

Co-branding Manual of FAU and MPFI

Version 1.0 – February 2022

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Introduction

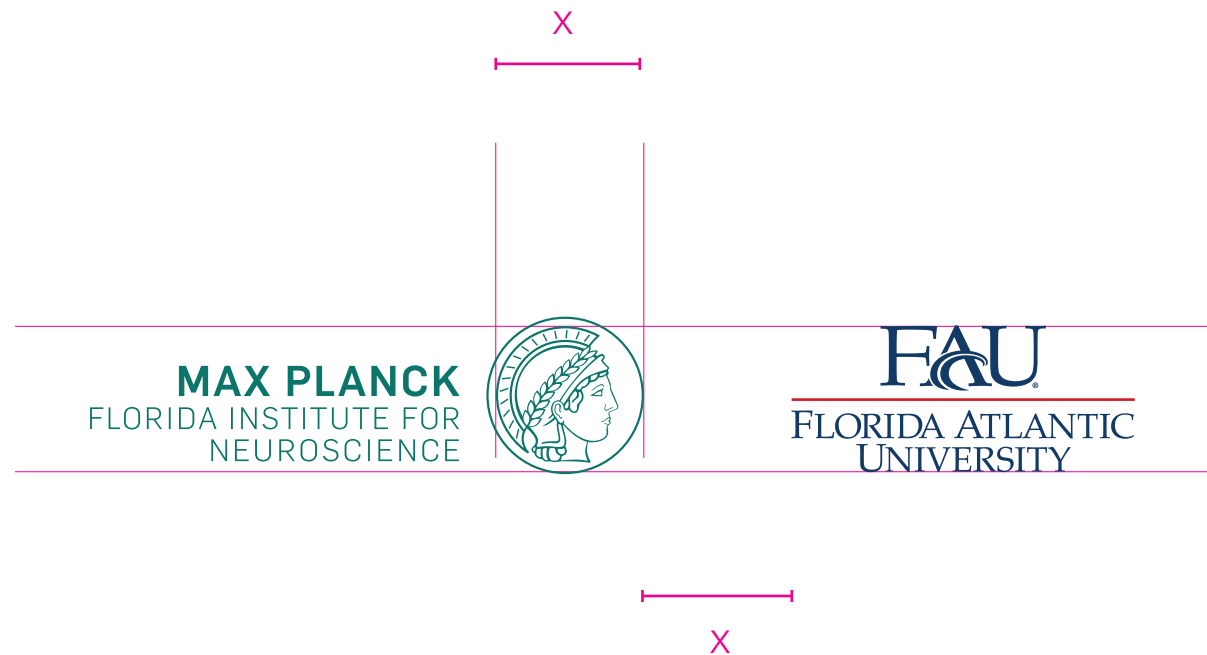
Max Planck Florida Institute for Neuroscience and Florida Atlantic University share reputations for academic excellence, cutting-edge technology, and exceptional research. Both brands represent ambition, diversity, and opportunity - all in beautiful South Florida. The colors, shapes, fonts and designs of co-branded programs should work together to express the shared values of the two brands. Through consistent use of brand elements, we build recognition of the outstanding partnerships between FAU and Max Planck Florida.

Logos



The two institution's logos always appear together in a predefined lockup. When represented together, the main institution logos should be used for consistent branding and design.

Logos



Construction of lockup: Minerva looks at the FAU logo to create connection. The bottom of the FAU logo aligns with the inside of the stroke of the Minerva, the top aligns with Minerva's helmet. The distance between the two logos equals the distance between helmet and circle.

Logos



The logo combination has an established clear zone. This is intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element should fall within the minimum clear zone.

Logos



There are 4 lockups prepared for you: RGB (for screens), CMYK (for print), as well as white and grey. You can find the eps documents [here](#).

Typography

Avenir

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?
Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?
Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?

Avenir is a versatile sans serif font with friendly open forms.
For PowerPoint safe use you can choose Arial.

Colors

Main Color



MPSI-FAU Coastal Green Blue
CMYK: 68 / 0 / 65 / 0
RGB: 71 / 183 / 162

FAU Blue
CMYK: 100 / 78 / 26 / 28
RGB: 17 / 55 / 101

Accent Color



MPSI-FAU orange red blend
CMYK: 12 / 56 / 100 / 0
RGB: 212 / 119 / 0

FAU Red
CMYK: 20 / 100 / 81 / 10
RGB: 0 / 0 / 204

Main Color



Co-Color
CMYK: 63 / 23 / 32 / 5
RGB: 100 / 156 / 165

Accent Color



Orange/Red
CMYK: 63 / 23 / 32 / 5
RGB: 100 / 156 / 165

Secondary



Ocean blue
CMYK: 95 / 35 / 0 / 0
RGB: 0 / 133 / 202



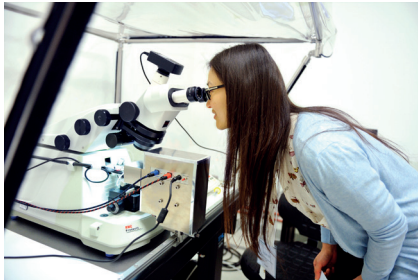
Light blue
CMYK: 80 / 0 / 0 / 0
RGB: 0 / 177 / 234



Warm blue
CMYK: 82 / 0 / 28 / 0
RGB: 0 / 171 / 189

The color blends make a connection between MPSI brand colors and FAU brand colors. Using these colors will make the designs recognizable. To remain distinguished from other universities, orange should be used sparingly, as a highlight or an accent.

Photography



Curiosity driven

Images of students and researchers immersed in their work.
Shots that highlight the opportunity to learn through experience.
Bright color accents support the fresh positive mood.



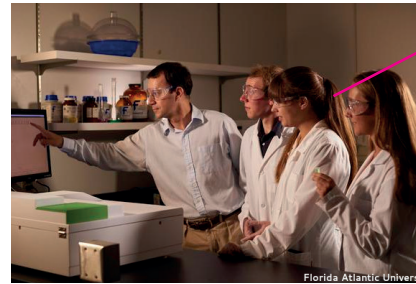
Confident and diverse

Shots that portray a confident individual who is secure in their abilities and ready to take on the challenges to come.

Collaborative

Young scientists work together with a positive vibe, with passion and commitment.

Photography – Don'ts



No beige room light

A lab situation should be warm white, see next page

Not staged

The images should look natural. The persons should not seem "frozen" in their movement and their facial expression.

No artificial colored light

neutral warm white, if possible
natural light or equivalent

Photography – color adjustment

a bit too yellow



a bit too green, too cool

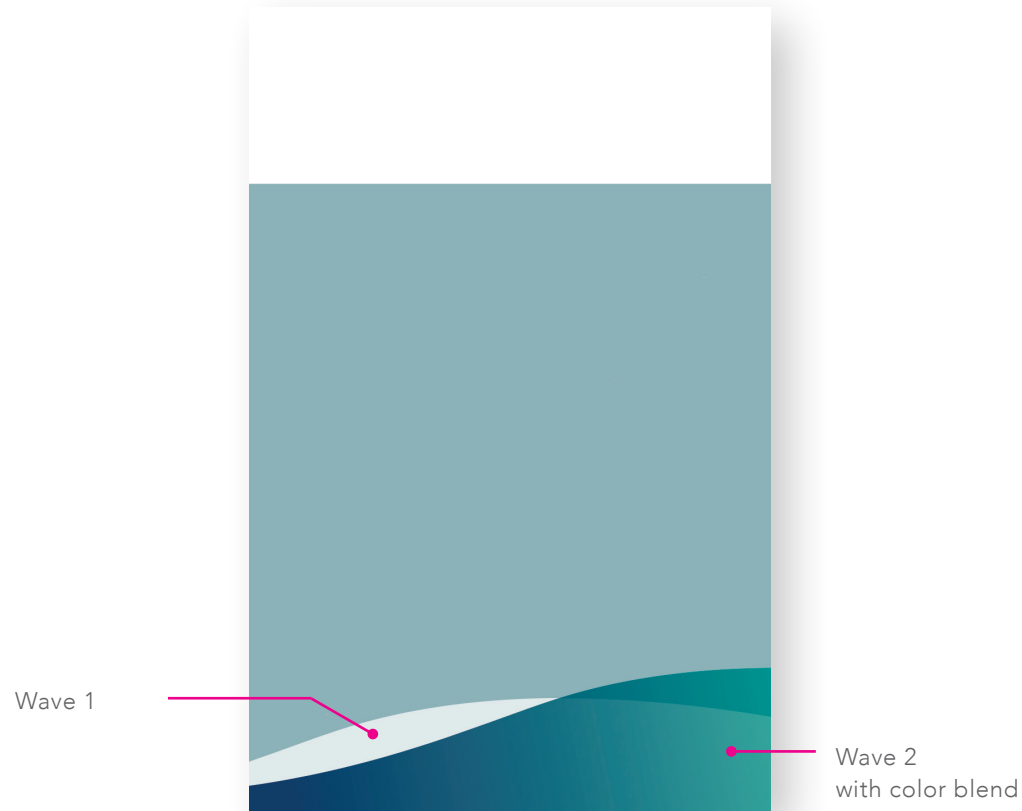


a bit too dark, too blue



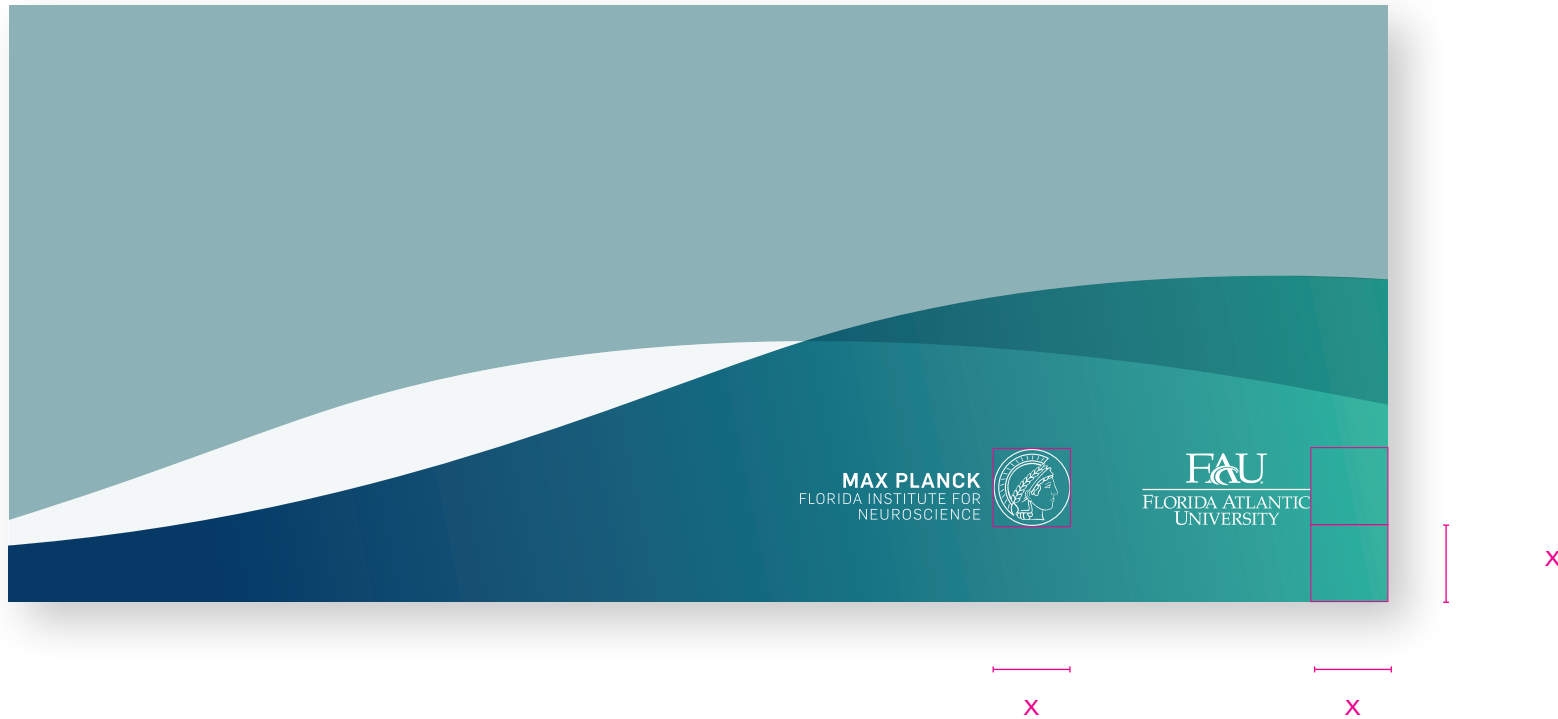
The result should be a warm white lab environment

Graphic Element – Wave



The overlapping two waves are a strong visual branding element. They represent the collaboration of two Floridian institutions in education and science, while evoking the coastal environment shared by the both institutions.

Wave - logo placement



The logo lockup is placed as shown above. The distance to the bottom equals the height/width of the Minerva the distance to the right border as well.

Wave layout

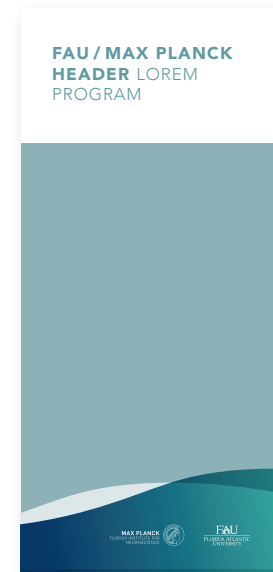
letter



half-letter



3 fold letter



These 3 formats are available as templates. Check out the Sample documents [here](#).

Layout samples



Letter format examples

Layout samples



Half-letter samples

Layout samples



3-fold letter samples

Thank you for
contributing to the
success of
our programs

If you have any questions or requests please contact
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