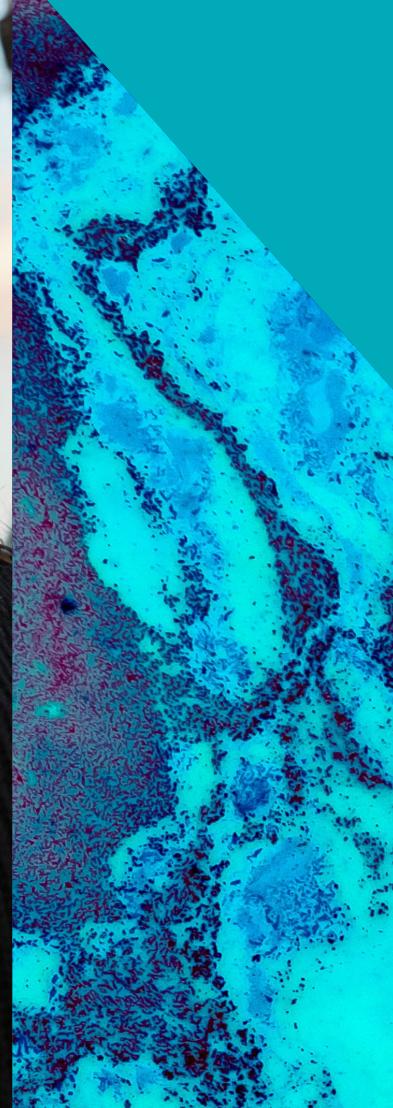


Brand Book

Version 5.0 March 2020



Contents

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...

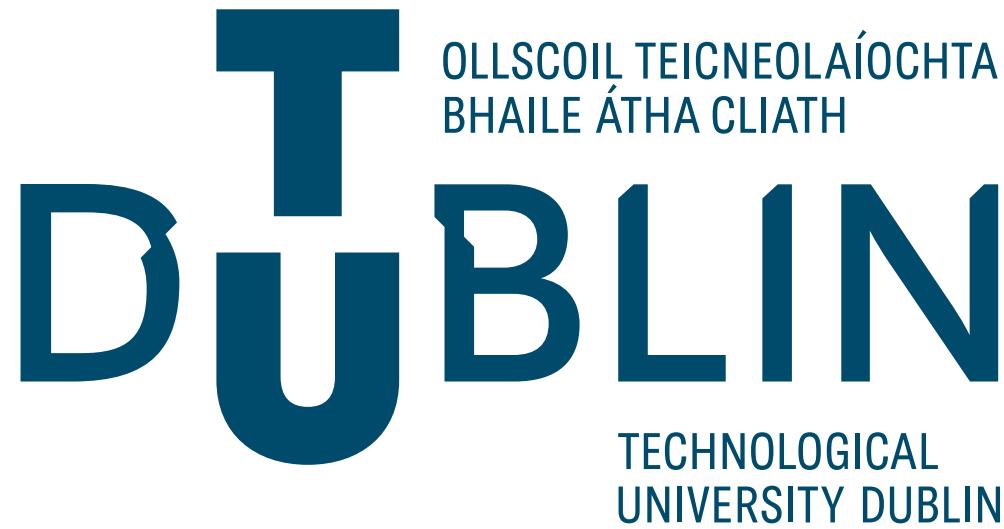
**Pioneering
Dynamic
Inclusive
Adaptive
Collaborative**

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

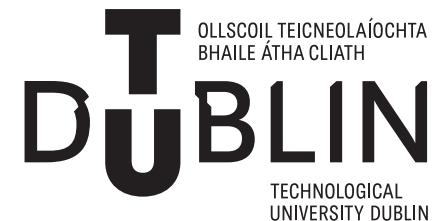
Monotone: White

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 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

Logo Misuse

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.



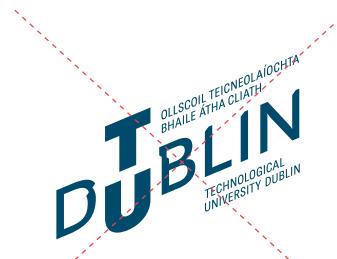
01



02



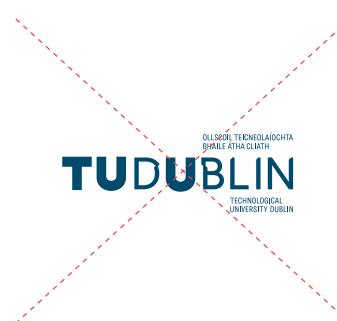
03



04



05



06



07

2 Our Logo

Logo Placement

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.

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

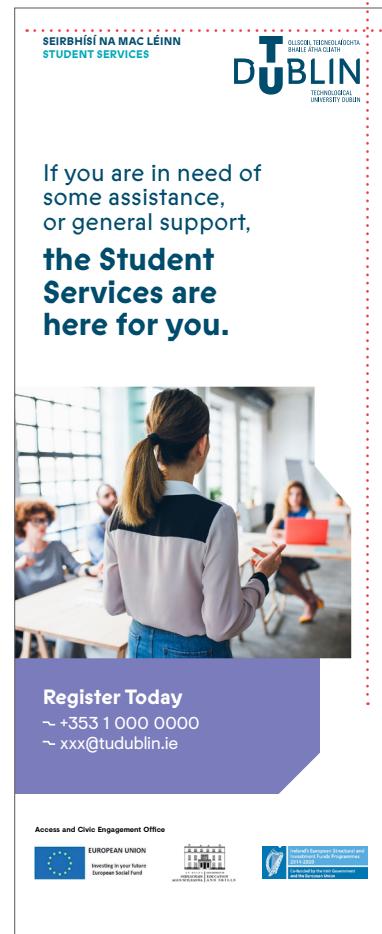
2 Our Logo

Logo Placement

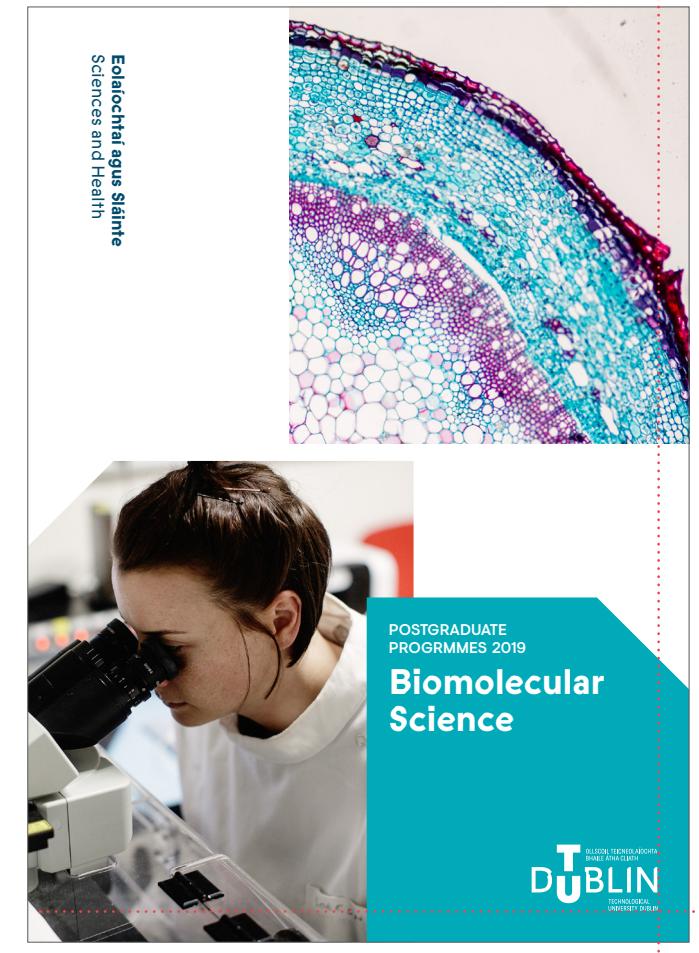
SAMPLE PULL UP - EXTERNAL



SAMPLE PULL UP - INTERNAL



SAMPLE COVER - A4



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

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 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

A close-up photograph of a young woman with long brown hair, smiling and looking off to the side. Her hair is slightly messy and appears to be blowing in the wind. She is wearing a dark-colored, ribbed, V-neck sweater. In the background, the blurred face of a man wearing sunglasses and a patterned shirt is visible.

Infinite Possibilities

2 Brand Elements

Our Tagline

The TU Dublin motto as Gaeilge is -
Féidearthachtaí as Cuimse

Right Aligned: Irish

Féidearthachtaí
as Cuimse

Vertical: Irish

Féidearthachtaí
as Cuimse

Left Aligned: Irish

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**.

Right Aligned

Infinite
Possibilities

Vertical

Infinite
Possibilities

Left Aligned

Infinite
Possibilities

2 Brand Elements

Using Our Tagline

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.



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.



File Name:
TUD_BRAND_CMYK.ase

TU Dublin Dark Blue

PMS
3025

CMYK
100 27 10 56

RGB
00 76 108

HEX
#004C6C

TU Dublin Teal

PMS
320

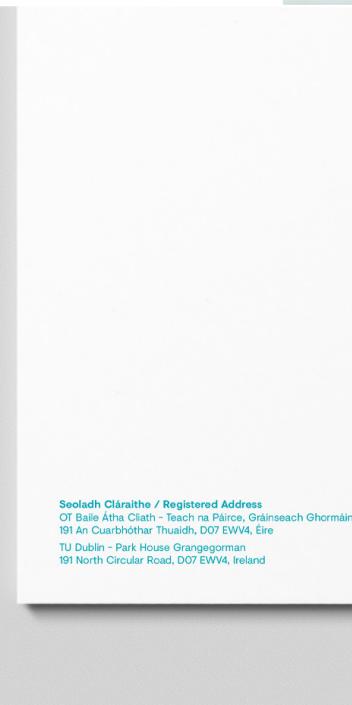
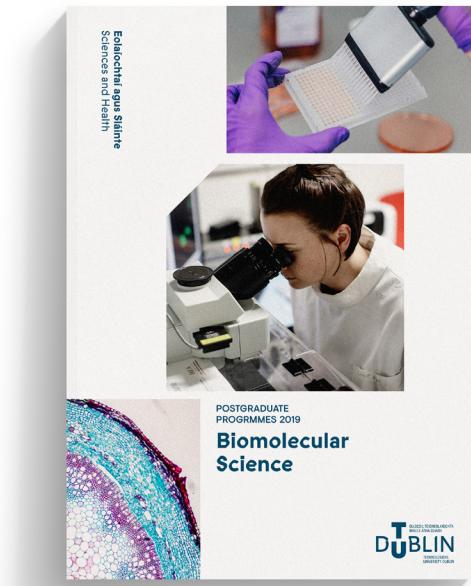
CMYK
96 00 31 02

RGB
00 169 183

HEX
#00a9b7

2 Brand Elements

Using Primary Colours



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

DUBLIN
TECHNICAL UNIVERSITY DUBLIN



DUBLIN
TECHNICAL UNIVERSITY DUBLIN

Suirbhéireacht agus Bainistíocht Foirgniochta
Surveying and Construction Management

**Geographic
Science**

TU000
BSc (Hons)
Course Title

TU000
BSc (Hons)
Course Title

TU000
BSc (Hons)
Course Title

SRAID BOLTON
BOLTON STREET



tudublin.ie

2 Brand Elements

Secondary Colours

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.

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 #E1EO44	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 #OA765A	PMS 3288

 File Name:
TUD_Secondary_CMYK.ase

2 Brand Elements

Combining Colours

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

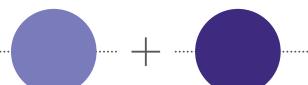
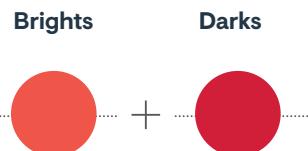
Use together

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.

Brights



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.



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.



TU DUBLIN
TECHNICAL UNIVERSITY DUBLIN
DUBLIN INSTITUTE OF TECHNOLOGY

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

[@tucathalib](#)



SEIRBHÍSÍ NA MAC LÉINN
STUDENT SERVICES

DUBLIN
TECHNICAL UNIVERSITY DUBLIN
DUBLIN INSTITUTE OF TECHNOLOGY

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
Compete, Achieve, Lead
INTERREG V-A IRELAND-PORTUGAL
Programme
INTERREG V-A IRELAND-PORTUGAL
Programme
INTERREG V-A IRELAND-PORTUGAL
Programme

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

DUBLIN
TECHNICAL 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
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

Patricia Bardon
Opera
Wednesday 23 November, 6.30 - 8.30pm
Kevin Barry Room, National Concert Hall
Observer Tickets €10 (Concessions €5) www.nch.ie

Barry Douglas
Piano
Monday 19 December
McCann Hall, TU Chatham Row
Observer Tickets €5 - www.eventbrite.ie

Free admission for TU Dublin staff and student observers.
Email conservatory@tudublin.ie to reserve your seat.
Twitter icon, Facebook icon, Instagram icon, @WeAreTUDublin

DUBLIN
TECHNICAL UNIVERSITY DUBLIN

03

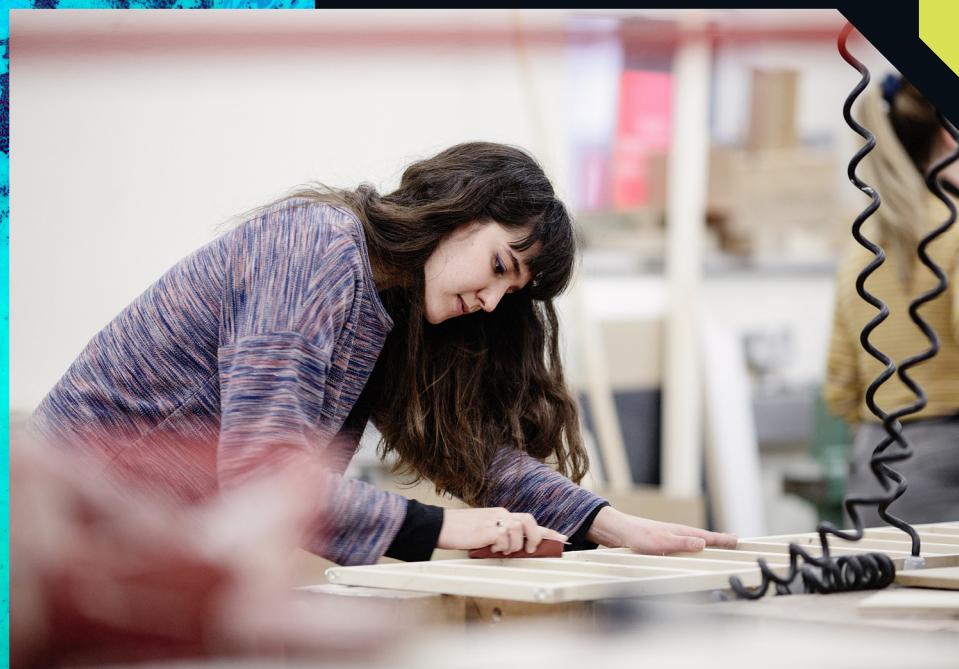
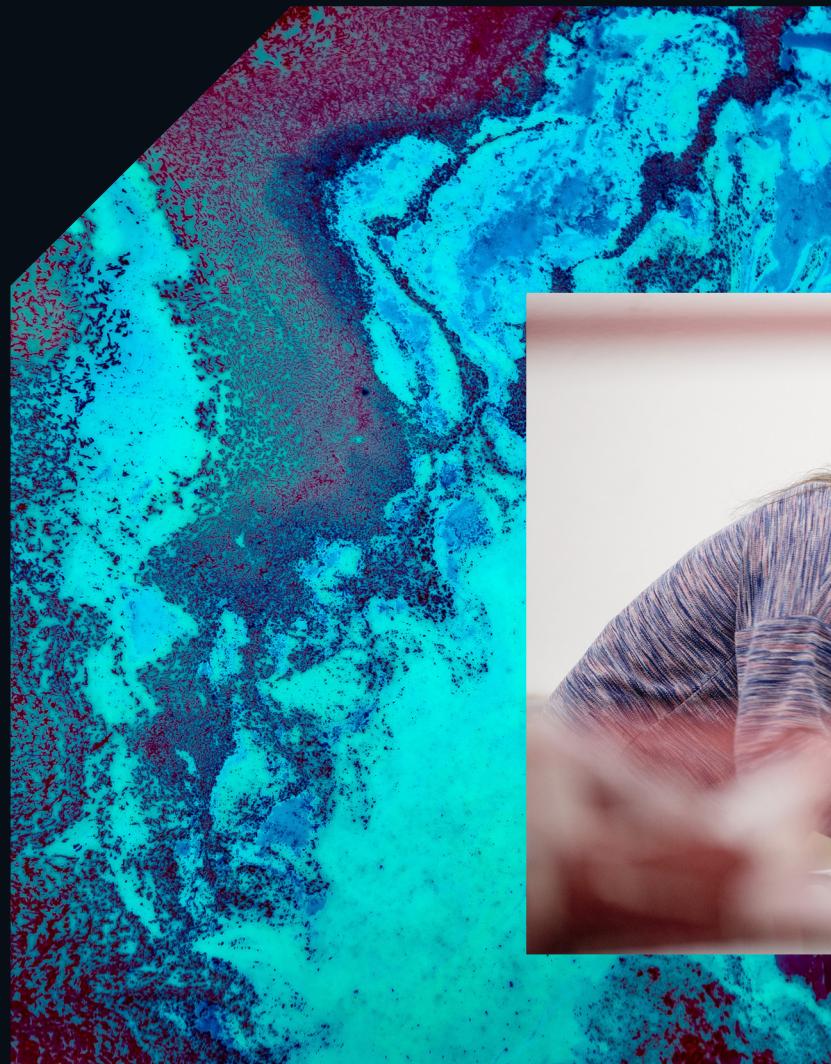
Use secondary colours on their own

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

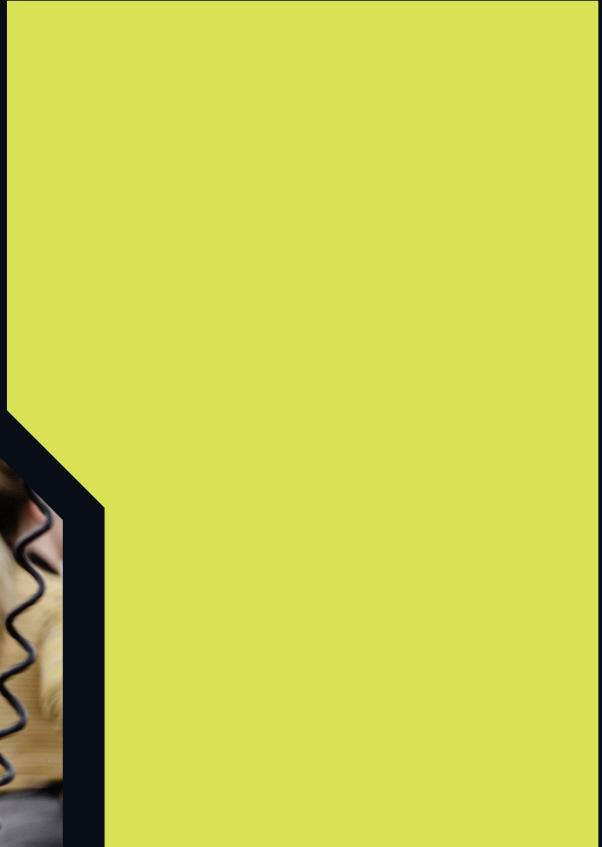


2 Brand Elements

Graphic Frame



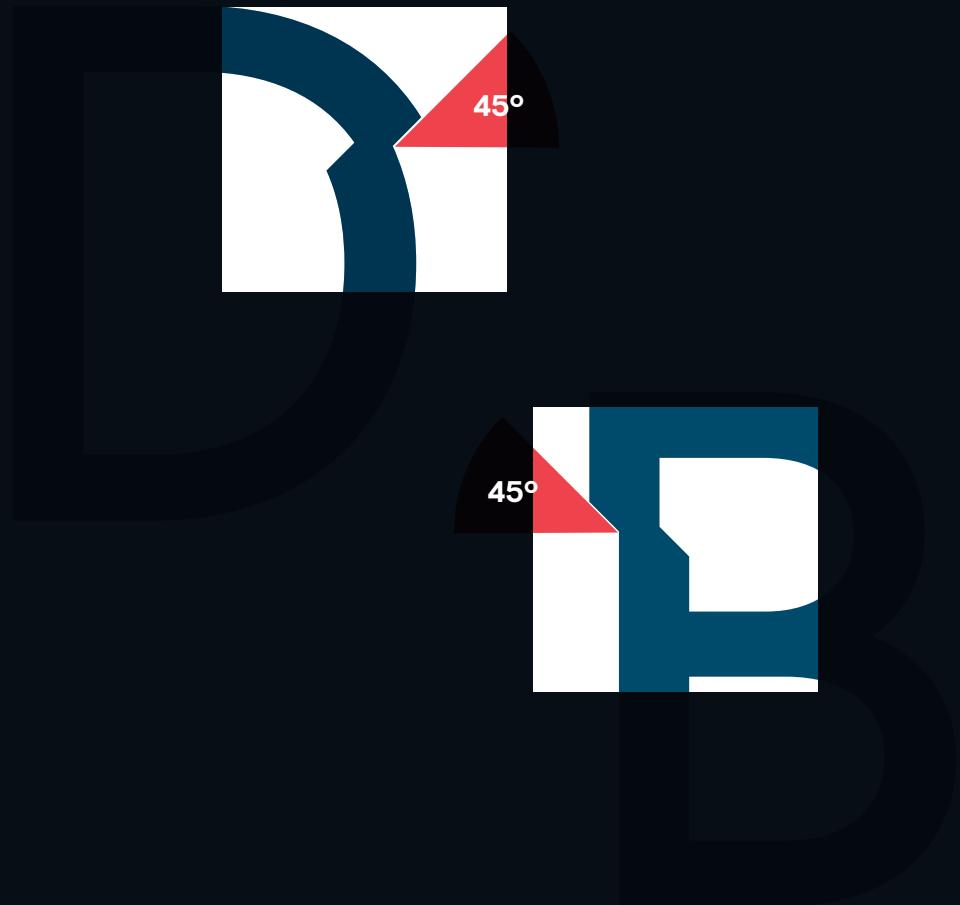
Our Graphic Frame device is inspired by impact, change and a shift in perspective that TU Dublin, as Ireland's first Technological University brings.



2 Brand Elements

Graphic Frame

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



SAMPLE 2



Sample A4 Poster

Graphic Frame can be used to house imagery.

SAMPLE 3



Sample A4 Poster

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

Sample A4 Poster

Graphic Frame can be used to house single images.

2 Brand Elements

Using Our Graphic Frame

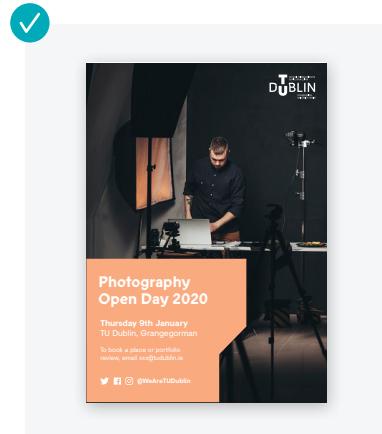
Our frame is an important design element and should be used where appropriate on key communications.

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.



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.

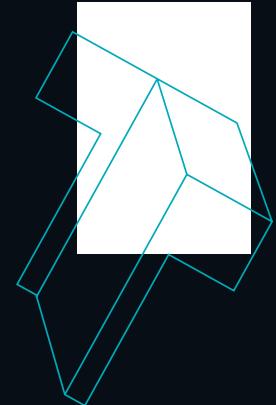


2 Brand Elements

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

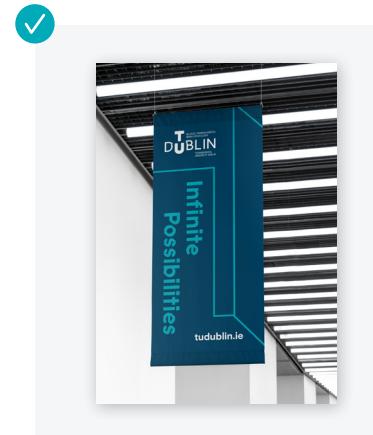
Using Our T Graphic

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

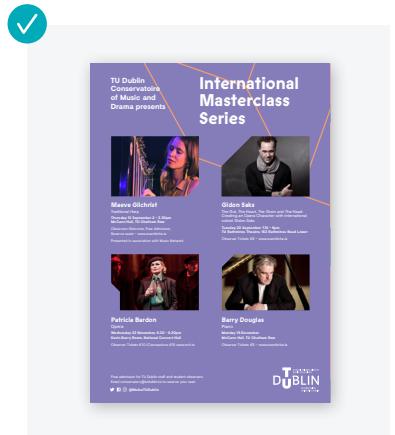
It should be applied sparingly to retain impact so it does not create a busy piece of communication.



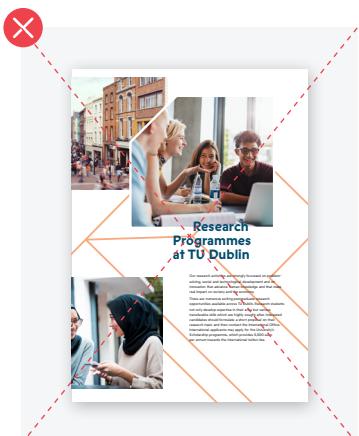
Do: Add the T Graphic to create visual interest.



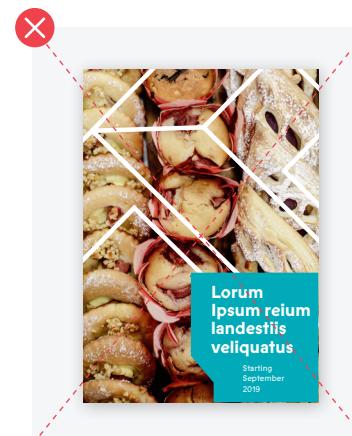
Do: Use on TU Dublin branded applications.



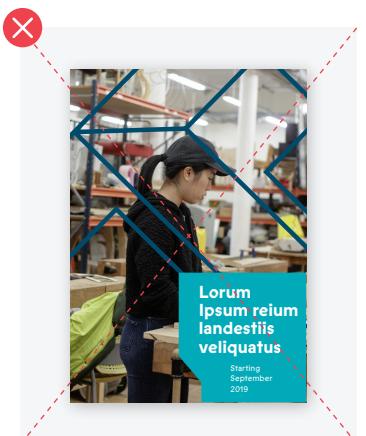
Do: Use sparingly for decoration.



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

2 Brand Elements

Our Type

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

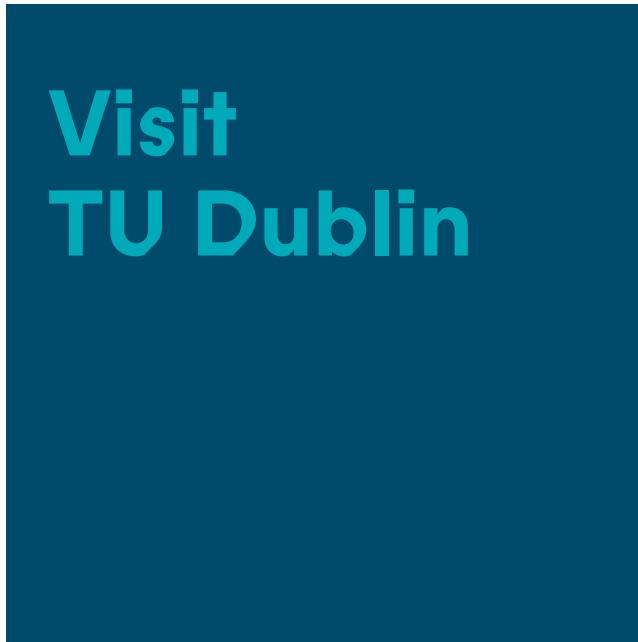
Visuelt Bold

AaBcCcDeFfGgHhIiJjKk 0123456789

2 Brand Elements

Combining Our Typefaces

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

Closing date for application

Starting September 2020

Requirements

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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

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

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

FUNCTIONAL PURPOSES

Website Privacy Notice

TU Dublin respects your right to privacy and our obligations under the Data Protection Acts 1988 and 2003 (“Data Protection Legislation”). We are not responsible for the content or the privacy policies of websites accessed by any external links. Please consult the privacy statements for such websites for information on the policies and practices under which they operate.

This statement on data protection and privacy does not represent a contractual undertaking by TU Dublin as noted above, TU Dublin reserves the right to review and amend any part of these Terms any time without notice. You should therefore consult the Terms regularly to view the then applicable Terms.

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

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

2 Brand Elements

Body Copy

Weight

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

Size

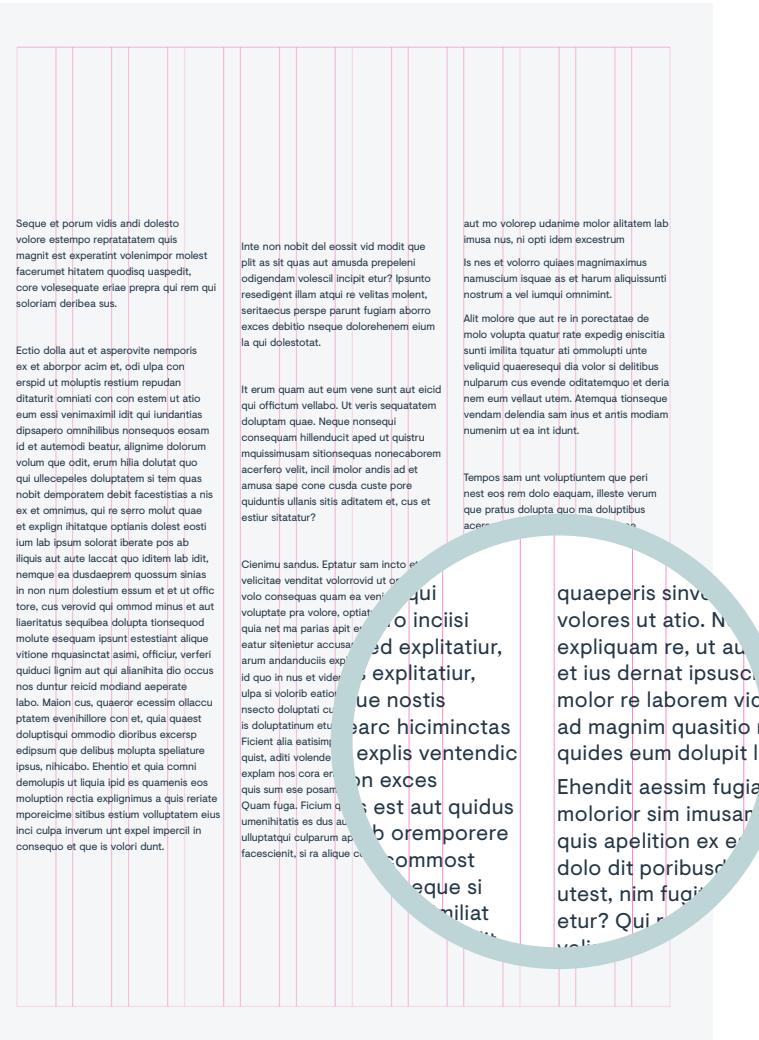
For printed pieces (A6 - A3). Our recommended body text size is 9pt with 11pt leading. Font size in no less than 8pt and no more than 12pt.

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.



EXAMPLE SETTINGS



2 Brand Elements

Internal Communications & Digital

Internal Communications

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

Internal Communication

Arial Bold

Abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

Abcdefghijklmnopqrstuvwxyz

Arial Regular

Abcdefghijklmnopqrstuvwxyz

Arial Regular Italic

Abcdefghijklmnopqrstuvwxyz

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.

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



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.



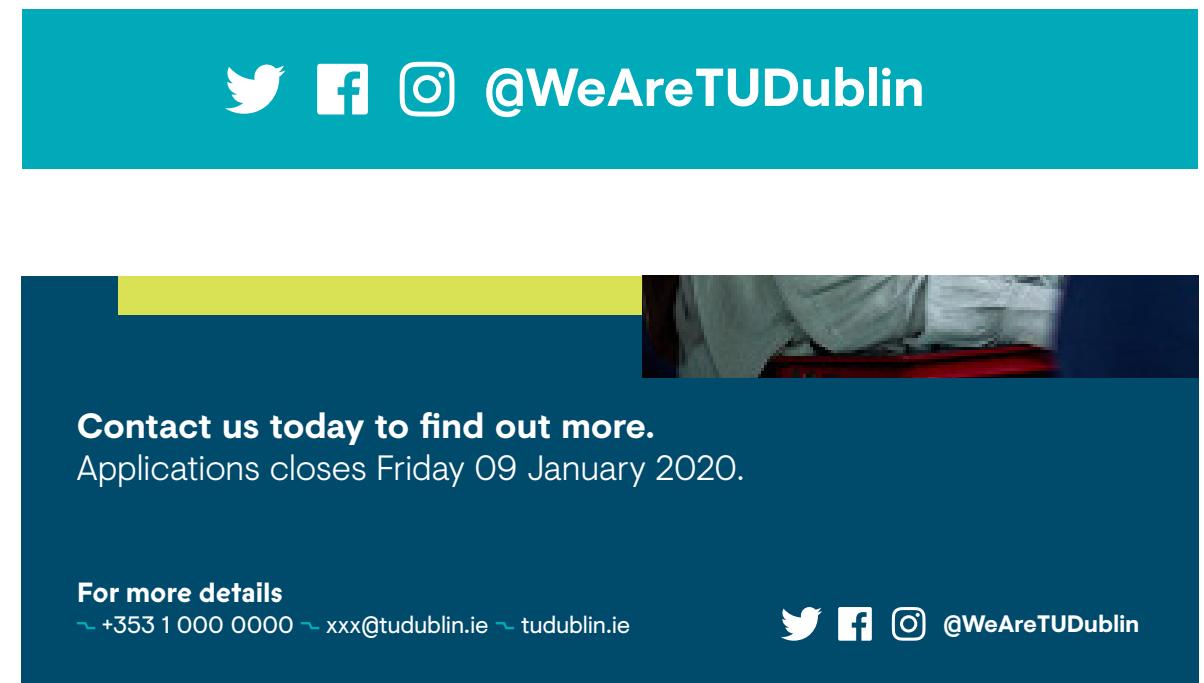
Social Media Handle

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



Sample A4 Poster

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



2 Brand Elements

Typographic Hierarchy: Course Details

Course Code

> Prophet Bold

Course Name

> Prophet Bold

Course Descriptor

> Visuelt Regular

Course Application

> Visuelt 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

**Cuntasáiocht 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

Locations

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

◦ **BAILE BHLAINSÉIR BLANCHARDSTOWN**

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.

◦ **TAMHLA
CT
TALLAGHT**

TAMHLA
CT
TALLAGHT

BAILE BHLAINSÉIR BLANCHARDSTOWN

LÁR NA CATHRACH CITY CENTRE

SRÁID AUNGIER AUNGIER STREET
SRÁID BOLTON BOLTON STREET
GRÁINSEACH GHORMÁIN GRANGEORMAN

4 Labelling

Locations

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

POSTER



PULL-UP



4 Labelling

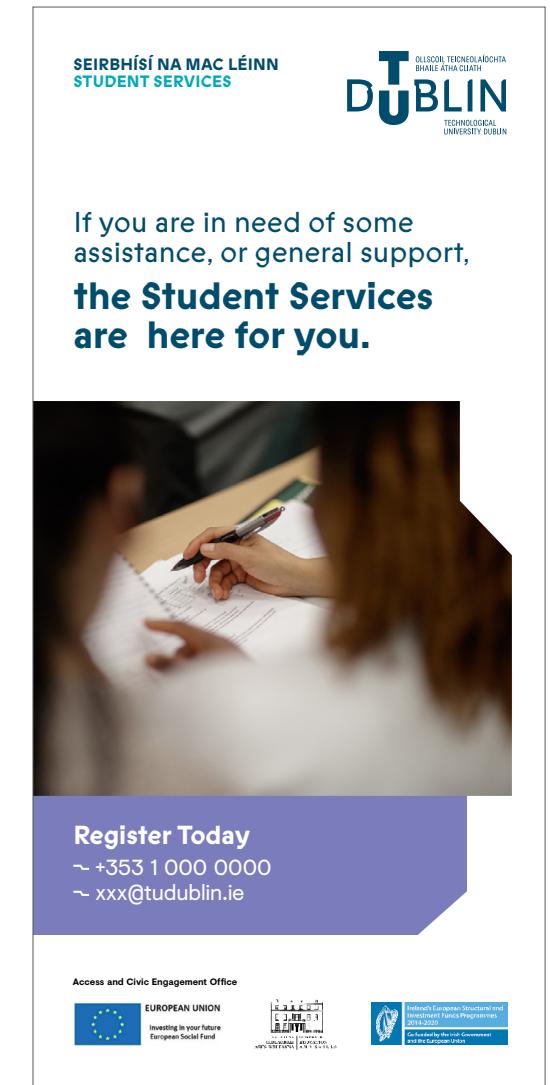
Internal Services

- 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



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.

Using Our Tone of Voice

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

Photography: Detail

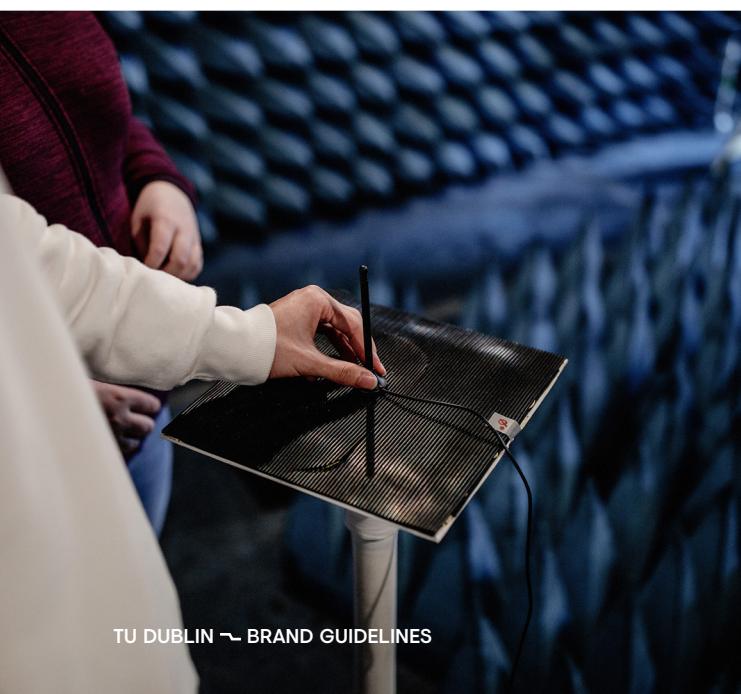
Detail helps to demonstrate the craft, experience and attention to detail studying at TU Dublin has to offer.

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



5 Imagery

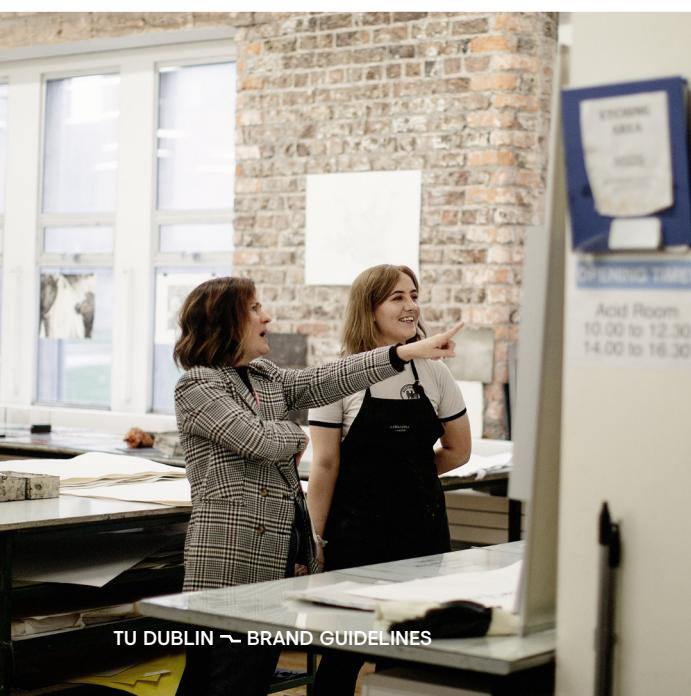
Photography: Process

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)

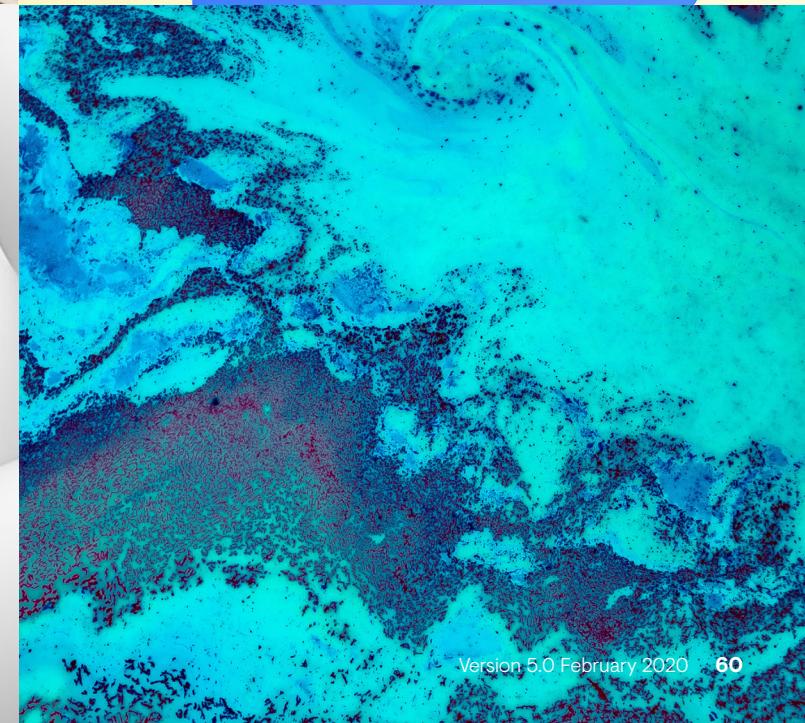
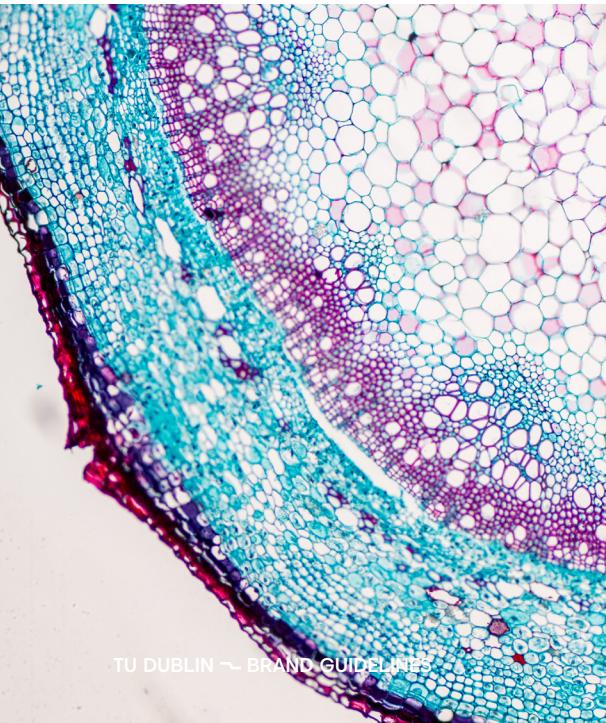
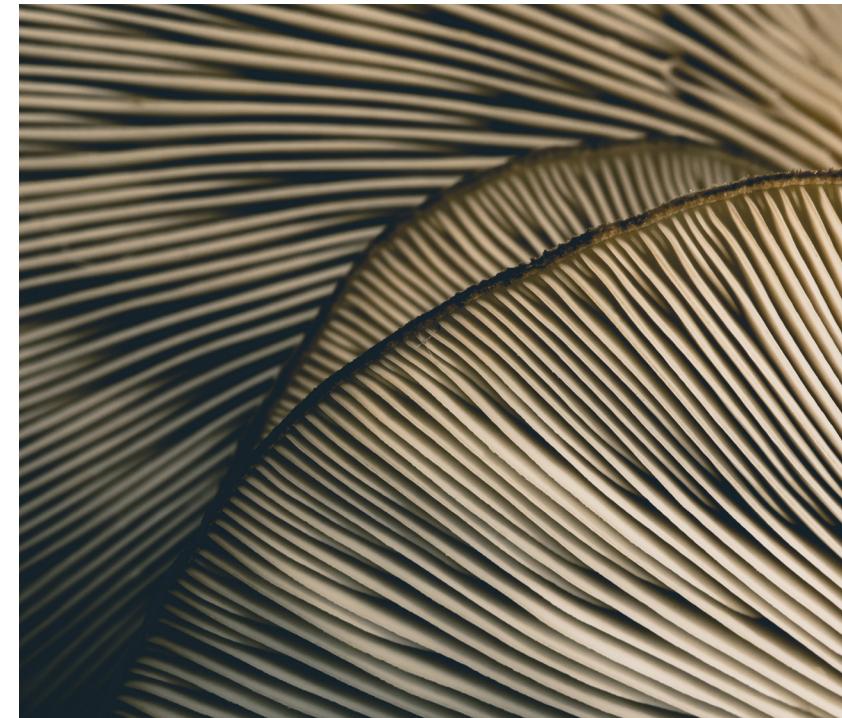


5 Imagery

Textures

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)



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

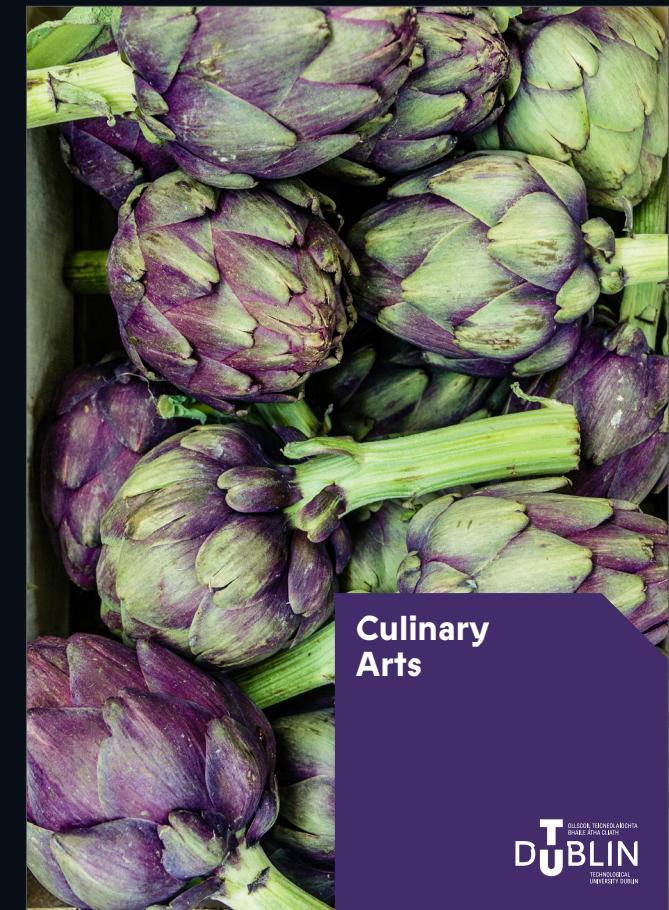
When using one image make sure it has visual impact and relates to the document subject matter.

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

1 IMAGE EXAMPLE: PROCESS

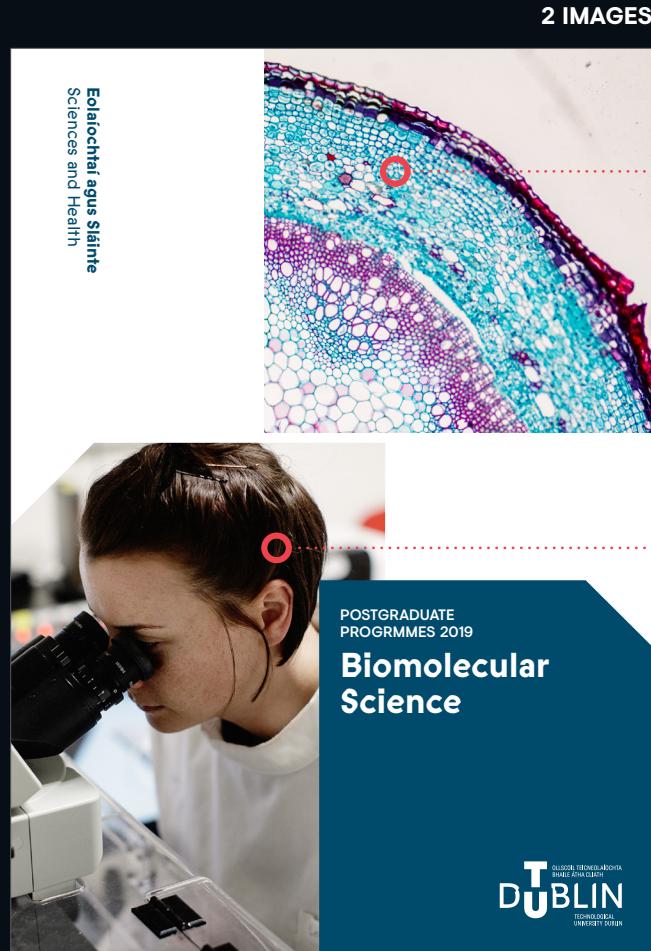


1 IMAGE EXAMPLE: DETAIL



5 Imagery

Using Imagery



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

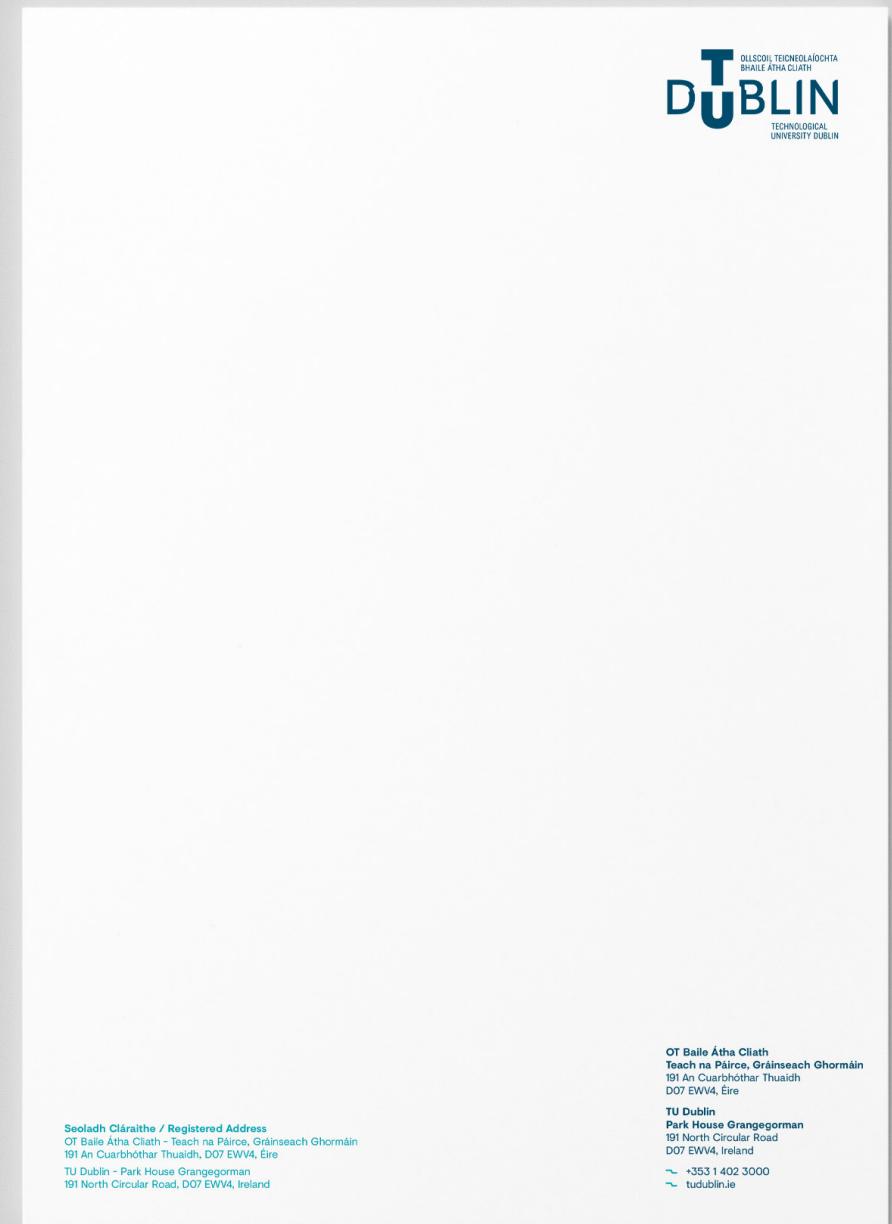
All stationery for TU Dublin should adhere to the Official Languages Act 2003 Regulations

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**



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.

Business Card

Format

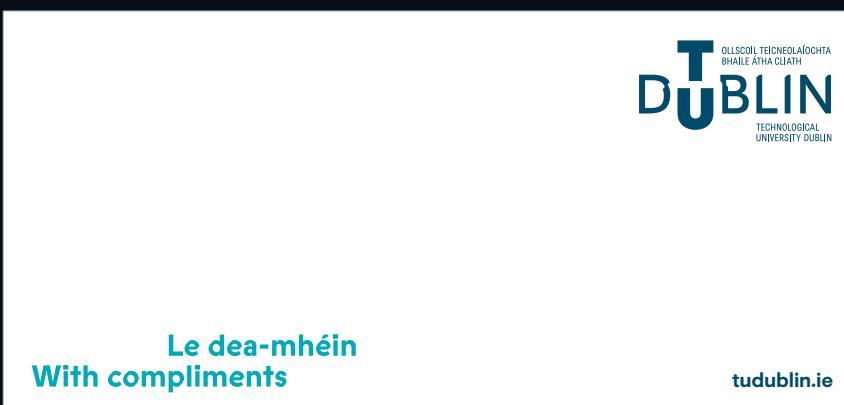
85mm x 55mm

Printed in spot colour where possible. See page 18 for brand spot colours.

Recommended Paper

350gsm challenger offset.

White uncoated board.



Compliments Slip

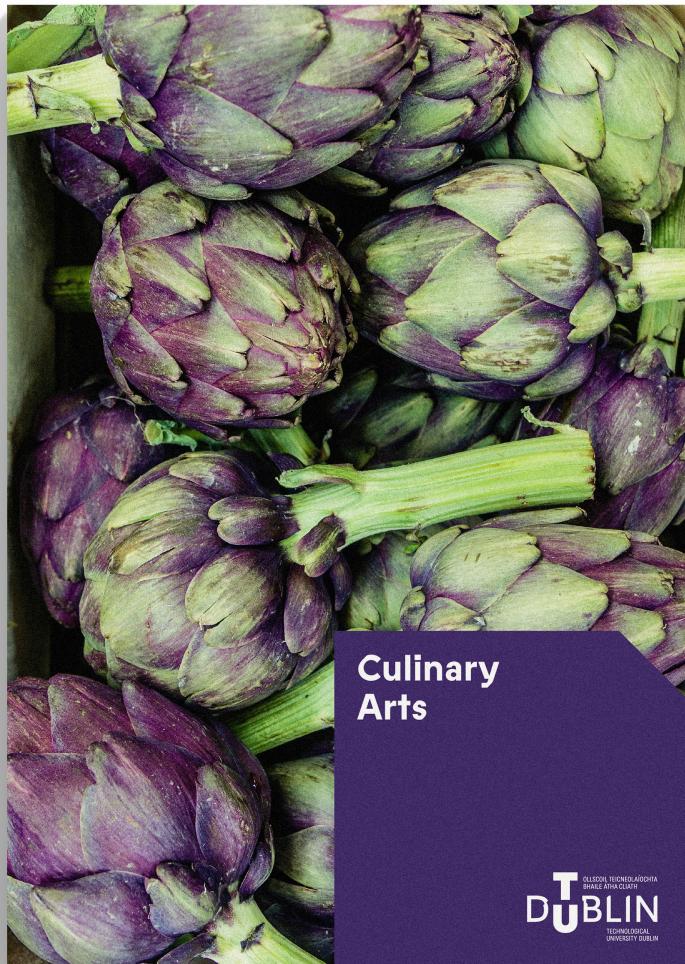
Size: DL: 297mm (h) x 00mm (w)

Recommended Paper stock

- 100 gsm uncoated, white, laser guaranteed.

7 Brand in Action

Brochures



TECNOLOGICAL UNIVERSITY DUBLIN
DUBLIN
TECHNICAL UNIVERSITY DUBLIN



Eolaíochtaí agus Sláinte
Sciences and Health

POSTGRADUATE
PROGRAMMES 2019

**Biomolecular
Science**

TECNOLOGICAL UNIVERSITY DUBLIN
DUBLIN
TECHNICAL UNIVERSITY DUBLIN

Format

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

Recommended Paper

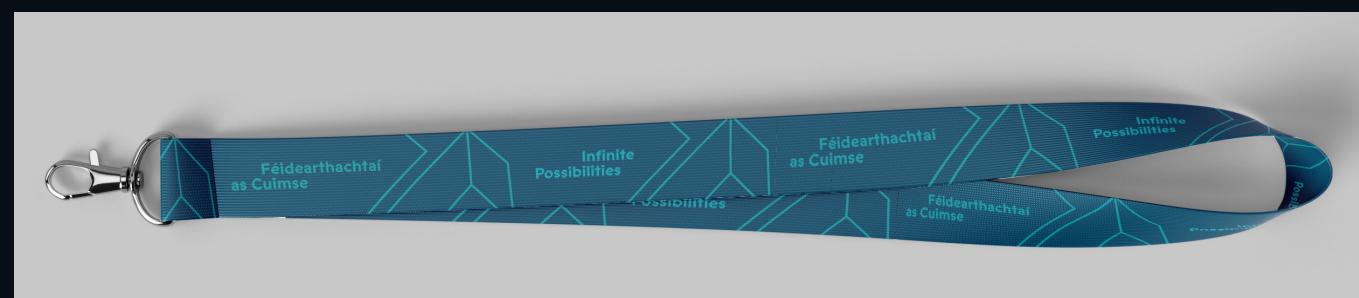
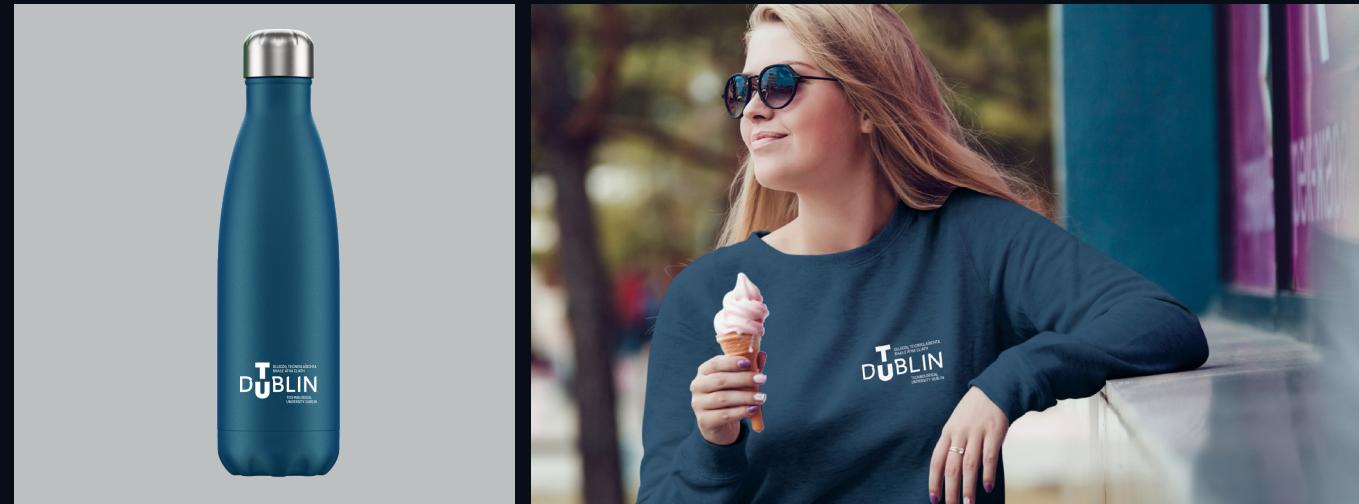
Cover:
300gsm uncoated
white stock
eg: Edision offset

Interior:
120gsm uncoated
white stock
eg: Edision offset

7 Brand in Action

Merchandise

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



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

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