THE MALDIVES NATIONAL
UNIVERSITY

VISUAL IDENTITY GUIDELINE

Contents

Introduction

The way the public perceives the University is influenced by what they see of the University. To promote The Maldives National University as a strong, unified institution, it is important to present the University in a coherent integrated manner through its advertisements, WWW, promotional material, stationery and pamphlets. This coherence is best perceived if the signs of the University are presented in a consistent way.

MNU has its historical roots in institutions and centres administered by separate ministries. This legacy together with the separate visual identities used in the past by individual faculties and other divisions, make the publication of a visual identity manual, a University priority. The wide scope of the courses, students, faculty, staff and facilities require a manual of standards to maintain a strong corporate identity in our diverse organization.

The purpose of the University identity programme is (a) to create a clear, single corporate identity for MNU, (b) to standardize the visual presentation of the University in all media, (c) to enhance public recognition and respect for the University through the consistent use of the corporate identity, and (d) to heighten public awareness of the University.

In order to achieve the above of objectives, it is important that this manual is strictly followed. Questions and issues which arise in using this book may be directed to the Vice-Chancellor in charge of the administration.

The booklet was initially written with input from graphic designers. The final version was modified by a committee of faculty members with a flair for art and design. The Council has approved the document for use in the University. The logo is to be used on materials comprising the official business of the University. To achieve the objectives of the visual identity programme, it is important that all of us follow it consistently and carefully.

30th November 2022

Typography

The consistent use of typefaces provides an immediate visual connection for stakeholders who see materials bearing the University's logo. The typefaces to be used in communications depend on the nature of the media.

University and Faculty Names: The preferred typeface is Trajan Bold and Helvetica available from Adobe Inc. Font files are available from the Secretariat. This elegant and timeless typeface should not be used for any other purpose. For Thaana, A_Waheed should be used.

Paper-based documents: The preferred font is Palatino or Book Antiqua. Helvetica or Swis family of fonts may also be used depending on the nature of the document. A_Waheed, A_Funa, A_Randhoo may be used to write Thaana.

Web-based documents: Guidelines will be issued in a separate document entitled, "*World Wide Web Publishing Policies and Guidelines*".

College Signage: The preferred typeface for general signage within the University is Helvetica family of fonts. For Thaana, use A_Waheed.

It is very important to use these typefaces consistently for overall identification of MNU.

The University Colours

The primary University colour is the blue seen in the seas of the Maldives on a bright sunny day, for Maldives is 99% sea and the Maldivians are "sons of the seas and daughters of the waves."

For publication purposes, University blue corresponds to code PMS 294 of the Pantone Matching System. For WWW, RGB colour code is 0, 65, 134. If a four colour process is used, this colour corresponds to CMYK: 100, 56,0, 18. The red to be used in identity cards is RGB 210, 16, 52

Primary University Colour

PMS: 294

CMYK: 100, 56, 0, 18
RGB: 0, 65, 134
HTML: 005cb9

As secondary colours, red, green, and white found in the national flags may be used. Specific purposes may require gold and silver as well.

Secondary University Colours

PMS: 186C

CMYK: 11, 100, 85, 2
RGB: 210, 16, 52
HEX: #D21034

PMS: 348C

CMYK: 88, 25, 100, 12
RGB: 0, 128, 58
HEX: #00803A

PMS: 000C

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

PMS: 109C

CMYK: 0, 17.5, 74, 17
RGB: 212, 175, 55
HEX: #D4AF37

PMS: 428C

CMYK: 0, 0, 0, 25
RGB: 192, 192, 192
HEX: #c0c0c0

The University Logo

The University logo refers to the graphic element and set of words shown below. The logotype or wordmark consists of the University name in Thaana and Latin script. The graphic element comprises a doorway with an open book.

The doorway is a stylized drawing of a carving on coral stone in Hukuru Miskiiy (built 1656). About a century ago, the gateway of Hukuru Miskiiy was roofed and had a walkway with benches on either side. This gateway was where education in the formal sense began in this new age in the Maldives.

This version of the doorway is based on the more refined carving found in Eid Miskiiy (built 1815). The open book above the door is an added element to depict more obviously the nature of the institution and soften the overall design. The pages of the book also suggest rays of light emanating from a light source. The graphic element and the wordmark are placed together in a specific alignment and proportion to form the logo.

Graphic Element

Logotype
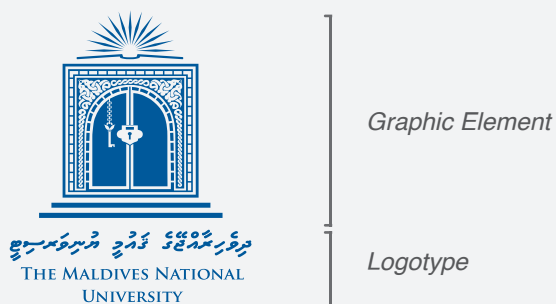
This award-winning design was the result of a nationwide competition held in 2000. Staff with a flair for graphic design from all the faculties and other divisions including heads of faculties participated in valuating the submissions. This final version has been further worked on by the designer, Mohamed Shakeel, GDh.Thinadhoo.

The Preferred Format is printed in reverse on a blue background.

Formal approval of the logo for use by the University was granted by the Chairperson of the Higher Education Council, HE Maumoon Abdul Gayyoom on 14th March 2001.

Guidelines for Using the Logo

The University logo represents all faculties and equivalents within The Maldives National University. The logo has been registered as a Trade Mark. As with any other College or University, faculties and divisions of the University are not permitted to use their own logos. It is important that the logo is always used correctly. The methods used in the manual should be carefully followed.

Permitted Variations

Minimum Size

1.00" or 2.54 cm
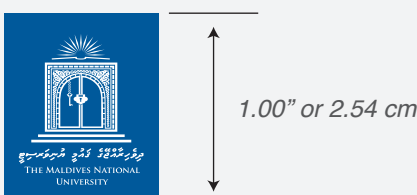
The graphic element and the logotype must remain in the same proportion as designed.

Avoid resizing in one direction.

*Correct
Proportion*

*Incorrect
Proportion*

*Incorrect
Proportion*

The graphic element and the logotype have been specifically created to farm an integral logo.

Do not make adjustments to graphic element or change the type style of the logotype.

*Correct graphic
element and logotype*

Incorrect logotype

Incorrect graphic element

The graphic element and the logotype must remain in the same relationship as designed.

The logo elements should not be split apart and rearranged or resized.

*Correct
Relationship*

*Incorrect
Relationship*

*Incorrect
Relationship*

Other graphic elements should not visually compete with the logo.

Graphic elements that intrude upon the space of the logo or compromise its integrity unit should be avoided. The logo elements should not be split apart and rearranged or resized.


To ensure the integrity of the logo, an area of clear spaces is required when it is combined with other elements in a layout. The width of this space is governed by the distance between the bottom of the logotype and rectangle.

Do not separate the graphic element from the logotype.

Do not use the graphic element by itself as a logo, or the logotype by itself. If creative layout requires such separation, always consult the Vice-Chancellor for Administration.

Correct,
complete logo
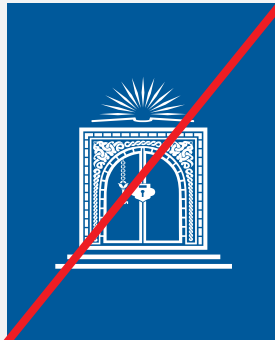
Incorrect,
graphic element only

Color Variations of the Logo

Where possible, the logo should always be in the preferred PMS 294 color. Alternate color variations that can be used includes solid black and solid white.

PMS 294

Solid Black

Solid white on a dark background for sufficient contrast

The Logo on Background Colors

In all applications, the contrast between the logo and the background
should allow for legibility and readability of the logo.

*In all these examples, there is
enough contrast between the
logo and the color behind it.*

*In these examples, there is
not enough contrast between
the logo and the color behind it.*

The University Seal

The University Seal is reserved for official documents such as certificates, diplomas and degrees. Only parchments and testamurs of accredited programmes are stamped. Usually the seal is pressed embossed to these documents. When reproduced it may be printed in blue or stamped in silver or gold foil.

The seal is in the custody of the Vice-Chancellor. Faculties and divisions of the University must not have duplicates of the Seal.

Paper and Envelope Sizes

The sizes recommended by the International Standards Organization (ISO) should be used for all stationery. They are based on an A0 sheet which has an area of 1 square metre. Derivatives of this size have a length to width ratio of 1: square root of 1. Any ISO size when folded in half on the long side, results in the next size down. ISO B series is generally used for posters and brochures. C series is used for envelopes.

A series	B series	C series (envelopes)
A0 841 x 1189	**B0** 1000 x 1414	-
A1 594 x 841	**B1** 707 x 1000	-
A2 420 x 594	**B2** 500 x 707	-
A3 297 x 420	**B3** 353 x 500	-
A4 210 x 297	**B4** 250 x 353	**C4** 324 x 229
A5 148 x 210	**B5** 176 x 250	**C5** 229 X 162
A6 105 x 148	**B6** 125 x 176	**C6** 114 x 162
A4 (Triple Fold)		**DL** 110 x 220

All dimensions in millimetres

University Stationery

Often, people's first impression of the University is created by the stationery. Therefore, a consistent professional face should be presented on these materials. A uniform visual appearance of stationery will promote the University as a coherent, unified institution.

The University logo should be used on University stationery. Examples of appropriate use on business cards, letterheads, fax coversheets, etc. The logo must appear in publications and documents that contain official information. It may be used in University advertisements, and to affirm the connection between a project.

Business Card

Business cards should be printed on at least over 200 gram per sq.metre substance. Background should be white. Landscape layout is preferred. The nominal size is 90 x 55 mm.
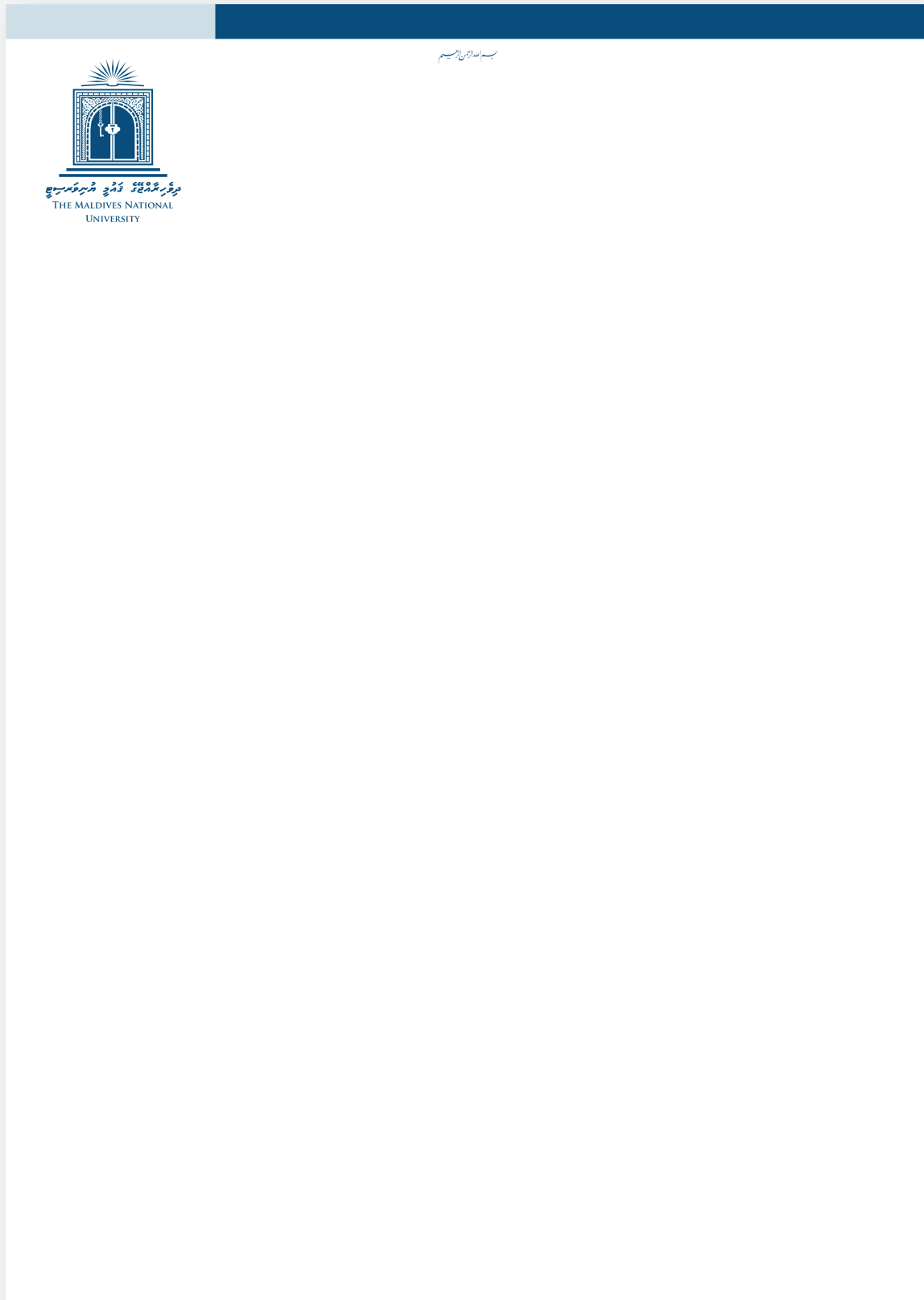

Logo must be in University blue.

Faculty/Centre or Division name must appear.

For typestyle, use the font Swis 721 Light Condensed or equivalent such as Helvetica.

Letterhead

بسم الله الرحمن الرحيم

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THE MALDIVES NATIONAL
UNIVERSITY

بسم الله الرحمن الرحيم

Publications

All MNU publications for external distribution should maintain a clear visual identity as being representative of the University. Without exception, all publications should feature the MNU logo prominently on the front cover.

Newsletters and Journals

The logo should be incorporated prominently in the masthead of all newsletters and journals for distribution outside the University. Suitability of use are shown in the example below:

Internal Identification and Functional Signs

Internal Identification signage should consist of vinyl lettering on white or blue plastic board. Helvetica (Swis) narrow and A_Waheed should be used. Signage should be produced in upper and lower case and in Dhivehi as shown. For small plates as on doors, the preferred size is 2.5" x 18" or 6.35 cm x 45.75 cm. In instances where the lettering needs to be large, the Dhivehi characters may be placed above the Latin ones, maintaining the colour scheme.

Laboratory	ލެބޯރެޓަރީ

Mohamed Ahmed Deputy Director (Publications)	މުހައްމަދު އަހުމަދު ޑެޕިއުޓީ ޑިރެކްޓަރ (ޕަބްލިކޭޝަންސް)

ދަރިވަރުން ސްޓޫޑެންޓް ރަޖިސްޓްރޭޝަން

Student Registration

Functional signs are generally pictorial.