L-Università ta' Malta

University brand manual

Published by the Marketing, Communications & Alumni Office

The University of Malta brand manual is subject to periodical updates.

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Welcome to the University of Malta

Merħba fl-Università ta' Malta

Serving students, scholarship and society, sustainably.

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Our story

Lying at the cross-roads of the Mediterranean, the University of Malta has been, over its long history, the hub for national academic pursuits and international scholarly exchange on the island.

The origins of the University can be traced back to the founding of the Collegium Melitense which was set up through direct papal intervention on 12 November 1592. This college was run by the Jesuits on the lines of other colleges established elsewhere which were known as 'Collegia Externorum' and catered for non-Jesuit students. A papal bull by Pope Pius IV, dated 29 August 1561, which was later confirmed by another bull by Pope Gregory XIII on 9 May 1578, empowered the Jesuits to confer the degrees of Magister Philosophiae and Doctor Divinitatis. However, the foundation deed specified that in addition to philosophy and theology, other subjects such as grammar and the humanities should also be taught.

Following the abatement of the plague of 1675, Grandmaster Nicolò Cotoner appointed Fra Dr Giuseppe Zammit as 'lettore' in Anatomy and Surgery at the Sacra Infermeria on 19 October 1676. This attempt to formalise medical teaching at the order's hospital is considered by many as constituting the beginning of our medical school. Zammit went on to establish the first medical library on the island as well as a medicinal herb garden in one of the ditches of Fort Saint Elmo.

After the expulsion of the Jesuit Order from Malta in 1768, Grandmaster Pinto appropriated all the revenue accrued from its property on the island with the aim of establishing a 'Pubblica Università di Studi Generali'. The decree establishing the University was signed by Pinto on 22 November 1769, having been authorised to do so by the Papal Brief, 'Sedula Romani Pontifici', received on 20 October 1769. On 25 May 1771, a Collegio Medico was set up as one of the faculties of the University. At the time of the founding of the University, the 'Principe dell'Accademia dei Medici' was the surgeon Michelangelo Grima who also held the combined Chair of Anatomy and Surgery at the Medical School, whilst the Professor of Medicine was Giorgio Locano.

Following the Second World War, the library and support structures were strengthened. The Evans Laboratories were opened in 1959 to house the Faculty of Science near the old hospital of the Knights in Valletta and a new Medical School building near St Luke's Hospital in Guardamangia was opened in 1968. At the same time, the new campus in Msida was inaugurated. The Faculty of Mechanical and Electrical Engineering (now, the Faculty of Engineering) and the Faculty of Education became part of the University when the former Polytechnic (also known as the Malta College of Arts, Science and Technology) was incorporated within it.

The University of Malta is the leading higher education institution in Malta and its structures are in line with the Bologna Process and the European Higher Education area. Today UM is composed of fourteen faculties, a number of interdisciplinary institutes and centres, three schools and the Junior College. In addition to the main campus, situated in Msida, there are three other campuses: Valletta, Marsaxlokk and Gozo.

What we stand for

The mission of the University of Malta is to serve the aspirations of the people of these islands through locally and globally significant research and the provision of quality higher education in the arts, sciences and the humanities as required for Malta's economic, social and cultural development, via the scholarship of discovery, teaching and service to the community. These functions shall be delivered in a sustainable manner that is responsive to this country's present and emergent needs.

University of Malta – Mission statement

The University seeks to carry out academic research and provide a vibrant higher education environment for the arts, sciences and the humanities as required for Malta's economic, social and cultural development. The courses at UM are designed to produce highly-qualified professionals in multiple disciplines. The UM alumni community is growing exponentially: well over 3,500 students graduate in various disciplines annually. There are some 11,500 students, including around 1,000 international students from 92 different countries and 450 visiting overseas students, following full-time or part-time degree and diploma courses. The degree courses at UM are designed to produce highly-qualified professionals, with experience of research, who will come to occupy key roles in industry, commerce and public life in general.

The (main) University Library building, situated at the Msida Campus, occupies a total floor area of between 5,000 and 6,000 square metres and there are also more branches of the library in other areas on campus. The University Library currently subscribes to over 60,000 e-journals, 196 print journal titles and 16,554 e-books.

We want to stay true to our heritage;
that's what our brand is about.

SECTION 1

Brand elements

The evolution of our new brand

The idea of having a visual identity to represent the University of Malta (UM) dates back to 1923, when the then-rector, Professor Sir Themistocles Zammit, proposed the use of a crest, together with the motto '*Ut Fructificemus Deo*' (We should bring forth fruit unto God). From this initial depiction evolved the University's former digital ornate crest and its former logo. Our new visual identity is born from the same process, with the former crest being revised and reworked into a newly stylised ceremonial ornate crest, followed by the University logomark.

Throughout the intensive process, various stakeholders of the University of Malta, including students, academic and administrative staff and alumni, were consulted. All elements were carefully examined and tested in order to be in line with our new vision: that of an identity which retains the features and history of the largest educational entity in Malta,but represents them with a contemporary design flair.

This new brand gives us the opportunity to reinvent ourselves, showing how we can be innovative in the competitive higher education market. Setting us apart from other institutions both on the island as well as abroad, the recreated visual identity also provides the tools to create an attractive yet practical graphic system that can serve our purposes in our everyday operations, ensuring consistency throughout all our marketing material.

Original heritage crest painting

New official ceremonial crest

New official brand logo

The official logo

L-Università ta' Malta

UM crest

The UM crest is a simplified version of the University's ceremonial crest reproduced in one colour. Its simplicity allows for its use on digital and print media.

UM stacked wordmark

The UM stacked wordmark is in Cera PRO © Medium and should always be reproduced in the same colour as the crest.

The UM logo

The UM logo is made up of the crest and the stacked wordmark and should never be modified in any way except for proportionate resizing limited to a minimum size for print & digital.

Logo colours

L-Università ta' Malta

Red logo

PANTONE® 200C

CMYK
3 100 70 12

RGB
186 12 47

HEX/HTML
BA0C2F

L-Università ta' Malta

Black logo

Process Black

CMYK
0 0 0 100

RGB
39 37 31

HEX/HTML
27251F

L-Università ta' Malta

Reversed-out/ white logo

For the reversed-out/white version of the logo, the crest sections which are transparent in the red and black logos appear in white while the reverse sections are transparent

A note on logo versions

The only versions of the UM logo that are to be used are those illustrated on this page. No other versions in varying colour/s are permitted. The red logo takes precedence over the black and the reversed-out/white versions, therefore it should be the first preference for all UM marketing applications. In cases where legibility, clarity or design issues arise when using the red logo, the white and black versions of the UM logo can be used.

Sizes and spacing

Logo sizes:

PRINT

Minimum size of logo for print application is **15mm**, based on the height of the crest.

DIGITAL

Minimum size of logo for digital application is **10mm**, based on the height of the crest.

Print

Digital

Logo spacing:

At minimum size, the mandatory clear space around the logo is 5mm. This increases in proportion to the size of the logo, as the example on the right shows. This also applies for digital and online use.

For generic application (not large or very small-format items), the generic guideline of 10mm clear space can also be applied.

Clear space: minimum size (100%)

Clear space: increased size (200%)

Sub-brands

The University of Malta is made up of several entities which sometimes need to be represented in advertising campaigns led by the University or an advertising agency.

Faculties/institutes/centres/schools/offices of the University of Malta are not allowed any graphical logomark other than the sub-brand logo allocated to them by the University.

The same rules and guidelines that govern the use of the UM logo apply to sub-brands. All sub-brand logos exist in red, black and reversed-out versions and can be requested for use via **info@um.edu.mt**.

All sub-brand logos are in English (except for the brand name 'L-Università ta' Malta').

A note on sub-brand logos

Centres, institutes, resource centres, G.F Abela Junior College and any other entity which does not fall under a faculty or a school does not have a third-level sub-brand logo listing its division/department/sub-entity, and neither are its staff allowed to create one.

All sub-brand logos are available in their red, black and reversed-out/white versions. You can request access via **info@um.edu.mt**.

For minimum size for print and digital application and for logo spacing please refer to the Size and Spacing Section on the previous page.

Not more than one sub-brand logo can be used at a time. For correct usage, please refer to 'Recognition of multiple sub-brand University F/I/C/S and entities' section on the opposite page.

Faculty/institute/centre/school logos

Sub-brand logos consist of the UM logomark, the UM line wordmark and the name of the entity right beneath it. The name of the entity should not exceed two lines.

L-Università ta' Malta
Faculty of Dental Surgery

L-Università ta' Malta
The Edward de Bono Institute
for Creative Thinking & Innovation

Departmental Logos

Departmental logos use the sub-brand logo of the home faculty, and the name of the department on a minimum of two lines and a maximum of three lines, separated by a thick line.

L-Università ta' Malta
Faculty of Science
Department
of Biology

L-Università ta' Malta
Faculty of Economics,
Management & Accountancy
Department of
Banking, Finance
& Investments

Recognition of multiple sub-brand University F/I/C/S and entities

Recognition of multiple faculties/institutes/centres/schools and University entities/offices

L-Università ta' Malta

Faculty of Economics, Management & Accountancy

Centre for Biomedical Cybernetics

Student Advisory Services

Office of the Registrar

Recognition of single/multiple departments within single/multiple faculties

L-Università ta' Malta

Faculty for Social Wellbeing
DEPARTMENT OF COUNSELLING

Faculty of Laws
DEPARTMENT OF EUROPEAN & COMPARATIVE LAW

DEPARTMENT OF CIVIL LAW

Recognition of multiple departments within a single faculty

L-Università ta' Malta
Faculty of Education

DEPARTMENT OF INCLUSION & ACCESS TO LEARNING

DEPARTMENT OF PSYCHOLOGY

DEPARTMENT OF ARTS, OPEN COMMUNITIES & ADULT EDUCATION

Faculty for Social Wellbeing
DEPARTMENT OF COUNSELLING

Line 1: Cera Bold
Line 2: Cera Regular

A note on fonts

In the need of expressing recognition of multiple faculties/institutes/centres/schools and/or departments the format should follow the examples on the left and above. Although this should be avoided as much as possible, in cases where there is no access to Cera PRO or Lato fonts the placement still follows the examples on the left, but uses Calibri font instead as shown below.

Faculty for Social Wellbeing
DEPARTMENT OF COUNSELLING

Line 1: Calibri Bold
Line 2: Calibri Regular

IMPORTANT:

Recognition of multiple University F/I/C/S, offices and entities is limited to the use of only the generic UM logo on all third party marketing material and in instances where third party logos are present.

Official logo and sub-brand logos: correct and incorrect use

Logo placement

Whenever possible, the preferred position for the University of Malta corporate and sub-brand logos is top-left, as shown in the examples on the right. The logo cannot be rotated in any manner, with the **only exception** of flag design *(see Flags section, p.75)*

The legibility and clarity of all elements making up the logo should never be compromised. The placement of the logo will therefore also affect the background chosen, and viceversa. Refer to p.20 for Logo versions and backgrounds.

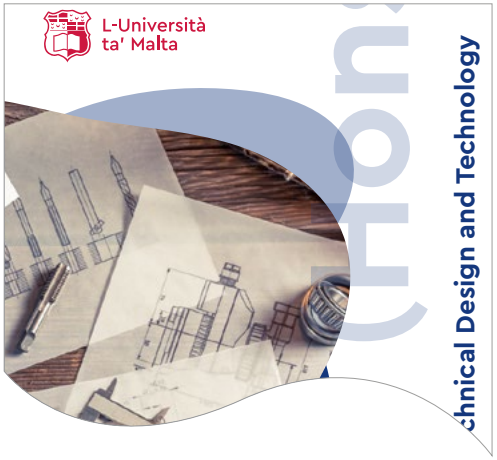
Minimum sizes, placement and clear space must be respected in all print and digital/online cases, with no exceptions.

In cases where the above is not possible, the secondary placement preference is bottom-left. Right or centre alignment should be avoided.

Only in the instances below can any other alignment of the UM logo or sub-brand logos be considered:

- if the layout is predetermined or provided by a third party and top-left or bottom-left alignment are not viable for legibility, print or legal reasons
- if the University of Malta is not the main entity in the designed marketing material and therefore our guidelines are secondary to those of the main entity
- when applying the logo on narrow flags *(see p.75)*
- when the UM logo is the only element in the layout
- if any decision on this account is taken by the Rector.

When third party or logos of UM sub-entities/organisations etc. are integrated in the same marketing material, of which UM is the main entity, top-left alignment takes precedence. Other logos can be placed top-right or at the bottom within the layout, as displayed on the right.



When placing the logo at the top or in the middle section of the layout, the logo should be centre-aligned with the top end of the names of faculties or department/s.

When placing the logo at the bottom section of the layout, lthe logo should be centre-aligned with the top end of the names of faculties or department/s.

When placing the logo beneath an image, the top end of the logo should be aligned with the top end of the names of faculties or department/s.

Logo versions

UM red logo

Usage of the red version of the logo is preferred. The background should be either white/transparent or in a very light colour. The background cannot be busy, patterned or too complex. All the elements of the logo must be clearly visible and legible. Avoid using backgrounds similar in colour to the corporate red of the UM logo. The red version **should not** be used when printing in black ink only.

UM black logo

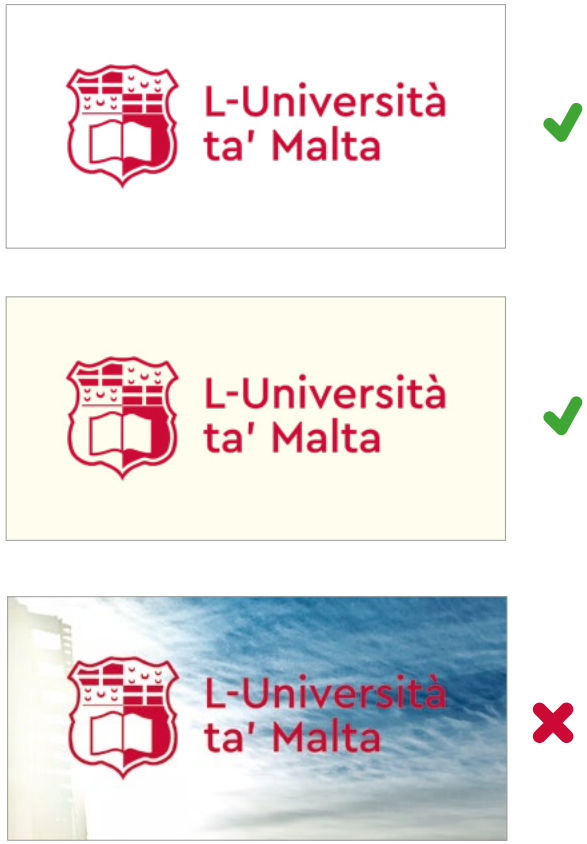
The primary use of the black version of the UM logo is for when colour printing is not available.

UM reversed-out/white logos

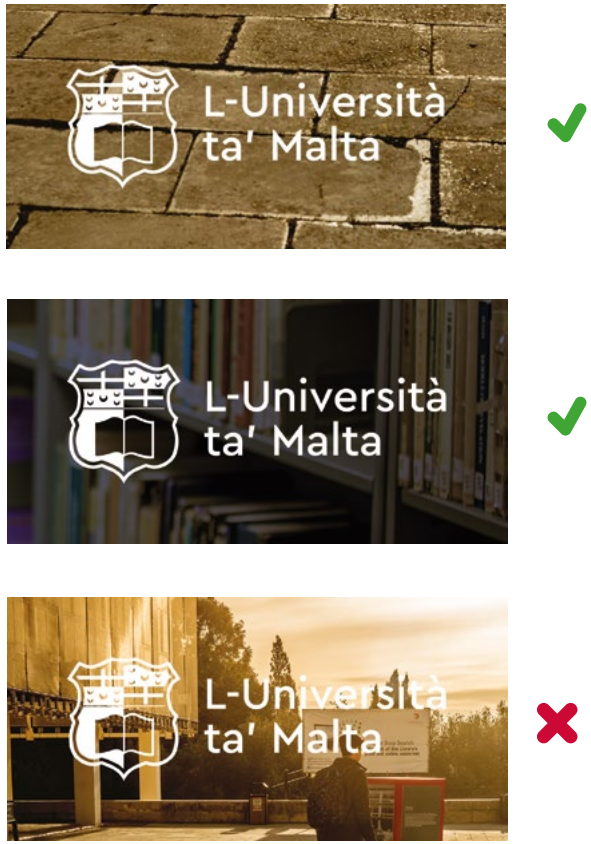
The reversed-out logo may be used on more complex backgrounds and dark photography. There should be enough contrast for all the elements of the logo to be clearly distinguishable. Do not manually reverse the UM logo into white; use the correct version as provided by the Marketing, Communications and Alumni Office.

All the above guidelines apply to the UM sub-brand logos and to both print and digital/online use.

Red and Black Logo use



Reversed-out Logo use



Incorrect use of logo

Editing the logo in any way – except for proportional resizing which adheres to the minimum size – is prohibited. Do not stretch or squash the logo while resizing.

Rotation of the logo is not allowed, with the **only exception** being on narrow flags *(see p.75)*.

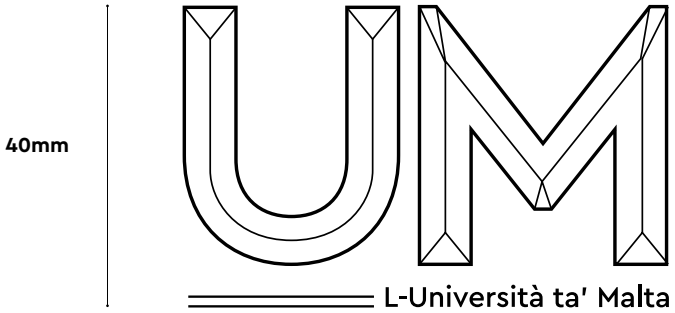
The logo consists of the crest and the wordmark and must be used in full in either one of the 3 versions: red (Pantone® or CMYK), black or reversed-out/white in full opacity as per the 'Logo placement' guidelines on p.18. Cropping, adding elements to the logo, using other colours or using the logo as a background is not permitted.

All of the above guidelines apply to sub-brand logos. Do not add a sub-brand name underneath or close to the UM logo. Instead use the appropriate sub-brand logo.

The crest of the official UM logo is only used on its own as a profile picture on the Facebook, Twitter and Instagram pages of UM offices, faculties, institutes, centres, schools and resource centres, Ġ.F. Abela Junior College and any sub-entity which falls directly under UM.

Stylised UM icon

Minimum size



Clear space

Secondary colours

Some usage guidelines regarding the stylised UM design icon

All the colours in the UM colour palette (see p.38) can be used for the stylised UM design icon. The icon can also be used for spot varnish printing.

Colours on the darker end of the palette are used can be applied on white or light-coloured plain backgrounds while colours on the lighter end of the palette can be used on black or dark-coloured plain backgrounds.

The stylised UM design icon can be applied without the two strokes and the wording beneath it.

The UM line wordmark

The UM line wordmark uses Cera PRO© Medium. The wordmark can be used in (but not limited to) the instances outlined below unless otherwise stated:

- when the UM Logo cannot be reproduced at minimum size or more and the respective minimum clear space cannot be applied on the media such as on pens, pencils, gift ribbons and other small-sized stationery/merchandise. This also applies to online applications where the UM logo on its own has to be inserted on a canvas size less than 80x80px
- when the ceremonial crest is used *(please refer to p.24).*
- in presentations, UM app and interior design

The **gold version** can only be used in print.

The **red version** is preferred for usage with the crest but the white and black versions can also be used depending on the background.

L-Università ta' Malta

L-Università ta' Malta

L-Università ta' Malta

L-Università ta' Malta

Red UM wordmark

PANTONE® 200C | **CMYK** 3 100 70 12
RGB 186 12 47
HEX/HTML BA0C2F

Gold UM wordmark

PANTONE® 872C | **CMYK** 47 49 69 19

Black UM wordmark

CMYK 3 100 70 12
RGB 186 12 47
HEX/HTML BA0C2F

UM wordmark size

The minimum size of the wordmark for print and digital applications is **3mm**, based on the height of the capital letter **U**. This small size makes the UM line wordmark the branding element to use on very small/narrow items such as lanyards and pens.

UM wordmark spacing

At minimum size, the mandatory clear space around wordmark is of **5mm**. This increases in proportion to the size of the wordmark, as shown in the example on the right.

Minimum size

3mm | L-Università ta' Malta

Clear space: minimum size (100%)

5mm L-Università ta' Malta

Clear space: increased size (200%)

10 mm L-Università ta' Malta

The UM ceremonial crest

The University of Malta ceremonial crest is a digital reproduction of the painting of the University's ceremonial crest created in 1923.

The crest is reproduced using PANTONE® 872C and PANTONE® 200C or their CMYK equivalent.

Two variations of the crest exist:

- an ornate crest is to be used when it appears larger than 30mm
- a simpler crest should be used when reproduced at a size smaller than 30mm.

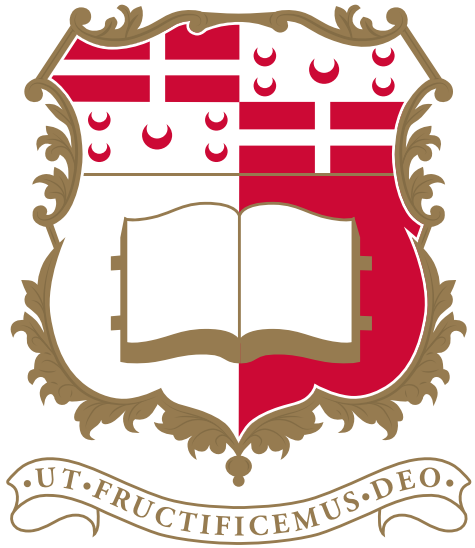
Use of the UM ceremonial crest is reserved exclusively for the following:

- letterhead of the Office of the Rector
- marketing material for events organised by/for the Office of the Rector
- graduation ceremonies
- graduate certificates awarded during the graduation ceremonies
- Honoris Causa ceremonies
- Gateway building (GW) entrance window.

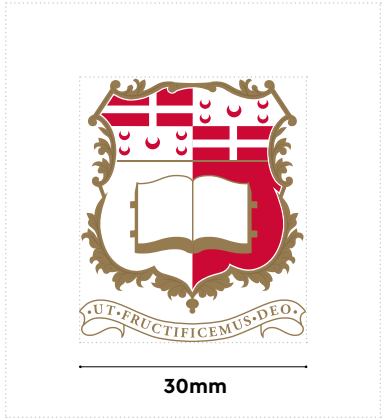
PANTONE® 872C
CMYK 0 25 56 51

PANTONE® 200C
CMYK 3 100 70 12

Ornate crest

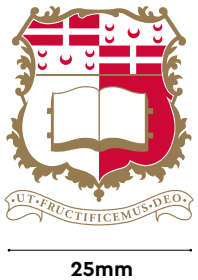


Minimum size and clear space

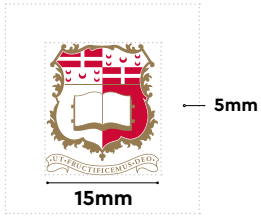


Simple crest

Maximum size



Minimum size
and clear space



The ceremonial crest and UM line wordmark

The University ceremonial crest must always be accompanied by the UM line wordmark in the formats shown in the examples on the right.

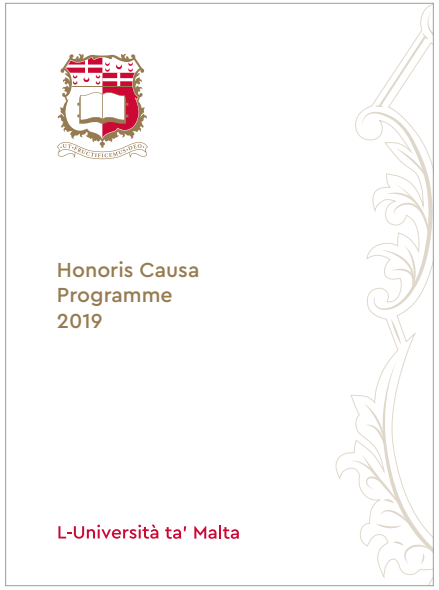
The following are two exceptions to the above rule:

- letterhead for the Office of the Rector
- any material for which the Rector requests the ceremonial crest and UM line wordmark to be in a particular format.

The University ceremonial crest cannot be used on any material other than that listed on the previous page.

When using the ceremonial crest with the UM line wordmark the following guidelines should be adhered to:

- when using the ornate crest at a minimum size with the UM line wordmark, the size of the wordmark should be **8mm** (based on the height of the letter U). Both are to be resized by the same percentage
- when using the simple crest at a minimum size with the UM line wordmark, the size of the wordmark should be **5mm** (based on the height of the letter U). Both are to be resized by the same percentage
- the ceremonial crest can be placed top-left or centre-left aligned within a layout. Any other alignment is not permitted
- when the crest is placed at the top-left, the wordmark is to be placed either at the opposite corner, centre-right aligned with the centre of the crest, OR at the bottom-left corner, left-aligned like the crest
- when the crest is centre-left aligned, the wordmark should be placed at the bottom-left corner.

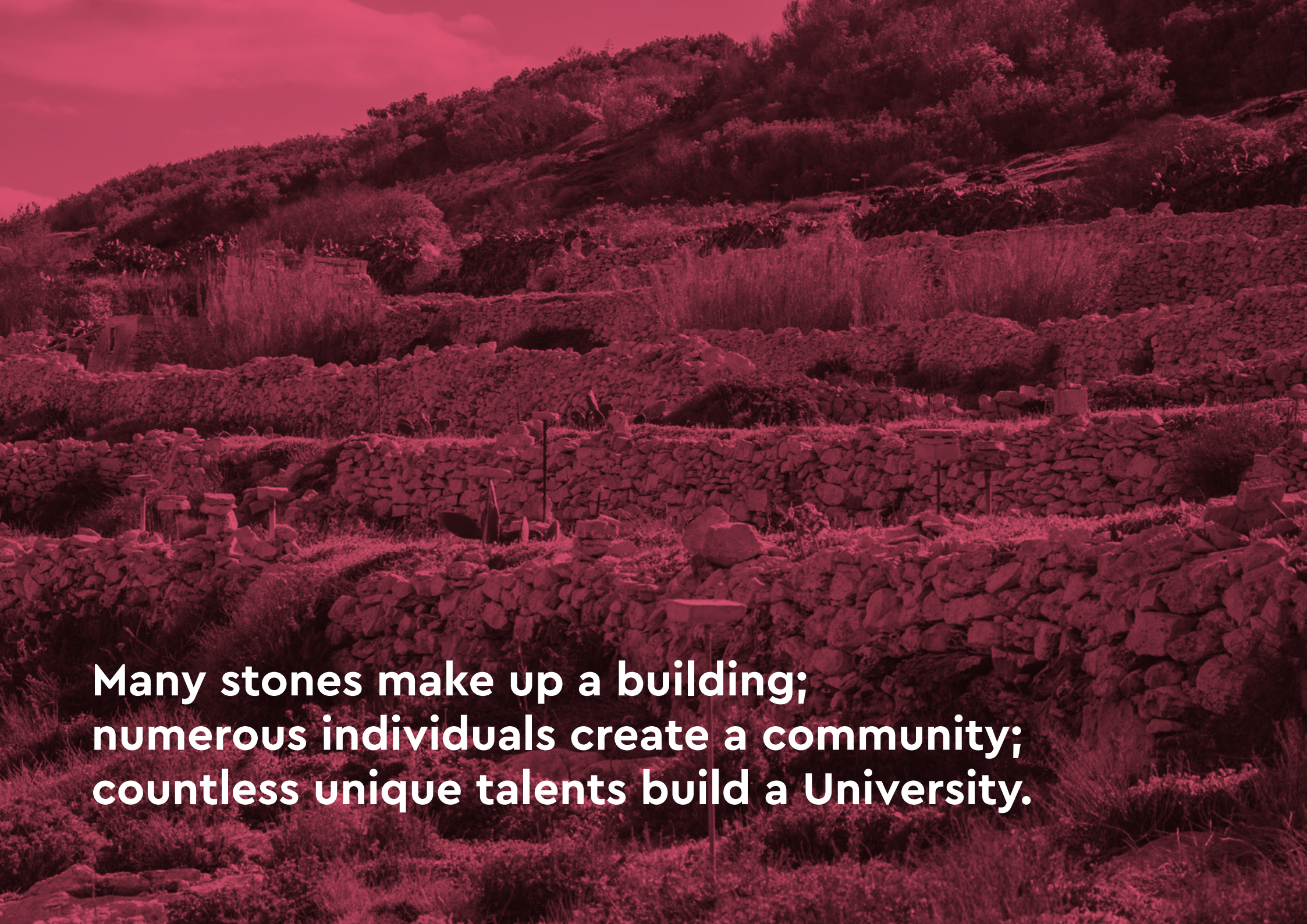


This portion should be used when placing the crest on the right edge on print material – including 5mm bleed. Dotted lines show maximum and minimum usage sections.

This portion should be used when using crest as running head cover design on print material – including 5mm bleed. Dotted lines show maximum and minimum usage sections.

A note on designing with the ceremonial crest

As illustrated in the examples on this page, a detail of the outline of the ceremonial crest can be utilised for graduation ceremonies/Honoris Causa material. The detail should appear in PANTONE® 872C, or its CMYK equivalent. It is used only when the UM wordmark is positioned at the bottom-left corner. The print material for graduations/Honoris Causa should have very similar design layouts, including the covers which need to be in two-colour Pantone where, if the event dates are not printed during the same run, CMYK black can be used for the dates. This ceremonial crest detail cannot be used for any other item apart from graduation/ Honoris Causa and Rectorate material.



**Many stones make up a building;
numerous individuals create a community;
countless unique talents build a University.**

SECTION 2

Concept and style

2

Design concept

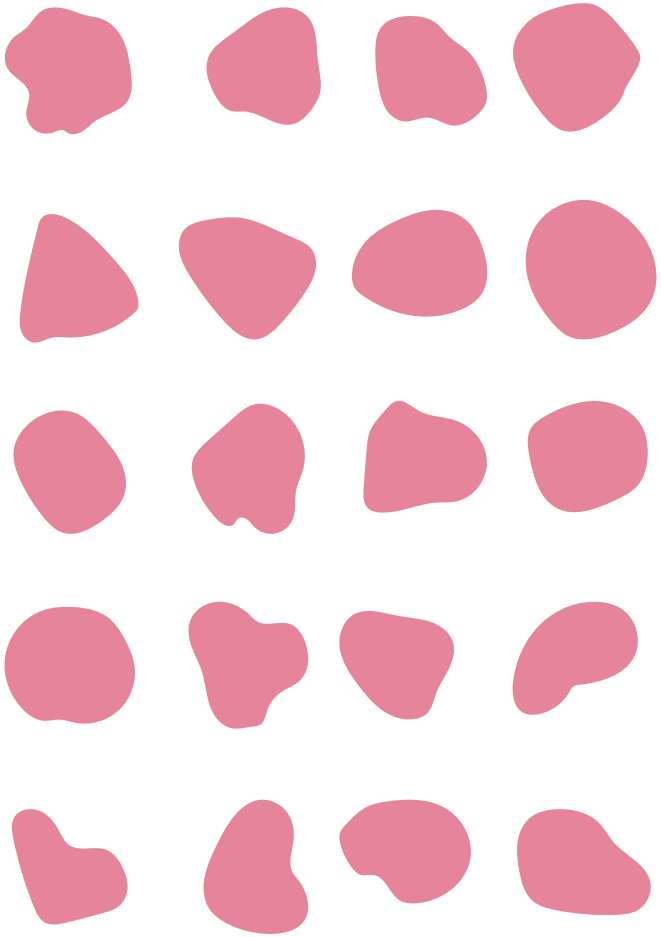
Inspired by how the University provides an environment for many individuals to develop into something more, our design concept is based on three pillars:

1. Minimal: promote white space, emphasise clarity
2. Organic: flow in design and information hierarchy
3. Dynamic: flexible design options for different needs

The concept has Maltese cultural roots, originating from the idea of the rubble wall, which is a very common sight in Malta. It consists of irregular, organic shapes which the designer is not tied to use as is, but can mold into the layout in order to create flow and also consistency without the design appearing repetitive. Even if using the same shape as a starting point, the designer can build or extract designs which differ from one another yet clearly correlate with each other. This approach is completely different from the old design methodology, which mostly consisted of block upon block of colour or information.

We have chosen two fonts to go with our new brand design: Cera Pro® and Lato, which are both sans serifs based on smooth mostly circular strokes, complementing the new design concept story for the University of Malta.

Rubble wall-inspired shapes



Typography

Typography is an important tool in laying out the new designs of the UM brand. Three complimentary typefaces have been chosen to be used for the new visual identity. Each type family has a specific use.

Cera PRO ©

Cera PRO © Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ ĊĠĦŻ
abcdefghijklmnopqrstuvwxyz ċġħż 0123456789 @?!.,+=-

Available as:

Cera PRO © Thin
Cera PRO © Thin Italic
Cera PRO © Regular
Cera PRO © Regular Italic
Cera PRO © Medium
Cera PRO © Medium Italic
Cera PRO © Bold
Cera PRO © Bold Italic
Cera PRO © Black
Cera PRO © Black Italic

Licensed for use by the Marketing, Communications & Alumni Office only.

WHERE SHOULD IT BE USED?

- On any material designed with the UM brand, particularly for headers and highlights
- Stationery
- Merchandise
- Signage

Lato

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ ĊĠĦŻ
abcdefghijklmnopqrstuvwxyz ċġħż 0123456789 @?!.,+=-

Available as:

Lato Hairline
Lato Hairline Italic
Lato Thin
Lato Thin Italic
Lato Light
Lato Light Italic
Lato Regular
Lato Italic
Lato Medium
Lato Medium Italic
Lato Semibold
Lato Semibold Italic
Lato Bold
Lato Bold Italic
Lato Heavy
Lato Heavy Italic
Lato Black
Lato Black Italic

Lato is a free to download Google font.

WHERE SHOULD IT BE USED?

- Anything designed with the UM Brand where it is mostly used for body text and online.

Calibri

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ ĊĠĦŻ
abcdefghijklmnopqrstuvwxyz ċġħż 0123456789 @?!.,+=-

Available as:

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Calibri is a free to download Google font. It is usually pre-installed on all PCs and Mac systems.

WHERE SHOULD IT BE USED?

- On any body text appearing on stationery and any printed communication which is generated by the University of Malta **ONLY** when the other typefaces (Cera PRO© and Lato) are not available for use or when the document will require editing by other staff at University who do not have Cera PRO© and Lato.

Typicons

WHERE SHOULD THEY BE USED?

- On any material designed with the UM brand, where it is possible to replace words such as *Tel.* and *Email* with the above icons to refer to contact details.

Tone of voice and editorial style guide

The way we get our message across is key to our reputation. We need to delve deeper into how we communicate with our varied audiences. It is important to be consistent in our content to convey our identity effectively.

These guidelines are aimed at fine-tuning writing for marketing and editorial purposes, outlining the most common issues when writing for print media and for the web. It is imperative that when publishing any sort of communication to the media, a copy is first sent to the Marketing, Communications & Alumni Office. The team will ensure that the right tone is used and help you reach the desired audience using the correct language that reflects the values of our brand. The Marketing, Communications & Alumni Office can be reached via **info@um.edu.mt**.

Abbreviations and acronyms

Titles
When used in running text, academic titles should be used in full.
e.g. Professor John Borg
When used in the context of a list or a directory, the preferred format is the abbreviated version.
e.g. Prof. John Borg
Follow the rule: if an acronym ends with the last letter of the word do not use a full stop, if it does not, then use a full stop.
Mr, Ms, Fr, Sr and Dr should be used without a full stop.
Ing. and Prof. should be used with a full stop.

Course titles
Course titles should appear with the appropriate fullstops.
e.g. B.Sc., B.Com. (Hons), M.D.

First instance of an acronym
The first time an acronym (such as NATO) or initialism (such as CLAS, RSSD) is used on any given page, it should always be spelt out in full, with the acronym/initialism appearing in brackets after it.
e.g. All queries relating to funding should be directed to the Research Support Services Directory (RSSD).

Latin abbreviations
Latin abbreviations (such as i.e. or c.f.) should appear in plain text without a trailing comma.

Try to avoid
Try to avoid terms used within the University of Malta which may not be understood by the people outside the institution, especially by prospective international students.
e.g. Use the term 'postgraduate certificate' not 'PgCert' (except in course titles)

Addresses

Addresses should appear vertically and not as part of a sentence or paragraph of text.

For departmental addresses, put the department name before the University:
Name of Department/Area/Faculty
University of Malta
Msida MSD 2080
Malta

Name of Entity
Room number
Building
University of Malta
Msida MSD 2080
Malta

Some important details:
- no full stops at the end of addresses
- no comma between the number and the street name
- the postcode should appear after the town on the same line
- no comma between town and postcode.

Accents

Use accents on foreign and Maltese words.
e.g. Università, exposé

Ampersand (&)

In running text use the word 'and'.
Ampersands should be used for faculty/institute/centre and department names and for job titles.
e.g. Malta, Italy and the United Kingdom
Faculty of Media & Knowledge Sciences
Content & Media Relations Officer

Apostrophes (')

Possession
The apostrophe always comes after the noun.
e.g. The University's canteen is open
When something belongs to more than one person, then the apostrophe goes after the 's'.
e.g. The graduates' certificates will be kept in departmental offices
Exceptions are proper nouns such as Jesus, Moses or Greek names ending in 's'.
e.g. Achilles' heel, Dickens' A Tale of Two Cities
Plurals of nouns omit the 's' after the apostrophe.
e.g. The lecturers' notes are available online

Brackets

Avoid brackets where possible. Use em-dashes (—) with spacing before and after, to indicate parentheses.

Bullets

Bulleted lists should be preceded by a colon not a dash.
Do **not** use:
- a capital letter at the start of each bullet except in the case of titles/headings
- a semicolon or full stop at the end of the bullet except the last one.

Capitals

For proper nouns, official titles and course titles use initial capitals when written in full.
e.g. Professor Mark Pace
Bachelor of Arts (Honours)
When you refer to such titles in running text or use a word that refers to an area of study in a generic sense, do not use an initial capital.

e.g. Applicants must study economics at Advanced Level
Use an initial capital when referring to a particular department.
e.g. Department of Physics
Do not use an initial capital when referring generally to departments.
e.g. there are 19 departments
When you refer to the University of Malta as 'the University', use an initial capital. When you refer to a university in general, use lower case.

Do not use initial capitals for prepositions (in, at, of, the, and, on) in titles.

Use initial capitals sparingly. They are used in the following instances:

- for months and days of the week (e.g. March, April/Monday, Tuesday), but not for seasons of the year (spring, summer, autumn, winter)
- for the job titles of specific individuals (e.g. 'Professor of History') and for titles used in conjunction with a name (e.g. 'Professor Borg'), but not for more general titles (e.g. 'a professor in the Department of History', 'chairman', 'director'). Titles commonly used in business, such as 'finance director', do not take initial capitals
- for titles of UM courses (e.g. 'M.A. Economics') and study-units (e.g. 'ENG 1001 English Language Studies I')
- for the main title of a book, but not for subheadings. Subheadings should follow a colon and appear in lower case (e.g. Environmental Economics: an elementary introduction).

Capitalisation in headings
Headings and webpage titles should be written in sentence case. This excludes any creative applications by the MCAO designers for items requiring capitalisation for functional and/or aesthetic reasons.

Telephone numbers

Do not put the country code in brackets.
The correct format for all phone numbers is:
+356 2340 2340

Dates and times

Dates
Try to use the full form of the month where possible.
It greatly helps the readability of your text.
When you need to abbreviate a month, such as when it is used with a date, abbreviate to Jan., Feb., Mar., Apr., Jun., Jul., Aug., Sept., Oct., Nov. and Dec.

Preferred date format in all cases must be as follows:
e.g. 10 October 2018 or 5 November 2018

Time
When writing in English, time is written in the twenty-four-hour format. When writing in Maltese use the 12-hour clock, followed by am or pm.
e.g. 10:00

Numbers

Write zero to nine as words and 10 onwards in figures, unless a sentence begins with a number over 10.

Per cent

Use the symbol '%' when the number is written as a numeral.
When the number is written out in full use 'per cent'.
e.g. five per cent and 20%
Note that 'per cent' rather than '%' is used in running text.

Quotation marks

Use single quotation marks for consistency. If there are quotation marks within quotation marks, then differentiate.
e.g. 'The word "*ħalliel*" is sometimes used in an affectionate way', says Professor Borg.

The term alumnus

alumnus – individual male
alumna – individual female
alumni – a group of males
alumnae – a group of females
alumni – a group composed of both men and women

Abbreviating names

The following are the official abbreviated names of University entities:

ADSU	Access Disability Support Unit
AIMS	Administrative Information Management System
APQRU	Academic Programmes Quality & Resources Unit
BEN	Faculty for the Built Environment
CALECS	Centre for Academic Literacies & English Communication Skills
CBC	Centre for Biomedical Cybernetics
CEBI	Centre for Entrepreneurship & Business Incubation
CEER	Centre for Environmental Education & Research
CLAS	Centre for the Liberal Arts & Sciences
CLS	Centre for Labour Studies
CMMB	Centre for Molecular Medicine & Biobanking
CSPCR	Centre for the Study & Practice of Conflict Resolution
DLT	Centre for Distributed Ledger Technologies
DS	Faculty of Dental Surgery
EMCER	Euro-Mediterranean Centre for Educational Research
FEMA	Faculty of Economics, Management & Accountancy
FICT	Faculty of Information & Communication Technology
FMS	Faculty of Medicine & Surgery
HRMD	Office for Human Resources Management & Development
IAT	Institute of Aerospace Technologies
ICCSD	Institute for Climate Change & Sustainable Development
IES	Intitute of Earth Systems
IIBS	International Institute of Baroque Studies
ILLT	Institute of Linguistics & Language Technology
IPES	Institute for Physical Education & Sport
ISFS	International School for Foundation Studies
ISSA	Institute of Space Sciences & Astronomy
ISSI	Islands & Small States Institute
KKU	Koperattiva Kulturali Universitarja (University Cultural Cooperative)
MAKS	Faculty of Media & Knowledge Sciences
MATSEC	Matriculation & Secondary Education Certificate Examinations
MC	Matriculation Certificate
MCAO	Marketing, Communications & Alumni Office
MEDAC	Mediterranean Academy of Diplomatic Studies
MUHC	Malta University Holding Company Ltd
RSSD	Research Support Services Directorate
SAS	Student Advisory Service
SEC	Secondary Education Certificate
STATOR	Statistics & Operations Research
SIMS	Student Information Management System
eSIMS	SIMS online
TCM	Centre for Traditional Chinese Medicine
UM	L-Università ta' Malta/University of Malta
U3A	University for the Third Age

Practical use of typography and editorial design for documents

- The two main fonts to be used on any material released by the University of Malta are Cera PRO© and Lato.
- The font Calibri can be used when the above two fonts are not available or when the document will require future editing by staff/other parties with no access to these two fonts.
- The text samples on the right represent how these fonts should be used when creating documents. The alignment of all text including titles, headers and sub-headers should be **left-aligned**. Underlining of text **should be avoided**: use bold and italics instead. Exceptions include the sender details on official letterheads and any third party logos which can be placed either at bottom-left or bottom-right corners.
- **Headers** must be in Cera PRO©, Bold, black at 60% tint.
- **Sub-headers** must be in Lato, Bold, black.
- **Body or main text** must be in Lato, Heavy, black.
- **Contact details** must be in Lato, Bold, black with the relevant Typicons icon in front.
- In cases where Cera PRO© and Lato are not available and Calibri has to be used, the **headers** should be in Bold between 16 and 18 point size and the **sub-headers** also in Bold between 13 and 15 point size. The **main text** should be in Calibri Regular between 8 and 11 point. All text should be in black. Contact icons should be converted into words.
- Whenever possible all documents should be passed through the Design section of the Marketing, Communications & Alumni Office for approval of the format and other design aspects.
- All marketing material such as brochures, flyers, leaflets etc. should be created by the Design section of the Marketing, Communications & Alumni Office to ensure consistency and full adherence to the UM brand.
- For more detailed guidelines regarding several marketing items such as brochures, flyers and posters, refer to Section 3 (p.49).

L-Università ta' Malta
The Edward de Bono Institute
for Creative Thinking & Innovation

SAMPLE HEADER/TITLE (Cera Pro©, Bold, 12pt)

Sample sub-header/sub-title (Lato, Heavy, 9pt)

This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text.

This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text. (Lato, Regular, 8pt)

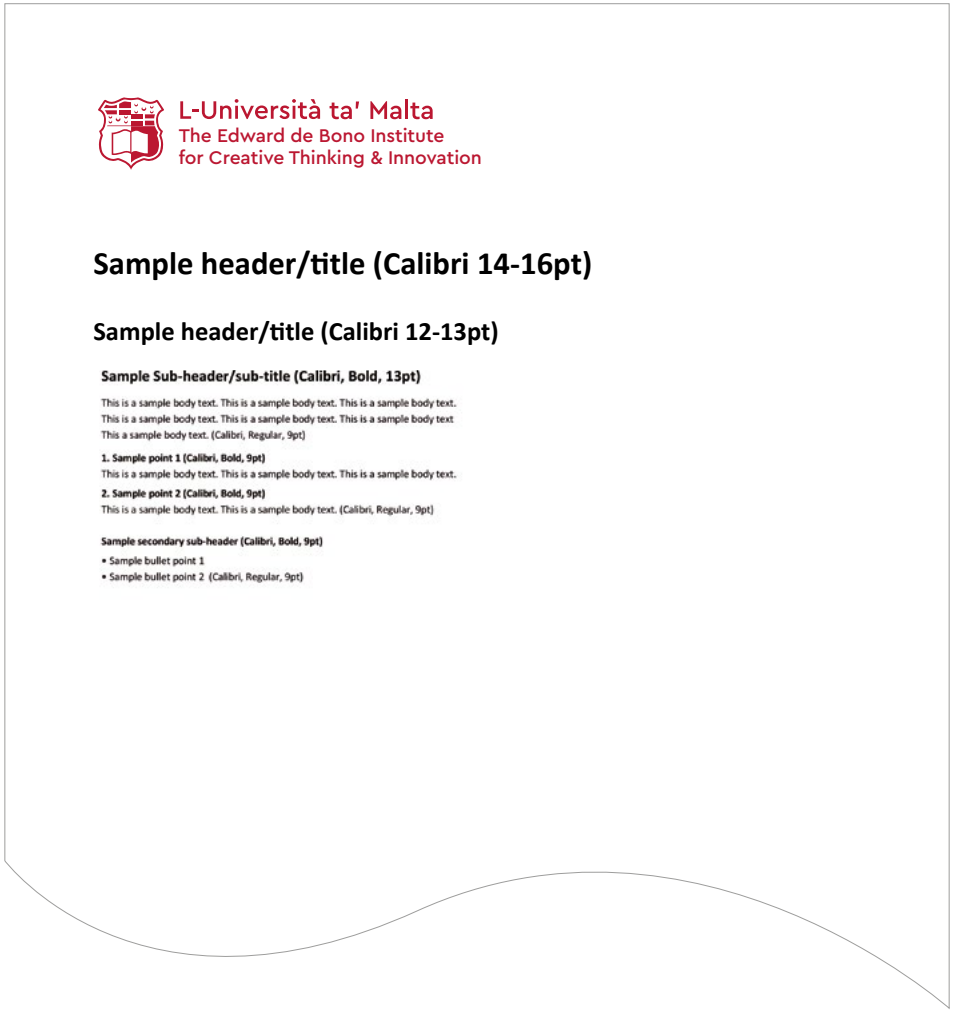
1. Sample point 1 (Lato, Bold, 8pt)
This is a sample body text. This is a sample body text. This is a sample body text. This is a sample body text.

2. Sample point 2 (Lato, Bold, 8pt)
This is a sample body text. This is a sample body text. This is a sample body text. (Lato, Regular, 8pt)

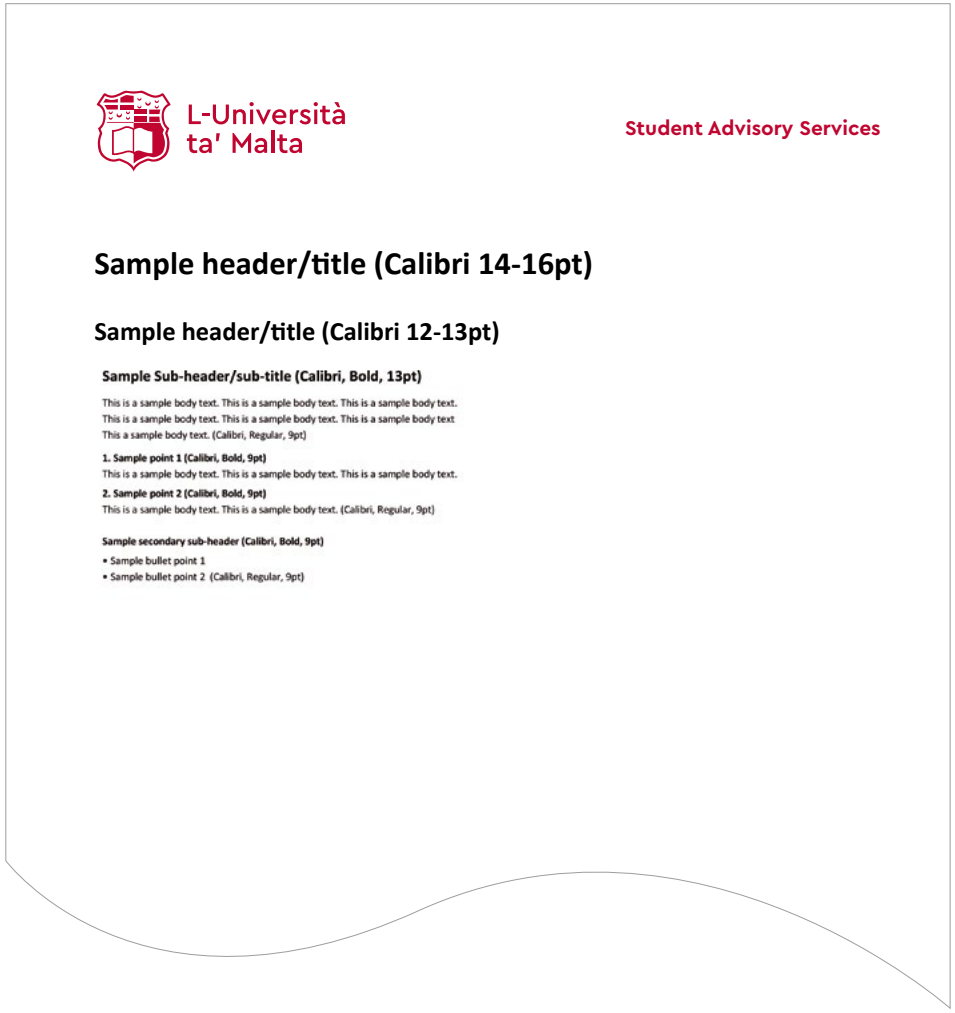
Sample secondary sub-header (Lato, Bold, 8pt)

- Sample bullet point 1
- Sample bullet point 2 (Lato, Regular, 8pt)

Document layout for F/I/C/S (not letterheads)



Document layout for offices and other UM entities (not letterheads)



A note on editable templates for University staff

Word document and Powerpoint format templates of several marketing material items are available for use. Access them through this link.

Colour palette

P200

Pantone® 200C

CMYK
3 100 70 12

RGB
186 12 47

HEX/HTML
BA0C2F

PBlk

Pantone® PROCESS BLACK C

CMYK
0 0 0 100

RGB
0 0 0

HEX/HTML
000000

P872

Pantone® 872C

CMYK
0 25 56 51

RGB
133 113 77

HEX/HTML
85714D

Using the colour palette

The official colour palette can be used by all faculties, institutes, centres and schools falling under UM, including Degree+, which also has colour **c3** as its own brand colour.

All branded items for offices and other entities excluding Degree+ must use the official UM red and not the other colours.

c1
CMYK 0 15 100 0
RGB 255 237 0
HEX/HTML FFED00

c2
CMYK 0 25 87 0
RGB 253 196 45
HEX/HTML FDC42D

c3
CMYK 0 41 100 0
RGB 247 164 0
HEX/HTML F7A400

c4
CMYK 0 68 100 0
RGB 237 108 5
HEX/HTML ED6C05

c5
CMYK 4 90 92 0
RGB 255 52 33
HEX/HTML E13421

c6
CMYK 8 100 55 37
RGB 156 12 53
HEX/HTML 9C0C35

c7
CMYK 0 82 50 0
RGB 233 76 94
HEX/HTML E94C5E

c8
CMYK 0 60 30 0
RGB 240 133 144
HEX/HTML F08590

c9
CMYK 0 40 8 0
RGB 245 180 199
HEX/HTML F5B4C7

c10
CMYK 0 30 50 0
RGB 250 193 138
HEX/HTML FAC18A

c11
CMYK 27 33 0 0
RGB 195 179 216
HEX/HTML C3B3D8

c12
CMYK 53 99 0 0
RGB 144 32 130
HEX/HTML 93328E

c13
CMYK 100 85 5 22
RGB 29 49 118
HEX/HTML 1D3176

c14
CMYK 100 70 0 0
RGB 0 79 159
HEX/HTML 004F9F

c15
CMYK 100 40 0 0
RGB 0 117 190
HEX/HTML 0075BE

c16
CMYK 59 11 0 0
RGB 103 185 232
HEX/HTML 67B9E8

c17
CMYK 50 33 15 0
RGB 143 160 190
HEX/HTML 8FA0BE

c18
CMYK 60 0 30 0
RGB 102 193 191
HEX/HTML 66C1BF

c19
CMYK 98 2 65 0
RGB 0 152 120
HEX/HTML 009878

c20
CMYK 40 18 100 0
RGB 174 178 25
HEX/HTML AEB219

c21
CMYK 65 0 100 0
RGB 101 179 46
HEX/HTML 65B32E

c22
CMYK 98 14 65 51
RGB 0 88 71
HEX/HTML 005847

c23
CMYK 24 60 96 14
RGB 179 106 31
HEX/HTML B36A1F

c24
CMYK 33 70 48 34
RGB 137 76 83
HEX/HTML 894C53

Colour combinations and pairings

c3	c14	c7	c8	c7	c6
c5	c20	c9	c11	c4	c10
c11	c2	c17	c7	c15	c2
c19	c22	c21	c7	c14	c13
c1	c13	c21	c2	c16	c17
c3	c24	c21	c22	c10	c24

c4	c2	c9	c4	c6	c10
c17	c6	c8	c2	c7	c19
c4	c17	c2	c16	c15	c14
c23	c24	c2	c9	c11	c5
c13	c7	c11	c4	c2	c10
c21	c22	c13	c1	c15	c6
c3	c19	c22	c9	c11	c15

Photographic style

Photography is key to portraying the culture, diversity and vibrant campus life of the University of Malta. Malta and, to this end, the **way** in which a subject is photographed must reflect the spirit of the brand.

- **All models** should be given a consent form to sign prior to participating in a photoshoot. You can request soft copies of the consent forms by sending an email to ***info@um.edu.mt***.

- During photoshoots conducted in specialised/hazardous environments such as laboratories and testing rooms, the photographer must ensure that **all models** wear the **safety/recommended clothing** and use the equipment correctly, under professional supervision if required.

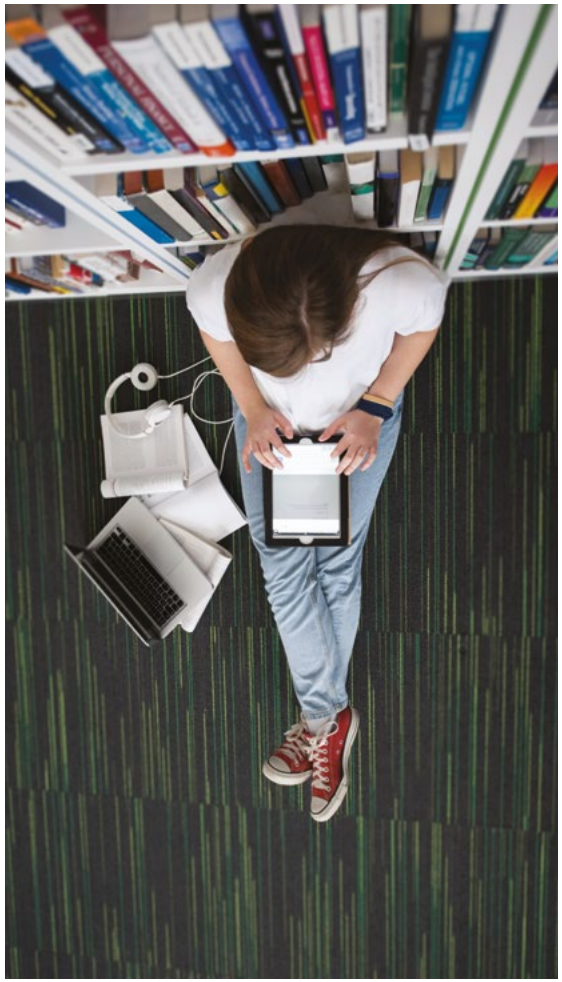
- Photos should be composed of mainly a **warm palette** wherever possible, although in some environments such as scientific laboratories, it is understandable that the photo will have a colder colour composition.

- Make the most of natural light and try planning the photoshoots when good weather is expected: plenty of natural light, warm sunlight rays, light shadows and play of light give a lively warmth to the picture.

- Photos should look or be as natural as possible:
  - the staging should not look obvious on camera
  - the models should not look straight into the camera
  - poses should be relaxed and natural, not artificial and uncomfortable
  - the expressions need to look sincere and spontaneous
  - the photo editing should be minimal
  - wherever possible, a diverse group of models should participate in the photoshoot to represent: different nationalities, ages, racial ethnicities, religions, dis/abilities, weight, height and generic outward appearance.
  - sunglasses (not glasses) are allowed if the model is alone, if all models have sunglasses, or if the models are not speaking or interacting with each other. The option of not wearing sunglasses is preferred.
  - heavy or very shiny jewellery is not allowed during photoshoots. Tattoos (unless they have negative connotations) and piercings are welcome.
  - clothing should be unbranded where possible (or the photo taken in a way that the brand can be easily edited out of the image). No harsh/violent/insulting/racial language or any kind of imagery with negative connotations on clothing is permitted during photoshoots.

- Photos are to be taken in very high resolution (**300dpi**) and in a large format (**4000px** height [portrait] or width [landscape] minimum) in order to be suitable for large-scale printing such as pull-ups and billboards.

- **Text** can be added to the photos and must be in Lato or Cera Pro®. Any text should appear on the left-hand side of the photograph. Photographers should ideally be informed of this in advance so as to plan the photographs accordingly. If this is not possible and the photo does not have a very light/dark area to the left, text can be added by:
  - applying a shape from the list inspired by the rubble walls (refer to p. 30) at an opacity not greater than 70% in one of the brand colours (as displayed on p. 38) and applying the text, left-aligned in black (K100) or in one of the colours of the brand belonging to the dark palette, depending on what best suits the colour composition of the image. ***OR***
  - inserting a light flare to enhance the image (refer to p. 43) and applying the text, left-aligned in black (K100_ or in one of the colours of the brand belonging to the dark palette, depending on what best suits the colour composition of the image.



Different ways of positioining the main subject/focus of photo within the environment

Ways of focusing on the subject and utilising space in a photo

Positioning of subject/s within a photo

Adding text to a photo

Composition and lighting

- Ideally each scene should be photographed both horizontally and vertically in order to cater for different possible uses. An equally good number of both horizontal and vertical photos should be available by the end of each photoshoot.
- Any clutter or rubbish should be removed and the area should be clean. Check if the surrounding objects/environment are in a good, adequate state (no peeling paint, broken chairs, paper/dirt on walls etc.).
- Green areas, scenery backdrop and minimal environments are preferred over buildings and busy areas. Keep monuments and strange structures out of the photography as much as possible. Guide the attention through appropriate positioning of the models in the current environment.
- The subject need not be in the middle of the image; you can stick to the rule of thirds. However we believe correct representation comes in different forms. (See photographic examples below).
- The UM brand is evolving into a much more fluid, organic and youthful entity, and this allows freedom in using different angles when taking a photograph – the more unusual and expressive, the more interesting the photo. Generic photography rules still apply and angles should be appropriate, also taking the kind of clothing and the models' pose into consideration. Some examples below show the kind of photos that resonate with our brand.
- The subject can be fully integrated in the photo, partly or even omitted from the photo, especially in cases where the image needs to represent a taught subject, a skillset, material/tools being used or the surrounding environment, or even other subjects in the room, rather than the subject closest to the lens. A close-up photo of the model to capture that split-of-a-second emotion or a macro of an object are also viable, interesting options, as long as they are taken professionally.
- When focusing on a subject the background subjects need to be blurred out according to distance.
- Emphasis on a particular subject can be created with a play of light. As long as the photo has balance in lighting and is not too dark or blinding it is correct. Natural light is always preferred to artificial light, however it also depends on the weather and whether the photo is taken inside or outside.
- Creating contrasts in colours through lighting or just choosing an interesting angle for contrast between light and shadow are also viable options. Lighting in photographs should not be harsh, high-key or unbalanced.

Photo editing

- **Any photo taken for promotional use and not used for live posting requires the use of the word mark as watermark.** The watermark should be added **left-aligned** at the top- or bottom-left corner in **white or black (K 100)** at a **minimum of 30%** opacity and a **maximum of 70%** opacity in order to ensure legibility while not attracting attention away from the photo.
- Keep editing to a minimum. The efforts taken to keep photos as natural as possible – especially when it comes to lighting – are easily erased through too much editing. Put a lot of thought into capturing the subject, so editing will always be a minor issue and fidelity to the original is maintained as much as possible.
- Remove any kind of visible branding on clothing, bags and any other item.
- **A. Photo filter: always needs to be applied**:
  Image > Adjustments > Photo Filter... >
  Warming Filter (85) > Set at **25%**
- **B. Light flare: optional**: Sometimes a light flare adds character to a photo or that missing spark. It can also serve as a light-enough area if text needs to be inserted. There are three different light flares available. To insert:

  1. Open the photo you need to edit on PS
  2. Choose the light flare you deem most appropriate
  3. Place light flare on photo.
     Ctrl/Command – T to Transform Light Flare
  4. Resize, rotate and position as necessary
  5. Change the light flare layer to Screen
  6. You're done!

- **C. Colour-correction:** keep in mind the warm palette when colour-correcting your photos. Apply colour-correction after the Warming filter in **A**.
- **Other colour: sepia** or **black and white** are two other accepted formats of photography.

Macros, angles and close-ups

Lighting techniques, light flares and photo colour

To be avoided

- The models should not be posing in a fake, acted-out manner; the photos need to be as natural as possible
- Photos cannot be captured with models looking or smiling at the camera
- The models should be engaged in conversation or actively doing something, not just staring around aimlessly
- Photos which are not in line with the guidelines stipulated on the previous pages should not be chosen
- Any photo or image which has the traits of the photos below cannot be used for UM purposes

How to obtain high resolution imagery and take photos and videos of the University of Malta

Access, permissions and bookings for both photos and videos can be obtained by sending an email to **info@um.edu.mt.**

Any photos or videos which were not taken by the staff of the Marketing, Communications & Alumni Office must follow these brand guidelines and also need to be approved by the Office prior to use and circulation. The University has access to **www.shutterstock.com** which offers a very wide range of photos catering for all kinds of subject matter specifically limited for the use of UM staff for UM purposes, not personal use. Copy the link of the image that you prefer and send it together with a request for download to **info@um.edu.mt.**

Videographic style

Video projects being produced for the purposes of promoting the University of Malta (UM), must observe to the UM brand. The following guidelines are to be consulted before production begins, and should be adhered to throughout the entire production process.

The Marketing, Communications and Alumni Office provides filming and editing services for the production of short marketing videos on behalf of the University of Malta. Examples include:

- The promotion of research projects
- The promotion of courses
- Generic promotional videos for a faculty/institute/centre/school
- Events coverage

Video project requests are to be made via the official UM Marketing Materials Request Form accessed through:
um.edu.mt/marketingmaterialrequests

The entire process of producing a video is divided into four stages:

- planning and pre-production
- production
- post-production
- approval and distribution

Planning & pre-production

- The Marketing, Communications and Alumni Office can provide assistance and support in the production of these videos. Whether filming and editing is undertaken by this Office or outsourced, an **initial meeting must be set up** to discuss the best way forward. This will also allow the interested party to make sure that the visual style of the finished product is in line with the University's brand guidelines
- The main aim of video-based promotional material is primarily to serve as a **teaser**, whereby the content is presented in a dynamic and engaging way **without** any excess information
- Most videos are uploaded online via the University of Malta YouTube channel and social media platforms
- To this effect, it is important to note that **attractive visuals**, **conciseness** and **a clear message** are key to a successful video
- It is also imperative that all involved parties (such as, in the case of a collaboration between Faculties or different departments) agree beforehand about the content of the video and the primary message behind it
- The focus of particular promotional videos should centre on **human aspects**, and **experiences**. People's thoughts and perspectives supersede all other technical content or details.

Production

- All video content must be recorded in High Definition **(Full HD)/1080p or higher** (such as 2K or 4K), and at a frame rate of 24 or 25fps. (Footage recorded at 50 or 60fps is to be used only in special circumstances)
- When recording subjects for interviews, the **rule of thirds** should apply. Correctly centering subjects in the middle of the frame is also acceptable
- Allow **enough headroom** (the space between the top part of the frame and the person's head)
- Good composition will give the video a more professional look and will enhance the overall experience of the viewer
- Other practical rules, such as **no distracting backgrounds** and steady shots, apply.
- When filming outdoors, make sure there are no harsh shadows or bright reflections on the subject's face or any other areas within the frame
- **Avoid filming in low light conditions**, especially when indoors.
- If filming takes place indoors, make use of natural light by recording beside a window, or utilise other light sources to improve the picture quality
- **Choose your angles wisely**. Avoid filming your subjects against bright light sources — move the camera or the subjects accordingly if necessary
- **Sound is an essential part of video production**. Audio quality is sometimes more important than the visuals themselves, and the proper steps must be taken to ensure that any interviews or voice-over clips are recorded with clarity.
- Avoid noisy environments or large indoor spaces with a strong echo.
- Videos should be entirely monolingual (English or Maltese) whenever possible.
- When marketing for international students **English** is the preferred choice.
- Except in special circumstances (such as a talk or non-promotional video), the total duration of each feature **should not** exceed two minutes.
- Promotional videos should contain a mixture of interviews (such as testimonials) and visual material (referred to as cutaways) that clearly demonstrate

the subject/s being discussed

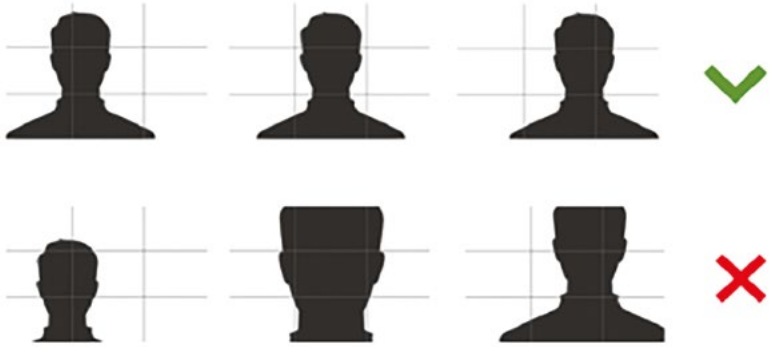
- For videos promoting a department, course, etc., at least 1 student (past or current) should be included to help boost the experiential aspect
- A **maximum** of three speakers is considered the most convenient number of interviews to be featured in a video
- Participants must speak clearly and preferably not be camera-shy.
- Smartphones are a good tool for capturing clips. A smartphone must be held in the horizontal position when recording video clips. **Footage should not be recorded with a vertically-held smartphone**.
- **Appropriate dress code** should be adhered to. If filming is taking place in laboratories or other specialized venues, ensure that the required clothing and/or safety equipment is worn
- Consent formswill be given to staff and students appearing in the video. These forms need to be filled and signed by all individuals (both background and main subjects).

Post-production

- Careful preparation during the planning and production stages will ensure a smoother editing process
- Story is at the heart of any good production, and is essential in making sure that the final product is well-received by the target audience
- The YouTube Audio Library provides a range of free music and sound effects
- Make sure that music tracks or other sound effects are **copyright-free**, or that **appropriate credit is given** where due
- Raw footage filmed by the Marketing, Communications and Alumni Office can be handed over to the relevant entity to oversee the editing stage, as long as the final video follows the University's brand guidelines
- Appropriate URL links and contact information must be provided towards the end of the video
- All University-related videos must conclude with the correct UM logo on a plain white background.

Approval & distribution

- All videos, whether produced in-house or outsourced, need to be passed on to the Marketing, Communications & Alumni Relations Office for approval before publication
- Videos promoting courses will also need to be passed on to the Registrar for approval
- Once uploaded online, the video can be shared by utilising the URL link or embedded on a page by using the embed code provided by YouTube or other social media platforms
- No further changes can be made to the video once it has been approved and uploaded.



Correct and incorrect examples of video composition

Smartphones can be used to take video but must be held **horizontally**

In order to think creatively, we must reconsider with a fresh mindset what is normally taken for granted.

SECTION 3

Corporate and marketing

3

Corporate email

To guarantee uniformity in our communication, personal signatures on all **um.edu.mt** email accounts should conform to a standard template. The signature is meant to briefly give information about an employee's role at the University.

The default font for Google Accounts, Arial (Sans Serif) should be used in email communication.

What your email signature should NOT have:

Personal or third party images/logos, banners, slogans, copied quotes or statements and adverts

Links related to personal research/projects **can be included below the signature.**

UM Email signature template

L-Università ta' Malta

Name & Surname | Designation 1	Arial (Sans Serif) Size: Normal, Bold
Credentials	Arial (Sans Serif) Size: Small, grey
Designation 2	Arial (Sans Serif) Size: Small, Bold
Faculty/Institute/Centre/School/Office name	Arial (Sans Serif) Size: Small, up to 3 lines
Room, Building	
+356 2340 0000	Arial (Sans Serif) Size: Small, grey
	15×15px, RGB 300dpi, with active links
	170×60px, RGB 150dpi, linking to **um.edu.mt**

How to access the email signature template

To access your email signature template send an email to **info@um.edu.mt**. You will receive an email with a ready-made template that you can copy and paste into the Signature box (which can be found by accessing the GMail settings panel) and edit with your details.

Powerpoint presentation template

Powerpoint presentations are widely used for events, classrooms and conferences alike. This highlights the importance of having a template where the brand is consistently portrayed in a professional manner.

All presentations in the name of the University must be created using the official UM template. The instructions on the template **must be followed** to ensure consistency.

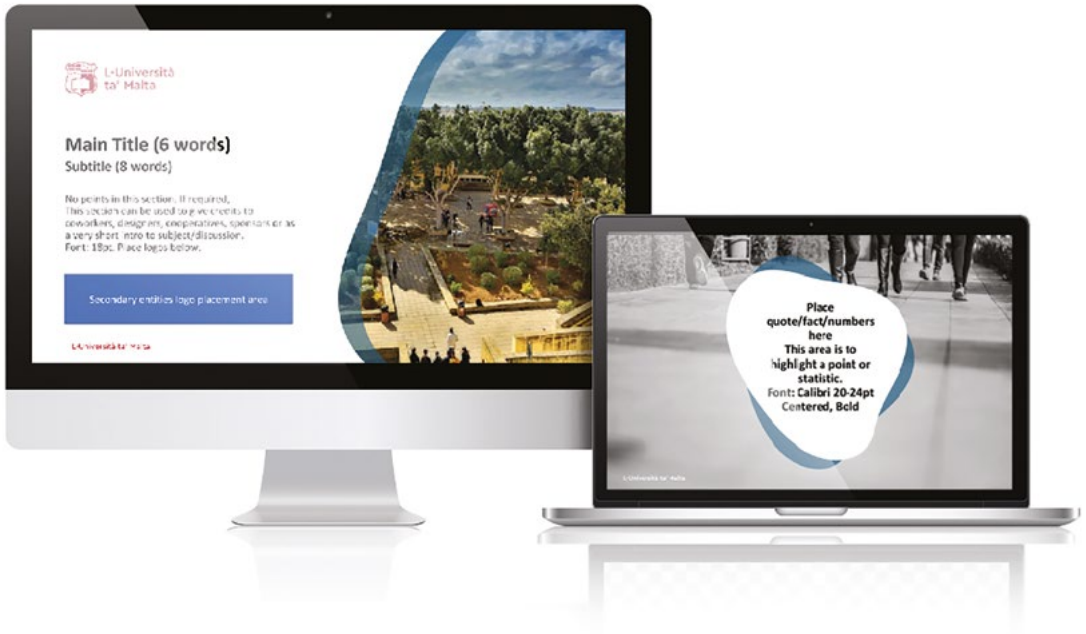
The fonts cannot be changed, and busy or glaring backgrounds, underlining, highlighting, effects or slide transitions are not permitted.

Photographs set as backgrounds or used more generally in presentations must be clear and not pixellated and must follow the photography guidelines on pp. 40–44.

Infographics, diagrams and tables can be used in the slides designed for such imagery provided they are high resolution and professional.

If in doubt, forward your presentation to **info@um.edu.mt** to get approval or guidance from the Marketing, Communications & Alumni Office.

Screen examples of the Powerpoint template



Designing your UM presentation

The Marketing, Communications & Alumni Office has designed a Powerpoint template with instructions embedded to ensure consistency and adherence to brand guidelines. Click on this **link** to access and download the official UM Powerpoint template.

Stationery

A complete set of stationery items has been designed using the UM brand for consistent communication, including new envelopes, letterheads, business cards, *With Compliments* slips and invitations. All stationery must follow the templates designed by the Marketing, Communications & Alumni Office.

All official UM stationery is designed by the Marketing, Communications & Alumni Office and hard copies are produced by the Printing Unit at the University.

How to order stationery

Letterheads, envelopes, business cards and *With Compliments* slips can be ordered directly from the Printing Unit of the University via **printing-unit@um.edu.mt.**

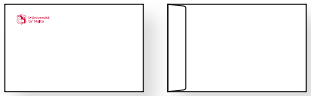
For the design of letterheads, rubberstamps and invitations, send an email to info@um.edu.mt and request a sample.

A list of the branded envelope sizes available for order

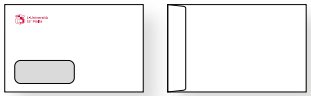
DL Envelopes (110×220mm)

DL Envelopes Window (110×220mm)

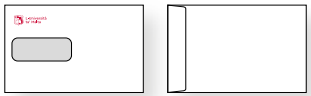
A5 Envelopes



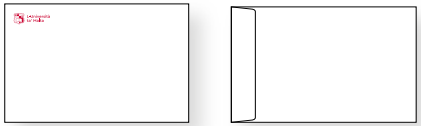
A5 Envelopes Bottom Window



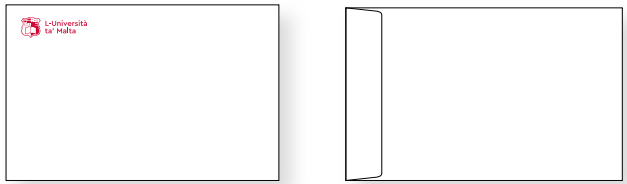
A5 Envelopes Centre Window



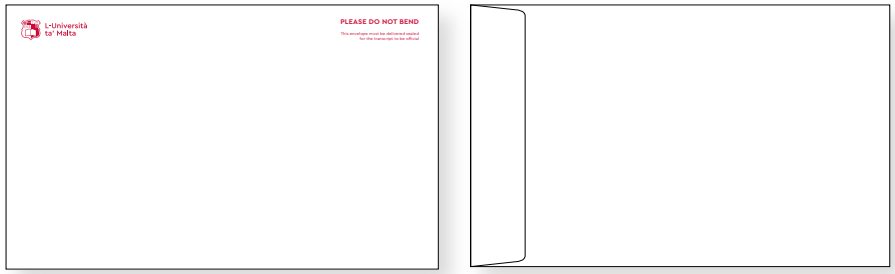
A4 Envelopes

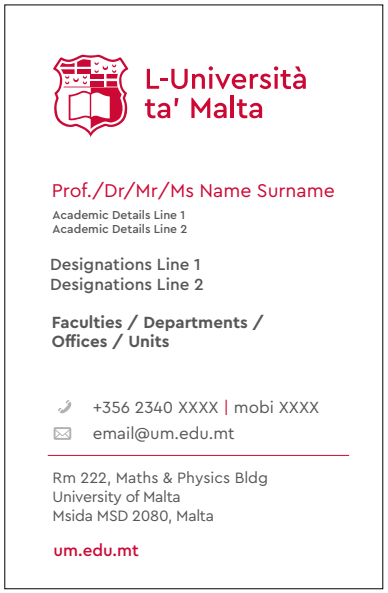


A3 Envelopes



35cmx24.5cm Envelopes





Business cards

All the details displayed on the sample business card above are compulsory, except for the academic details and the personal mobile number. A maximum of two designations with their respective faculties, departments, offices and units is allowed. Only the information content can be edited. Business cards can only be printed on one side in Pantone 200C.

Letterheads

All letterheads must follow the samples shown above. Any third party or sub-entity logos can be added at the bottom-right corner: in this case **only**, the red line at the bottom should be removed. Only the UM generic logo is used on letterheads and all information is compulsory. The information layout for F/I/C/S and offices or other entities differs. Direct webpage URLs are limited to the F/I/C/S and offices in the following format: **www.um.edu.mt/location** Pages whose URLs are longer than one directory should be inserted as **www.um.edu.mt.**

For departments within F/I/C/S, the direct link to the respective F/I/C/S webpage should be listed (as the above example for the department withint the Faculty of Engineering shows).

Letterheads are also available as an editable Word file for **digital** correspondence (request access at **info@um.edu.mt**) while hard copies must be printed by the University Printing Unit to ensure consistency.

Rubber stamps

There are three rectangular UM rubber stamp sizes in total, of differing heights according to the number of lines. Rubber stamps must always be rectangular in shape – no other sizes or shapes are permitted.

The UM logo's height must be 12mm, remaining unchanged in all sizes.

A clear space of 5mm should be left between the logo and the entity name.

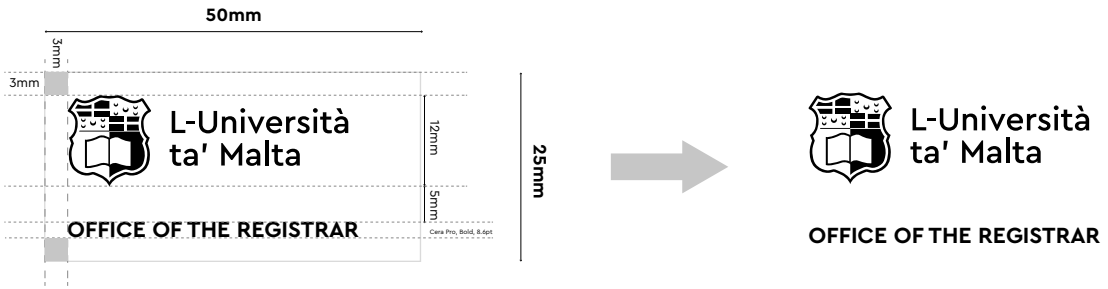
Entity names are to appear in uppercase, Cera PRO© Bold, 8.5pt on 10pt line spacing. Names are to be left-aligned with the edge of the logo and written in the same line format as the sub-brand logos.

Rubber stamps must only use black ink.

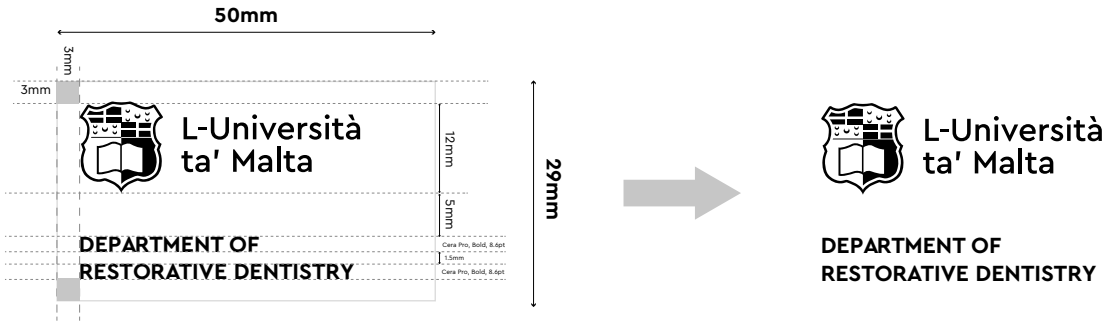
How to order your rubber stamp

Send an email to **info@um.edu.mt** requesting a rubber stamp template to know what details are required. Please specify whether you need a F/I/C/S, office, entity or department stamp or a personalised rubber stamp (refer to next page) when sending the email request.

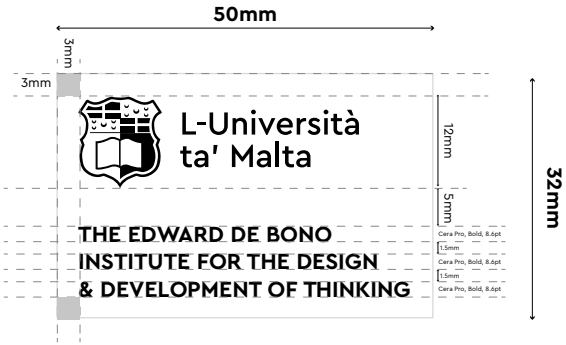
Names fitting one line

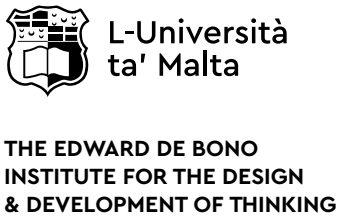


Names fitting two lines

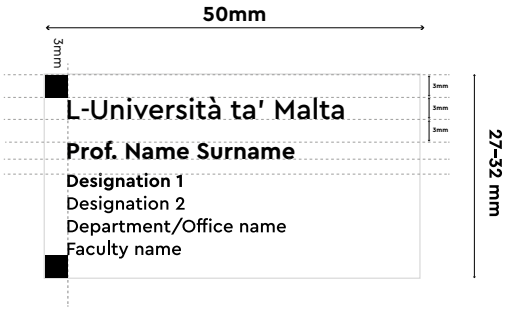


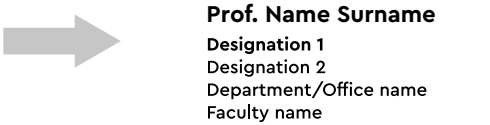
Names fitting three lines





Personalised rubber stamps





Personalised rubber stamps

Rubber stamps can also be personalised, including the full name, **up to three designations**, department or office name and faculty name where relevant. The height measurement must be between 27 and 32mm, depending on the amount of information. The format and information hierarchy cannot be changed and academic credentials **must not be added** due to space and printing size limitations.

Notepads

Notepads are available in A4 and A5 size, and can be printed either in colour or in black and white. When printing in black and white the **black** version of the logo or sub-brand logos should be used. The **red CMYK** version must be used when printing in colour.

Notepads can either be lined or plain and third party logos can also be inserted starting at the bottom-right corner, as the example below shows.

The details to the right of the logo should be left-aligned, in Cera PRO font and should consist of the address, telephone number/s, email and link. They should follow the same format as the letterheads (please refer to p. 53). The format of the notepads cannot be changed or printed in any other manner.

How to order notepads

Send an email to **info@um.edu.mt** requesting your notepads and specifying which details are required. Please specify the kind of notepad you need according to these guidelines.

Colour notepad for office/entity

Black & white notepad for F/I/C/S

Colour, lined notepad for F/I/C/S including third party logos

University diaries

Diaries are available in A5 and A6. The A5 format comes in two options: one day per page or one week per view, while the A6 uses the format of one week per view. The cover is dark red as per supplier and the logo together with the link are printed in gold leaf on the front. The relevant year is printed on the spine. The font Cera PRO is used throughout.

How to request a diary

The Marketing, Communications & Alumni Office order the diaries each year. Send an email to **info@um.edu.mt** to request your diaries. This is subject to availabilty.

The official corporate diaries

Corporate pens and pencils

The corporate pen is white with printing in UM red, CMYK. No other colours for pens are permitted. The UM wordmark is used due to size limitations – the logo and sub-brand logos cannot be used in this case.

Pens and pencils for F/I/C/S are white and must be printed as specified on the right. The University URL and the name of F/I/C/S are in Cera PRO Medium. The size of the UM wordmark and URL needs to be the same on all pens and the size of the UM wordmark needs to be the same on all pencils.

Due to space limitations, pens and/or pencils for departments are not permitted, neither is the placement of third party logos or any other graphics other than those specified on this page.

How to order pens and pencils

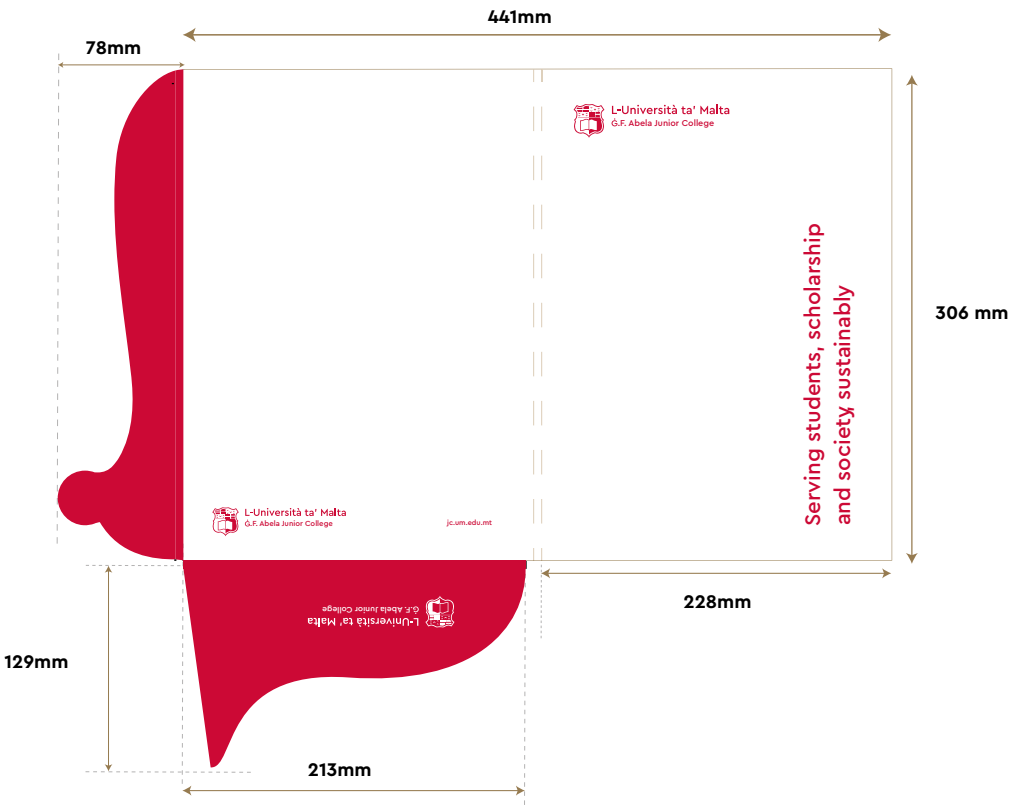
You can order the design of your pens and pencils by sending an email to the Marketing, Communications & Alumni Office at **info@um.edu.mt** including the F/I/C/S you are listed under.

General corporate pen

Corporate pen for F/I/C/S: 1-liner and 2-liner

Corporate folders and folder design

The design of the corporate folder follows the style of the organic shapes which illustrate our brand (p.30). The size shown below is the most commonly used, however the same folder design can be customised for smaller or bigger folders, following standard A paper sizes. This is available for all offices, entities and F/I/C/S, and should be used for any official UM event or purpose. If you have a specific request or query send an email to **info@um.edu.mt** for more information.



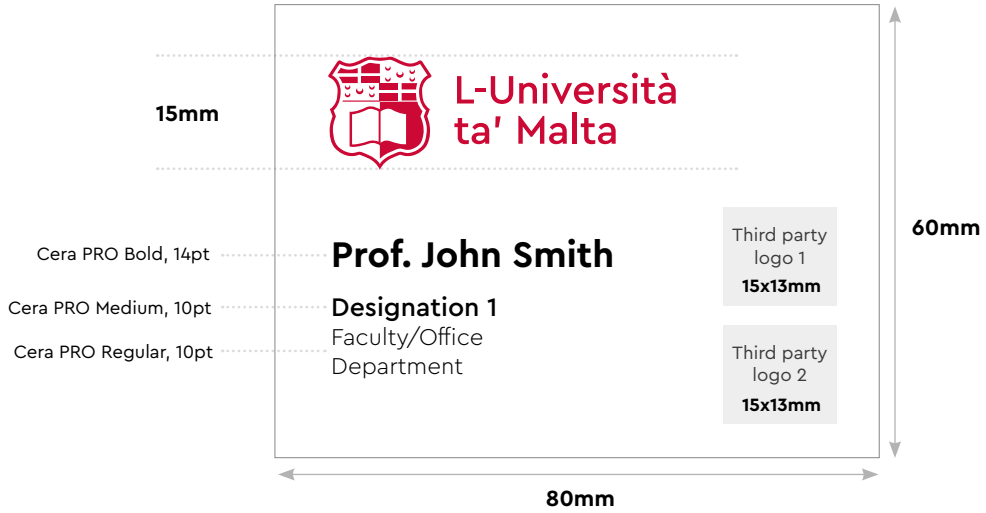
Name tags and labels

Name tags are important for UM official events, classes and conferences abroad. Labels are to be used for UM stock, class apparatus, exhibitions and stands. **Logo size and position on labels and name tags should remain as is.** Contact **info@um.edu.mt** for more information.

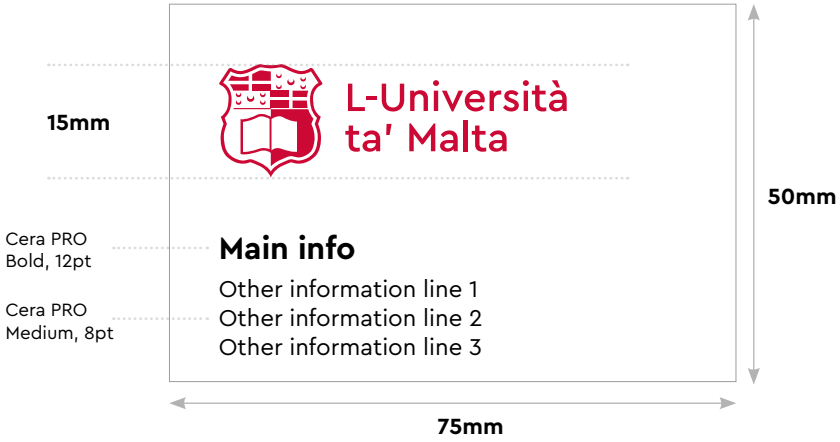
Name tags
All name tags issued for University staff and students for official UM events must follow the layout on the right. Third party logos are optional.

Labels
All labels issued for University staff and students must follow the layouts below; if no third party logos are present, the smaller label at 75×50mm must be used. All items belonging to University must be labelled to increase security and consistency.

Layout of a name tag



Layout of a generic label



Layout of a label with third party logos

Academic calendar planner and newsletters

The layout of the academic calendar planner must be as shown on the right and is available in sizes A3 and A4. This is updated every year by the Marketing, Communications & Alumni Office and can be sent directly to your inbox. Request your PDF copy by sending an email to **info@um.edu.mt**.

Create your newsletter

You can request the editable designed template of a newsletter by sending an email to the Marketing, Communications & Alumni Office at **info@um.edu.mt**. Your email should include the F/I/C/S you are listed under to allow for the template to be customised with the relevant sub-brand. Fonts for the newsletter must be either Lato or Calibri and no underlining, hyphenation, highlighting or use of other colours other than those of the brand palette are allowed. The newsletter must be approved by the Office prior to circulation.

Layout of academic calendar planner

L-Università ta' Malta

Academic Year Planner
2017/2018

November 2017

- 3rd - Council Meeting
- 9–10th - Graduation Thanksgiving Mass
- 13th - Start of Graduation Ceremonies

December 2017

- 1st - Foundation Day Concert
- 7th - End of Graduation Ceremonies
- 20th - Start of Christmas Recess

January 2018

- 3rd - End of Christmas Recess
- 15th - Start of Revision week
- 18th - Start of Exam Session
- 25th - Senate Meeting

February 2018

- 2nd Council Meeting
- 3rd End of Exam Session; End of Sem. I
- 5th Start of Sem. II
- 14–16th Add/Drop Period: *adding or cancelling study-units previously registered for*
- 16th Submission of Programme of Studies 2018/19 and relevant study-units lists to APQRU
- 23rd Submission of Academic Effort Dedicated to Teaching for Academic Year 2017/18 by Academic Staff to Heads & APQRU

March 2018

- 22nd Senate Meeting
- 23rd Submission of Sem. I Results
- 23rd Submission of Staff Resources required for Academic Year 2018/19 to Human Resources
- 26th Start of Easter Recess

April 2018

- 8th End of Easter Recess
- 9th Continuation of Sem. II
- 27th Council Meeting

May 2018

- 10th Senate Meeting
- 21st Start of Revision week
- 26th Start of Exam Session
- 31st Submission of Budgetary Estimates by Head/Director to Finance
- 31st Entries of visiting staff requirements for academic year 2018/9 through PHRR task

June 2018

- 1st Council Meeting
- 11th Start of Summer Sem. *(for Postgraduate Courses which include the Summer Period as Final Sem.)*
- 14th Senate Meeting
- 30th End of Exam Session; End of Sem. II

July 2018

- 1st Start of Summer Recess
- 1st Deadline for inputting of teaching activities for academic year 2017/18 through PHRR task (incl. resident, part-time and casual staff)
- 13th Council Meeting
- 27th Publication of Final Classifications
- 30th Submission of Sem. II Results

August 2018

- 1st Start of Summer Recess for Sem. III
- 15th End of Summer Recess for Sem. III

September 2018

- 1st Start of Supplementary Exam Session
- 14th End of Supplementary Exam Session
- 20th Senate Meeting
- 28th Council Meeting
- 28th Submission of Supplementary Exam Session Results
- 28th Submission of Annual Report by Head to Dean and Director to Chairperson; and by Dean and Chairperson to Secretary
- 29th End of Summer Semester *(for Postgraduate courses which include the Summer Period as the Final Sem.)*

October 2018

- 1st Opening Ceremony; Beginning of Sem. I for all students
- 1st Start of online enrolment for 2018/19
- 3rd Registration for Study-Units by students admitted in October 2018
- 9th End of Registration for Study-Units by students admitted in October 2018
- 16th Deadline: change of course/study areas
- 16–18th Add/Drop Period
- 22nd End of online enrolment for 2018/19
- 26th Submission of Stage 1 Proposal Forms for New Courses by Programme Proposers to PVC
- 27th Submission of Summer Sem. Results
- 31st Submission of ARF Expenditure Report

JANUARY 2018 01

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2018 02

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2018 03

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL 2018 04

Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY 2018 05

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE 2018 06

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY 2018 07

Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST 2018 08

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER 2018 09

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER 2018 10

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER 2018 11

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2018 12

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Social media marketing

Social media posts and adverts

Social media posts should all have a similar layout and the same image and chosen colour should be used throughout any marketing campaign. Adverts must only consist of an image and the possibility of a title or header within the image, while the rest of the information should be accessible through the link. UM social media channels include Facebook, Twitter, Instagram and the official UM YouTube channel. **Any social media material must follow these guidelines prior to circulation.**

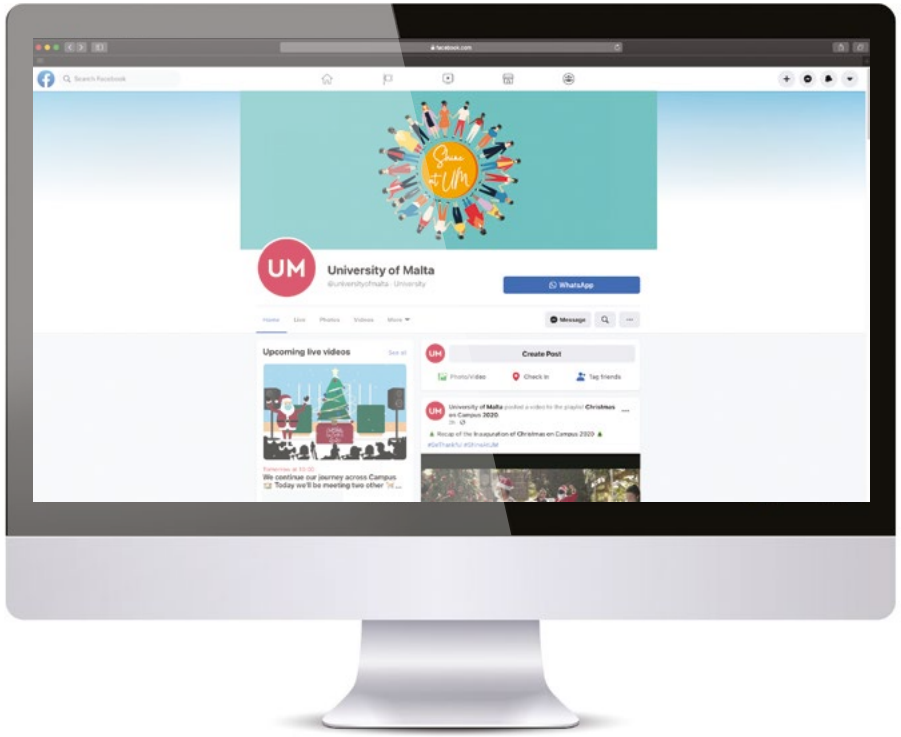
Publishing adverts on newspapers

The University publishes adverts in the local newspapers both in print and online. There is a choice of 5, 4, 3 and 2-column adverts which can be in black and white or in colour, following the UM official colour palette. Such adverts are solely produced by the Marketing, Communications & Alumni Office and media companies cannot be contacted without the permission of the Office. All adverts must be approved by the Office prior to publication.

Create a marketing campaign consistent with the UM brand

All the print and online marketing campaign material that you require, including posters, social media posts and adverts, newspaper adverts, brochures, flyers, invitations and programmes, should follow the UM brand guidelines and should be designed and approved by the Marketing, Communications & Alumni Office. All requests to create marketing material can be submitted through: **um.edu.mt/marketingmaterialrequests**

Main UM Facebook page



Main UM Facebook page profile picture

F/I/C/S (Main Entity Account) Facebook page profile picture

Brochures

Brochures are available in A4, A5 and A6, and may consist of four or more pages. They follow a similar layout to those shown in the examples on the right.

- Only **one colour** chosen from the official UM palette for the whole brochure is allowed. Each F/I/C/S may choose to stick to one colour for all of its brochures or may vary the colours.
- On the cover, the name of the faculty, department and course are displayed together with a main image which represents the subject matter of the brochure. A very short 3–6 word quote or header may be added.
- The inside layout of the brochure will change according to the information and images provided.
- The information should be provided as a Word document in proper format showing titles and sections as required, while the images should be sent separately as high resolution (at least 2MB), large-format JPEGs. Images can also be obtained from **shutterstock.com**.
- Testimonials, infographics and quotes can also be included in the brochure.
- The back cover should feature a compulsory short paragraph about the University, and below it another short paragraph about the F/I/C/S or department. Relevant contact information and address/es should be placed at the bottom.
- In the case of a course or event being held in conjunction with another entity, the University paragraph should be removed to be replaced with a short description about the third party in question.
- **All brochures must be designed and approved** by the Marketing, Communications & Alumni Office.

Brochure layouts for courses on offer

Flyers

Flyers are available in A5 and A6 and can be printed either on one or both sides. They must follow the brand guidelines in terms of design and logo placement.

- Logo or sub-brand logo should be placed on the top-left corner on the front.
- Only one colour (and its tints) chosen from the official UM palette should be used for any one flyer. Each F/I/C/S may choose to use the same colour for all of its flyers or may vary the colours
- A main image which represents the subject matter of the flyer should be placed on the front.
- The title should be in Cera PRO in the colour chosen for the flyer, while the body text should be in Lato.
- The information should be provided as a Word document in proper format showing titles and sections as required while the images should be sent separately as high resolution (at least 2MB), large-format JPEGs. Images can also be obtained from **shutterstock.com**.
- Testimonials, infographics and quotes should be placed on the back of the flyer.
- Changes to the layout may be permitted to accommodate the amount of text and imagery provided. However the design elements must follow the organic style of the brand.
- In the case of a course or event held in conjunction with another entity, the third party logos should be featured on the back of the flyer, evenly spaced at the bottom. On a one-sided flyer, they should be placed evenly spaced at the bottom.
- **All flyers should be designed and approved** by the Marketing, Communications & Alumni Office.

Flyer layout, two-sided

Create a marketing campaign consistent with the UM brand

All the print and online marketing campaign material that you require, including posters, social media posts and adverts, newspaper adverts, brochures, flyers, invitations and programmes, should follow the UM brand guidelines and should be designed and approved by the Marketing, Communications & Alumni Office. All requests to create marketing material can be submitted through **um.edu.mt/marketingmaterialrequests**

Digital and print posters

Posters can be designed for digital screens installed around campus and for print. They are ideal for advertising courses and events. The examples below show a typical layout.

- The logo or sub-brand logo should beplaced at the top-left corner.
- Up to two colours from the official UM colour palette can be chosen together with a main image.
- The title should be in Cera PRO in the darkest colour chosen for the screen, while the body text should be in Lato.
- The information should be provided as a Word document in proper format showing titles and sections as required while the images must be sent separately in high resolution, large-format (at least 2MB) JPEGs. Images can also be obtained from **shutterstock.com**.
- Changes to the layout may be permitted to accommodate the amount of text and imagery provided, however the design elements should follow the organic style of the brand.
- In the case of a course or event held in conjunction with another entity, the third party should feature at the bottom-left corner of the text. It should be aligned with the logo and evenly spaced, leaving enough room for the main image.
- An **editable template with guidelines** is available and you can request it by sending an email to **info@um.edu.mt**
- **All digital and print posters must be approved** by the Marketing, Communications and Alumni Office prior to circulation and are also uploaded on the screen by the Office.

Horizontal/landscape digital screen poster

Vertical/portrait A3 print poster

Event programmes and invitations

Event programmes

Event programmes are designed according to the format shown on the right.

- The preferred size for comfortable reading is is A4. If opting for an A5 format, the names of speakers cannot be included unless it is a short or two-sided programme.
- Having an image on the front is optional.
- The general or sub-brand UM logo should be placed on the left and third part logos can be placed to the right of the UM logo or at the bottom starting from the left corner.

Invitations

Invitations can be left open for the guests' names to be added later, or they may be printed in advance.

- The standard size of UM invitations is 210×100mm. The height can vary to accommodate more information.
- The generic or sub-brand UM logo is placed on the left; third party logos appear to the right of the UM logo starting from the right corner.
- No images can be inserted.

Designing programmes and invitations for your event

Event programmes and invitations are designed by the Marketing, Communications & Alumni office. Submit your request through **um.edu.mt/marketingmaterialrequests.** We would require a Word document containing all the information to be displayed on the programme or invitations and any images at high-resolution (at least 2MB) JPEGs. **All programmes and invites must follow the official University template as illustrated on this page.**

Two different examples of invitations

A4 programme

The University of Malta website and its subsites

The UM website has contemporary look and feel and is based a simple up-to-date design with priority given to content findability. Our website is responsive: whether you are browsing on a PC, a tablet, a smartphone, the website will look and feel good because it responds to the device you are viewing it on.

All the UM subsites (academic entities and services) will follow this look and feel; the corporate template provided aims to bring about a degree of consistency across these sites.

The photos and images for these sites should be of high-quality; refer to p.34–37 for details and guidelines. The banner image, which is placed towards of the webpage, is **2000px by 600 px**; the image for picture tiles is **340px by 227px**.

The use of pdfs should be avoided. However when absolutely necessary these documents should be according to the UM brand. Refer to p.32–37 for details and guidelines.

For assistance contact **info@um.edu.mt**.

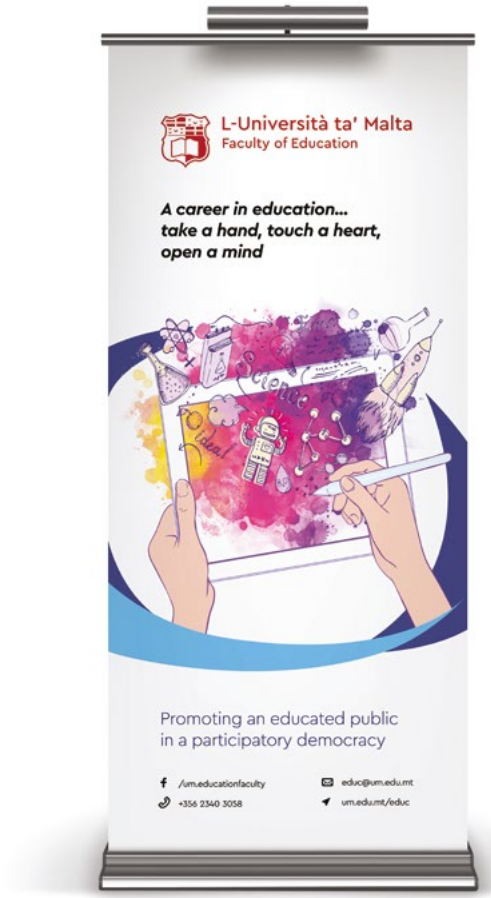
UM homepage on mobile and desktop and faculty webpage on laptop

Pull-ups

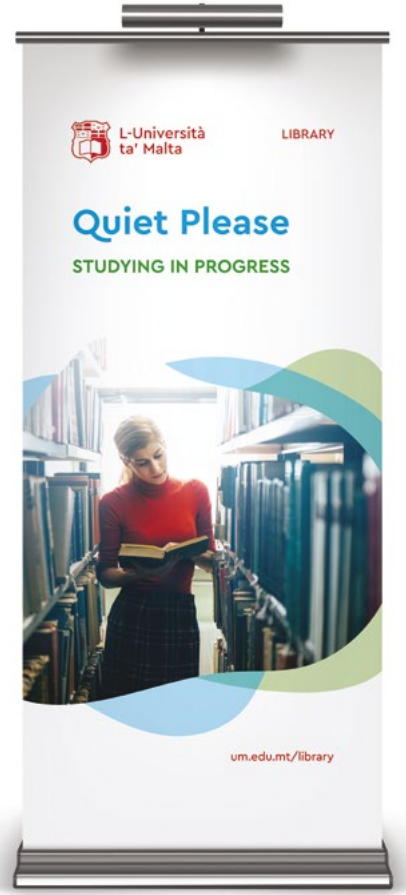
Pull-ups can be utilised for advertising courses and events, as a branding stand placed in front of offices or sections within a building, as exhibition information or introductory panels and also as brand presence at conferences. Pull-up designs must follow the guidelines below:

- The standard size of a UM pull up is 2000×850mm.
- The University general logo or sub-brand logo must always feature on the top-left corner of the pull-up. In the case of offices, the name of the office should be placed at the top-right corner opposite the logo as shown on the first example on the right.
- In the case of pull-ups with F/I/C/S sub-brand logos (excluding departments), third party logos can be placed at the top-right corner, aligned with the sub-brand logo.
- In the case of pull-ups for offices or other entities of UM or with a sub-brand logo which includes the department, third party logos must be placed at the bottom, under the contact details and evenly spaced.
- Up to 2 colours from the official UM palette can be used. All the text on the pull-up must be in Cera PRO; the main header can be in black or in the darkest colour chosen for the pull-up.
- All pull-ups should be designed and approved by the Marketing, Communications & Alumni Office.
- The content should be sent as a Word document and the images sent separately as very high resolution (300dpi), large-format (at least 10MB) JPEGs.
- As shown in the examples on the right, the layout is flexible enough to accommodate different amounts of information.
- Not all elements have a fixed position; contact details can be moved beneath the information and the image can be placed at the bottom or at the top of the pull-up.
- Testimonials and quotes can be inserted in a pull-up. Keeping text to the essential minimum is recommended.
- Information hierarchy must follow as per the examples shown on the right.

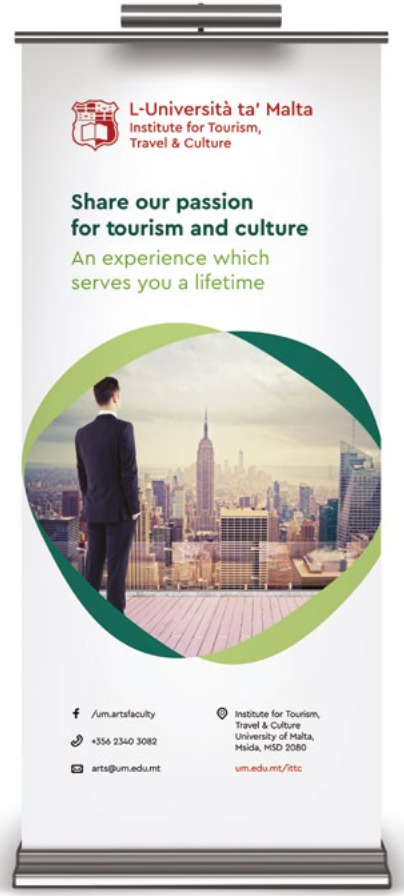
Faculty sub-brand course pull-up using illustration and a quote



Library pull-up enforcing behaviour regulations



Institute course pull-up



How to order pull-ups

All pull-ups should be designed and approved by the Marketing, Communications & Alumni Office. Submit your request through **um.edu.mt/marketingmaterialrequests** You can also ask for images to be downloaded from www.shutterstock.com if you do not have access to very high-resolution, large-format images.

We believe in flexibility.
Our brand is fun to use, great to wear
and a privilege to carry around.

SECTION 4

University merchandise

4

Bookmarks

- The size of bookmarks should be 60×175mm, printed on 300gsm satin or semi-gloss paper.
- Bookmarks must be printed in full colour, and whenever possible on both sides.
- The front must always feature the logo, centred at the top. Only the F/I/C/S sub-brand logos and generic logo can be used; sub-brand logos, including those of departments, are not permitted. The use of a main image is recommended, but remains optional.
- The layout should follow the UM brand style. Any bookmark design must be approved by the Marketing, Communcations & Alumni Office prior to printing.

A two-sided bookmark with a sub-brand logo

Mugs

- The model of mug used for merchandising can be ordered through MUHC.
- A template is available for the mug artwork and design must be supplied and approved by the Marketing, Communications & Alumni Office.
- The front of the mug should always feature the UM stylised icon in any colour from the official UM palette and should be applied according to the stylised UM icon guidelines (refer to p. 26).
- Mugs can also be personalised by adding the name of a F/I/C/S or department, or by including one's full name and designation. Such designed should follow the layout and style shown below.
- Personalised details are to be printed on the back of the mug in black ink only.

Layout and style of personlised details on the back of the mug (optional)

Cera PRO, Bold, 80% Black (K) — **Prof. John Doe**

Cera PRO, Medium, 80% Black (K) — **Head of Department**

Cera PRO, Regular, 50% Black (K) — Faculty of Laws
Department of European
& Comparative Law

Mug with dark red UM stylised icon on the front & faculty and department on the back

Lapel pins and lanyards

Lapel pins

Lapel pins are available for staff to be worn as part of the work uniform and also on special UM occasions such as graduation ceremonies. Lapel pins featuring the former University logo or ceremonial crest should not be worn.

Lanyards

All University lanyards must be white and printing on the lanyards must be in the official UM red. The official UM lanyards have the generic UM logo printed on them at intervals, separated by the homepage address link **um.edu.mt**. The F/I/C/S lanyards feature the generic UM logo separated by the name of the F/I/C/S. Department names cannot be listed on lanyards due to space limitations. Any other colour or design for lanyards is not permitted and all designs must be approved by the Marketing, Communications & Alumni Office.

Lapel pins can be worn on UM special occasions

Official UM lanyard (top); Faculty lanyard (bottom)

Flags

Only the types of flags shown on the right are permitted in conjunction with UM branding and the guidelines below.

- Official UM flags should always be white with the logo printed in official UM red.
- The large flag can only be used to feature the official UM logo.
- Sub-brand logos, including department names, may be used on the long vertical flags.
- Flags must be designed and approved by the Marketing, Communications & Alumni Office.

Large official UM flag

Official UM flags, alternative shapes

Tote bags

The University of Malta can also offer branded tote bags for students and staff alike. The design for tote bags must follow the guidelines below, as shown in the examples on the right.

- Tote bags must be either black or white and if possible made of recycled cotton.
- The front should feature the UM stylised icon in one of the colours of the official UM colour palette and according to the UM stylised icon guidelines (refer to p. 26).
- Printing on the back of the tote bag is optional. The back may feature the name of the F/I/C/S and the department where applicable.
- If the bag is a supplementary merchandise item for an event being held in conjuction with another entity, the third party logo can also be placed on the back of the bag.
- Tote bags must be designed and approved by the Marketing, Communications & Alumni Office.

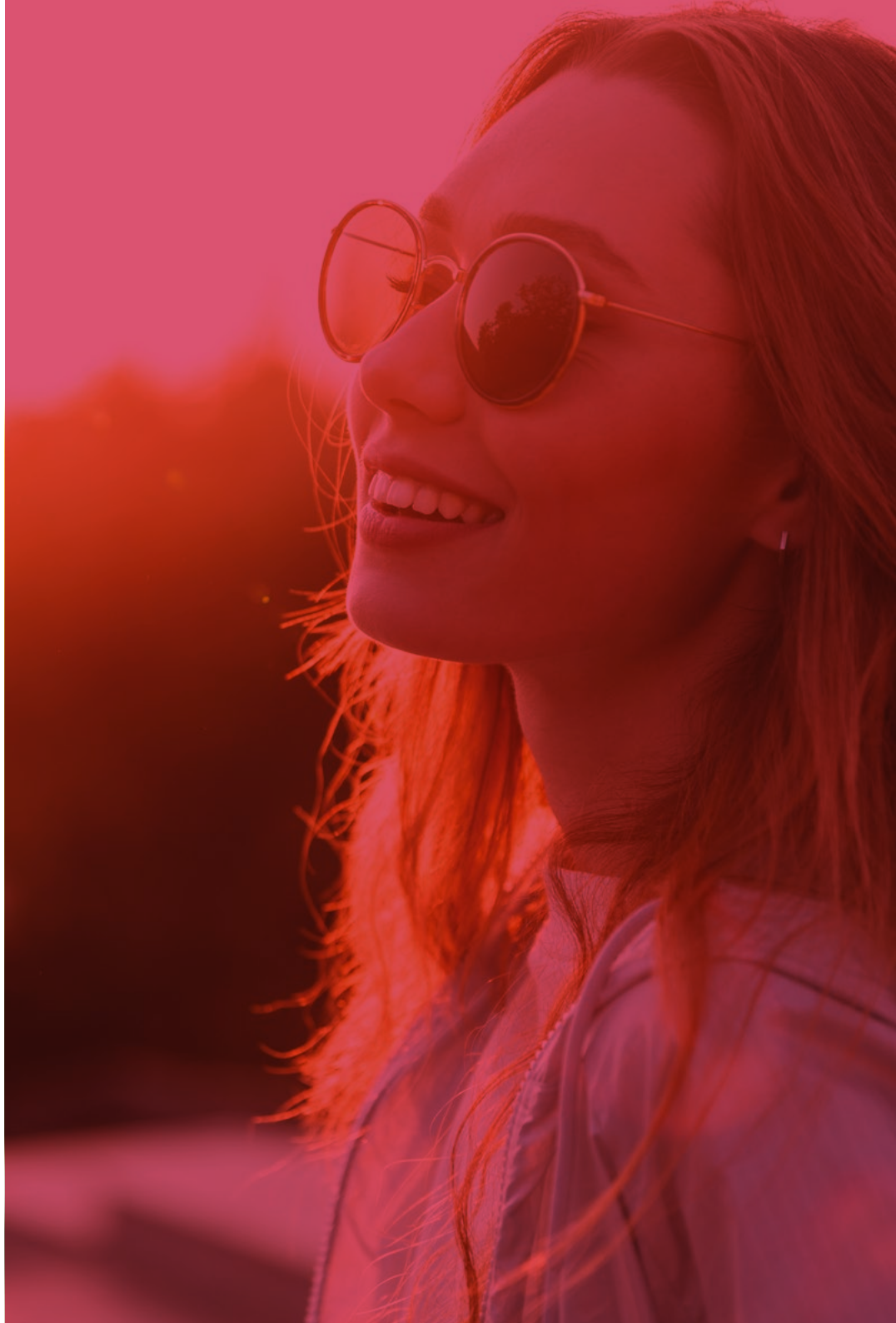
UM tote bag design

Other available merchandise

Apart from the merchandise items described in this section of the University brand manual, other merchandise is also available for ordering from the MUHC, some of which is standardised and pre-designed. This includes:

- graduation and student merchandise such as
  - hoodies
  - t-shirts
  - caps
  - sports bags
  - string bags
  - frames
  - soft toys
- corporate merchandise and gifts including
  - USB sticks
  - CD/DVD Covers
  - glasses cloth
  - scarves
  - ties
  - branded silk ribbon for tying up corporate UM gifts or embellishment

For further information regarding the design and ordering of merchandise send an email to **info@um.edu.mt** and **info@muhc.edu.mt** with your request.



The journey to creating impactful design starts with making your goals user-centred.

SECTION 5

Campus map & signage design

5

Campus map

The Campus map gives the lay out of the whole Msida campus including all open spaces, car parks, meeting points, facilities and entities outside of campus which also form part of University.

University signage is based on the numbering of the campus map which is updated by the Marketing, Communications & Alumni Office.

Any changes to office names or locations must be forwarded to the Marketing, Communications & Alumni Office by sending an email to info@um.edu.mt.

Reception | Assembly Point | Study Area | Bus Stop | Food Outlet/Café | Post Office | CP3 Car Park | Electric Car Charging Point | Bicycle Shelter | Shower Facilities | Automated External Defibrillator (AED)

FACULTIES

18 **FACULTY OF ARTS**
(all departments except)
12 Art & Art History
58 Classics & Archaeology
12 Geography
12 German
12 International Relations
58 Oriental Studies

10 **FACULTY FOR THE BUILT ENVIRONMENT**
(all departments except)
10, 45 Visual Arts

FACULTY OF DENTAL SURGERY
(all departments at Mater Dei Hospital except)
32 Dental Surgery

15 **FACULTY OF ECONOMICS, MANAGEMENT & ACCOUNTANCY (FEMA)**

18 **FACULTY OF EDUCATION**
(all departments except)
56 Inclusion & Access to Learning
22 Leadership for Learning & Innovation

31 **FACULTY OF ENGINEERING**

FACULTY OF HEALTH SCIENCES
(at Mater Dei Hospital)

35 **FACULTY OF INFORMATION & COMMUNICATION TECHNOLOGY (ICT)**

14 **FACULTY OF LAWS**

22 **FACULTY OF MEDIA & KNOWLEDGE SCIENCES (MaKS)**

FACULTY OF MEDICINE & SURGERY
(all departments at Mater Dei Hospital except)
30 Clinical Pharmacology & Therapeutics
32 Pharmacy
33 Physiology & Biochemistry

29 **FACULTY OF SCIENCE**
(all departments except)
33 Biology
30 Chemistry
29, 30 Geosciences
30 Metamaterials Unit
29, 36 Physics

15 **FACULTY FOR SOCIAL WELLBEING**
69 Counselling
16 Criminology
14 Disability Studies
18 Family Studies
14 Gender & Sexualities
14 Gerontology & Dementia Studies
18 Psychology
15 Social Policy & Social Work
15 Youth & Community Studies

14 **FACULTY OF THEOLOGY**
(all departments except)
18 Philosophy

INSTITUTES

31, 35 Institute of Aerospace Technologies
18 Institute of Anglo-Italian Studies
10 International Institute for Baroque Studies
69 Institute for Climate Change & Sustainable Development
11 Confucius Institute
3 Institute of Digital Games
30, 38, 57 Institute of Earth Systems
68 The Edward de Bono Institute for the Design & Development of Thinking
4 Institute for European Studies
12 Islands & Small States Institute
56 Institute of Linguistics & Language Technology
12 Institute of Maltese Studies
4 Mediterranean Academy of Diplomatic Studies (MEDAC)
18, 23 Mediterranean Institute
64 Institute of Physical Education & Sport
29, 36 Institute of Space Sciences and Astronomy
36 Institute for Sustainable Energy *(and in M'Xlokk)*
16 Institute for Tourism, Travel & Culture

CENTRES

31 Centre for Biomedical Cybernetics
12, 69 Centre for English Language Proficiency
28 Centre for Entrepreneurship & Business Incubation
64 Centre for Environmental Education & Research
15 Centre for Labour Studies
40 Centre for the Liberal Arts & Sciences
18 Centre for Literacy
32 Centre for Molecular Medicine & Biobanking
18 Centre for Resilience & Socio-Emotional Health
42 Centre for Traditional Chinese Medicine
18 Euro-Mediterranean Centre for Educational Research

SCHOOLS

49 **DOCTORAL SCHOOL**
56 **SCHOOL OF PERFORMING ARTS**
24 **INTERNATIONAL SCHOOL FOR FOUNDATION STUDIES**

BUILDINGS

53 Administration Building
57 Agriculture Farmhouse
58 Archaeology Centre
32, 33 Biomedical Sciences Building (BM)
10 Built Environment Building (BEN)
44 Chapel St Thomas More
30 Chemistry and Pharmacology Building (CHB)
28 Dar Guġeppi Zahra (DĠZ)
25 Dun Mikiel Xerri Lecture Centre (LC)
31 Engineering Building (EB)
27 Engineering Workshops
55 Estates & Works Building
35 ICT Building
46 Garden's Lodge
12 Ġużè Cassar Pullicino Building (ĠCP)
14 Humanities A (Laws, Theology)
15 Humanities B (FEMA)
34 IT Services
24 Library
22 MaKS Building (MKS)
29 Maths & Physics Building (MP)
18 Mediterranean Institute (MDT)
7 Mikiel Anton Vassalli Conference Centre Gateway Building (GW)
18 Old Humanities Building (OH)
59 Portacabins A
56 Portacabins B
36 Portacabins C
23 Ir-Razzett tal-Ħursun – Mediterranean Institute Farmhouse
49 University House

OPEN SPACES

6 Arvid Pardo Monument
21 Arvid Pardo Study Area/ Ġnien tal-Paċi fl-Ibħra
8 Climate Change Monument
48 Dun Karm Monument
9 Greek Theatre - TESPI
52 Japanese Garden/Ġnien l-Istudent
50 Mikiel Anton Vassalli Monument
50 Quadrangle (Atriju Vassalli)
47 Vjal Tessie Camilleri

FACILITIES & SERVICES

53 Academic Programmes Quality & Resources Unit (APQRU)
18 ACCESS – Disability Support Unit
53 Admissions & Records Office
39 AIMS Support Unit
54, 55 Arts Studio
18 Campus FM
44 Chaplaincy
42 Counselling Services
7 Data Protection Office
49 Degree*Plus*
40 ERDF/ESF Projects Office
55 Estates, Facilities & Capital Development Directorate
7 Facilities Management Unit
53 Finance Office
54 Gardens Unit
59 Health & Safety Office
42 Health & Wellness Centre
56 Internal Audit
53 International Admissions Office
53 International Office
34 IT Services
17 Kids Point (It-Tajra Childcare Centre)
28 Corporate Research & Knowledge Transfer Office
49 Kunsill Studenti Universitarji (KSU)
18 La Petite Auberge de France
68 Legal Services Office
28 Malta University Consulting (MUC)
18, 53 Marketing, Communications & Alumni Office
41 MATSEC Support Unit
59 Messengers' Transport Pool
53 Office for Human Resources Management and Development
53 Office of the Pro-Rectors
53 Office of the Rector
53 Office of the Registrar
53 Office of the Secretary
24 Precincts Office
53 Procurement Directorate
37 Project Support
35 Quality Assurance Unit
53 Reception Desk
56 Registry
38 Research Support Services Directorate
1 Security
18 Spanish Auberge
53 Stipends Office
7 Students Advisory Services
53 Students' Information Management System (SIMS) Office
49 Student Societies
28 TAKEOFF Business Incubator
24 University Library
64 University Sports Facilities

ENTRANCES

1 Main Entrance (West Gate)
43 Old Main Entrance (South Gate)
67 Sports Area Entrance (East Gate)

THIRD-PARTY SERVICES

49 Agenda Bookshop
7, 49 ATM
49 Canteen
49 HealthPlus
53 Maltapost
49 Merchandise Shop
13 Nature Trust – Wied Għollieqa Environment Centre
49 Papierplus Studio

SPORTS AREA

66 5-a-Side Football Pitches
65 Changing Rooms
62 Football Pitch
61 Malta University Sports Club (MUSC)
63 Multipurpose Sports Hall
60 National Swimming Pool Complex
64 Sports Pavilion

INTERNATIONAL INSTITUTES

5 International Maritime Law Institute
4 International Ocean Institute

LECTURE HALLS/ROOMS — ABBREVIATIONS

19 **ALT** Arts Lecture Theatre
30 **CLR** Chemistry Lecture Room
11 **CILR** Confucius Institute Lecture Room
31 **ELT** Engineering Lecture Theatre
25 **LT1** Lecture Theatre 1
25 **LT2** Lecture Theatre 2
24 **LBR** Library Basement
38 **MLT** Melita Lecture Rooms
32 **NALR** New Anatomy Lecture Room
33 **NBRR** New Biology Resource Room
49 **SHCR** Student House Conference Room
26 **SLT** Science Lecture Theatre
51 **STZ** Sir Temi Zammit Hall
34 **TR** Computer Training Rooms (IT Services)
34 **VC** Video Conference Suite (IT Services)

Exterior signage

The University's exterior signage follows one particular style and the same use of materials to ensure consistency across campus.

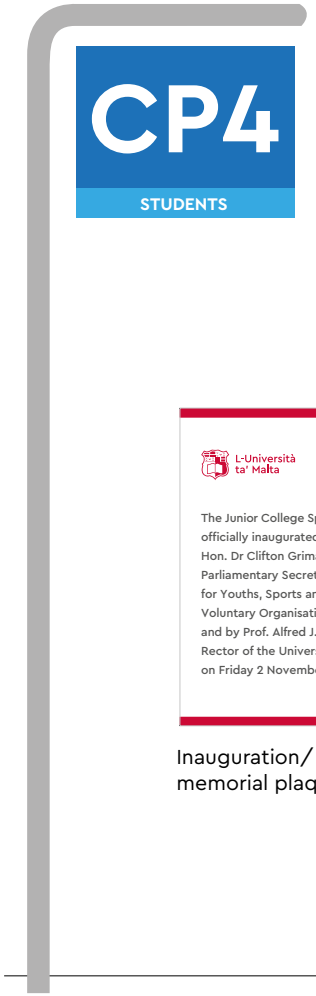
The signs are designed in two colours: 80% black (K) and PANTONE 200C. The logo does not feature on the signs as they are already located on campus. The UM wordmark on wall signs is featured at the bottom. The only exceptions to these design details include the following:

- the main entrance sign of the University of Malta Junior College
- the main entrance sign of the Gozo Campus
- the Argotti Resource Centre sign
- the Cottonera Resource Centre sign.

All signage is produced and approved by the Marketing, Communications & Alumni Office. Any alternative signage will not be permitted and will be removed immediately.

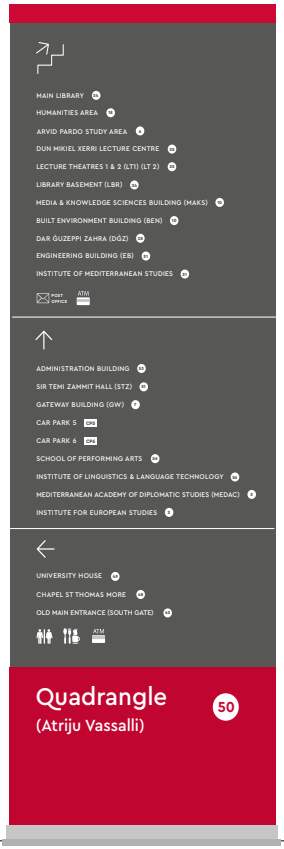
Ongoing signage revamp

Currently a wayfinding project covering the University Msida campus is ongoing; kindly contact **info@um.edu.mt** to get the signage of your Faculty, Institute, Centre or School designed or if your office wall plaque needs to be updated.

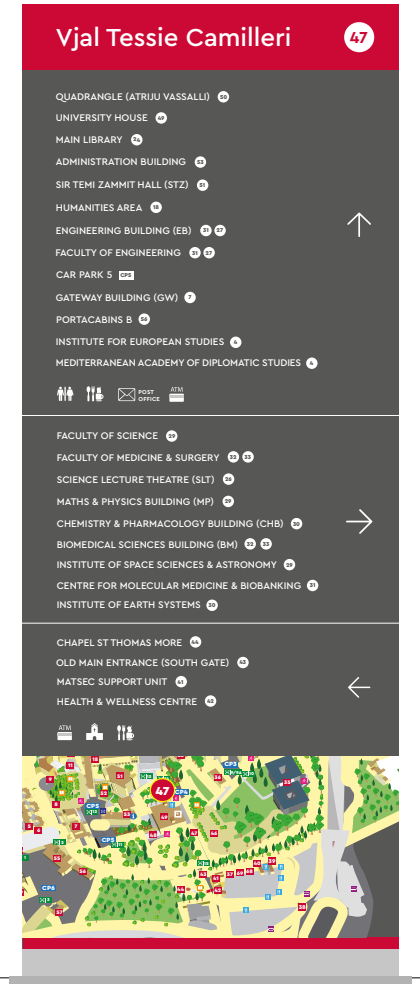


Parking area signage with colour-coded parking spaces

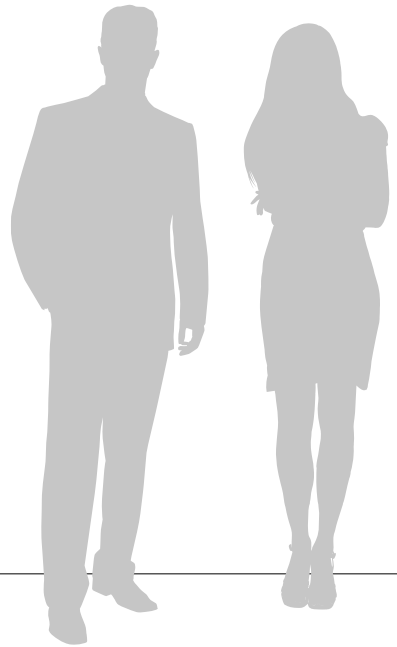
Inauguration/ memorial plaques

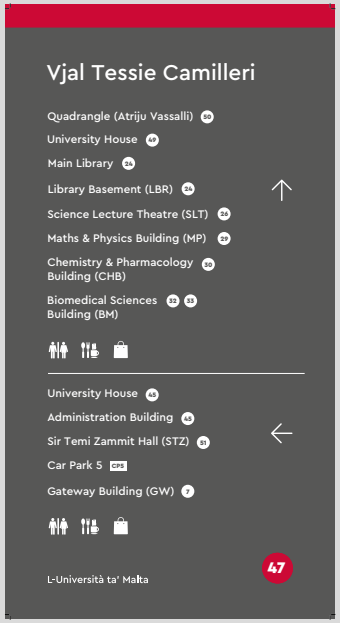


Outdoor free-standing directional narrow monolith

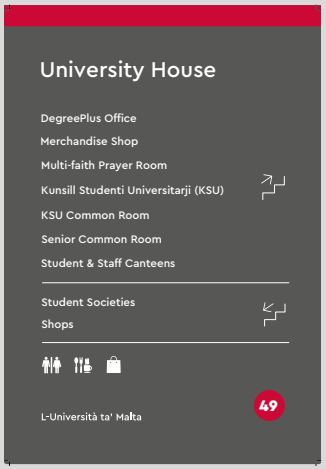


Outdoor free-standing directional monolith

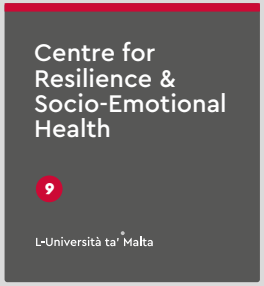




Outdoor wall
directional signage



Outdoor wall
Building sign



Outdoor wall
F/I/C/S label sign

Interior signage

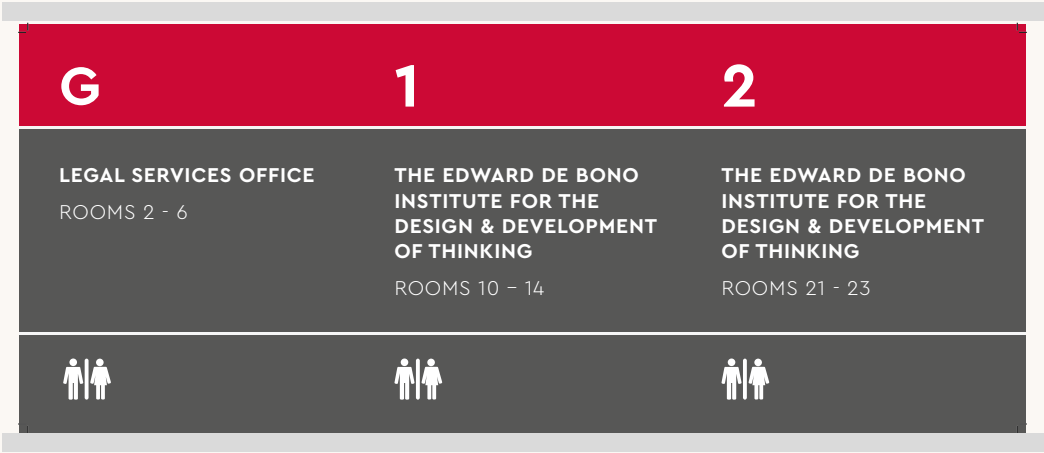
The University's interior signage uses the same style and material as the exterior signage to ensure consistency across campus.

The signs are designed in two colours: 80% black (K) and PANTONE 200C, except for wall room plaques which are printed in-house and follow a different design. Neither the logo nor the wordmark feature on these signs.

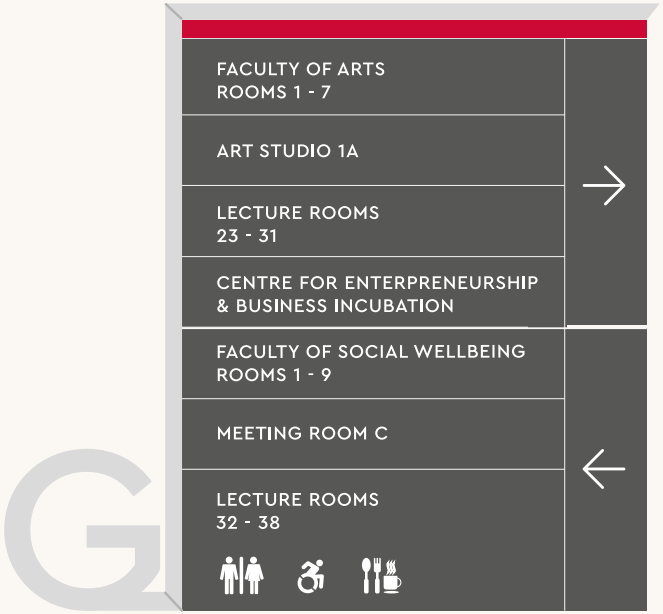
All signage is produced and approved by the Marketing, Communications & Alumni Office. Any alternative signage will not be permitted and will be removed immediately.

Ongoing signage revamp

A wayfinding project for the University's Msida Campus is currently ongoing. Kindly contact info@um.edu.mt to have the signage in your faculty, institute, centre or school updated, or if your office wall plaque needs to be changed.



Interior wall
all-levels sign



Interior wall
current level sign

Interior wall
room plaques

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L-Università ta' Malta

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