Monterey Institute of International Studies

A Graduate School of Middlebury College

Branding & Graphic Identity Guidelines
August 2013

1. *The Monterey Institute Brand*

The Monterey Institute of International Studies' brand embodies key characteristics of the Institute itself, and reinforces the Institute's market identity as one of the world's leading graduate schools for international professionals. Consistent application of branding principles helps to make the Institute's materials and products immediately recognizable to a variety of audiences.

Three foundational themes underlie every element of the brand:

- International

  The Monterey Institute is international not just in focus but in character, with students from 60 countries, an international faculty, staff, and curriculum, global vision and global reach.

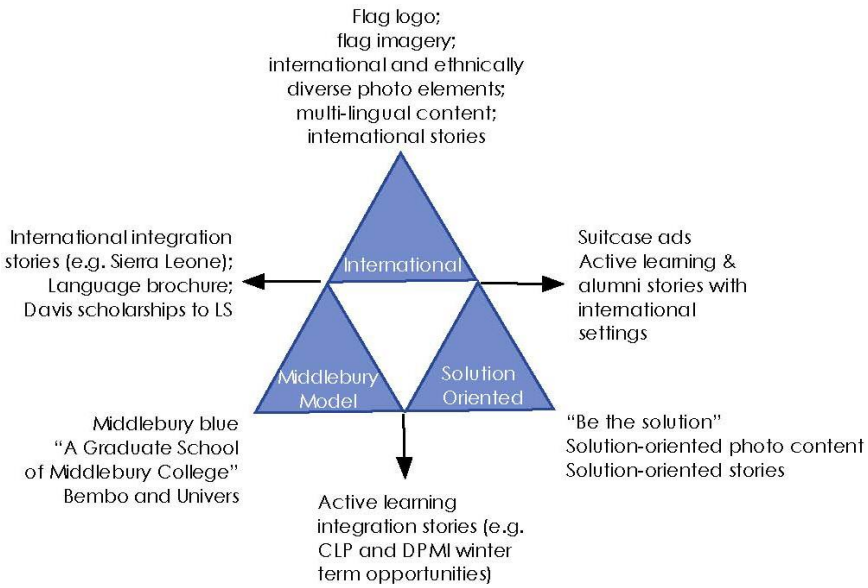
- Solution Oriented

  The Monterey Institute is solution oriented – a professional school that teaches practical skills through applied, immersive learning experiences that encourage students to tackle real-world issues and problems.

- Middlebury Model

  The Monterey Institute is a graduate school of Middlebury College and part of the Middlebury Model, with the global liberal arts college as the focal point for an array of complementary, internationally-focused schools and programs.

The above three themes are reflected in a variety of ways in both graphic and rhetorical representations of the brand, as illustrated in the diagram below:



The brand itself comprised of both graphic and rhetorical elements.

There are three key graphic elements:

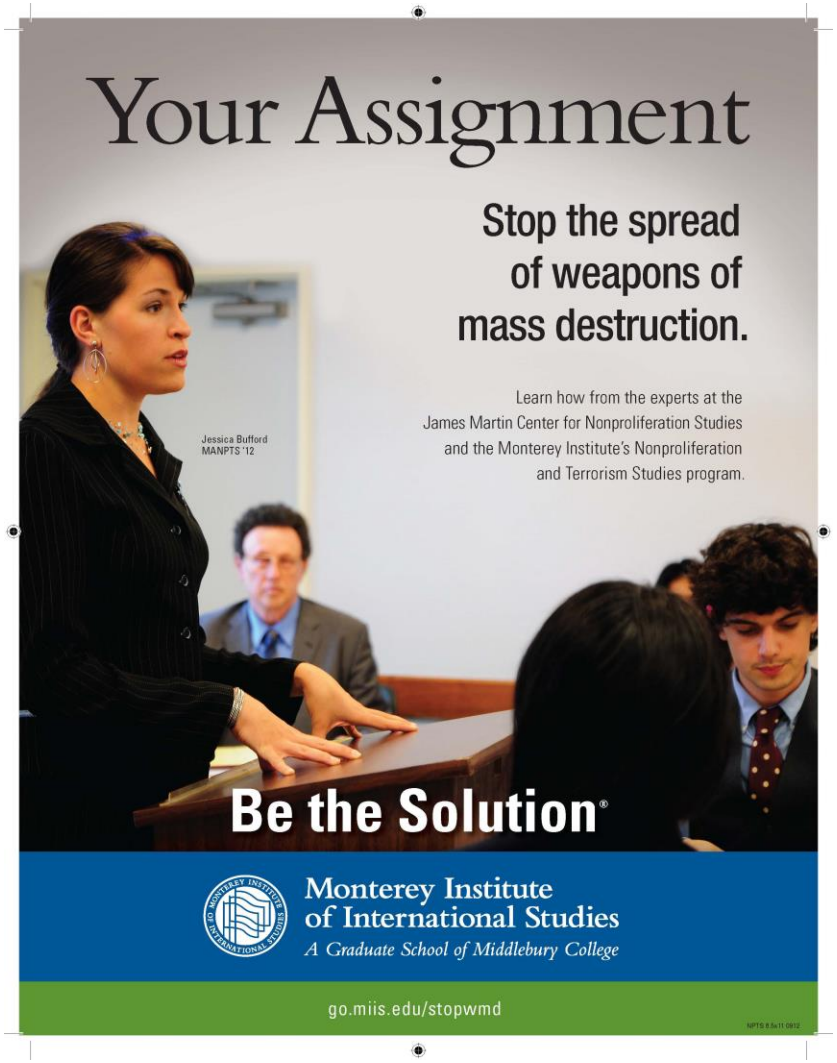
- the Institute's logo
- color: Middlebury blue and white, plus green from recommended secondary palette
- fonts: Bembo and Univers

The sample advertisement shown at right is an example of the Institute brand in use: the logo, Middlebury blue, the preferred fonts, and "Be the Solution" are all prominently featured in the ad.

The principal rhetorical element of the Monterey Institute brand is our motto, "Be the Solution." The motto is an expression of the Institute's brand driver, pragmatic idealism, which captures the Institute's focus on training students not just to be policy or language or business experts, but to be agents of change with the ability to make a difference in the world as a result of their professional training.

The copy in the ad also reinforces key themes that are part of the brand:

- Making a difference
- Living/working internationally
- Becoming part of a uniquely global school culture, experience, and alumni network.



2. Logo

The Monterey Institute logo seen at right ("Primary Logo") should be used for all official business documents and correspondence.

The alternate logo seen at right may be used in instances where white lettering on a blue background is preferred.

The logo should always appear in exactly the proportions shown here and should never be modified by stretching or distorting its appearance, tipping it on its side, or otherwise altering it.

With rare exceptions, the white-lettering logo should only appear against a background of Middlebury blue.

3. Seal

The seal—seen at right in primary and alternate versions—is a component part of the Monterey Institute logo. With prior approval from the Communications Office, it may occasionally be used separately from the rest of the logo for special-purpose items such as invitations, coffee mugs, or banners.

Primary Logo

Monterey Institute of International Studies
A Graduate School of Middlebury College

Alternate Logo

Monterey Institute of International Studies
A Graduate School of Middlebury College

Primary Seal

Alternate Seal

4. Color

The color used in both versions of the logo is PMS 294, the same blue tone as is used in Middlebury's logo. Identical color values in other formats are listed at right.

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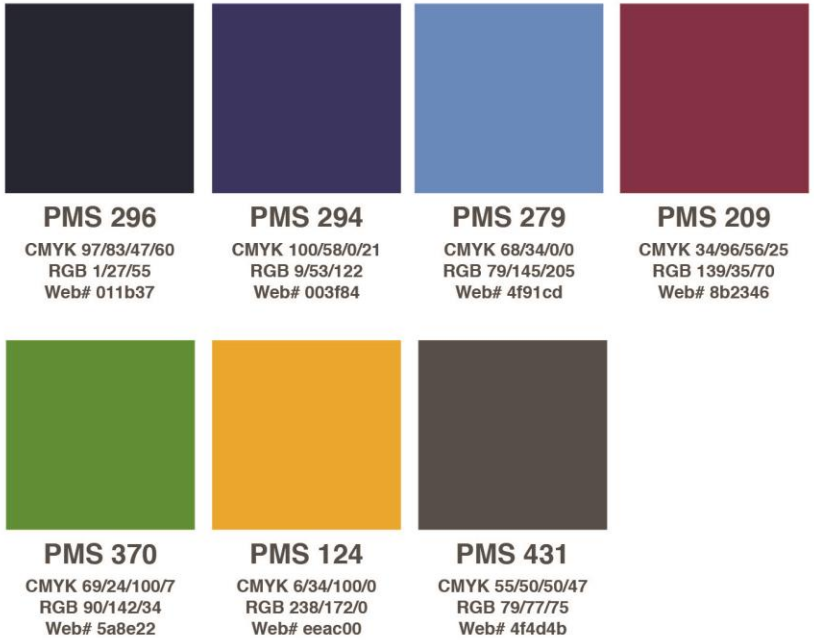
Pantone:	PMS 294
Process Color:	C 100, M 58, Y 0, K 21
On screen:	R 9, G 53, B 122
Web:	003f84

The color samples seen at right serve as the secondary color palette for all Monterey Institute print materials.



The web color palette for use on the Institute's website can be found in the MIIS Web Style Guide.

5. Fonts

The logo is set in the Bembo font, the primary typeface for Monterey Institute branded materials. The secondary, sans serif font is Univers.

These two fonts should be used for formal external representations of the Monterey Institute brand such as the sample advertisement on page 3.

For everyday business use, however, common substitutes such as Times Roman or Garamond (for Bembo) and Arial (for Univers) are acceptable, as explained in the MIIS Style Guide.

Bembo Regular / *Italic*
Abcdefghijklmnopqrstuvwxyz 1234567890

Garamond Regular / *Italic*
Abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular / *Italic*
Abcdefghijklmnopqrstuvwxyz 1234567890