

MAINE MARITIME ACADEMY

Brand Guidelines

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OUR STORY

Founded originally as a nautical training institute to contribute skilled mariners for the war effort in the 1940s, Maine Maritime Academy now offers a variety of degree options for careers both at sea and onshore. While the college has changed in many ways over the years, much has stayed the same. This is what makes MMA unique: our traditions honor the first “middies” to graduate from the Academy and carry their legacy into the future.

OUR BRAND STORY

- ▶ **HONORS THE PAST WHILE ALSO SHARING A VISION FOR THE FUTURE. THROUGH OUR HANDS-ON, MINDS-ON EDUCATION, MMA IS TRAINING THE NEXT GENERATION OF MARITIME PROFESSIONALS.**
- ▶ **DESCRIBES WHAT IT MEANS TO BE AN MMA MARINER: OUR STUDENTS ARE HARD-WORKING, DEPENDABLE, CURIOUS, THOUGHTFUL, AND AMBITIOUS. THEY ARE THE LEADERS OF TOMORROW.**
- ▶ **EXPLORES THE UNIQUE EDUCATIONAL EXPERIENCE THAT MAINE MARITIME ACADEMY PROVIDES. OUR RIGOROUS COURSES AND EXPERIENTIAL PROGRAMS EQUIP STUDENTS WITH THE PRACTICAL SKILLS, KNOWLEDGE, AND TRAINING TO LAUNCH SUCCESSFUL CAREERS UPON COMPLETING THEIR DEGREE.**
- ▶ **CELEBRATES THE POTENTIAL OF OUR STUDENTS. SUCCESSFUL STUDENTS BECOME WORLD-CLASS MARINERS AND ENGINEERS, SUPPLY CHAIN MANAGERS, LOGISTICS PROFESSIONALS, AND SCIENTISTS HERE IN MAINE AND BEYOND.**
- ▶ **CHRONICLES THE CAREER PATHWAYS OF OUR ESTEEMED GRADUATES.**

MMA ALUMNI ARE THOUGHT INNOVATORS IN THEIR FIELD AND WITHIN THE GLOBAL NETWORK

The following pages serve as a branding guide for all marketing materials for Maine Maritime Academy, ensuring a consistent and unified brand message and appearance to strengthen our identity and set a high-quality standard for branded materials

BRAND GUIDELINES

Maintaining a cohesive brand ensures Maine Maritime is always perceived in a credible and professional manner by communicating with clarity and consistency.

It is imperative to adhere to the individual designations on the following pages to ensure consistent communication throughout the academy to prospective and current students, alumni, and other stakeholders.

Brand assets are managed by the President's Office. Please contact the President's Office for further information or download official marks [here](#).

OFFICIAL MARKS

Our official marks represent a clean and traditional design by using strong colors, fonts, and a primary seal.

**MAINE
MARITIME
ACADEMY**



APPROVED COLOR USE

Black [#000000], MMA dark blue [PMS294], white on MMA blue or black

OFFICIAL COLORS

CMYK C-100 M-90 Y-30 K-25 RGB R-0 G-17 B-108 PMS 294 WEB 002F6C

CYAN 100% RGB R-54 G-198 B-253 PMS CYAN 100% WEB 36C6FD

CMYK C-0 M-18 Y-100 K-0 RGB R-255 G-205 B-0 PMS 116 WEB FFCD00

BRAND GUIDELINES

TYPOGRAPHY

Logo may be used with or without the tagline “A College of Engineering, Management, Science, and Transportation.”

APPROVED LOGO VARIATIONS

Logo can be used as a single line, single line with tagline, stacked double line, stacked double line with tagline, or stacked triple line (shown below).

MAINE MARITIME ACADEMY

MAINE MARITIME
ACADEMY

MAINE
MARITIME
ACADEMY

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

MAINE MARITIME
ACADEMY

A College of Engineering, Management,
Science, and Transportation

Logos should be used as noted in this guide. ***Incorrect brand usage includes adding to, subtracting from, skewing or rotation of, and alteration of the logo in any way.*** High-resolution, web, or vector logos must be used as appropriate for the use case. Low-resolution (pixelated) logo use is considered a misuse of the Maine Maritime Academy brand.

BRAND GUIDELINES

TYPOGRAPHY

Only approved fonts may be used on materials representing Maine Maritime Academy.

The logotype is set as **Minion Pro SemiBold**, styled in all caps, which should only be used with the primary Maine Maritime Academy logo.

Primary typefaces are **Minion Pro Regular**, **Minion Pro Semi Bold**, and **Trade Gothic Bold Condensed**. **ChunkFive** is a compatible secondary typeface. For consistency of appearance, ChunkFive should only be used as a B Head Style. Correct typography style is represented below. Use **10pt minimum for print and a 14pt minimum for the web**.

A HEADS (Trade Gothic Bold Condensed)

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

B Head Style (Chunk Five)

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 HEADS (Minion Pro Semi bold)

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

Body Copy (Minion Pro Regular)

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

In addition to the primary MMA branding, secondary logos are also employed for individual departments and programs.

BRAND GUIDELINES

THE MAINE MARITIME ACADEMY SEAL

The Academy Seal is a mark that has been synonymous with the college since its founding days. The original seal adorned the first school sign located at the Pentagoet Inn and can be found stamped into the cover of the yearbook of the first graduating class of MMA, 1943-1. Although small changes have been made to the seal over the years, the symbols and the meanings behind them remain the same. Illustrations of an anchor (originally a sextant) and propeller represent the first major areas of study at the Academy: Marine Transportation (Deck) and Marine Engineering (Engine), respectively. The pine tree is representative of the flag and motto of the State of Maine, *Dirigō* (Latin), meaning “I Lead.” At the center of the seal, a privileged vessel is depicted taking a starboard tack. In the 1980s, the sailing direction was reversed but was revised back to its original position as of the 75th anniversary as a demonstration of respect for the alumni of our early classes and for the honor and tradition that is the foundation of Maine Maritime Academy.

The Maine Maritime Academy seal should only be used for official purposes, and is reserved for use by the **Academy Administration**. It may only be used for formal documentation and certification. The seal may not be altered in any way and is not granted to outside entities for use or reproduction. Special permissions may be granted through the President’s Office.

COLORS

CMYK C-100 M-86 Y-29 K-22

PANTONE 294C

CMYK C-0 M-18 Y-100 K-0

PANTONE 116C

CMYK C-100 M-27 Y-83 K-15

PANTONE 341C

CMYK C-100 M-100 Y-25 K-25

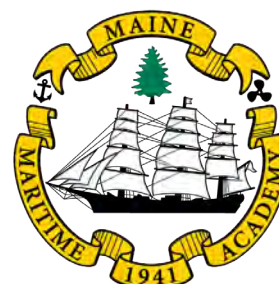
MMA College Seal Black FNL



MMA College Seal Blue FNL



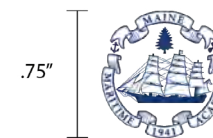
MMA College Seal Yellow Ribbon FNL



MMA College Seal Blue Bg FNL



MINIMUM SIZE REQUIREMENTS



BRAND GUIDELINES

ADMISSIONS

The admissions branding is an aspirational representation of Maine Maritime Academy, inspiring future students to chart their course at MMA us by emphasizing a clean and bright appearance. Additional brand assets include the admissions anchor, MMA coordinates, and Castine chart overlay. The tagline of “Start Here, Go Anywhere” may also be used for admissions purposes. The triple-stacked department logo is permitted for use. Further brand usage is as follows:

COLORS

CMYK C-100 M-90 Y-30 K-25

RGB R-0 G-17 B-108

CMYK C-57 M-0 Y-99 K-0

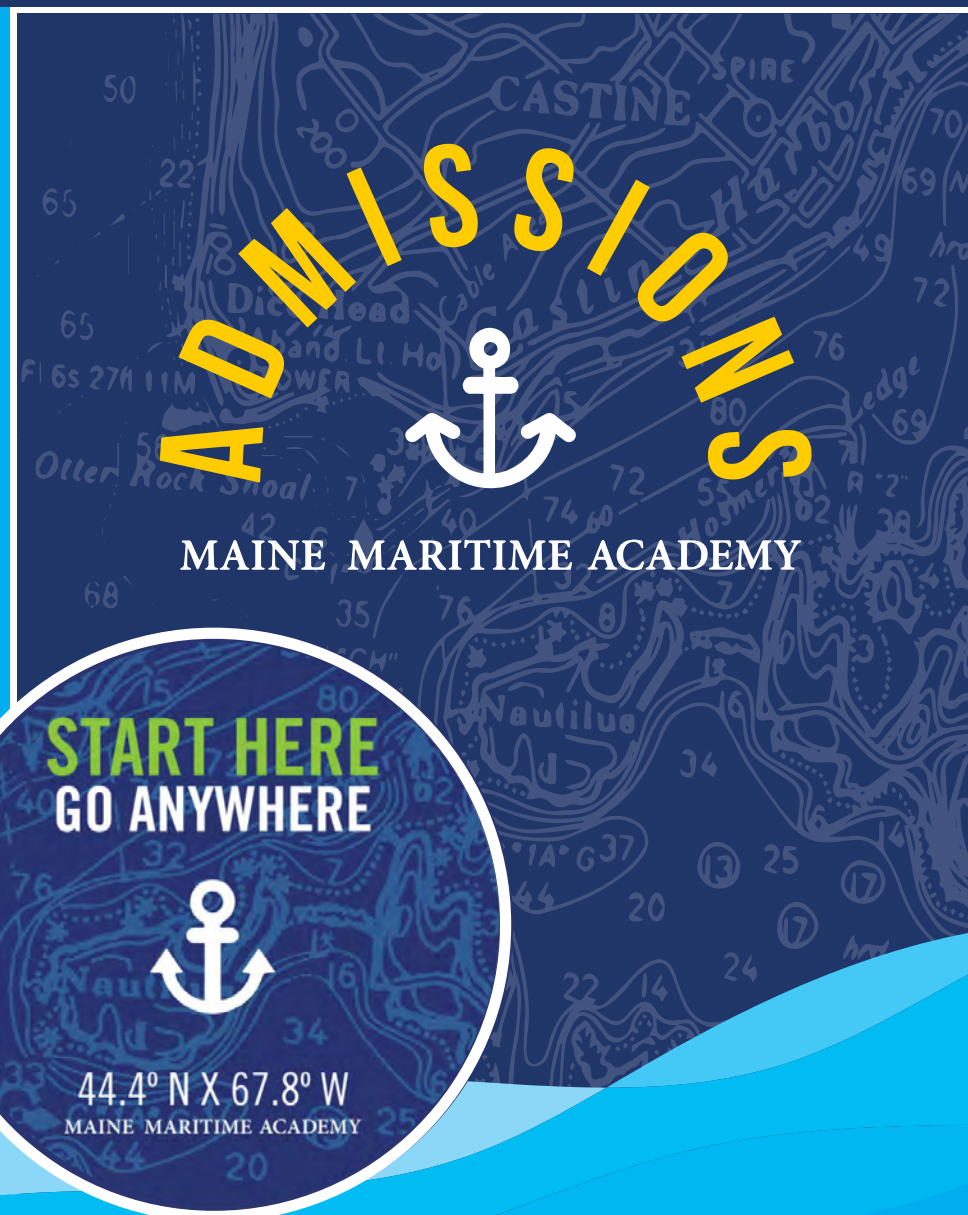
RGB R-123 G-193 B-68

CMYK C-0 M-18 Y-100 K-0

RGB R-255 G-205 B-0

FONTS

Reference proper font usage on page 7 of this guide.

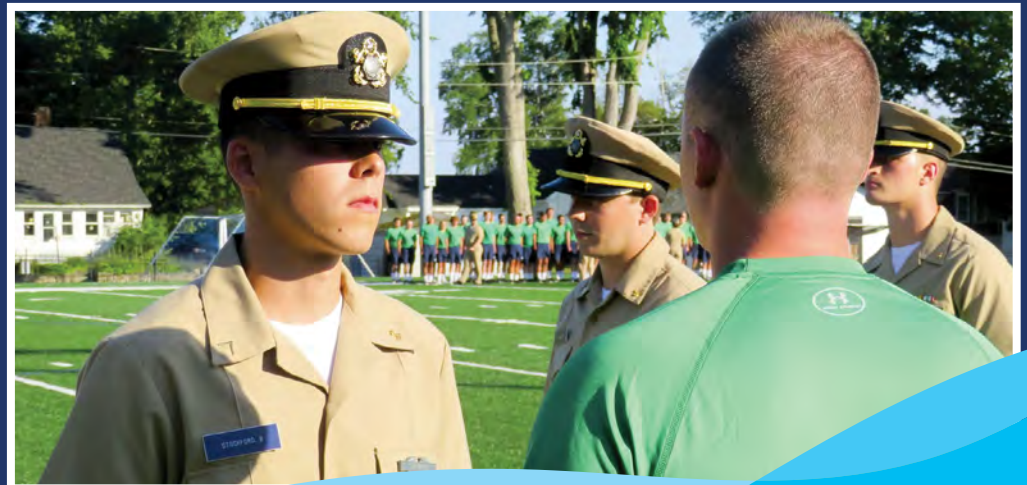


BRAND GUIDELINES

REGIMENT

The brand of the Regiment of Midshipmen reflects the tradition of the Academy and its global network of alumni, as well as a reputation for excellence and reliability within maritime industries.

The regimental seal is only for use on regimental collaterals. Photography of students in regiment attire must adhere to regimental guidelines as outlined in The Maine Brace.



BRAND GUIDELINES

DEPARTMENTS

Department branding adheres to the Maine Maritime official marks as outlined on page 6. Event collateral may be developed as needed with supervisor permission. The Maine Maritime triple stack logo should be used with the appropriate department listed, as shown in the Dining Services example below.



**MAINE MARITIME
ACADEMY**

Dining Services

RESIDENTIAL LIFE AND CAMPUS ACTIVITIES BOARD

Residential Life and Campus Activities may use the approved logos noted below. Event collateral may be created as needed. Any New Student Orientation branding must be developed in coordination with the Admissions Department. Additional materials must adhere to official marks noted on page 6.



CAMPUS SAFETY

The Maine Maritime campus safety brand is anchored in safety with the Live Alert department logo. The logo may be used with or without the tagline "Live Alert" or "Anchored in Safety" further adhering to official marks.



**MAINE
MARITIME
ACADEMY**

Campus Safety



BRAND GUIDELINES

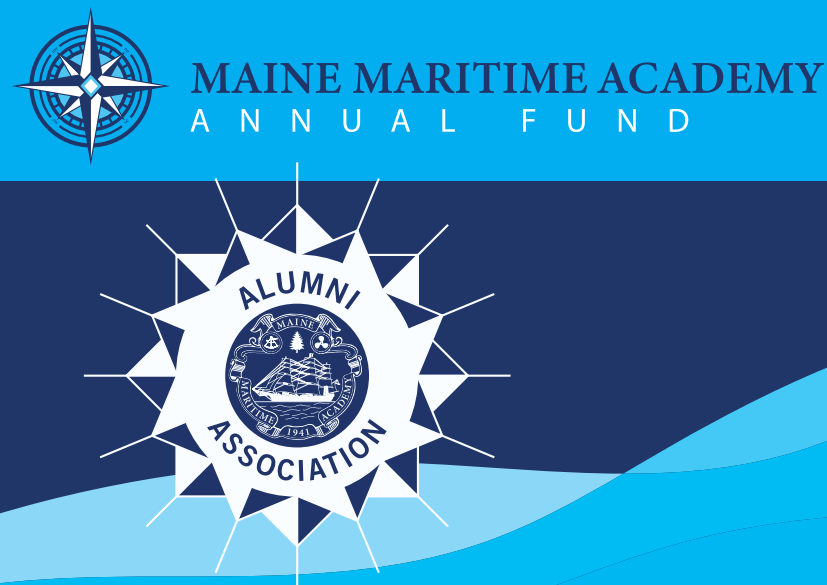
ANNUAL FUND, A NIGHT BY THE BAY AND ALUMNI ASSOCIATION

Annual Fund

The Annual Fund brand uses a compass rose to focus on the directional aspect of the annual fund as the icon that brings admissions and alumni together, with funds rising together like the sea. The tagline “Anchoring our history, setting a course for the future” can be used in addition to the logo. A Night by the Bay can use the approved event logo, in adherence with Maine Maritime official marks.

Alumni Association

The strength of the Alumni Association lies in the presence of regional chapters and groups across the U.S. run by area alumni and supported by the association. The logo ties together past and present to help promote the Academy. The logo may be used adhering to official academy colors. Annual Fund tagline may be used with or without the logo.



BRAND GUIDELINES

CLUBS AND ORGANIZATIONS

Club and organization logos, taglines, and fonts may be developed and approved on a case-by-case basis with adherence to the official brand marks. Contact MMA's Marketing Office for more information.



ATHLETICS

Mariner Athletics adheres to its own set of brand guidelines, managed by the department in coordination with the Maine Maritime Communications Office. Up to date guidelines can be found on marinersports.org or downloaded [here](#).



Maine Maritime Athletics

BRAND GUIDELINES

PHOTOGRAPHY

The imagery used to represent Maine Maritime Academy should always be high resolution. Full-color images better reflect the Academy; however, monochrome images may be used on occasion.

Regiment photos of students must adhere to regimental guidelines as outlined in the Maine Brace. Photography must always reflect proper safety and adhere to campus policies as directed both on and off the ship. Photos should avoid the use of clip art or animated graphics. Stock photography is permitted, used sparingly to ensure materials are authentic and representative of the student body and environment.

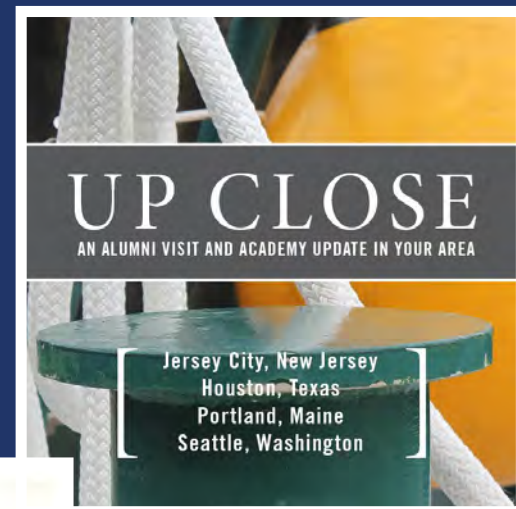
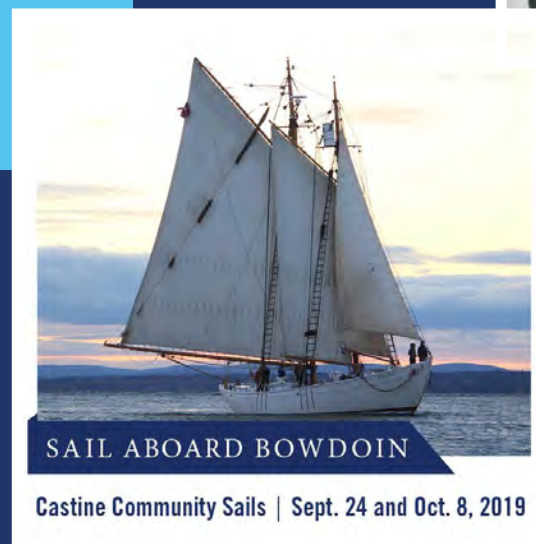


BRAND GUIDELINES

EVENTS

Many events at Maine Maritime Academy are bound in tradition. Others are our community's response to our local environment or the current issues of our times. Each event is an opportunity to further tell the MMA story and the brand collateral, online promotions, and event set up are designed to support this mission.

Events are the result of thoughtful collaboration and must be executed in conjunction with MMA's Conference Services and Marketing team.



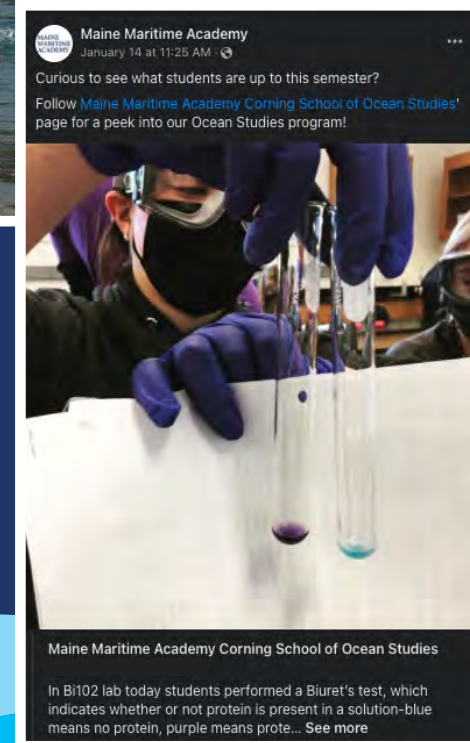
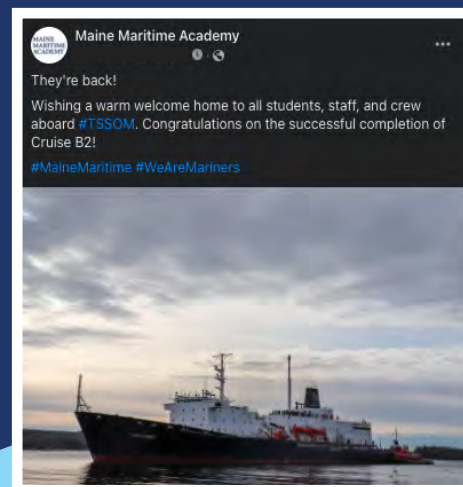
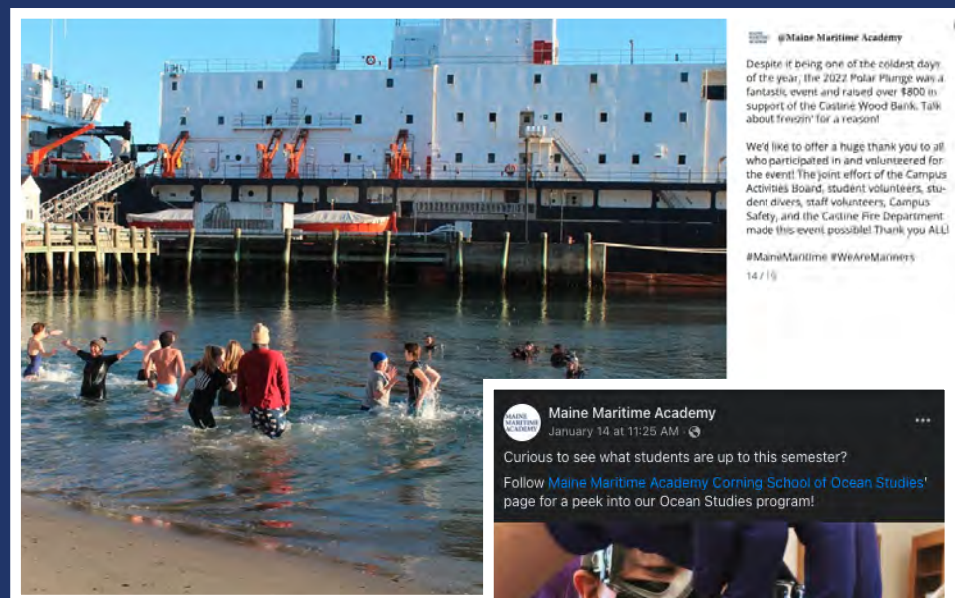
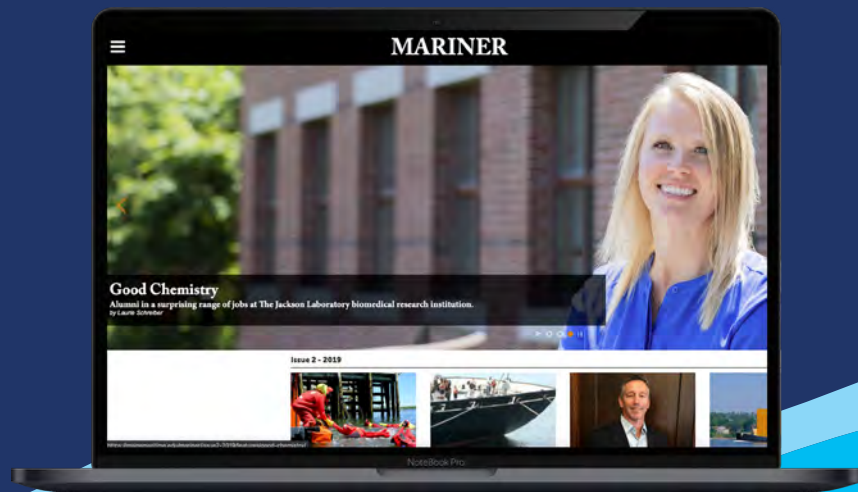
BRAND GUIDELINES

BRAND TONE

Maine Maritime Academy's voice is clear, confident, and authentic. We are proud of who we are and what we do; our students and alumni are leaders in engineering, science, management, and transportation. We see the world as a global network of opportunity.

Our voice best depicts our culture: hardworking, proud, curious, and thoughtful—echoing traditions while looking to the future through hands-on learning.

Written copy should have an active voice. The tone is confident and conversational, with an experienced maritime perspective.



BRAND GUIDELINES

SOCIAL MEDIA

Though Maine Maritime Academy benefits from small class sizes and a tight-knit campus community, our network of alumni, sponsors, friends, students and family members spans the globe! We love to see our communities around the world share their adventures on social media. Connect with MMA on many different online platforms, including Facebook, YouTube, Twitter, LinkedIn, and Instagram. Updates are shared from across our institution on the various department, club, and student organization accounts. Click [here](#) for a full list of accounts to follow!

Social media communications are handled through the communications departments. If you have any questions or ideas for a post please contact MMA's Marketing Office.

SOCIAL MEDIA TONE

As a result of our diverse audience, Maine Maritime's social media must reflect an inclusive voice geared towards educating and inspiring. As an educational institution with a worldwide reputation for excellence, it is critical that MMA's external communications reflect our mission and our standards. The tone of social media posts on official accounts should be conversational and upbeat; informational posts regarding academics or industry news should be cross-checked; posts should be written clearly and edited for conciseness as needed; names and graduation/class years should be double checked for accuracy; all content should be inclusive and celebratory.

While tagging Maine Maritime Academy in your own personal social media is encouraged, keep in mind that posts should always reflect our mission and our high standards in a positive manner. If you have any questions or ideas for a post please contact MMA's Marketing Office.

PRIMARY SOCIAL MEDIA CHANNELS



[FACEBOOK](#)



[TWITTER](#)



[INSTAGRAM](#)



[YOUTUBE](#)



[LINKEDIN](#)



MAINE MARITIME ACADEMY

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