



Malta College of Arts, Science & Technology

BRAND IDENTITY MANUAL

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Version 4
October 2016

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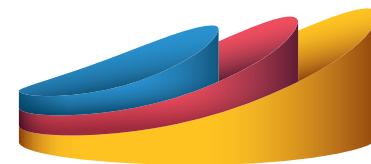
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Logo

The new MCAST logo reflects the introduction of 3 colleges through various graphical aspects, mainly form, colour and typography. The mark accompanying the logo is composed of three 'ellipses' assembled collectively. The ellipses represent pillars, with each pillar representing the different Colleges within MCAST. All levels of education are vital, both for the students, as they strive to achieve their own personal high standards in an increasingly competitive world, as well as industry, which in its vast variety requires individuals with diverse skill sets and capabilities across all levels. It is therefore the primary aim for each and every College within MCAST to be a pillar of vocational education in Malta. The pillars grow from one to the next, symbolizing the students' continuous progression as they move forward in their quest for knowledge and skills. The larger pillar, however, is always embracing the smaller pillars to reflect the appreciation of the whole academic journey MCAST's students go through. The new logo has moved to a more vibrant colour palette of red, blue and golden yellow, each representing the three different colleges, while collectively representing MCAST.



MCAST

Malta College of Arts, Science & Technology



Coloured vs one-coloured logos

Whenever possible, the logos used should be in full colour. However there will be instances, when appearing on a third party publication for example, when full colour logos are not possible or permissible. In that case the one-colour version can be used – in a dark color or reversed-out, depending on the background.

Coloured logos



One-coloured logos



There are various formats of the logo. Please ask the Communications Office for assistance.

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Clear space

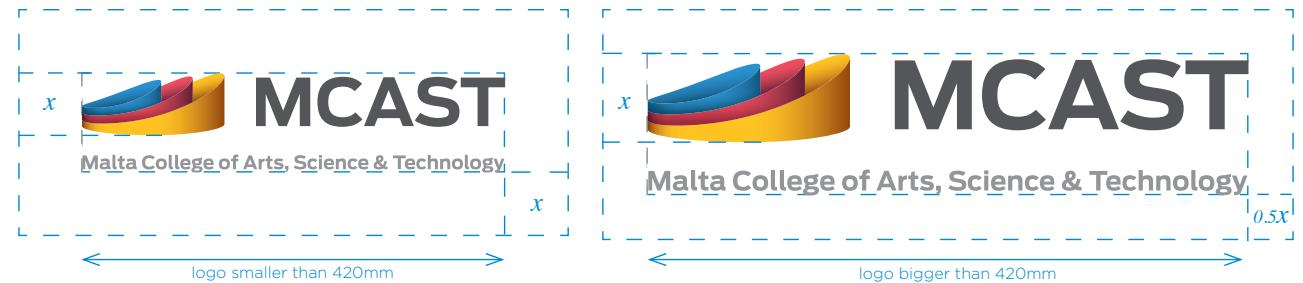
The logo is the most important branding element. A minimum clear space around it will make sure it retains the importance it deserves.

Clear space is proportional to the size of the logo, and is equal to the height of the graphic, all around. Exceptions to this rule is when the logo is used in supersize, greater than 420mm in width. In such instances the minimum clear pace is proportionally halved.

The same rule applies to the minimum distance of the logo to the the edge of the medium or booked space on which it is being reproduced.

Co-branding

When a third party logo needs to be placed on an artwork, owned by my MCAST, together with the MCAST logo, its height should not be greater than that of the MCAST logo. If the project is equally owned, than third-party logos should be placed next to the MCAST logo separated with separator while observing the clear space rule.



Logo on backgrounds or images

The background of the coloured logos should always be white, including the clear space.

One-coloured logos should always be placed on:

- i. A white background, when the logo is in a dark colour;
- ii. A dark colour, when the logo is in white. Please avoid vibrant backgrounds.

Incorrect use



Minimum size

Visibility and readability are important. Therefore the logo should never be reproduced smaller than 27mm in width.



If the logo is printed on promotional material, such as pencils or pens, it has to be reproduced at a size smaller than 27mm. In such instances, please consult the Communication Office.



Incorrect use

It is prohibited to alter the logo in any way. Please make sure that the logo:

- i. is not stretched or compressed;
- ii. is in the original colours;
- iii. all the elements of the logo are in the correct ratio with each other;
- iv. is not written in any other font;
- v. is not rotated;
- vi. has no additional words added to it;
- vii. is not framed in a shape.



Colour

Primary palette

Our primary colour palette is the 3 colours of the colleges. The grey of the text on the logos is used as a complimentary colour, especially in dividers, tables and charts, for example.

Tints

Only tints of MCAST grey and black can be used. Never use a tint of the Primary or Institute's palette.

Institutes palette

Each institute has a specific colour. Use them to show distinction between institutes and as a highlight colour for the collateral of the institute. Do not use these colours if not referring to that particular institute

Text

Text is usually in 100% black but big text can be in the primary palette, grey or relevant Institute's colour.

Primary palette



Foundation Blue

Pantone 2925c

75c 30m 0y 0k

46r 147g 209b

Hex #2e93d1

Technical Red

Pantone 1925c

0c 85m 55y 0k

240r 78g 94b

Hex #f04e5e

University Orange

Pantone 123c

0c 35m 95y 0k

252r 176g 38b

Hex #fcb026f

Secondary colour



Tints

Pantone Cool Grey 11c

65c 57m 52y 29k

85r 86g 90b

Hex #55565a

82% black only

% of Pantone Cool Grey 11c

or black only

Pantone 294c

100c 86m 30y 22k

27r 55g 104b

Hex #1b3768

Institutes' palette



Pantone 363c

74c 24m 100y 8k

77r 140g 64b

Hex #4d8c40

Pantone 232c

5c 86m 0y 0k

226r 74g 154b

Hex #e877af

Pantone 115c

0c 12m 94y 0k

255r 218g 30b

Hex #ffda1e

Pantone 2573c

27c 55m 0y 0k

184r 131g 186b

Hex #b883ba

Pantone 2955c

100c 78m 36y 28k 3c 64m 100y 0k

12r 60g 97b

Hex #0c3c61

Pantone 716c

87c 0m 38y 0k

236r 122g 35b

Hex #ec7a23

Pantone 326c

Or 177g 176b

Hex #00b1b0

Font

Gotham is the primary typeface. Myriad Pro is used for long stretches of text.

Light weight (not *Regular* or *Book*) is the preferred style for both fonts. For subheadings use *Gotham Medium*, if it's in the same size of body copy, or *Gotham Light* or *Medium* if it's bigger. Headlines can be in *Gotham Light* or *Bold*. If both weights are used in the same headline, put the significant part in bold.

Use *Italics* only as a highlight or for text in a different language. Do not put long stretches of text in *Italics*.

Paragraphs

WEIGHT: Myriad Pro (long stretches of text)
Gotham Light (short stretches of text)
SIZE: preferably 9pt
COLOUR: black
ALIGNMENT: left aligned (not justified)

Subheadings

WEIGHT: Gotham Medium (at same size of body copy)
Gotham Light / Medium (if bigger than body copy)
COLOUR: black or MCAST palette
ALIGNMENT: left aligned (not justified)

Headings

WEIGHT: Gotham Light / Bold
COLOUR: black or MCAST palette

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Light

Web font

If it is not possible to use *Gotham* on the web *Proxima Nova* is the best alternate web font.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova **Light**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova **Semibold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova **Bold**

Email signature

1. Ask the Communications Office to send you the email signature template
2. Copy and paste the template in a new email, including the MCAST logo;
3. Change the necessary details;
4. Select and copy everything, including the logo;
5. Open the new signature tab in your email software;
6. Paste it where indicated;
7. Save signature.

Formatting

FONT: Calibri Light
Calibri Bold (name and surname only)

SIZE: 12pt

COLOUR: 75% black

ALIGNMENT: left aligned

SEPARATOR: use " | " as a separator between different details on the same line

Links

email: <mailto:name.surname@mcast.edu.mt>
website: <http://www.mcast.edu.mt>
Facebook <http://www.facebook.com/MCASTmt>



To make your email clickable, highlight the email, add a hyperlink with the text `mailto: name.surname@mcast.edu.mt`. Check if the links work correctly.

Use only the MCAST logo used in the template provided.

Joseph Borg B.A. (Hons.)
Director | Events, Media and Communications

Communications Office
Administration Building | Main Campus
Corradino Hill | Paola PLA9032 | Malta

t. +356 1234 5678 | m. +356 1234 5678
e. joseph.borg@mcast.edu.mt | www.mcast.edu.mt

Follow us on [Facebook](#)



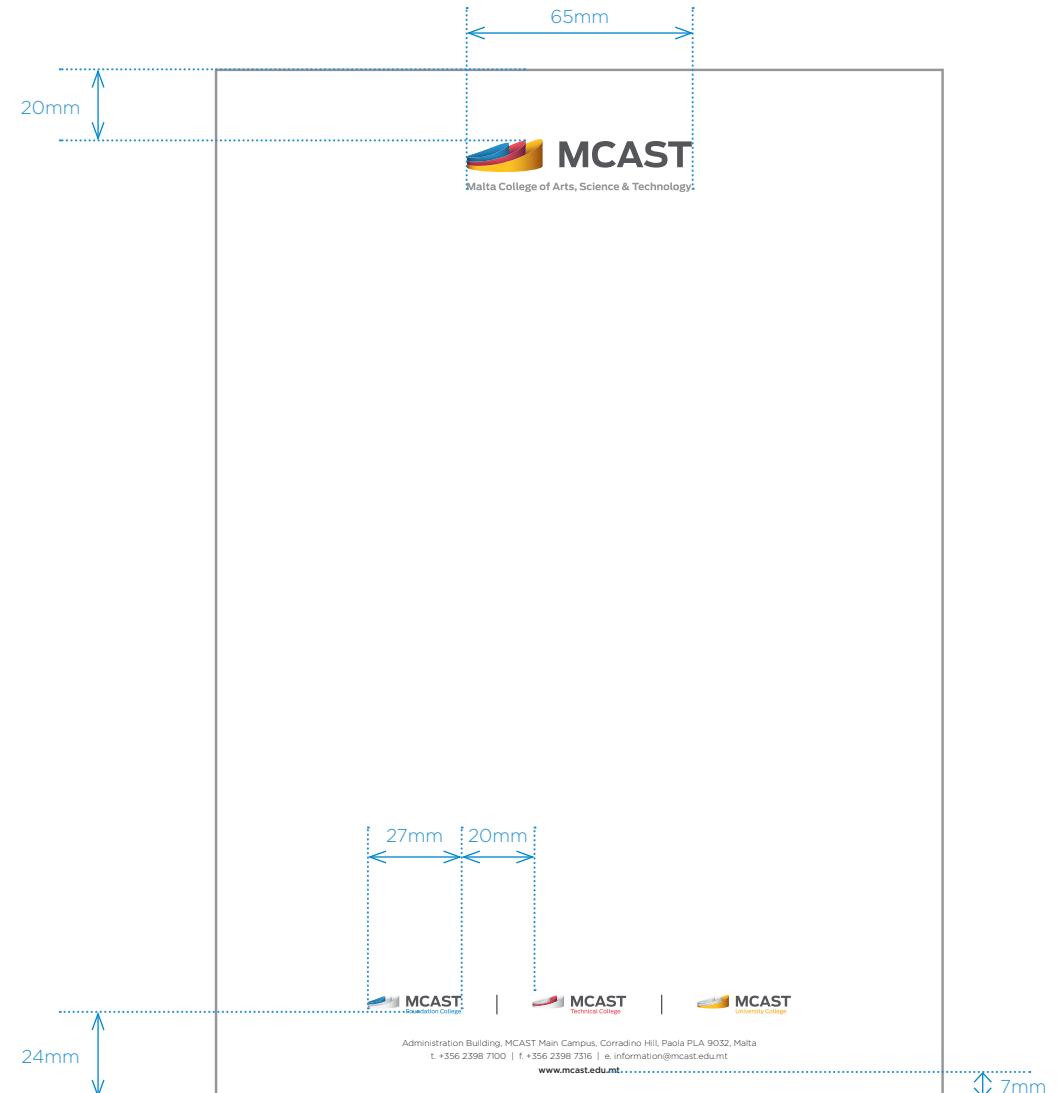
Stationery

Letterhead

- TRIM SIZE: A4 (297x210mm)
- MAIN LOGO: 65mm wide, centered horizontally, 20mm from top
- COLLEGES LOGOS: 27mm wide each, 20mm away from each other, separated with a line 0.3pt thick, 100% black, equal to height of logos, distributed evenly, centered as a group, 24 mm from bottom
- ADDRESS: 7pt on 11pt, 100% black, centered, 7mm from bottom
address details on 1st line, contact numbers & email on 2nd line, both in Gotham Light
website on 3rd line in Gotham Medium

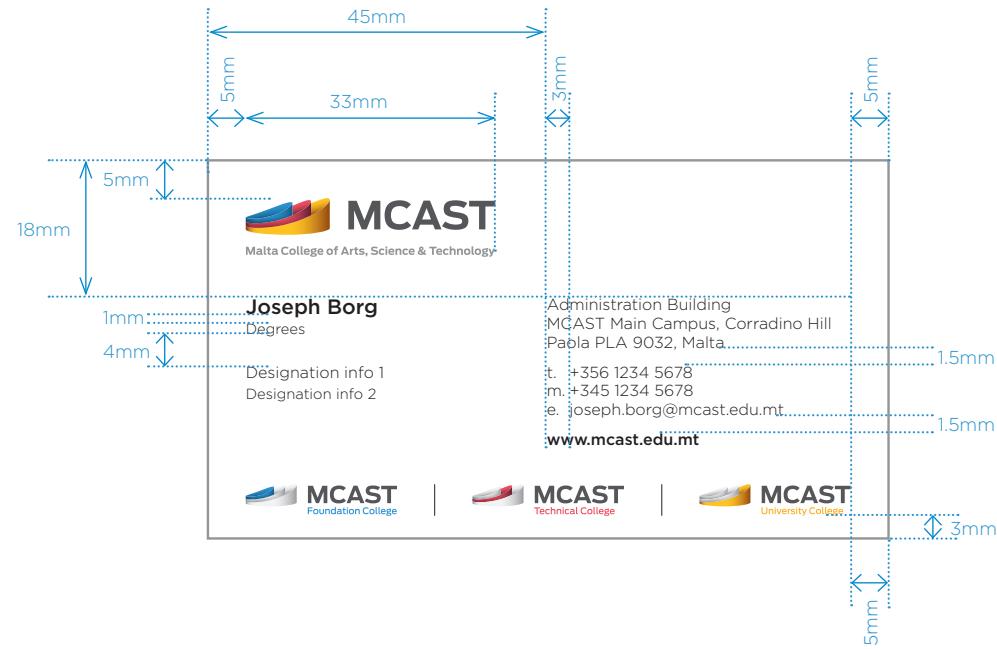


The vertical line separating the colleges logos is equal to the height of the logos, 0.3pt thick, 100% black



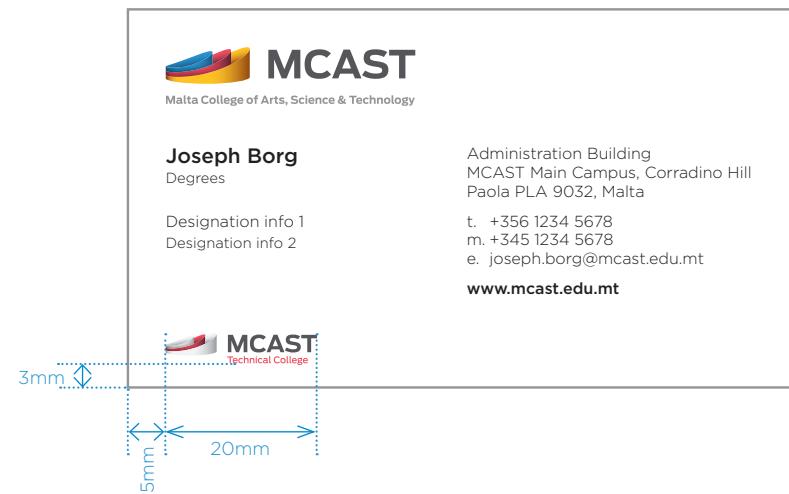
General business cards

TRIM SIZE: 90x50mm
 MAIN LOGO: 33mm wide, 5mm from top and right edges
 NAME: Gotham Medium, 7.8pt, 100% black
 DEGREES: Gotham Light, 5.5pt, 100% black
 DESIGNATION 1: Gotham Light, 6pt, 100% black
 DESIGNATION 2: Gotham Light, 5.5pt, 100% black
 ADDRESS: Gotham Light, 6pt, 100% black
 CONTACT NOS. & EMAIL: Gotham Light, 6pt, 100% black
 WEBSITE: Gotham Medium, 6pt, 100% black
 COLLEGES LOGOS: 20mm wide each, separated with a line 0.3pt thick, 100% black, equal to height of logos, distributed evenly, 3mm from bottom



College business cards

For staff that work for and represent a single college only, the above guidelines apply but instead only the relevant logo is placed at the bottom. This should be 20mm wide, 5mm from the left edge and 3mm from the bottom



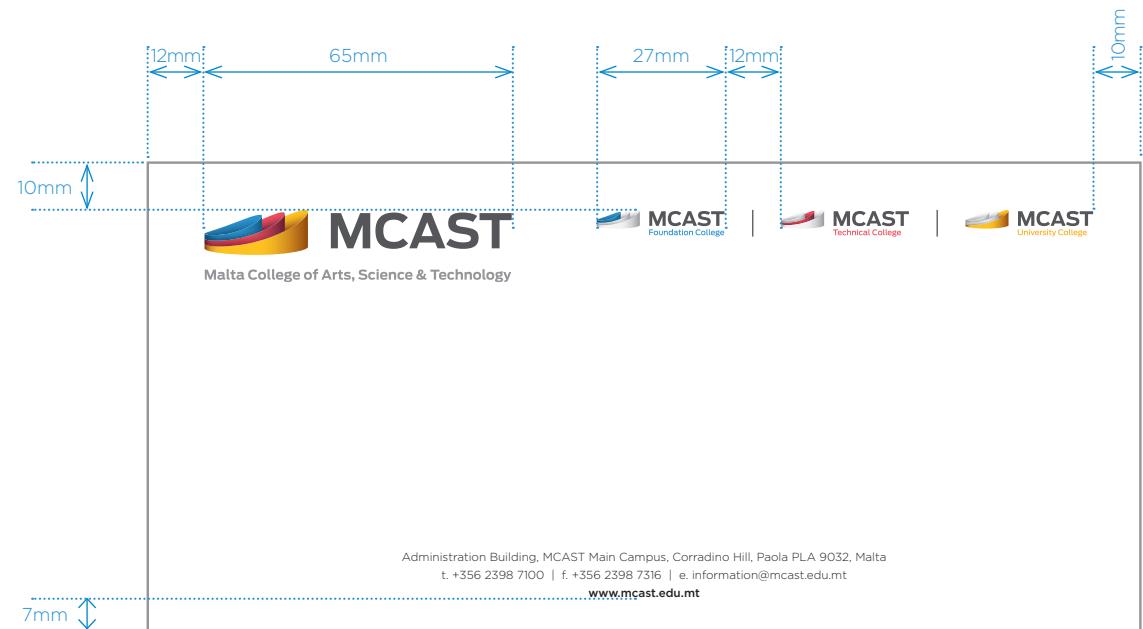
Complimentary slip

TRIM SIZE: 210x99mm

MAIN LOGO: 65mm wide, 10mm from top, 12mm from the left

COLLEGES LOGOS: 27mm wide each, 12mm away from each other, separated with a line 0.3pt thick, 100% black, equal to height of logos, distributed evenly, 10mm as a group from top, 10 mm from right of trim

ADDRESS: 7pt on 11pt, 100% black, centered, 7mm from bottom
address details on 1st line, contact numbers & email on 2nd line, both in Gotham Light website on 3rd line in Gotham Medium



Graphical elements

This guidelines does has no intention in stifling creativity or put the designer in a straight jacket. Rather than providing design templates for the various marketing collateral, the following are key graphical elements which, together with the logo, will make sure that a visual consistency is obtained.

The Colleges logo group

The group of the 3 colleges is used in all generic marketing collateral, except when the space is too tight. These logos are less important than the main logo and this is reflected visually.

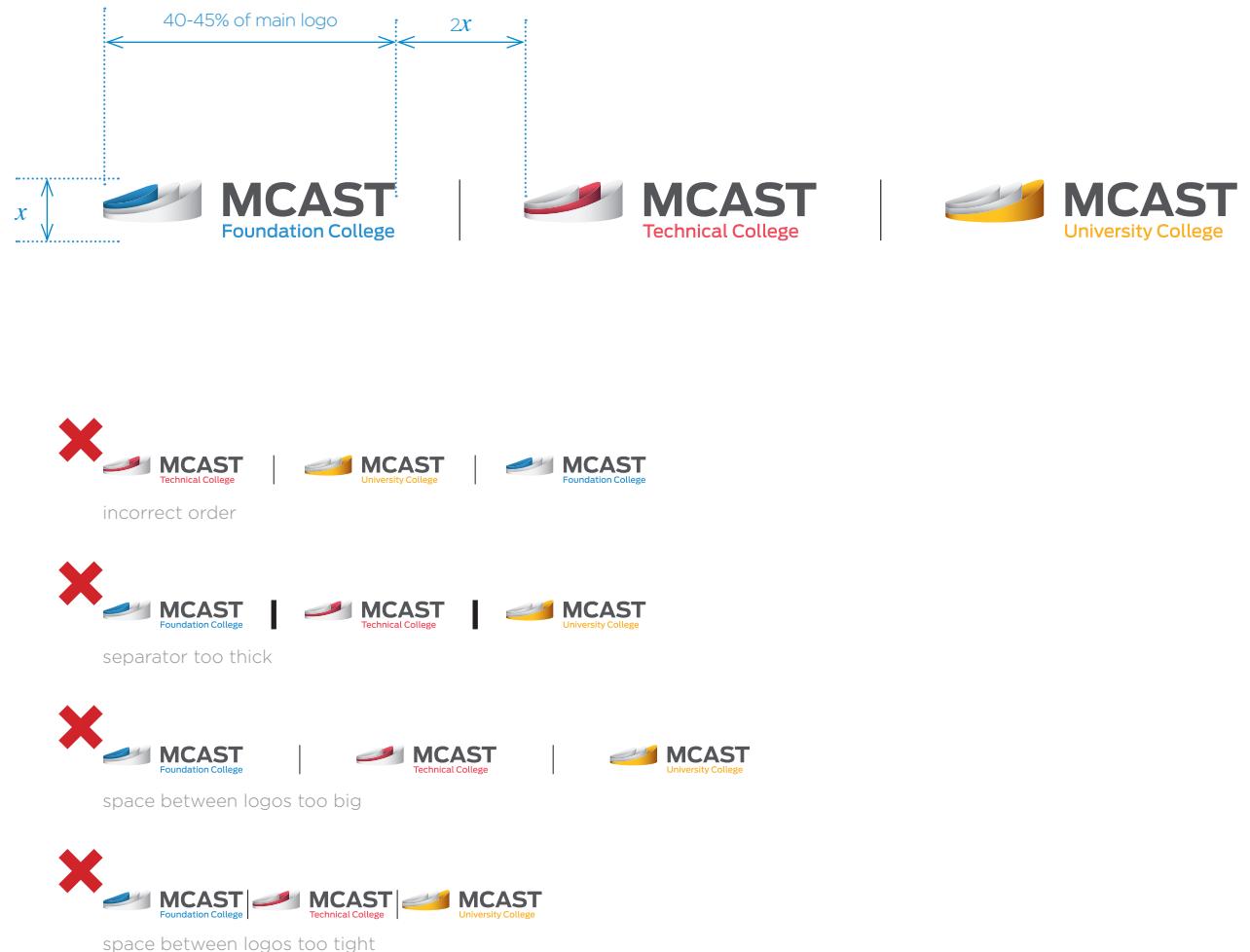
Size: The size of each college logo is between 40-45% of the main logo.

Space: The space between each logo is not less than twice the height and not bigger than 4 times the height of the college logos.

Separator: The separator is 100 black and always equal to the height of the college logos and centered in the space between. It should look like a hairline, therefore is 0.3pt thick in hand held collateral (up to A4 size), and proportionally thicker on large formats.

Order: The college logos are always in this order, starting from the right: Foundation College, Technical College, University College.

Clear space: Same rules as described on pg 5 applies.



The 3 colour blocks

This is a distinguishable graphical element and should be used often. The 3 colours are of the colleges – Foundation College, Technical College, and University College – Foundation Blue, Technical Red and University Orange, always in that order. This element works particularly well when:

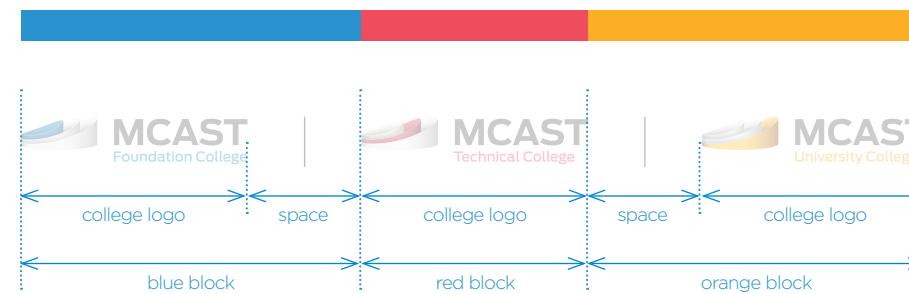
- i. placed close the colleges logo group; or
- ii. distant from the college logo group but in a way that balances out.

Width: The width of the blocks derives from the proportions of the width of the logos and space in the colleges logo group, as shown on the right. The blue and orange blocks are always equal in length and equal to the width of the college logo + space. While the red block is equal to a college logo.

Height: The height of the blocks about 60% of the height of the colleges logo group, but this is more of an indication. The most important thing is that the height is a very small fraction of the block's width

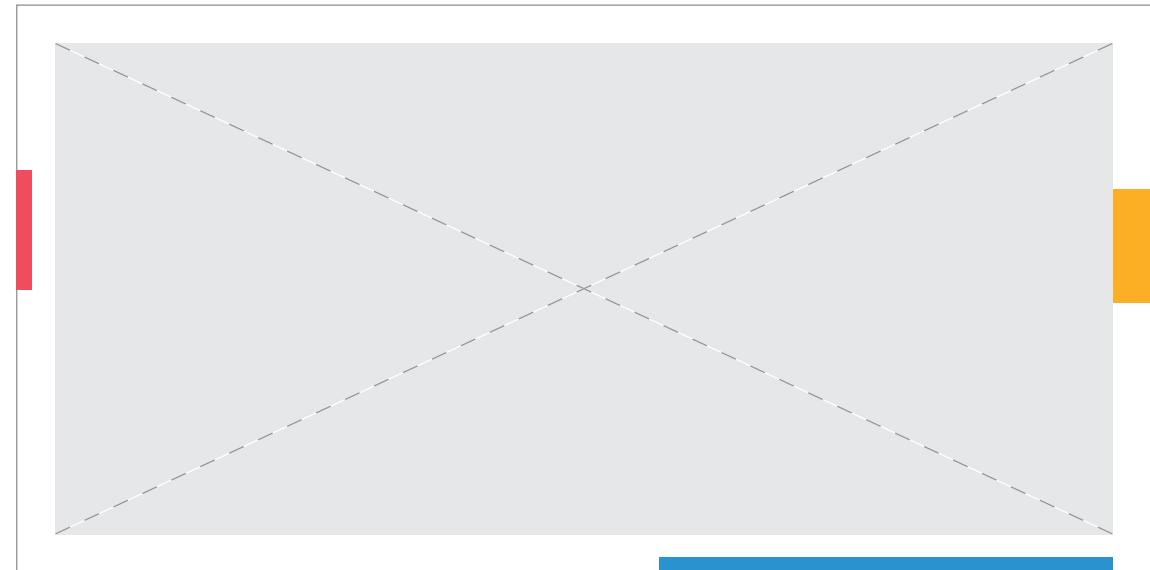


When this graphical element is used in the absence of the colleges logo group, a common sense interpretation of the proportions can be applied.



The single colour blocks

This graphical element is used to balance, frame and, more importantly, to direct the eye to the logo or a headline or an important information. Some examples of this element in use can be seen further on when specific marketing collateral are discussed.

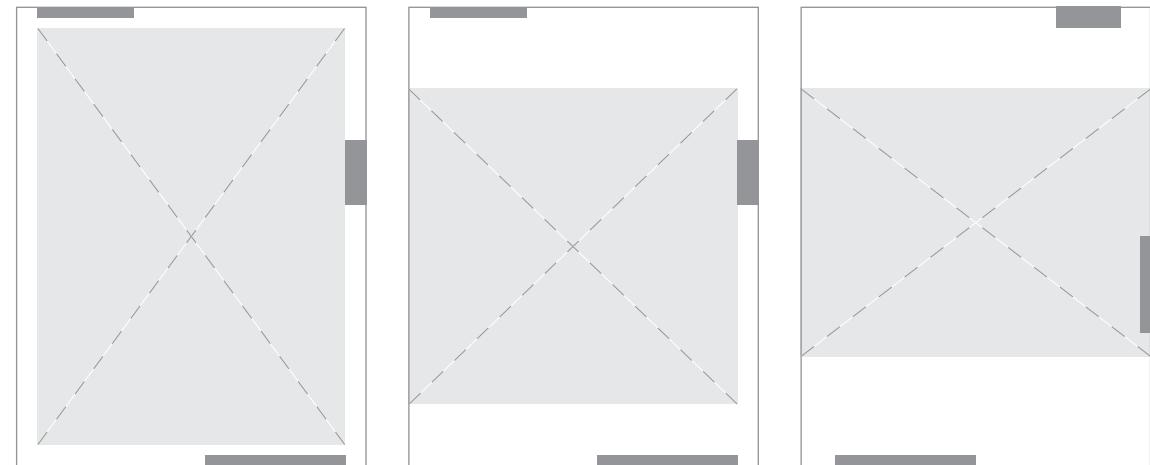


White space

Since the colour palette is quite vivid, a generous and well proportioned white space is important. This can be achieved by either having a white border all around or on 3 sides, for example, or by having a band of white on top and beneath a bleeding image or block of colour.



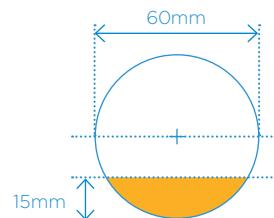
Unless the design is for a particular college, and if there are no printing restrictions, no particular colour from the primary palette should be left out in a design.



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Vacancy advert

MAIN LOGO: 9mm high, 6mm from top, 12mm from left
 "VACANCY": text: Gotham Bold, 15pt, white
 segment of circle: bottom ¼ of circle 60mm in diameter, 10mm from right



MAIN HEADLINE: Gotham Bold, 25pt on 25pt, 100% black
 JOB TITLE: Gotham Bold, 10pt on 12pt, 100% black
 ETC NO: Myriad Pro Light, 8pt on 9.6pt, 100% black
 BODY COPY: Myriad Pro Light, 8pt on 9.6pt, 100% black
 SUBHEADING: Gotham Bold, 8pt on 9.6pt, 100% black
 ADDRESS: Gotham Bold / Light, 7pt on 9pt, 100% black

MAIN LOGO: 9mm high, 6mm from top, 12mm from left
"VACANCY": text: Gotham Bold, 15pt, white
segment of circle: bottom ¼ of circle 60mm in diameter, 10mm from right

MAIN HEADLINE: Gotham Bold, 25pt on 25pt, 100% black
JOB TITLE: Gotham Bold, 10pt on 12pt, 100% black
ETC NO: Myriad Pro Light, 8pt on 9.6pt, 100% black
BODY COPY: Myriad Pro Light, 8pt on 9.6pt, 100% black
SUBHEADING: Gotham Bold, 8pt on 9.6pt, 100% black
ADDRESS: Gotham Bold / Light, 7pt on 9pt, 100% black

Header Dimensions:
 Top margin: 9mm
 Logo margin: 12mm
 Vacancy margin: 10mm
 Total width: 45mm (3 columns)
 Total height: 6mm

Image Dimensions:
 Top margin: 3mm
 Bottom margin: 7.5mm
 Total height: 15.5mm

Text Dimensions:
 Headline: 7(h) x 5(w)mm
 Paragraph: 15.5mm
 Margin: 2mm

Job Descriptions:

- COMMUNICATIONS MANAGER**
ETC Permit Number 9/2016
 Due to the organisational transformation at MCAST and the driving of a broader curriculum across levels 1 to 7, the Marketing Department requires to appoint a Communications Manager to manage our Marketing and PR strategy.
Qualifications & Experience Requirements:
 - Possess an MQF level 5 qualification in a relevant field, together with five years related work experience in the Public Relations, or Journalism Communication or Marketing Field or alternative related experience.
 - OR**
 - Possess an MQF level 6 qualification in a relevant field, together with three years related work experience in the Public Relations, or Journalism Communication or Marketing Field or alternative related experience.
- ACADEMIC RESOURCE MANAGER**
ETC Permit Number 299/2015
 The HR strategic plan at MCAST entails to drive efficiency in our Human Capital. We are seeking to appoint an Academic Resource Manager to assist the HR Director in the management of resourcing. The ideal candidate would possess satisfactory IT skills and Data Analysis.
Qualifications & Experience Requirements:
 - Possess an MQF Level 6 qualification in a relevant field and 3 years related full time experience, ideally with an exposure to HR management specialising in labour productivity and time-tables.
 - Experience in Academia would be considered an advantage.
 - Experience in IT and databases would be considered a strong asset.
 - Analytic skills with numbers are essential for this post.
 - Ability to manage effective communications within different levels of the organisation structure.

Footer:

Malta College of Arts, Science and Technology
 Administration Building, MCAST Main Campus, Corradino Hill, Paola PLA 9032
 t. 2398 7100 | f. 2398 7316 | e. hr@mcast.edu.mt | www.mcast.edu.mt

Marketing collateral

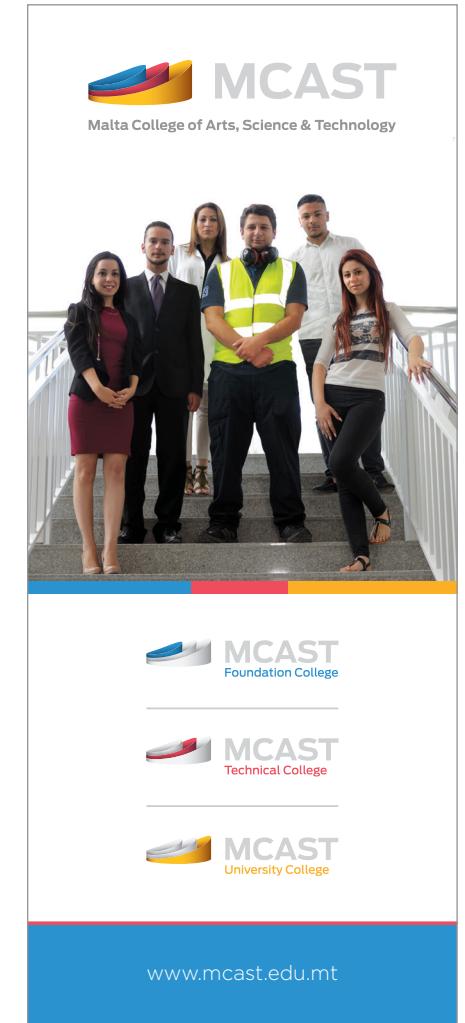
BEST PRACTICES

The following are some examples of the graphic elements put in practice.

Poster



Rollup banner



Billboards

MCAST
Malta College of Arts, Science & Technology

MCAST INDUSTRY

THE FUTURE IS YOURS

PART-TIME COURSES
SEPTEMBER 2015

APPLICATIONS OPEN
24 AUGUST - 11 SEPTEMBER

ONLINE
shortcourses.mcast.edu.mt

OR AT
MCAST, Paola

MCAST
Malta College of Arts, Science & Technology

MCAST Foundation College | **MCAST Technical College** | **MCAST University College**

MCAST EXPO
2015

A SHOWCASE TO YOUR FUTURE CAREER

24-27 June

MCAST Main Campus
KORDIN

Wed-Fri
09.00 - 20.00

Saturday
09.00 - 14.00

Publication covers

The cover features a photograph of four professionals: a woman in a business suit holding a tablet, a man in a plaid shirt holding a hammer, a woman in a medical uniform holding a clipboard, and a man in a white lab coat. To the right is a yellow vertical bar with a white double arrow icon and the text "THE FUTURE IS YOURS". At the bottom left is the MCAST logo with the text "PART-TIME COURSES SEPTEMBER 2015 shortcourses.mcast.edu.mt". A QR code is at the bottom right.

The cover has a dark blue background. At the top is the MCAST logo and the text "2014/15 ANNUAL REPORT". Below this is a grid of six smaller images showing students in various academic and practical settings: using a microscope, working on machinery, in a laboratory, using a computer, in a graduation ceremony, and in a boat.

Folder

Newspaper adverts

MCAST
Malta College of Arts, Science & Technology

MCAST
Malta College of Arts, Science & Technology

PART-TIME COURSES SEPTEMBER 2015

>> THE FUTURE IS YOURS

APPLICATIONS OPEN
24 AUGUST - 11 SEPTEMBER

ONLINE
shortcourses.mcast.edu.mt

OR AT
MCAST Main Campus, Paola

PART-TIME COURSES SEPTEMBER 2015

>> THE FUTURE IS YOURS

APPLICATIONS OPEN
24 AUGUST - 11 SEPTEMBER

ONLINE
shortcourses.mcast.edu.mt

OR AT
MCAST Main Campus, Paola

A SHOWCASE TO YOUR FUTURE CAREER

INSTITUTE OF APPLIED SCIENCE
INFO TALK: 26 June 18:30 – 19:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF APPLIED SCIENCES – CENTRE FOR AGRICULTURE, MARITIME AND ANIMAL SCIENCES
INFO TALK: 26 June 19:30 – 20:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE FOR THE CREATIVE ARTS
INFO TALK: 25 June 19:30 – 20:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF ENGINEERING AND TRANSPORT - MECHANICAL
INFO TALK: 24 June 17:30 – 18:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF ENGINEERING AND TRANSPORT - ELECTRICAL AND ELECTRONICS ENGINEERING
INFO TALK: 24 June 18:30 – 19:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF ENGINEERING AND TRANSPORT - BUILDING & CONSTRUCTION
INFO TALK: 24 June 19:30 – 20:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF ENGINEERING AND TRANSPORT - MARITIME
INFO TALK: 25 June 17:30 – 18:30
VENUE: Student House, MCAST Main Campus, Paola

INSTITUTE OF BUSINESS MANAGEMENT & COMMERCE
INFO TALK: 26 June 17:30 – 18:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF COMMUNITY SERVICES
INFO TALK: 25 June 18:30 – 19:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

INSTITUTE OF INFORMATION & COMMUNICATION TECHNOLOGY
INFO TALK: 25 June 18:30 – 19:30
VENUE: IAS Auditorium, MCAST Main Campus, Paola

PATHWAY TO INDEPENDENT LIVING
INFO TALK: 26 June 10:30 – 11:30
VENUE: Student House, MCAST Main Campus, Paola

GOZO CAMPUS JF De Chambray Street, Ghajnsielem, Gozo
INFO TALK: 23 June 10:00 – 11:00
VENUE: Ghajnsielem Primary School Hall

DISCOVER
MCAST and the courses on offer!

COLLECT
your free copy of the new 2015/2016 Full-time Courses Prospectus and Application Form

ENGAGE
in different hands-on activities

EXPLORE
student projects and innovations

TALK
to employers about different career opportunities

DISCUSS
your career prospects with our career advisers

MCAST will be receiving new applications for 2015/2016 full-time courses between 20-31 July. For more information on how and where to apply visit www.mcast.edu.mt

Our career advisers will be available (without appointment) between 12-31 July, from Monday to Friday, between 08:30 and 13:30, at the Student House, MCAST Main Campus, Paola to answer any questions and offer personal career advice.

fb.com/MCASTmt | **INFO** 2398 7135/6
career.guidance@mcast.edu.mt

MCAST Foundation College | **MCAST Technical College** | **MCAST University College**

Web banner



PART-TIME COURSES
SEPTEMBER 2015



APPLICATIONS OPEN
24 AUGUST - 11 SEPTEMBER

APPLY ONLINE
shortcourses.mcast.edu.mt
OR AT
MCAST Main Campus, Paola

>> CLICK HERE TO EXPLORE

>> THE FUTURE IS YOURS