



Graphic Identity Standards and Guidelines

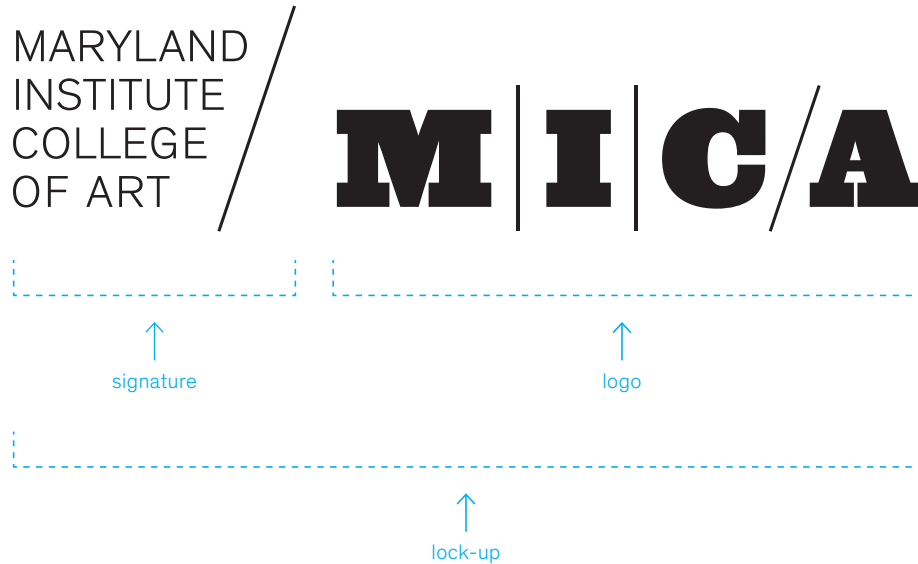
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Pentagram

August 4, 2017

Identity System Overview



Elements of the Identity System

MICA's identity system consists of two elements: a Logo and a Signature.

logo

The Logo is the core expression of the identity and typographic identifier of the institution. The Logo may be used independently. (See page 8).

signature

The Signature is the full name of the institution. The Signature can be used independently; however, the Logo should be used in proximity (See page 10).

Combining the Elements

lock-up

A configuration that combines the Logo and Signature in a defined relationship is referred to as a Lock-up. Each Lock-up establishes a unique interaction of Logo and Signature (size, scale, and position of each element). (See pages 11–12).

The Logo

The Logo file is provided at two scales: **Small and Regular/Large**.

The Regular/Large Scale Logo is intended for use on applications where the width of the Logo is greater than 1.25". This Regular/Large Scale Logo can be scaled up infinitely but should never be used smaller than 1.25" wide.

The Small Scale Logo is intended for use on applications where the width of the Logo is less than or equal to 1.25". The letterforms and the lines of the logo have been modified for reproduction at this small scale and can be used as small as .75" wide. This Small Scale Logo should never be used larger than 1.25" wide or smaller than .75" wide.



2.25" wide



1.25" wide



1.25" wide



.75" wide

regular / large
scale

The Regular/Large
Scale Logo should be
used when the Logo
width is greater than
1.25".

small
scale

The Small Scale Logo
should be used when
the Logo width is
between 1.25" and .75".
The Small Scale Logo
should never be used
smaller than .75" wide.

The Signature

MICA's Signature (the full name of the college) can be used independently, or combined (with the Logo) as a Lock-up. When a Lock-up is used, please only use the provided Lock-up files (see pages 11–12).

The Signature may be used independently as long as the Logo is represented in proximity (on the same surface of the application).

The Signature can be placed on imagery (see page 27).



File name: MICA_PrimarySig_RegularScale_Black.
eps

Minimum Size: $\frac{3}{64}$ " cap height



Preferred Clearspace

Logo

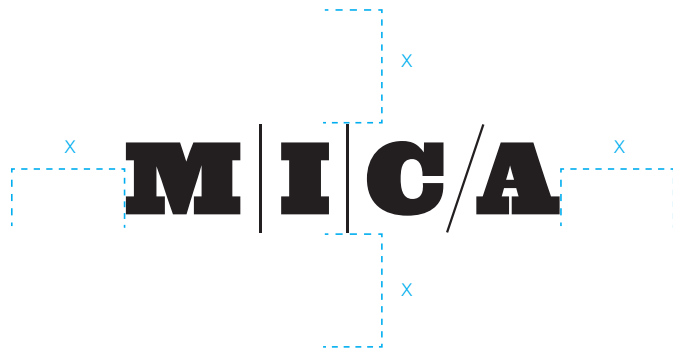
Clearspace around the Logo or Lock-ups is critical in order to separate it from other communication elements such as text, headlines, or imagery. The area around the Logo or Lock-ups should always have a generous clearspace so that these components are not crowded or constrained by external elements. Please observe the area of clearspace to ensure clarity and Logo/Lock-up prominence.

The diagrams here show the minimum amount of clearspace that should surround the Logo or Lock-ups. Maintain at least 1 "X" (where X = width of the "M" in MICA) between the Logo or Lock-up and any accompanying element.

M | I | C / A



X = width of the "M" in MICA



Preferred Clearspace

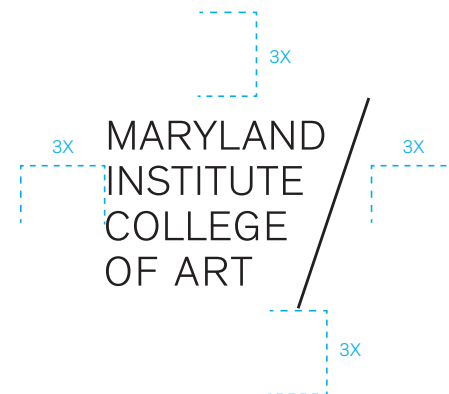
Signatures

Clearspace around the Signatures is critical in order to separate them from other communication elements such as text, headlines, or imagery.

The diagrams here show the minimum amount of space that should surround the Signature. Maintain at least 3 "X" (where X = height of the "M" in Maryland) between the Signature and any accompanying element.

X = height of "M" in Maryland

MARYLAND
INSTITUTE
COLLEGE
OF ART



Color Palette



black

pms black 6
on coated
and uncoated
cmyk 40.20.20.100
rgb 0.0.0
hex #000000

* When budget constraints make cmyk necessary, a rich/cool black can be created with the formula above. If very small (under 6pt type) is knocking-out of black, use 100K only. Consult printer.



white

pms none
cmyk 0.0.0.0
rgb 255.255.255
hex #ffffff



grey

pms cool grey 6
on coated
and uncoated
cmyk 0.0.0.55
rgb 167.168.170
hex #a7a8aa

Note: The entire PMS Cool Grey family may be used: Cool Grey 1 through Cool Grey 11.

The Color Palette of the MICA brand utilizes both a monochrome palette and a full range of vibrant color. The Lock-ups, Signatures or Logo may be reproduced in any of these colors. (Please see the following pages for color usage rules.)

In print, PMS is always preferred. When budget constraints prohibit the use of PMS colors, their CMYK equivalents (as outlined here) should be used.

In contexts where the use of color is not an option (i.e. newspaper ad) the lock-up should be black (100% K) or white (0%).

note
For web and other screen applications, the identity components should be rendered with a RGB/HEX value. Due to inherent differences in the calibration of different monitors, these may need to be altered slightly. RGB/HEX values seen here should be used as references only.
Printing with CMYK can produce varied results. Please work with your printer to ensure the cmyk values are as close a match to the pms as possible (draw downs and proofing recommended).



blue

pms 2728 coated
pms 2132 uncoated
cmyk 100.70.0.0
rgb 0.71.187
hex #0047bb



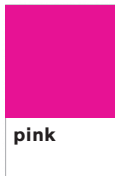
deep blue

pms blue 072
on coated
and uncoated
cmyk 100.95.0.0
rgb 16.6.159
hex #10069f



yellow

pms medium yellow
coated
pms 012 uncoated
cmyk 0.7.100.0
rgb 254.219.0
hex #fedb00



pink

pms rhod. red
coated
pms 813 uncoated
(neon)
cmyk 5.93.0.0
rgb 225.0.152
hex #e10098



green

pms 2270 coated
pms 802 uncoated
(neon)
cmyk 75.0.72.0
rgb 45.200.77
hex #2dc84d

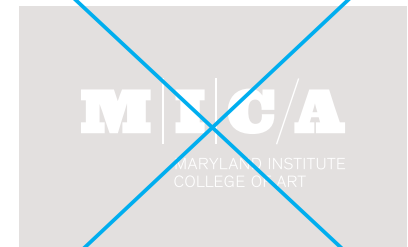


orange

pms orange 021
on coated
and uncoated
cmyk 0.70.100.0
rgb 254.80.0
hex #fe5000

Using the Color Palette

Vibrant Palette



vibrant colors, with white or grey

Vibrant colors may be used with grey or white. These vibrant colors can be the base color or the accent color.

However, maximum legibility must be maintained.

vibrant colors, with black

Vibrant colors may be used with black. These vibrant colors can be the base color or the accent color.

However, maximum legibility must be maintained.

vibrant colors, with vibrant colors

Vibrant colors may be used as both the base color and the accent color.

However, maximum legibility must be maintained.

Monochrome with monochrome

Monochrome colors in the palette in any combination.

However, maximum legibility must be maintained.

Using the Color Palette

Color and the Identity Elements

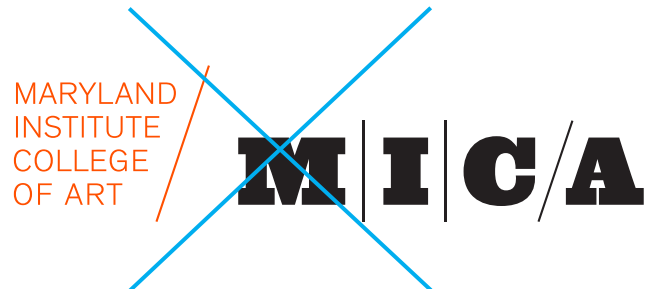
1.



2.

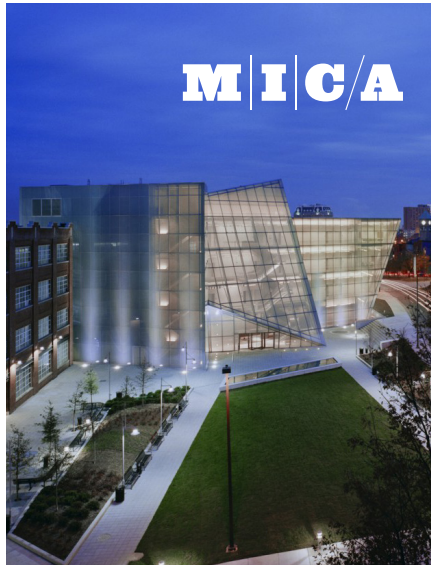


3.



1.
Any MICA Lock-up (“Primary Lock-up” seen at left) may be used in any single monochrome or vibrant color from the palette.
2.
When any Signature (“Primary Signature” seen at left) and the Logo are used separately—not in a Lock-up—they may each use a unique color from the palette.
3.
All MICA Lock-ups should always be a single color.

Identity and Imagery



1.

The Logo, Signatures, or Lock-ups should be placed in an area of the image that does not compete with, or obscure, it.



2.

The Logo, Signatures or Lock-ups can be positioned on a busier area of the image if enough contrast exists to make each edge of the mark easily legible.



3.

Three has been eliminated because the Logo is not legible on the image.



4.

Do not do apply outline, dropshadow or other effects to the Logo, Signatures, or Lock-ups to improve legibility.

Integrity of the Logo and Lock-ups

note

The Logo and Lock-ups, elements of the official brand of MICA, should be used with the utmost consistency and integrity. Only the supplied Logo and Lock-up files should be used. The Logo and Lock-ups should never be tweaked, manipulated, used at sizes below minimum allowances, rendered in colors other than brand colors, etc. Please see notes below.



Only use the supplied files.



Never add a box or a shape to the Logo or Lock-ups.



The seal is not part of the new identity system for MICA and should not be used in conjunction with the Logo or Signature.



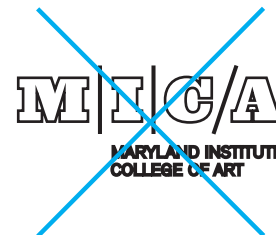
Do not typeset any part of the Logo or Lock-ups.



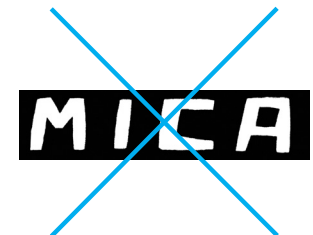
Never set the Logo or Lock-ups in a "non-identity" color.



Do not stretch or manipulate the Logo or Lock-ups.



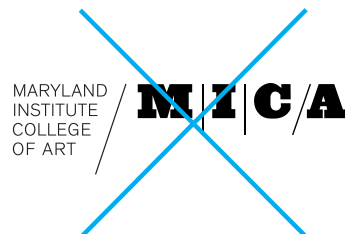
Do not outline the Logo or Lock-ups.



Never reinterpret, redrawn or reinvent the Logo or Lock-ups.



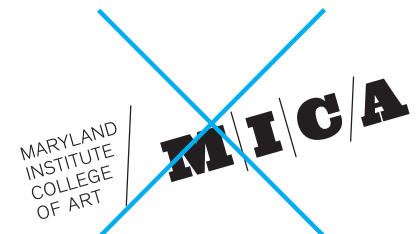
Do not place imagery within the typography of the Logo.



Do not adjust placement, spacing, scale, weight of ANY element of the the Logo or Lock-ups.
Do not create new Lock-ups.



Do not use the font Giza paired with the MICA Logo to create a new Logo.



Never rotate the Logo or Lock-ups.

Integrity of the Signatures

note

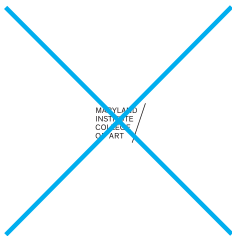
The Signatures, elements of the official brand of MICA, should be used with the utmost consistency and integrity. Only the supplied Signature files should be used. The Signatures should never be tweaked, manipulated, used at sizes below minimum allowances, rendered in colors other than brand colors, etc. Please see notes below.



Only use the supplied files.



Never add a box or a shape to the Signatures.



Do not scale the Signatures below the minimum allowable size.



Do not create new Signature configurations of any kind.



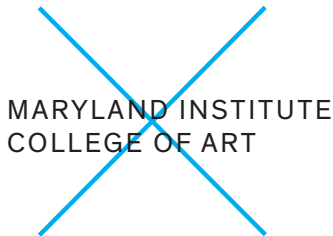
Never set the Signatures in a "non-identity" color.



Do not stretch or manipulate the Signatures.



Do not outline the Signatures.



Do not typeset the Signatures. Only use the supplied files.



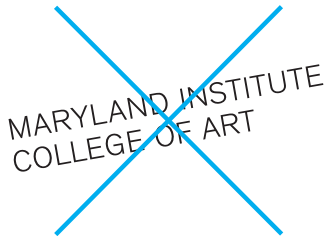
Do not create alternate Signatures/ Lock-ups to form unique marks for MICA departments or programs.



Do not adjust placement, spacing, scale, weight of ANY element of the Signatures.



Do not remove the line from the Primary Signature.



Never rotate the Signatures.

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

giza sevenfive

MICA's Logo was created using the font
Giza. This font should be reserved for the
“MICA” Logo only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!"#\$%&'()*+~π©®?

Theinhardt rounds out the brand voice with its contemporary and clean look; a beautiful visual counterpoint to Giza.

Theinhardt, used in the "Maryland Institute College of Art" Signatures, is also the supporting typeface of the MICA brand.

Theinhardt should be used in all contexts: collateral applications, signage and electronic media. The only exception is in cases where systems fonts are necessary. Please see next page.

With an extensive family, Theinhardt can be employed as both display and body copy. It can also be used in cases where contrast is needed, or in more functional contexts: on the website, in captions, etc.

note

Theinhardt has 9 weights, with 18 styles (including italics).

theinhardt, hairline

MICA has become the leader in the

theinhardt, ultra light

education of artists and designers

theinhardt, thin

by fostering a community

theinhardt, light

of talented, creative individuals

theinhardt, regular

committed to redefining

theinhardt, medium

the boundaries of art and design

theinhardt, bold

and to expanding

theinhardt, heavy

their own vision and perspective

theinhardt, black

through rigorous study.

System Typefaces

Times New Roman and Arial

The system font Times New Roman should be used for all letters typeset in Word (printed on pre-printed/offset letterhead).

The system font Arial should be used for email correspondence and Powerpoint/Keynote presentations, locations where live system fonts are required in a digital context. Note: Within Gmail, please select the typeface designated “Sans Serif”.

note

Time New Roman has 2 weights, with 2 styles (including italics).

Arial has 3 weights, with 5 styles (including italics).

times new roman, regular

MICA has become the leader in the

times new roman, bold

education of artists and designers

arial, regular

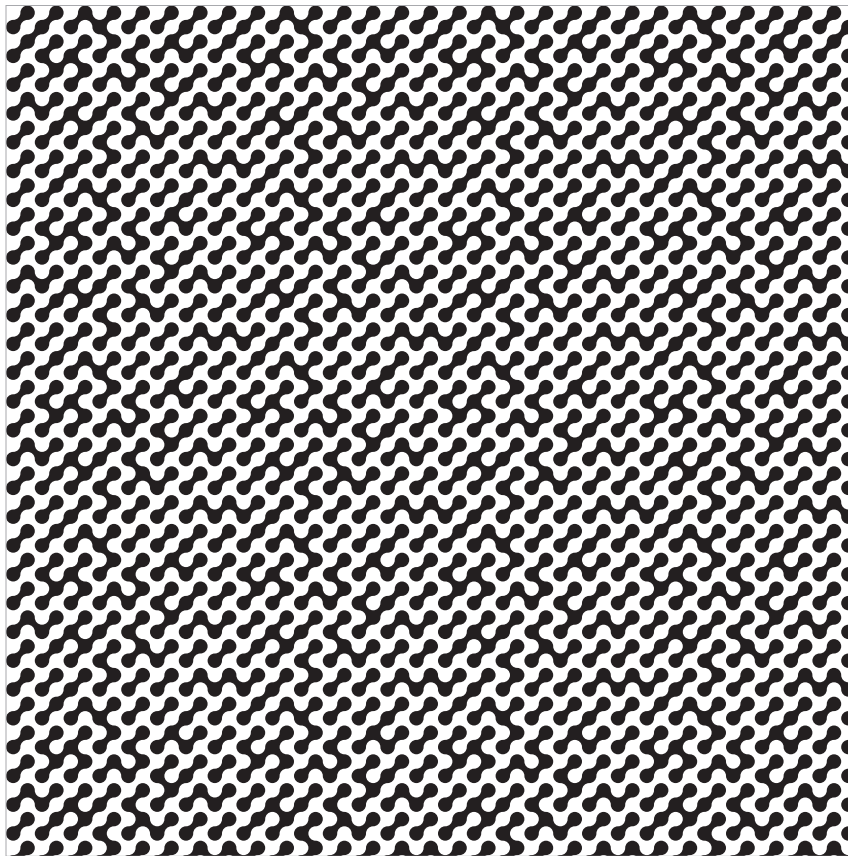
MICA has become the leader in the

arial, bold

education of artists and designers

Pattern

Organic



detail

(shown at 15% of actual size: 84")

File name: MICA_Pattern_Organic.eps

Complete "Organic Pattern" file should not be used smaller than 6" in height.



detail

(shown at 100% of actual size: 84")

The "Organic Pattern" is a formal evolution of the former identity's pattern set.

This pattern should not be used as a decorative element inside of the Logo's letterforms. However, it can be used outside of the Logo's letterforms (with the Logo in proximity) or layered under/over the Logo (as long as Logo legibility is maintained).

This pattern can also be used in "pure" contexts where it is the only graphic element, such as on paper cups, fabric, or other applications where it is treated as a textile or overall pattern.

The color system for the "Organic Pattern" depends upon a "base color" and "accent color" relationship: the base color provides the ground against which the accent is seen. Either the base color is deeper, while the accent is lighter; or vice versa.

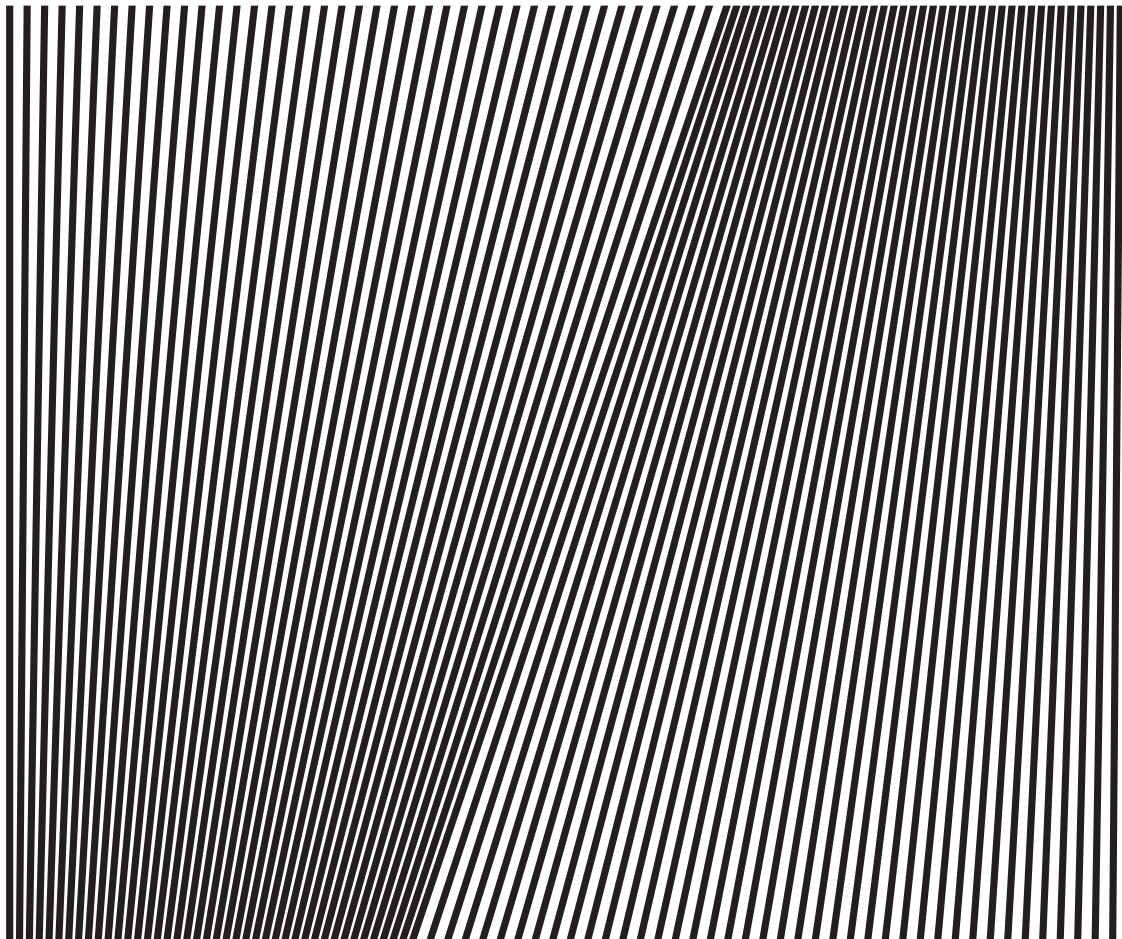
Please see the applications sections for preferred color interaction and usage (crops, layering, etc.).

scaling the "organic pattern"

The means of reproduction, line screen, and media influence how small the pattern can be used. As a general guideline, the provided pattern file should not be used smaller than 6" in height. The pattern has no maximum size limit. For on-screen applications, the pattern should be rendered in non-contrasting colors to avoid vibration.

Pattern

- Linear: 1. Square
- 2. Rectangle, Horizontal
- 3. Rectangle, Vertical
- 4. Bar



full pattern
(shown at 50% of actual size)

File name: MICA_Pattern_Linear_RectangleHorizontal.eps

Complete "Linear_RectangleHorizontal" file should not be used smaller than 2" in height.

scaling the "linear pattern"

The means of reproduction, line screen, and media influence how small the pattern can be used. As a general guideline, the provided pattern file should not be used smaller than 1" or 2" in height (see page 33). The pattern has no maximum size limit. For on-screen applications, the pattern should be rendered in non-contrasting colors to avoid vibration.