



JOSEPH MEYERHOFF CENTER FOR  
**CAREER DEVELOPMENT**

## Visual Style Guide

PREPARED BY POST TYPOGRAPHY, AUGUST 2013

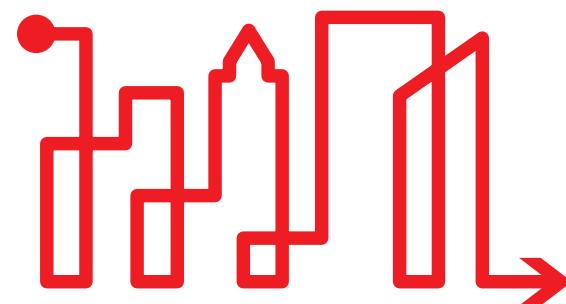


## JOSEPH MEYERHOFF CENTER FOR CAREER DEVELOPMENT AT MICA

*A career track represents growth, progress, and finding one's way; developing a path and making connections along the way. But for artists and designers a career is often much more than a straight line from A to B.*

MICA students and alumni apply their creative vision in countless fields. They are the “outside-the-box” thinkers and makers most valued in today’s workplace. The graphic identity for MICA’s Career Development Center expresses this creative vision through a flexible visual system. Originating from a simple dot (in reference to the MICA graphic identity and dot pattern), a dynamic line follows the unique creative motion that carries each MICA student and alumnus through their journey.

This classic design motif forms the basis of the Career Development identity. The dynamic arrow is a strong visual identifier that incorporates a sense of creativity, flexibility, and expansiveness. It anchors the Career Development logo marks, but it also has the ability to become a bold or illustrative design element as needed, providing MICA’s Career Development office with a visual brand suited for day-to-day use as well as more inventive and custom applications.



## CAREER DEVELOPMENT LOGOS

A variety of Career Development logos exist for use in different placements, sizes, and applications.

Main stacked logos



Main wide logos



Alternate stacked logos



Alternate wide logos



## THE MICA LOGO + CAREER DEVELOPMENT

In instances where the Career Development identity will be viewed beyond the MICA community, it should always be paired with the MICA logo.



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MARYLAND INSTITUTE COLLEGE OF ART

## COLOR PALETTE + TYPOGRAPHY

The Career Development color palette consists of a bold red, paired with a dark grey. This reduced palette is designed to work with a range of photography and artwork as well as the MICA colors. For special applications, additional accent colors may be introduced.



CMYK C=0, M=100, Y=100, K=0  
RGB R=237, G=28, B=36  
PANTONE 185C  
HEX ED1C24



CMYK C=0, M=0, Y=0, K=70  
RGB R=109, G=110, B=113  
PANTONE BLACK C, 70% TINT  
HEX 6D6E71

# Archer

**THE SLAB-SERIF FONT FAMILY,**  
**ARCHER** is the primary typeface that  
should be used for Career Development  
materials.

[WWW.TYPGRAPHY.COM/FONTS/ARCHER/OVERVIEW](http://WWW.TYPGRAPHY.COM/FONTS/ARCHER/OVERVIEW)

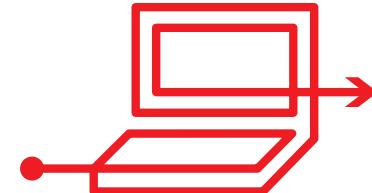
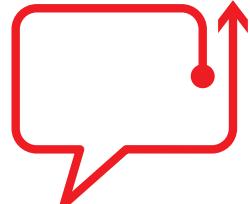
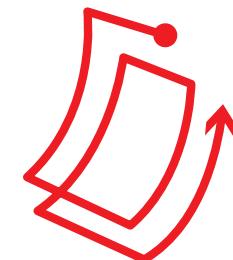
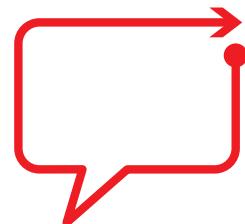
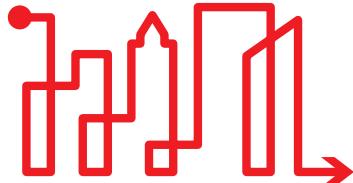
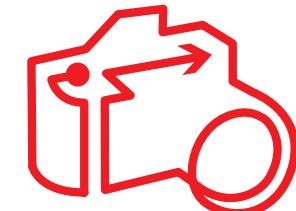
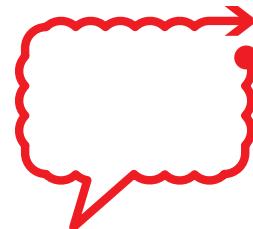
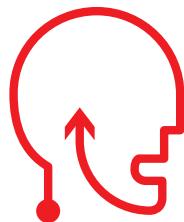
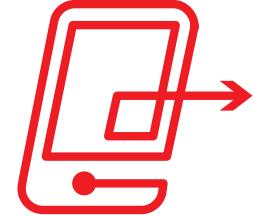
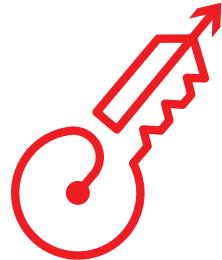
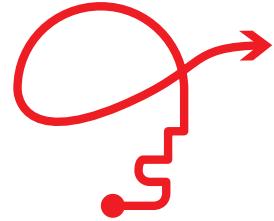
# News Gothic

Use this sans serif font for secondary  
and complementary applications.

[WWW.MYFONTS.COM/FONTS/BITSTREAM/NEWS-GOTHIC](http://WWW.MYFONTS.COM/FONTS/BITSTREAM/NEWS-GOTHIC)

## ICONS

A set of icons and numerals can be employed on a selective basis in instances where graphical and/or illustrative support is needed.



## NUMERALS

0

1

2

3

4

5

6

7

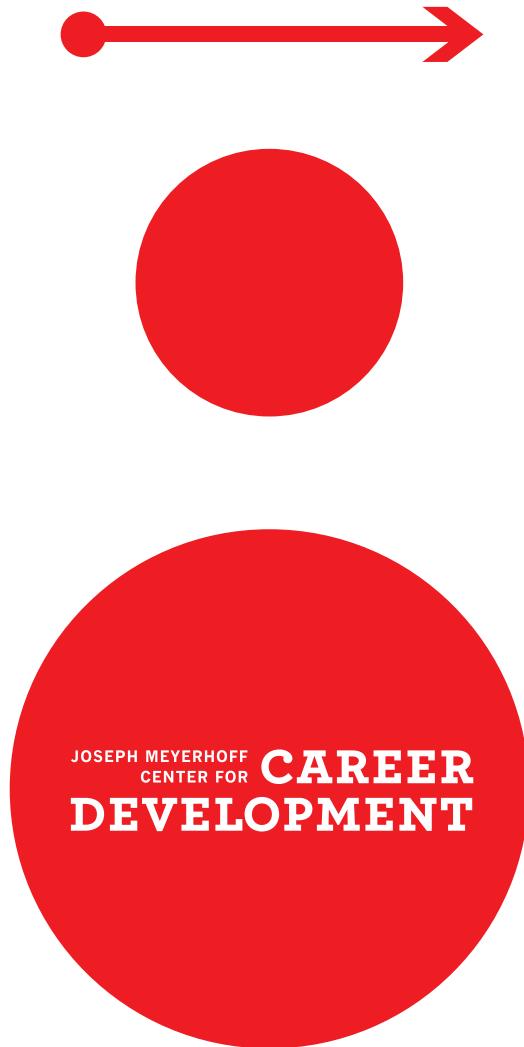
8

9

10

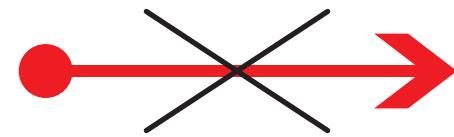
## DESIGN ELEMENTS

The dynamic arrow and the red dot may be used as part of a flexible set of elements for new and future design applications.

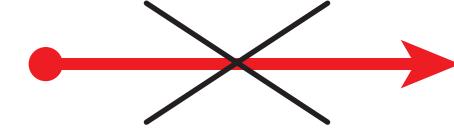


### KEY RULES FOR THE DESIGN ELEMENTS:

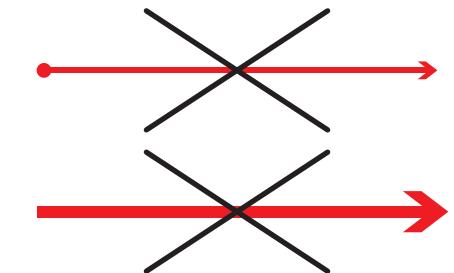
NEVER CHANGE THE SCALE OF THE LINE, DOT, OR ARROW. THEY MUST ALWAYS MAINTAIN THEIR ORIGINAL PROPORTIONS TO EACH OTHER.



NEVER USE A DIFFERENT STYLE OF ARROWHEAD



AVOID USING THE LINE AT WEIGHTS BELOW 3 PT. THE LINE SHOULD ALWAYS FEEL BOLD AND ROBUST.



NEVER USE THE LINE WITHOUT A DOT ON THE END.



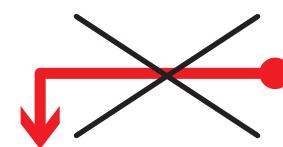
NEVER CHANGE THE SCALE OR WEIGHT OF THE DYNAMIC ARROW LINE ELEMENTS IN RELATION TO THE LOGOTYPE.



CHOOSE THE MOST APPROPRIATE VERSION OF THE LOGO FOR THE SIZE AND SPACE THAT IT WILL BE SHOWN.



MAKE SURE THAT THE SMALL TEXT REMAINS LARGE ENOUGH TO BE CLEARLY LEGIBLE.



THE ARROW SHOULD GENERALLY MOVE IN A FORWARD AND UPWARD DIRECTION. AVOID MOST INSTANCES WHERE IT POINTS DOWNWARD.

## FILE GUIDE

The main set of Career Development logo files and icons are available in several file formats for different media and color spaces.

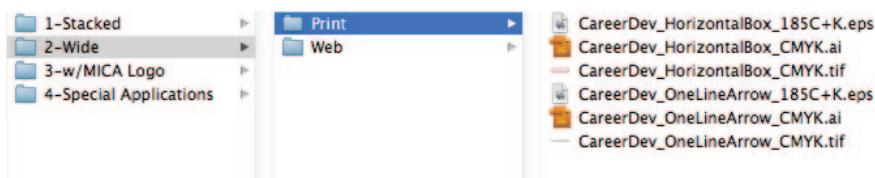
**.EPS FILES** use PANTONE color for spot color printing

**.TIF FILES** use CMYK color build for standard 4 color printing

**.PNG FILES** use RGB color build for use on the web

**.AI FILES** use CMYK color build for standard 4 color printing \*

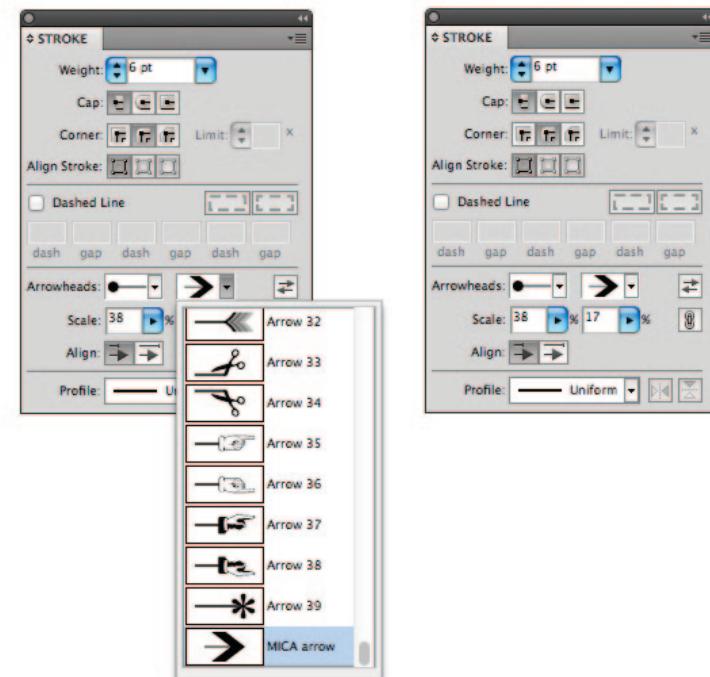
\* Note that some of the Illustrator .ai files have live arrowheads and strokes/lines for ease of editing. (Title will include **Live\_Arrowhead**). These files load the arrowhead from the custom Arrowhead.ai file (see right) –**UNLESS THIS FILE IS INSTALLED, THE MICA ARROWHEAD WILL NOT APPEAR**. All arrowheads **MUST** be Expanded and/or Outlined before sending to outside printers or other computers that do not have the custom Arrowheads.ai file installed.



## LIVE ARROWHEAD INSTRUCTIONS

To use or create “live” versions of the MICA Career Development arrow, follow these steps (*Adobe Illustrator CS 5, 6, and later only*):

1. Close Adobe Illustrator
2. Copy the custom **Arrowheads.ai** file to the following directory:  
Applications > Adobe Illustrator > Plug-ins
3. Open Adobe Illustrator and create a line using one of the red color builds.
4. Under the **Stroke** palette, select the following arrowheads and scales:



# TEMPLATES

Existing Word, Keynote, PowerPoint, and InDesign templates may be used as a starting point for creating new documents and presentations.

Letterhead/Handout Page 1

## Applying to MICA

Many factors influencing such an important decision. Whatever your reasons for exploring graduate study, it is important that you carefully examine your own needs, goals and capabilities to determine which programs are a good fit for you.

**WHY SHOULD I GET AN MFA?**

- To focus exclusively on your work for a significant period
- To receive critical feedback in a serious environment and expand your critical vocabulary
- Get credentialed to teach at the university level and potentially gain teaching experience
- Join a community of artists/designers
- Get exposure to a profession
- Have the opportunity to network

**WHY shouldn't I GET AN MFA?**

- Don't get an MFA out of pressure from parents, family or friends.
- Don't get an MFA assuming that you can easily get a full-time teaching job afterwards. These jobs are competitive.

**ALTERNATIVES TO AN MFA**

If you aren't interested in teaching or the actual degree, but want the experience of an artistic community and the time to focus on a new project, consider residency programs. Some very competitive programs offer stipends and/or room and board. Other programs expect you to pay for housing, your day-to-day expenses and travel costs. A residency program may provide some of the same networking opportunities as an MFA program without the cost of tuition. If you want to be in touch with the broader art world and to learn the business of art, consider working for a well-known artist, museum, gallery, or other arts related business. Living in an area with a vital art scene and working independently can also spur personal growth and generate opportunities.

**WHEN SHOULD I APPLY?**

There is no best time to apply for graduate school. This will differ for each person. Graduate School for Art is an intense academic environment designed to contribute to artistic growth. Some students are accepted into programs on their first try. Others may need to adjust your application if necessary. The average age in MFA programs is the mid-to-late-twenties. While some students go on to graduate school immediately to maintain their momentum and focus, most people benefit from gaining real world experience through working in the industry, exhibiting their work, participating in residencies, or applying for grants. Since graduate school is typically centered on independent study and individual feedback, an artistic career outside an academic setting for one or more years can also provide experience before embarking on an MFA.

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Letterhead/Handout Page 2

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Calendar

**M | I | C | A** JOSEPH MEYERHOFF CENTER FOR CAREER DEVELOPMENT  
MARYLAND INSTITUTE COLLEGE OF ART

Gateway • 2nd Floor • 1601 W Mt Royal Ave • 410.235.2420 • careerdevelopment@mica.edu

**PROGRAM CALENDAR 2013**

PURPOSE OF INTEREST:  Internships  Post-Bac  Job Hunting & Finances  
 All Years  Majors  Intern  Grad School  
 Freedom  Minors  Job  Graduate  
 +

**SEPTEMBER**

**Student Space Gallery Application Preparation Workshop**  
Thursday, September 13th  
2:00-4:00 PM  
Main 110

**Introduction to Balance & LinkedIn:  
Online Presence & Networking**  
Wednesday, September 19th  
2:30-3:30 PM  
Main 110

**Applying to Graduate School**  
Tuesday, September 25th  
12:00-1:00 PM  
Brown 413

**OCTOBER**

**How to Land That Hot Summer Internship**  
Tuesday, October 2nd  
3:00-4:00 PM  
Gateway 101

**Documenting Your Work with Dan Meyer**  
Wednesday, October 3rd  
2:15-3:30 PM  
Brown 320

**Pursuing Careers in Art Therapy**  
Wednesday, October 31st  
2:00-4:00 PM  
Gateway 101

**NOVEMBER**

**Internshipize Your Career: JET,  
Peace Corps, WWOOF, Residencies,  
Fulbright**  
Wednesday, October 9th  
3:00-4:00 PM  
Main 110

**Funding for Graduate School**  
Wednesday, October 17th  
2:00-4:00 PM  
Gateway 420

**Are You Using Protection? Copyright  
Issues Presented by: Maryland  
Volunteer Lawyers for the Arts**  
Monday, October 22nd  
4:30-5:45 PM  
Fahley Hall

**Need a Job? Here's a Plan!**  
Wednesday, October 24th  
3:00-4:00 PM  
Gateway 101

**Tips for Artists & Designers with  
Tami Schreider, CPA**  
Monday, November 12th  
5:30-6:30 PM  
Main 110

**Major Café**  
Friday, November 9th  
3:30-5:30 PM  
Brown Center

**Drop-In Hour**  
3:00-4:00 PM  
Gateway 200

**WEEKLY SESSIONS**

**MONDAYS**

Resume Reviews  
3:00-4:00 PM  
Gateway 200

**TUESDAYS**

How to Find an Internship  
3:30-4:30 PM  
Gateway 200

**WEDNESDAYS**

Resume Reviews  
3:00-4:00 PM  
Gateway 200

**THURSDAYS**

How to Find an Internship  
3:30-4:30 PM  
Gateway 200

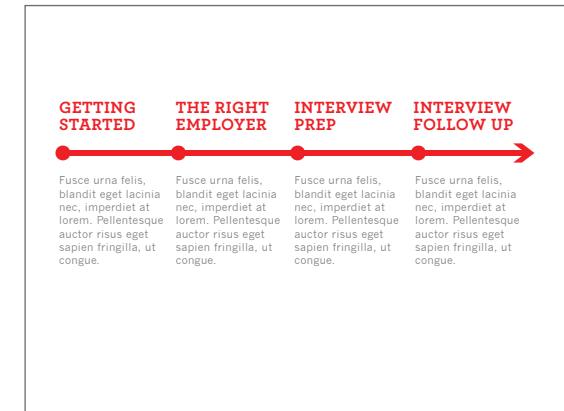
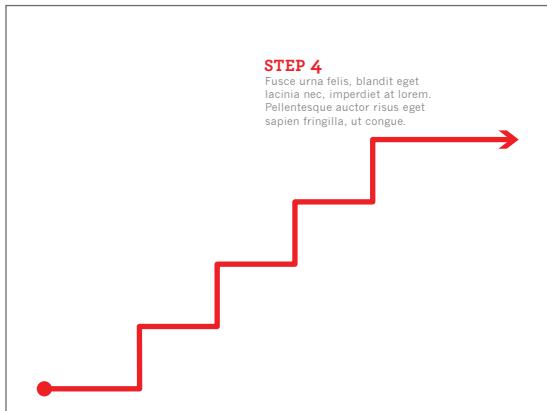
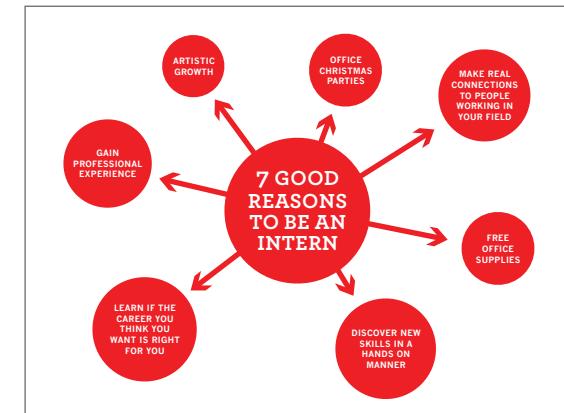
**FRIDAYS**

Ask a Career Counselor  
12:00-1:00 PM  
Meyerhoff House  
Internship Orientation  
4:00-5:00 PM  
Gateway 200

Learn more about these programs at: [ty.mica.edu/mica.edu/careerdevelopment/](http://mica.edu/mica.edu/careerdevelopment/) & [micanetwork.com](http://micanetwork.com)

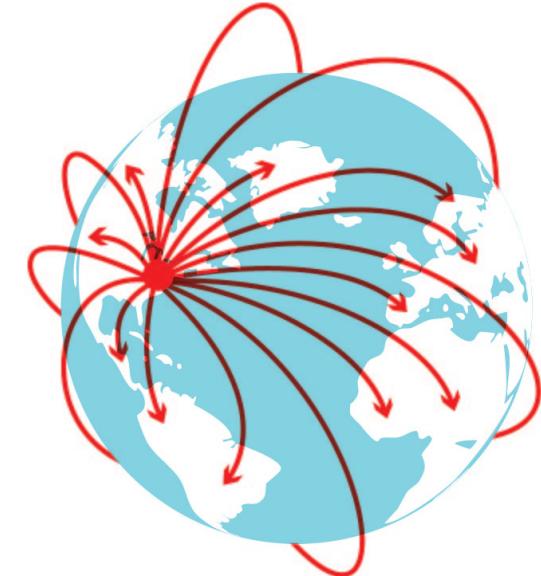
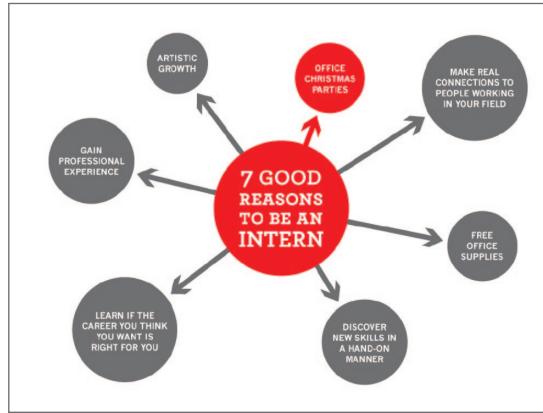
## TEMPLATES (CONT.)

Presentations



## CUSTOM APPLICATIONS

Custom applications should employ the dynamic arrow elements, icons, and use-specific illustrations in bold, colorful, and creative ways.



# WHICH CAREER DEVELOPMENT GRAPHICS SHOULD I USE?

