREMONIAL MARK

The coat of arms wordmark combines the university’s traditional coat of arms, designed in 1949 by alumnus Robert Horwood, and a wordmark adopted in 1995 that uses a modern rendering of traditional serif type. It may only be used for high profile ceremonial purposes such as convocation, degree certificates, official transcripts, Remembrance Day activities and for other special uses such as ceremonial greetings from the Senate, the Board of Regents, or the Office of the President.

Other circumstances may warrant using the mark. Permission for uses other than those listed above may be requested from Marketing & Communications via www.mun.ca/marcomm/intake/index.php.

The ceremonial mark is not to be altered in any way other than re-sizing. High resolution vector files, in Pantone or CMYK colour, are available on request. As the marks are for ceremonial use only, they are available only for colour reproduction.

COLOURS

Pantone spot colours should be used whenever possible, given the important nature of ceremonial documents.
CEREMONIAL MARK FORMATS

The ceremonial mark is available in two formats:

01/ Horizontal, a uniform height version with a minimum width of 38mm (1.5in) (see diagram) and a safety zone on all sides.

02/ Vertical, stacked version with a unique graphic : wordmark ratio. The width of the coat of arms is one-half of the width of the wordmark, and is centred over the wordmark. Preferred placement for this version is top centre of a document. The safety zone is indicated in the diagram.

GENERAL GUIDELINES FOR USE OF THE CEREMONIAL MARK

The mark must appear on a white or light background to ensure clear visibility. The mark should never be incorporated into text or used in conjunction with other graphic elements, except as noted in this brand guide.

Placement of the mark has been predetermined for most Memorial materials. For more information please contact the Division of Marketing & Communications via www.mun.ca/marcomm/intake/index.php.

The ceremonial logo is a registered trademark of Memorial University and may not be altered in any way or used for purposes other than listed herein without written permission from the Division of Marketing & Communications.
MINIMUM SIZE

HORIZONTAL FORMAT

Minimum width of the mark is 38 millimetres (1.5 inches). This is based on the width of the entire mark. To ensure legibility, do not use a width smaller than this minimum. There is no maximum size.

VERTICAL FORMAT

Minimum width of the mark is 28 millimetres (1 inch). This is based on the width of the entire mark. To ensure legibility, do not use a width smaller than this minimum. There is no maximum size.

File formats are available for download as TIF, EPS and JPG, in Pantone spot colour and CMYK. Please contact Marketing & Communications via www.mun.ca/marcomm/intakes/index.php to request a graphic file.

SYMBOLISM OF THE ARMS

The arms of Memorial University have as their central element a cross moline, which is a fitting symbol for an institution dedicated to the memory of soldiers from this province who died during the First and Second World Wars. The cross is the supreme symbol of sacrifice and its anchor-shaped ends signify the hope that springs from devotion to a good cause. The wavy bars above and below allude to the maritime setting of the university, while the three books in the upper part of the shield are a reference to its educational role.

The motto Provehito in Altim (launch forth into the deep) captures the spirit of the adventure of learning and urges students to extend the frontiers of knowledge.

Claret and white, derived from the cross of St. George, were the colours of the Royal Newfoundland Regiment during the First World War. Red is a symbol of courage and sacrifice, white is the colour of purity, and gold is associated with nobleness and magnanimity. While paying tribute to the bravery of the soldiers of Newfoundland, these colours remind all that courage tempered with mercy can be enlisted in the service of pure and noble causes.

Excerpted from the program of the Ceremony for the Presentation of the Coat of Arms to Memorial University of Newfoundland. Friday, Sept. 18, 1992.
For more information on brand standards, please contact:

MARKETING & COMMUNICATIONS
709 864 6706
marcomm@mun.ca