BRAND STANDARDS

MI MARINE INSTITUTE

MEMORIAL UNIVERSITY

For more information on brand
standards, please contact:

**MARKETING &
COMMUNICATIONS**

709 778 0544
marketing@mi.mun.ca

CONTENTS

ABOUT OUR
BRAND STANDARDS

This brand standards manual will provide the technical information required to ensure that the visual identity of Marine Institute is used consistently and uniformly. Visual identity includes a number of key elements including: logo, typography, visual elements (colour palette, design layouts), centre wordmarks and our traditional MI crest.

The guidelines included in this manual will reinforce consistency in all marketing and communications activities including publications, advertisements, presentations, exhibits, social media graphics and all other marketing materials both online and offline.

It is critical that each time the public comes in contact with the MI Brand, that it is communicated in consistent visual terms, whether it is portrayed on signage, departmental letterhead or online.

To ensure correct usage of Marine Institute's brand and logo, refer to this manual and use only approved artwork. Most typical uses of the visual identity are covered in this manual. However, if you have other questions, please contact Marketing & Communications at 709 778 0544 or **marketing@mi.mun.ca**

BRAND NAME + USE

ABOUT OUR LOGO

While the logo is the main identifier for the Marine Institute, the Memorial University logo is also used in conjunction as an institution signature.

This combination clearly links the Marine Institute with Memorial and ensures that the benefits of brand recognition and reputation accrue from each entity to the other. At the same time, the relationship between the Memorial mark and Marine Institute logo ensures a unique identity for the Marine Institute within the Memorial brand.

Always use the official Marine Institute logo files. All elements of this logo are fixed, and may not be redrawn, retyped, realigned or altered in any way.

PROPER
LOGO USE

GENERAL GUIDELINES FOR PROPER LOGO USE

The colour or black 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 Marine Institute logo is to appear on all communications and marketing materials, in any format, produced by or for Marine Institute.

Refer to these brand standards for application examples.

When reproducing the logo, always use the official artwork from the electronic files provided by Marketing and Communications. The elements of the logo are fixed and should never be redrawn or altered in any way. **The MARINE INSTITUTE text and stylized MI and waves is a single unit. These elements may not be used separately as design elements.** No elements can be added to the logo other than as specified in these brand standards. Do not attempt to recreate this artwork.

The logo is a standalone design. Never add additional elements or text to any approved versions of the existing logo.

❌ MI MARINE INSTITUTE

❌ MI MARINE INSTITUTE *Bake Sale*

✔️ MI MARINE INSTITUTE

Changing the aspect ratio, proportion, general qualities or using individual elements is never permitted.

❌ MI MARINE INSTITUTE

❌ MI

✔️ MI MARINE INSTITUTE

The logo should never be flipped or rotated.

❌ MI MARINE INSTITUTE

❌ MI MARINE INSTITUTE

✔️ MI MARINE INSTITUTE

MINIMUM SIZE

To preserve the legibility and recognition of the logo, the MARINE INSTITUTE wording should be no smaller than 1 inch wide.

For digital materials, the total the MARINE INSTITUTE wording should be no smaller than 80 pixels wide.

Some projects may require the logo to appear smaller than 1 inch. (i.e. small scale promotional materials). For optimal sizing advice in such circumstances, please contact Marketing & Communications via email at **marketing@mi.mun.ca.**

MI

MARINE INSTITUTE

1"

ACTUAL SCALE (1" WIDE)

MI
MARINE INSTITUTE

MI
MARINE INSTITUTE
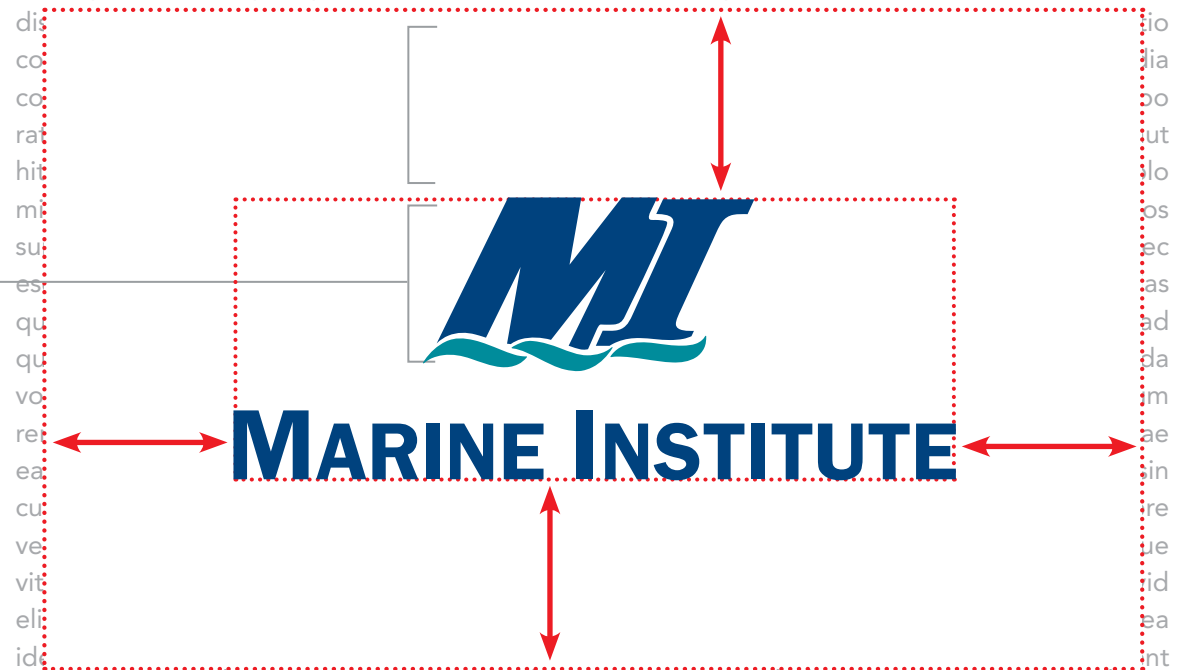
MI
MARINE INSTITUTE

SAFETY ZONE

There must be an appropriate safety zone around the logo — nothing should intrude on this area. The logo does not need to be large to be effective, but it should have ample space around it for legibility and visual integrity.

The safety zone is equal to the height of the left side of the wave to the top of the M.

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co ... lia
co ... oo
rat ... ut
hit ... lo
mp ... os
su ... ec
es ... as
qu ... ad
qu ... da
vo ... m
re ... ae
ea ... in
cu ... re
ve ... de
vit ... id
eli ... ea
ide ... nt

MI

MARINE INSTITUTE

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APPROVED CENTRE WORDMARKS

While the logo is the main identifier for the Marine Institute, several other marks are also included in the visual identity system. These include the wordmarks approved for use by Marine Institute centres. These centre wordmarks do not need to be used in conjunction with the primary Marine Institute logo, but in some cases, will need to be used in conjunction with the MUN logo.

For more information on the use of Marine Institute centre logos in conjunction with the MUN logo, refer to page 22.

The approved centre wordmarks can be obtained from Marketing & Communications via email at **marketing@mi.mun.ca.**

MI
MARINE INSTITUTE
Centre for Sustainable Aquatic Resources

MI
MARINE INSTITUTE
Centre for Aquaculture and Seafood Development

MI
MARINE INSTITUTE
Centre for Fisheries Ecosystems Research

MI
MARINE INSTITUTE
Centre for Marine Simulation

MI
MARINE INSTITUTE
Safety and Emergency Response Training Centre

MI
MARINE INSTITUTE
Centre for Applied Ocean Technology

MI
MARINE INSTITUTE
Offshore Safety and Survival Centre

MI
MARINE INSTITUTE
MI International

STRUCTURE OF CENTRE WORDMARKS

Wordmarked logos are **NOT** to be created or edited without explicit approval from Marketing & Communications.

Based on the Marine Institute's logo being 3.5" wide, the text beneath would be 16pt. The typeface is Avenir Medium with Optical kerning.

The space in between the main logo and the wordmark is to be equal to the height of the small E.

The colour of the wordmark matches the colour of MARINE INSTITUTE. (see page 17).

MI

MARINE INSTITUTE

Centre for Aquaculture and Seafood Development

OFFICIAL
COLOURS

LOGO COLOUR VARIATIONS

PRINT COLOURS
The official logo should appear in PANTONE 295 and PANTONE 321, black, or white, where possible. When a designer is limited to the use of one or two colours, reversed out white from a solid colour is the preference.

WEB COLOURS
For screen media, the same colour usage rules apply as for print, however, the colours are slightly different. For correct use, please refer to the HEX colour codes and RGB values on page 10.

USER RESPONSIBILITY
Anyone using the logo maintains the responsibility of ensuring that it is used according to the conditions set out in these standards. If you are uncertain or have any questions regarding these requirements, please contact Marketing & Communications via email at marketing@mi.mun.ca.

LOGO USE

The logo must be printed in Pantone 295/Pantone 321 (spot), CMYK (process), black, or white (knocked out) on a solid dark or mid-range background.

In single colour reproduction, it is recommended that the ink be black or white (knocked out). 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. Gradient backgrounds and photos are not permitted.

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 department has the authority to review any use of the logo. Inappropriate and incorrect uses will not be permitted.

If you are concerned that the logo isn't clear on your artwork, please contact Marketing & Communications via email at marketing@mi.mun.ca for verification.

Colour logo on a mid-range, solid background

Colour logo on a dark, solid background

Reversed logo on a dark, solid background

Reversed logo on a light, solid background

Reversed logo on a dark, solid background

Colour logo on a gradient background

PRIMARY COLOURS

It is important to use these palettes correctly, in order to create a well-branded final product.

The RGB and HEX colours listed below are for web and screen use only. Please use only Pantone (spot) or CMYK (process) colours for print.

PANTONE+ 294C

Coated Spot:
Pantone+ 294C
Uncoated Spot:
Pantone+ 2945U

C100 **M**65 **Y**0 **K**35
R0 **G**65 **B**126
HEX 00417E

PANTONE+ 321C

Coated Spot:
Pantone+ 321C
Uncoated Spot:
Pantone+ 321U

C100 **M**0 **Y**30 **K**23
R18 **G**126 **B**135
HEX 127D87
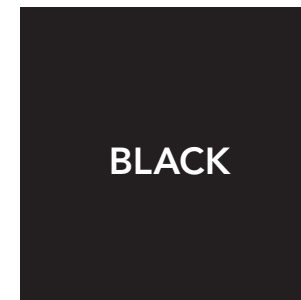
BLACK

C0 **M**0 **Y**0 **K**100
R100 **G**100 **B**100
HEX 000000

SUBSIDIARY
MUN LOGO

ABOUT THE MUN LOGO

While the MI logo is the main identifier for the Marine Institute, the Memorial University logo is also used in conjunction as an institution signature.

The Memorial logo is a registered trademark for the exclusive use of Memorial University of Newfoundland.

Adopted in 2006, it is the university's main mark for most usages. 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.

General Guidelines for the Use of the MUN logo
For information about the Memorial University logo and its usage, see Memorial's Brand Standards at
http://www.mun.ca/marcomm/brand/standards/
MemorialU_BrandStandards.pdf

The university logo is to appear on all communications and marketing materials, in any format, produced by or for Memorial University and the Marine Institute.

The MUN logo is placed horizontally to the right of or vertical below the Marine Institute logo, respecting:

• safety zones
• minimum size requirements
• logo color usage
• uses

When reproducing the MUN logo, always use the official artwork from the electronic files provided at http://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.
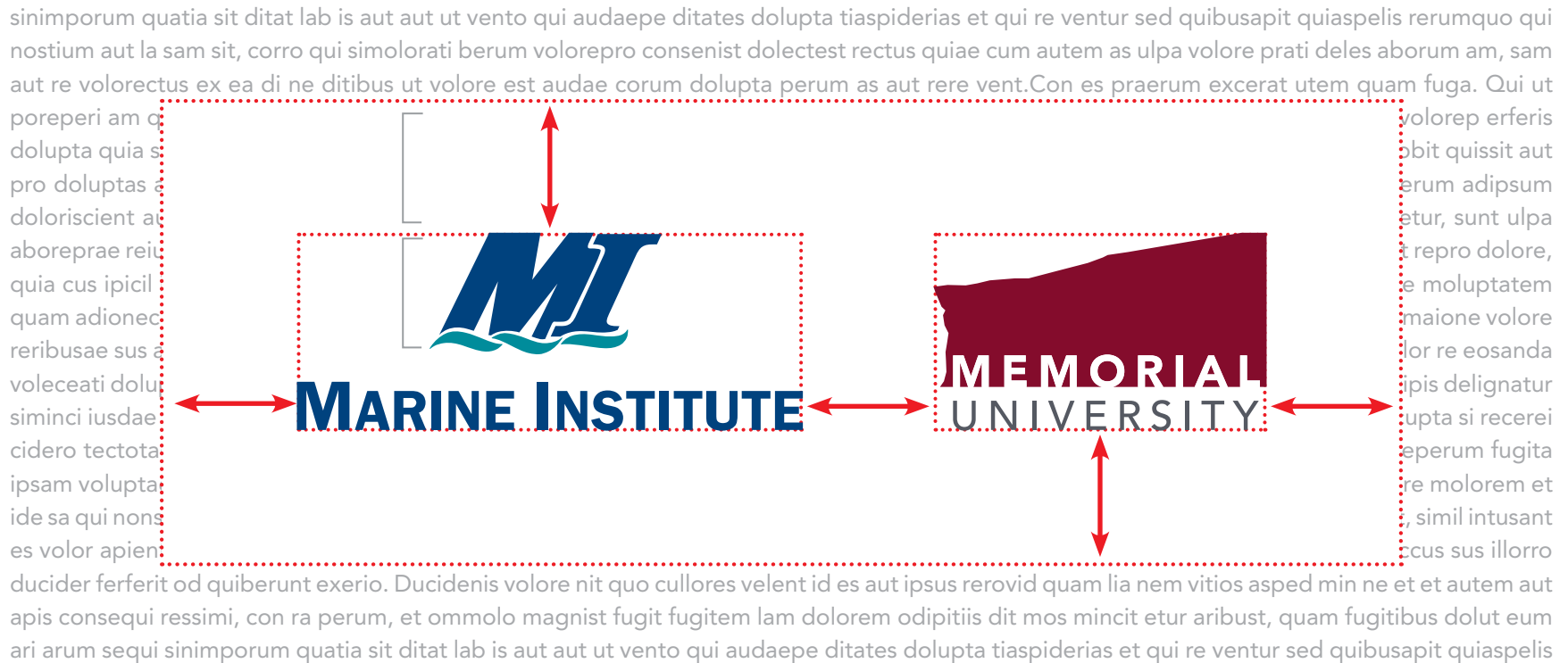
OTHER MARKS

Only marks approved by Marketing & Communications may appear on Marine Institute materials, both in print and online. To apply for approval of a unit mark, contact Marketing & Communications via email at marketing@mi.mun.ca.

All requests will be reviewed and a response relayed to the applicant.

SAFETY ZONES

There must be an appropriate safety zone around both logos — nothing should intrude on this area. The logo does not need to be large to be effective, but it should have ample space around it for legibility and visual integrity. The height of the MUN logo should be equal to that of the Marine Institute's.

The safety zones on all sides and between the two logos are equal to the height of the left side of the wave to the top of the M.

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CORRECT ORIENTATION AND COLOURS

The MUN logo is placed horizontally to the right of or vertical below the Marine Institute logo. Do not reverse this.

The colour choice of MUN's logo must match that of the Marine Institute's. Do not mix and match colour/greyscale/reversed.

USAGE WITH MI CENTRE LOGOS

The guidelines for sizes and orientation remain largely the same when using an approved wordmark under the Marine Institute logo, however the horizontal safety zones begin at the far edges of the wordmark.

The safety zones on all sides and between the two logos are equal to the height of the left side of the wave to the top of the M.

The two logos must still be equal in height, with the MUN logo aligned to the top of the Marine Institute logo.

MARINE INSTITUTE
Safety and Emergency Response Training Centre

MEMORIAL
UNIVERSITY
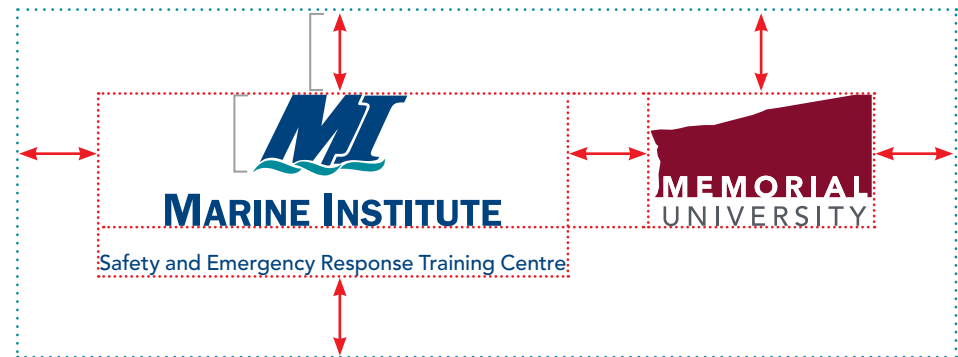
TYPOGRAPHY

PRIMARY TYPOGRAPHY

The primary typeface for both headlines and body copy is **AVENIR.**

Avenir is an evenly weighted, complementary font that has great legibility for headlines, sub-headlines and body copy. Though Avenir comes in a variety of weights, minimal variation is best; the use of more than two or three different sizes in a single printed piece is not recommended.

ACCEPTABLE SUBSTITUTES
In electronic formats such as PowerPoint presentations, web and email, Avenir may be replaced by Arial.
For internal communications such as office memos, letters and address labels, Arial is also acceptable.

Aa

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Acceptable Substitute Typeface: Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY GUIDELINES

- The typeface Avenir can be used for headlines, sub-headlines and body copy.

- Headlines and sub-headlines should use Avenir Roman, Medium, **Black** or **Heavy**.

- Body copy should always use Avenir Roman, Book and *Oblique* (where appropriate).

- Never use Medium, **Black** or **Heavy** for body copy.

- In programs such as Adobe InDesign, Illustrator, and Photoshop, **Optical** kerning is recommended.

Aenean quis tempus metus ✔

Lorem ipsum dolor sit amet, consectetur adipiscinlit. Pellentesque molestie, nibh vitae porttitor tristiqunisi orci sodales est, ullamcorper posuere nulla orci ut ante. Aenean quis tempus metus. Morbi accumsan interdum velit ut mattis. Sed et hendrerit velit. Aliquam erat volutpat.

Aenean quis tempus metus ✘

Lorem ipsum dolor sit amet, consectetur adipiscinlit. Pellentesque molestie, nibh vitae porttitor tristiqunisi orci sodales est, ullamcorper posuere nulla orci ut ante. Aenean quis tempus metus. Morbi accumsan interdum velit ut mattis. Sed et hendrerit velit. Aliquam erat volutpat.

CEREMONIAL MARK

MI CEREMONIAL MARK

The college crest was designed by Leslie Gourley — a painter, landscaper and graphic artist, who operated an art gallery in St. John's at the time the College of Fisheries opened.

The crest is comprised of three major components. The top one-third was divided into halves, the left showing an open book and a ship's wheel on a red background, the right displaying a dory with oars crossed, paddles upward, on a blue background. On the bottom portion, against a white background, a fishing trawler is presented on a wavy blue ocean with a golden sun low in the sky over the stern throwing its rays on the scene.

The crest is topped with a piece of gold coloured rope coiled to form three interlocking loops, while at the bottom the crest is wrapped in a banner displaying an abbreviated form of the College's name, "College of Fisheries, Navigation and Engineering." When the College became the Marine Institute in 1985, the shape and size of the banner was modified and the Institute's newly adopted motto, *Ad Excellentiam Nitere*" (Strive for Excellence) replaced the College's name.
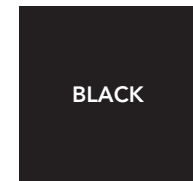

PANTONE+ 192C	PANTONE+ 2735C	PANTONE+ 7548C	BLACK
C0 M100 Y57 K0 R237 G21 B83 HEX ED1553	C100 M100 Y17 K5 R46 G46 B123 HEX 2E2E7B	C0 M25 Y100 K0 R254 G193 B13 HEX FEC10D	C0 M0 Y0 K100 R0 G0 B0 HEX 000000

WHEN TO USE THE CEREMONIAL MARK

The ceremonial mark can only be used:

1. Official documents (ie. Certificates and diplomas granted by the Marine Institute)

2. With special permission from Marketing and Communications
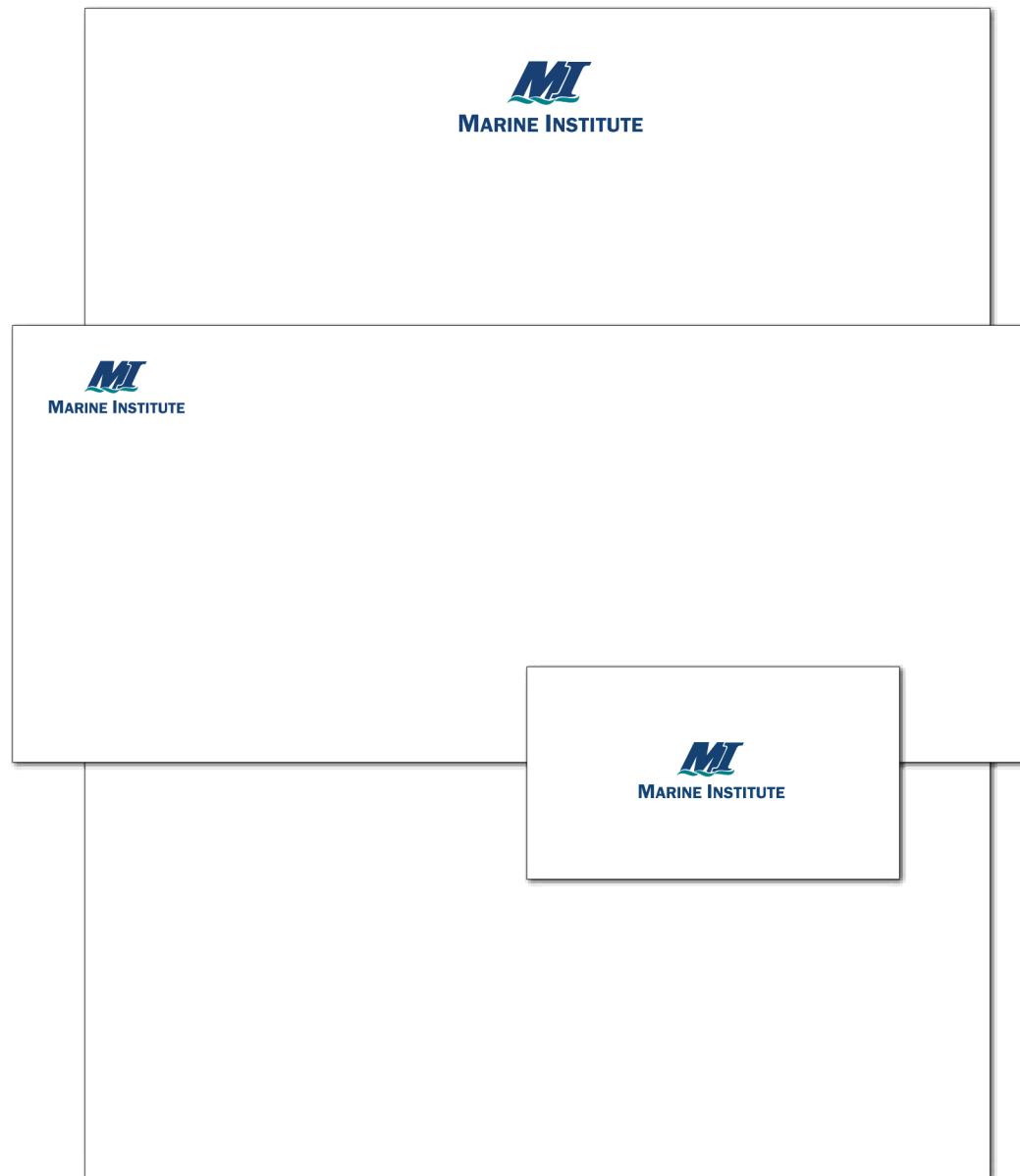
STATIONARY
+ TEMPLATES

LETTERHEAD & STATIONARY

To ensure that the Marine Institute is identifiable and consistent, a standard format for letterhead, envelopes, business cards and other common pieces have been created. It's mandatory that the use of these standard formats is consistent across Marine Institute, including the various centers.

HOW TO ORDER STATIONARY
Corporate Services and External Affairs handles requests for individual identity stationery within approved standards.

To place an order for stationary, including letterhead and envelopes, please call 709 778 0341.

For more information on brand standards,
please contact:

**MARKETING &
COMMUNICATIONS**

709 778 0544
marketing@mi.mun.ca