TABLE OF CONTENTS

- A MESSAGE FROM THE PRESIDENT ........................................ 4
- ABOUT VISUAL IDENTITY .................................................. 7
- OUR LOGO ........................................................................... 11
- TAGLINE ............................................................................. 27
- ADDITIONAL ELEMENTS .................................................. 31
- TYPOGRAPHY ................................................................. 39
- STATIONERY ...................................................................... 47
- COLOUR PALETTE ............................................................. 63
- PHOTOGRAPHY ............................................................... 75
- TEMPLATES ......................................................................... 81
- PRINT AND WEB APPLICATIONS ...................................... 89
- LICENSING, TRADEMARKS AND MERCHANDISE ........... 97
- CEREMONIAL MARK ........................................................ 103

For more information on brand standards, please contact:

MARKETING & COMMUNICATIONS
709 864 6706
marcomm@mun.ca

Copyright ©2013 Marketing & Communications
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 2008, 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 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 reflect the past five years of working with our various brand elements and 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.

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, the 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/finance/policies_procedures or contact the executive director of Marketing & Communications.

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 97).

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 pages 91-97.

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/monumentslogo. 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 Y67 K43
R134 G33 B51

PMS Cool Grey 10
C0 M50 Y0 K50
R99 G102 B106

White
c0 m0 y0 k0
r255 g255 b255

Black
C30 M20 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/memorials/logo or by contacting Marketing & Communications.
TAGLINE
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 SPACE

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

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 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.

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.

Minimum size of the logo and tagline is 15 millimetres (0.59 inches) wide.

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.

Nothing should appear within this 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 tagline is 7.3mm (0.287 in) measured horizontally.

Minimum space

minimum size

minimum space

minimum size

minimum size

nothing should appear within these safety zones.

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.

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.

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.

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.

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.

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.
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 never an option, unless your artwork is in black and white.

Approved artwork files are available from Marketing & Communications.

LOGO AND FACULTY/DIVISION NAME RELATIONSHIP

To maintain a consistent look across campuses, faculties, schools and divisions, the letter M from Memorial is used as a spacing guide. Two stacked Ms separate the logo from the faculty/division name. The height of the faculty/division name is the letter U from UNIVERSITY. These rules are fixed and the relationship between these items should never be altered. The faculty/division name is always set in PMS Cool Grey 10.

In the case of dark backgrounds, the faculty/division name may be dropped out in white. Black is never an option, unless your artwork is in black and white. Please refer to page 19 for cases of single colour reproduction. If you are unclear about whether a unit is considered a faculty, school or division, please contact Marketing & Communications via email at marcomm@mun.ca.

Marketing & Communications has the authority to review any use of the logo. Inappropriate and incorrect uses will not be permitted.
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 never an option, unless your artwork is in black and white.
Full colour positive and reversed out logo options with geographical element.
TYPOGRAPHY
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.

Contact marcomm@mun.ca to request copies of the Avenir font family or the Adobe Garamond font family for your computer.

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.
• 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

Ullamcorper consectetuer aliquip volupt at consequat autem aliquip hendrerit inure feug delenit vel dolore dolore accumet in. Minim ad, eu enim commodo sed, consectetuer nulla ut nulla facilis dignissim. Odio nulla accumet magna, veniam nulla nibh sed vero. Exem eris ad exeris vel dolor dignissim ut tatorium tincidunt, noturny veniam et duo.

Nibh erat et. Vel delenit illum sit suscipit wisi, ullamcorper hendrerit dolore tincidunt iust enim odio. Augue non nibh eitur delenit veniam ut, nostrud, voluptat, magna blandit nostrud proson suscipit ea vero nibh.

CONSEQUAT LABORTIS DOLOR

Ullamcorper consectetuer aliquip volupt at consequat autem aliquip hendrerit inure feug delenit vel dolore dolore accumet in. Minim ad, eu enim commodo sed, consectetuer nulla ut nulla facilis dignissim. Odio nulla accumet magna, veniam nulla nibh sed vero. Exem eris ad exeris vel dolor dignissim ut tatorium tincidunt, noturny veniam et duo.

Nibh erat et. Vel delenit illum sit suscipit wisi, ullamcorper hendrerit dolore tincidunt iust enim odio. Augue non nibh eitur delenit veniam ut, nostrud, voluptat, magna blandit nostrud proson suscipit ea vero nibh.
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 contact Marketing & Communications via email at marcomm@mun.ca.

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/printingservices/webservices.

Personalized stationery is not available.

Examples shown are smaller than actual size.
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.
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 email at marcomm@mun.ca.

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

The standard business card is two-sided. The logo should always appear on one side of the card, on the top left side. To maintain an open and accessible look, a margin of white space around the edge of the card is required. No type or graphics should bleed or go beyond the active white area shown here. The size of the active area is 6 millimetres (0.24 inches) from the edge of the card.

There is also a tent-style business card design for use with two languages or two organization affiliations (see page 58).

The business card uses the colours PMS 202 (claret) and PMS Cool Grey 10.

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.
Business card composition

The dotted line indicates the safety zone. No type should infringe into this area, which measures 6mm (0.24in) from the edge of the card.

Faculty/Division/Department/School/Building Name: avenir Heavy 8/10pt
Return space of 3 pt.
Address: avenir Roman 8/10pt.
E-mail/web address: avenir Roman 8/10pt.

The space relationship is measured from the bottom up, where the email and web address sit on the bottom left corner of the live area.

MEMORIAL UNIVERSITY

First Name Last Name, Credential

First Name Last Name, Credential

First Name Last Name, Credential

Business card composition for graduate students

no in-progress degrees

MUN email and MUN URL only

personal cell is approved

optional only for PhD students

optional

optional

no 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, requests must be submitted to Marketing & Communications for consideration.

Examples shown are smaller than actual size.
Compliments card:

With our compliments may be replaced with other text such as Announcement or Thank you.

Note paper (example smaller than actual size): Also used as menu paper. Also available in card stock.

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

146mm (5.75in)
108mm (4.25in)
38mm (1.5in)
108mm (4.25in)
152mm (6in)

Place card

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

146mm (5.75in)
108mm (4.25in)

140mm (5.5in)

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

140mm (5.5in)

Note paper: also used as menu paper. Also available in card stock.

Conference folder

Font: Avenir
Size: 24pt
Colour: PMS 202

329mm (12.9in)
329mm (12.9in)
229mm (9in)
305mm (12in)

60
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.).

**Primary palette**

- 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.).
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.

Primary colour used as background, and text.

Secondary colour as a background, and shade of colour as text.
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. 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 med students work with translators to take a complete medical history. They then write a more detailed report about the patient and send that along to an available doctor. The student-governed program is now seen as a must-crucial entrance point for new Canadians, opening the door to a healthier future.
COLOUR PALETTE EQUIVALENTS

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

| PMS 202 | C0 M100 Y61 K43 |
| R134 G28 B51 |
| HEX 826233 |
| Cool Grey 7 | C43 M35 Y35 K1 |
| R151 G153 B155 |
| HEX 97999B |
| Black | C30 M0 Y0 K100 |
| R85 G31 B32 |
| HEX 231F2F |
| Cool Grey 10 | C53 M53 Y68 K19 |
| R99 G102 B106 |
| HEX 63666A |
| Warm Grey 6 | C36 M35 Y18 K1 |
| R165 G156 B148 |
| HEX A9C9C4 |
| Warm Grey 8 | C45 M44 Y48 K7 |
| R140 G130 B121 |
| HEX BC6279 |

Secondary colour palette

| PMS 2736 | C100 M91 Y20 K0 |
| R187 G151 B177 |
| HEX 1E22AA |
| PMS 3275 | C99 M62 Y22 K0 |
| R0 G77 B152 |
| HEX 038998 |
| PMS 3120 | C99 M62 Y21 K0 |
| R0 G74 B199 |
| HEX 00AE77 |
| PMS 2947 | C99 M62 Y22 K0 |
| R0 G77 B151 |
| HEX 038998 |
| PMS 2727 | C21 M42 Y10 K0 |
| R114 G127 B256 |
| HEX 307FE2 |
| PMS 2726 | C100 M91 Y20 K0 |
| R187 G151 B177 |
| HEX 1E22AA |
| PMS 185 | C1 M100 Y92 K0 |
| R226 G0 B43 |
| HEX F4002C |
| Orange 20 | C1 M62 Y100 K0 |
| R254 G0 B0 |
| HEX FE8000 |
| Rhodamine Red | C5 M17 Y1 K0 |
| R255 G0 B152 |
| HEX 010098 |
| PMS 1235 | C3 M4 Y100 K0 |
| R255 G184 B39 |
| HEX FF881C |
| PMS 368 | C21 M7 Y100 K0 |
| R120 G190 B32 |
| HEX 78BE20 |
| Yellow | C3 M4 Y100 K0 |
| R255 G184 B39 |
| HEX FF881C |
| PMS 375 | C100 M91 Y20 K0 |
| R187 G151 B177 |
| HEX 1E22AA |
| PMS 396 | C34 M88 Y10 K0 |
| R187 G41 B177 |
| HEX BB2988 |
PHOTOGRAPHY
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 narrow 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 photoshoot, please contact Marketing & Communications at 709.864.6706 or marcomm@mun.ca.

Photography samples: landscapes
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.
ADVERTISING

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 contact Marketing & Communications via email at marcomm@mun.ca.

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

Sample employment ad

Sample tender ad
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.
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/web_content

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

We are preserving the history of the people
Dr. Marguerite MacKenzie
Head of Department of Linguistics

Learn about Dr. MacKenzie's project and other Memorial public engagement stories here

Facebook page

It's like Hogwarts for Muggles.
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.
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 email at marcomm@mun.ca.

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 email at marcomm@mun.ca.

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 email at marcomm@mun.ca 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 Altum (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