UCD DUBLIN

Brand Identity Guidelines

Release 2
September 2005

Contents

# Our new UCD brand mark and masterbranding

Our new brand mark communicates the intellectual excellence and strong heritage of UCD, while positioning the university as dynamic and forward-looking. UCD is changing to meet the challenges of the 21st century. As a tangible expression of these changes, the university has moved into a masterbranded visual identity system. This means that the many disparate and independently created marks previously in use are now superseded by **a single, unified articulation of our identity**.

UCD is Ireland's largest university. Our objective is to be the country's premier academic institution, and to become one of the top 30 universities in Europe. Key to achieving this is speaking with one voice. Each of our colleges, schools and other units will now be associated with a central and cohesive brand, making it easier to manage and implement. This rationalisation will have benefits for all.

The UCD brand mark elements

Our brand mark is composed of three elements – the UCD Castles, the UCD Dublin Logotype and the UCD Harp. The brand mark shape is uniquely formed by the UCD Dynamic Arc. All of the brand mark elements have been specially drawn and must not be redrawn in any way.

UCD Dynamic Arc

UCD Castles

UCD Dublin Logotype

UCD brand mark

UCD Harp

10mm
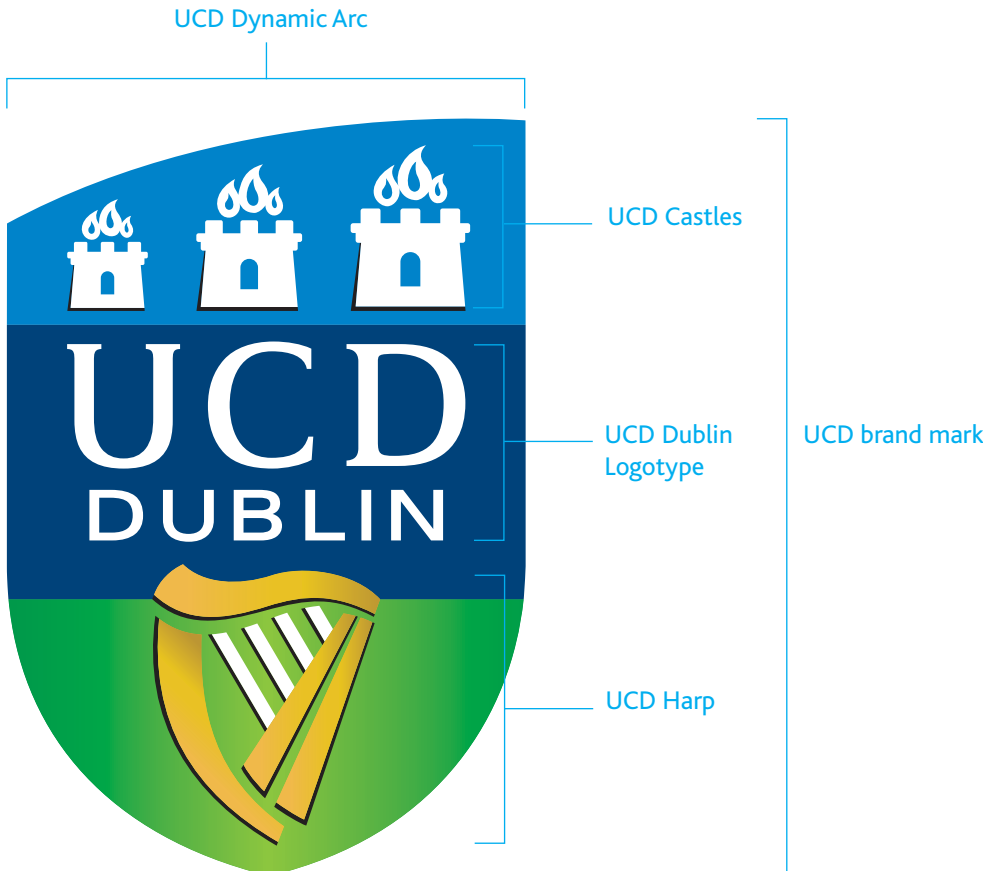
Clearance zone
To ensure that nothing interferes with our brand mark's visibility, we have created a protective clearance zone to set off the brand mark from type, photographs and illustrations.

The cyan rectangle shown here represents the minimum clearance zone for our brand mark.

Minimum size
Never reproduce our brand mark at sizes less than 10mm wide.

Our new brand mark and the UCD coat of arms

Up to this point we have always used our formal coat of arms for all visual expressions of UCD. We will now retain the UCD coat of arms for ceremonial and formal uses only. Our new brand mark will be used for all UCD visual identity and communications uses.

UCD brand mark

Visual identity and communications uses

Stationery

Literature

Marketing collateral

Signage

Online

UCD coat of arms

Ceremonial and formal uses

UCD degrees

UCD diplomas

UCD certificates

Prestige items

Brand mark master artwork files – Macintosh

There are only three version of our brand mark – colour, black or reversed. Do not create any alternative versions. The brand mark should always be reproduced from master digital master artwork.

For use by design and advertising agencies and printing companies.

Colour
These artworks have been created to print the UCD brand mark using the four-colour process.

Filename
ucd_brandmark_colour.eps

Black
These artworks have been created to print the UCD brand mark in one colour – black – on a lighter background colour.

Filename
ucd_brandmark_black.eps

Reversed
These artworks have been created to print the UCD brand mark in one colour – white – reversed out of a black background.

Filename
ucd_brandmark_reverse.eps

These file formats are not suitable for on-screen brand mark applications.

Brand mark master artwork files – Windows

Windows-compatible master artwork files have been created using Adobe Illustrator and Photoshop, and are saved in the formats shown below.

For use in-house in PC applications such as Microsoft Word and Microsoft PowerPoint

Windows formats

EPS files – for output to monochrome laser printers.

TIFF files – for output to colour laser printers. For smaller applications a reduced size has also been supplied.

JPEG files – for on-screen use.

Filenames

ucd_brandmark_colour.eps

ucd_brandmark_colour.tif

ucd_brandmark_colour_sml.tif

ucd_brandmark_colour.jpg

Filenames

ucd_brandmark_black.eps

ucd_brandmark_black.tif

ucd_brandmark_black_sml.tif

ucd_brandmark_black.jpg

These file formats are not suitable for supplying artworks to design or advertising agencies.

UCD brand mark usage guidelines

Never apply a keyline to the colour brand mark.

Never alter the colours of the brand mark.

Never alter or distort the brand mark.

Never replace the logotype with a typeface.

Never use the logotype alone.

Never add additional elements to the brand mark.

Never remove the gradients from the brand mark colours.

Never alter the proportions of the brand mark elements.

There must be a significant contrast of colour when positioning the brand mark on a colour background.

Never alter the shape of the brand mark.

Never create a grayscale version of the brand mark.

The examples on this page represent some incorrect uses of the UCD brand mark, they are not intended to cover all incorrect variants.

UCD brand mark colours

The brand mark artwork is always reproduced using the four-colour process. There is no spot version of the UCD brand mark. Spot colour approximations are supplied here to assist in the roll-out of new applications.

UCD
BLUE

Pantone Process 225-2

Four-colour process breakdown
Cyan   100%
Magenta   15%
Yellow   0%
Black   0%

Closest Pantone spot colour approximation

Use Pantone Process Blue

UCD
NAVY

Pantone Process 206-1

Four-colour process breakdown
Cyan   100%
Magenta   60%
Yellow   0%
Black   40%

Closest Pantone spot colour approximation

Use Pantone 654

UCD
GOLD

Pantone Process 6-4

Four-colour process breakdown
Cyan   0%
Magenta   10%
Yellow   100%
Black   5%

Closest Pantone spot colour approximation

Use Pantone 109

UCD
RICH GREEN

Pantone Process 275-1

Four-colour process breakdown
Cyan   100%
Magenta   0%
Yellow   100%
Black   10%

Closest Pantone spot colour approximation

Use Pantone 348

UCD
BRIGHT GREEN

Pantone Process 290-1

Four-colour process breakdown
Cyan   60%
Magenta   0%
Yellow   100%
Black   0%

Closest Pantone spot colour approximation

Use Pantone 369

Using our typography consistently

Our new branding system and stationery suite is typeset using the Bliss typeface family.

Bliss is published by Jeremy Tankard and can be purchased online at the website www.typography.net.

Bliss is licensed in weight packs, for instance, Bliss Regular contains all the fonts related to the Regular weight, including the Small Capitals font which has the non-aligning numerals used in our stationery.

UCD has purchased a limited number of licences for the Bliss typeface that are available for all Schools, Colleges and Academic Units. To obtain a licence, please contact communications@ucd.ie

Bliss Light

Reputable

Bliss Regular

Successful

Bliss Regular Italic

Progressive

Bliss Medium

Innovative

Bliss Bold

Influential

Bliss Bold Italic

Excellence

**Bliss Capitals Regular
(with non-aligning numerals)**

1234567890

The Verdana font family is the preferred alternative typeface when the Bliss typeface is not accessible. Verdana is supplied with most common applications and is available on the majority of PCs.

Visual relationship of the constituent units of UCD to the masterbrand

UCD now has one single brand mark. All previous identities, sub-brands, logos etc, have been superseded by this masterbrand. A clear, logical system now communicates the relationship of UCD to its constituent units. The masterbrand will be supported by the relevant unit name, typeset in the Bliss font family.

Standard relationship of the UCD masterbrand and a unit name

Brand mark

Unit name

UCD School of Architecture, Landscape and Civil Engineering

The UCD stationery system suite uses a specific (non-standard) visual relationship between the UCD brand mark and its constituent units. Please refer to page 22 of this brand identity guidelines.

Branding system usage guidelines

Never alter the proportions of the branding system.

Never centre the unit name under the brand mark.

Never replace the logotype with a unit name.
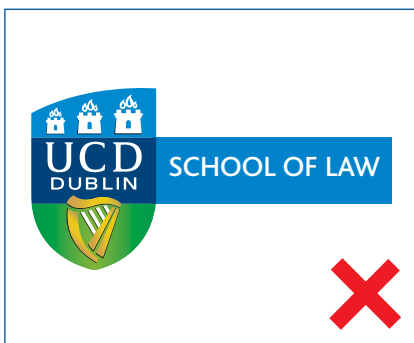
Never lock a unit name to the brand mark.

Never alter the proportions of the branding system to give more prominence to a unit name.

Never lock a unit name onto the brand mark or create a bounding shape surrounding both.

The examples on this page represent some incorrect uses of the UCD brand mark, they are not intended to cover all incorrect variants.

Typesetting the unit names

Brand mark

Unit name

No other graphic device should be positioned within the branding system area.

UCD School of Architecture, *
Landscape and
Civil Engineering

*Each unit name must be prefixed with UCD.
The unit name must always be typeset in upper and lowercase and never in all capitals.

| Brand mark 40mm high | **+** | Unit name typeset in Bliss Medium 14 point on 17.5 leading | **=** | UCD Branding System |

These measurements are for an A4 size application. This system can be scaled accordingly for other sizes.

UCD SCHOOL OF ARCHITECTURE,
LANDSCAPE AND
CIVIL ENGINEERING

The unit name must never be typeset in all capitals.

*UCD School of Architecture,
Landscape and
Civil Engineering*

The unit name must never be typeset in italics.

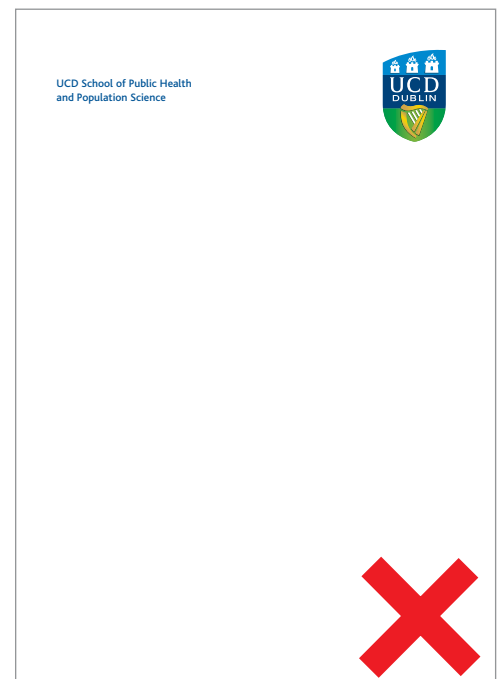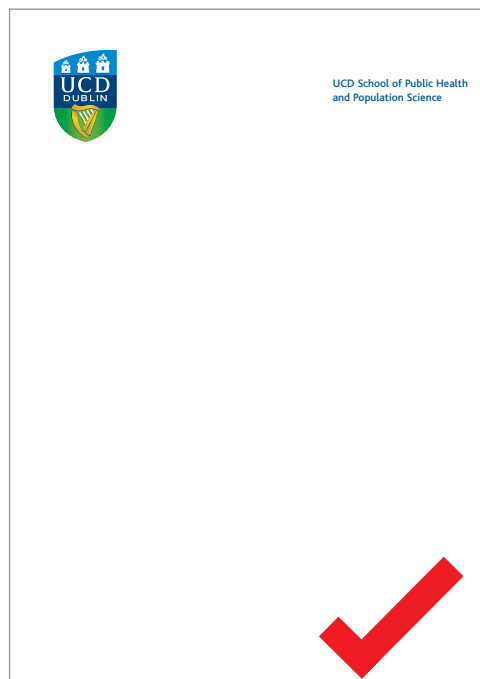# Standard size relationship of our brand mark and a unit name – top-alignment

The key point of our new UCD branding system is that there is no longer marks for individual units, rather it is a system of relationships that is applied in each particular case. There is a top-alignment option for applying the UCD brand mark and unit name onto communications materials.

Brand mark 40mm high	**+**	Unit name typeset in Bliss Medium 14 point on 17.5 leading	**=**	UCD Branding System

These measurements are for an A4 size application. This system can be scaled accordingly for other sizes.

Centre alignment

UCD College of Arts and Celtic Studies

Unit name is set left-aligned and positioned 2.5 crest widths from the right-hand edge.

Correct and incorrect examples of the top-alignment branding system. Applied onto an A4 proportion item.

UCD School of Public Health and Population Science

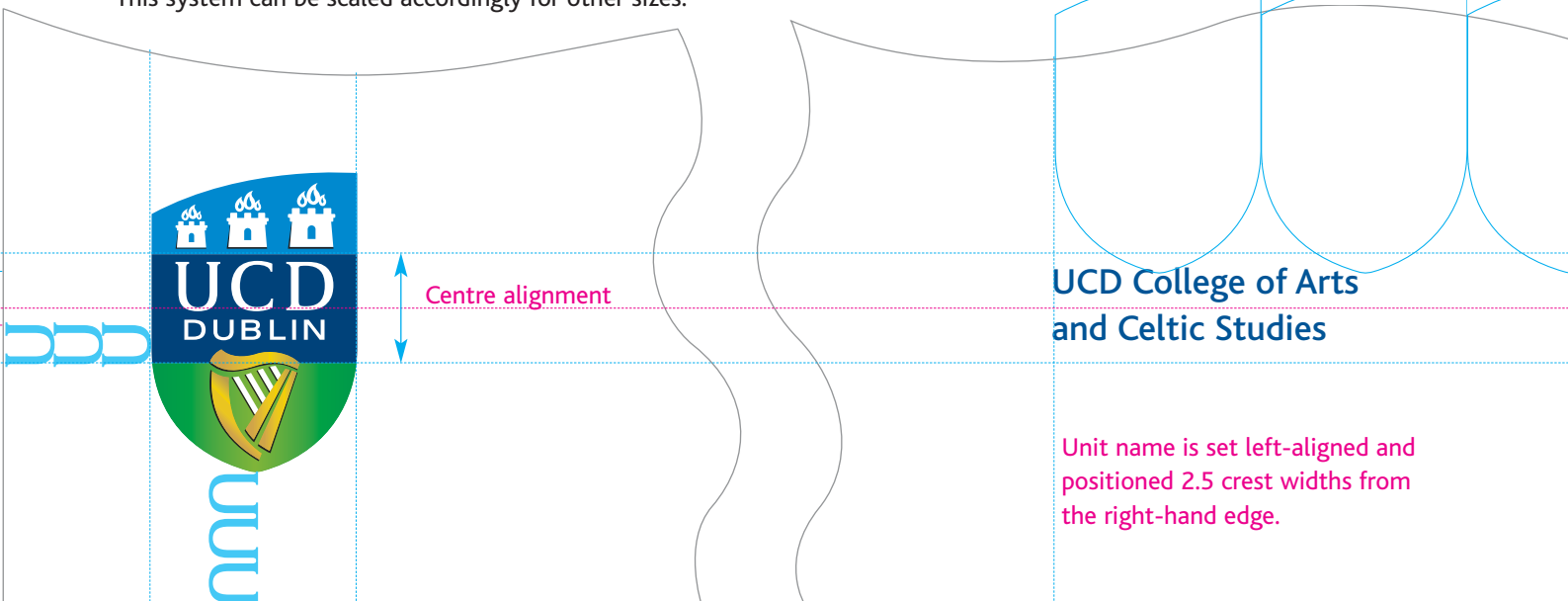UCD School of Public Health and Population Science
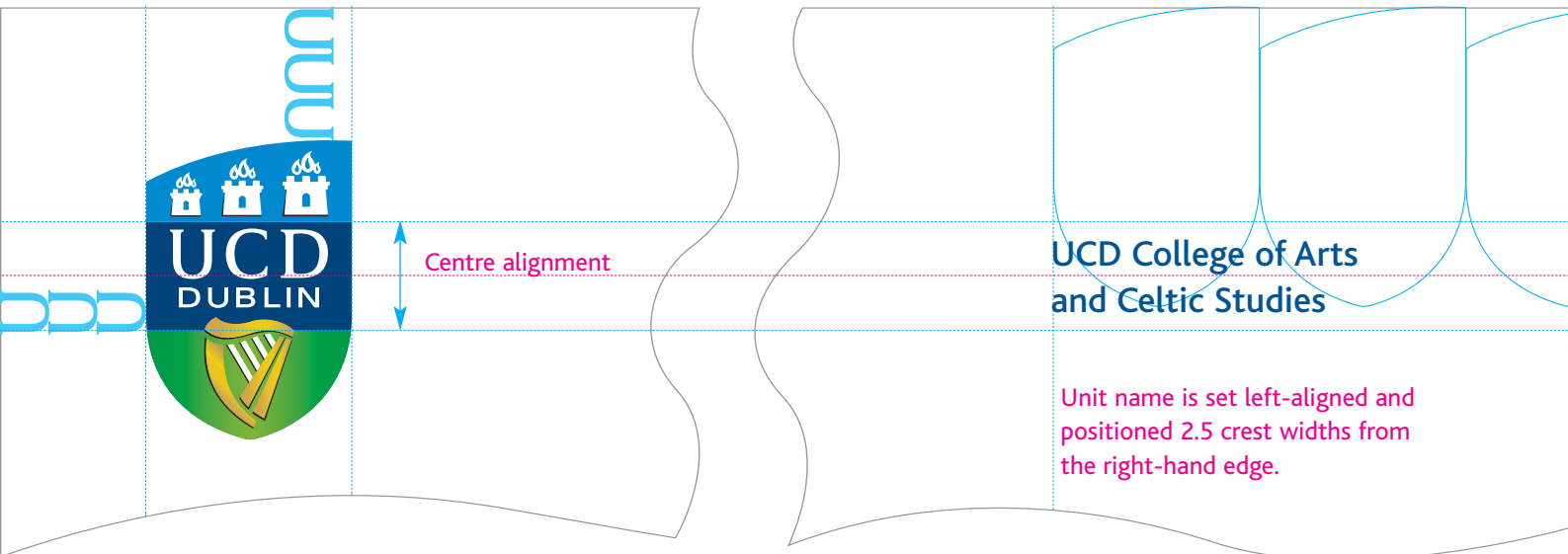
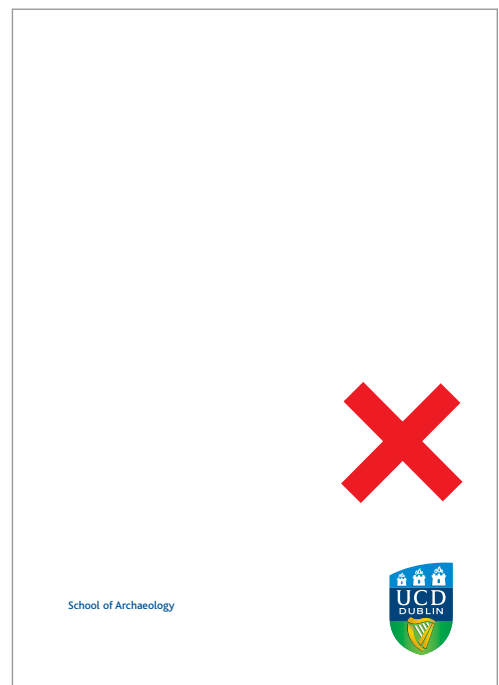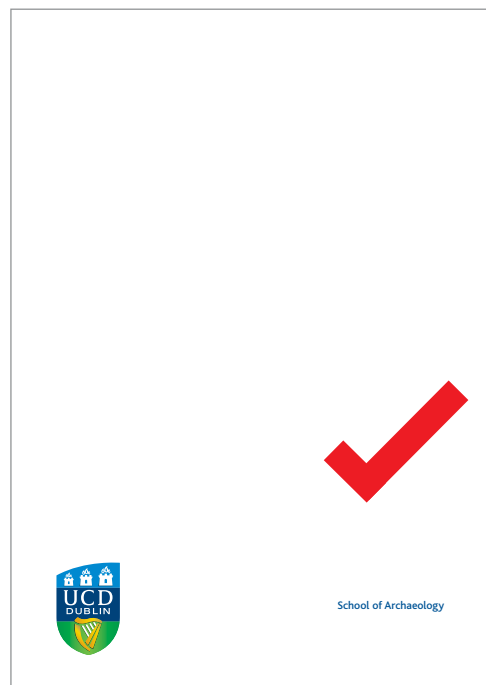# Standard size relationship of our brand mark and a unit name – base-alignment

The UCD branding system has some flexibility in its application. There is also a base-alignment option for applying the UCD brand mark and unit name onto communications materials.

| Brand mark 40mm high | + | Unit name typeset in Bliss Medium 14 point on 17.5 leading | = | UCD Branding System |

These measurements are for an A4 size application.
This system can be scaled accordingly for other sizes.

Centre alignment

UCD College of Arts and Celtic Studies

Unit name is set left-aligned and positioned 2.5 crest widths from the right-hand edge.

Correct and incorrect examples of the base-alignment branding system. Applied onto an A4 proportion item.

School of Archaeology

School of Archaeology

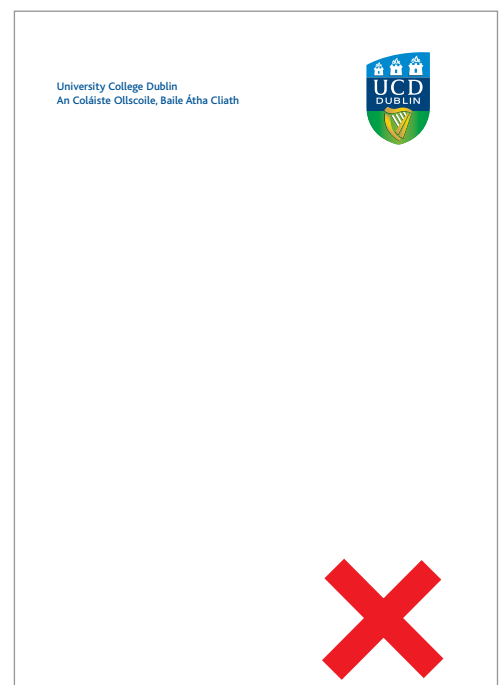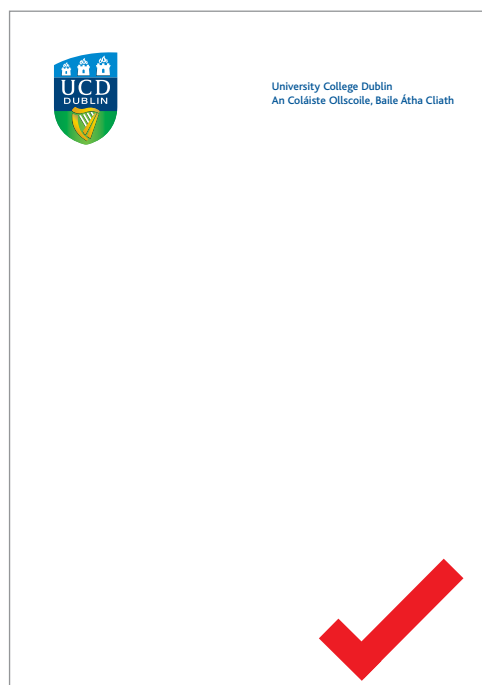# Standard size relationship of our brand mark and the full university name – top-alignment

There is one exception in the UCD branding system – when the communication item is coming from the university level and not a college, school or other unit. The full version of the university name must be used along with its Irish translation, as shown. They must both appear in the same type size.

Brand mark 40mm high	+	Unit name typeset in Bliss Medium 14 point on 17.5 leading	=	UCD Branding System

These measurements are for an A4 size application. This system can be scaled accordingly for other sizes.

Centre alignment

University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath

Unit name is set left-aligned and positioned 3.5 crest widths from the right-hand edge.

Correct and incorrect examples of the top-alignment branding system. Applied onto an A4 proportion item.

University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath

University College Dublin
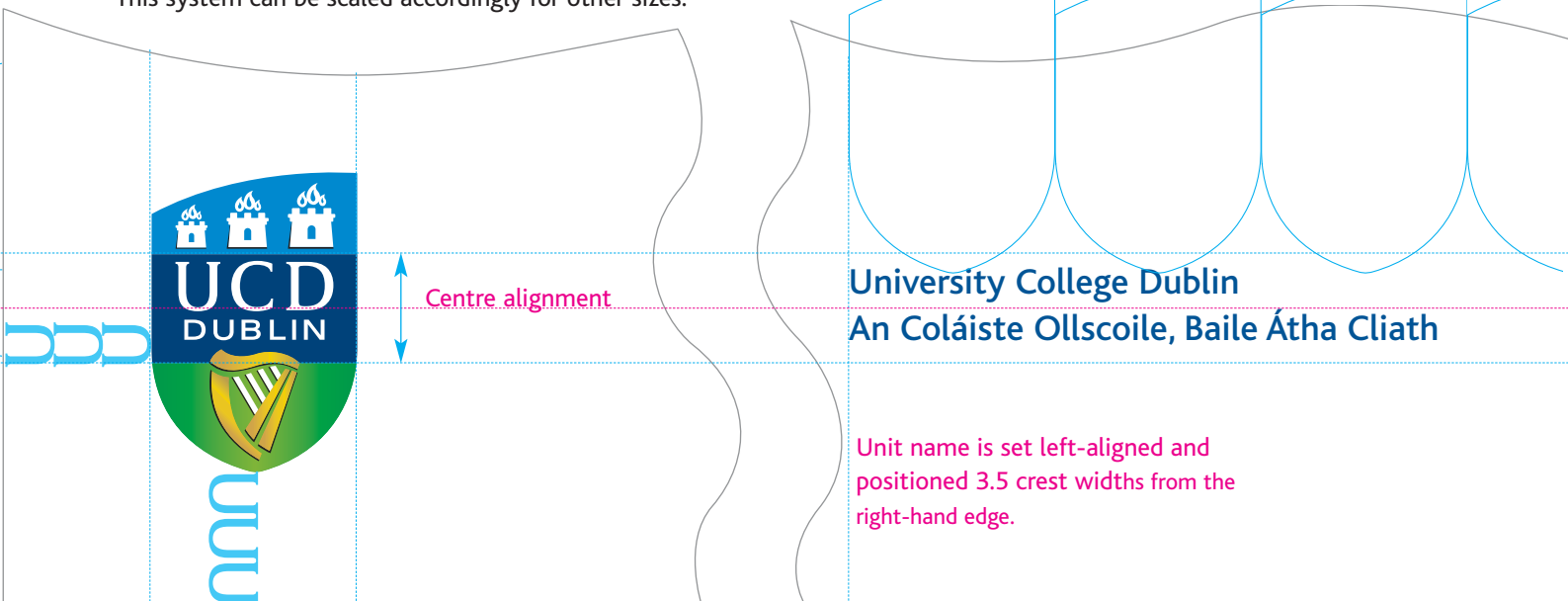An Coláiste Ollscoile, Baile Átha Cliath
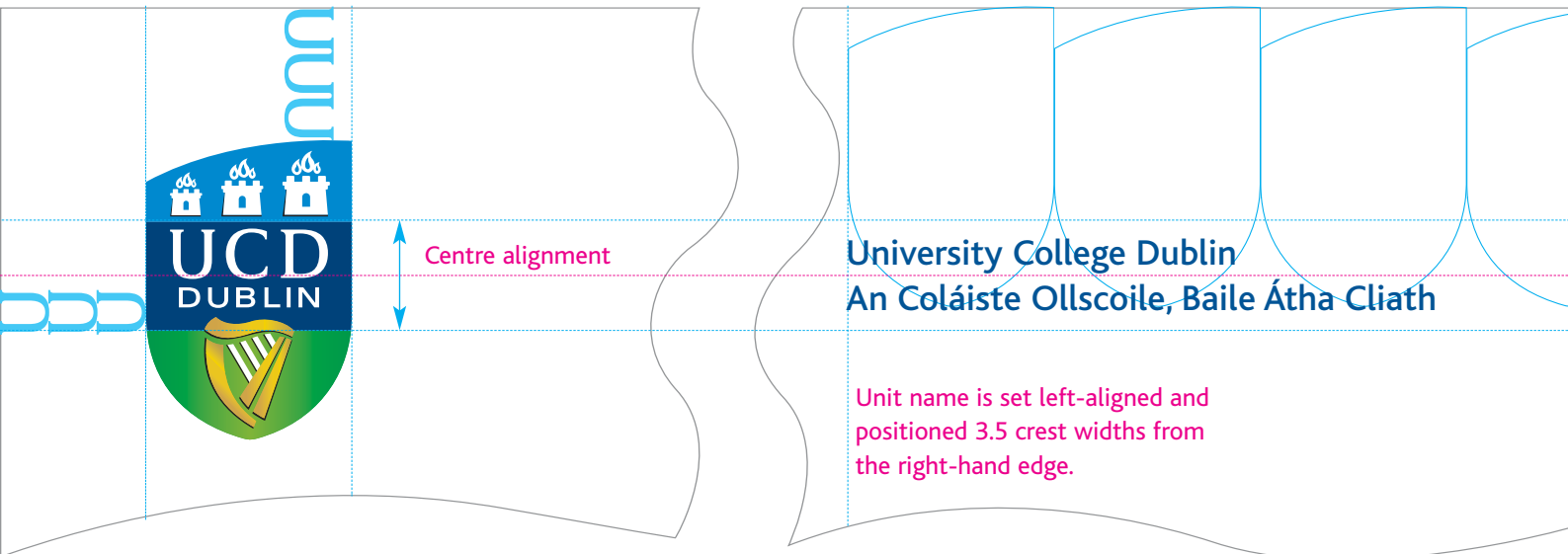
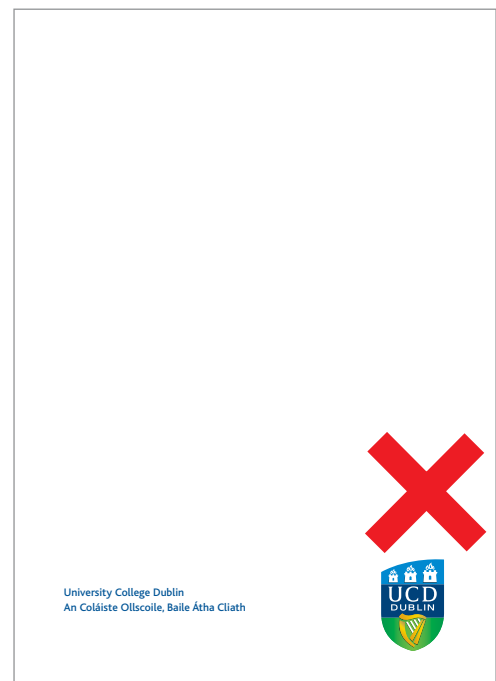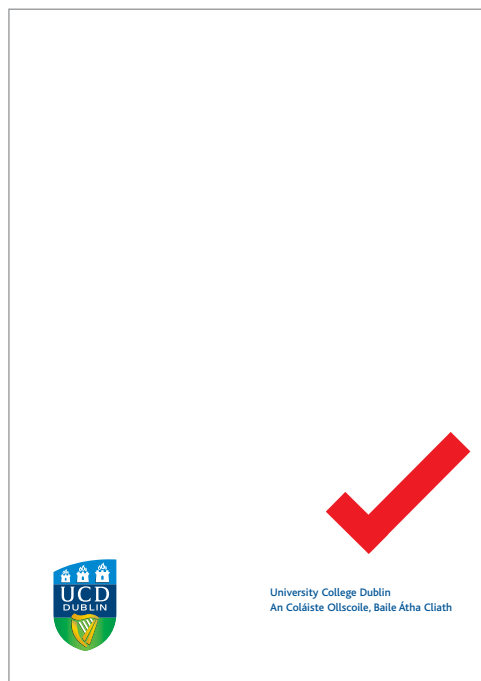# Standard size relationship of our brand mark and the full university name – base-alignment

The UCD branding system has some flexibility in its application. There is also a base-alignment option for applying the UCD brand mark and the full university name onto communications materials.

| Brand mark 40mm high | + | Unit name typeset in Bliss Medium 14 point on 17.5 leading | = | UCD Branding System |

These measurements are for an A4 size application.
This system can be scaled accordingly for other sizes.

Centre alignment

**University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath**

Unit name is set left-aligned and positioned 3.5 crest widths from the right-hand edge.

Correct and incorrect examples of the base-alignment branding system. Applied onto an A4 proportion item.

University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath

University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath

Unit name variations

There are variations in the word count of many unit names within UCD. The examples below show how the branding system works for unit names which are typeset on one, two, three or four lines.
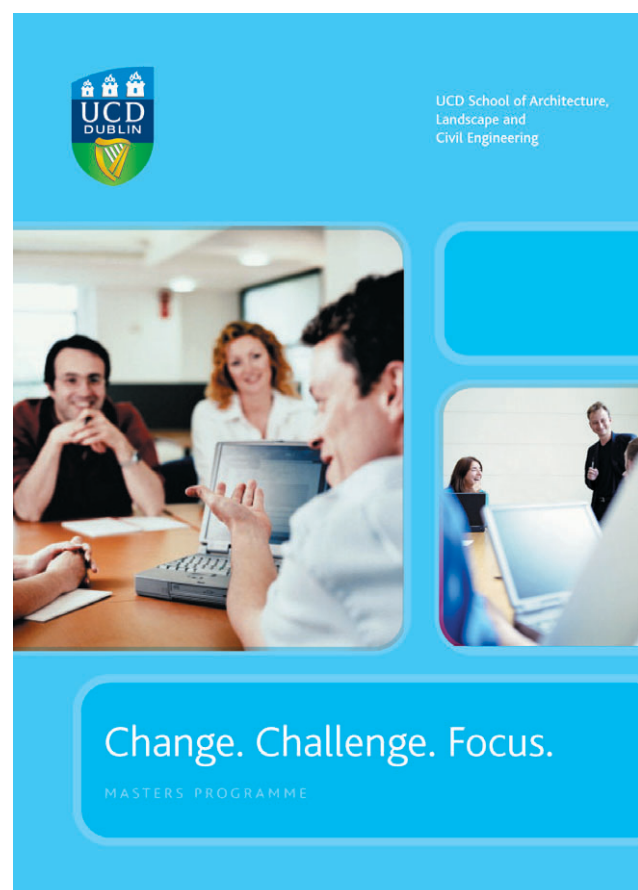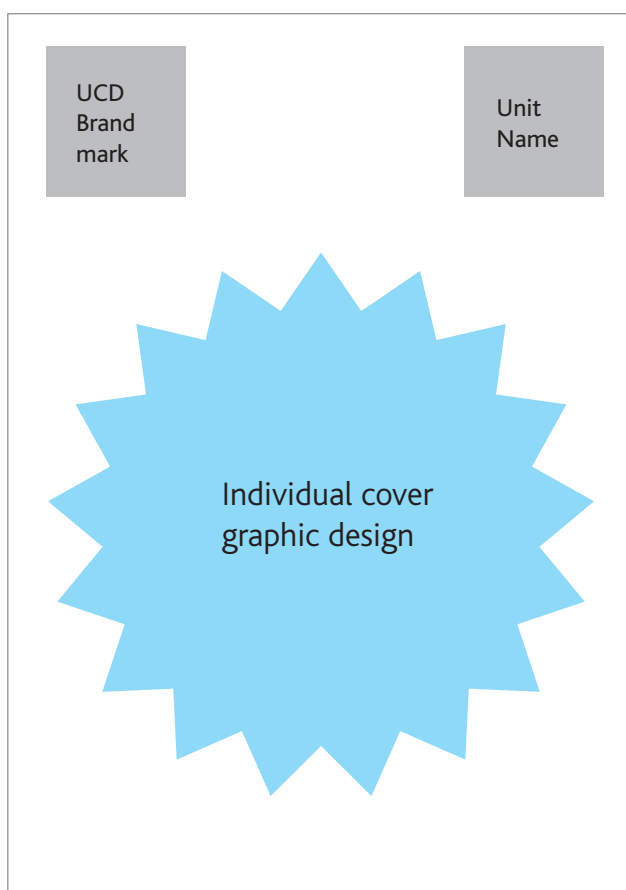
All align to the horizontal centre line of the navy panel in the brand mark.

UCD School of Psychology

A one line
unit name

UCD College of Arts
and Celtic Studies

A two line
unit name

UCD School of Architecture,
Landscape and
Civil Engineering

A three line
unit name

Scoil na Gaeilge, an Léinn
Cheiltigh, an Bhéaloideas
Éireann agus na
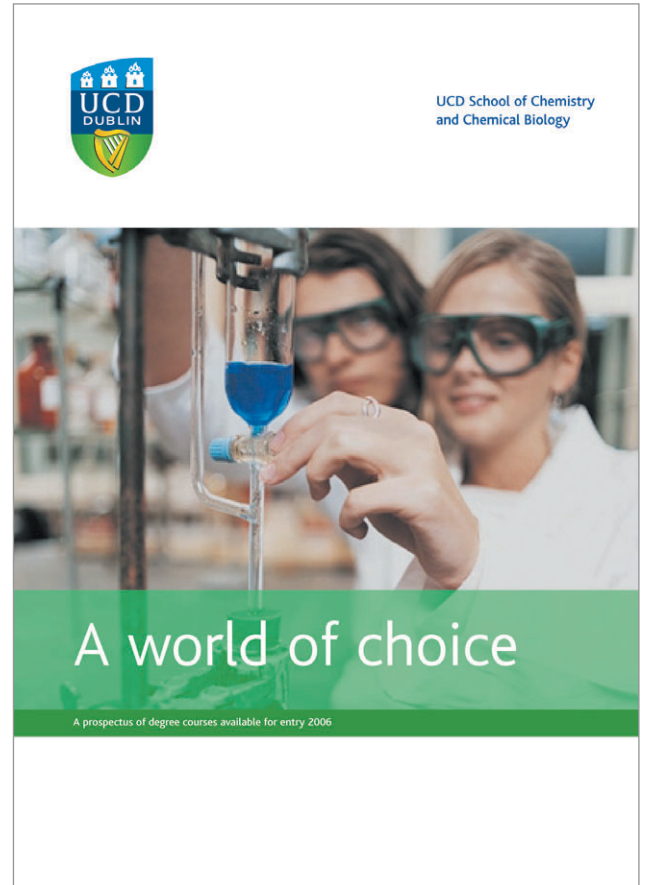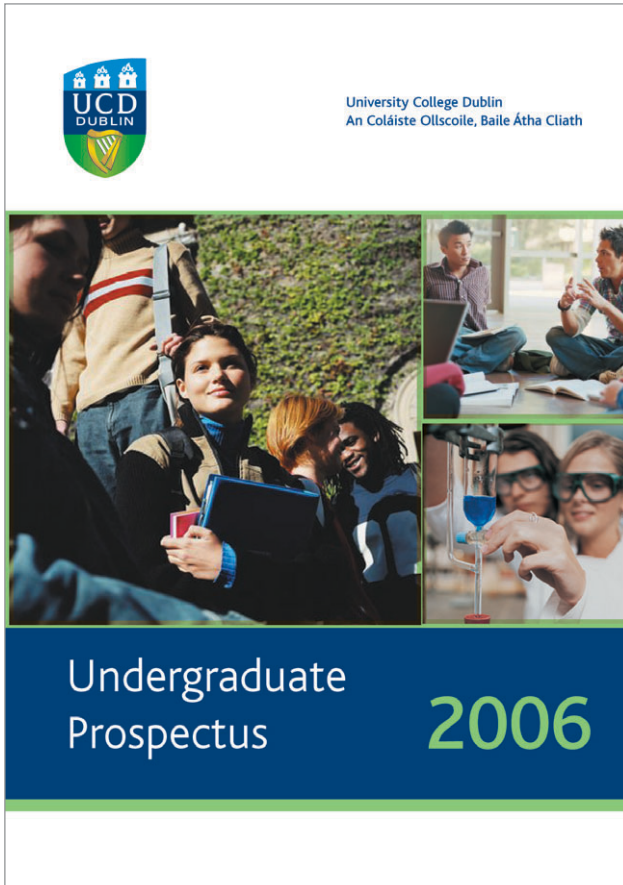Teangeolaíochta UCD

A four line
unit name

UCD branding consistency and unit individuality

The UCD branding system has been devised to ensure consistency at the university level. It is important, however, at the unit level each has the freedom to communicate their particular message in an individual and unique way.
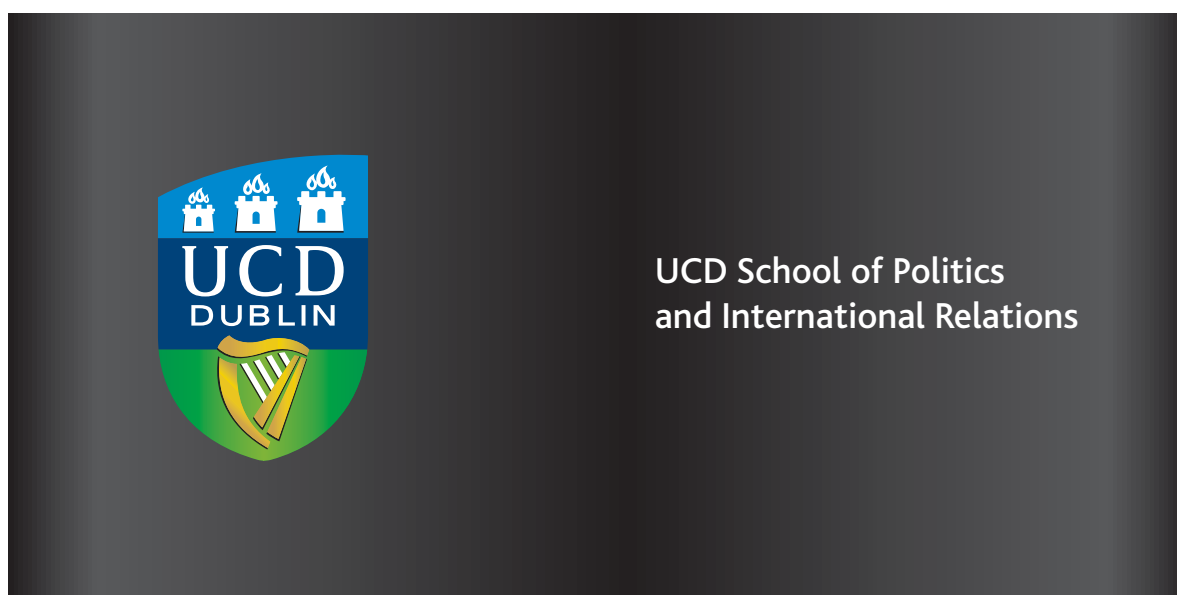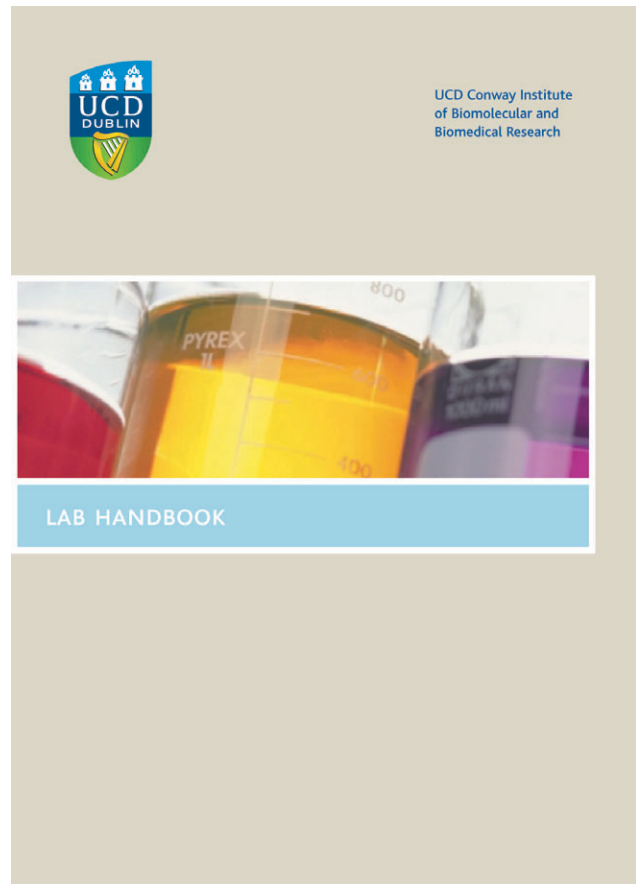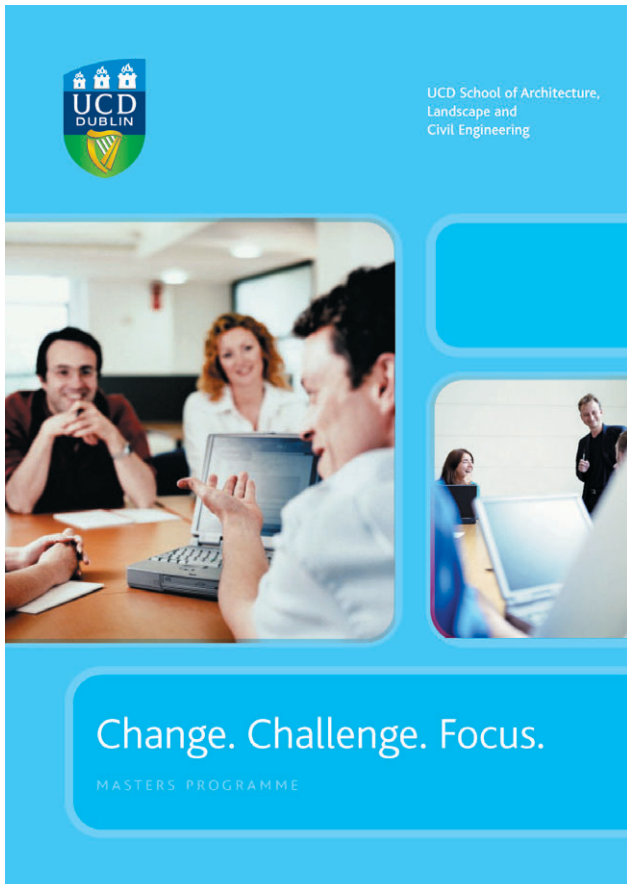
Master branding system structure for a brochure cover

Example applications of the UCD branding system

University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath

Undergraduate
Prospectus
2006

UCD School of Chemistry
and Chemical Biology

A world of choice

A prospectus of degree courses available for entry 2006

UCD Computing Services
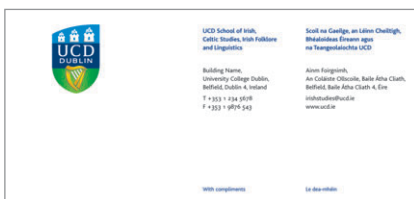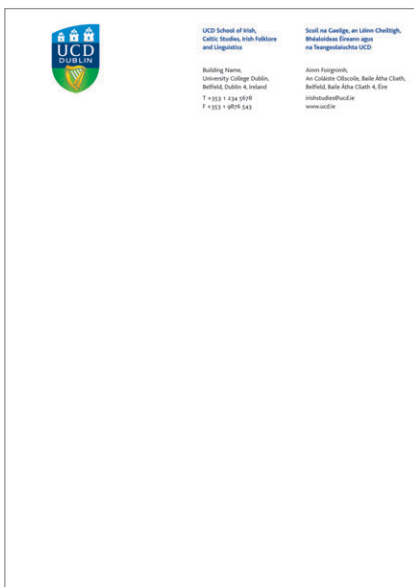
Wi-fi
Hotspot
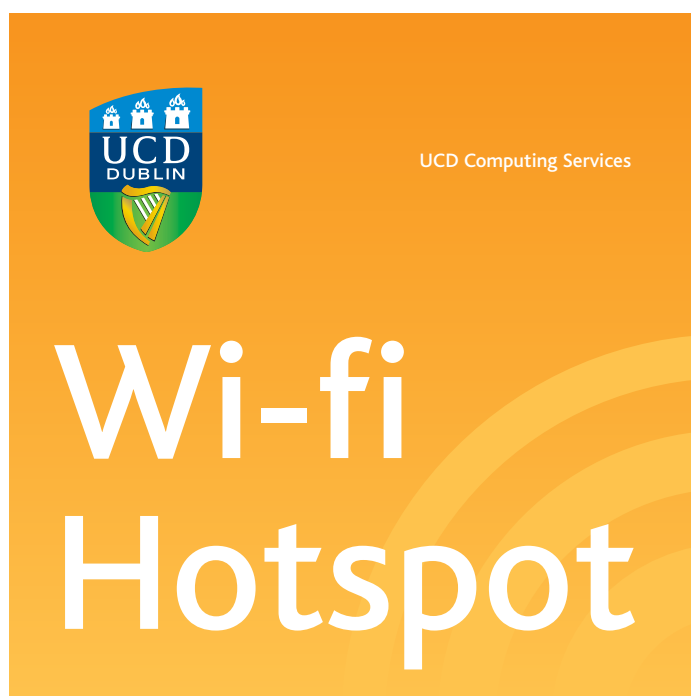
Example applications of the UCD branding system
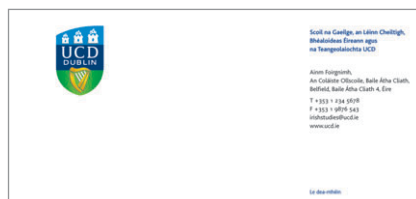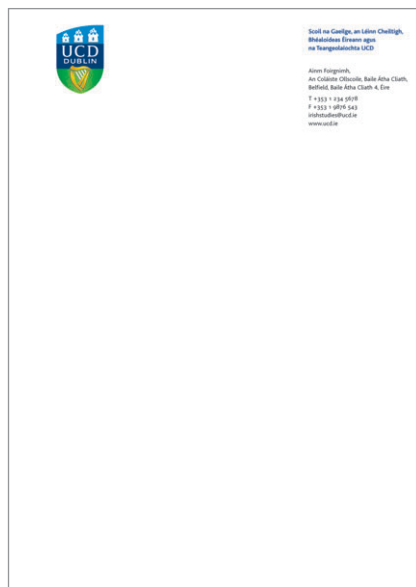
UCD stationery system

The UCD stationery system accommodates two language formats – dual language (English & Irish) and Irish-only. Compliance with the Official Languages Act requires that either version be used. There is no English-only format.*

Dual language stationery (English & Irish)

Irish-only stationery

Two-sided**

One sided

* Authoritative guidance on the Official Languages Act and its implications should be sought from Mr John Coman, Corporate and Legal Affairs Secretary, ext 1411 or from Edel Kirley, University Solicitor, ext 1251. Information on Irish translations may be obtained from Clár Ní Bhuchalla, Irish Language Officer, ext 8208.

** Business Cards – A dual version should be available where the individual provides a service in the Irish language or requests an Irish version. In other cases an English-only business card is acceptable.

UCD Brand Identity Guidelines – Release 2

Typesetting of UCD stationery information

In order to maintain consistency in our stationery system the typesetting conventions below should be adhered to when reproducing any UCD stationery item.

The UCD stationery system suite has a specific visual relationship format for the UCD brand mark and its constituent units. This relationship format must only be used in conjunction with the stationery master artwork templates.

UCD School of Irish, Celtic Studies, Irish Folklore and Linguistics

Building Name,
University College Dublin,
Belfield, Dublin 4, Ireland

T +353 1 234 5678
F +353 1 9876 543

Scoil na Gaeilge, an Léinn Cheiltigh, Bhéaloideas Éireann agus na Teangeolaíochta UCD

Ainm Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

irishstudies@ucd.ie
www.ucd.ie

Unit names

The unit names are integrated into the UCD stationery system as part of the address area.

Contact numbers

Use the letters T, F and M for telephone fax and mobile contact numbers.
Do not use Tel, Telephone, Phone, Fax, Facsimile or Mobile.

All telephone and fax numbers are typeset using the Bliss Caps Regular typeface.

All telephone and fax numbers take the international prefix +353

All phone and fax numbers are set as area code, plus three digits, plus four digits, with spaces separating: +353 1 234 5678

Do not use hyphens: +353–1-234-5678

Do not run all numbers together: +35312345678

Do not bracket the local zero: +353 (0)1 234 5678

Or any other combination of the above.

Example address sequence and format

UCD Unit Name
Building Name
University College Dublin
Belfield, Dublin 4, Ireland

and

UCD Unit Name
Ainm Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

Email

Email is not captioned.
Do not use E or Email.

All personal email addresses shall follow the format: name.surname@ucd.ie

URLs

URLs are not captioned, as terms such as website and web are essentially redundant.

All UCD URLs shall follow the format: www.ucd.ie/unitname

UCD letterhead and compliment slip examples

UCD letterheads and compliment slips should only be reproduced from the master artwork templates.

There is one layout structure for both language variants of the UCD letterhead and compliments slip.

Full size examples are shown on the following pages.

Accreditation marks and additional reference information are positioned at the base of the letterhead or compliments slip.

All accreditation and membership marks must be colourised 50% black, so as to keep the new UCD brand mark dominant.

UCD School of Irish,
Celtic Studies, Irish Folklore
and Linguistics

Scoil na Gaeilge, an Léinn Cheiltigh,
Bhéaloideas Éireann agus
na Teangeolaíochta UCD

Building Name,
University College Dublin,
Belfield, Dublin 4, Ireland

Áinm Foirgnímh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

T +353 1 234 5678
F +353 1 9876 543

irishstudies@ucd.ie
www.ucd.ie

A4-sized example visual of a dual language letterhead.

UCD School of Irish,
Celtic Studies, Irish Folklore
and Linguistics

Scoil na Gaeilge, an Léinn Cheiltigh,
Bhéaloideas Éireann agus
na Teangeolaíochta UCD

Building Name,
University College Dublin,
Belfield, Dublin 4, Ireland

Áinm Foirgnímh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

T +353 1 234 5678
F +353 1 9876 543

irishstudies@ucd.ie
www.ucd.ie

Scoil na Gaeilge, an Léinn Cheiltigh,
Bhéaloideas Éireann agus
na Teangeolaíochta UCD

Áinm Foirgnímh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

T +353 1 234 5678
F +353 1 9876 543
irishstudies@ucd.ie
www.ucd.ie

A4-sized example visual of an Irish-only letterhead.

**UCD School of Irish,
Celtic Studies, Irish Folklore
and Linguistics**

Building Name,
University College Dublin,
Belfield, Dublin 4, Ireland

T +353 1 234 5678
F +353 1 9876 543

**Scoil na Gaeilge, an Léinn Cheiltigh,
Bhéaloideas Éireann agus
na Teangeolaíochta UCD**

Áinm Foirgnímh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

irishstudies@ucd.ie
www.ucd.ie

With compliments

Le dea-mhéin

Actual-sized example visuals of
UCD compliments slips.

**Scoil na Gaeilge, an Léinn Cheiltigh,
Bhéaloideas Éireann agus
na Teangeolaíochta UCD**

Áinm Foirgnímh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

T +353 1 234 5678
F +353 1 9876 543
irishstudies@ucd.ie
www.ucd.ie

Le dea-mhéin

UCD Quinn School of Business

Building Name,
University College Dublin,
Belfield, Dublin 4, Ireland

T +353 1 234 5678
F +353 1 9876 543

An Scoil Ghnó Uí Chuinn UCD

Áinm Foirgnímh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

irishstudies@ucd.ie
www.ucd.ie

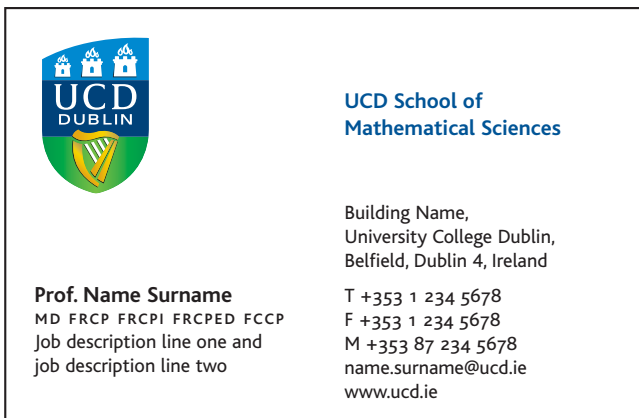CEMS EQUIS AACSB
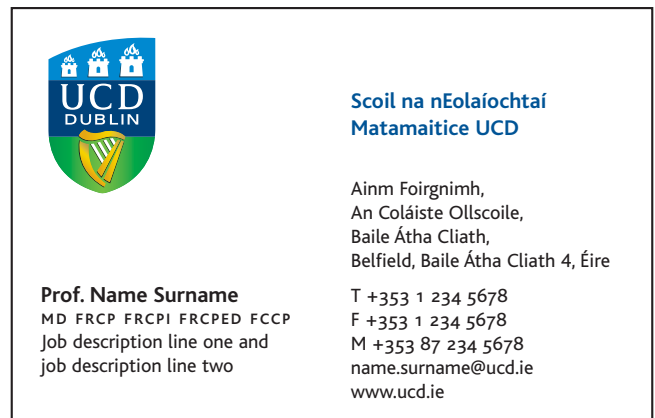
With compliments

Le dea-mhéin

UCD business card examples

UCD business cards should only be reproduced from the master artwork templates.

**UCD School of
Mathematical Sciences**

Building Name,
University College Dublin,
Belfield, Dublin 4, Ireland

Prof. Name Surname
MD FRCP FRCPI FRCPED FCCP
Job description line one and
job description line two

T +353 1 234 5678
F +353 1 234 5678
M +353 87 234 5678
name.surname@ucd.ie
www.ucd.ie

**Scoil na nEolaíochtaí
Matamaitice UCD**

Ainm Foirgnimh,
An Coláiste Ollscoile,
Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Éire

Prof. Name Surname
MD FRCP FRCPI FRCPED FCCP
Job description line one and
job description line two

T +353 1 234 5678
F +353 1 234 5678
M +353 87 234 5678
name.surname@ucd.ie
www.ucd.ie

**Layout structure for the
English side of the dual language
UCD business card.**

**Layout structure for the
Irish-only side of the dual language
UCD business card back and
the Irish-only business card.**

Note on addresses
Business cards should refer to the holder's
physical address. For any queries please
phone UCD Communications at 716 1447.

Address layout for Irish language
The following format should be used
for the Irish language address on the
UCD business cards:

Ainm Foirgnimh,
An Coláiste Ollscoile,
Baile Átha Cliath,
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