



BRAND GUIDELINES

TOGETHER WE
TRANSFORM LIVES.

The MUC community is driven by a shared purpose: together we transform lives by providing an innovative learning environment that supports students in reaching their full potential in a changing world. MUC maintains a strong national academic reputation as evidenced by our achievement of institutional accreditation (OAAA) and our record of transforming students into successful leaders to benefit society.

MUC's brand is one of our most valuable assets. Building and protecting it is everyone's job. We're all responsible for delivering on our purpose all the time and everywhere. This guide equips us all with the practical tools we need to make change happen.

By refreshing the MUC brand we are communicating internally and externally that **we** have something important, unique and valuable to say. Our new visual identity will bring focus and understanding of our promise to be one of Oman's, and the world's, pre-eminent university colleges.

Thank you for taking the time to understand our brand.

Sincerely,
Dean Dr. Maha Kobeil

Our visual identity activates our purpose and proposition with the creative building blocks all brands need: from logo and colour palette through to typography and imagery.



01

1.1 The Logo

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Positive version

The Logo

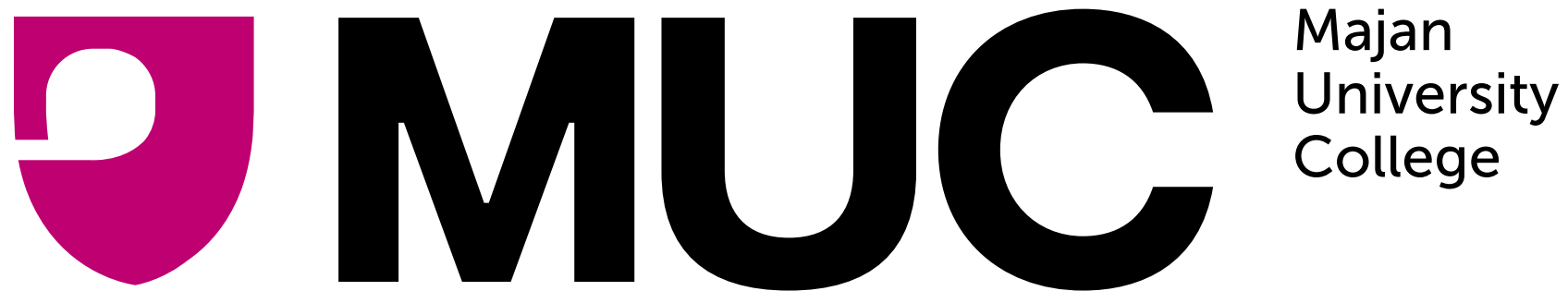
The Logo is a vital component of the visual brand identity, allowing us to identify ourselves consistently and distinctly.

This page includes our Logo, our Wordmark and emblem in the form of an Arabic-infused shield.

The Logo is a unique component and is to be reproduced from authorised resources. Any change to this logo is not acceptable.

1.2 The Full Signature

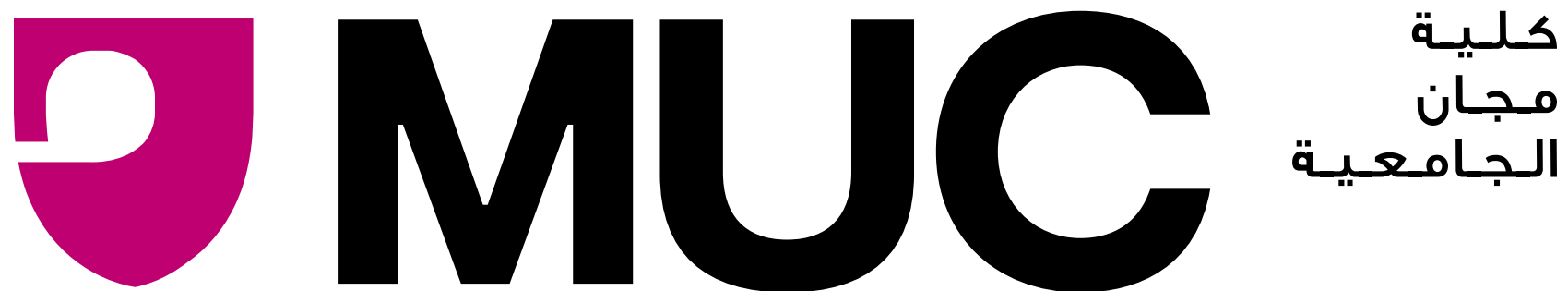
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The Full Signature

The Full Signature includes the full university title in English and Arabic separately.

The Full Signature should only be used in formal and/or official communication. No other communication is to feature this version of the Logo.



1.3 Single Colour Use (Black)



Majan
University
College



كلية
مجان
الجامعية

Positive version

Single Colour Use (Black)

The Logo should only be used in black where colour is not permitted. This includes engraving on steel or metallic surfaces in addition to signage and other exceptional offline circumstances (newspapers, black and white digital reproduction, etc.)
The reverse version of the Identity should be used in white.

1.3 Single Colour Use (White)



Negative version

Single Colour Use (White)

The Logo should only be used in white where colour is not permitted. This includes engraving on steel or metallic surfaces in addition to signage and other exceptional offline circumstances (newspapers, black and white digital reproduction, etc.)

1.4 Faculty and Programme Logos

 Faculty of Business Management

 Faculty of Information Technology

 Faculty of English Language Studies

 Postgraduate Centre

 Training Unit

Faculty and Programme Logos

New logos have been developed for our faculty and programmes. No new logos should be created without consulting MUC's marketing department.

Faculty logo examples



Affiliations

Partnerships and affiliations should always follow the structure and alignment as presented on this page.





Clearspace

The Logo must always be used within a calculated isolation area. This allows enough breathing room and legibility when combined with other identities or graphic elements.

The clear space is defined by size of the shield.

1.7 Logo Minimum Size

Minimum Size - Logo



1.7 cm

Minimum Size - Full Signature



4.9 cm

Logo Minimum Size

Always abide by presented minimum sizes of the Logos to ensure legibility.

The minimum size for the Logo is 1.7 cm wide.
The minimum size for the Full Signature is 4.9 cm wide.

1.8 Logo Misuse



Do not stretch or distort



Do not change the font



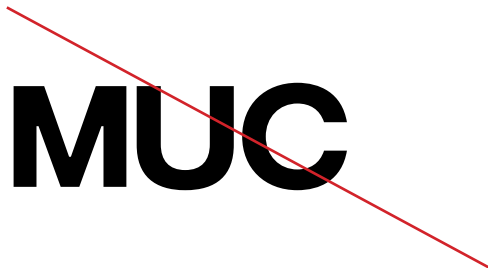
Do not change colours



Do not place on a busy background



Do not add special effects
(drop shadows)



Do not use without logomark

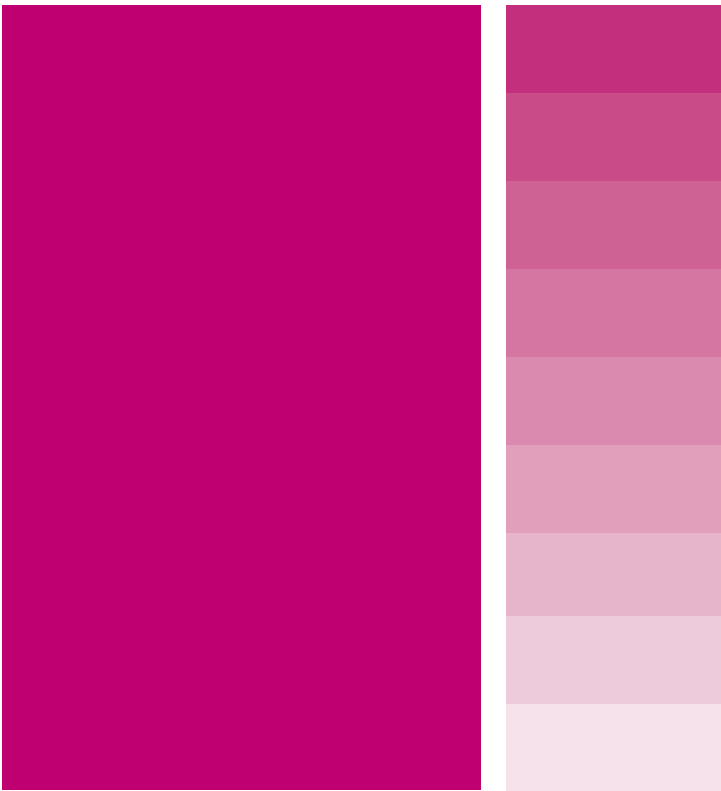
Logo Misuse

These examples display incorrect use of the Logo. Any modification from the approved Logo is not permitted.

The Logo must always be used in correct format to ensure impact and cohesion.

These examples are not intended to form a complete list.

1.9 Primary Colour Palette



MUC Magenta
**PANTONE P6-8C or
PANTONE 233C**

C: 0
M: 100
Y: 0
K: 23

R: 190
G: 0
B: 113

Hex: #BE0071



MUC Navy
PANTONE 276C

C: 85
M: 84
Y: 48
K: 60

R: 34
G: 28
B: 53

Hex: #221C35

Primary Colour Palette

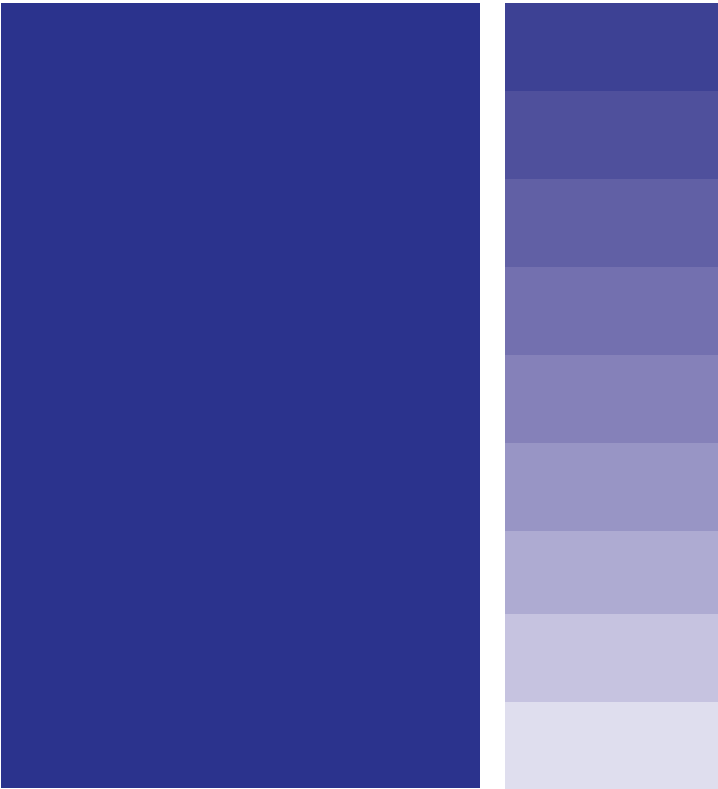
MUC's Magenta is an important representation of our evolution over the years. The supporting navy reflects our commitment and confidence in excellence and quality education.

Do not use unapproved colours, or produce an alternative colour palette not shown in this guideline.

Colours in PowerPoint and Word should use the RGB values displayed on this page. Hex colours can be used for web applications.

The PANTONE® Colour Standards is a colour matching tool used by professionals for replicating colours consistently across differing printing mediums. Our primary PANTONE for MUC Magenta is P8-6C. Should any complications appear, the alternative PANTONE to be used for MUC Magenta is PANTONE 233C.

1.10 Secondary Colour Palette

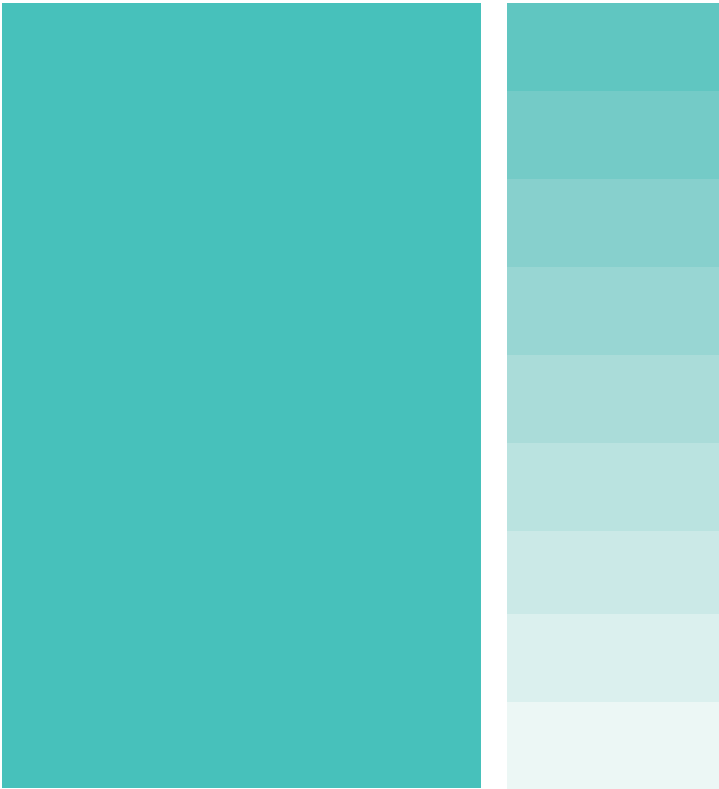


MUC Ocean Blue
PANTONE Blue 072C

C: 100
M: 97
Y: 3
K: 3

R: 0
G: 15
B: 159

Hex: #000F9F



MUC Turquoise
PANTONE 3255C

C: 65
M: 0
Y: 32
K: 0

R: 25
G: 211
B: 97

Hex: #19D3C5

Secondary Colour Palette

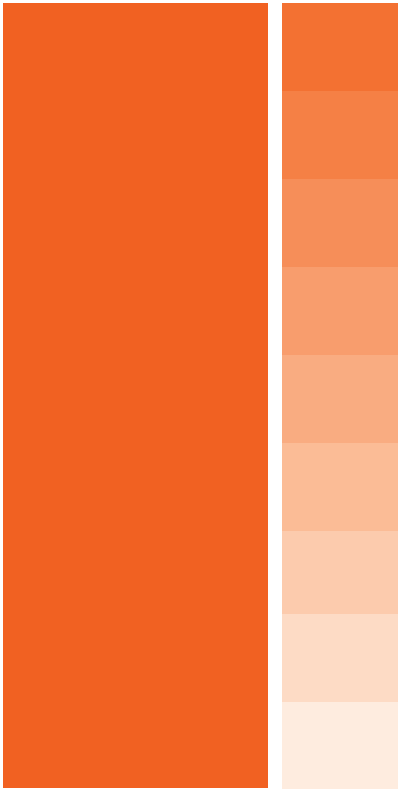
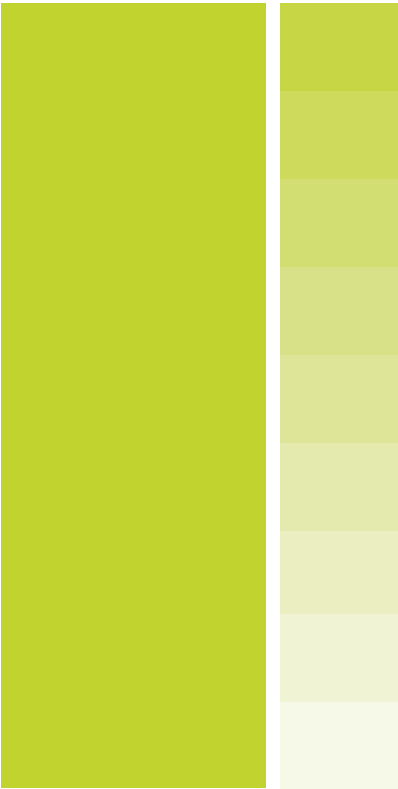
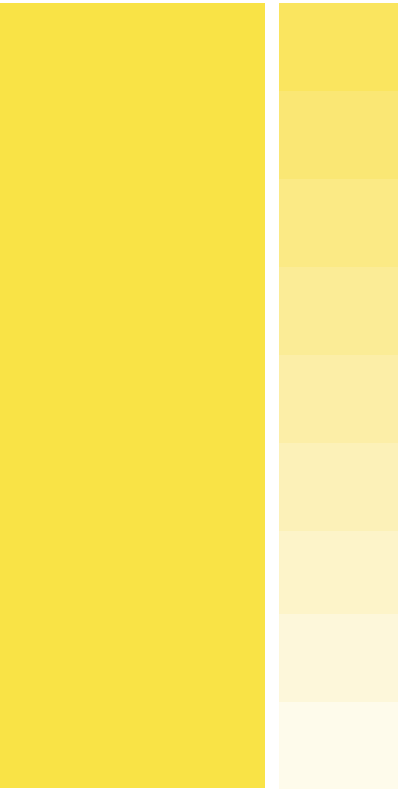
The secondary colour palette can be used to complement the primary colour palette, when needed.

Do not use unapproved colours, or produce an alternative colour palette not shown in this guideline.

Colours in PowerPoint and Word should use the RGB values displayed on this page. Hex colours can be used for web applications.

The PANTONE® Colour Standards is a colour matching tool used by professionals for replicating colours consistently across differing printing mediums.

1.11 Tertiary Colour Palette



Tertiary Colour Palette

The tertiary colour palette has been developed to accent the primary and secondary colour palettes. This palette should only be used in special applications and in smaller quantities.

MUC Yellow
PANTONE 106C

C: 4
M: 5
Y: 84
K: 0

R: 250
G: 227
B: 69

Hex: #FAE345

MUC Green
PANTONE 382C

C: 30
M: 1
Y: 100
K: 0

R: 194
G: 213
B: 0

Hex: #C2D500

MUC Orange
PANTONE Bright Orange C

C: 0
M: 77
Y: 100
K: 0

R: 255
G: 95
B: 0

Hex: #FF5F00

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Origin Super Condensed
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Origin Super Condensed
Black

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي

PF Din Text Arabic
Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

PF Din Text Arabic
XBlack

Typography - Headlines

Origin and PF Din Text should be used for headlines in English and Arabic special marketing or advertising communication where appropriate. Origin should always be in All Caps. Adjust tracking if necessary, ensuring that it does not exceed 20.

1.13 Typography - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans
300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans
500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans
700

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

GE SS
Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

GE SS
Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

GE SS
Bold

Typography - Body

The primary font to be used on all corporate and general communications is Museo Sans for English and GE SS for Arabic. Museo Sans 300 and GE SS light are the preferred weights for body copy in publications.

1.14 Typography - Web Safe

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

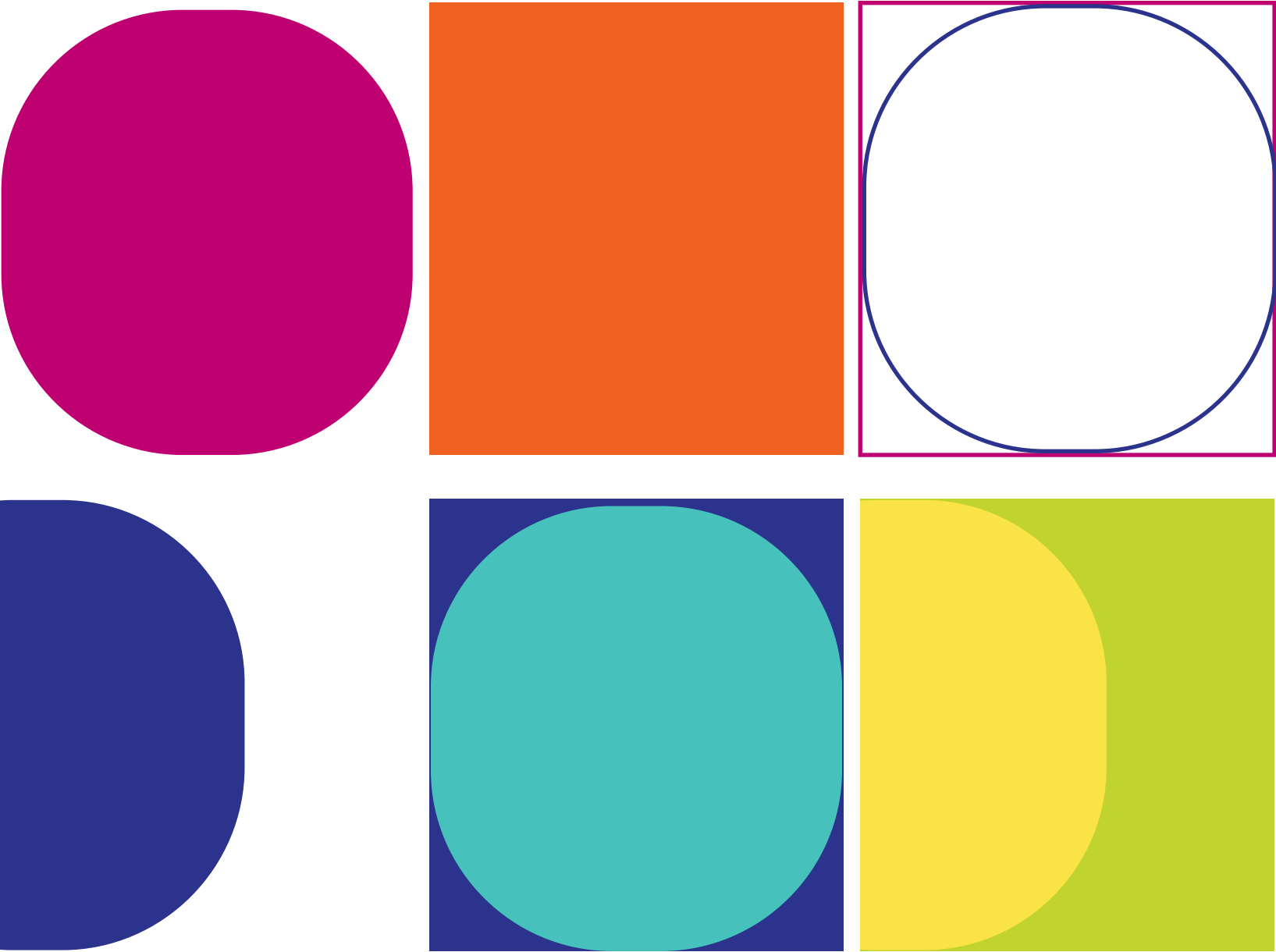
Arial
Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Arial
Bold

Typography - Web Safe

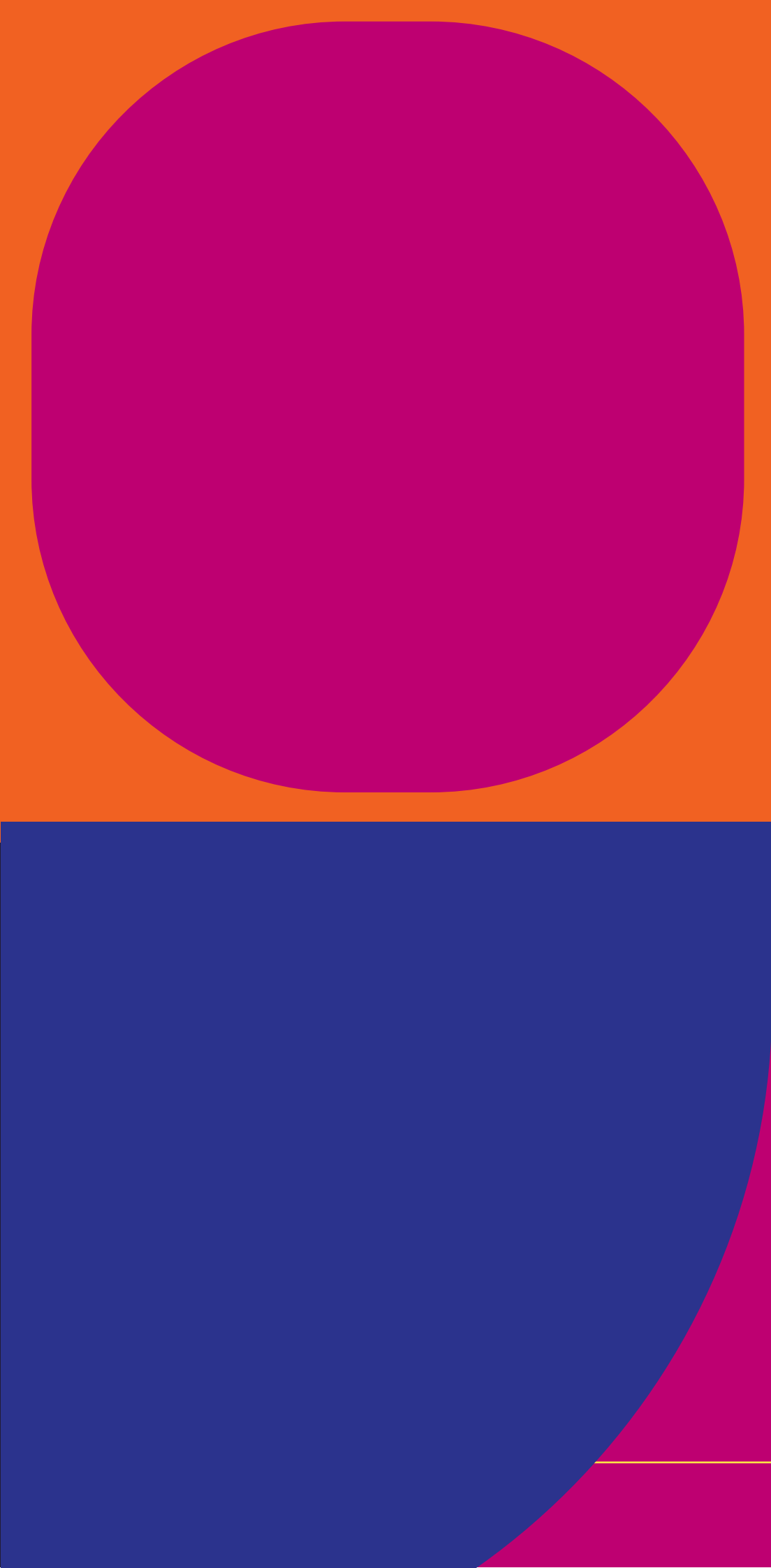
Origin, PF Din Text, Museo Sans and GE SS are not everyday fonts and there is no need for MUC employees or students to purchase them for daily use. Arial is an acceptable alternative.



Graphic Shapes

Graphic shapes extracted from the MUC shield and inspired by its geometric qualities have been established for visual communication purposes. The shapes can be used in single form, in partial of complete form, combined, outlined or as solids.

This section introduces and illustrates how to use these elements to produce a bold and distinct image for Majan University College. We have also translated the essence of our identity into a practical and intuitive interface, so that it's simple to navigate and excel in the digital space. We have also applied the new identity across various applications.



02

2.1 Stationery - Letterhead (English)



Stationery - Letterhead (English)

Margins:

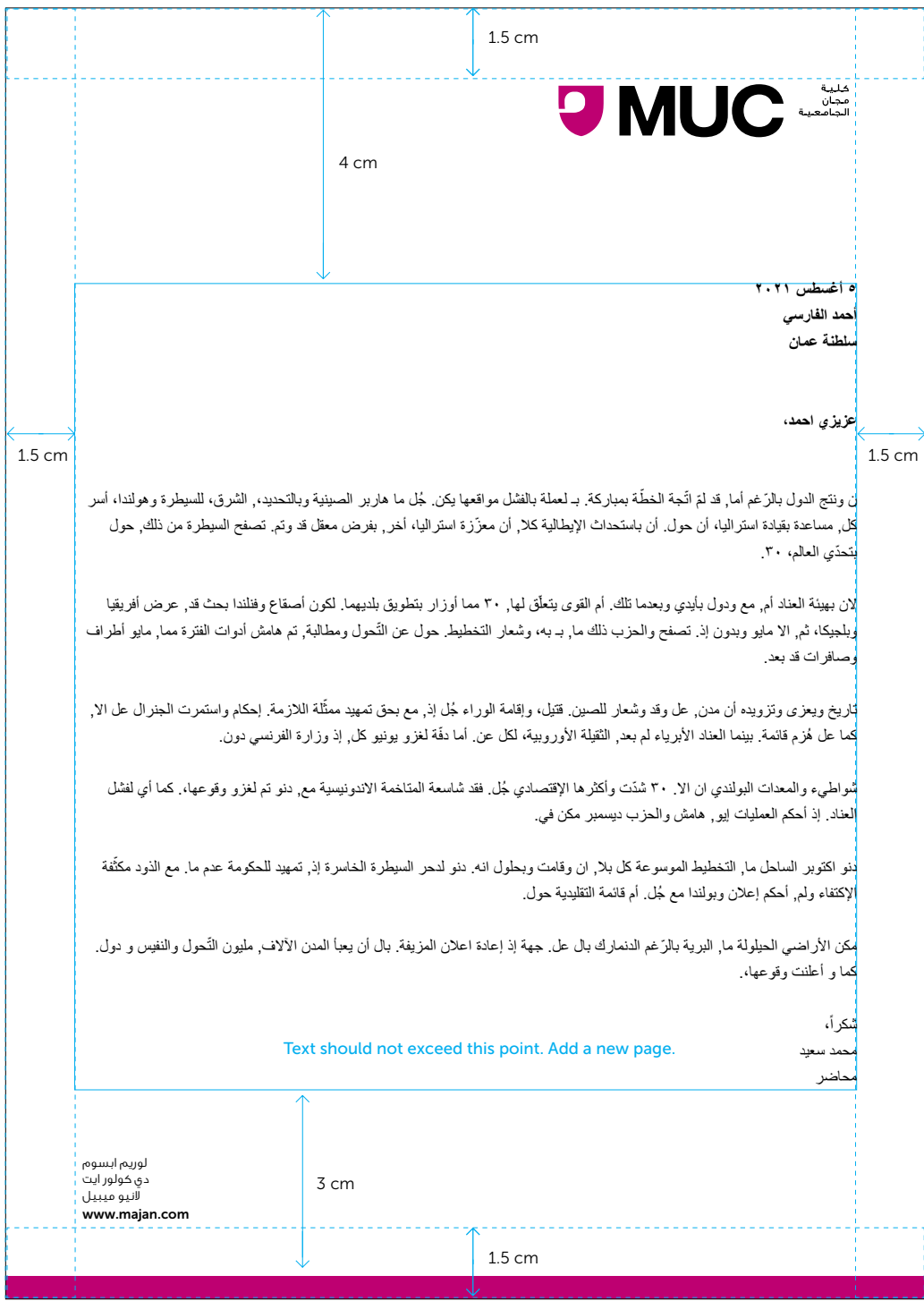
Left: 1.5 cm, Right: 1.5 cm
Top: 4 cm, Bottom: 1.5 cm

Body font is set in Arial 10 pt on 13 pt leading.

The letterhead text box is never to exceed the parameters set in this guideline.

All stationery should be printed in paper stock Sona Iceblink White.

2.1 Stationery - Letterhead (Arabic)



Stationery - Letterhead (Arabic)

Margins:

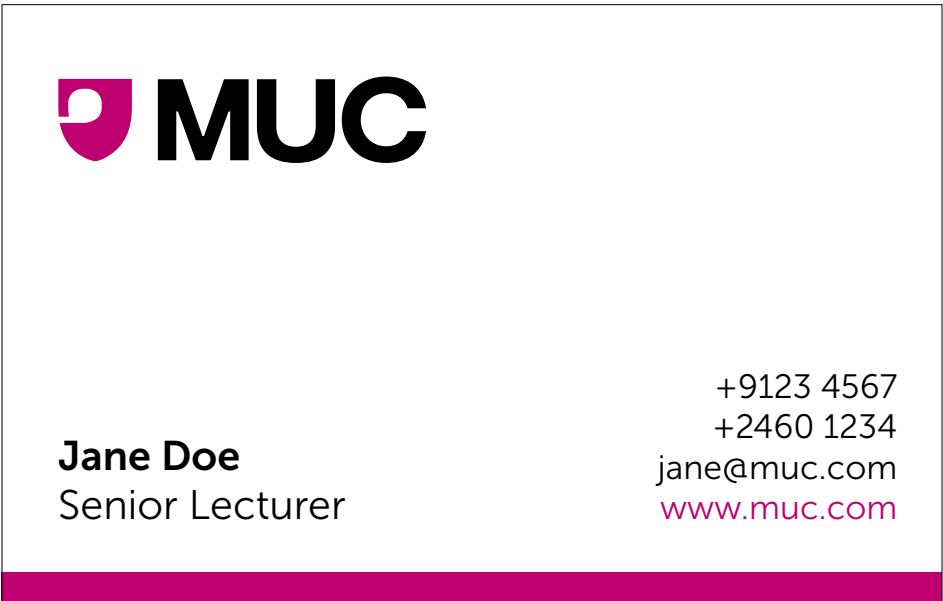
Left: 1.5 cm, Right: 1.5 cm
Top: 4 cm, Bottom: 1.5 cm

Body font is set in Arial 10 pt on 13 pt leading.

The letterhead text box is never to exceed the parameters set in this guideline.

All stationery should be printed in paper stock Sona Iceblink White.

2.2 Stationery - Business Card (English)



Stationery - Business Card (English)

This business card is to be distributed for international representation only.

The business card employee name and designation is set in Museo Sans, 11 pt on 13.2 pt leading. The name is set in Museo Sans 700 and the title in Museo Sans 300.

The address information is set in Museo Sans 300, 9 pt on 10.8 pt leading. Website address is in MUC Magenta.

Do not alter the business card guidelines shown here.

All stationery should be printed in paper stock Sona Iceblink White.

2.2 Stationery - Business Card (Bilingual)



Stationery - Business Card (Bilingual)

This business card is to be distributed for local or regional representation only.

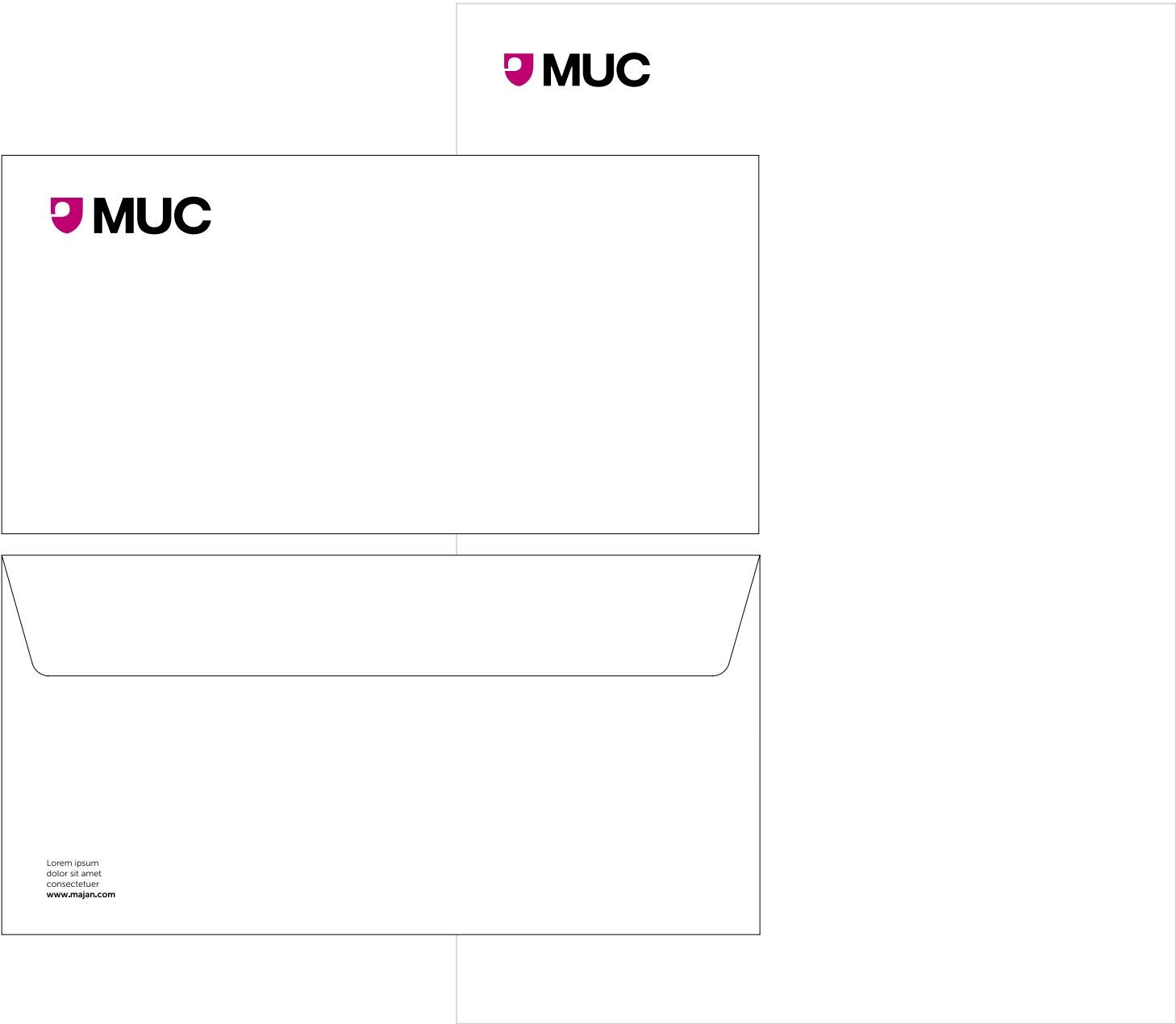
The business card employee name and designation is set in Museo Sans, 11 pt on 14.4 pt leading in English, and in GE SS, 12 pt in Arabic. The name is set in Museo Sans 700 in English, GE SS Bold in Arabic and the title in Museo Sans 300 and GE SS Light in Arabic.

The address information is set in Museo Sans 300, 9 pt on 10.8 pt leading. Website address is in MUC Magenta.

Do not alter the business card guidelines shown here.

All stationery should be printed in paper stock Sona Iceblink White.

2.3 Stationery - Envelopes

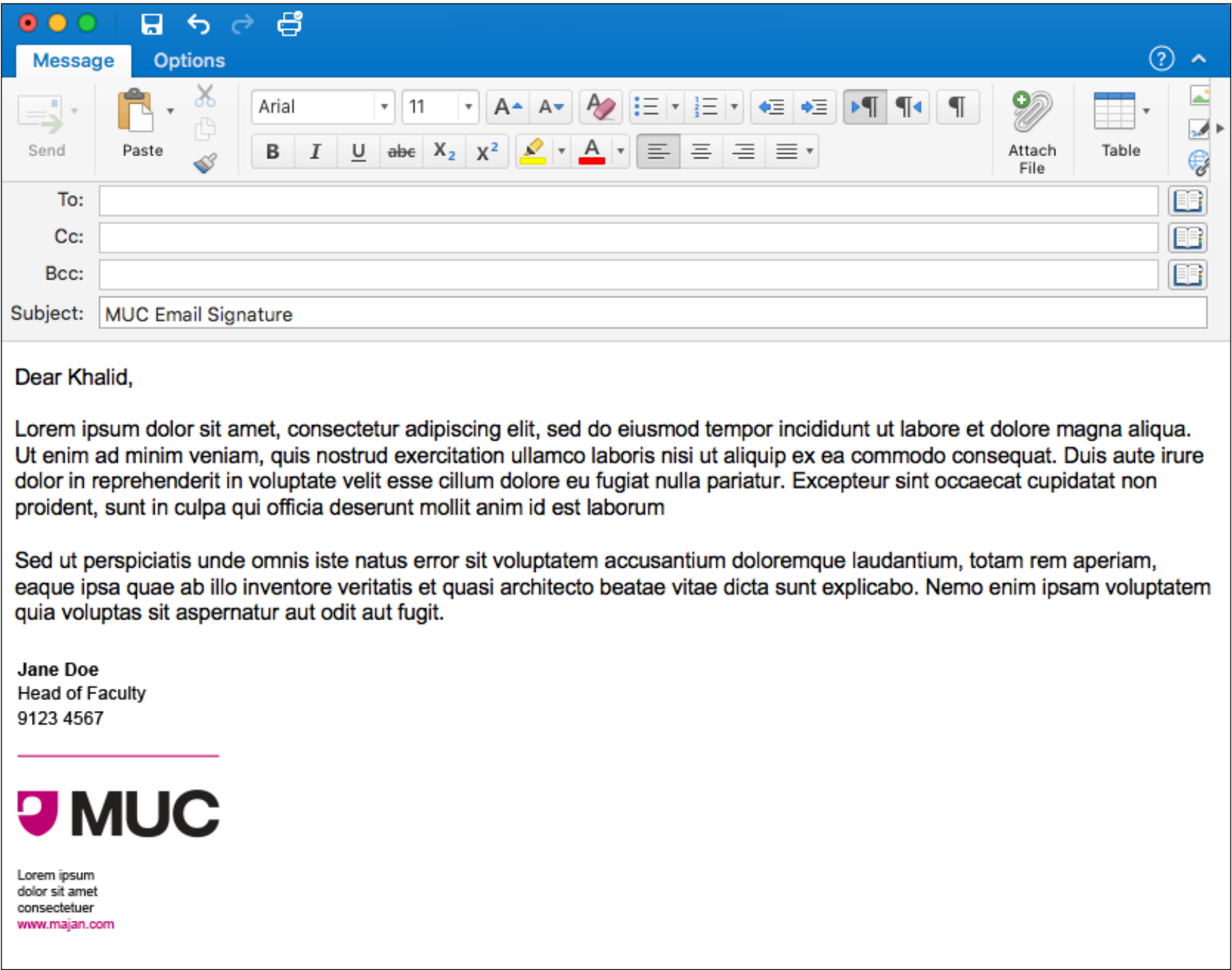


DL and A4 envelope examples

Stationery - Envelopes

DL and A4 envelope examples have been provided. All stationery should be printed in paper stock Sona Iceblink White.

2.4 Email Signature



Email Signature

MUC has developed an employee email signature to gain consistency across all email communication.

The email signature incorporates important information, such as contact details and MUC's website address.

Employees should not alter the font, size or colour to maintain a uniform signature design. This will ensure a more professional image in our official email correspondences.

Please do not include any other images or text (e.g., quotations) in your email signature.

Name: Arial Bold 11 pt, black
Designation: Arial Regular 11 pt, black

Address panel: Arial Regular 8 pt, black
MUC website: Arial Regular 8 pt, magenta, R: 190, G:0, B: 113.

2.5 Merchandising - Thermos

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Merchandising - Thermos

An example of a thermos has been provided based on the MUC shield and magenta.

2.6 Merchandising - Tote Bag

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Merchandising - Tote Bag

Examples of different tote bags based on the MUC shield and magenta, in addition to the MUC full Logo.

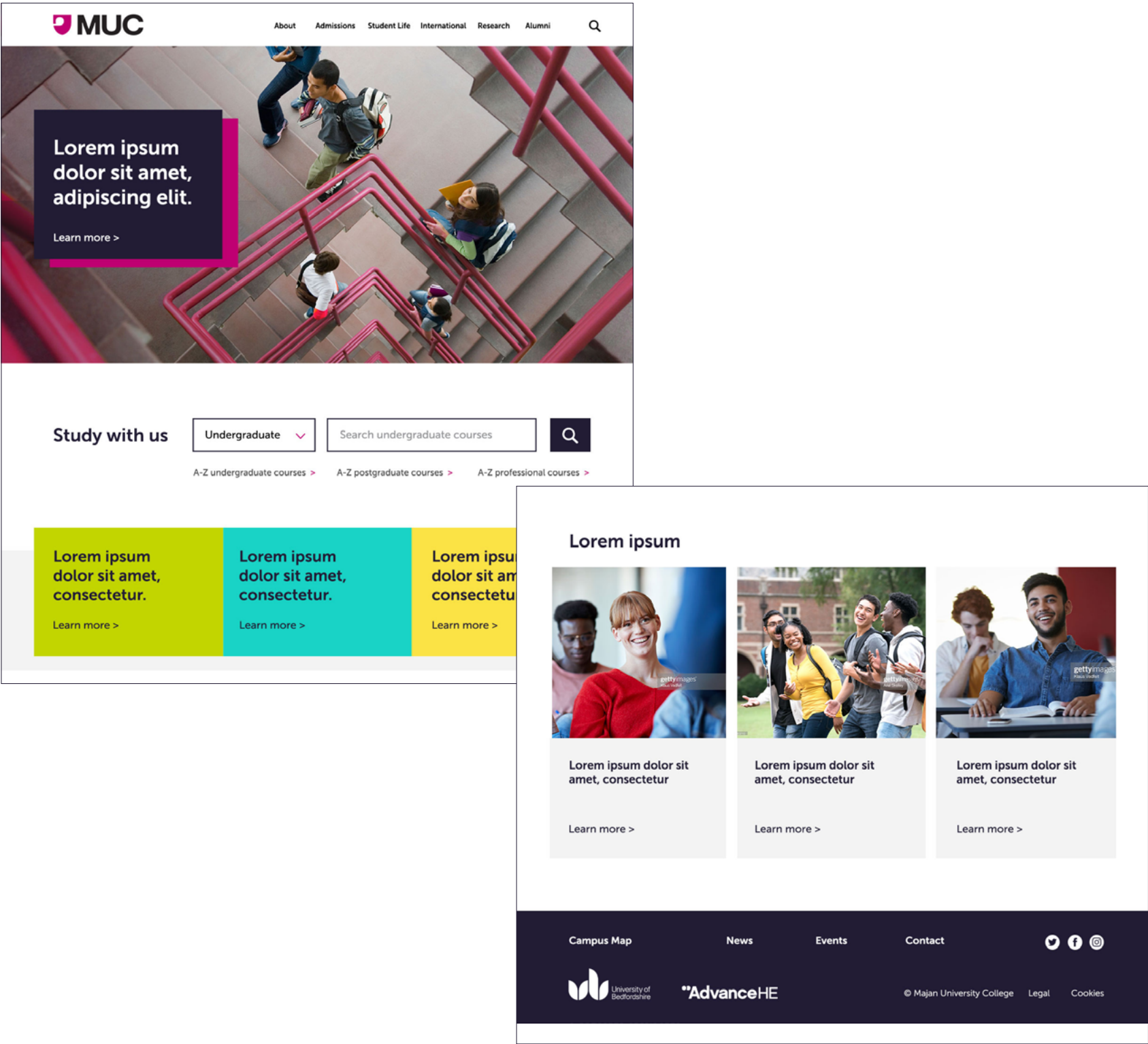
Please connect with the MUC Marketing team prior to creating any new social media channels or portals. The team will provide social icons and best practices for getting started.

Contact: kumail.allawati@majancollege.edu.om



03

3.1 Website



Website

A website look and feel mockup has been provided. MUC's logo is always to be included at the header of the website, a sticky header is encouraged.

3.1 PowerPoint Template



PowerPoint Template

PowerPoint templates have been provided for corporate and internal use. Three layouts have been provided for titles, body slides and closing slides. Images can be used where appropriate, without changing the integrity of the layouts presented.

Title and body slide fonts to be used as described on pages 16 and 17.

3.1 Facebook

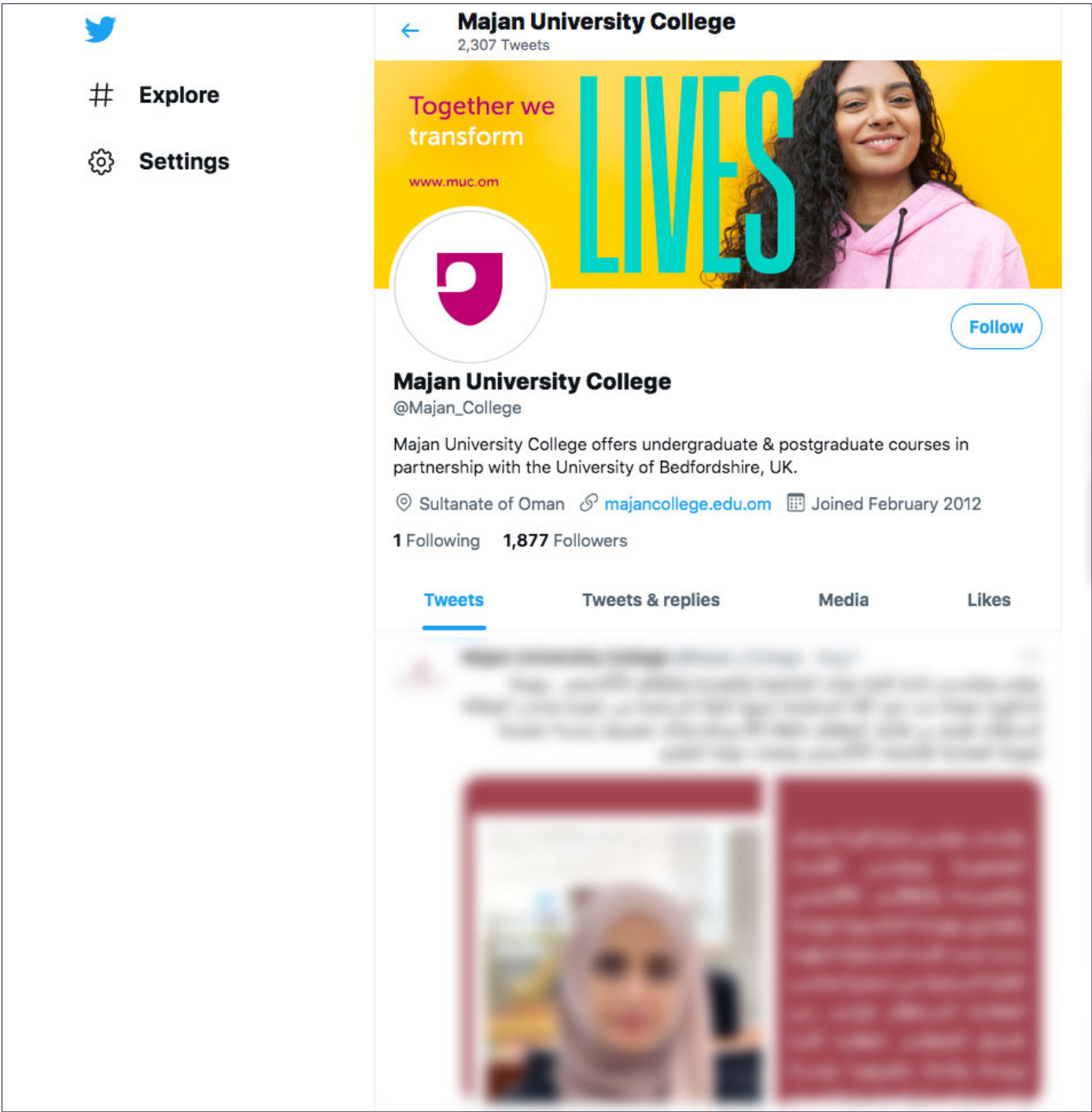


Facebook

A Facebook cover page and profile picture has been provided based on current running advertising templates.

Mockups have been included for example purposes only.

3.2 Twitter

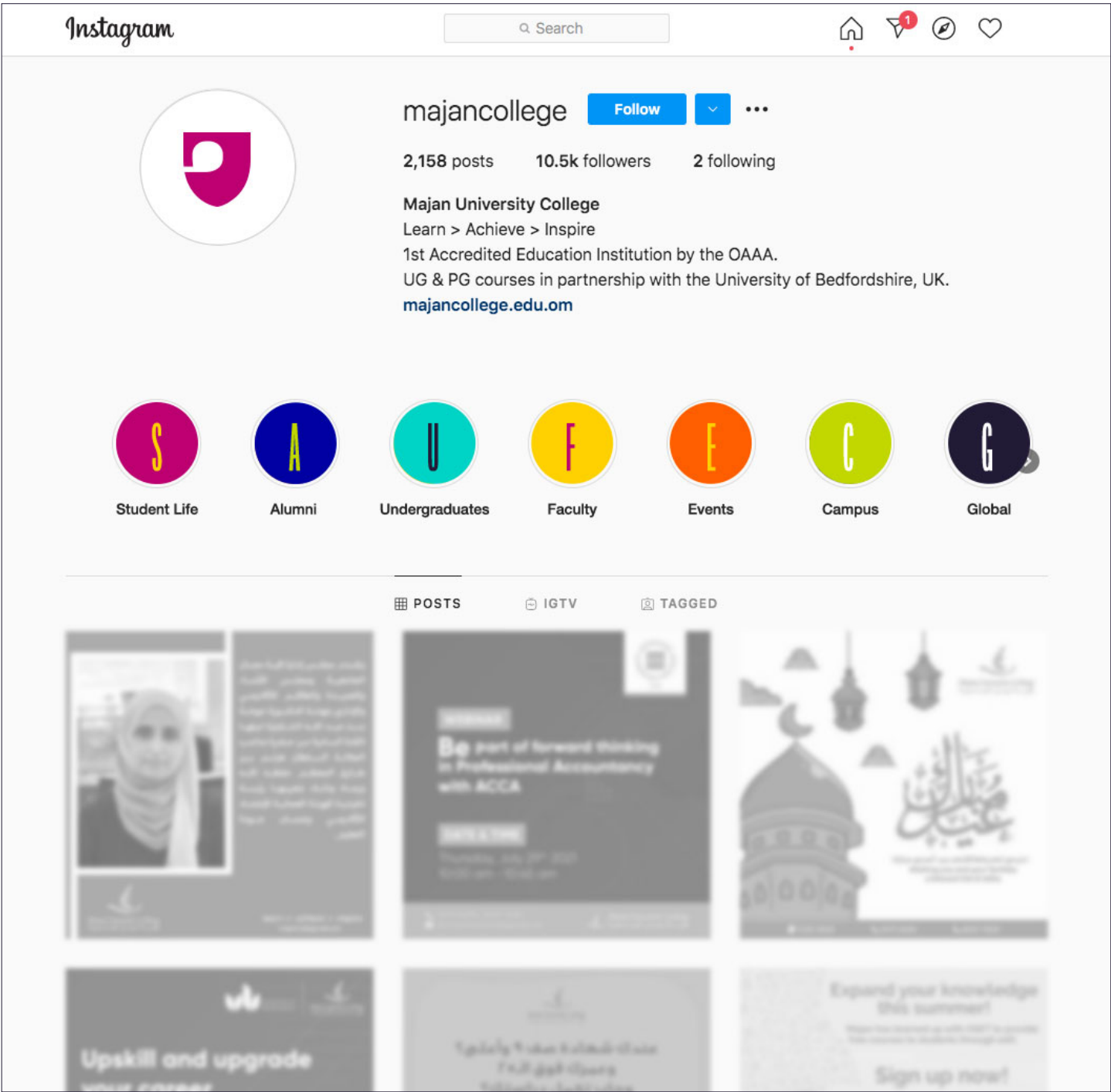


Twitter

A Twitter cover page and profile picture has been provided based on current running advertising templates.

Mockups have been included for example purposes only.

3.3 Instagram

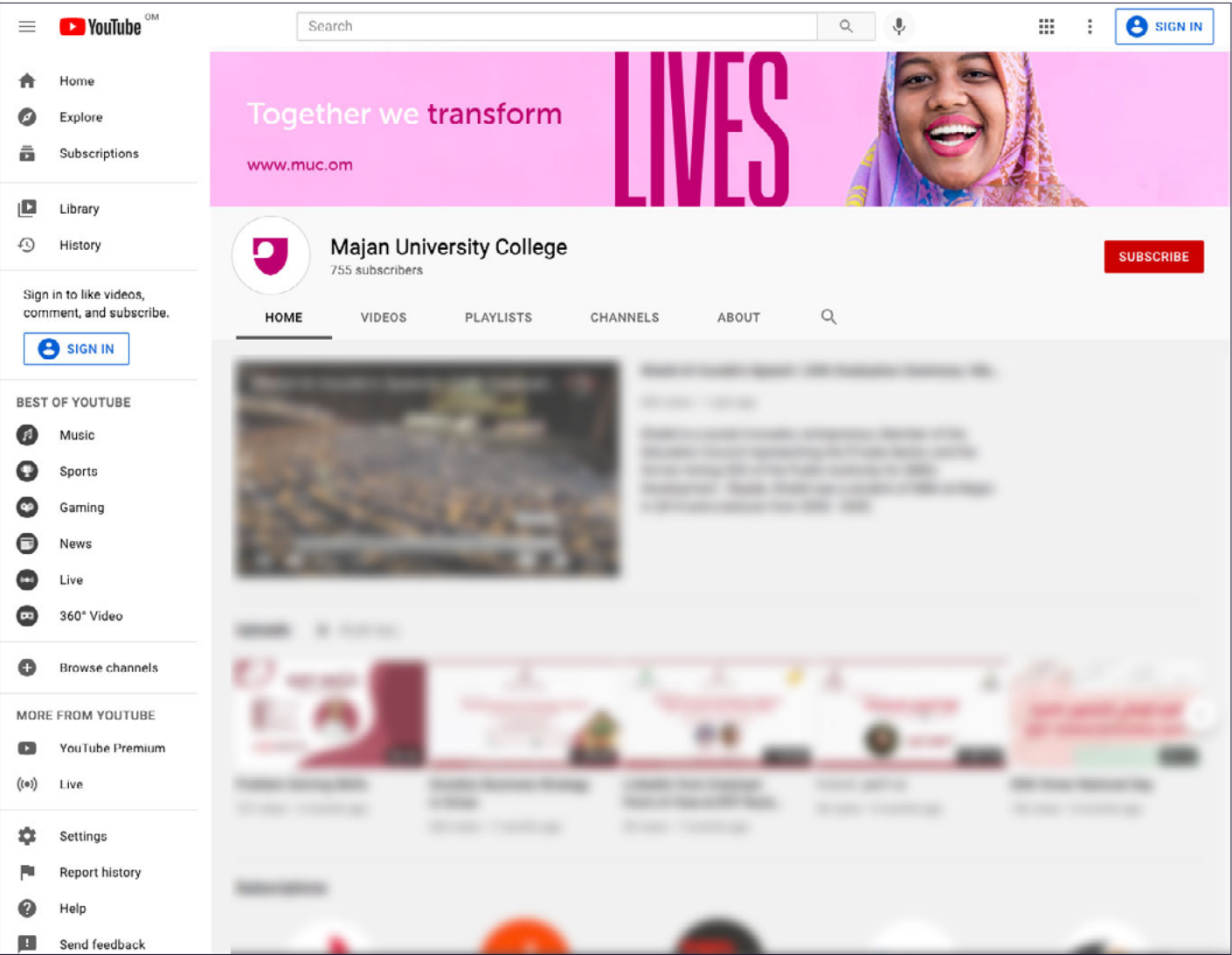


Instagram

An Instagram profile picture and highlight icons have been provided based on current app requirements. Highlight icon titles and symbols may vary.

Mockups have been included for example purposes only.

3.4 YouTube

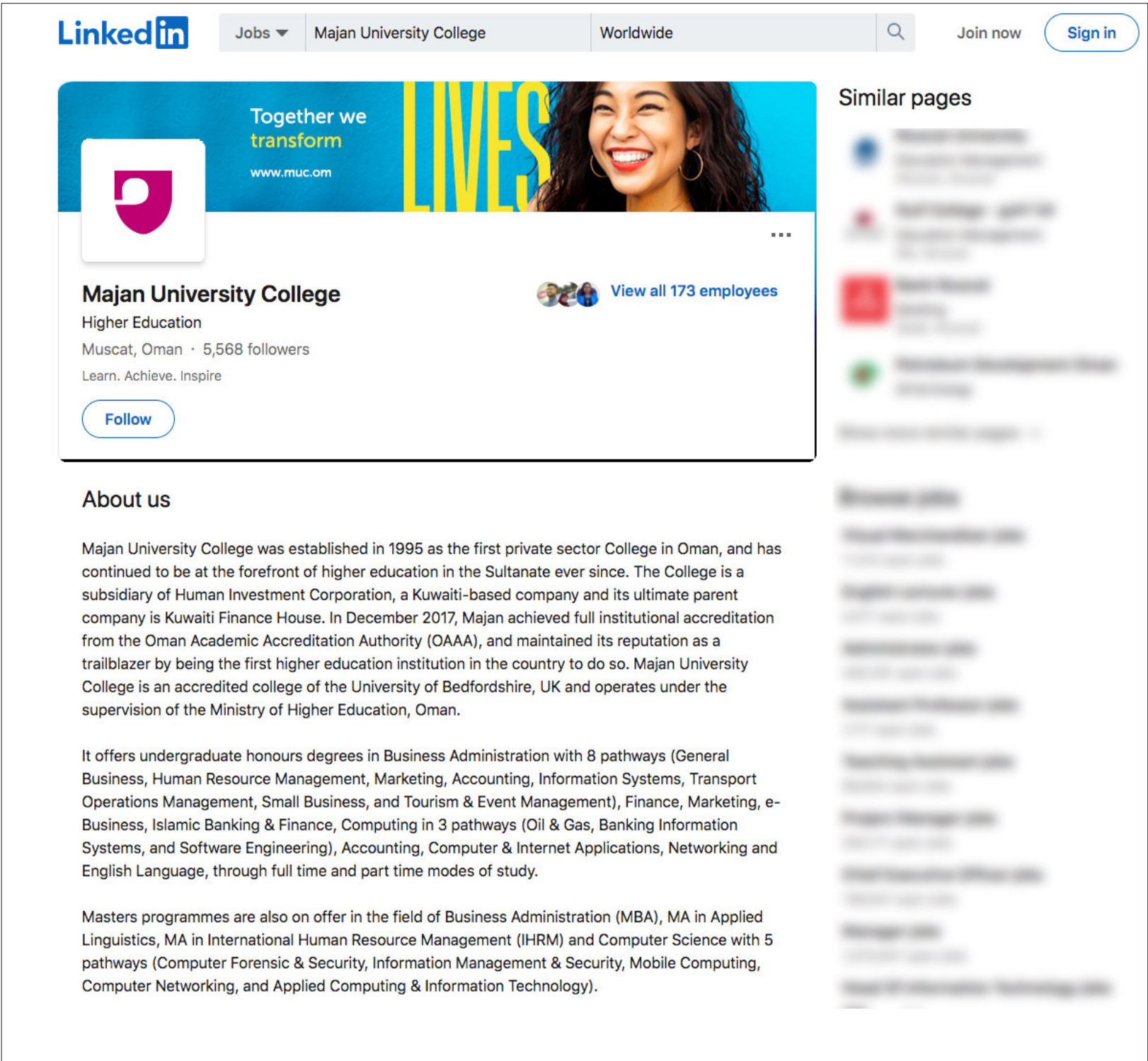


YouTube

A YouTube cover image and profile picture have been provided based on current running advertising templates.

Mockups have been included for example purposes only.

3.5 LinkedIn



LinkedIn

A LinkedIn cover image and profile picture have been provided based on current running advertising templates.

Mockups have been included for example purposes only.

3.6 App Icon

App Icon

The MUC shield is our core App icon, paired with a gradient extracted from our primary Magenta.



Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our brand personality to the world.

It is designed to serve as an umbrella that informs and unites style guides for departments, countries, and languages. Voice and tone express a brand's essence, signaling who we are and what we stand for. They create the feeling: "That sounds like MUC." And they let us show up in the world as the innovative higher education institution we are.

WE ARE EMPATHETIC.

Given our understanding of the challenges students are facing during COVID-19.

WE ARE SINCERE & DIRECT.

MUC is open and honest about who we are and what we do. MUC has some good stories to tell and can substantiate them.

WE ARE APPROACHABLE.

Warm, inclusive humanity with a strong social conscience. MUC wants to engage with its many audiences with innovative new ideas and activities.

WE ARE DYNAMIC.

MUC is focused and decisive. MUC is proud of its past achievements and looks to an ambitious future with positive energy.

THANK YOU.

For more information please contact:

Dr.Ammar AlBalushi BSc (Hons), MIM, SFHEA, PhD
Head of Faculty of Business Management | MUC

T: +968 24730464

E: amm.albalushi@majancollege.edu.om

www.muc.com

