

Carnegie Mellon University Africa

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NAMING CONVENTIONS

This document is designed to provide guidance for CMU-Africa naming conventions and logos. For other style requirements, refer to the official Carnegie Mellon University brand standards, found at: <http://www.cmu.edu/marcom/brand-standards/index.html>

Naming Conventions

When writing, the first time you refer to the campus—whether in print or on the web—use “Carnegie Mellon University Africa.” In all subsequent references, you may use “CMU-Africa” or “Carnegie Mellon Africa.” Do not use “Carnegie Mellon University-Africa” (with hyphen) or “Carnegie Mellon University in Africa.” We will no longer use “Carnegie Mellon University in Rwanda,” “Carnegie Mellon Rwanda,” or “CMU-R.”

In documents where it is important to emphasize the regional location of the campus, use “Carnegie Mellon University Africa in Rwanda” on first reference. You may then use either “Carnegie Mellon University Africa,” “CMU-Africa,” or “Carnegie Mellon Africa” on second reference.

Abbreviations

The official abbreviation is “CMU-Africa.” It cannot be abbreviated to “CMU-A,” because that is Carnegie Mellon University in Australia.

Carnegie Mellon University Africa ✓

CMU-Africa ✓

Carnegie Mellon Africa ✓

Carnegie Mellon University Africa in Rwanda ✓

~~Carnegie Mellon University-Africa~~

~~Carnegie Mellon University in Africa~~

~~Carnegie Mellon University in Rwanda~~

~~Carnegie Mellon Rwanda~~

~~CMU-R~~

BOILERPLATE

The boilerplate for CMU-Africa must be listed after the official CMU boilerplate, as its own paragraph, on press releases.

The official CMU boilerplate can be found at: <http://www.cmu.edu/marcom/brand-standards/index.html>

The CMU-Africa boilerplate is:

About the College of Engineering: The College of Engineering at Carnegie Mellon University is a top-ranked engineering college that is known for our intentional focus on cross-disciplinary collaboration in research. The College is well-known for working on problems of both scientific and practical importance. Our “maker” culture is ingrained in all that we do, leading to novel approaches and transformative results. Our acclaimed faculty have a focus on innovation management and engineering to yield transformative results that will drive the intellectual and economic vitality of our community, nation and world. For more information on the Engineering program in Rwanda, please visit: www.cmu.edu/rwanda. Follow us on Twitter @CMUEngineering @CMU_Rwanda (#CMUMCFScholars)

SOCIAL MEDIA

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Naming

When naming your social media page, be sure to use Carnegie Mellon University Africa or CMU-Africa, as space allows. If “Carnegie Mellon University Africa” does not fit as the page or account name, be sure to include it in the description area.

Posting

For Facebook and other social media platforms with unlimited characters, use “Carnegie Mellon University Africa” on the first reference in posts, and “CMU-Africa” on the second reference. You may use “CMU-Africa” in headings for social media, if space requires.

For Twitter and other social media platforms with character limits, use @CMU_Africa in posts, or “CMU-Africa” if the platform does not support Twitter tags.

TYPOGRAPHY

Print

Open Sans is the preferred font of Carnegie Mellon University. Optimized for print, web, and mobile interfaces with excellent legibility characteristics, Open Sans is free for all mediums and performs well on both Windows and Macintosh Operating Systems.

- Headings**
Open Sans Regular
PMS 187
22 pt
- Subheadings**
Open Sans Bold
PMS 187
10 pt
- Body Copy**
Open Sans Regular
100% K
9 pt
13 pt leading

Heading Example

Subheading Example

Carnegie Mellon University (CMU), a world leader in engineering education and research, extended its global reach into Africa in 2012 when it opened the CMU Information and Communication Technology (ICT) Center of Excellence (CoE) in Kigali, Rwanda

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web and Electronic Publications

FONT FACE

- Open Sans via Google Fonts
- Weights: 300, 400, 700
- Colors: black, gray, white
- Size: 16px minimum for body copy

Google makes it easy; they host the files and provide the embed code. For a fast website, only load the weights you need.

LOADING FONTS

To speed up load time, only use Open Sans for screens larger than tablet.

@media only screen and (min-width: 768px) { html, button, input, select, textarea { font-family: 'Open Sans', 'Helvetica', sans-serif; }}

+	,	-	.	/	0	1	2	3	4	5	6
7	8	9	:	;	<	=	>	?	@	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	{		}	~

LOGO (HORIZONTAL ORIENTATION)

CMU-Africa has approved word marks that are the official logos of the campus, which consist of only the words in the campus' name and no other graphic elements. Public, official materials associated with CMU-Africa must include the logo, although any version of the logo pictured below may be used. The logos may not be modified. They can be found at: <http://www.cmu.edu/africa/files/style-guide.html>.

We will no longer use "Carnegie Mellon University in Rwanda"



~~Carnegie Mellon University
Rwanda~~

Carnegie Mellon University
Africa

Primary Option

This is the dominant version of the CMU-Africa logo and should be used before any of the logo options shown in this style guide.



Carnegie Mellon University Africa

Secondary Option

Use this logo when vertical space is limited.

Carnegie Mellon University
Africa IN RWANDA

Use where it is important to emphasize the regional location of the campus

Carnegie Mellon University
Africa College of Engineering

Use where it is important to highlight the relationship with the College of Engineering

LOGO (STACKED ORIENTATION)

The stacked version of the CMU-Africa logo can be used where horizontal space is limited.

Public, official materials associated with CMU-Africa must include the logo, although any version of the logo

pictured below may be used. The logos may not be modified. They can be found at: <http://www.cmu.edu/africa/files/style-guide.html>.

**Carnegie
Mellon
University
Africa**

Primary Option

Use the stacked version of the CMU-Africa logo when horizontal space is limited.

**Carnegie
Mellon
University
Africa**

IN RWANDA

Use where it is important to emphasize the regional location of the campus

**Carnegie
Mellon
University
Africa**

College of
Engineering

Use where it is important to highlight the relationship with the College of Engineering



We will no longer use “Carnegie Mellon University in Rwanda”

COLOR

The logo cannot be created or reversed out of any color except red (PMS 187), black or gray.



Carnegie Mellon Red
PMS 187
Process C M Y K
0 100 79 20 %
Web #b00
RGB 187, 0, 0



Dark Gray
PMS Cool Gray 9
Process C M Y K
30 22 17 57 %
Web #666
RGB 102,102, 102



Black
Process C M Y K
0 0 0 100 %
Web #000
RGB 0, 0, 0

Carnegie Mellon University
Africa

Carnegie Mellon University
Africa

**Carnegie
Mellon
University
Africa**

**Carnegie
Mellon
University
Africa**

IN RWANDA

Carnegie Mellon University
Africa College of Engineering

Carnegie Mellon University Africa

Carnegie Mellon University
Africa IN RWANDA

MONOCHROME AND WHITE OUT

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Monochrome

When monochrome is used, then all elements are to be 100% black.

This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility.

Carnegie Mellon University
Africa

White Out

When white out is used, all text is inverted to white.

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.



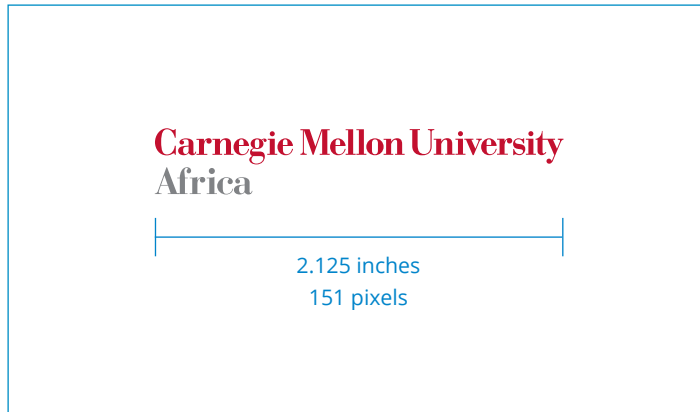
Carnegie Mellon University
Africa

LOGO SIZE

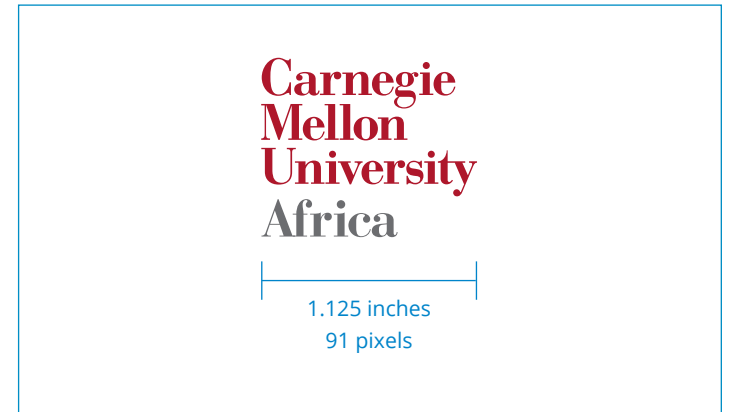
Never print the horizontal logo less than 2.125 inches wide or use it at less than 151 pixels wide in electronic publications.

Never print the secondary/stacked logo less than 1.125 inches wide or use it at less than 91 pixels wide in electronic publications.

Minimum width (Primary Logo)

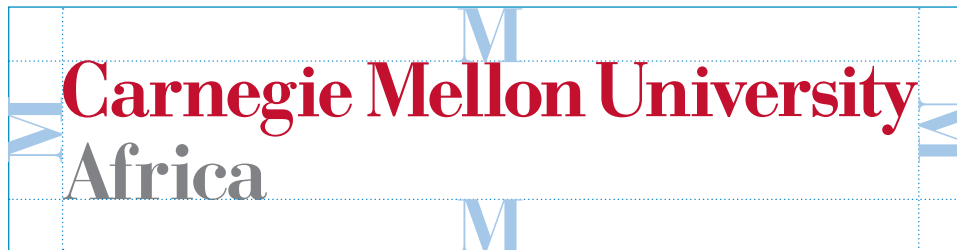


Minimum width (Secondary/Stacked Logo)



Exclusion Zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to the height of the capital "M" in Mellon.



INCORRECT LOGO USAGE



DO NOT recreate the logo using a different typeface



DO NOT change the relative sizes of the logo's elements



DO NOT place the logo on a patterned background



DO NOT add graphic elements to the logo



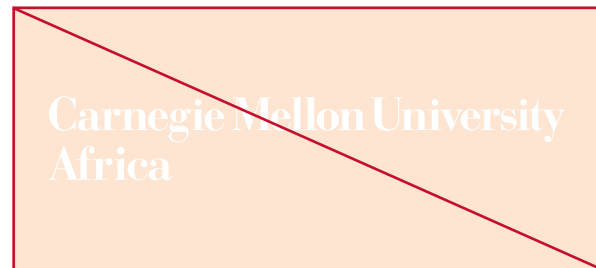
DO NOT place the logo at an angle



DO NOT distort the logo's elements



DO NOT change the logo's colors




DO NOT place a white logo on a pale background



DO NOT place a black logo on a dark background

APPLICATIONS



Carnegie Mellon University Africa
IN RWANDA

Graduate Programs in Engineering
www.cmu.edu/rwanda



Engineering a Better World

Carnegie Mellon University's College of Engineering empowers smart and creative people to do great things. Committed to exploration that embraces diverse perspectives, we are ranked among the world's top engineering schools.

Be an engineer who makes a difference; come to Carnegie Mellon.

Carnegie Mellon University Africa



Our address: Telecom House, Kigali, Rwanda



Faculty positions in Electrical and Computer Engineering in Africa

The College of Engineering at Carnegie Mellon University, a world leader in information and communication technology, has extended its global reach into Africa. In 2012 we became the first U.S.-based research university offering on-site master's degrees in Africa at our base in Kigali, Rwanda.

Carnegie Mellon University in Rwanda is educating future leaders who will use their hard-earned, exceptional training to advance technology innovation and grow the businesses that will transform Africa.

We are seeking highly qualified candidates to join our world-class faculty, who share in our vision of developing creative and technically strong engineers that will impact society. Faculty members are expected to collaborate with industry and deliver innovative, interdisciplinary graduate teaching and research programs.

CARNEGIE MELLON IS SEEKING EFFICIENT LEADERS WHO CAN DELIVER INNOVATIVE, INTERDISCIPLINARY GRADUATE PROGRAMS IN THE SE ASIA:

- Software engineering
- Mobile and cloud computing
- Communications and mobile computing
- Cybersecurity and privacy
- Embedded systems
- Energy systems
- Smart and green computing
- User interface
- Applications in healthcare
- Systemic human and education
- Innovation and technology management

Candidates should possess a Ph.D. in a related discipline and an increasing record in research, teaching and leadership.

Carnegie Mellon University Africa IN RWANDA

We are delivering the Carnegie Mellon education experience in Africa through two world-class graduate programs:

- Master of Science in Information Technology (MSIT)
- Master of Science in Electrical and Computer Engineering (MSECE)

Our mission is to produce creative and technically strong engineers and leaders who have been trained in the unique context of Africa and will participate in the transformation of the region.

EDUCATION PARTNER



SCHOLARS PROGRAM

Carnegie Mellon University Africa

STATIONERY

The university uses one design for all official university letterhead and business cards.

Carnegie Mellon University
Africa

Carnegie Mellon University Africa

Telecom House, 4th Floor, B417
8 KG 7 Ave
Kigali, Rwanda

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Carnegie Mellon University
Africa

INFORMAL PROMOTIONAL ITEMS

