UNIVERSITY *of* **LIMERICK**

OLLSCOIL LUIMNIGH

UNIVERSITY OF LIMERICK
BRAND SPECIFICATIONS

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1.1 Introduction

The purpose of University of Limerick Brand Specifications is to ensure quality and consistency in the use of the University of Limerick brand. The specifications provide a framework to create recognisable and distinctive communication materials for the University of Limerick. The specifications have been developed to enable consistent and economical production of a range of communications.

It is important that these specifications are applied to ensure the University of Limerick brand maintains a distinctive identity. Therefore, the requirements set out this document **must be adhered to at all times.**

Adherence to the University of Limerick Brand Specifications applies to all official communications, signage, websites, marketing and promotional materials. Official communications materials refers to all corporate/faculty/departments/institute/unit communications collateral.

It is important to ensure consistency in the use of brand identity across the organisation and that high standards are applied to maintain brand integrity.

It is the responsibility of University of Limerick employees to ensure that all internal and external communication complies with the Brand Specifications and Communications Policy of the University of Limerick.

Approval Process

All marketing/promotional materials which utilise the University of Limerick logo be sent to Corporate Affairs for brand approval prior to publication.

To ensure consistent application of the Brand Guidelines, Corporate Affairs / Graphic Design Studio ITD must be contacted at the briefing stage in the design of marketing/promotional materials.

If you have any questions about the guidelines or how to implement them, Corporate Affairs are available to provide advice and guidance.

Contact:
Eleanor McCormack, Communications Officer
eleanor.mccormack@ul.ie Ext. 4241
Christine Brennan, Press, Communications & Protocol Officer
christine.brennan@ul.ie Ext. 4921

1.2 Communications Services

- Corporate Affairs provides advice and guidance to University Departments and Faculties on print, web and multi-media design.

- Corporate Affairs can recommend designers, production companies, photographers and printers who are familiar with the University of Limerick Brand Specifications and can also advise on the availability of current material e.g. photography, graphic design, video and web materials.

- Design templates are available on request. These utilise the Brand Specification and provide a cost effective method of producing marketing and promotional materials. Design templates are available on request. These utilise the Brand Guidelines and provide a cost effective method of producing marketing and promotional materials. We will shortly be providing additional templates for a range of communications materials (powerpoint slides, posters, publications, signage). These will be made available by contacting Corporate Affairs to discuss your requirements.
- Corporate Affairs also maintains an image library which includes hundreds of copyright-free images. Access to this library is available to UL staff through the Corporate Affairs webpage www.ul.ie/news.

1.3 Procedure for applying to use the UL Logo

To apply for use of the UL logo, employees must send a request to the Communications Officer outlining:

- **How the logo will be used e.g printed materials, online (this will determine file formats supplied)**
- **The purpose for which the logo is required.**
- **The UL contact / Department / Faculty co-ordinating use of the logo.**
  The point of contact responsible for preparing the materials
  e.g printer, designer.

The logo is available in the following file formats:
Eps: used for professionally printed applications.
Jpeg: used for desktop publishing programmes and online usage.

The University of Limerick logo **must not** be used for the promotion of the work of any external company or organisation without seeking the permission of the Communications Officer or the Director of Corporate Affairs.

These guidelines have been produced by the Communications Office,
Corporate Affairs and the Graphic Design Studio, Information Technology Division.

2.1 The UL Logo

Standard Versions

— The University crest

— The University logotype

The University logo consists of a unique crest and logotype. The logotype has specially adapted Garamond for the University name and Irish translation below.

The fixed relationship between the crest and logotype is the definite University 'Corporate Identifier' and these relationships should not be altered.

The relationships between the elements of the corporate identifier are fixed.

No attempt should be made to change their configurations, or to redraw any part of the corporate identifier.

Additional elements:

The University is referred to as "UNIVERSITY OF LIMERICK" with an Irish translation "OLLSCOIL LUIMNIGH" in a reduced typestyle below.
This configuration should not be changed.
No additional word or symbol should be "tagged on" to the same lines as the University logotype.

2.2 Standard Logo

Primary Version

UNIVERSITY *of* **LIMERICK**

O L L S C O I L   L U I M N I G H

The standard identifier is the primary version to be used in the majority of instances.
The standard identifier is landscape format, centred and presented in the 2 colour version.

Secondary Version: Option 2: Landscape

UNIVERSITY *of* **LIMERICK**

O L L S C O I L   L U I M N I G H

• The secondary identifiers are to be employed in layouts or designs only where space or proportion prohibits use of the standard logo.

• This version is recommended for application on the web.

• Please ensure that the logo is clear and appears at a minimum of 300 pixels wide by 72 pixels high to ensure readability.

Secondary Version: Option 3: Portrait

UNIVERSITY
of
LIMERICK

OLLSCOIL LUIMNIGH

2.3 Logo Usage – Size

UNIVERSITY *of* LIMERICK

O L L S C O I L   L U I M N I G H

UNIVERSITY *of* LIMERICK

O L L S C O I L   L U I M N I G H

4.5cms

Actual size
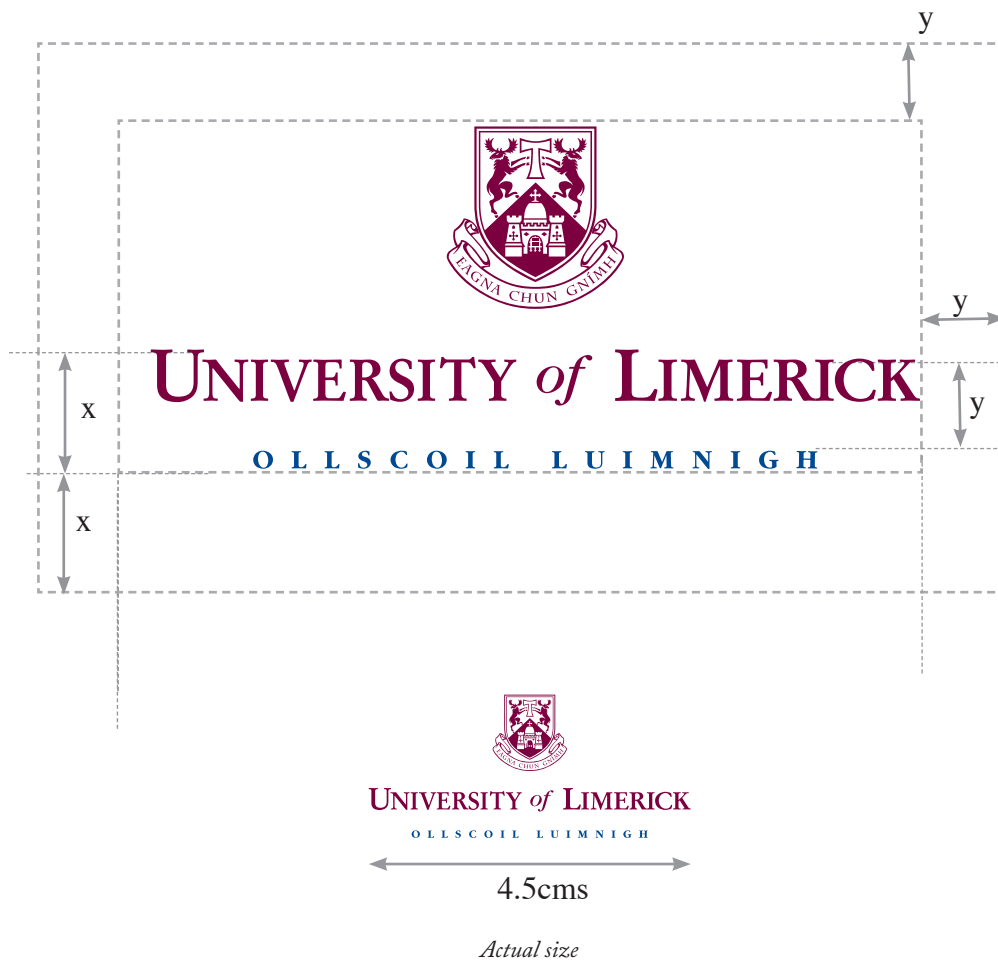
A protective clearance zone, as shown, has been created to maintain the integrity of the logo and to avoid distraction of the logo from type, photographs and other symbols.

Always leave a clear space below the logo - proportionate to the distance indicated by "x"

Always leave a clear space above and on either side of the logo - proportionate to the distance indicated by "y"

Minimum size for the standard logo should be 4.5cm for print application. Please note that every effort should be made to ensure the logo appears at a sufficient size so as to ensure readability.

Always use the approved artworks that are available from Corporate Affairs

2.4 Incorrect Use of Logo

University *of* Limerick
Ollscoil Luimnigh

Ollscoil Luimnigh
University *of* Limerick

Ollscoil
Luimnigh
University
of
Limerick

3.1 Logo Colours

The corporate colours of the University of Limerick are burgundy, blue, gold.
The University colours burgundy and blue should be specified using the Pantone
Matching System (PMS).

University Burgundy PMS 222
University Blue   PMS 280
University Gold Kurtz Gold Foil 385

Full Colour Breakdown for the University of Limerick Corporate Colours

	Yellow	Magenta	Cyan	Black
Burgundy	15%	100%		60%
Blue		72%	100%	60%

Gold

For presidential or other agreed formal use, the logo can be reproduced in the
University Gold which is foil blocked.
The particular foil used in corporate material printed in Ireland is Kurtz Gold Foil 385.
Metallic Gold Ink - Pantone 872 is an alternative gold where gold foiling is
not appropriate.

Black and White Print One Colour

For use where print restrictions are limited to black and white print.

UNIVERSITY *of* **LIMERICK**

O L L S C O I L   L U I M N I G H

One Colour Print

For use where design or print is restricted to one colour only (not black and white), in
this case the default version uses University Burgundy PMS 222

UNIVERSITY *of* **LIMERICK**

O L L S C O I L   L U I M N I G H

3.2 Patterned or Shaded Backgrounds

The logo should be used on backgrounds of solid colour.
Patterned or shaded backgrounds that interfere with the legibility and clarity of the crest and logotype should be avoided.
Examples of inappropriate use of the logo on patterned backgrounds are illustrated below.


Reversing the logo out of a dark background.

When reversing out of a dark background colour, it is preferred that the dark colour used is the University burgundy or blue.

The logo must appear reversed out in white only with the crest in its positive form.

No percentage tints should be used on any part of the logo.

 Incorrect uses of the logo reversed out of a dark background displayed.
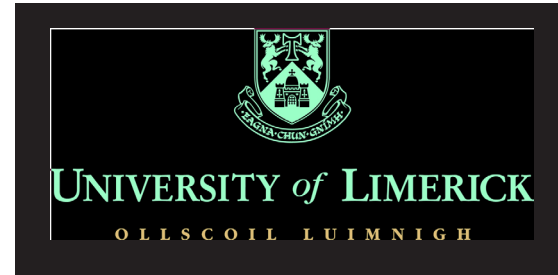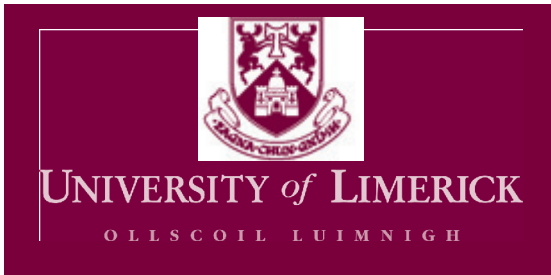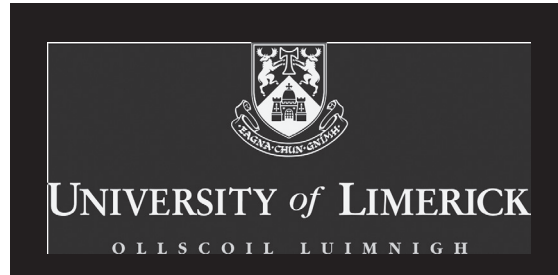
4.1 Typefaces

Standard Typeface
External Use

The University logo uses a Garamond typeface.
To ensure a consistent look is maintained in all our communications it is strongly recommended that
Garamond be used as a standard serif typeface for externally produced printed communication materials.

Garamond (Adobe G Pro), Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 .,;:?!€£$&
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over a dog

Garamond (Adobe G Pro), Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 .,;:?!€£$&
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over a dog

Sans-Serif Typeface

When using a sans-serif typeface, Futura is the recommended typeface.

Futura BT, Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 .,;:?!€£$&
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over a dog

Futura BT, Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 .,;:?!€£$&
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over a dog

Internal Use

A version of Garamond is generally available on PCs within the University. To ensure a consistent look is
maintained in all our communications, it is recommended that Garamond be used for internal correspondence
within the university (letters, memos, fax, agendae etc.).

5.1 UL Colour Palette

To ensure consistency in the appearance of the visual identity of the University of Limerick, a corporate colour palette has been created. The palette consists of the three primary colours from the logo and five complementary colours, which can be used in a variety of different combinations to suit the diverse range of printed materials that are produced on behalf of the university.

It is recommended that you do not use more than two colours from the secondary palette on the same page unless you are working with graphs or charts.

Primary Colour Palette

		Offset printing	Digital, desk-top	HX/ HTML Colours:
Burgundy		Pantone 222 CMYK %: 20.100.20.63	RGB: 106.26.65	6A1A41
Blue		Pantone 280 CMYK %: 100.85.5.22	RGB: 0.39.118	002776
Metallic Gold		Pantone 872 CMYK %: 20.30.70.15	RGB: 180.152.90	B3995D

Secondary Colour Palette

		Offset printing	Digital, Desk-Top	HX/ HTML Colours:
Stone Grey		Spot: 50% Black CMYK %: 0.0.0.50	RGB: 128.128.128	A5ACAF
Saffron		Pantone 130 CMYK %: 0.35.100.0	RGB: 240.171.0	F0AB00
Green		Pantone 582 CMYK %: 25.9.100.44	RGB: 135.136.0	878800
Red		Pantone 193 CMYK %: 2.100.60.11	RGB: 187.19.62	BB133E
Pale Blue		Pantone 2727 CMYK %: 70.49.0.0	RGB: 61.126.219	3D7EDB

Warning!
This document has been printed digitally and therefore the colours on these pages may not be an accurate representation. Please use the Pantone® swatch numbers included in these guidelines for colour matching.

6.1 Use with Other Logos

When using the University of Limerick logo in conjunction with other logos please ensure that it has the same prominence and is sized appropriately to match the shape and size of the other logos displayed. The logos should be arranged in a format as shown in the illustrations.
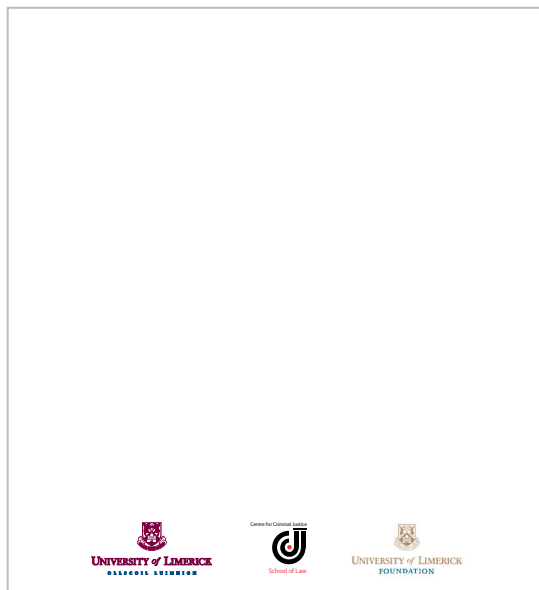
UL as lead institution in association with 2 other entities
Standard version of logo applied

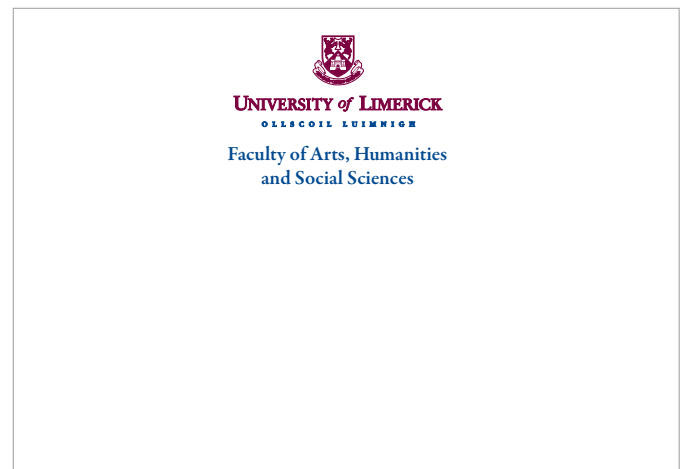
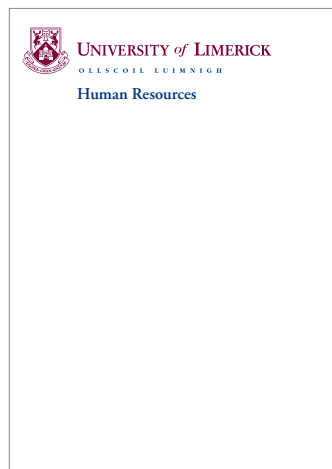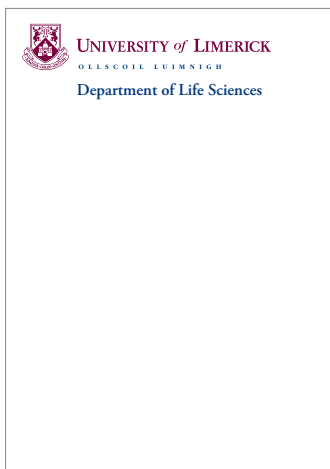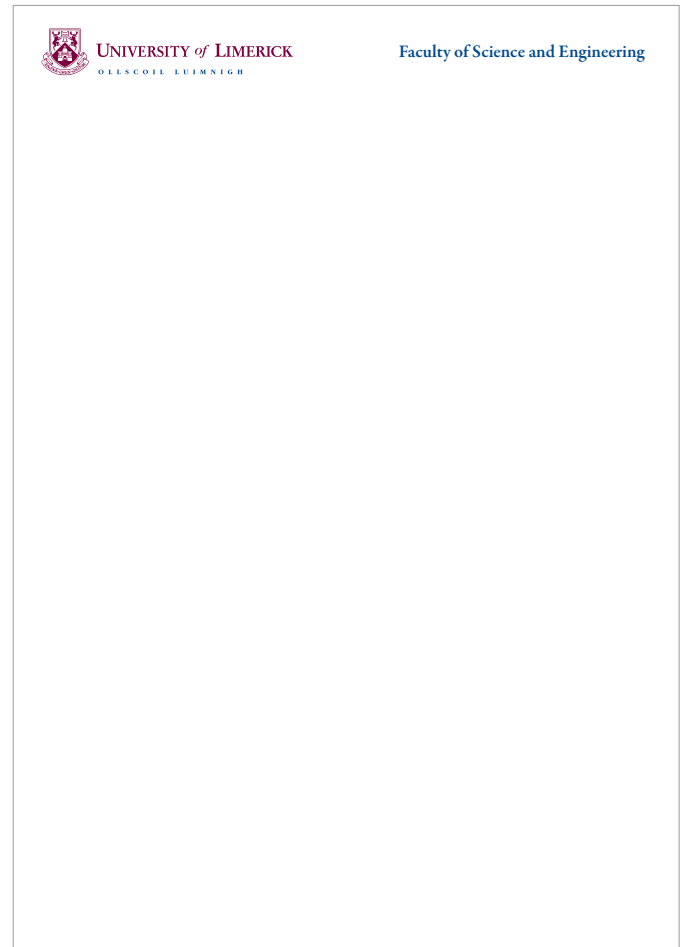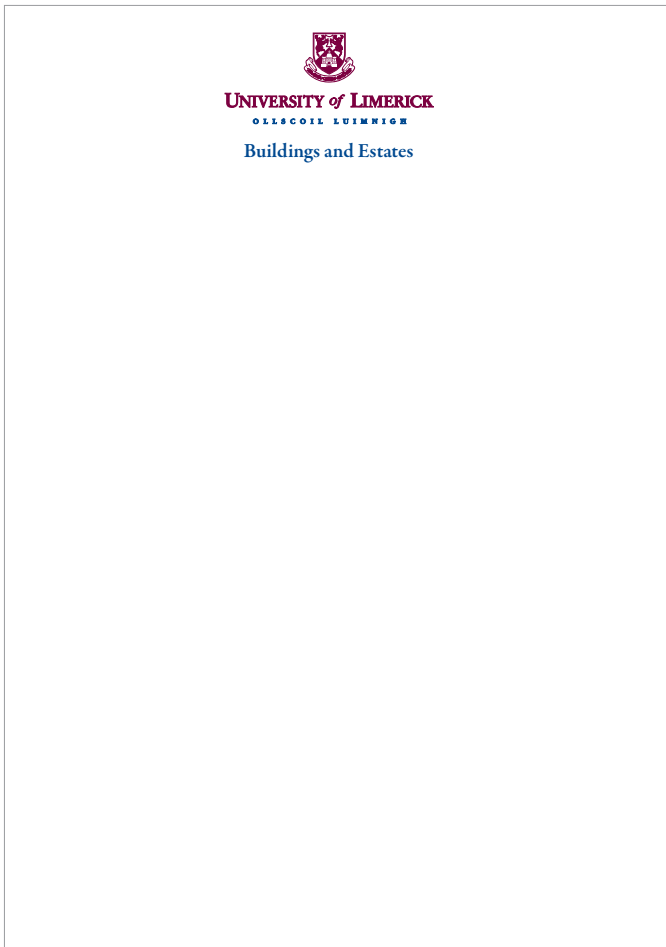**UL as lead institution in association with 2 other entities**
Secondary version of logo applied

- If the University of Limerick is a lead sponsor/stakeholder for an event or initiative the UL logo appears on the left (first).
- The University of Limerick identifier must never be rendered smaller than any other logo placed in the same field of vision.
- If the other logos appear in colour versions, the University of Limerick must also be displayed in colour.

7.1 Divisional Identifiers

Examples of applying the logo and brand specifications to faculty/division/departmental names.

UNIVERSITY *of* **LIMERICK**
OLLSCOIL LUIMNIGH
Buildings and Estates

UNIVERSITY *of* **LIMERICK**
OLLSCOIL LUIMNIGH
Faculty of Science and Engineering

UNIVERSITY *of* **LIMERICK**
OLLSCOIL LUIMNIGH
Department of Life Sciences

UNIVERSITY *of* **LIMERICK**
OLLSCOIL LUIMNIGH
Human Resources

UNIVERSITY *of* **LIMERICK**
OLLSCOIL LUIMNIGH
**Faculty of Arts, Humanities
and Social Sciences**

- Names of faculty/division/department appears in Garamond font.
- Secondary colour from UL colour palette applied.
- Faculty/division/department name does not appear larger than the UL logo within the same field ofvision.

8.1 Corporate Affairs Image Library

The Corporate Affairs Image Library contains a selection of approved photography than can be used to enhance internal and external communications. The copyright of the images belongs to the University of Limerick and images can be used free of charge for University and Faculty communications. Images that are used in printed materials should be reproduced at print quality – 300 dpi.
The Communications Officer is available to advise on appropriate photography for your communications needs.
The below imagery reflects a selection of photography available from the Corporate Affairs Image Library.
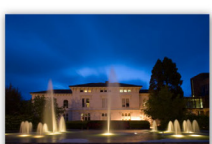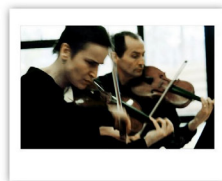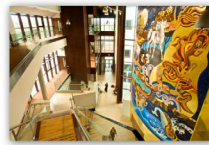
UNIVERSITY *of* LIMERICK

OLLSCOIL LUIMNIGH

9.1 The UL Heraldic Crest

The University of Limerick Heraldic Crest was granted by the Chief Herald of Ireland. It illustrates two elks looking forward, a central tau and a castle similar to that on the coat of arms of the City of Limerick. The motto is **Eagna chun Gnímh - Wisdom for Action.**

The UL Heraldic Crest is only to be used for Presidential/ceremonial purposes and then only by the President's Office.

Ceremonial and formal uses include: UL degree parchments and formal communications by the President.

Appendix 1

A Guide to Design and Printing Terminology

Pixelisation / Pixelated

The result of enlarging a digital image further than the resolution of the monitor device. This causes a grainy appearance in the image. The guide for online resolution is 72dpi and for printed resolution 300dpi minimum.

DPI

Dots per inch (DPI) is a measure of dot density for printing or online graphics. The more dots per inch the higher the quality/detail on an image. High DPI's are used for printed materials and Low DIP's for online materials.

Resolution

Resolution is the term used to describe the number of dots or pixels used to display an image. Higher resolutions mean that more pixels are used to create the image, resulting in a crisper, cleaner image. For example

a) graphics used for print purposes must be of a high resolution. 300dpi is the recommended minimum resolution for printing graphics/photography.

b) graphics used for online purposes must be formatted or optimised for correct viewing on a monitor. Online graphics should be optimised to 72dpi minimum for clarity on the web.

Pantone

Pantone is the industry standard colour reproduction system. By using this system, different manufacturers in different locations can all refer to the Pantone system to make sure colours match.

Appendix 2

Advertisement Template Guidelines

The following are guidelines for all advertisement templates for the University of Limerick.

These guidelines are important to ensure a consistent layout and representation of the UL brand.

The key components to every advertisement are the following:

1. University of Limerick Logo
2. Relevant Photography selected from the UL Image Library
3. Relevant text
4. Web address

Imagery

One large generic image of one of the main landmarks in the University should always be used in the advertisement.
We would suggest the UL Flag Posts or the Living Bridge as two good options.

Depending on design and size considerations, up to 3 or 5 secondary images should be chosen to sit either under or to the right of the main image (depending on the ad being landscape or portrait). The number of images used depends on the advertisement size and the amount of information required.

Font

The font used for the advertisement should be either Garamond or Futura as prescribed by the Brand Specifications. Text should also be centred unless the text contains bullet points - then the text should be aligned left with the logo and web address still centred.
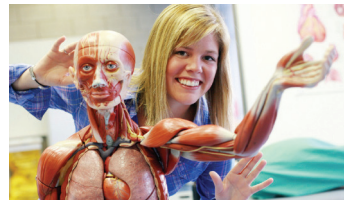
Main message to go here

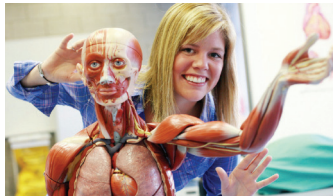Body text with message
can go here
and also here
and here

www.ul.ie

Template 1: A4 Proportion Advertisement with room for paragraph of text.

UNIVERSITY *of* LIMERICK

OLLSCOIL LUIMNIGH

Text can be placed here describing the image used

Main message to go here

Second Line of text can go here
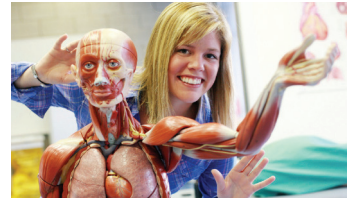with a possible third line here

www.ul.ie

Template 2: A4 Proportion Advertisement with room for a 2-3 line message.
Option to show image description all shown here.

UNIVERSITY *of* LIMERICK
OLLSCOIL LUIMNIGH

Faculty of Science and Engineering

Main message to go here

Body text with message
can go here
and also here
and here

www.ul.ie

Template 3: A4 Proportion Advertisement with the left aligned version of the UL logo and faculty event opposite it. Also room for paragraph of text.

UNIVERSITY *of* **LIMERICK**

OLLSCOIL LUIMNIGH

Main Message Can Go Here

Body text can go here
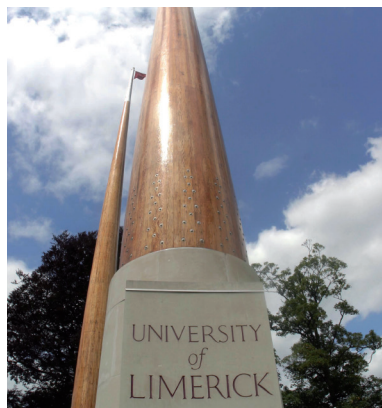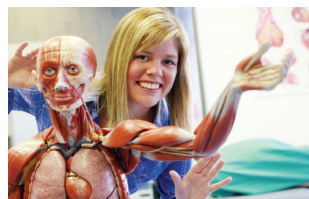and body text can also go here

www.ul.ie

Template 4: Landscape Advertisement with room for paragraph of text.

UNIVERSITY *of* LIMERICK

OLLSCOIL LUIMNIGH

Main Message Can Go Here

Body text going here
and also here
and here
and here
and here as necessary

www.ul.ie

Template 5: Tall "Skyscraper" Ad