



MCAST

Brand Guidelines



MCAST





MCAST



1. Our Brand 6

What Defines Us
Using the Brand Guidelines
Voice & Tone

2. Brand Elements 10

Origin of the Crest
The Crest - Registrar
Primary Logo
Primary Logo - Institutes
The Brandmark
Stylised M
Incorrect Applications

3. Visual Elements 36

Primary Colours
Accent Colours
Institute Colours
Typography
Iconography
Photography

4. Brand Applications 49

Letterheads
Business Cards
Envelopes
Pencils & Pens
Folder
Diaries & Notepads
Flag
T-Shirts
Tote Bags
Mugs
Signage

5. Our Social Media 61

Stylised M - Avatars
Brief Social Media Guide

Contents

1

Our Brand



What Defines Us

At MCAST, we strive to provide accessible professional education and training that responds to the needs of the individual and the economy. Over 20 years, we have continued to develop as a centre of excellence in vocational education and training.

Our brand identity helps communicate who we are and what we stand for. It enables us to tell the MCAST story where the student is at the centre and community matters. Across all media, our communication should be clear and authentic. It should serve to showcase the MCAST experience, particularly to prospective students.

Inspiration is at the heart of our community of creators and innovators, and the material we create should be original and seek to inspire. MCAST is the start of a lifelong journey of learning where students are prepared for future challenges. We have powerful stories to tell about how the College has shaped the lives of thousands of learners.

MCAST – Designed to shape our future.



Using the Brand Guidelines

The brand guidelines will help anyone at MCAST who communicates on behalf of the College to follow basic principles, maintain the required standard and access resources.

It will guide all those working on campaigns to maintain a consistent visual identity and tone of voice. These guidelines should not restrict new ideas. Instead, they should help you to create engaging communication with a clear identity.

Voice & Tone

- Be clear about your objectives
- Communicate clearly and effectively
- Tailor your messages to your audience
- Communicate in a way that reflects your audiences point of view
- Be accurate and avoid complicated terms
- Organise your text using lots of white space, sub-headings and bullet points.

2

**Brand
Elements**

The MCAST Emblem



The recent launch of the new MCAST branding held on its Main Campus, Paola, on Tuesday, 20 April 2021, mirrors the ongoing development of vocational education and training since the stay of the Knights of St John in Malta until the present century.

The new emblem encapsulates the eclectic nature of MCAST and the oldest form of education: 'learning by doing.' The three major, distinctive features of the new logo highlight very significant messages in a rapidly changing world. The Latin motto *scientia et labore* epitomises the chronological development of technical, vocational and professional education and training in Malta. The former Technical Institute carried the same motto. Additionally, the name given to the College in the late 1960s, MCAST, has been added to it, while the circled letters symbolise the entire activity of a distinctive education and training institution. The spherical shape of the logo signifies lifelong learning, while the prominent design at the centre expresses a hand and a quill that act, which combine wisdom, creativity and achievement. The minor symbols in the new emblem refer to the overarching goals driving MCAST's strategy and activity: to serve innovatively the nation and its community with a creative approach and within an international perspective.

A stone shield engraved in the front MCAST building, which belonged to the former Technical Institute and now serves as the College's Administration Building inspired the new MCAST logo.

Hierarchy

Crest



Primary Logo



Brandmark



Stylised M



Official Crest - Registrar



7407 C



296 C

The Crest for Registrar can only be used in the above colours, and applied only on official print and digital certificates

Official Crest - Registrar



15 30 85 02

215 172 70

CMYK

RGB



100 94 00 69

00 00 43

The Crest for Registrar can only be used in the above colours, and applied only on official print and digital certificates

Primary Logo

Crest



Brandmark

MCAST

Stylised M



296 C

Primary Logo



MCAST



CMYK 100 94 00 69

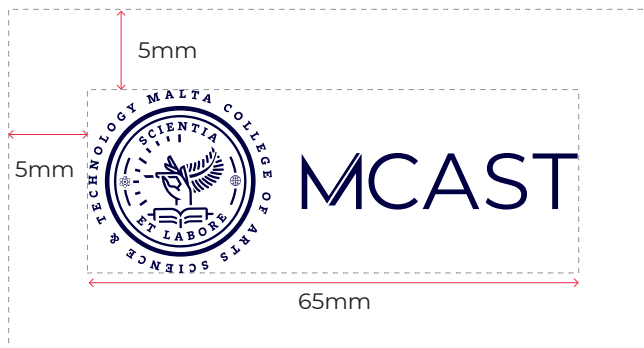
RGB 00 00 67

HEX #000043

Primary Logo



Minimum Size & Spacing



Minimum size should only be used in specific applications.

Applications

- Prospectus
- Business Cards (p. 51)
- Letterheads (p. 50)
- Compliments Slips
- Folders (p. 54)
- Envelopes (p. 52)
- Writing Pads (p.55)
- Publications & Diaries (p.55)
- Brochures & Leaflets
- Email Signatures
- Website Homepage
- Tote Bags & Mugs (p. 58-59)

If you have any queries regarding application please send an email to information@mcast.edu.mt

Allowed Versions



*Reversed-out version in white only.
The surrounding blue box is for representation purposes only.*

Primary Logo - B&W Versions



MCAST



00 00 00 100

CMYK



00 00 00 00

*When printing in colour is not available, black logo on white and white logo on black are acceptable versions.
Black box applied for representative purposes only.*

Primary Logo - Collaborations



In collaboration with



Applications

- MCAST is host or main collaborator or partner
- Printed media
- Refer to p. 17 for min. Size and allowed colours

If you have any queries regarding application please send an email to information@mcast.edu.mt

Primary Logo - Partnerships



Applications

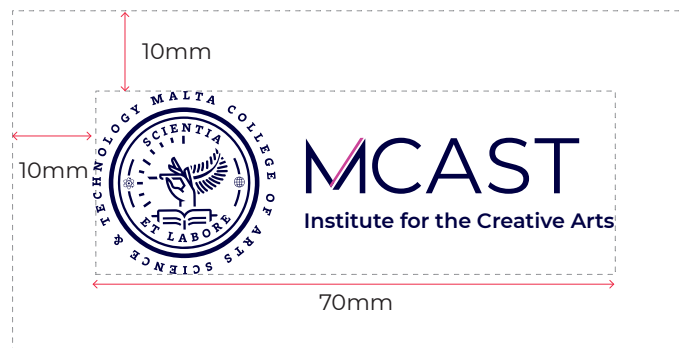
- MCAST is equal partner or collaborator
- Printed media
- Refer to p. 17 for min. Size and allowed colours

If you have any queries regarding application please send an email to information@mcast.edu.mt

Primary Logo - Institutes



Minimum Size & Spacing



Minimum size should only be used in specific applications.

Applications

- Letterheads
- Publications
- Notebooks
- Writing Pads
- Envelopes
- Publications
- Notebooks
- Brochures
- Leaflets

If you have any queries regarding application please send an email to information@mcast.edu.mt

Allowed Versions



Reversed-out (white) versions of institute logos should have no colour other than white. Blue box applied for representative purposes only.



CMYK 00 00 00 100

When printing in colour is not available, black logo on white and white logo on black are acceptable versions. Black box applied for representative purposes only.

Primary Logo - Institutes - Collaborations



Applications

- MCAST Institute is host or main collaborator or partner
- Printed media
- Refer to p. 21 for min. Size and allowed colours
- Refer to p. 25 for Institute logo versions

If you have any queries regarding application please send an email to information@mcast.edu.mt

Primary Logo - Institutes - Partnerships



Applications

- MCAST Institute is equal partner or collaborator
- Printed media
- Refer to p. 21 for min. Size and allowed colours
- Refer to p. 25 for Institute logo versions

If you have any queries regarding application please send an email to information@mcast.edu.mt

Primary Logo - All Institutes



MCAST
Institute for the Creative Arts



MCAST
Institute of Engineering
& Transport



MCAST
Institute of Community
Services



MCAST
Institute of Information &
Communication Technology



MCAST
Institute of Business,
Management & Commerce



MCAST
Institute of Applied Sciences

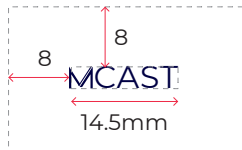


MCAST
Gozo Campus

Brandmark



Minimum Size & Spacing



Minimum size should only be used in specific applications, such as small and narrow stationery.

Applications

- Website
- MCAST Social Media Channels
- Uniforms
- Pens
- Pencils
- Lanyards

If you have any queries regarding application please send an email to information@mcast.edu.mt

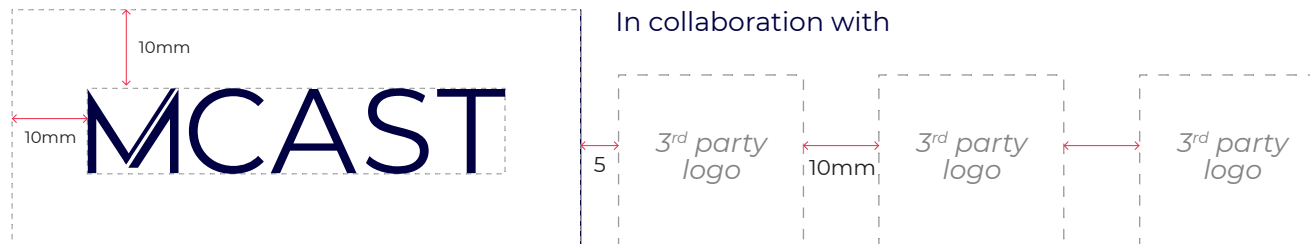
Allowed Versions

MCAST



Reversed-out versions of brandmark should have no colour other than white. The surrounding blue box is for representation purposes only.

Brandmark - Collaborations



Applications

- MCAST is host or main collaborator or partner
- Online media
- Refer to p. 27 for minimum size and allowed colours
- Same guidelines apply to Institute/Centre collaborations;
for representative brandmark colour see p. 25-26

If you have any queries regarding application please send an email to information@mcast.edu.mt

Brandmark - Partnerships



Applications

- MCAST is equal partner or collaborator
- Online media
- Refer to p. 27 for min. Size and allowed colours
- Same guidelines apply to Institute/Centre collaborations;
for representative brandmark colours see p. 25-26

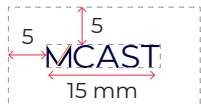
If you have any queries regarding application please send an email to information@mcast.edu.mt

Brandmark - Institutes



The coloured stroke of the Stylised M should be in the colour associated with the Institute/Centre being represented. For Institute colours see p. 25-26

Minimum Size & Spacing



Minimum size should only be used in specific applications, such as small and narrow stationery.

Applications

- Website
- MCAST Social Media Channels
- Uniforms
- Pens
- Pencils
- Lanyards

*If you have any queries regarding application please send an email to **information@mcast.edu.mt***

Allowed Versions

MCAST

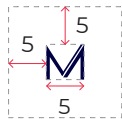


Reversed-out versions of institute brandmark should have no colour other than white. The surrounding blue box is for representation purposes only.

Stylised M



Minimum Size & Spacing



Minimum size should only be used in specific applications, such as small and narrow stationery.

Applications

- MCAST Social Media Avatar
- Uniforms
- Small Labels
- Stickers
- Lapel Pins

*If you have any queries regarding application please send an email to **information@mcast.edu.mt***

Allowed Versions



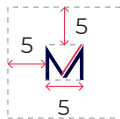
Reversed-out version should have no colour other than white. The surrounding blue box is for representation purposes only.

Stylised M - Institutes



The coloured stroke of the Stylised M should be in the colour associated with the Institute/Centre being represented. For Institute colours see p. 25-26.

Minimum Size & Spacing



Minimum size should only be used in specific applications, such as small and narrow stationery.

Applications

- MCAST Social Media Avatar
- Uniforms
- Small Labels
- Stickers
- Lapel Pins

*If you have any queries regarding application please send an email to **information@mcast.edu.mt***

Allowed Versions



Reversed-out version should have no colour other than white. The surrounding blue box is for representation purposes only.

Stylised M - Avatars



MCAST Official



Institute of Engineering
& Transport



Institute of Applied
Sciences



Institute of
Community Services



Centre for Conflict
& Resolution



Institute for the
Creative Arts



Institute of Business,
Management & Commerce



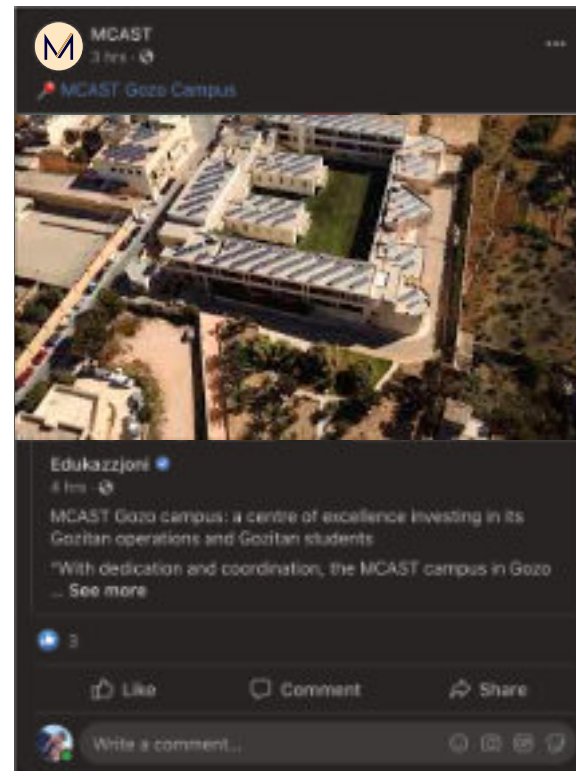
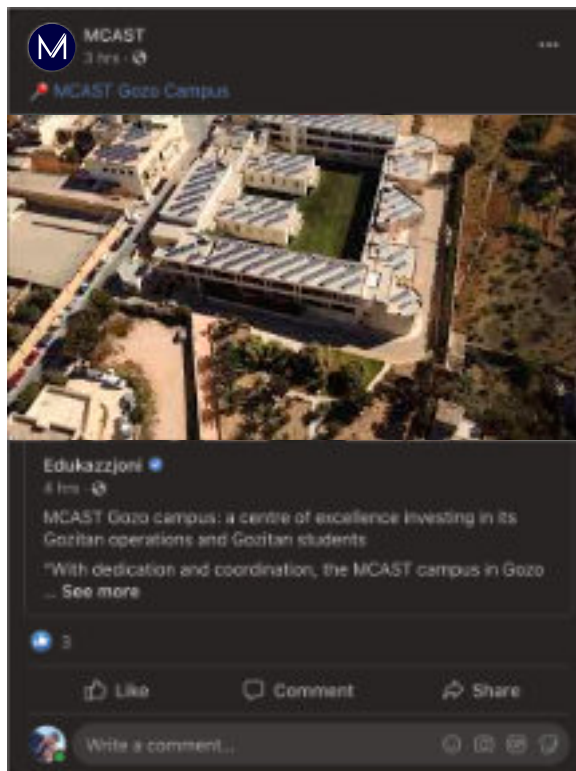
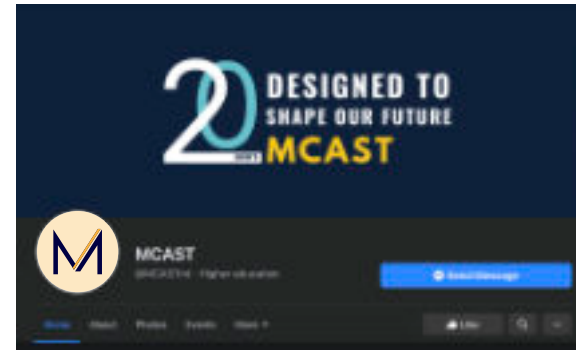
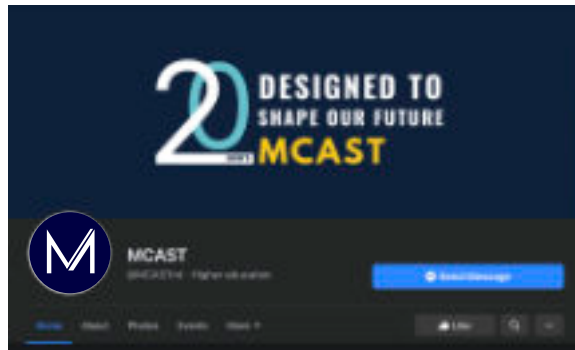
Institute of Information
& Communication Technology



Gozo Campus

The Stylised M Avatar for each of the Institutes/Campus/Centres needs to be applied on white background.

Stylised M - Avatar Application



MCAST Official

Institute of Community Services

Incorrect Usage



The brand elements should never be stretched or distorted. Always resize proportionately adhering to minimum size guidelines.



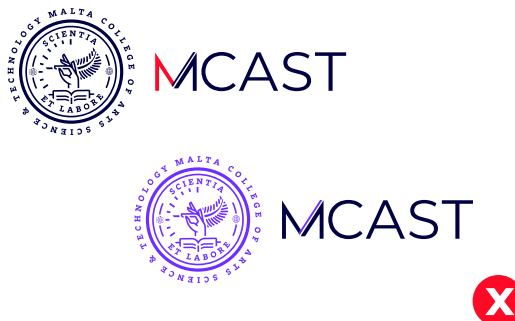
No other graphical items should be added to any of the brand elements unless specified in the guidelines



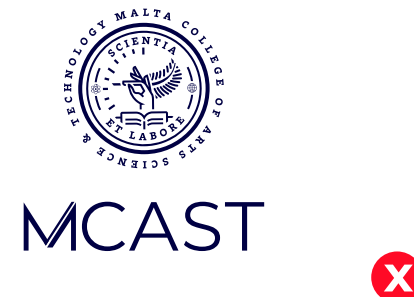
Use the blue version of the brandmarks on light, simple backgrounds, and the white version on dark, simple backgrounds.



The brand elements should always be clearly legible therefore avoid use of complex backgrounds.



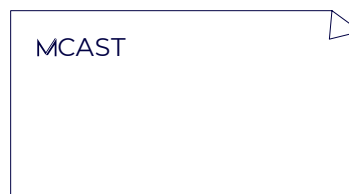
The colour and colour order of any of the brand elements should not be changed to anything outside the agreed versions



The relationship between elements should not be altered, but as specified in these guidelines



Do not alter the colour placement within the brandmark



Each brand element has its own role and accepted applications; applications which do not conform to those defined within this guide will not be supported.



Do not attempt to recreate any of the brand elements or create new ones. More information can be obtained from: information@mcast.edu.mt

3

**Visual
Elements**

Brand Colours



ROYAL GOLD



CMYK 15 30 85 02
RGB 215 172 70
HEX #D7AC46

DEEP BLUE



CMYK 100 94 00 69
RGB 00 00 67
HEX #000043

PURE WHITE



CMYK 00 00 00 00
RGB 255 255 255
HEX #FFFFFF

Royal Gold Applications

- Official watermark
- Official ceremonial certificates
- Official MCAST gifts

Deep Blue Applications

- In-house MCAST print items
- All MCAST digital items

Brand Primary Colours



Light Hue



CMYK 16 14 00 00
RGB 205 211 255
HEX #CDD3FF

Medium Hue



CMYK 85 76 00 00
RGB 65 84 165
HEX #4154A5

Deep Hue



CMYK 62 55 00 00
RGB 110 119 185
HEX #6E77B9

Cosmos Purple



CMYK 100 94 00 69
RGB 00 00 67
HEX #000043

Applications

- Dominating application at min. 30% of the layout
- Generic MCAST colour print applications
- Generic MCAST digital applications
- MCAST Uniforms and wearables

Brand Accent Colours - Brand



Fresh Green



CMYK 62 00 100 00
RGB 00 255 00
HEX #00FF00

Sea Blue



CMYK 82 53 00 00
RGB 82 53 00
HEX #0075D6

Intense Teal



CMYK 58 00 24 00
RGB 00 233 222
HEX #00E9DE

Bright Yellow



CMYK 3 00 93 00
RGB 255 240 00
HEX #FFF000

Mild Orange



CMYK 00 37 100 00
RGB 255 172 00
HEX #FFAC00

Warm Blush



CMYK 00 100 41 00
RGB 255 00 98
HEX #231F20

Applications

- Minimal application at max. 5% of the layout
- Generic MCAST colour print applications
- Generic MCAST digital applications

Colours - Institutes

Institute of Business, Management & Commerce



CMYK 00 93 64 00
RGB 239 57 80
HEX #EF3950

Institute of Information & Communication Technology



CMYK 00 72 96 00
RGB 243 108 39
HEX #F36C27

Institute of Community Services



CMYK 00 33 88 00
RGB 251 179 57
HEX #FBB339

Institute of Applied Sciences



CMYK 68 05 98 00
RGB 92 178 72
HEX #5CB248

Institute for the Creative Arts



CMYK 17 88 00 00
RGB 203 67 152
HEX #CB4398

Institute of Engineering & Transport



CMYK 77 100 02 00
RGB 97 145 141
HEX #612D8D

Gozo Campus



CMYK 61 00 04 00
RGB 69 198 236
HEX #45C6E6

Applications

- MCAST Institute/Centre print applications
- MCAST Institute/Centre digital applications

Primary Font

Montserrat



Thin
Extra Light
Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

Thin Italic
Extra Light Italic
Light Italic
Italic
Medium Italic
Semi Bold Italic
Bold Italic
Extra Bold Italic
Black Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B Ć D E F Ğ G Ħ H Ĩ I Ĳ J K L M N O P Q R S T U V W X Ž Z
a b ċ d e f ğ g ħ h ĩ i ĳ j k l m n o p q r s t u v w x ž

1 2 3 4 5 6 7 8 9 0

? ! @ € % ^ & * () { } [] + _ - = < > | \ /

Supplementary Font

Verdana



Thin
Extra Light
Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

Thin Italic
Extra Light Italic
Light Italic
Italic
Medium Italic
Semi Bold Italic
Bold Italic
Extra Bold Italic
Black Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B Ć D E F Ğ G Ħ H Ĩ I E J K L M N O P Q R S T U V W X Ž Z
a b ċ d e f ğ g ħ h ĩ i e j k l m n o p q r s t u v w x ž

1 2 3 4 5 6 7 8 9 0

? ! @ € % ^ & * () { } [] + _ - = < > | \ /

Secondary Font

Barlow Condensed



Thin
Extra Light
Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

Thin Italic
Extra Light Italic
Light Italic
Italic
Medium Italic
Semi Bold Italic
Bold Italic
Extra Bold Italic
Black Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã
ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö × ø ù ú û ü ý þ ß

1 2 3 4 5 6 7 8 9 0

? ! @ € % ^ & * () { } [] + _ - = < > | \ /

Typography Use

Montserrat



Applications

- Stationery
- Other print media
- Social media
- Website
- Signage

Verdana



Applications

- Email signatures
- In-house printed media where Montserrat font is unavailable
- Social media application where Montserrat is unavailable
- Filling and signing of digital documents where Montserrat font is unavailable

Barlow Condensed



Applications

- Stationery
- Other print media
- Social media

Iconographic Illustrations

Icons are mostly used to accompany or replace text in scenarios such as signage, social media and labelling, amongst other applications.

It is important that those icons also follow the MCAST brand style, which is quite minimalistic. The list of brands in this page and the next cover the majority of the required instances while blending in with the brand.

These icons should only be used in the primary brand colour (see Cosmos Purple values on p. 38) when on lightly coloured backgrounds, or reversed-out (white) when applied on dark coloured backgrounds. It is important that they are always visible and readable, therefore placement on busy patterns or images is **not** recommended.

Education



Data Analysis



Medicine & Health



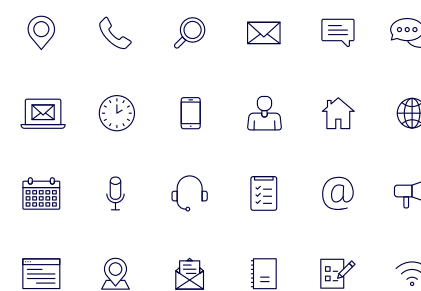
Business



SEO



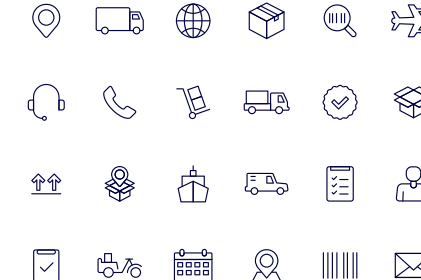
Contact & Customer Care



Time



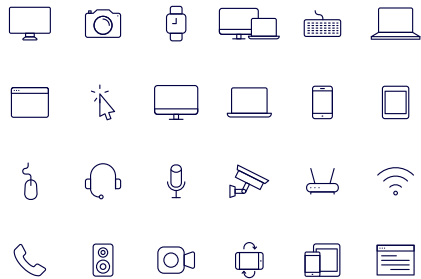
Delivery & Logistics



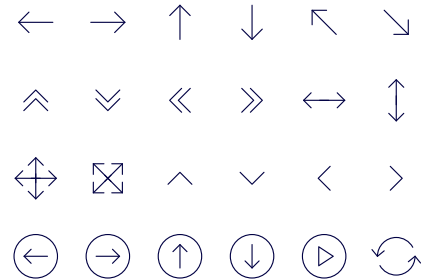
Teamwork & Collaboration



Devices & Tech



Arrows



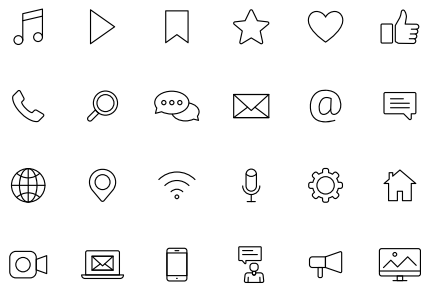
Feedback



Transport



Social Media



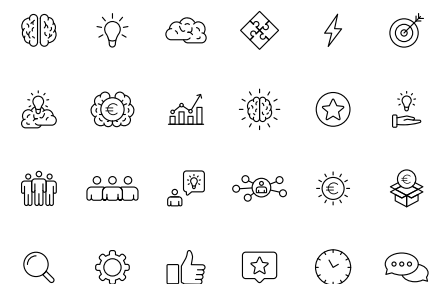
Finance



Sustainability



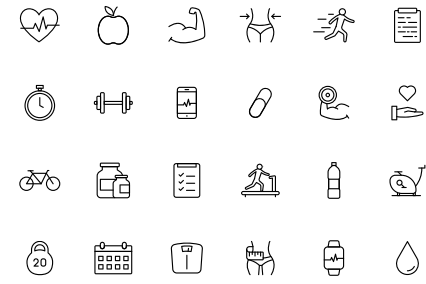
Ideas & Creativity



Research



Fitness & Health



Photography

Images are an integral part of a brand. Both the way they are captured and their digital treatment can be customised to fit the brand style.

MCAST focuses on hands-on experience, personal growth and designing futures for all students, therefore images should reflect this by:

- Focusing on the individual in a creative angle
- Being authentic
- Framing the action being performed to create a 'caught in the moment' effect
- Including people of all genders, race and ability
- Showcasing a sense of community and warm welcome

To organize photoshoots and press events contact the Communications Department by sending an email to information@mcast.edu.mt



How to apply MCAST branding to your photos:

Step 1:

Add Adjustment Layer > Colour Balance

Step 2:

Add 20% to the right on the Yellow/Blue slider

Step 3:

Add Adjustment Layer > Brightness & Contrast

Step 4:

Increase by up to 20% on both Brightness slider and Contrast slider

Step 5:

Add Adjustment Layer > Shadows & Highlights

Step 6:

Increase or decrease by up to 15% on both Shadow slider and Highlights slider

Step 7:

Add an Overlay layer of the primary brand colour blue (see values of Cosmos Purple on p. 38) at 50% opacity which covers the whole image.

Step 8:

Add MCAST watermark when the image is placed online or sent to third parties

Original Image



After Brand Application





Brand Application

Letterheads

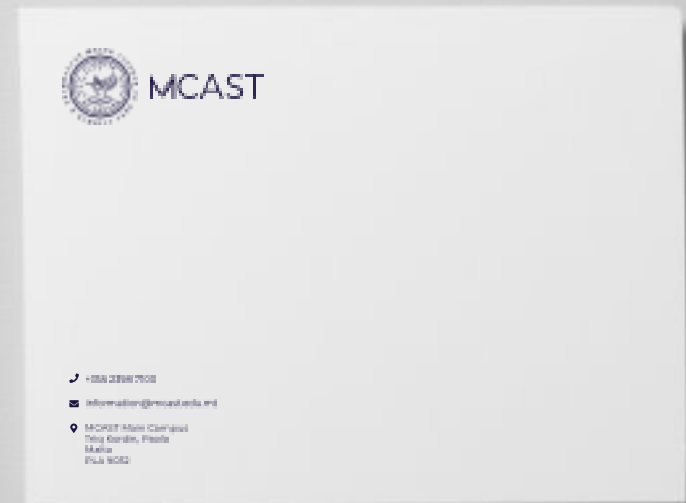


Business Cards



To order your business cards please send an email to information@mcast.edu.mt

Envelopes



Envelope sizes available include A5, A4 and A4+.
For all stationery send an email to information@mcast.edu.mt

Pencils & Pens



For all stationery please send an email to information@mcast.edu.mt

Folders





For all stationery please send an email to information@mcast.edu.mt

Flag



T-Shirts



Tote Bags

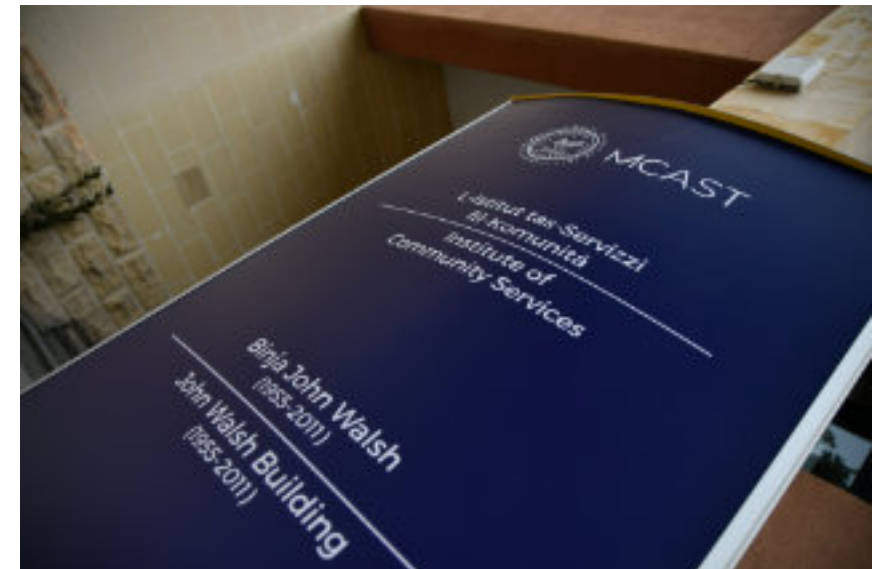


Mugs



For mugs please send an email to information@mcast.edu.mt

Signage



5

**Our
Social Media**

Stylised M - Avatars



MCAST Official



Institute of Engineering
& Transport



Institute of Applied
Sciences



Institute of
Community Services



Centre for Conflict
& Resolution



Institute for the
Creative Arts



Institute of Business,
Management &
Commerce



Institute of Information
& Communication
Technology

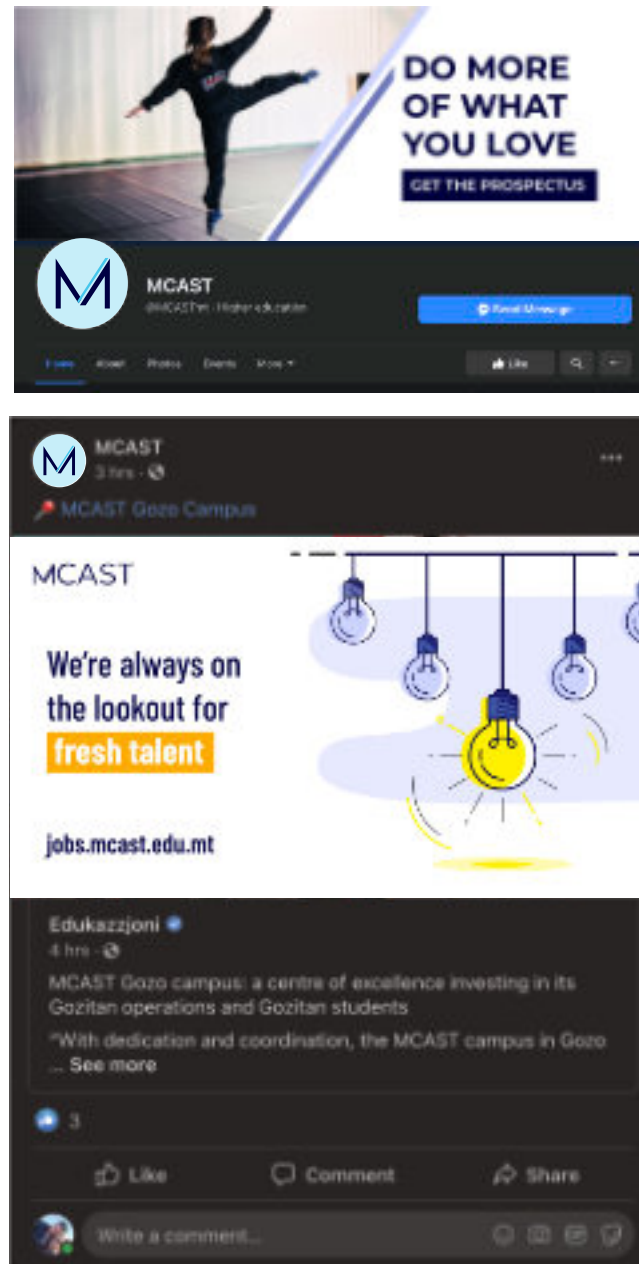


Gozo Campus

Brief Social Media Guide

The relevant Stylised M Avatar as profile picture. This should be according to which institute is being represented on this page.

Liking and sharing MCAST social media posts helps increase engagement and following. Boosting is the paid alternative.



MCAST Branded Cover following a template. This could have institute colours and applications.

Social Media adverts and posts should also follow the provided templates and be according to brand guidelines. Images on their own can also be posted with brand embellishments (see p. 48). Posts should be accompanied by concise yet clear text including mentions and hashtags as per trends.

Consistency in tone of voice is extremely important. See p. 9 for some notes on our tone of voice and check with the Communications department for more guidance on social media applications.

To make sure that your social media material is on brand send an email to information@mcast.edu.mt



MCAST