



IDENTITY GUIDELINES

VERSION 1 | Oct. 22, 2014

ABOUT WW100

Established as a memorial to those who lost their lives on active service during the First and Second World Wars, Memorial University draws inspiration from these shattering sacrifices of the past as we help to build a better future for our province, our country and our world.

This year marks 100 years since the beginning of the First World War. Memorial University's commemoration program for the one hundredth anniversary of the First World War is officially called WW100. Over the next five years, our WW100 program aims to commemorate, document and educate about the tragic conflict and the resulting legacy of the living memorial that is our university.

Often WW100 is referred to in context as Memorial University's WW100 commemoration program. Commemoration program is not part of the official name and therefore will not require capitalization.

The two Ws in WW100 are always capitalized.

In writing: WW100

Spoken: World War One Hundred

URL: www.mun.ca/WW100

THE LIVING MEMORIAL COMMEMORATION FUND

A fund has been established to support WW100 to encourage faculty, staff and students to develop their own commemorative projects. For more information on the fund, visit www.mun.ca/WW100/commemorationfund/

THE WW100 LOGO



The Living Memorial version of the logo will be used when there is other context referring to the university (e.g., the Memorial logo or a header citing the university's name).



When the commemorations logo is used in isolation the version of the logo using Memorial University should be used.

ABOUT THE LOGO

The logo features a stylized blue forget-me-not flower which was the traditional flower of remembrance in Newfoundland and Labrador as early as 1917. The centre of the forget-me-not is coloured claret, one of the university's official colours and one of the colours of the Royal Newfoundland Regiment.

The main text of the logo uses "WWI" to indicate the subject of the program and the associated "100" refers to the centenary of the commemoration. Claret is used for "WWI," again to emphasize the linkage between the university and the Royal Newfoundland Regiment colour. "00" is coloured black to emphasize the reflective nature of the commemorations.

LIVING MEMORIAL TAGLINE

Living Memorial is to be used as a tagline to reflect the significance of the First World War to the origins of Memorial University. The university is a living memorial to Newfoundlanders who had lost their lives on active service during the First World War.

The Living Memorial tagline will be used predominantly as part of the approved primary logo for WW100. It is to be capitalized only when referring specifically to the tagline. Do not capitalize, italicize or use quotations when referring to the university as a living memorial.

Living Memorial will be used in the logo when there is other context referring to the university (e.g. the Memorial logo). When the commemoration logo is used in isolation, the Living Memorial version can be replaced with Memorial University version.

WHEN TO USE (OR NOT USE) THE WW100 LOGO

Using the WW100 logo correctly will contribute to a consistent, unified identity for the commemorations program.

Use the logo if:

- There is a direct connection in your material to a WW100 commemoration activity. This could include:
 - Marketing and communication of WW100 events
 - Marketing and communication of academic programs directly connected or created as part of the commemoration activities
 - Promotion of events involving WW100 physical commemorations
 - Marketing and communication activities promoting WW100-related library, archives and resources

Do not use the logo if:

- There is no direct connection to the WW100 commemoration activities
- Events or activities have a peripheral connection to the WW100 commemoration program

Large university events such as Orientation, MUNdays, reunions, convocation, etc. may include sub-events or components that are directly connected to WW100. These sub-events or components may use the WW100 logo. However, for broader promotion of these events, the WW100 logo should not be used.

LOGO CONFIGURATIONS

HORIZONTAL



SQUARE



VERTICAL



THREE CONFIGURATIONS

There are three configurations of the logo: a horizontal version where the graphic and the wordmark are side-by-side; a vertical version where all the elements are stacked; and a square version where all the elements are stacked. In each version the logo must always sit in its containing shape (rectangle or square).

Both the horizontal and square versions are equally acceptable to use—please use the most appropriate for your layout. The vertical version is for use on flag poles, banners and banner bugs only.

SAFETY ZONE



IDENTITY SAFE AREA

The identity must always have a minimum space surrounding it that can be calculated by using the diameter of the graphic portion as shown above. This is a requirement for all versions of the logo. This space will allow the logo to breathe when surrounded by other elements.

IDENTITY COLOUR PALETTE



PMS 202
C0 M100 Y61 B43
HEX 862633



BLACK
C30 M20 Y20 B100
231F20



WHITE
FFFFFFFF



PMS 2727
C71 M42 Y0 B0
HEX 307FE2



PMS COOL GREY 10
C61 M53 Y48 B19
63666A

TYPOGRAPHY

The primary typefaces to be used are Avenir and Adobe Garamond. These typefaces have been selected to complement the WW100 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.

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.

PHOTOGRAPHY

The photography style is black and white with a cyanotype overlay. The result is an antique-style image with a blue/gray/cyan hue.



ALTERNATE VERSIONS OF THE LOGO | HORIZONTAL

COLOUR | LIVING MEMORIAL



BW | LIVING MEMORIAL



BW REVERSE | LIVING MEMORIAL



COLOUR | MEMORIAL UNIVERSITY



BW | MEMORIAL UNIVERSITY



BW REVERSE | MEMORIAL UNIVERSITY



ALTERNATE VERSIONS OF THE LOGO | VERTICAL

COLOUR | LIVING MEMORIAL



COLOUR | MEMORIAL UNIVERSITY



ALTERNATE VERSIONS OF THE LOGO | SQUARE

COLOUR | LIVING MEMORIAL



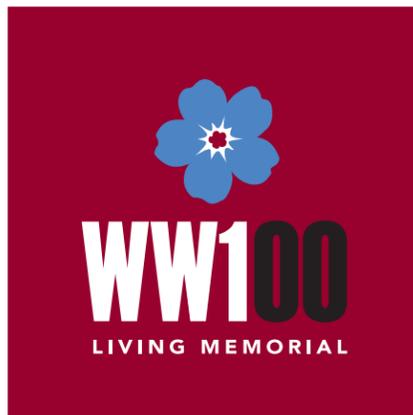
COLOUR | MEMORIAL UNIVERSITY



BW | LIVING MEMORIAL



BW | MEMORIAL UNIVERSITY



BW REVERSE | LIVING MEMORIAL



BW REVERSE | MEMORIAL UNIVERSITY



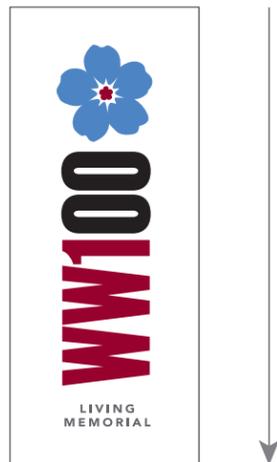
MINIMUM SIZES

HORIZONTAL



Minimum print size 1.5 inches wide
Minimum screen size 150 pixels

VERTICAL



Minimum print size 2.5 inches high
Minimum screen size 250 pixels

SQUARE



Minimum print size 1.5 inches
Minimum screen size 150 pixels

INCORRECT USE OF THE LOGO

The following examples depict **incorrect** use of the logo.



- Do not use logo without the containing shape (square or rectangle) —it is part of the logo.



- Do not delete any part of the logo.



- Do not distort the logo in any way.



- Do not alter the containing shape of the logo.



- Do not change the colour of any part of the logo beyond what is specified in these guidelines.

USING THE LOGO ON A BACKGROUND

The logo was designed to be used as a tab to come in from the side, bottom or top, and to sit centred in a layout. It must always remain in its containing shape (rectangle or square) when used on a background.



The LIVING MEMORIAL version used as a folder cover.



The LIVING MEMORIAL version used as a DVD sleeve.



The LIVING MEMORIAL version used as a web banner on www.mun.ca

USING THE CORRECT VERSION OF THE LOGO

The Living Memorial version will be used when there is other context referring to the university (i.e. the Memorial logo). When the commemoration logo is used in isolation, the Living Memorial version can be replaced with the version using Memorial University.



The MEMORIAL UNIVERSITY version used as a pop up.



The LIVING MEMORIAL version used as a light pole banner on campus.



The MEMORIAL UNIVERSITY version used on a coffee cup without the Memorial logo.

For more information on the WW100 commemoration program, please contact:

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