

BRAND STANDARDS


VERSION 2 AUGUST, 2017





For more information
on brand standards,
please contact:


**MARKETING
& COMMUNICATIONS**
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 CEREMONIAL MARK111

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

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](tel:7098646706) or marcomm@mun.ca.

OUR LOGO

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.

University logo



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.

Ceremonial mark



SUBSIDIARY LOGOS

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.

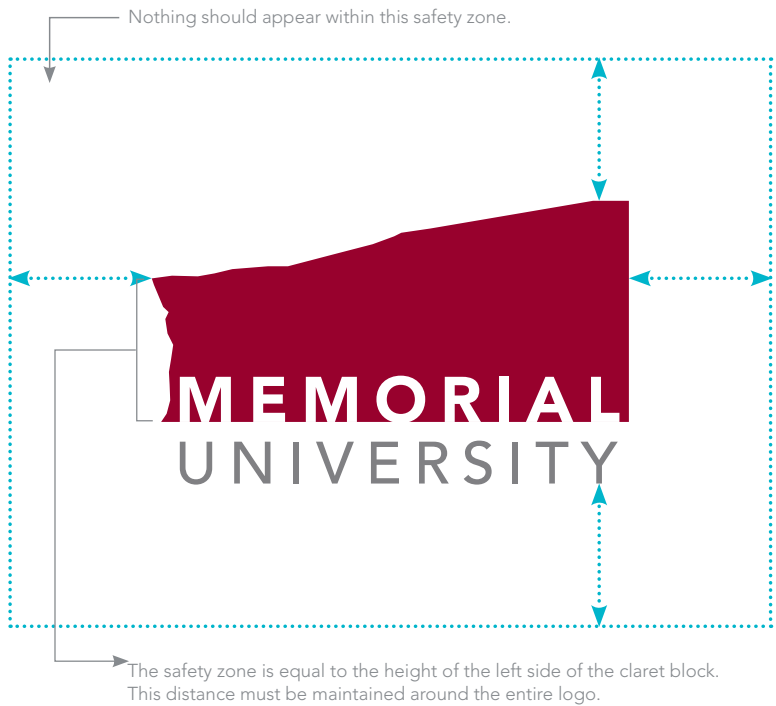
Placement of the logo has been predetermined for most Memorial materials. Refer to these brand standards for application examples.

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.



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.

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.

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.



Minimum size is 15mm (0.59in) measured horizontally.
(That is slightly smaller than the former Canadian penny!)



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 M2 Y0 K60
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



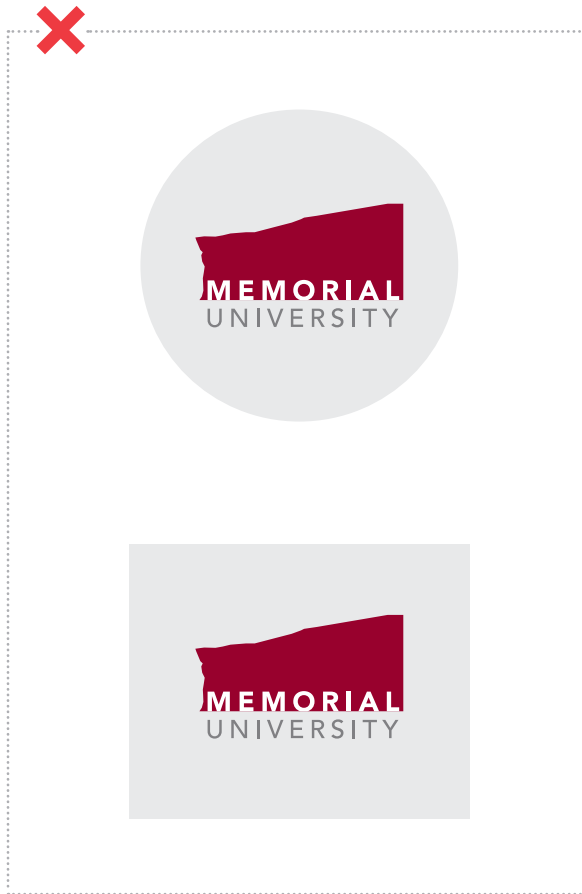
USES

01/

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.

02/



03/



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



USES

05/

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

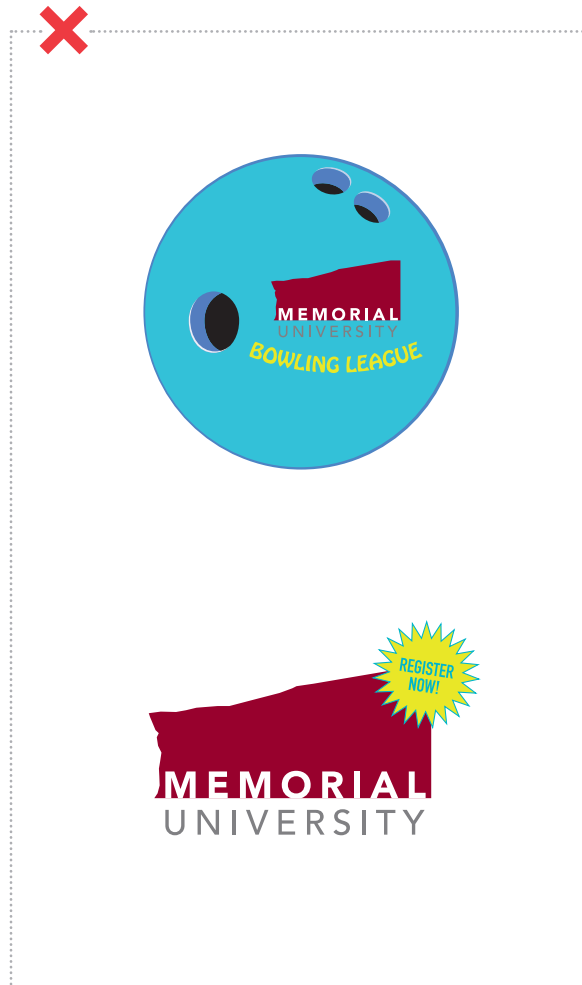
06/ The logo may not be cropped; it must be used in its entirety.

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.



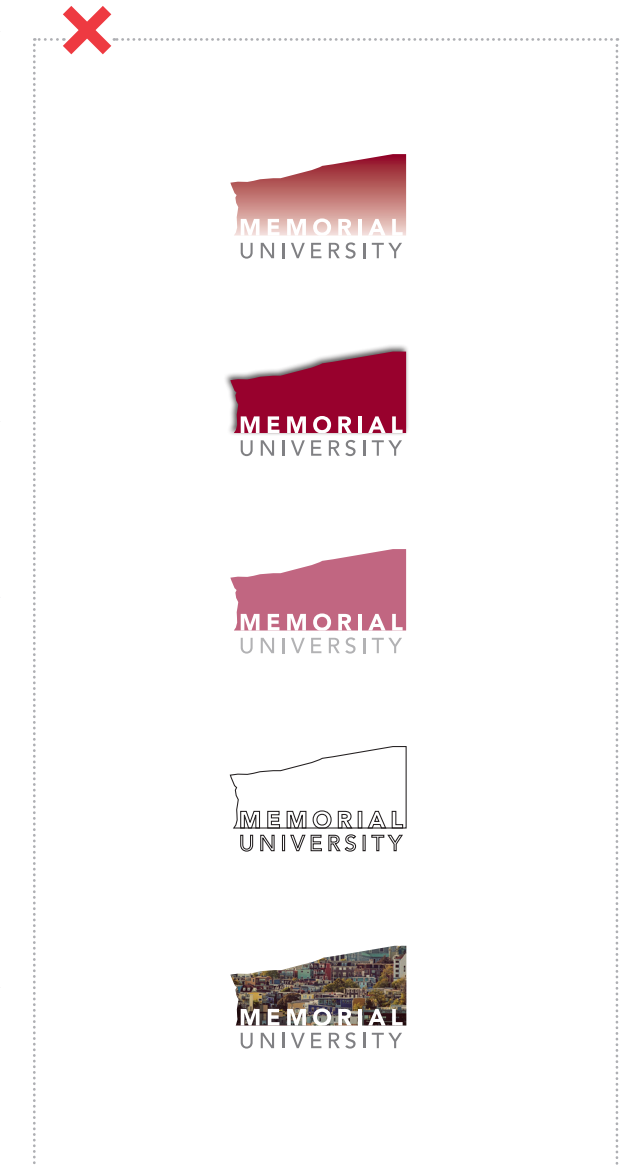
06/



07/



08/



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.

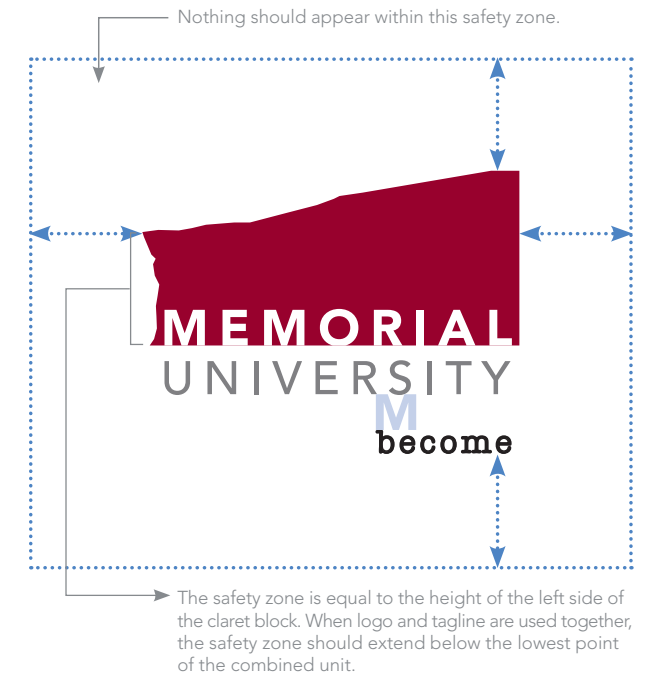
TAGLINE COLOURS

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.

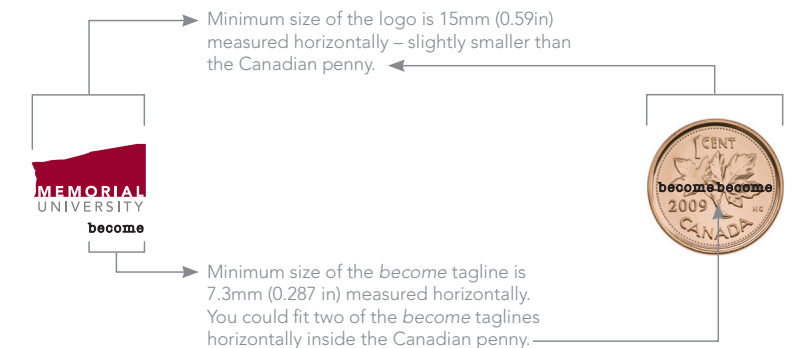
MINIMUM SIZE

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 space



Minimum size



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.

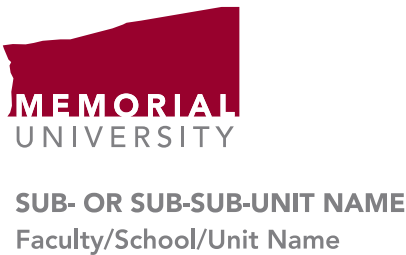
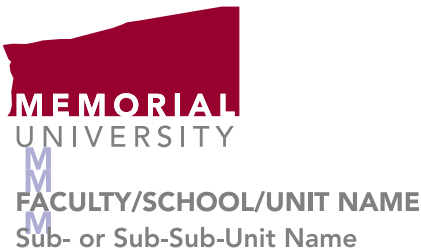
SUB-BRAND LOGO VARIATIONS

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 01/ STANDARD sub-brand logo (with long faculty/unit name)



STANDARD sub-brand logo text LEFT, CENTRED, RIGHT



SUB- OR SUB-SUB-UNIT NAME
Faculty/School/Unit Name



SUB- OR SUB-SUB-UNIT NAME
Faculty/School/Unit Name



SUB- OR SUB-SUB-UNIT NAME
Faculty/School/Unit Name

STANDARD sub-brand logo examples



FACULTY OF HUMANITIES
AND SOCIAL SCIENCES
Archaeology



ARCHAEOLOGY
Faculty of Humanities and Social Sciences

Option 02/ ALTERNATIVE sub-brand logo (with short faculty/unit name)



ALTERNATIVE sub-brand logo text LEFT, CENTRED, RIGHT



STANDARD sub-brand logo examples



STANDARD sub-brand logo in black and white



**FACULTY OF HUMANITIES
AND SOCIAL SCIENCES**
Archaeology



**FACULTY OF HUMANITIES
AND SOCIAL SCIENCES**
Archaeology

STANDARD sub-brand logo on a coloured background



**FACULTY OF HUMANITIES
AND SOCIAL SCIENCES**
Archaeology



**FACULTY OF HUMANITIES
AND SOCIAL SCIENCES**
Archaeology



**FACULTY OF HUMANITIES
AND SOCIAL SCIENCES**
Archaeology

ALTERNATIVE sub-brand logo in black and white



**HUMANITIES AND
SOCIAL SCIENCES**
Archaeology



**HUMANITIES AND
SOCIAL SCIENCES**
Archaeology

ALTERNATIVE sub-brand logo on a coloured background



**HUMANITIES AND
SOCIAL SCIENCES**
Archaeology



**HUMANITIES AND
SOCIAL SCIENCES**
Archaeology



**HUMANITIES AND
SOCIAL SCIENCES**
Archaeology

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.**

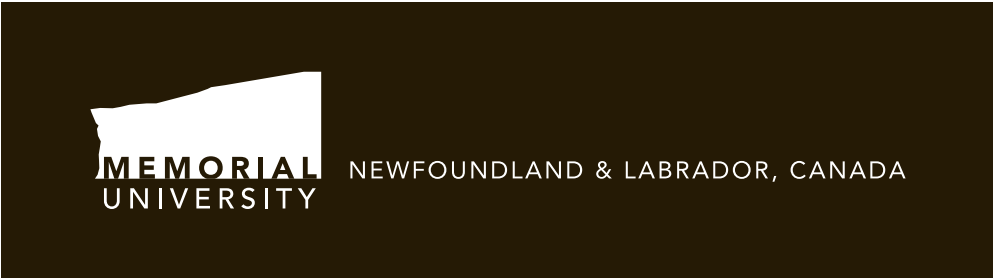
Option 01/



Option 02/



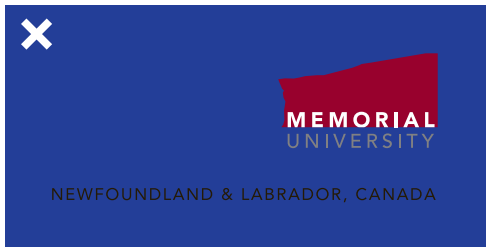
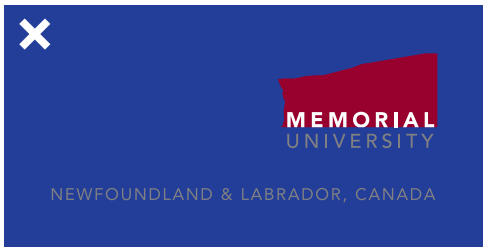
Black and white positive and reversed out logo options with geographical element



Full colour positive and reversed out logo options with geographical element



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.

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.

Avenir typeface



Avenir Roman 55

Avenir Light 35
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Light Oblique 35
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book 45
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book Oblique 45
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Roman 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Oblique 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium 65
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium Oblique 65
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy 85
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy Oblique 85
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black 95
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black Oblique 95
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Adobe Garamond Regular

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Arial Regular

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Times

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

✓

2012 President’s Report

Avenir in upper and lower case

✓

2012 President’s Report

Garamond in upper and lower case

✓

CONSEQUAT LABORTIS DOLOR

Ullamcorper consectetur aliquip volutpat consequat autem aliquip hendrerit iriure feug delenit vel dolore dolore accumsan in. Minim ad, eu enim commodo sed, consectetur nulla ut nulla facilisi dignissim. Odio nulla accumsan magna, veniam nulla nibh sed vero. Euism eros ad exerci vel dolor dignissim ut tation eum tincidunt, nonummy veniam et duis.

Nibh erat et. Vel delenit illum sit suscipit wisi, ullamcorper hendrerit dolore tincidunt iust enim odio. Augue nisl nulla elit delenit veniam ut, nostrud, volutpat, magna blandit nostrud praesent suscipit ea vero nibh.

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

✓

CONSEQUAT LABORTIS DOLOR

Ullamcorper consectetur aliquip volutpat consequat autem aliquip hendrerit iriure feug delenit vel dolore dolore accumsan in. Minim ad, eu enim commodo sed, consectetur nulla ut nulla facilisi dignissim. Odio nulla accumsan magna, veniam nulla nibh sed vero. Euism eros ad exerci vel dolor dignissim ut tation eum tincidunt, nonummy veniam et duis.

Nibh erat et. Vel delenit illum sit suscipit wisi, ullamcorper hendrerit dolore tincidunt iust enim odio. Augue nisl nulla elit delenit veniam ut, nostrud, volutpat, magna blandit nostrud praesent suscipit ea vero nibh.

✓

Consequat Labortis Dolor

Ullamcorper consectetur aliquip volutpat consequat autem aliquip hendrerit iriure feug delenit vel dolore dolore accumsan in. Minim ad, eu enim commodo sed, consectetur nulla ut nulla facilisi dignissim. Odio nulla accumsan magna, veniam nulla nibh sed vero. Euism eros ad exerci vel dolor dignissim ut tation eum tincidunt, nonummy veniam et duis.

Nibh erat et. Vel delenit illum sit suscipit wisi, ullamcorper hendrerit dolore tincidunt iust enim odio. Augue nisl nulla elit delenit veniam ut, nostrud, volutpat, magna blandit nostrud praesent suscipit ea vero nibh.

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

✗

CONSEQUAT LABORTIS DOLOR

Ullamcorper consectetur aliquip volutpat consequat autem aliquip hendrerit iriure feug delenit vel dolore dolore accumsan in. Minim ad, eu enim commodo sed, consectetur nulla ut nulla facilisi dignissim. Odio nulla accumsan magna, veniam nulla nibh sed vero. Euism eros ad exerci vel dolor dignissim ut tation eum tincidunt, nonummy veniam et duis.

Nibh erat et. Vel delenit illum sit suscipit wisi, ullamcorper hendrerit dolore tincidunt iust enim odio. Augue nisl nulla elit delenit veniam ut, nostrud, volutpat, magna blandit nostrud praesent suscipit ea vero nibh.

STATIONERY

STATIONERY

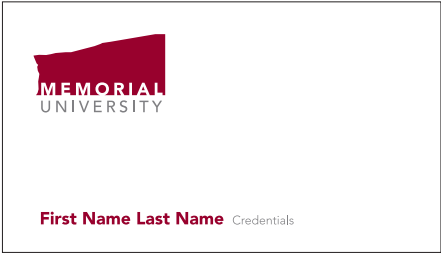
The logo is used on university letterhead, envelopes, business cards and other stationery items. Refer to the following pages of these brand standards for examples of stationery designs available from Printing Services, Department of Financial and Administrative Services. If other materials or formats 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/filessubmission.php.

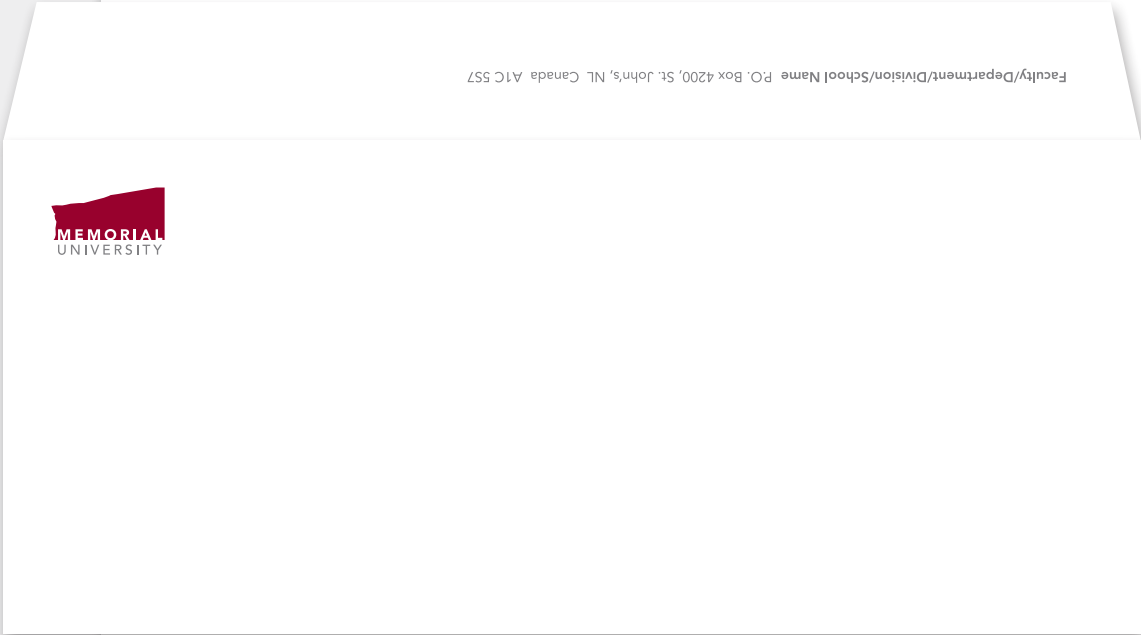
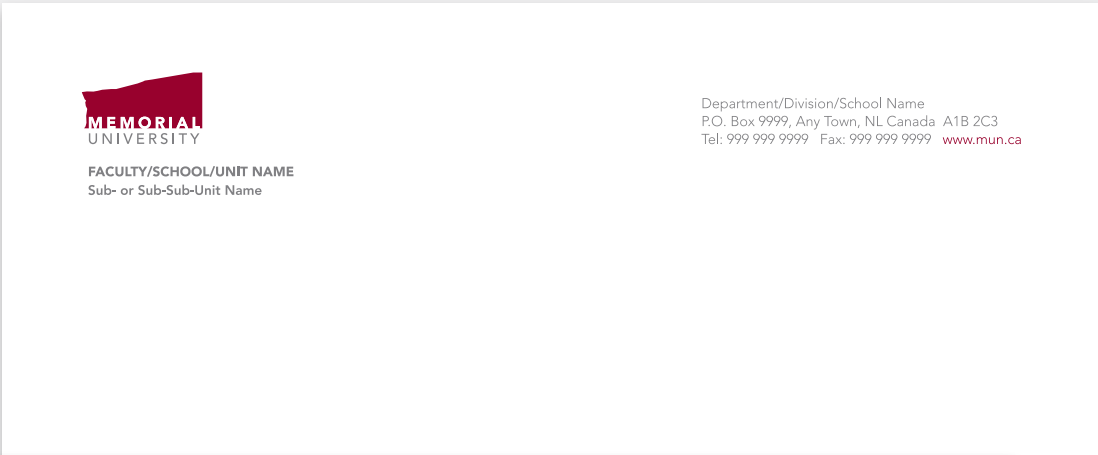
Personalized stationery is not available.

Examples shown are smaller than actual size.

Business card



Letterhead and envelope



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.

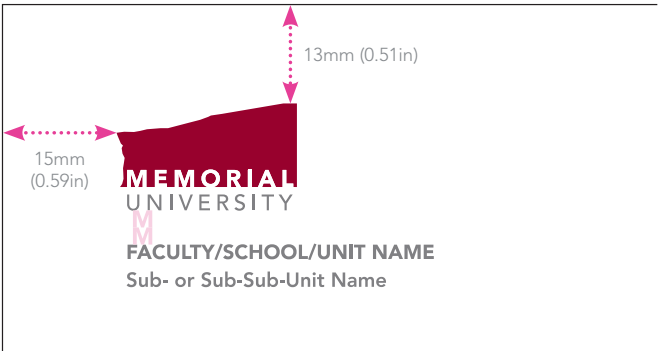
Subsidiary logos are not carried on envelopes, business cards or other stationery items. For more information on subsidiary logos, including the approval process, contact Marketing & Communications via email at marcomm@mun.ca.

LETTERHEAD BODY COPY

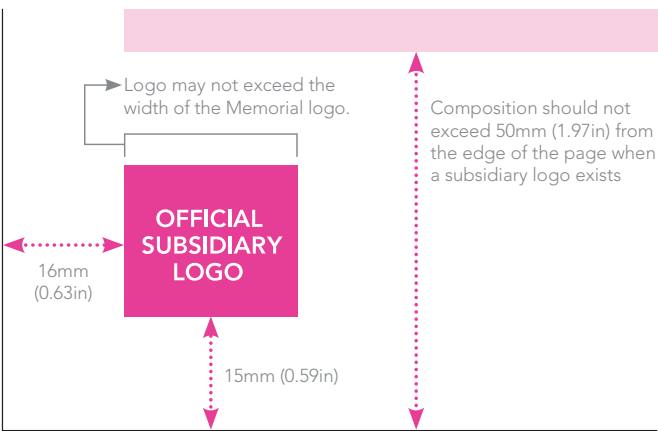
Correspondence may be composed using Avenir and Adobe Garamond. If these fonts are not available, Arial or Times may be used instead.

Example shown is smaller than actual size.

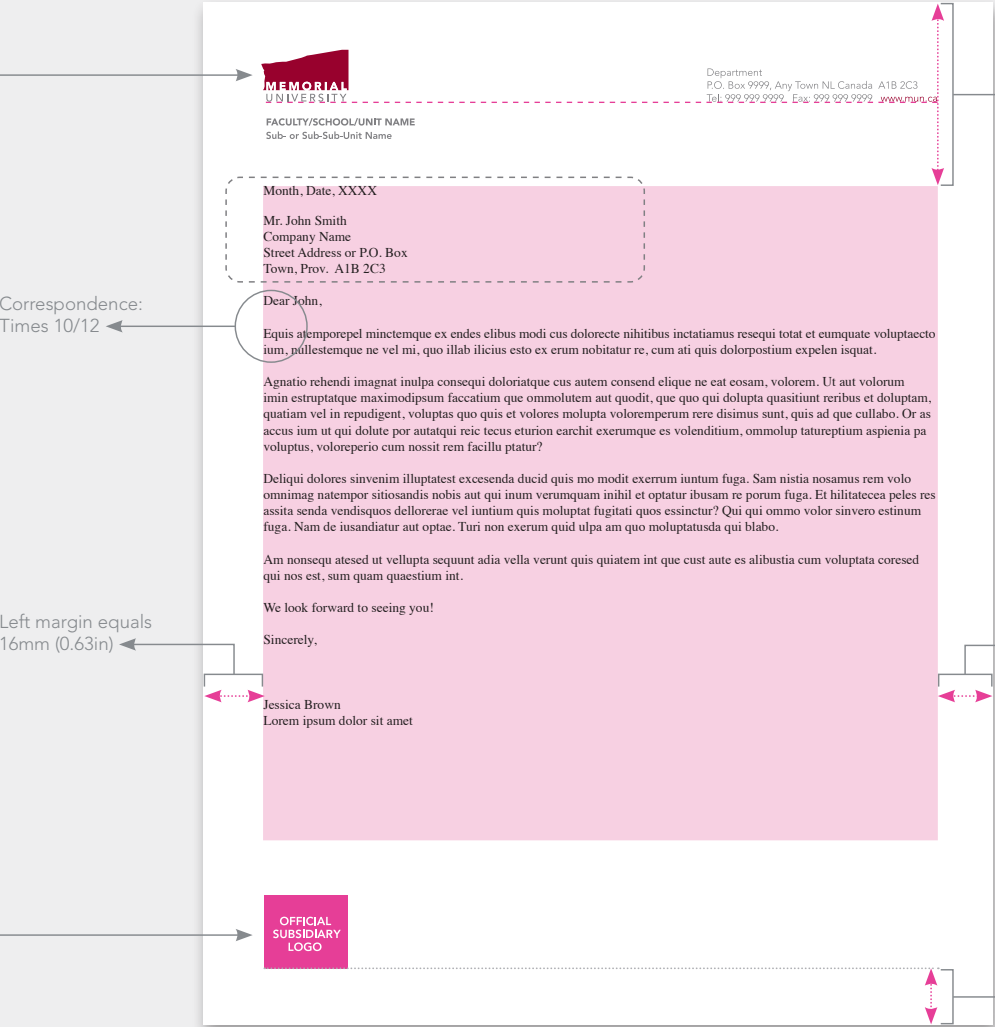
Letterhead logo placement



Subsidiary logos



Letterhead body copy



ENVELOPE

ENVELOPE (9X12 AND OTHER SIZES – RECYCLED FIBRE)

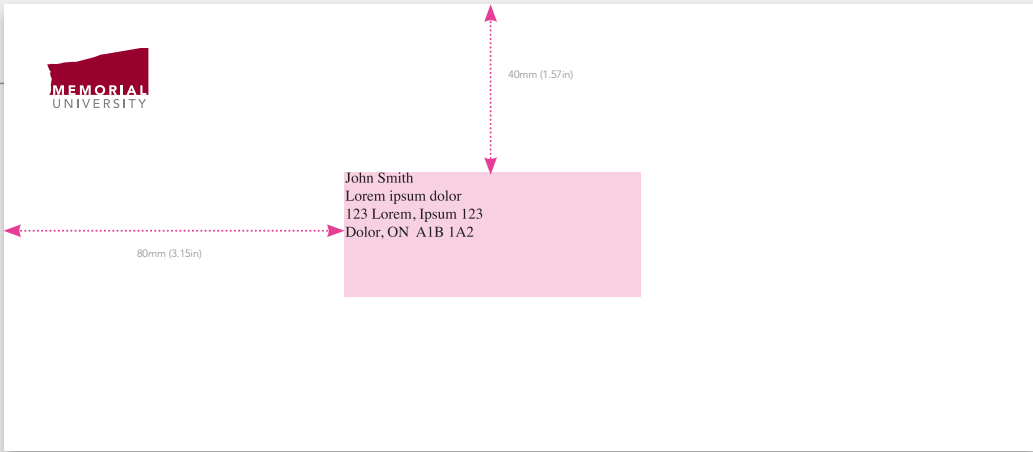
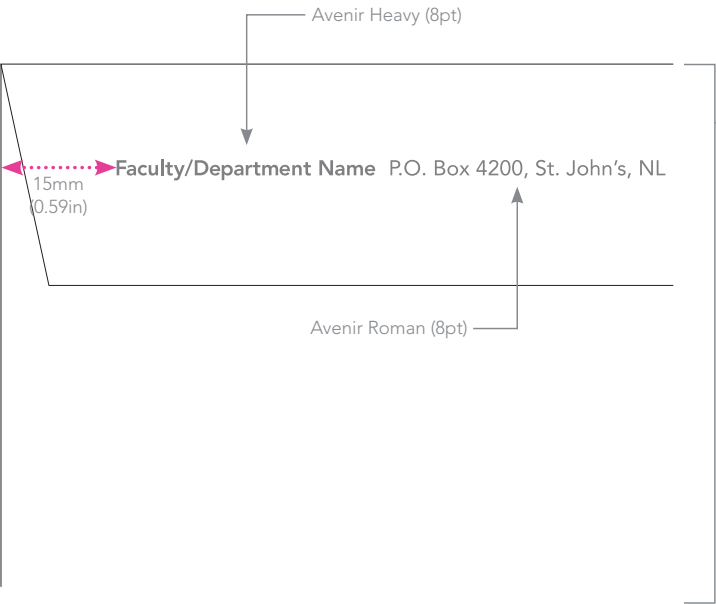
The logo should always appear at the top left of the envelope. The address appears below the logo as shown in the sample on page 54.

Example shown is smaller than actual size.

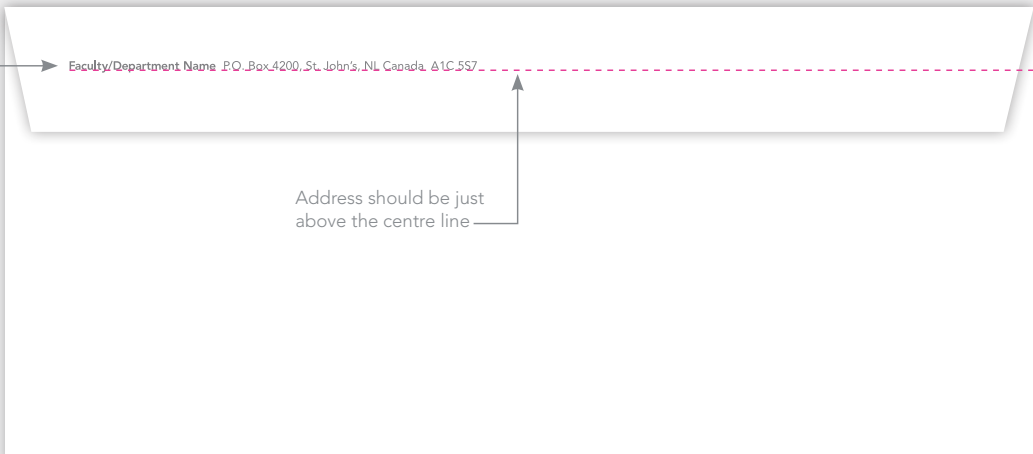
Special envelope layouts may be permitted but are considered on a per-case basis. Requests for special envelope printing should be directed to the Division of Marketing & Communications via www.mun.ca/marcomm/intake/index.php.

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/filessubmission.php to order your business card.

Card front



FIRST LAST
TITLE

Faculty/Unit Name
Building Name A0000

T 709 864 9999 M 709 725 9999
jsmith@mun.ca

10pt/9pt, Avenir Heavy, TITLE case, Pantone 202

7pt/9pt, Avenir Book, TITLE case, Cool Gray 10

7.5pt/9pt, Avenir Book, U/L case, Cool Gray 10
("T" and "M" Avenir Medium)

Card back

www.mun.ca/unitname
@marcomm f marcomm in

13pt/12pt, Avenir Medium, lower case, Cool Gray 10

9pt/12pt, Avenir Roman, lower case, Cool Gray 10

Memorial University of Newfoundland
Street Address or Box #, St. John's, NL Canada A1A 1A1

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
jsmith@mun.ca

Long version



ENGLEBERT HUMPERDINK PhD,
P.Eng.
FIRST TITLE
SECOND 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 P 709 999 9999
ehumperdink@med.mun.ca

Alternate colour options for card back

PMS 202 (claret)

www.mun.ca/unitname
@unitname f unitname in

Memorial University of Newfoundland
230 Elizabeth Ave., St. John's, NL Canada A1C 5S7

PMS Cool Grey 10

www.mun.ca

Memorial University of Newfoundland
230 Elizabeth Ave., St. John's, NL Canada A1C 5S7

Pop colour

www.mun.ca


Memorial University of Newfoundland
Street Address or Box #, St. John's, NL Canada A1A 1A1

Pop colour options



Two-language card option (centre-aligned)

Card front



JOHN SMITH
TITLE

Memorial University of Newfoundland
Faculty/Unit Name
Building Name A0000
230 Elizabeth Ave., St. John's, NL Canada A1C 5S7
T 709 864 9999 M 709 725 9999
jsmith@mun.ca
www.mun.ca

10pt/9pt, Avenir Heavy, TITLE case, Pantone 202

7pt/9pt, Avenir Book, TITLE case, Cool Gray 10

5pt. space between

7.5pt/9pt, Avenir Book, U/L case, Cool Gray 10
("Memorial University...", "T" and "M" Avenir Medium)

Card back



JOHN SMITH
TITRE

Memorial University of Newfoundland
nom de l'unité
nom de l'immeuble A0000
230 avenue d'Elizabeth, St. John's, Terre Neuve Canada A1C 5S7
T 709 864 9999 M 709 725 9999
jsmith@mun.ca
www.mun.ca

Two-language card option (left-aligned)

Card front



JOHN SMITH PhD
TITLE

Memorial University of Newfoundland
Faculty/Unit Name
Building Name A0000
230 Elizabeth Ave., St. John's, NL
Canada A1C 5S7

T 709 864 9999 M 709 725 9999
jsmith@mun.ca
www.mun.ca/unitname

Card back



JOHN SMITH PhD
TITRE

Memorial University of Newfoundland
nom de l'unité
nom de l'immeuble A0000
230 avenue d'Elizabeth, St. John's, Terre Neuve
Canada A1C 5S7

T 709 864 9999 M 709 725 9999
jsmith@mun.ca
www.mun.ca/unitname

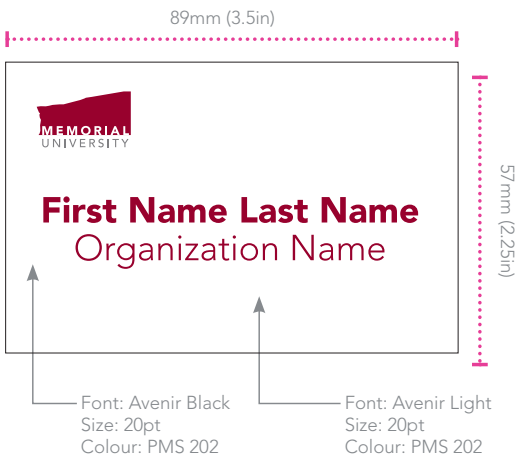
MISCELLANEOUS STATIONERY

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

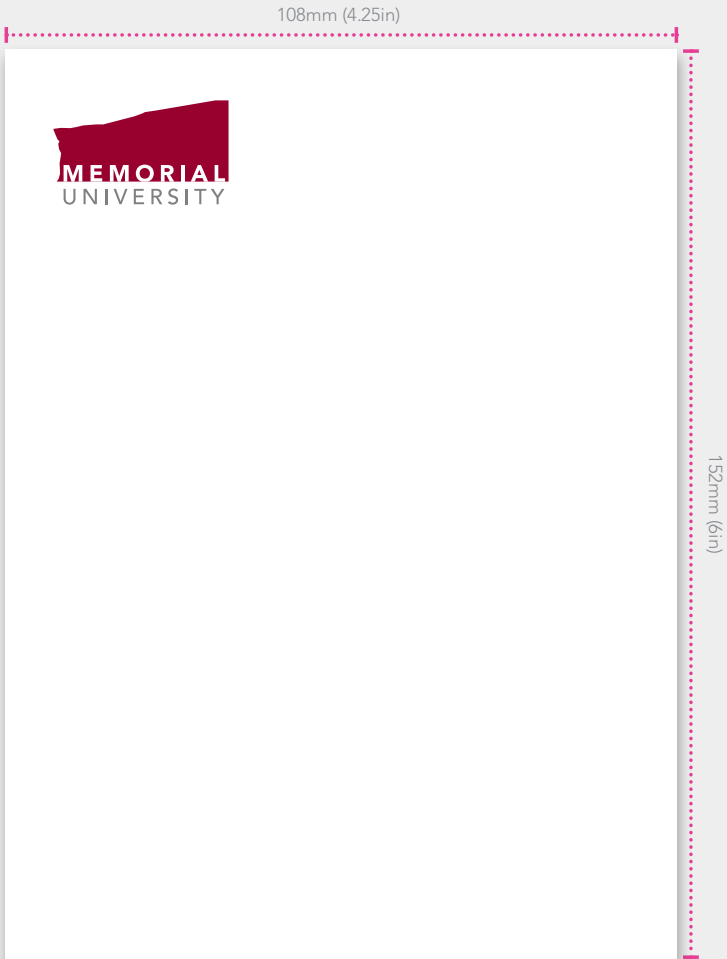
In some cases, items are pre-printed and available for purchase through Printing Services. Please contact them for product availability. *The items shown are a representation of types of stationery products.* Other items can be created/adapted from these basic templates as needed. For unique stationery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

Examples shown are smaller than actual size.

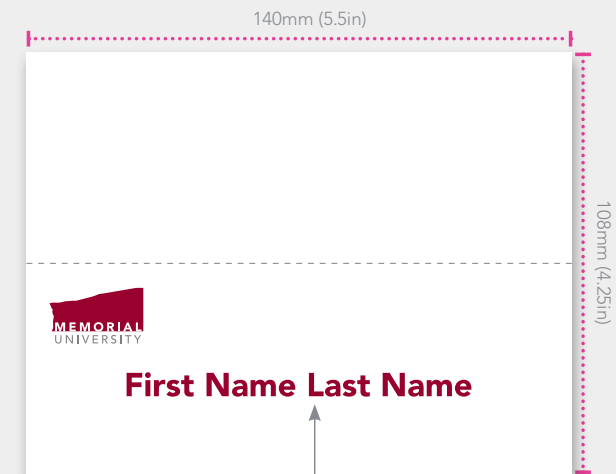
Name tag



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



Place card



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

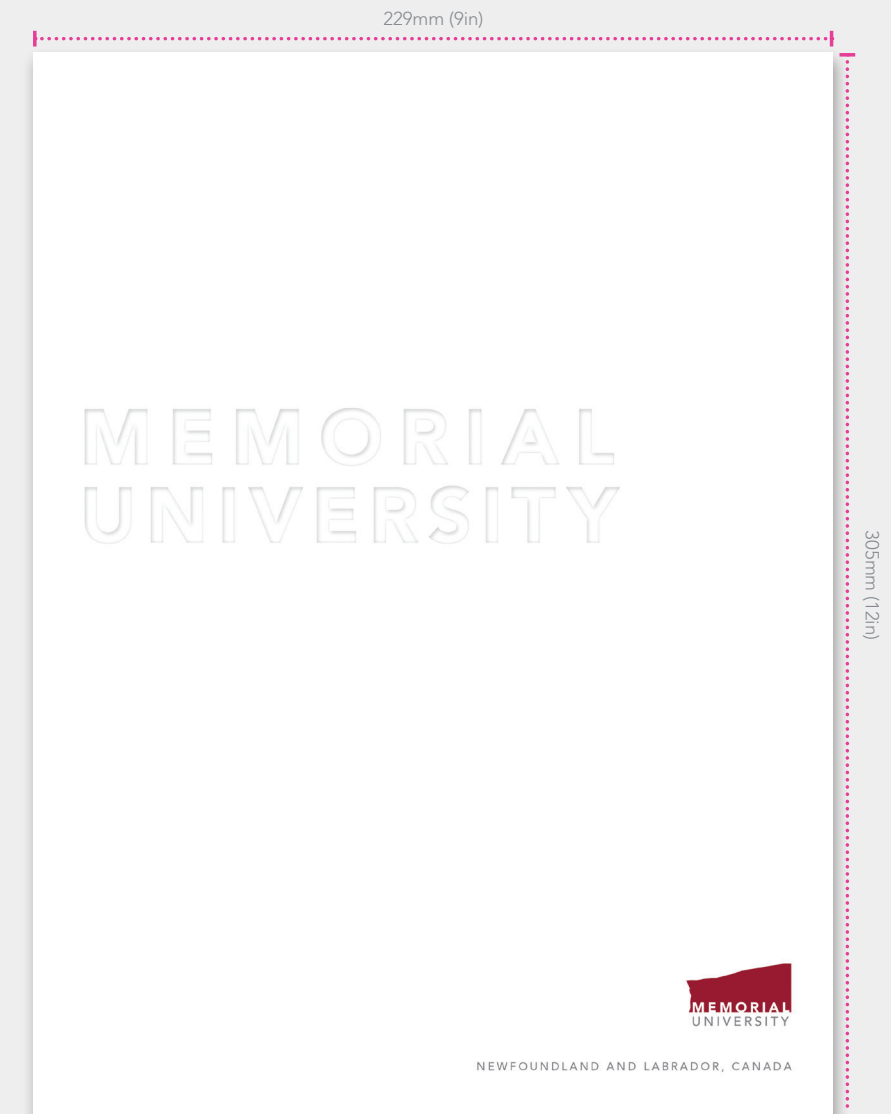
Compliments card: *With our compliments* may be replaced with other text such as *Announcement* or *Thank you*.



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



Conference folder



COLOUR PALETTE

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.

Colour palette



UNIVERSITY COLOUR

University colour as a background on ceremonial material.

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.).



Please join members of the
Memorial University community
in the annual

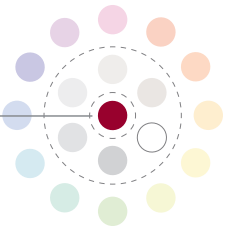
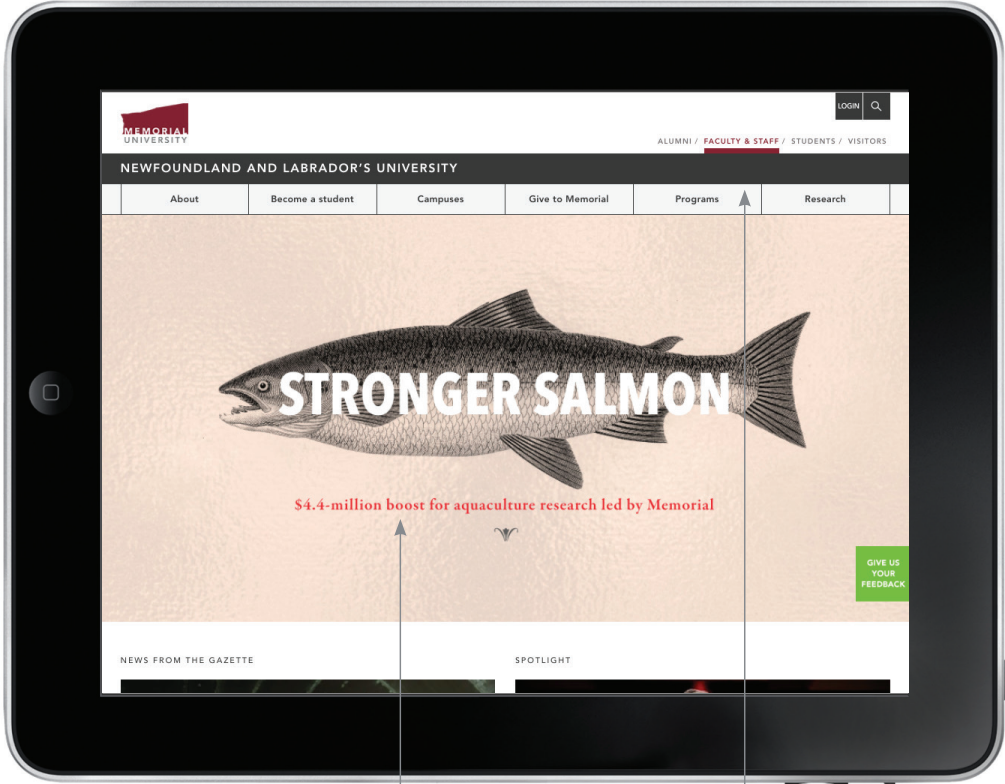


CEREMONY OF REMEMBRANCE

Friday, Nov. 9, 11a.m. - Noon
Reid Theatre
Arts and Administration Building

Everyone is welcome to join us for a light food
and beverage reception following the event.

University colour as accent and text.

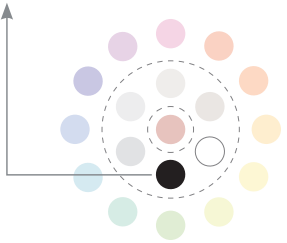


PRIMARY PALETTE

Primary colour as a background on ceremonial material.

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.



Primary colour used as background, and text.



SECONDARY PALETTE

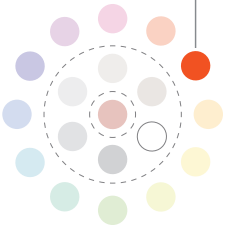
Secondary colour as a background, and shade of colour as text.

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.



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threshold

n. 1. The entrance to a house or building; the boundary of a region. 2. The point just before a new situation, period of life, etc. begins. *"The Gateway program brought me across the threshold."*

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

UNIVERSITY OPERATIONS
EXPENDITURES BY FUNCTION

67%

Academic	67%	\$300 million
Administration	8%	\$38 million
Other Expenditures	8%	\$38 million
Facilities Management	7%	\$31 million
Library	4%	\$18 million
Computing & Communications	3%	\$14 million
Student Services	3%	\$11 million

UNIVERSITY OPERATIONS
OPERATING REVENUE VS. EXPENDITURES

Year	Revenue (\$ in 000's)	Expenditures (\$ in 000's)
'05	240,000	240,000
'06	260,000	260,000
'07	280,000	280,000
'08	300,000	300,000
'09	330,000	310,000
'10	370,000	390,000
'11	410,000	430,000
'12	440,000	450,000

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 G38 B51 HEX 862633	Black C30 M20 Y20 K100 R35 G31 B32 HEX 231F20	Cool Grey 10 C61 M53 Y48 K19 R99 G102 B106 HEX 63666A
Cool Grey 7 C43 M35 Y35 K1 R151 G153 B155 HEX 97999B	Warm Grey 6 C36 M35 Y38 K1 R165 G156 B148 HEX A59C94	Warm Grey 8 C45 M44 Y48 K7 R140 G130 B121 HEX 8C8279

Secondary colour palette

Rhodamine Red C5 M97 Y1 K0 R225 G0 B152 HEX E10098	PMS 185 C1 M100 Y92 K0 R228 G0 B43 HEX E4002B	Orange 021 C0 M82 Y100 K0 R254 G80 B0 HEX FE5000
PMS 1235 C0 M32 Y95 K0 R255 G184 B28 HEX FFB81C	Yellow C0 M4 Y100 K0 R255 G221 B0 HEX FEDD00	PMS 396 C16 M1 Y100 K0 R225 G224 B0 HEX E1E000
PMS 368 C57 M0 Y100 K0 R120 G190 B32 HEX 78BE20	PMS 3275 C95 M0 Y47 K0 R0 G179 B152 HEX 00B398	PMS 3125 C83 M0 Y21 K0 R0 G174 B199 HEX 00AEC7
PMS 2727 C71 M42 Y0 K0 R48 G127 B226 HEX 307FE2	PMS 2736 C100 M91 Y0 K0 R48 G127 B170 HEX 1E22AA	PMS Purple C34 M88 Y0 K0 R187 G41 B187 HEX BB29BB

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 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.

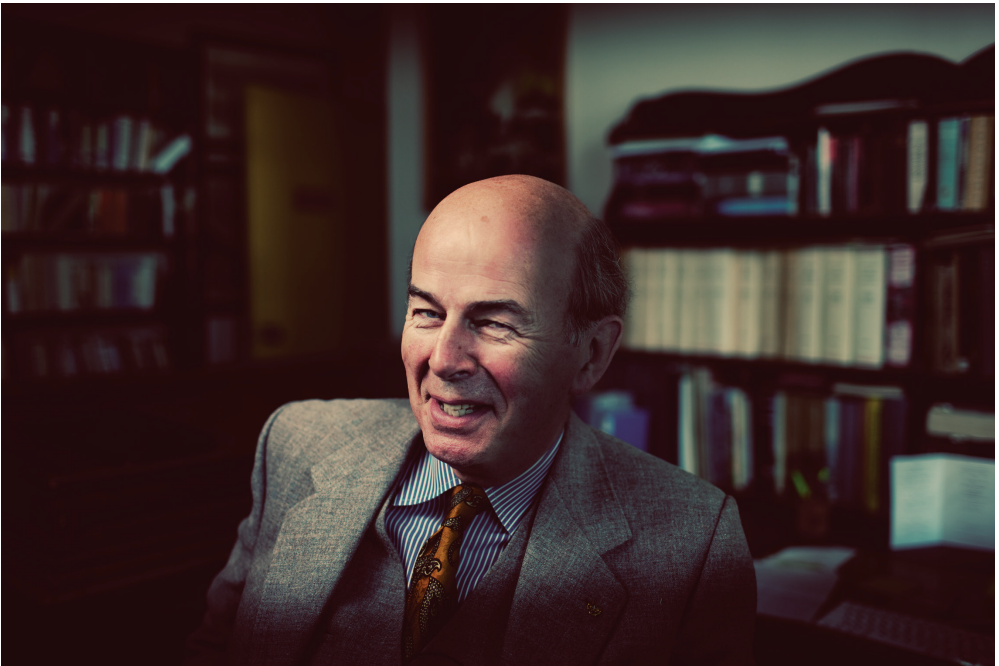
Photography samples: landscapes



Photography samples: people in action



Photography samples: portraits



TEMPLATES

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

it's like
no other place
on Earth.

NO, REALLY.
WE'RE UNIQUE AND WE CAN PROVE IT.

don't write
more than
this amount
of copy...

I beg you.

Memorial University of
Newfoundland is Atlantic Canada's
premiere comprehensive university.
As the only university in Newfoundland and
Labrador, it is home to almost 18,000
students.

At Memorial University, students can
choose from multiple campuses, each one
being different.

- St. John's Campus
- Marine Institute
- Grenfell Campus (Corner Brook)
- Harlow Campus (UK)

this is a
TANGERINE
section
starter with
photo.

BE BOLD.

Sample poster template (example smaller than actual size)

FACULTY, SCHOOL, ASSOCIATION, OR ORGANIZATION

Here is
a large
headline
for your
poster.

Subhead or Event Title

CONTACT PERSON
TIME DATE
OTHER CONTACT INFORMATION
OTHER CONTACT INFORMATION

www.mun.ca

MEMORIAL
UNIVERSITY


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 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.

Sample employment ad



Become with us.

EMPLOYMENT OPPORTUNITIES

DEPARTMENT OF COMPUTING AND COMMUNICATIONS
IT CONSULTANT
Contractual Position to August 10, 2007

DUTIES
The successful applicant will provide consulting and support to faculty, staff and students on a variety of computing and networking related topics. Duties include troubleshooting problems relating to hardware, software, system configuration, difficulties or setup; logging and tracking incoming requests and referring issues to other support groups.

QUALIFICATIONS
Some experience (up to one year) in computing and communications consulting in a university environment; graduation from a four-year college or university with significant course work in Computer Science; or any equivalent combination of experience and training. Experience in a broad range of computer/networking products and services support.

SALARY
\$130,358 on the scale of \$130,358-\$142,569 (prorated per annum)

CLOSING DATE
January 26, 2007

COMPETITION NUMBER
CGS-378-07-01

To apply for these positions, fully complete an APPLICATION FOR NON ACADEMIC EMPLOYMENT and attach a current resume, addressed to:

**Director of Human Resources
Memorial University of Newfoundland
St. John's, NL A1C 5S7**

For further information concerning these opportunities, or to obtain a copy of the application form, please visit us on the web at: www.mun.ca/humanres/, or contact the Recruitment Office, Department of Human Resources, Room A4039, Arts and Administration Building, Elizabeth Avenue, phone 709 737 7403, fax 709 737 2700, or email recruitment@mun.ca. If applying by email, please state the competition number in the subject line.

All qualified candidates are encouraged to apply. However, Canadian citizens and permanent residents will be given priority. Memorial University is committed to employment equity and encourages applications from qualified women and men, visible minorities, aboriginal peoples, and persons with disabilities.

www.mun.ca


Sample tender ad



INVITATIONS TO TENDER

DEPARTMENT OF FACILITIES MANAGEMENT TENDER NUMBER TFM-020-07	DEPARTMENT OF FACILITIES MANAGEMENT TENDER NUMBER TFM-020-07	DEPARTMENT OF FACILITIES MANAGEMENT TENDER NUMBER TFM-020-07
SPRINKLER SYSTEM UPGRADE REID THEATRE ARTS AND ADMINISTRATION BUILDING	SPRINKLER SYSTEM UPGRADE REID THEATRE ARTS AND ADMINISTRATION BUILDING	SPRINKLER SYSTEM UPGRADE REID THEATRE ARTS AND ADMINISTRATION BUILDING
<p>This project generally consists of a fully operational and certified sprinkler system.</p> <p>Tenders are invited and will be received not later than 3:00 p.m., Newfoundland Daylight Savings Time, Tuesday, May 8, 2007, for the above tender(s).</p> <p>Copies of plans and specifications may be picked up at Newton Engineering Ltd., 57 Pippy Place, St. John's, NL (722-8613) upon deposit of a non-refundable cheque or money order (made payable to MUN) in the amount of \$57 (HST included).</p> <p>Tenders addressed to the Tendering Section, Department of Facilities Management must be submitted in a sealed envelope, marked as to its contents and delivered to Room FM2031, Facilities Management Building, Department of Facilities Management, Memorial University of Newfoundland. Tenders must be accompanied by the security as indicated in the specifications.</p>	<p>This project generally consists of a fully operational and certified sprinkler system.</p> <p>Tenders are invited and will be received not later than 3:00 p.m., Newfoundland Daylight Savings Time, Tuesday, May 8, 2007, for the above tender(s).</p> <p>Copies of plans and specifications may be picked up at Newton Engineering Ltd., 57 Pippy Place, St. John's, NL (722-8613) upon deposit of a non-refundable cheque or money order (made payable to MUN) in the amount of \$57 (HST included).</p> <p>Tenders addressed to the Tendering Section, Department of Facilities Management must be submitted in a sealed envelope, marked as to its contents and delivered to Room FM2031, Facilities Management Building, Department of Facilities Management, Memorial University of Newfoundland. Tenders must be accompanied by the security as indicated in the specifications.</p>	<p>This project generally consists of a fully operational and certified sprinkler system.</p> <p>Tenders are invited and will be received not later than 3:00 p.m., Newfoundland Daylight Savings Time, Tuesday, May 8, 2007, for the above tender(s).</p> <p>Copies of plans and specifications may be picked up at Newton Engineering Ltd., 57 Pippy Place, St. John's, NL (722-8613) upon deposit of a non-refundable cheque or money order (made payable to MUN) in the amount of \$57 (HST included).</p> <p>Tenders addressed to the Tendering Section, Department of Facilities Management must be submitted in a sealed envelope, marked as to its contents and delivered to Room FM2031, Facilities Management Building, Department of Facilities Management, Memorial University of Newfoundland. Tenders must be accompanied by the security as indicated in the specifications.</p>

The University does not bind itself to accept the lowest or any tender.



NEWFOUNDLAND & LABRADOR

DEPARTMENT OF FACILITIES MANAGEMENT

ASSISTANT DIRECTOR,
DEVELOPMENT AND RENEWAL

Memorial University invites applications from qualified persons for the position of Assistant Director, Development and Renewal. Memorial University is a dynamic institution which includes two campuses in Newfoundland (St. John's and Corner Brook). It is the largest university in Atlantic Canada with approximately 17,500 full and part-time students, both undergraduate and graduate, supported by a faculty of over 900, and non-academic staff of 2000 individuals. The position is located in St. John's, a city in a spectacular ocean setting with unique geography, heritage and lifestyle.

Reporting to the Director, Facilities Management, the successful applicant will perform highly responsible professional and supervisory work associated with the planning and programming of minor capital construction and renovations carried out by the university. Duties include management and direction of in-house design team, consultants and contract administration personnel; representing the university on committees and in negotiations with external agencies; administration of space planning; directing operations and maintenance functions related specifically to carpentry, locksmith, grounds and landscape trades; assisting in the development, allocation and administration of departmental budgets; and on-going development, implementation and evaluation of design standards and policies related to areas of responsibility.

Candidates should be eligible for professional engineering registration in APEGN and have a minimum eight years professional engineering experience. This position requires senior technical knowledge; highly developed leadership and team-building skills; excellent communication and organizational skills; a strong customer-focus; an understanding of collective agreements and union/management relations; and a demonstrated ability to work in a high performance team environment.

SALARY

COMMENSURATE WITH QUALIFICATIONS AND EXPERIENCE

CLOSING DATE

APPLICATIONS WILL BE CONSIDERED STARTING OCTOBER 9, 2007

COMPETITION NO.

UWA-07-09

To apply for this position, fully complete an APPLICATION FOR NON ACADEMIC EMPLOYMENT and attach a current resume, addressed to:

Director of Human Resources
Memorial University of Newfoundland
St. John's, NL A1C 5S7

For further information concerning this opportunity, or to obtain a copy of the application form, please visit us on the web at: www.mun.ca/humanres/; or contact the Recruitment Office, Department of Human Resources, Room A4039, Arts and Administration Building, Elizabeth Avenue, phone (709) 737-7403, fax (709) 737-2700, or email recruitment@mun.ca. If applying by email, please state the competition number in the subject line.

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. Memorial University is committed to employment equity and encourages applications from qualified women and men, visible minorities, aboriginal people and persons with disabilities.

www.mun.ca



NEWFOUNDLAND & LABRADOR

DIRECTOR
of STUDENT
SUCCESS

STUDENT SUCCESS PROGRAMS
STUDENT AFFAIRS AND SERVICES

Memorial, the largest university in Atlantic Canada, is a dynamic institution with teaching and research programs of international calibre. With campuses in Newfoundland and Labrador (St. John's and Corner Brook) and in England (Harlow), many important research units, and a commitment to increasing out-of-province student recruitment and expanding research capacity, Memorial has major national and international interests. The position is located in St. John's, a city in a spectacular ocean setting with unique geography, heritage and lifestyle. For further information visit us on the web at www.mun.ca

THE OPPORTUNITY

The Office of Student Success Programs is designed to provide a seamless integrated service which facilitates the transition, engagement and integration of students into Memorial University and provides a variety of programs which facilitate students' success and support students' development. As Director you will be responsible for providing strategic direction and for developing programs and services which facilitate student engagement outside the classroom. Specifically, you will have responsibility for four functional units which include Answers, the one-stop centre for orientation and leadership programs and services, Scholarships and Awards, International Student Advising and Native Liaison.

THE CANDIDATE

The successful candidate will have an appropriate combination of education and thorough experience in progressively responsible positions in the field of student services and must possess a graduate degree in Post Secondary Studies, Higher Education, Business or a related field. The candidate will be a strategic leader with a solid foundation in student services, human resource management, and budget planning who embraces challenge, solves problems, builds collaborations, and thinks progressively. Superior interpersonal and communication skills are essential in order to forge close relationships internal and external to the university. This professional challenge will require the application of intelligence, innovation, creativity and passion. The successful candidate will be expected to work collaboratively with the management and staff team in student affairs to achieve its vision, perform as a team player and as a leader nationally.

THE REWARDS

Memorial University is a progressive employer at the forefront of the university sector in Canada, with competitive compensation and a wide range of benefit programs. The work environment is stimulating and dynamic and employees are encouraged to partake in the diverse intellectual, cultural, social and recreational offerings.

To find out how to express your interest please visit us on the web at: www.mun.ca/humanres or contact the Recruitment Office Department of Human Resources phone 709 737 7403 or email recruitment@mun.ca

All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority. Memorial University is committed to employment equity and encourages applications from qualified women and men, visible minorities, aboriginal people, and persons with disabilities.

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PRINT AND WEB APPLICATIONS

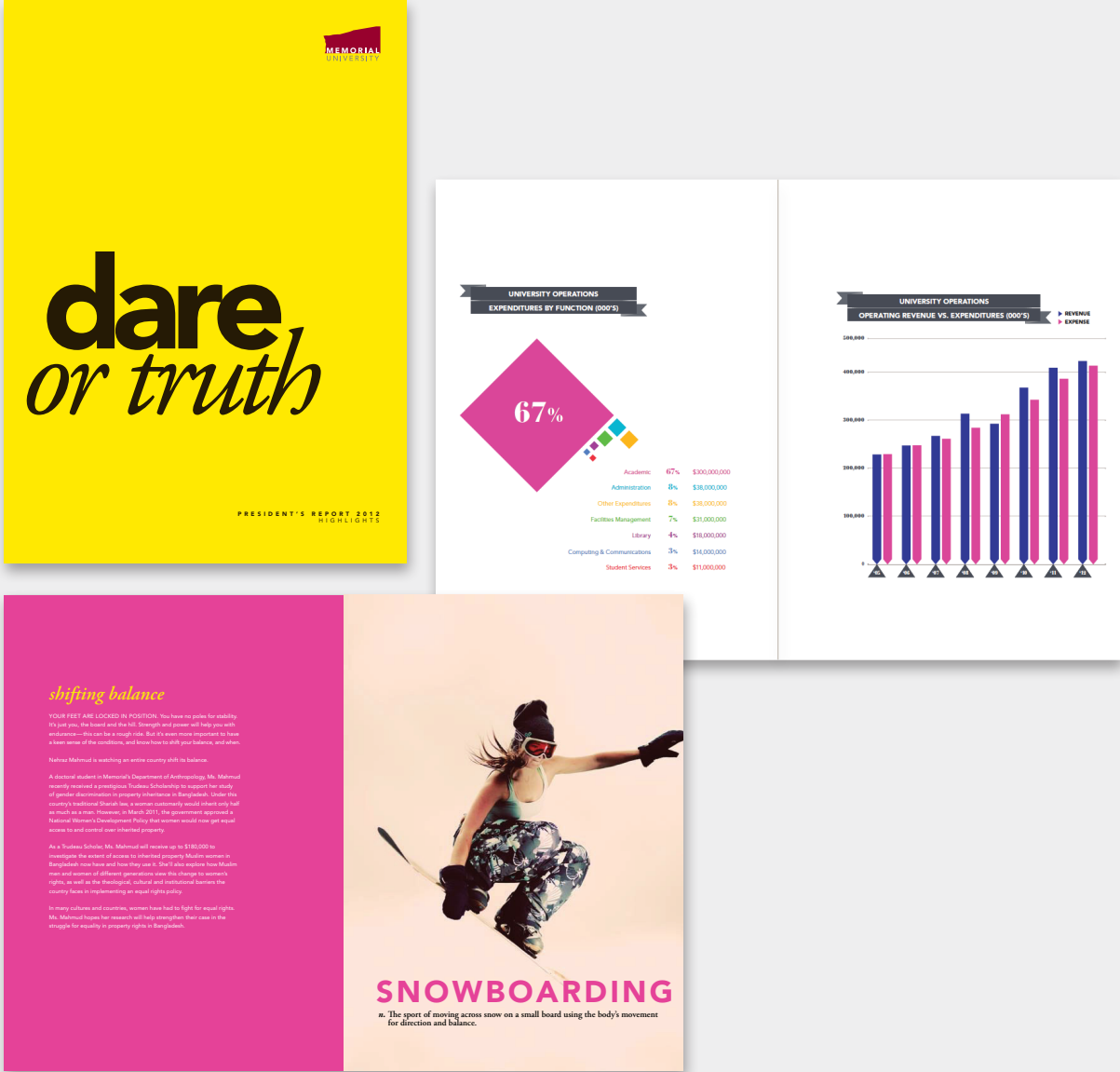
PRINT APPLICATIONS

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



Sample postcard



MEMORIAL UNIVERSITY INVITES YOU,
your parents and friends to an information
session on our campuses, programs, services,
admissions, tuition and scholarships.

Join us in one of the following areas near you:

- Kingston | Nov. 26
- Ottawa | Nov. 27 & 28
- Guelph | Nov. 29
- Mississauga | Dec. 3
- Oshawa | Dec. 4
- Peterborough | Dec. 5
- Waterloo/Kitchener | Dec. 6

For more details on times and locations,
visit mun.ca/undergrad/info

#MemorialFutureU



020-546-11-12

Online brand ads

WEB APPLICATIONS

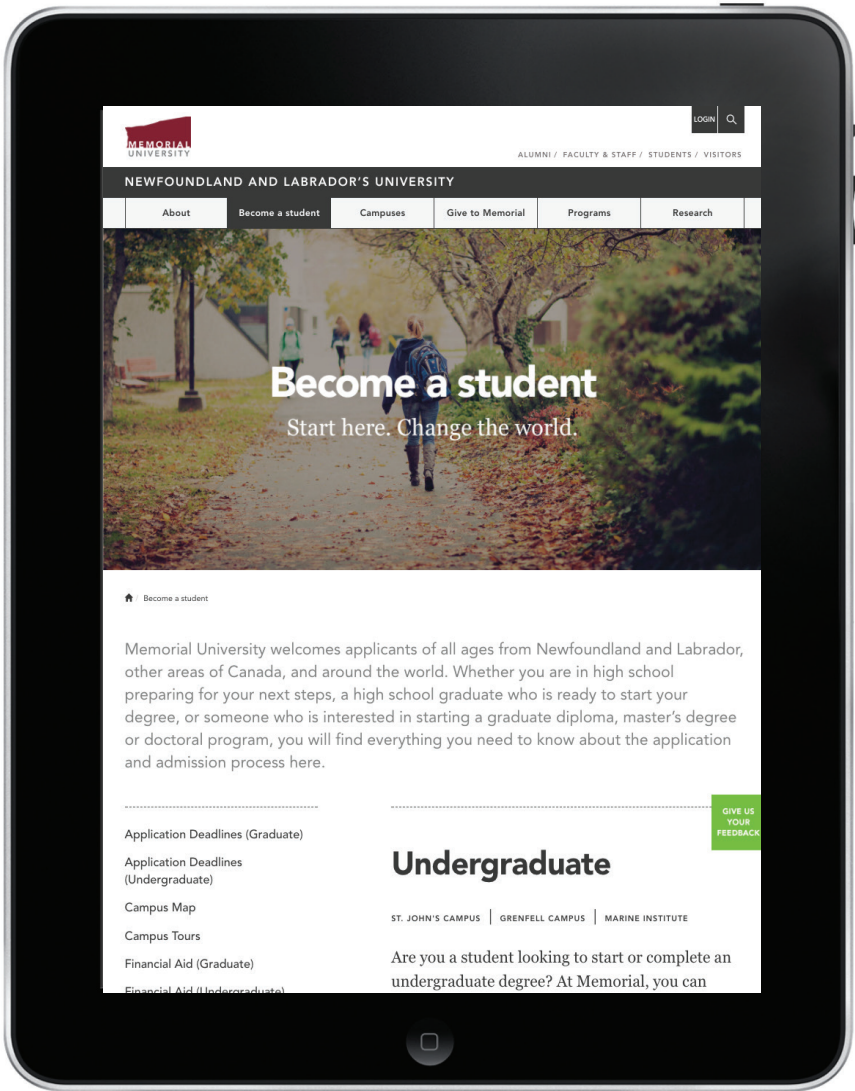
Memorial’s website design includes variations for the main page, campus sites, academic departments, administrative units, marketing sites, events/centres/ groups and affiliates of the university.

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.





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](tel:8647440).

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.](#)

Sample apparel





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.

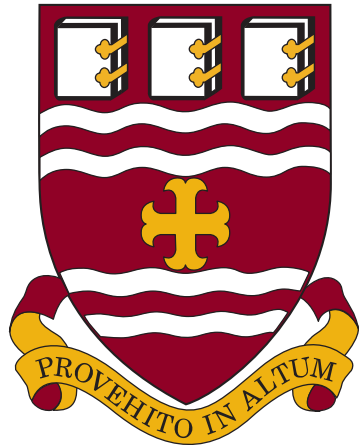
Other circumstances may warrant using the mark. Permission for uses other than those listed above may be requested from Marketing & Communications via www.mun.ca/marcomm/intake/index.php.

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



Memorial
University of Newfoundland

Claret PMS 202
C0 M100 Y61 K43
R134 G38 B51

Gold PMS 124
C0 M27 Y100 K0
R234 G171 B0

Black
C0 M0 Y0 K100
R35 G31 B32

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.

Ceremonial mark horizontal and vertical formats



Safety zone is size of the cap M in Memorial, on all sides



Safety zone is size of the cap M in Memorial, on all sides

Gap between graphic and wordmark is height of lowercase m in Memorial

The width of the coat of arms is one-half the width of the wordmark

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/intake/index.php to request a graphic file.



For the horizontal format, the minimum size is 38mm (1.5in) measured horizontally



For the vertical format, the minimum size is 28mm (1in) measured horizontally

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