

# Brand Book

Version 5.0 March 2020

# Contents

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## SECTION 1 – OUR BRAND

Brand Positioning	4
Brand Values	5
Brand Essence	5

## SECTION 2 – OUR LOGO

Our Logo	8
Logo Versions	9
Logo Clearance & Minimum Size	10
Logo Misuse	11
Logo Placement	12

## SECTION 3 – BRAND ELEMENTS

Our Tagline	15
Using Our Tagline	17
Primary Colours	18
Using Our Primary Colour	19
Secondary Colours	21
Using Our Secondary Colours	23
Graphic Frame	26
Using Our Graphic Frame	29
T Graphic	30
Using Our T Graphic	33

Our Type	34
- Combining our Typefaces	36
- Internal Communications & Digital	38
- Typographic Hierarchy: Call to Action	39
- Typographic Hierarchy: Social Media	40
- Typographic Hierarchy: Course Details	41
- Type in Action	42

## SECTION 4 – LABELLING

Locations	44
Internal Services	46
Externally facing activities	47

## SECTION 5 – TONE OF VOICE

Our tone of voice	49
Using our tone of voice	50
Considered	51
Inspiring	52
Welcoming	53
Daring	54

## SECTION 6 – IMAGERY

Introduction	56
Photography - Detail	57
Photography - Process	58
Photography - Real Life Experience	59
Textures	60
Choosing Stock Imagery	61
Using Imagery	62

## SECTION 7 – BRAND IN ACTION

Stationery	66
Brochures	68
Merchandise	69

# Our Brand



## **TU Dublin is a different kind of university**

**We are not limited by old-school thinking. We're not linear. We're lateral. We're not about fitting in. We're about making an impact.**

**Our visual identity communicates this spirit of change. It challenges convention and stands out in a crowd. It is confident and bold. A bit of a trailblazer. It expresses our university's and our students' potential to make a difference - not just to Dublin or Ireland, but to the world.**

**The possibilities are infinite.**



## Brand Values

We act with...

---

**Daring**  
**Impact**  
**Integrity**  
**Openness**

## Brand Essence

We are...

---

**Pioneering**  
**Dynamic**  
**Inclusive**  
**Adaptive**  
**Collaborative**

# Learning for transformation and growth.

# Our Logo



## 2 Our Logo



The TU Dublin logotype communicates the spirit of change. It challenges convention and stands out in a crowd. It is confident and bold. It expresses the potential to make a difference that our university and our students have.

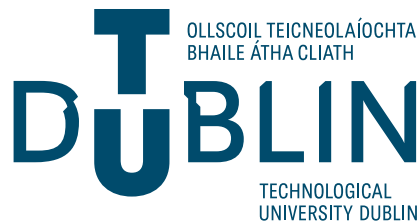
It is a unique identity which has been carefully crafted.



## 2 Our Logo

### Master Logo: Colour

This is the main logo version and should be used in all instances where the logo is required.



## Logo Versions

### Monotone: White

In certain circumstances when the colour version is not suitable (for example on imagery or dark backgrounds), it is permissible to use the monotone white version of the logo.



### Monotone: Black

This version should only be used in instances where the colour versions are not available, eg. black newsprint.



### Formats on web:

When using the logo for web or digital environments, the SVG logo format should always be used. PNG should only ever be used as a fallback for browsers that can't render SVG. (ie. Internet explorer, before Version 8, and very early android operating systems, before v3).



### File Names: Print

#### File Name: Process

TUDublin\_CMYK.eps  
TUDublin\_CMYK.jpg  
TUDublin\_CMYK.png

#### File Name: Spot

TUDublin\_Pantone3025.eps



### File Names: Digital

#### File Name: Process

TUDublin\_RGB.eps  
TUDublin\_RGB.jpg  
TUDublin\_RGB.png  
TUDublin\_RGB.svg

## 2 Our Logo

### Logo Clearance Area

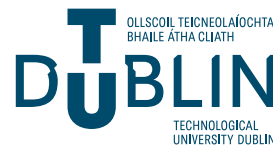
Our logo needs room to breathe. To ensure its integrity and visibility, the logo should be kept clear of competing text, images, graphics and edges. It must be surrounded on all sides by adequate clear space.

The minimum clearance area  
= The height of the 'T' from our logo.

### Minimum size

Our logo should always be prominent, legible and rendered precisely.

The minimum size is 30mm or 180px in width and height without exception.



30mm  
180px

### Logo Clearance & Minimum Size



### Logo size guidance

These are the recommended logo sizes for a range of useful print dimensions.

There is scope to appropriately scale the logo to suit specific communications.

Print	Width
A5	36mm
A4	40mm
A3	56mm
A2	80mm
A1	112mm
Pull up Banner	270mm
DL	36mm

## 2 Our Logo

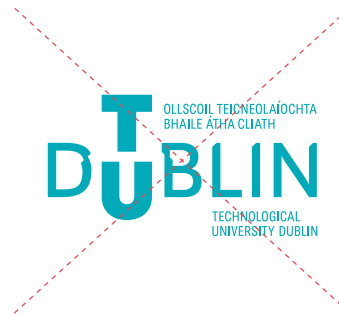
The visual integrity of the TU Dublin logo must be maintained at all times. Use only the provided logo artwork. This page shows what not to do.

The descriptor text spelling out the full name of the University in Irish and English must ALWAYS be included. It is a requirement of the Official Languages Act but it is also a hugely important part of the University's identity.

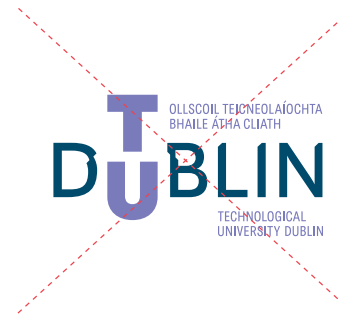
### DO NOT

- 01 Alter the colour.
- 02 Add additional colour.
- 03 Place logo on an image where contrast and legibility is compromised.
- 04 Rotate, skew or distort.
- 05 Stretch or squash the logo.
- 06 Reconfigure the logo.
- 07 Remove the descriptor text which is the official name of the University.

## Logo Misuse



01



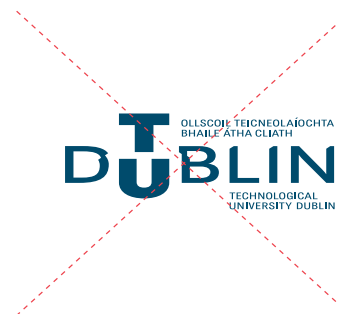
02



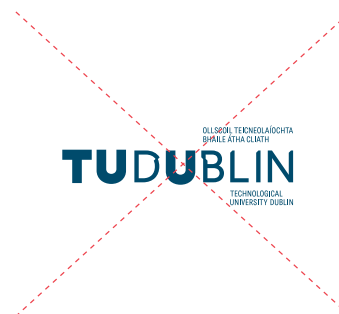
03



04



05



06



07

## 2 Our Logo

For print applications, the TU Dublin logo should be placed in one of two locations on an artwork;

- > top right corner
- > bottom right corner

Choosing between top or bottom is dependent on the:

- > content
- > format
- > function of the document.

Please ensure the logo is positioned with even margins on each side.

Please refer to page 10 for logo size guidance.

Please refer to page 13 for further examples of usage.

## Logo Placement

SAMPLE A4 POSTER



Sample A4 Poster

On content heavy pieces, e.g: flyer or poster, the logo maybe better positioned in the bottom right corner. Please ensure the logo is positioned with even margins.

A4 Poster = 10mm margin | 40mm logo size

SAMPLE A3 POSTER



Sample A3 Poster

When the base of the artwork is required for content such as a Call to Action, the TU Dublin Logo is best placed in the top right of the poster. Please ensure the logo is positioned with even margins.

A3 Poster = 20mm margin | 56mm logo size



## 2 Our Logo

## Logo Placement

### SAMPLE PULL UP - EXTERNAL

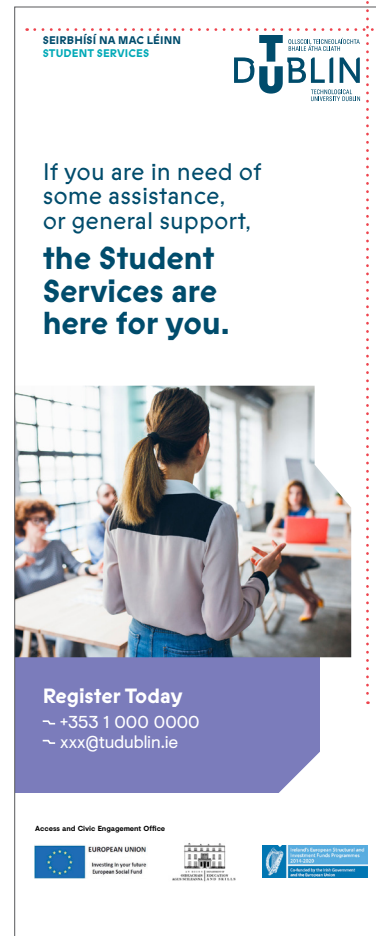


#### Sample Pull-up: External

The optimum placement on a Pull-Up banner is the top right corner. This is the most visible location and is generally safe from obstruction.

Pull-up = 270mm logo size

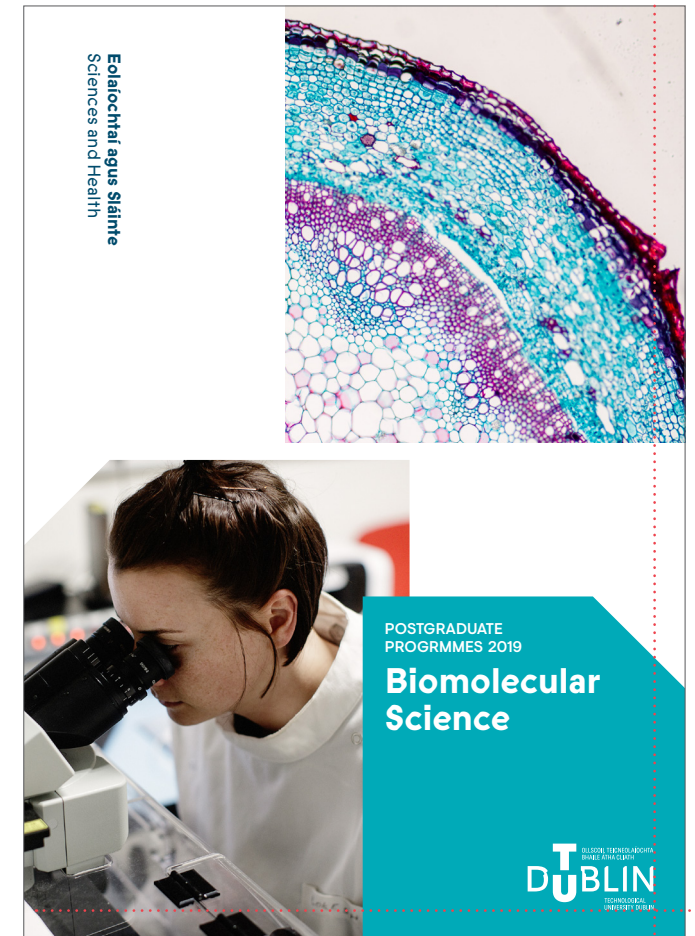
### SAMPLE PULL UP - INTERNAL



#### Sample Pull-up: Internal

For internal services the logo should appear in the top right hand corner for optimal branding with the name of the service in Irish and English in the top left hand corner.

### SAMPLE COVER - A4



#### Sample A4 Cover

On brochures the logo can sit in the bottom or top right corners depending on the design.

A4 = 10mm margin | 40mm logo size

# Brand Elements



## 2 Brand Elements

### Our Tagline

**Our tagline embodies our brand. It represents the students, staff, employers, researchers and the wider academic community. It represents a university where the arts, business, science, engineering and technology converge, creating synergies and opportunities.**

**A place of Infinite Possibilities**



# Infinite Possibilities



## 2 Brand Elements

The TU Dublin motto as Gaeilge is -  
Féidearthachtaí as Cuimse

The orientation of our tagline configuration is flexible. Our Tagline should be typeset in Prophet Bold. **Infinite** should always sit on top of **Possibilities**.

### Our Tagline

Right Aligned: Irish

---

**Féidearthachtaí  
as Cuimse**

Vertical: Irish

---

**Féidearthachtaí  
as Cuimse**

Left Aligned: Irish

---

**Féidearthachtaí  
as Cuimse**

Right Aligned

---

**Infinite  
Possibilities**

Vertical

---

**Infinite  
Possibilities**

Left Aligned

---

**Infinite  
Possibilities**



## 2 Brand Elements

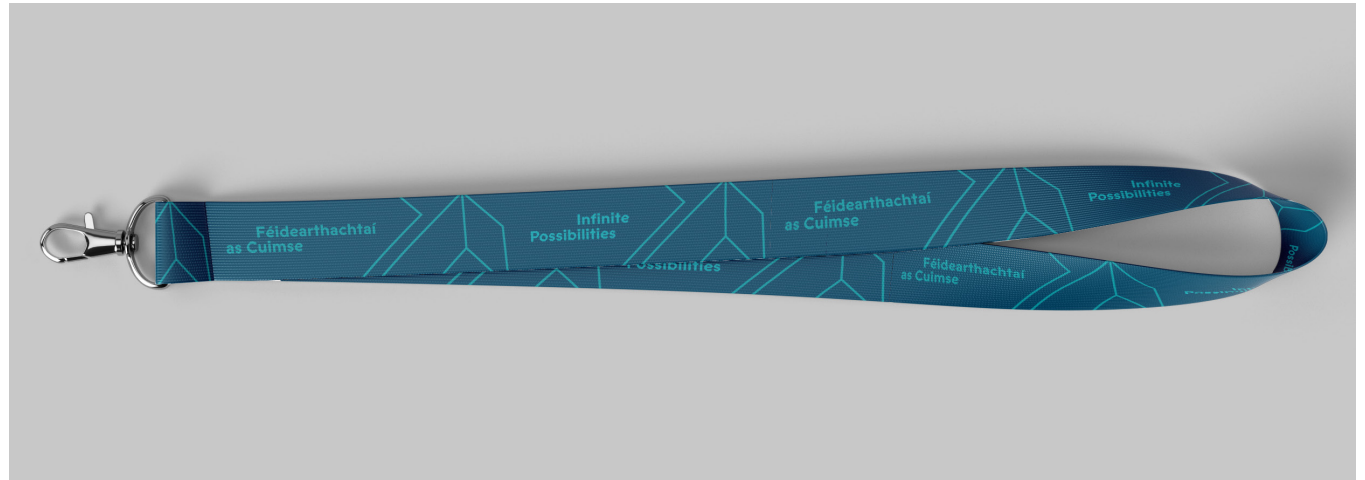
Where possible, both versions of the tagline should be used. Its usage should adhere to the Official Languages Act 2003 Regulations.

The Irish Language:

- > Shall appear first
- > Shall not be less prominent, visible or legible
- > Lettering shall not be smaller in size
- > Shall communicate the same information
- > Shall not be abbreviated unless a word in English is abbreviated.

Our tagline can also be used in White and TU Teal.

### Using Our Tagline



## 2 Brand Elements

### Primary Colours

Carefully applied brand colours will impart a consistent look and feel to all TU Dublin communications and touch points.

Our brand's primary colour is TU Dublin Dark Blue which is an integral part of the identity system. TU Dublin Dark Blue is supported by TU Dublin Teal. It serves as an accent to complement our core colour and give extra depth to our branded communications.

Please avoid using tints where possible as this could dilute the brand impact.

Please refer to pages 18 - 25 for details on primary and secondary brand colours usage.

#### TU Dublin Dark Blue

PMS  
3025

CMYK  
100 27 10 56

RGB  
00 76 108

HEX  
#004C6C

#### TU Dublin Teal

PMS  
320

CMYK  
96 00 31 02

RGB  
00 169 183

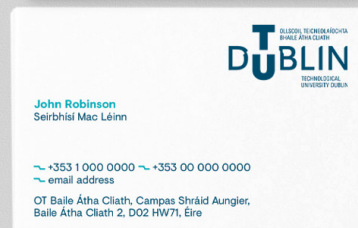
HEX  
#00a9b7



**File Name:**  
TUD\_BRAND\_CMYK.ase

## 2 Brand Elements

### Using Primary Colours



Seoladh Cláraithe / Registered Address  
OT Baile Átha Cliath - Teach na Páirce, Gráinseach Ghormáin  
191 An Cuarbhóthar Thuaidh, D07 EWV4, Éire  
TU Dublin - Park House Grangegorman  
191 North Circular Road, D07 EWV4, Ireland



## 2 Brand Elements

### Using Primary Colours

All key communications should lead with TU Dublin Dark Blue. TU Dublin Teal serves as an accent to complement our core colour and give extra depth to our branded communications.

**Take the next step  
in your hospitality  
or tourism career.**

Contact us today to find out more.  
Applications closes Friday 9th January 2020.

There's never been  
a better time to take  
the next step in your  
hospitality, tourism or  
events career.


TU000  
Course  
Title

TU000  
Course  
Title

TU000  
Course  
Title

**For more details**  
~ +353 1 000 0000 ~ xxx@tudublin.ie ~ tudublin.ie

**TU DUBLIN**  
TECHNOLOGICAL  
UNIVERSITY DUBLIN



**TU DUBLIN**  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

Suirbhéireacht agus Bainistíocht Foirgníochta  
Surveying and Construction Management

**Geographic  
Science**


TU000  
BSc (Hons)  
Course Title

TU000  
BSc (Hons)  
Course Title

TU000  
BSc (Hons)  
Course Title

SRÁID BOLTON  
BOLTON STREET

**tudublin.ie**





## 2 Brand Elements

The full secondary colour palette is available for use across the TU Dublin brand. Our secondary colours have been chosen to complement and work alongside our primary colours.

Use them as accents, along side the primary colours to highlight information or to add vibrancy. Or use them on big sections to add vibrancy and impact.

Please refer to pages 18 - 25 for details on primary and secondary brand colours usage.



**File Name:**  
TUD\_Secondary\_CMYK.ase

### Secondary Colours

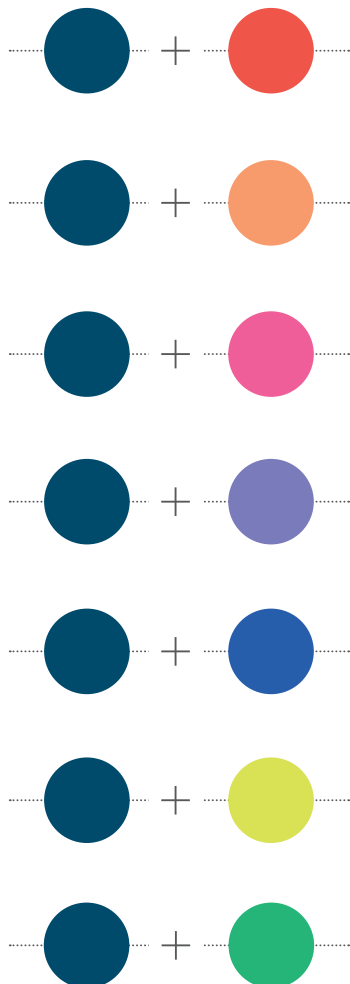
CMYK 0/82/72/0	RGB 233/74/65	HEX #E94A41	PMS Warm Red
CMYK 1/91/72/3	RGB 206/18/45	HEX #CE122D	PMS 186
CMYK 0/35/51/0	RGB 244/157/108	HEX #F49D6C	PMS 1565
CMYK 0/48/74/0	RGB 240/130/60	HEX #F0823C	PMS 164
CMYK 0/68/8/0	RGB 235/88/147	HEX #EB5793	PMS 212
CMYK 5/100/25/24	RGB 182/0/87	HEX #B60057	PMS 220
CMYK 56/52/0/0	RGB 131/126/186	HEX #837EBA	PMS 2715
CMYK 87/96/27/16	RGB 68/42/100	HEX #452A64	PMS 2765
CMYK 90/68/0/0	RGB 0/71/187	HEX #2856A3	PMS 2728
CMYK 72/75/0/0	RGB 100/89/167	HEX #6359A6	PMS 2758
CMYK 18/0/82/0	RGB 0/121/95	HEX #E1E044	PMS 380
CMYK 14/2/100/15	RGB 207/198/0	HEX #CFC600	PMS 397
CMYK 0/75/71/0	RGB 0/121/95	HEX #00795F	PMS-7480
CMYK 86/29/70/16	RGB 10/118/111	HEX #0A765A	PMS 3288

### 01

Use with primary as an accent

Pair with the TU Dublin Dark Blue. Choose a pairing that meets the brief or tone of the communications. You can also choose a colour that complements imagery.

For tips on using the colour palettes please see page 23.



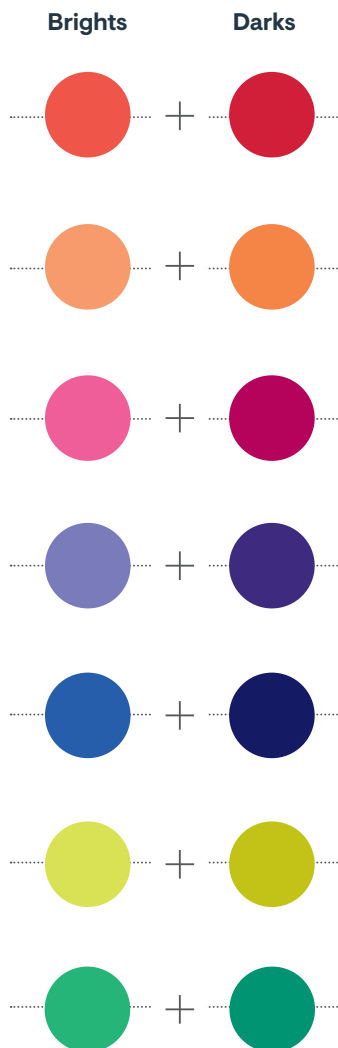
### 02

Use together

Choose a pairing that meets the brief or tone of the communications. Choose objectively and avoid personal preference. Avoid over use of particular combinations.

Each colour in the secondary colour palette has a recommended darker partner colour. These can be used together when more than 1 secondary colour is required but additional secondary colours may be inappropriate in tone.

For tips on using the colour palettes please see pages 23 - 25.

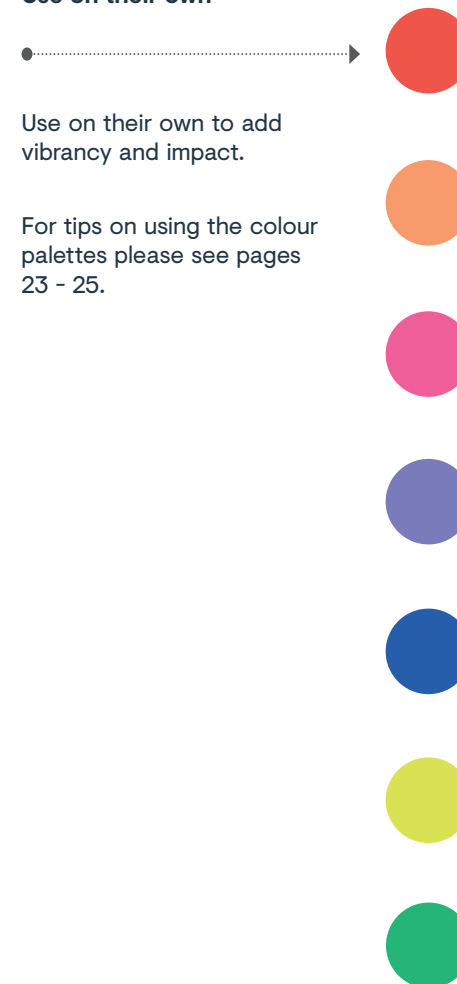


### 03

Use on their own

Use on their own to add vibrancy and impact.

For tips on using the colour palettes please see pages 23 - 25.



## 2 Brand Elements

### Using our Secondary Colours

#### 01

##### Use primary with a secondary as an accent

Use a secondary colour and an accent to TU Dublin Dark Blue. Choose a pairing that meets the brief or tone of the communications. You can also choose a colour that complements imagery.





## Take the next step in your hospitality or tourism career.

There's never been  
a better time to take  
the next step in your  
hospitality, tourism or  
events career.

TU000  
Course  
Title

TU000  
Course  
Title

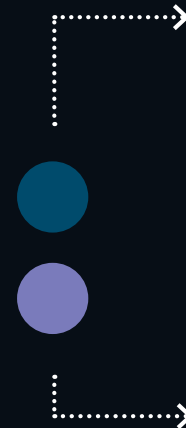
TU000  
Course  
Title




**Contact us today to find out more.**  
Applications closes Friday 9th January

Contact Mary Dineen  
+353 1 000 0000 xxx@tudublin.ie tudublin.ie


   @tucathalb



SEIRBHÍŚ NA MAC LÉINN  
STUDENT SERVICES




If you are in need of  
some assistance,  
or general support,  
**the Student  
Services are  
here for you.**




**Register Today**  
~ +353 1 000 0000  
~ xxx@tudublin.ie


Access and Civic Engagement Office



EUROPEAN UNION  
Investing in your future  
European Social Fund



GOVERNMENT OF IRELAND  
Department of Education  
Higher Education Division



Higher Education Research and  
Innovation Fund  
Supporting research and innovation  
in the higher education sector

### 02

#### Use Secondary colours together

Choose a pairing that meets the brief or tone of the communications.



Starting September 2020

## New Bar & Restaurant Management Courses

TU Dublin are delighted to announce their new Higher Certificate in Bar and Restaurant Management (Level 6).

The course incorporates a mix of Bar and Restaurant practical and theory classes, all of which will facilitate the development of the knowledge and skills required to work in the industry. The programme embraces operations modules as well as enterprise development studies and business modules that are focussed on products and services provided in today's Irish and international Bars and Restaurants. (80 words)

#### TU000 Course Title

A two year full time programme Applications through CAO.

#### TU000 Course Title

A three year part time programme Applications direct to TU Dublin, City Centre.

#### For more details

~ +353 1 000 0000 ~ xxx@tudublin.ie ~ tudublin.ie



**TU DUBLIN**  
TECHNOLOGICAL UNIVERSITY DUBLIN

TU Dublin  
Conservatoire  
of Music and  
Drama presents

## International Masterclass Series



#### Maeve Gilchrist

Traditional Harp

Thursday 15 September 2 - 3.30pm  
McCann Hall, TU Chatham Row

Observers Welcome, Free Admission,  
Reserve seats - [www.eventbrite.ie](http://www.eventbrite.ie)

Presented in association with Music Network



#### Gidon Saks

The Gut, The Heart, The Groin and The Head:  
Creating an Opera Character with international  
soloist Gidon Saks

Tuesday 20 September 7.15 - 9pm  
TU Rathmines Theatre, 163 Rathmines Road Lower

Observer Tickets €5 - [www.eventbrite.ie](http://www.eventbrite.ie)



#### Patricia Bardon

Opera

Wednesday 23 November, 6.30 - 8.30pm  
Kevin Barry Room, National Concert Hall

Observer Tickets €10 (Concessions €5) [www.nch.ie](http://www.nch.ie)



#### Barry Douglas

Piano

Monday 19 December  
McCann Hall, TU Chatham Row

Observer Tickets €5 - [www.eventbrite.ie](http://www.eventbrite.ie)

Free admission for TU Dublin staff and student observers.  
Email [conservatory@tudublin.ie](mailto:conservatory@tudublin.ie) to reserve your seat.

f t @WeAreTUDublin

**TU DUBLIN**  
TECHNOLOGICAL UNIVERSITY DUBLIN

# 03

## Use secondary colours on their own

An image can be a source of inspiration. Pick a colour from the secondary palette that complements an image.





Our Graphic Frame device is inspired by impact, change and a shift in perspective that TU Dublin, as Ireland's first Technological University brings.





Our Graphic Frame device is taken from our TU Dublin logo. The angle of the indent is 45°



This angle can be added to any part of a frame. We recommend only applying one angle to a frame.

## 2 Brand Elements

## Graphic Frame

## SAMPLE 1

Starting September 2020

# New Bar & Restaurant Management Courses

TU Dublin are delighted to announce their new Higher Certificate in Bar and Restaurant Management (Level 6).

The course incorporates a mix of Bar and Restaurant practical and theory classes, all of which will facilitate the development of the knowledge and skills required to work in the industry. The programme embraces operations modules as well as enterprise development studies and business modules that are focussed on products and services provided in today's Irish and international Bars and Restaurants. (60 words)

## TU000 Course Title

A two year full time programme  
Applications through CAO.

## TU000 Course Title

A three year part time programme  
Applications direct to TU Dublin, City Centre.

A close-up photograph showing a hand holding a bottle of orange juice, pouring it into a tall, elegant glass filled with ice cubes and a slice of lemon. The background is slightly blurred, showing a bar or kitchen setting.

A photograph of a chef in a white uniform and hat, standing in a professional kitchen. The chef is looking towards the right, where a stainless steel counter and various kitchen equipment are visible. The lighting is bright, highlighting the chef's uniform and the clean environment of the kitchen.

For more details

~ +353 1 000 0000 ~ [xxx@tudublin.ie](mailto:xxx@tudublin.ie) ~ [tudublin.ie](http://tudublin.ie)

COLLEGE THERESA ARCHBISHOP  
BRIDGE AVENUE CLON  
**TU DUBLIN**  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

## Sample A4 Poster

Graphic Frame can be used to house imagery.

## SAMPLE 2

A man with a tattoo on his left arm is working on a laptop in a studio. He is wearing a dark blue button-down shirt and brown trousers. The studio is dimly lit, with a large softbox on the left and a camera on a tripod on the right. The background is dark and textured. The overall mood is professional and creative.


 DUBLIN  
 COLLEGE OF TECHNOLOGY  
 UNIVERSITY OF DUBLIN

# Photography Open Day 2020

Thursday 9th January  
TU Dublin, Grangegorman

To book a place or portfolio  
review, email [xxx@tudublin.ie](mailto:xxx@tudublin.ie)




[@WeAreTUDublin](https://www.instagram.com/WeAreTUDublin)

## Sample A4 Poster

Graphic Frame can be used to house content and coloured in one of the brand secondary colours.

### SAMPLE 3



TU DUBLIN  
TECHNOLOGICAL UNIVERSITY DUBLIN

# Take the next step in your hospitality or tourism career

There's never been  
a better time to take  
the next step in your  
hospitality, tourism or  
events career.

**TU000**  
Course  
Title

**TU000**  
Course  
Title

**TU000**  
Course  
Title



**Contact us today to find out more.**  
Applications closes Friday 9th January

**For more details**  
~+353 1 000 0000 ~ [xxx@tudublin.ie](mailto:xxx@tudublin.ie) ~ [tudublin.ie](http://tudublin.ie)




[@WeAreTUDublin](#)

## Sample A4 Poster

Graphic Frame can be used to house single images.

## 2 Brand Elements

Our frame is an important design element and should be used where appropriate on key communications.

It should be applied sparingly to retain impact so it does not create a busy piece of communication.

Our graphic is used to enhance content, not hinder it. The content should dictate the use of frame and not the other way around.

## Using Our Graphic Frame



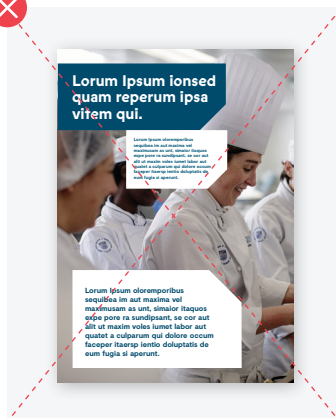
Do: Use it to house imagery.



Do: Use it to house content.



Do: Use it to add visual interest to a design.



Don't: Over use graphic frames on single page or applications.



Don't: Let graphic frame encroach on content.



Don't: Add graphic frame to imagery where people or key parts of the image may be cut off.

## 2 Brand Elements

### T Graphic

TU Dublin responds to today's rapidly changing needs and challenges, through re-thinking what a university should offer. It is a dynamic, multi-dimensional environment fostering inquisitive thinking and driving transformation and growth.

Our T Graphic represents this transformation and the area of infinite possibilities that happens in between.



## 2 Brand Elements

### T Graphic

Our T Graphic is a strong decorative element that can be bold, dynamic and expressive. It is flexible and versatile and, when paired with primary brand assets, will build a strong, instantly recognisable TU Dublin brand.

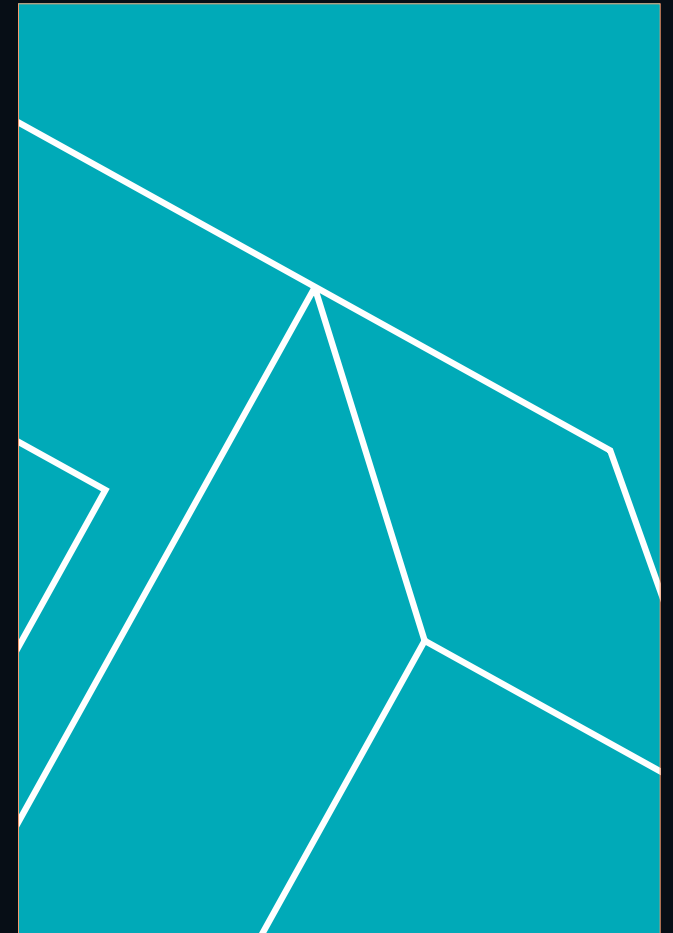
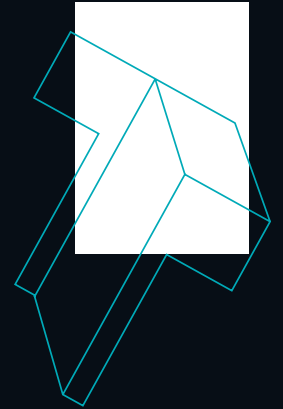


## 2 Brand Elements

### T Graphic

Rotate the T Graphic in any direction to create a variety of compositions and expressions.

Scale the T Graphics and explore the colours palettes to produce limitless impactful crops.





## 2 Brand Elements

The primary function of the T Graphic device is to add visual interest / decoration to applications.

It should be applied sparingly to retain impact so it does not create a busy piece of communication.

### Using Our T Graphic



Do: Add the T Graphic to create visual interest.



Do: Use on TU Dublin branded applications.



Do: Use sparingly for decoration.



Don't: Use on pieces where legibility of typographic content may be compromised.



Don't: Place over imagery that features a lot of detail.



Don't: Place over imagery when colour jars with imagery tone.

**Prophet** is our  
primary typeface.  
We use it to express  
our personality in  
bold statements.

AaBcCcDeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz 0123456789

**Prophet Bold**

**AaBcCcDeFfGgHhIiJjKk 0123456789**

Prophet Regular

AaBcCcDeFfGgHhIiJjKk 0123456789

Visuelt is our supporting font family. A warm, geometric sans serif that ensures our communications are clear, legible and confident. It comes in a variety of weights, allowing flexibility while maintaining a consistent visual identity.

Visuelt Light

AaBcCcDeFfGgHhIiJjKk 0123456789

Visuelt Regular

AaBcCcDeFfGgHhIiJjKk 0123456789

Visuelt Medium

AaBcCcDeFfGgHhIiJjKk 0123456789

**Visuelt Bold**

**AaBcCcDeFfGgHhIiJjKk 0123456789**

### EXPRESSING OUR VOICE



We use Prophet Bold when we need to achieve impact. Prophet should always appear in every application, except at most functional levels such as terms and conditions, forms etc.

#### Size

Headline font sizes will vary depending on the communication type and requirements.

#### Word Count

Keep it short. 6 - 8 words Max.

### DEFINING A HIERARCHY

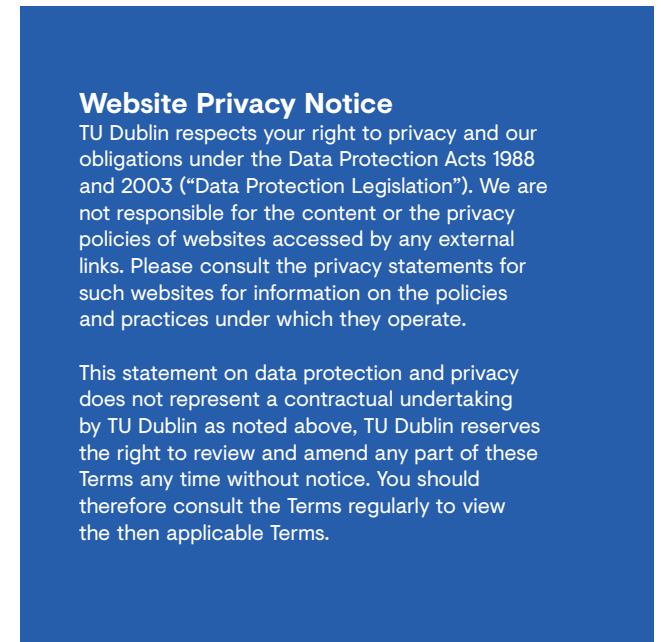


In most instances, our typefaces, Prophet & Visuel, are used together.

- > **Prophet Bold** to highlight the most important information
- > **Prophet Regular** for secondary headings
- > **Visuel Bold** for sub-headings
- > **Visuel Regular** for body copy

While we can use Prophet more than once within an application, consider the usage to retain impact.

### FUNCTIONAL PURPOSES



When our information is functional, we use Visuel, using different weights to define a clear hierarchy.

- > **Visuel Bold** for sub-headings
- > **Visuel Regular** for body copy

## 2 Brand Elements

### Weight

Body copy should be generally set as Visuelt Regular. Visuelt Light can also be used.

### Size

For printed pieces (A6 - A3).

Our recommended body text size is 9pt with 11pt leading. Font size in no less than 8pt and no more than 12pt.

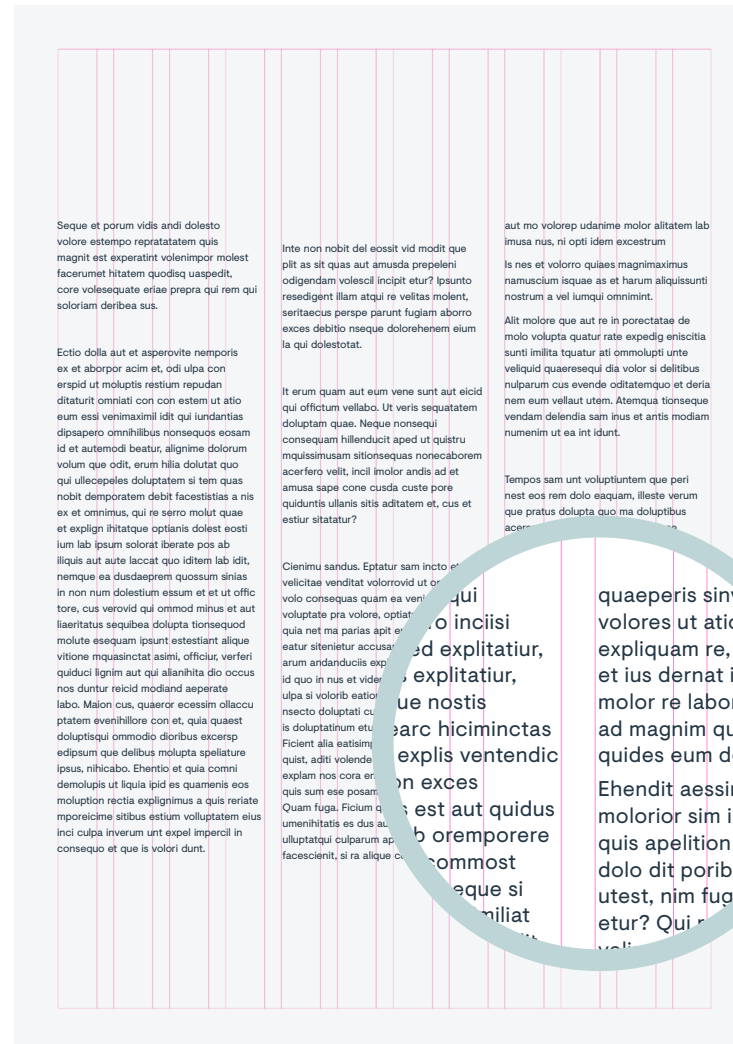
### Leading

Leading is the space between lines of copy. Our body copy should be set at 120% of the type size. For example a headline at 8pt will have leading of 10pt.

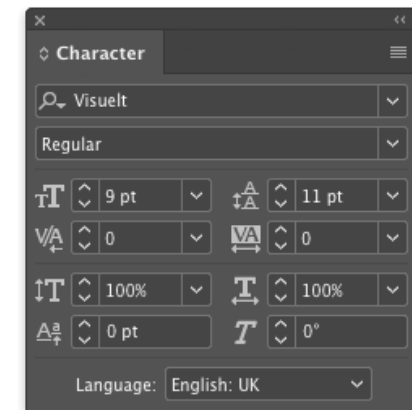
### Colour

Dark grey is our recommended colour for body copy.

## Body Copy



### EXAMPLE SETTINGS



## 2 Brand Elements

### Internal Communications

Arial is used for online and internal communications when Visuelt is unsuitable.

### Digital Applications

Open Sans is used for digital applications such as websites, apps and online forms when Prophet and Visuelt are unsuitable.

If client software does not support Open Sans - Arial should be set as the default font.

## Internal Communications & Digital

### Internal Communication

Arial Bold

**Abcdefghijklmnopqrstuvwxyz**

Arial Bold Italic

***Abcdefghijklmnopqrstuvwxyz***

Arial Regular

Abcdefghijklmnopqrstuvwxyz

Arial Regular Italic

*Abcdefghijklmnopqrstuvwxyz*

### Digital Applications

Open Sans Bold

**Abcdefghijklmnopqrstuvwxyz**

Open Sans Regular

Abcdefghijklmnopqrstuvwxyz



## 2 Brand Elements

### Typographic Hierarchy: Call to Action

#### Call to Action (CTA)

- > Prophet Bold
- > CTA can also be set in a TU Dublin Teal or secondary colour depending on background colour and type of communication
- > We no longer use words/letters like 'Tel' or 't', 'www', 'e' or 'email' - instead the CTA should be indicated by the squiggle or at worst a dash

#### Contact Details

- > A single space separates the contact descriptor from the contact details
- > Visuelt Regular

#### Call to Action (CTA)

- > CTA can also be stacked where horizontal space is restricted
- > Leading is +4pt the copy size eg: 12pt Copy - 16pt Leading

#### Dates and Time

- > Dates omit superscript letters and month and day spelt in full
- > Times must be set in 24 hour clock

#### For more details

~ +353 1 000 0000 ~ xxx@tudublin.ie ~ tudublin.ie

#### For more details

~ +353 1 000 0000  
~ xxx@tudublin.ie  
~ tudublin.ie

#### For more details

~ +353 1 000 0000  
~ xxx@tudublin.ie  
~ tudublin.ie

Applications closes Friday 09 January 2020.

Meeting on Friday 09 January 2020 at 15.30.

## 2 Brand Elements

### Typographic Hierarchy: Social Media

#### Social Media Icons

- > Use single colour icons in TU Dublin Brand primary colours where possible.
- > Spacing between icons should be equal distance.

#### Social Media Handle

- > Visuel Bold
- > Lower case
- > Icons and handle should be the same colour

#### Sample A4 Poster

- > SM Icons: 6mm (h)
- > SM Handle: 12pt



**Contact us today to find out more.**

Applications closes Friday 09 January 2020.

#### For more details

~ +353 1 000 0000 ~ xxx@tudublin.ie ~ tudublin.ie



#### Course Code

> Prophet Bold

#### Course Name

> Prophet Bold

#### Course Descriptor

> Visuel Regular

#### Course Application

> Visuel Regular

**TU000**

**Course Title**

Descriptor

Application Descriptor

**TU 810 - BE (Hons)**

**Innealtóireacht Mheicitreonach**

**Mechatronic Engineering**

A two year full time programme

Applications through CAO

**TU775 - BBS**

**Cuntasaíocht agus Airgeadeas**

**Accounting and Finance**

## 2 Brand Elements

### Type in Action

#### Sub-Heading

- > Prophet Regular
- > Title Case, left aligned

#### Primary Heading

- > Prophet Bold
- > Short headline, Title Case
- > Left aligned

#### Body Copy Intro

- > Visuelt Bold
- > Sentence Case, left aligned

#### Body Copy

- > Visuelt Regular
- > Sentence Case, left aligned

#### Course

- > Code: Prophet Bold
- > Name: Prophet Bold
- > Descriptor: Visuelt Regular

#### Call to Action (CTA)

- > Prophet Bold
- > Visuelt Regular

- Starting September 2020

# New Bar & Restaurant Management Courses



TU Dublin are delighted to announce their new Higher Certificate in Bar and Restaurant Management (Level 6).

The course incorporates a mix of Bar and Restaurant practical and theory classes, all of which will facilitate the development of the knowledge and skills required to work in the industry. The programme embraces operations modules as well as enterprise development studies and business modules that are focussed on products and services provided in today's Irish and international Bars and Restaurants. (80 words)

#### TU000 Course Title

A two year full time programme  
Applications through CAO.

#### TU000 Course Title

A three year part time programme  
Applications direct to TU Dublin, City Centre.



- For more details  
~ +353 1 000 0000 ~ xxx@tudublin.ie ~ tudublin.ie

# Labelling

# 4



This format is used when an event or programme is connected to a specific location. These are the approved locations in Irish and English. Irish is always first.

#### Locations (Irish)

- > Prophet Bold in TU Dublin Dark Blue
- > UPPER CASE

#### Locations (English)

- > Prophet Regular in TU Dublin Teal or accent colour
- > UPPER CASE

When horizontal space is limited, the location labels can be also be stacked.

○ **BAILE BHLAINSEIR BLANCHARDSTOWN**

○ **TAMHLACHT  
TALLAGHT**

**TAMHLACHT TALLAGHT**

**BAILE BHLAINSEIR BLANCHARDSTOWN**

**LÁR NA CATHRACH CITY CENTRE**

**SRÁID AUNGIER AUNGIER STREET**

**SRÁID BOLTON BOLTON STREET**

**GRÁINSEACH GHORMÁIN GRANGEGORMAN**

## 4 Labelling

Below is a breakdown of recommended sizes for different formats.

### Location Size Guide

Print	Point Size
A5	9pt
A4	12pt
A3	16pt
A2	23pt
A1	42pt
Pull Up Banner	68pt
DL	9pt

## Locations

### POSTER

TU Dublin are delighted to announce their new **Higher Certificate in Bar and Restaurant Management (Level 6)**.

The course incorporates a mix of Bar and Restaurant practical and theory classes, all of which will facilitate the development of the knowledge and skills required to work in the industry. The programme embraces operations modules as well as enterprise development studies and business modules that are focussed on products and services provided in today's Irish and international Bars and Restaurants. (80 words)

#### **TU000** Course Title

A two year full time programme  
Applications through CAO.

#### **TU000** Course Title

A three year part time programme  
Applications direct to TU Dublin, City Centre.

**LÁR NA CATHRACH**  
CITY CENTRE

#### **For more details**

~ +353 1 000 0000 ~ xxx@tudublin.ie ~ tudublin.ie

### PULL-UP

TU DUBLIN  
COLLEGE OF  
BUSINESS

**Suirbhéireacht agus Bainistíocht Foirgeadair**  
Surveying and Construction Management

## Geographic Science

**TU000**  
BSc (Hons)  
Course Title

**TU000**  
BSc (Hons)  
Course Title

**TU000**  
BSc (Hons)  
Course Title

**SRÁID BOLTON**  
BOLTON STREET

## 4 Labelling

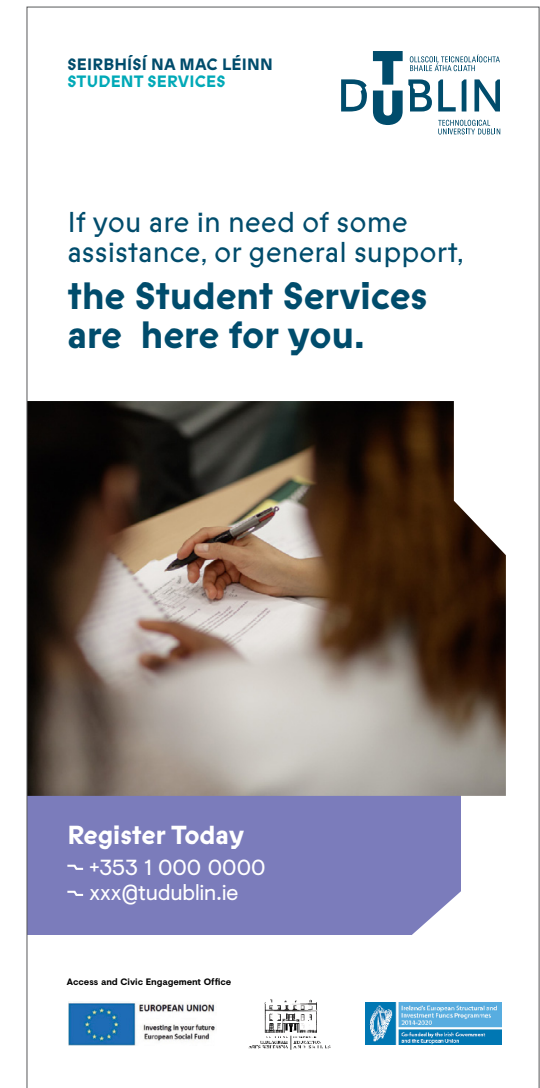
### Internal Services

- > There should be no secondary logos used alongside the TU Dublin logo.
- > In most cases, the title of a student-facing service or school is best shown in a text heading, with the TU Dublin logo positioned top-right or bottom-right. This creates a sense of ownership by the University while giving prominence to the School or service.

#### POSTER



#### DL



# There should be no secondary logos used alongside the TU Dublin logo.

A TU Dublin research centre name should be text only, displayed prominently using the appropriate font, and with the TU Dublin logo positioned top right or bottom right to indicate that the research centre is a TU Dublin entity.

A research institute that has external partners and funding (eg, SFI) may have its own visual identity and care should be taken to position the TU Dublin logo appropriately, juxtaposed with other partners.

Where a conference or event or other short term activity has its own logo, the TU Dublin logo should not appear beside it but should be positioned top right or bottom right to indicate support for the event.

Where TU Dublin is co-sponsor with another organisation of equal standing, (eg, another university; a county council; a major company) the TU Dublin logo should be of equal size and positioned with adequate space between it and the other sponsor's logo.

# Tone of Voice

5

Developing a unified, consistent tone of voice (TOV) is an important part of creating one voice for TU Dublin. It is a way to ensure that we communicate that TU Dublin is dynamic, pro-active and reflective of the needs of all pillars of our communities, wider society and the economy; that it is inclusive and accessible, an enabler for the many not the few; pioneering and progressing to a better future of infinite possibilities.

**Set out here are the key aspects of the TOV for TU Dublin and what these mean in our context. Included are examples of the TOV in practice.**

Recognising that there are different audiences, with different needs and expectations – from students to local communities, to government departments and academic institutions – we use the same overall TOV, but modulate it to suit the audience and context. Different channels – such as social media, printed publications, press releases, promotional brochures – need to be considered. Some, such as Facebook, may be friendlier and more casual in tone, while press announcements may be more considered, for instance. All communications to all audiences in all channels are informed by the same TOV.



In using our tone of voice consider

- 
- 01 Which audience are you talking to in this piece of communication? What are their needs?
  - 02 What are core messages you want to convey to this audience – concentrate on one or two messages, avoid technical language and jargon.
  - 03 Use 1-3 when crafting your communication
  - 04 Consider which of the four core aspects of the TOV (below) are most appropriate to use in the context and audience you are addressing? You don't have to use all elements in any one communication. You can 'dial-up' or 'dial-down' the tone, according to the audience. See the examples on the following pages to see how the TOV works in practice.
- 

#### Four Aspects to our TOV

Our TOV has four aspects, set out below. We have provided a definition for each one, what this means in the context of TU Dublin. The four aspects have been further refined, drawing out specific facets of each one. This is to assist you in being confident in what we want to convey and what we should avoid in our communications.

#### When we speak, we are:

- > **Considered**
- > **Inspiring**
- > **Welcoming**
- > **Daring**

### Considered

We are proud of our achievements and want to tell people about them. We don't exaggerate, but are thoughtful and considered, always ensuring that what we communicate is relevant to our specific audiences. What we say is anchored in our expertise, knowledge and professionalism.

### WHAT WE WANT TO CONVEY

---

#### **Informative, knowledgeable**

When we speak, we provide clear, accurate information that's based on knowledge and/or evidence.

#### **Succinct**

We make the main, relevant points and leave it at that.

#### **Expert, professional**

We are expert and professional in our field.

#### **Persuasive, confident**

### WHAT WE SHOULD AVOID

---

#### **Sounding vague**

Ask yourself, 'does this provide the facts? Will people be left with questions?' – if the answer is yes, redraft the communication.

#### **Trying to cover every point in every communication**

Ask, 'have I covered the top three points here?'. There is no need to cover every key message in every communication.

#### **Technical language**

Consider your audience – will this make sense or does it need to be simpler?

#### **Having to win or have the last word**

#### Inspiring

**We inspire people to go on a journey with us. We convey the sense of excitement, of engaging with new ideas and new ways of working. We make a real, transformative impact on changing the world for the better.**

#### WHAT WE WANT TO CONVEY

---

##### Switched-on

We have our finger on the pulse of what's happening and what's emerging – we are excited about sharing these insights and ideas.

##### Relevant

Ask, 'how is this relevant to people receiving this communication?' How will this perspective build our reputation for being inspiring?

##### Engaging

We want to invite you to come on this exciting journey with us. We show that we understand their perspective.

##### Ambitious

We want to change the world for the better. We show confidence in our capacity to be change-agents.

#### WHAT WE SHOULD AVOID

---

##### Being all about us

Check that there is a balance between showing pride in our achievements and ambition and being inward-looking or boastful.

##### Bland

We don't always do or say things in the traditional way – that's one way we make an impact in our communication.

##### Over-enthusiastic

Be clear about what level of engagement you are offering – being open and honest is key.

##### Over-promising

We recognise that change is not easy. We are clear where we can make an impact and where we can't.

#### Welcoming

**We are always helpful, considering the needs of our audiences, putting ourselves in their shoes and seeing the world from their perspective. We use simple, direct language. We encourage two-way conversations, inviting questions, feedback and comment - everyone's view is valued (and we don't need to have the last word!).**

#### WHAT WE WANT TO CONVEY

---

##### Helpful

Ask yourself, 'what are the top things the audience needs to know here?' - then make these the priority.

##### Simple, direct

Saying what you mean in plain language.

##### Inclusive, open

We are approachable, open to dialogue.

##### Friendly

Consider that we are starting a conversation with our audience and inviting them to respond.

#### WHAT WE SHOULD AVOID

---

##### Being patronising

The tone is peer-to-peer. No need for 'dumbing down' - we are providing signposts for people to navigate themselves.

##### Use of Internal language

Watch use of acronyms, or terms that need explanation. (it's ok to refer people to where they can find out more).

##### Be unrealistic

We are realistic about what the level of engagement that's possible and are clear about any constraints that apply.

##### Being over-familiar

You are speaking to a good neighbour that keeps a respectful distance - that's the tone we want to strike.

#### Daring

**Rooted in a drive for excellence, a commitment to making things happen on the ground, we are daring and agile enough to take calculated risks: innovation that tackles real-world problems comes from this way of working. We promote and celebrate this stance – expect the unexpected.**

#### WHAT WE WANT TO CONVEY

---

##### **Agile**

We have a sense of energy, of momentum, of enthusiasm in what we say and do. There is a freshness and vibrancy in how we communicate.

##### **Drive for excellence**

We are focussed on creating an impact. We do that through a relentless drive for excellence, whatever it takes. This comes across in the evidence we provide for what we are saying.

##### **Future-focused**

While we acknowledge our history and heritage, we keep our eyes on the future. We talk about new possibilities, new ways of learning, teaching, creating an impact.

##### **Trail-blazing**

We celebrate the real successes and innovation in the University with pride and passion. We always show the impact of these on wider society.

#### WHAT WE SHOULD AVOID

---

##### **Being inflexible**

Avoid always taking the same, safe option of what worked before.

##### **Having theory without practice**

We work hard at communicating our evidence and way of working: we emphasise the impact, the changes in practice, not only the academic theory.

##### **Being too unpredictable**

Recognise that people are often uncomfortable with change – it's about bringing them with us in how we communicate, offering reassurance where appropriate.

##### **Balance of daring and doing**

We ensure that we communicate the impact of what we do – trail-blazing is not an end in itself. We dare and we do.

**Imagery**





## 5 Imagery

Photography is central to our identity. It plays a key role in demonstrating the vibrant and open learning experience at TU Dublin.

Our images depict different learning approaches for a range of disciplines. Taken from a fly on the wall perspective, they capture moments that immerse the viewer in the TU Dublin experience.

Our Photographic style is divided into four themes.

Detail	Page 57
Process	Page 58
Real Life Experience	Page 59
Textures	Page 60



## 5 Imagery

**Detail** helps to demonstrate the craft, experience and attention to detail studying at TU Dublin has to offer.

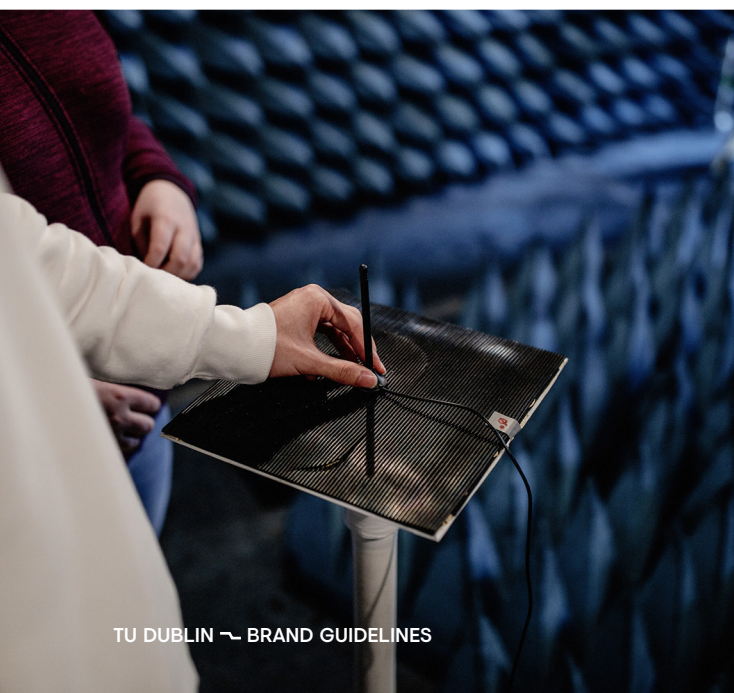
They include tight crop images of

- > tools / equipment
- > materials
- > the end product or result
- > hands creating or producing

These images can be used:

- > on course materials relating to specific disciplines or areas
- > as a support images from the 'process' theme
- > when student imagery is not available or appropriate

### Photography: Detail





## 5 Imagery

### Photography: Process

**Process** helps to demonstrate the practical, hands on learning experience at TU Dublin.

These images depict collaboration between students and lecturers and their peers. They feature an interaction with equipment, tools, materials or project work. They are involved in the process (not the camera).

It is vital that the people in our images appear in a natural way.

They include a combination of close-ups, interesting angles and crops and wider scenes.





## 5 Imagery

### Photography: Real Life Experiences

A university is the starting point on a journey. Trajectories will evolve as we answer the questions our world is asking today and tomorrow. It's more than education, it's about fresh starts and new experiences - exploring talents and creativity. It's about making friends.

**Real Life Experiences** helps to communicate the inclusive and open third level education experience that TU Dublin offers beyond the classroom but still within the campuses.

*(Please note: Images on this page are stock imagery for reference and are not included in the TU Dublin Image bank)*



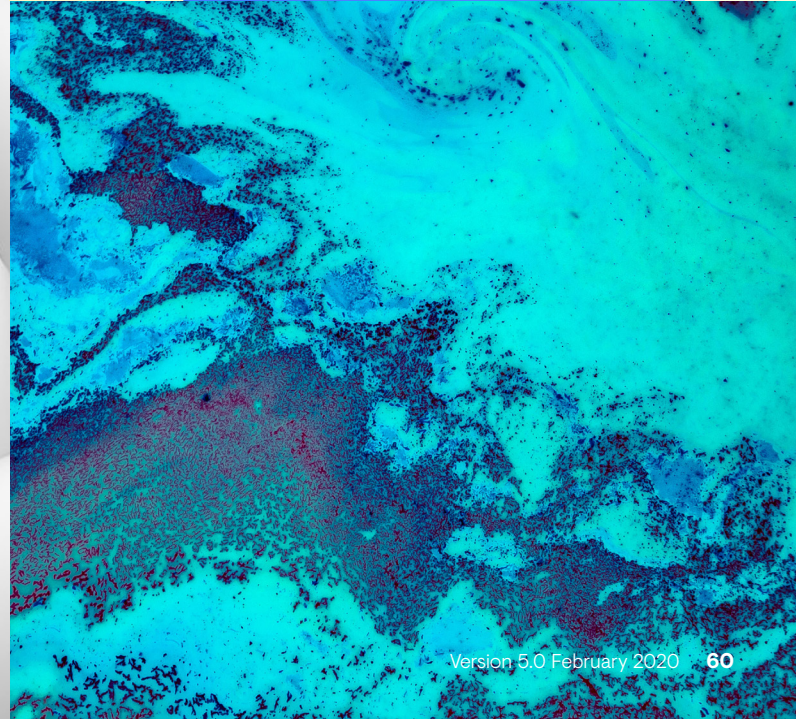
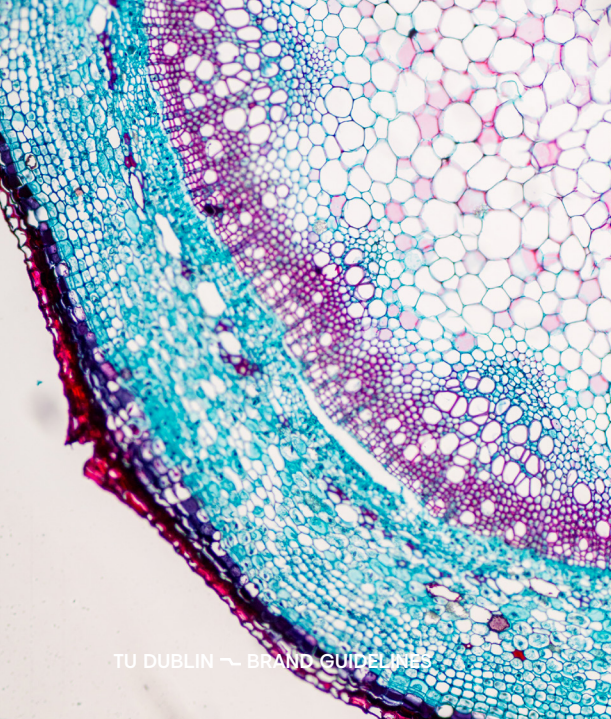


## 5 Imagery

When imagery may be unavailable or unsuitable you may use the textures theme. Inspiration and innovative thinking can come from unlikely sources. This theme is about imagery that is eye catching and promotes curiosity.

*(Please note: Images on this page are stock imagery for reference and are not included in the TU Dublin Image bank)*

### Textures





## 5 Imagery

### Choosing Stock Imagery

#### Stock Photography

Should relevant or appropriate imagery not be available and stock imagery is required, the choice of on-brand imagery is crucial.

The following steps will provide guidance on selecting photography.

- > Does the image sit under one of the four themes:
  - The Detail
  - The Process
  - Real Life Experiences
  - Texture
- > Does the image feel authentic?
- > Does it tell a story?
- > Does it feel natural?
- > Does it reflect the diverse nature of student body - gender, ethnicity, ability, age?

#### AVOID

- > Using imagery that looks overly staged
- > Use imagery that is detached from the TU Dublin experience
- > Use of thematic stock imagery





## 5 Imagery

### Using Imagery

Photography is central to our identity. Our brand photography has been professionally shot to the highest quality with good contrast, and well-saturated colour intensity being key.

To ensure a level of consistency throughout the TU Dublin brand, the tone of photography should match this where possible. When choosing stock photography please consider the following:

- > a shallow Depth of Field with soft focus elements in the foreground and background and with the subject/ person of interest in focus.
- > Higher Contrast - shots should be well exposed with good solid blacks and the highlights not over exposed
- > Lighting should be soft and natural
- > Good use of colour if possible. Strong colour saturation.

PROFESSIONALLY SHOT



STOCK IMAGERY



## 5 Imagery

### Using Imagery: One Image

When using one image make sure it has visual impact and relates to the document subject matter.

Please ensure that the resolution is good quality and does not degrade with use in close crops and large format.

1 IMAGE EXAMPLE: **PROCESS**



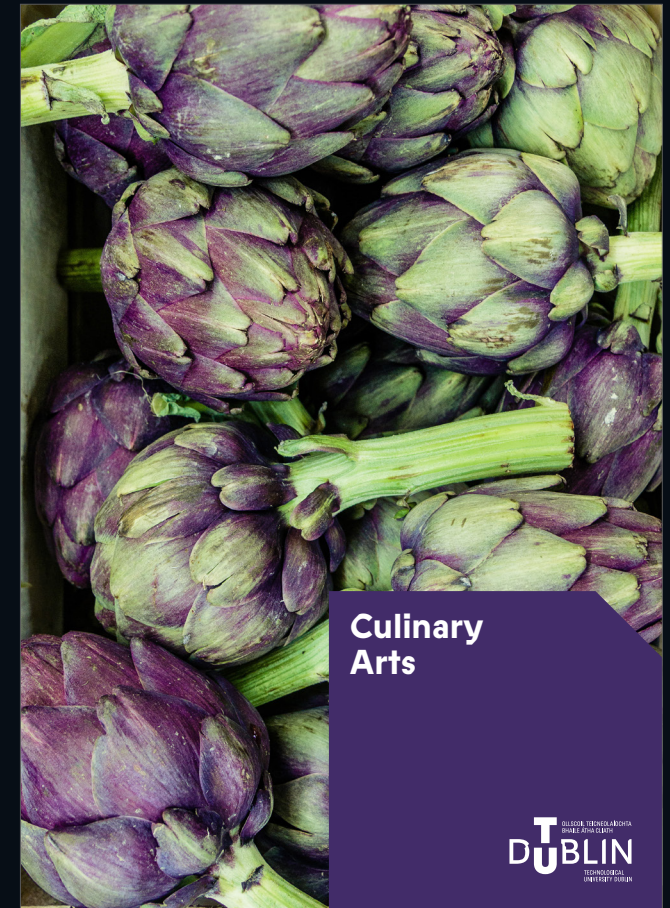
#### Photography Open Day 2020

Thursday 9th January  
TU Dublin, Grangegorman

To book a place or portfolio  
review, email [xxx@tudublin.ie](mailto:xxx@tudublin.ie)

[Twitter](#) [Facebook](#) [Instagram](#) @WeAreTUDublin

1 IMAGE EXAMPLE: **DETAIL**



#### Culinary Arts

TU DUBLIN  
TECHNOLOGICAL  
UNIVERSITY DUBLIN



## 5 Imagery

### Using Imagery

2 IMAGES



The Texture  
/ The Process

The Process

3 IMAGES



The Detail  
/ The Process

The Process

The Texture

When more than one image is required,  
try to incorporate multiple themes.  
It's about striking a balance between  
different levels of process and detail.

# Brand in Action



### Stationery

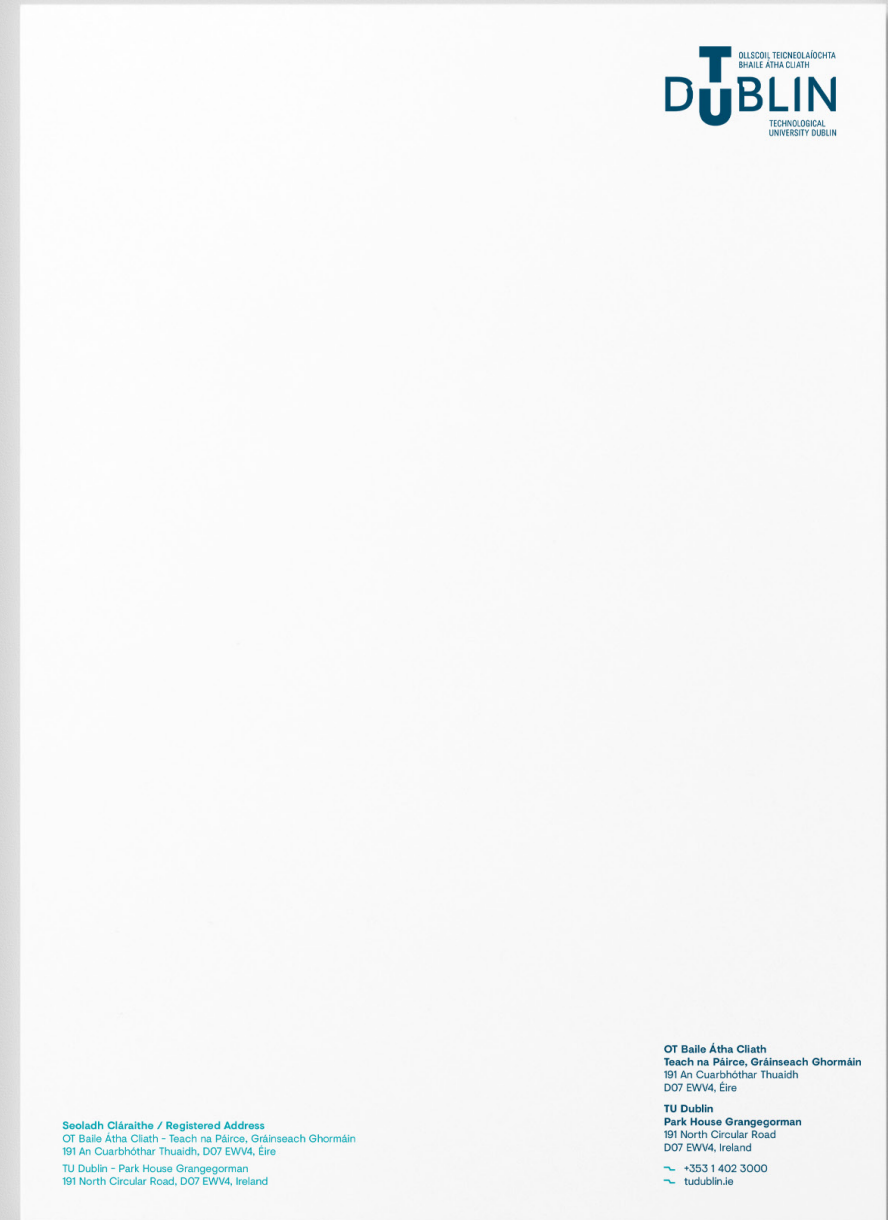
All stationery for TU Dublin should adhere to the Official Languages Act 2003 Regulations

The Irish Language:

- > Shall appear first
- > Shall not be less prominent, visible or legible
- > Lettering shall not be smaller in size
- > Shall communicate the same information
- > Shall not be abbreviated unless a word in English is abbreviated

Stationery includes:

- > Notepaper
- > Compliment slips
- > Fax cover sheets
- > File covers & other folders
- > Labels
- > Envelopes
- > Business cards



## 7 Brand in Action

### Stationery



**Business Card  
Side 1  
English**



**Business Card  
Side 2  
Irish**

#### Business Card

Format  
85mm x 55mm  
Printed in spot colour where possible. See page 18 for brand spot colours.

Recommended Paper  
350gsm challenger offset.  
White uncoated board.



#### Letterhead

Size: A4: 297mm (h) x 210mm (w)

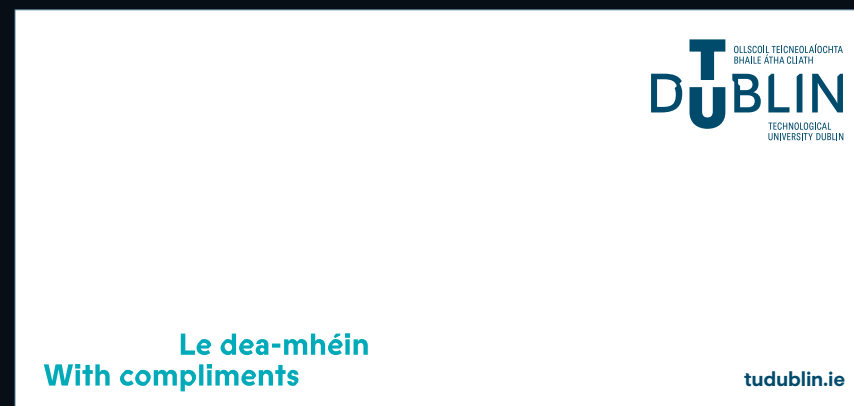
Recommended Paper stock  
- 100 gsm uncoated, white,  
laser guaranteed.

Note that Electronic Templates  
for letterhead are available to  
reduce printing costs.

#### Compliments Slip

Size: DL: 297mm (h) x 00mm (w)

Recommended Paper stock  
- 100 gsm uncoated, white,  
laser guaranteed.







### Format

A4: 297mm (h) x 210mm (w)  
Printed in CMYK

### Recommended Paper

#### Cover:

300gsm uncoated  
white stock  
eg: Edixion offset

#### Interior:

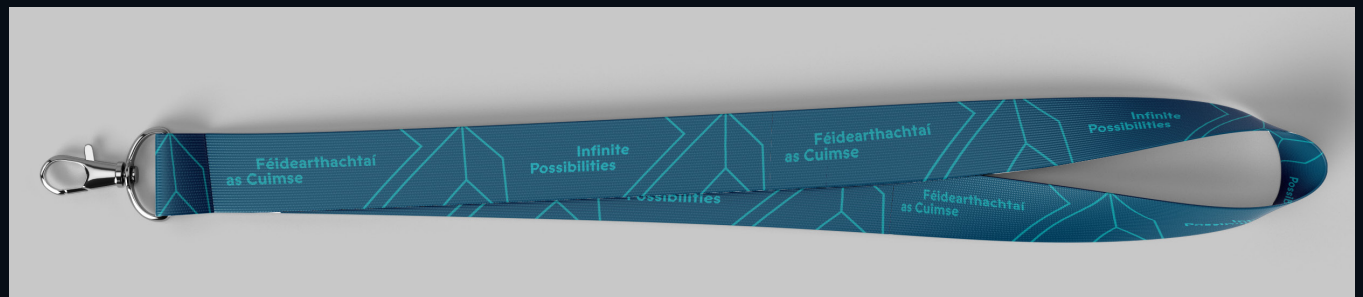
120gsm uncoated  
white stock  
eg: Edixion offset



## 7 Brand in Action

These are examples of how the brand could be employed in merchandise.

### Merchandise



Please feel free to contact us with any queries you may have on any of the information provided in this guide.

Mairead Murphy

~ [Mairead.murphy@tudublin.ie](mailto:Mairead.murphy@tudublin.ie)

Adrian Payne

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Melda Slattery

~ [Melda.slattery@tudublin.ie](mailto:Melda.slattery@tudublin.ie)