



# BRAND STANDARDS FOR RECRUITMENT

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# ABOUT MI'S RECRUITMENT CAMPAIGN

The Fisheries and Marine Institute (MI) launched its new recruitment campaign in September 2013 to captivate the interest of future students to the modern, dynamic opportunities and lifestyles offered by careers in the oceans and marine sectors, at sea and on land, around the world. Using images and testimonials submitted by Marine Institute alumni, future students are invited to see themselves in these careers and explore how an education with the Marine Institute can achieve their goals.

Graduates leave MI destined to be ships' captains, cruise ship designers, ocean mappers, remotely operated vehicle pilots or managers of our ocean resources. Our graduates are career-driven, practical, hands-on and their credentials take them around the world. We want future students to visualize themselves as sharing these same attributes and achieving these career and personal milestones through an MI education.

This campaign was inspired by our graduates and captures the excitement of where they've been and what they have done. It breaks the mold of how ocean careers and the Marine Institute have traditionally been perceived. The creative rests on showing real MI graduates at work and at play, giving future students insight into their life story through their own photographs and testimonials about their careers and MI education.

# RECRUITMENT COLOURS

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# PRIMARY COLOURS

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The primary colours of the recruitment campaign are a vivid red and a solid grey.

The red colour cannot be faithfully reproduced with the standard CMYK process, so it is important that the Pantone ink be used for print materials. Reproducing the red with 4-colour process should only be used if using Pantone is not possible.



**PANTONE+**  
**032U**

**UNCOATED SPOT:**  
**Pantone+ 032U**

**C0 M93 Y76 K0**  
**R246 G50 B62**  
**HEX F6323E**



**DARK**  
**GREY**

**C25 M0 Y0 K80**  
**R65 G71 B73**  
**HEX 414749**

# SECONDARY COLOURS

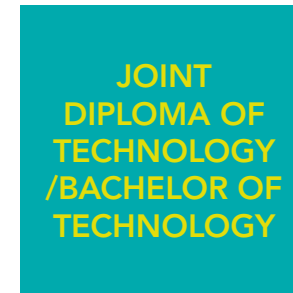
Bringing life and variety to the campaign, a number of secondary colours are available.

Each colour is assigned to a specific type of program offered within the Institute. When used specifically for a type of degree or diploma, these colours should not be substituted. For example: a piece describing a Master's Degree program should not use grey and not the light blue reserved for Advanced Diplomas.

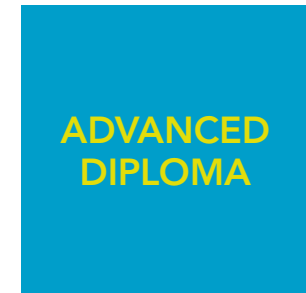
However, for other materials, the same colours can be used elsewhere without restriction.



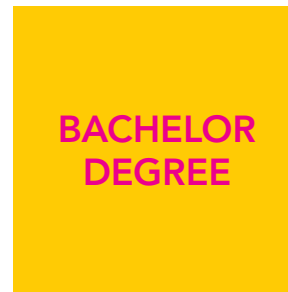
**C100 M80 Y0 K0**  
**R2 G77 B161**  
**HEX 024DA1**



**C100 M0 Y40 K0**  
**R0 G169 B172**  
**HEX 00A9AC**



**C100 M0 Y10 K10**  
**R0 G158 B201**  
**HEX 009EC9**



**C0 M20 Y100 K0**  
**R255 G203 B4**  
**HEX FFCB04**



**C10 M0 Y100 K12**  
**R210 G206 B14**  
**HEX D2CE0E**



**C35 M100 Y0 K0**  
**R165 G32 B112**  
**HEX A52070**



**C15 M0 Y0 K60**  
**R107 G122 B131**  
**HEX 6B7A83**



**C10 M0 Y100 K5**  
**R224 G219 B12**  
**HEX E0DB0C**



**C0 M100 Y0 K0**  
**R236 G0 B139**  
**HEX EC008B**

# TYPOGRAPHY

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# PRIMARY TYPEFACE

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Aa

OPEN SANS  
CONDENSED

The primary typeface for both headlines is **OPEN SANS CONDENSED BOLD**, with OPEN SANS CONDENSED LIGHT available to be used for body copy.

The Open Sans family is a free, open-source, sans-serif font that was commissioned by Google. Developed with an upright stress, open forms and a neutral, yet friendly appearance, it is optimized for legibility across print, web, and mobile interfaces.

It can be downloaded from:

<https://www.google.com/fonts/specimen/Open+Sans+Condensed>

## ACCEPTABLE SUBSTITUTES

In electronic formats such as PowerPoint presentations, web and email, Open Sans Condensed may be replaced by Arial Narrow.

## Open Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Open Sans Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Open Sans Condensed Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# SECONDARY TYPEFACE

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**Aa** COURIER

The secondary typeface for body copy and sub-headlines is **COURIER BOLD**.  
COURIER REGULAR can be used for additional, less-emphasized information.

Courier is a monospaced font that gives text a well-machined, technical feel.

## Courier Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Courier Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# TYPOGRAPHY GUIDELINES

- The typeface Open Sans Condensed Bold can be used for headlines and sub-headlines.
- Headlines and sub-headlines are to be in ALL CAPS.
- Open Sans Condensed Light can be used for paragraph headers and body copy.
- Courier Bold and Courier Regular can be also used for sub-headlines and body copy.
- Body copy on a coloured background should be white.  
On a white background, use 90% Black. (CO M0 Y0 K90)
- In programs such as Adobe InDesign, Illustrator, and Photoshop, Optical kerning is recommended for Open Sans Condensed.  
Metric kerning should be used for Courier. Adding a wide tracking setting of 25, 50, or 100 may be beneficial.

## AENEAN QUIS TEMPUS METUS

PHASELLUS VEHICULA NIBH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque molestie, nibh vitae porttitor tristique nisi orci sodales est, ullamcorper posuere nulla orci ut ante. Aenean quis tempus metus. Morbi accumsan interdum velit ut mattis. Sed et hendrerit velit.

## AENEAN QUIS TEMPUS

Phase llus vehicula nibh

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCINLIT. PELLENTESQUE MOLESTIE, NIBH VITAE PORTTITOR TRISTIQUINISI ORCI SODALES EST, ULLAMCORPER POSUERE NULLA ORCI UT ANTE. AENEAN QUIS TEMPUS METUS. MORBI ACCUMSAN INTERDUM VELIT UT MATTIS. SED ET HENDRERIT VELIT.

# PHOTOGRAPHY

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