Brand Identity Guidelines

CONTENTS

* Elements updated since the sixth release of the UCD brand guidelines

UCD crest brand mark and masterbrand visual identity system

The UCD crest brand mark articulates the heritage and identity of University College Dublin, positioning the University as a dynamic and forward-looking centre of learning that is constantly evolving and changing to meet the challenges of the 21st century.

As a tangible expression of these changes, the University has a masterbrand visual identity system. This means that the many disparate and independently created marks previously in use are superseded by a single, unified articulation of our identity.

UCD is Ireland's largest university. Our objective is to be recognised as Ireland's Global University, creating a place for academic discovery, and environment for student learning and an ethos for contributing back to society.

Key to achieving this is speaking with one voice.

Each of our colleges, schools and other units is linked through a central and cohesive brand, making it easier to manage and implement. Partner organisations with whom we share ownership or management of joint institutions are linked through a co-branding framework that ensures visual acknowledgement of both.

The ultimate outcome of the UCD brand is an expression of shared identity that benefits all stakeholders.

UCD crest brand mark elements

Our crest brand mark is composed of three elements – the 3 castles, drawn from the 12th century icon of Dublin that represents the zeal of the citizens, the UCD Dublin logotype that presents an intertwining of city and university and the UCD Harp, representing the national symbol of Ireland and the part played by the University in the evolution of the State and its place in the world. 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 Harp
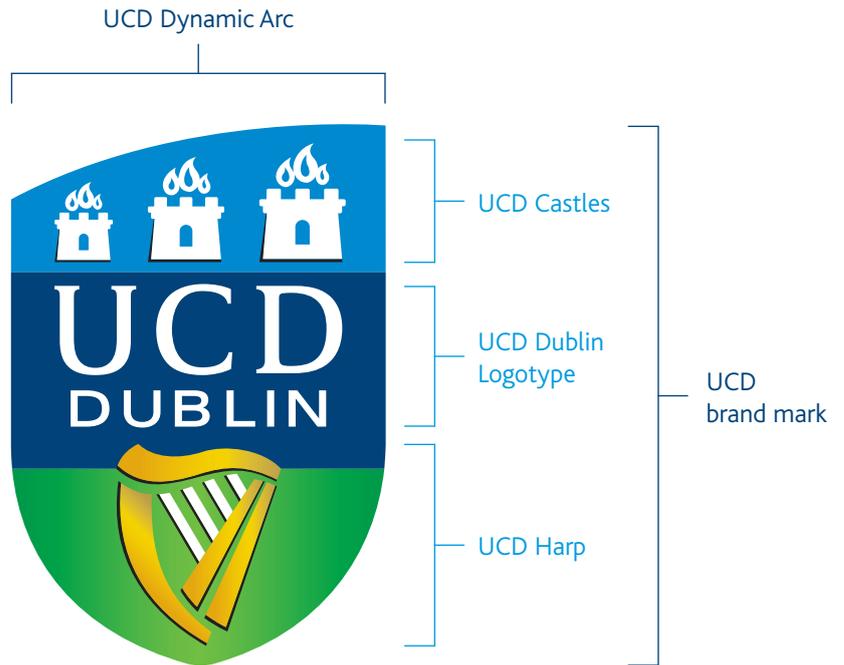
UCD brand mark

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.

10mm

UCD crest brand mark and the UCD coat of arms

We use our formal coat of arms for all for ceremonial and formal uses only. Our crest brand mark is used for all UCD visual identity and communication uses.

UCD crest brand mark

Visual identity and communication uses

- Stationery
- Literature
- Marketing collateral
- Signage
- Online

UCD coat of arms

Ceremonial and formal uses only

- UCD degrees
- UCD diplomas
- UCD certificates
- Prestige items

Permission to use the coat of arms must be received from UCD University Relations Office. Please email communications@ucd.ie.

Crest brand mark master vector artwork files

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

Files for use by design and advertising agencies and printing companies.
These file formats are not suitable for on-screen brand mark applications.

Colour

This vector artwork file has been created to print the UCD brand mark using the four-colour process.

File name: ucd_brandmark_colour.eps

Black

This vector artwork file has been created to print the UCD brand mark in one colour – black – on a lighter background colour.

File name: ucd_brandmark_black.eps

Reverse

This vector artwork file has been created to print the UCD brand mark in one colour – white – reversed out of a solid colour background.

File name: ucd_brandmark_reverse.eps

These files are available at www.ucd.ie/universityrelations
Please email communications@ucd.ie for logon details.

Crest brand mark master bitmap artwork files

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

Files for use in-house in PC applications such as Microsoft Word and Microsoft PowerPoint.

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

Windows formats

• **eps files** – for output to monochrome laser printers.
• **tiff files** – for output to colour laser printers.
• **jpeg files** – for on-screen use.

A reduced size version has also been supplied for smaller applications.

File names

ucd_brandmark_colour.eps
ucd_brandmark_colour.tif ucd_
brandmark_colour_sml.tif
ucd_brandmark_colour.jpg

File names

ucd_brandmark_black.eps
ucd_brandmark_black.tif ucd_
brandmark_black_sml.tif
ucd_brandmark_black.jpg

These files are available at www.ucd.ie/visualidentity/
Please email communications@ucd.ie for logon details.

UCD crest brand mark general usage guidelines

Do not make any adjustments or alterations to the supplied crest brand mark.

Never apply a keyline to the colour brand mark.

Never alter the colours of the brand mark.

Never replace the logotype with a different 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.

Never alter the shape of the brand mark.

Never alter or distort the brand mark.

Never create a grey-scale 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.

Institutional lockup

Master institutional lockup landscape

Colour

University College Dublin
Ireland's Global University

Reverse text

University College Dublin
Ireland's Global University

Black

University College Dublin
Ireland's Global University

Full reverse

University College Dublin
Ireland's Global University

Institutional lockup stacked

Colour

University College Dublin
Ireland's Global University

Reverse text

University College Dublin
Ireland's Global University

Black

University College Dublin
Ireland's Global University

Full reverse

University College Dublin
Ireland's Global University

Institutional lockup landscape – Irish language

Colour

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Reverse text

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Black

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Full reverse

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Institutional lockup stacked – Irish language

Colour

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Reverse text

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Black

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Full reverse

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Dual language institutional lockup

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

Dual language institutional lockup with IGU

**University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath**
Ireland's Global University

The dual language institutional lockups are available in all formats: colour, reverse text, black and full reverse.

Use of UCD crest brand mark on website banners

There are different options for use of the crest and brandmark on UCD websites – this facilitates ease of access on all devices, including mobile. For IT guidance on setting up websites see www.ucd.ie/websmart

Colleges, Schools and Units can use the crest brand mark with their official title in English (top line) and Irish (bottom line) to the right.

The text height is 2/3 the size of the crest height and centred against the navy box housing UCD Dublin. It is positioned 1/2 crest width from the right hand side.

Website banner
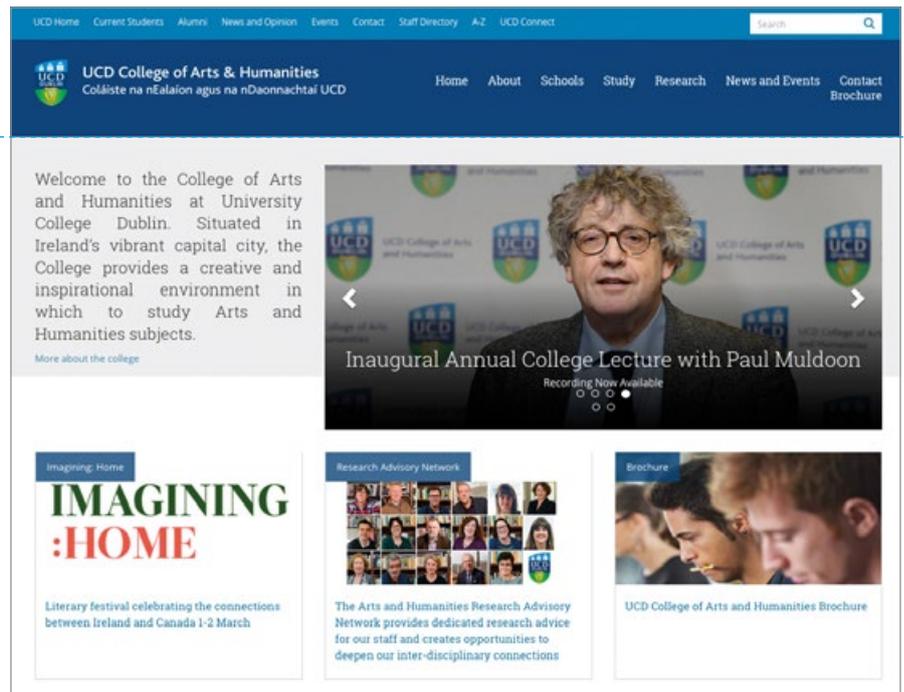
UCD Sub-identities

There are different options for use of the crest and brandmark on UCD websites – this facilitates ease of access on all devices, including mobile.

It is not permissible to use any logo, artwork or image alongside the crest brand mark, other than the official UCD College, School and Unit titles.

Sub-identities can be facilitated as below.

Colleges, Schools and Units can use the crest brand mark with either University College Dublin or their College, School or Unit title in English on the top line and a sub-identity on the bottom line, to the right of the crest brand mark.

The text height is 2/3 the size of the crest height and centred against the navy box housing UCD Dublin. It is positioned 1/2 crest width from the right hand side. The maximum number of lines of text is two.

Website banner
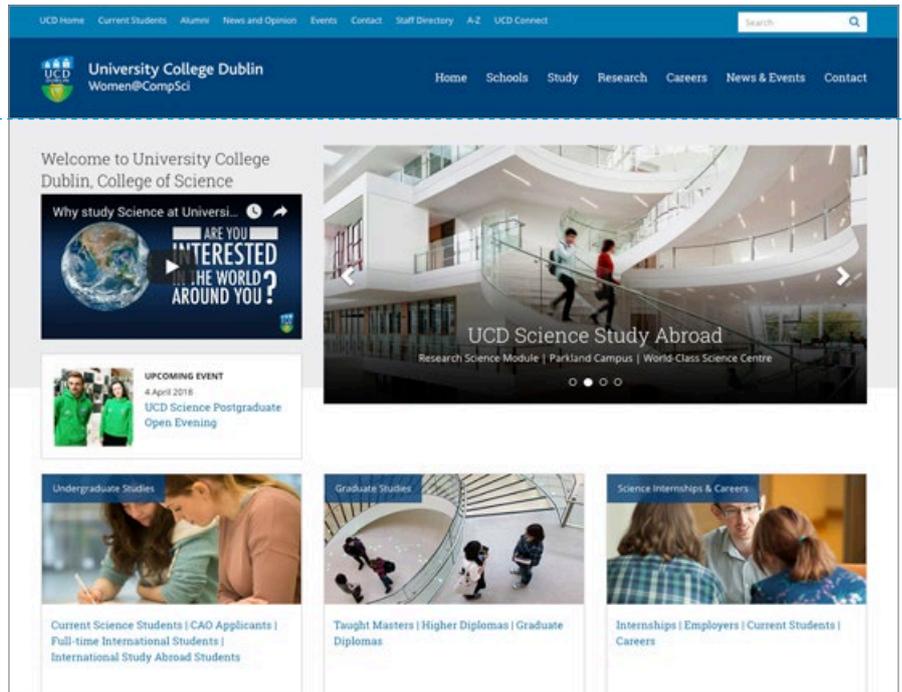
UCD brand mark colours

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
Pantone Process Blue

UCD NAVY
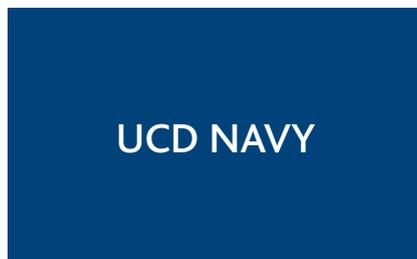
Pantone Process 206-1

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

Closest Pantone spot colour approximation
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
Pantone 109

UCD BRIGHT GREEN

Pantone Process 275-1

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

Closest Pantone spot colour approximation
Pantone 369

UCD RICH GREEN

Pantone Process 290-1

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

Closest Pantone spot colour approximation
Pantone 348

Using our typography consistently

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

Bliss

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

Verdana

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.

Excellence   Bliss Light

Integrity   Bliss Regular

Collegiality   Bliss Regular Italic

Engagement   Bliss Medium

Diversity   Bliss Bold

Creativity   Bliss Bold Italic

1234567890   Bliss Capitals Regular (with non-aligning numerals)

UCD Strategy 2020-2024 Marque

The UCD Strategy 2020-2024 Rising to the Future was launched on 11th December 2020; see strategy.ucd.ie. A visual identity was developed to support impactful communication of the strategy and its elements to the University community and our partners and supporters.

The examples below indicate correct usage of the visual identity elements. For more detailed visual identity guidelines or if you have any queries on the usage of these elements please contact communications@ucd.ie

This is the Rising to the Future identity marque. The shapes that make up the visual identity were inspired by Stephen Holl's designs for the new UCD Centre for Creativity which will form a new landmark at the entrance to Belfield campus. The identity marque utilises the isometric planes employed by architects to visually represent three dimensional objects in a two-dimensional space. The term "isometric" comes from the Greek for "equal measure", further qualifying the idea that all four themes are of equal importance in the success of the strategy.

The marque should appear only on either a white or navy background and should not be stretched or distorted in any way.

Rising to the Future identity marque

Colour

Reverse text

In limited occasions, the UCD crest will appear beside the UCD Strategy 2020-2024 marque in a lockup. The visuals below show how to scale the crest correctly for this usage. Please note that the height of the crest is determined by the height of the UCD Strategy 2020-2024 marque.

Artwork files and guidance on their appropriate usage can be accessed by contacting communications@ucd.ie.

Rising to the Future lockup

Colour

Reverse text

UCD branding consistency for University brochureware

The UCD branding guidelines have been devised to ensure consistency. Marketing campaigns to promote the brand and reputation of the University as well as our educational offerings are designed by the University Relations Office. Templates and guidelines for brochureware incorporating the Rising to the Future design elements are available from URO for use by units, colleges and schools – email communications@ucd.ie

Sample Brand Templates for Prospectus Covers
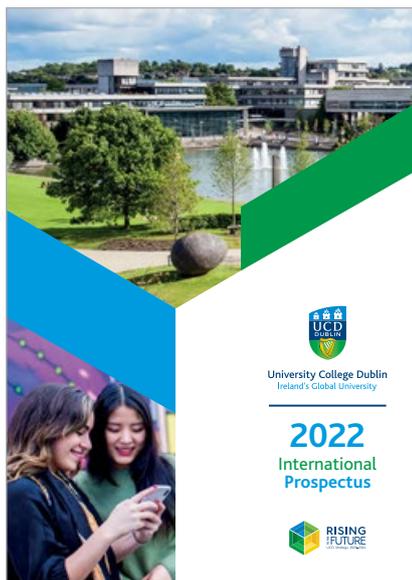
Front cover

Back cover
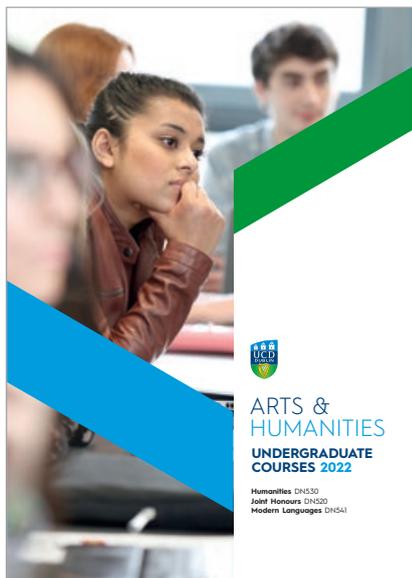
Front cover

Back cover

Sample Brand Templates for Prospectus Covers
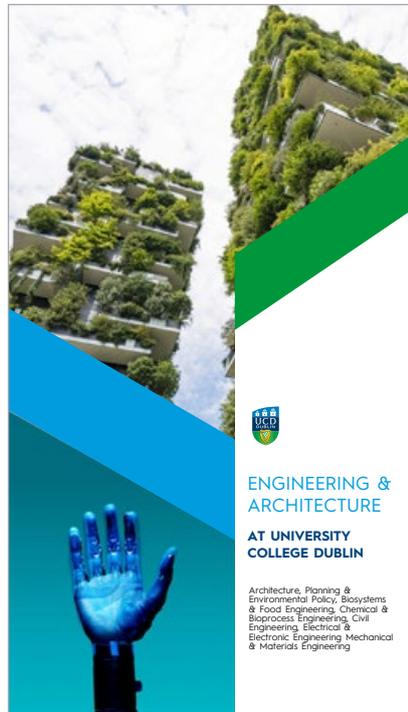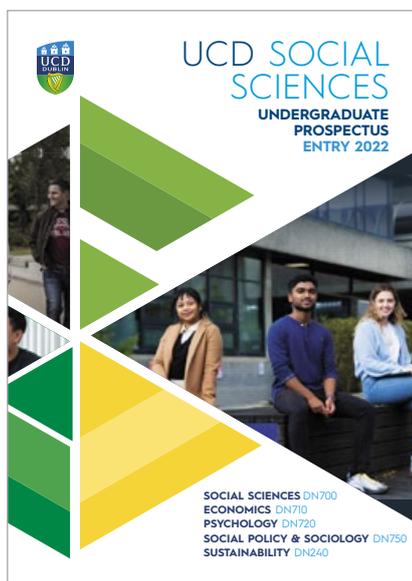
Front cover

Front cover

Back cover

UCD stationery system

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

UCD letterheads and compliment slips should only be bulk printed from the master artwork templates held by Copi Print. Versions held locally on shared drives may be used for low volume use and must comply with these guidelines.

Dual language stationery (Irish and English)
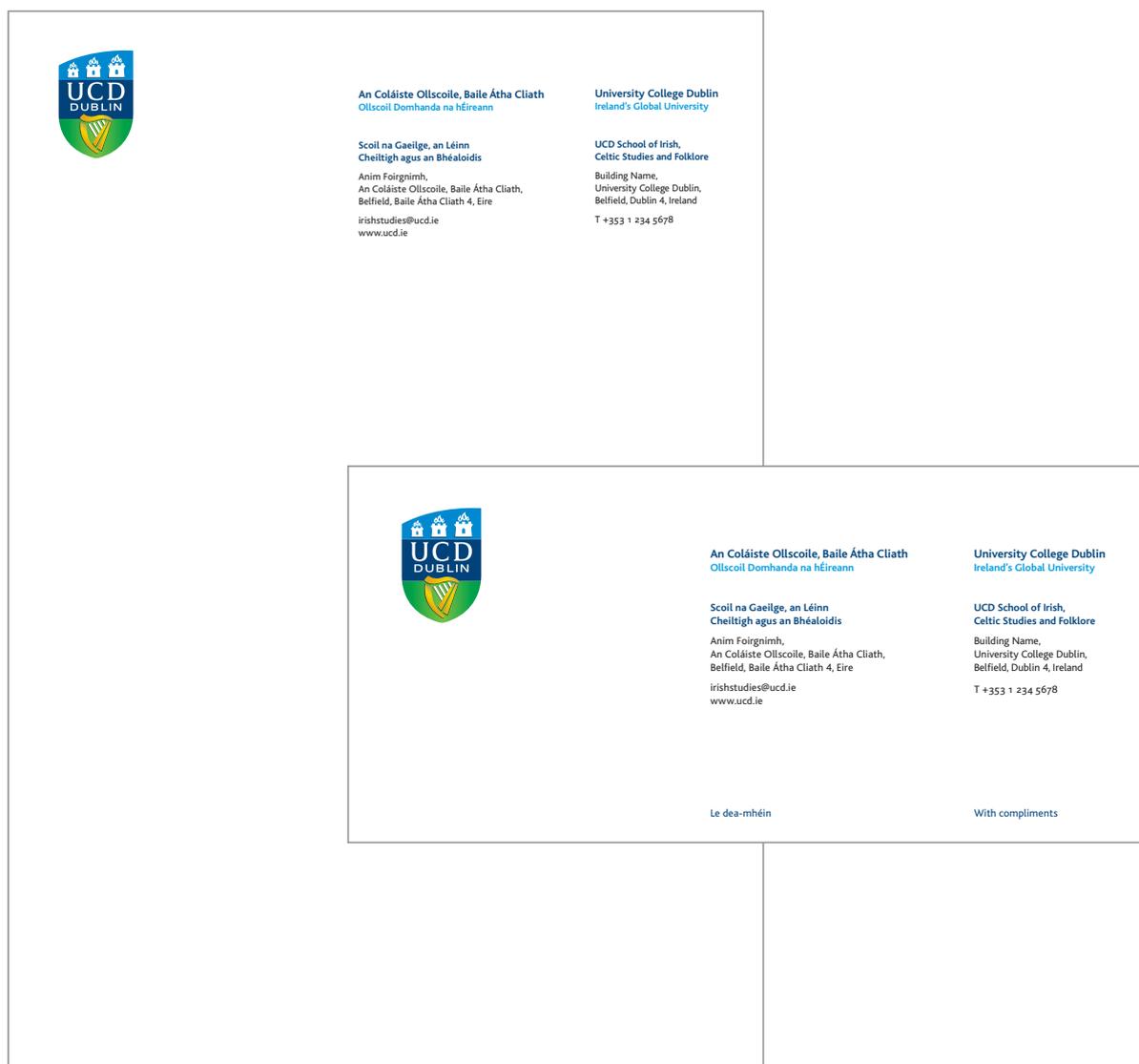
* Authoritative guidance on the Official Languages Act and its implications should be sought from Hazel Flynn, University Solicitor and Manager UCD Legal Affairs ext. 8736/8708. Information on Irish translations may be obtained from Clár Ní Bhuachalla, Irish Language Officer, ext 8208.

** Except for dual-branded stationery for academic centres located within hospitals (see page 29).

Typesetting information on UCD stationery

In order to maintain consistency in our stationery system the typesetting conventions below should be adhered to when reproducing any UCD headed notepaper and compliment slips.

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.

The Irish version sits on the left-hand side of a letterhead or compliment slip, with the English version on the right.

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Scoil na Gaeilge, an Léinn
Cheiltigh agus an Bhéaloidis

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

irishstudies@ucd.ie
www.ucd.ie

University College Dublin
Ireland's Global University

UCD School of Irish,
Celtic Studies and Folklore

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

T +353 1 234 5678

Unit names

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

Contact numbers

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

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

All telephone numbers take the international prefix +353.

All phone 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.

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Scoil na Gaeilge, an Léinn
Cheiltigh agus an Bhéaloidis

Anim Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Eire

irishstudies@ucd.ie
www.ucd.ie

University College Dublin
Ireland's Global University

UCD School of Irish,
Celtic Studies and Folklore

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

T +353 1 234 5678

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Scoil na Gaeilge, an Léinn
Cheiltigh agus an Bhéaloidis

Anim Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Eire

irishstudies@ucd.ie
www.ucd.ie

University College Dublin
Ireland's Global University

UCD School of Irish,
Celtic Studies and Folklore

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

T +353 1 234 5678

Le dea-mhéin   With compliments

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Scoil na Gaeilge, an Léinn
Cheiltigh agus an Bhéaloidis

Anim Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Eire

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

Le dea-mhéin

Accreditation marks and additional reference information are positioned at the base of the letterhead or compliment slip. All accreditation and membership marks must be colourised 50% black, so as to keep the UCD crest brand mark dominant.

Single language stationery

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

**Scoil na Gaeilge, an Léinn
Cheiltigh agus an Bhéaloidis**

Anim Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Eire

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

An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

**Scoil na Gaeilge, an Léinn
Cheiltigh agus an Bhéaloidis**

Anim Foirgnimh,
An Coláiste Ollscoile, Baile Átha Cliath,
Belfield, Baile Átha Cliath 4, Eire

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

Le dea-mhéin

UCD business card examples

UCD business cards should only be reproduced from the master artwork templates. A dual language version and one including a photo are available where the individual provides a service in another language. In other cases an English-only business card is acceptable.

University College Dublin
Ireland's Global University

UCD School of Irish,
Celtic Studies and Folklore
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
name.surname@ucd.ie
www.ucd.ie
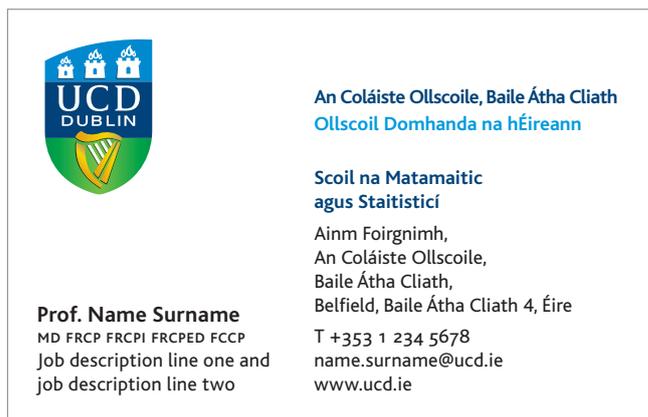
An Coláiste Ollscoile, Baile Átha Cliath
Ollscoil Domhanda na hÉireann

Scoil na Matamaitic
agus Staitisticí
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
name.surname@ucd.ie
www.ucd.ie

Layout structure for the English side of the English only or the dual language UCD business card

Note on addresses
Business cards should refer to the holder's physical address.

Layout structure for the non-English side of a dual language UCD business card back (and the Irish-only business card)

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,
Belfield, Baile Átha Cliath 4, Éire

Do not reflow the Irish language address
Ainm Foirgnimh,
An Coláiste Ollscoile,
Baile Átha Cliath,
Belfield,
Baile Átha Cliath 4,
Éire

Prof. Name Surname
QUALIFICATIONS/CREDENTIALS
Job description line one
job description line two

University College Dublin
Ireland's Global University

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

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

姓名 教授
学历
职务第一行
职务第二行

爱尔兰都柏林大学
爱尔兰杰出的全球性大学

地址： 爱尔兰都柏林4区，
都柏林大学
贝菲尔德校区，办公楼名称

联系电话： +353 1 234 5678
电子邮件: 名.姓@ucd.ie
网址: www.ucd.ie

Layout structure for a dual language UCD business card with photo

A photo may be included where required. The photo should be in colour.

UCD co-branding relationship categories

UCD has different relationships with various colleges, hospitals, international governments and commercial entities. In general these relationships fall into the following three categories:

Category A

Owned entities under joint ownership which have their own brand identity.

Category B

Owned entities under joint ownership which do not have their own separate brand identity.

Category C

Independent entities with an association (such as an accreditation relationship) with UCD which have their own brand identity.

Category D

Appearance with partners or peer institutions using full-name lockup.

This brand guidance now establishes a shared framework for the entities within each category to express their differing relationships with UCD. This guidance recommends how these entities can most appropriately express their relationship with UCD on their own marketing materials, both online and in print.

Use of imagery from UCD crest in co-branding

1 All use of UCD branding must be approved in advance by UCD Communication Office.
2 Final design and layout for joint branding must be approved in advance by UCD Communication Office.
3 In relation to joint branding incorporating the UCD crest and/ or elements* from the crest or the UCD name, the joint brand may only be used for as long as UCD is a shareholder in the joint venture. If the joint entity is wound up or otherwise ceases to exist or UCD ceases to be a shareholder in it, any use of the UCD name, UCD branding, or elements of that branding, must be discontinued

and any materials incorporating the joint branding or elements of the UCD brand, must be immediately withdrawn and destroyed.
4 It is agreed that partner organisations in joint ventures have no rights to or interest in any elements of the UCD branding.
5 Partner organisations may not grant any third party the right to use any branding incorporating any element of UCD branding or the UCD name without the approval in advance of UCD Communication Office.

For any queries related to the joint representation of other institutions alongside UCD, please contact the Communication Office on 716 1584.

* Elements of the UCD branding include:
- The UCD name (all formats).
- The UCD DUBLIN logo type.
- The shape of the UCD crest.
- The colours used in the UCD crest: Pantone Process Blue, Pantone 654, Pantone 109, Pantone 348, Pantone 369.
- The UCD harp.
- The UCD castles.
- The three-band format of the UCD crest (colour, mono and reversed-out).

Co-branding Category A relationships

For owned entities under joint ownership which have their own brand identity.

An example owned entity is:

• **Penang Medical College Malaysia**

These owned entities are endorsed* by the UCD master brand and the other owner's brand marks. So that the brand equity of the owned entity takes the lead role.

The joint owner's brand marks are not in a defined relationship with the owned brand.

The joint owner's brand marks are in a defined relationship with each other. All joint owner brand marks must be given equal visual prominence. Given the potential variety of brand mark proportions and orientations, this does not simply mean making them all the same height or width.

The joint owner's brand marks are presented in alphabetical sequence. Therefore, the UCD brand mark generally appears in the last position on the right.

Given that ownership contracts for all Category A entities vary, there is no common shared endorsing statement accompanying the brand marks. However, whatever endorsement statement is used for each entity must be consistent across all marketing applications.

* What is the difference between endorsed branding and co-branding?
Endorsed branding is when a brand is supported by the use of a second brand and therefore gains from association with the equity of that second brand.

Co-branding is where two brands are presented together with equal emphasis on both.

Website header
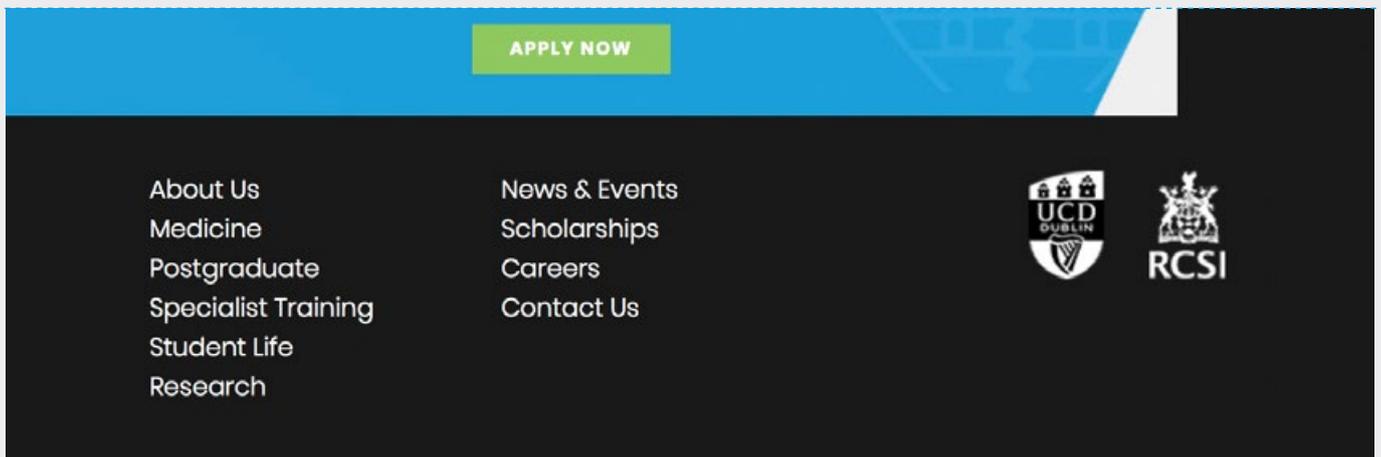
Website footer

Example website for a Category A brand entity

Locating the joint owner's brand marks in the footer indicates that they are endorsing the primary brand.

The joint owner's brand marks are in a defined relationship with each other and both are given equal visual prominence.

The joint owner's brand marks are presented in alphabetical sequence left-to-right.

The endorsement statement is consistent in wording and visual presentation across all of the marketing applications.

RSCI & UCD Malaysia Campus is used here as an example only.

These example visuals show how a Category A brand entity is consistently endorsed by the joint owners' brand marks on printed literature and stationery.

RCSI & UCD Malaysia Campus is used here as an example only.
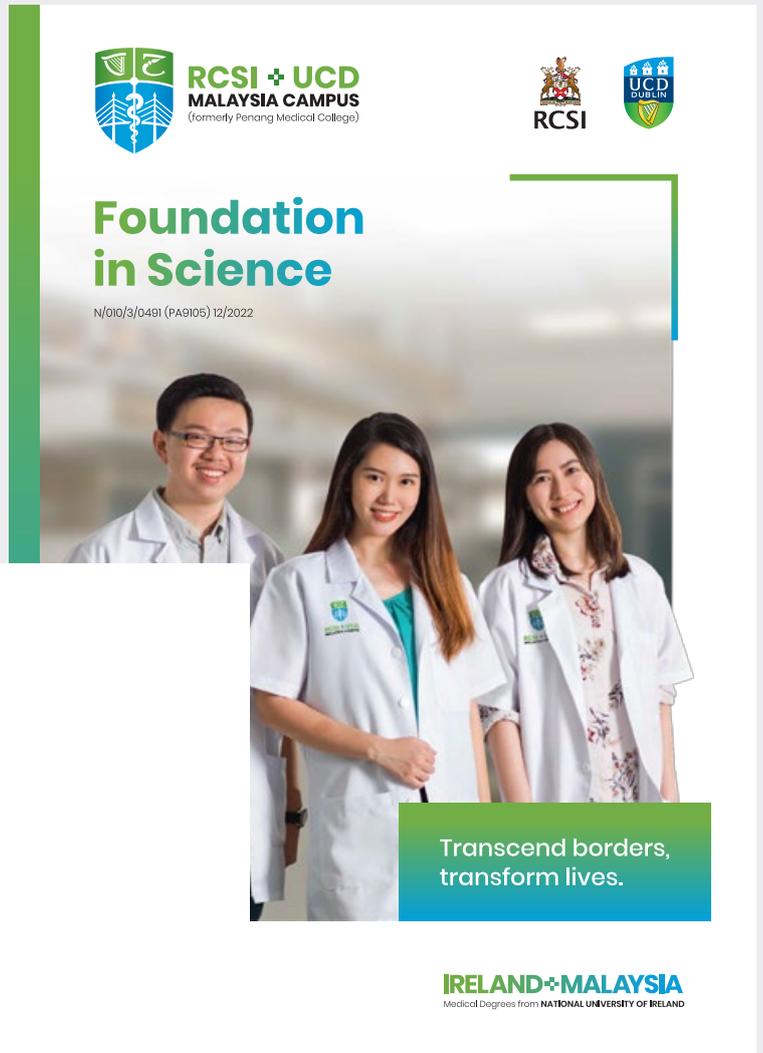
24.5mm

Co-branding Category B relationships

For owned entities under joint ownership which do not have their own separate brand identity.

Some example owned entities include:

- **Beijing-Dublin International College**
- **Academic centres within teaching hospitals**

These owned entities are co-branded* using both the UCD master brand and the other owner's brand mark.

Therefore the existing combined brand equity of both owners is leveraged, rather than investing in establishing a new separate brand for the jointly owned entity.

The relationship between the joint owners is expressed using one standard combined lock-up of both joint owner's brand marks which is applied to all marketing collateral.

Both joint owner brand marks must be given equal visual prominence and paired in a defined proportional visual relationship.

In the majority of applications, the UCD brand mark appears first.

* What is the difference between co-branding and endorsed branding?
Co-branding is where two brands are presented together with equal emphasis on both.

Endorsed branding is when a brand is supported by the use of a second brand and therefore gains from association with the equity of that second brand.

Proportions

The defined proportional visual relationship between the two brand marks is shown here. The horizontal gap between the brand marks and the dividing rule must always be equal to one third of the width of the UCD brand mark.

Prominence

Do not give more visual prominence to either the UCD brand mark or to the joint owner brand mark.

Beijing-Dublin International College is used here as an example only.

Sequence

In the majority of applications, the UCD brand mark appears first. However, in certain applications and with prior approval, the brand marks may be reversed to place the joint owner brand mark before the UCD brand mark.

Beijing-Dublin International College is used here as an example only.

This visual shows how a Category B co-branded lock-up could be integrated into the top navigation bar of a web page within the existing template-driven website. In this example, the top navigation design is inherited from the navigation template of the overarching UCD website framework.

Beijing-Dublin International College is used here as an example only.
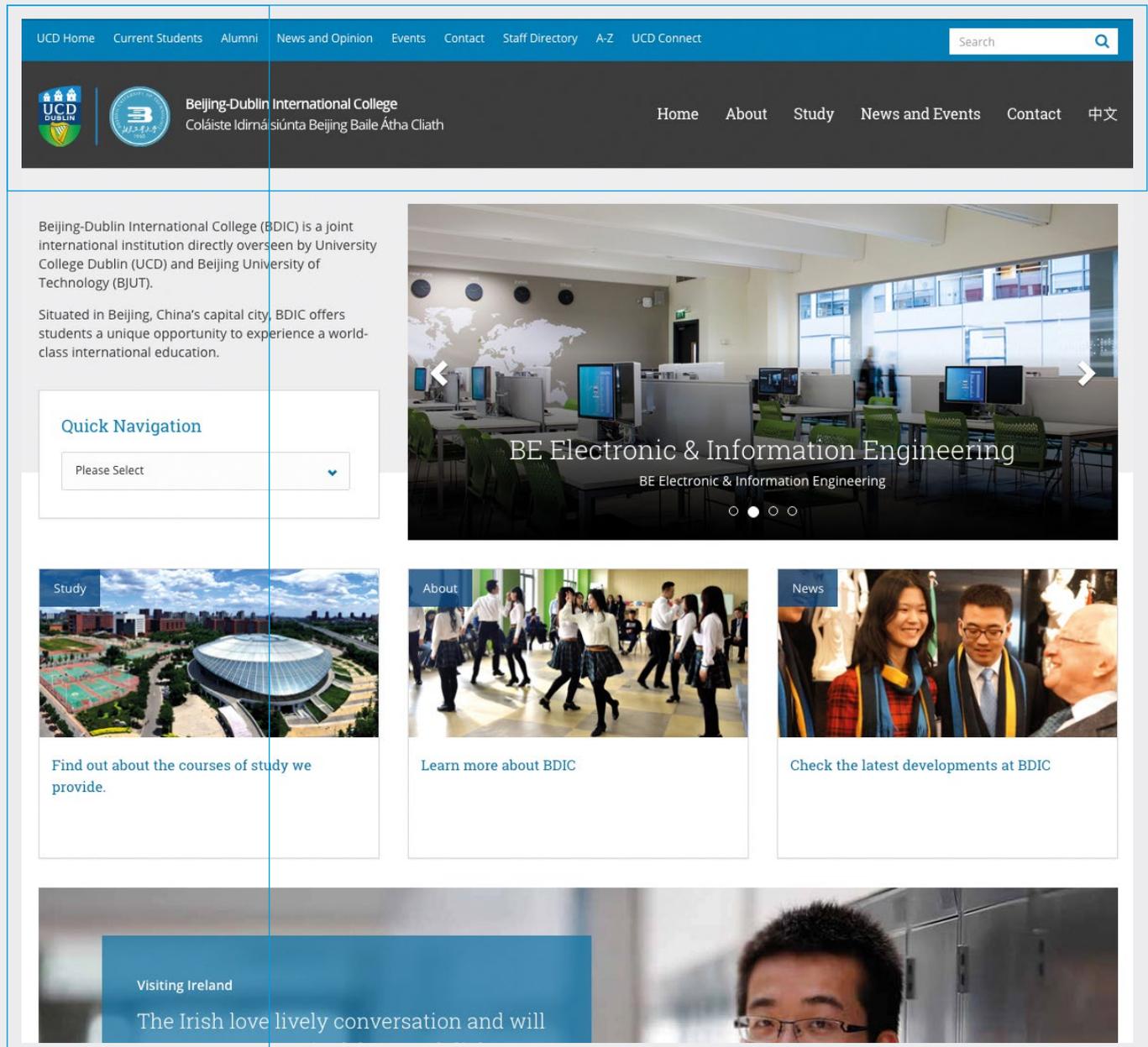
Example Category B brochure cover

For Category B literature covers, the size and position of the brand marks and the entity name varies from the standard A4 specifications on pages 15–18.

The UCD brand mark is 30mm high. The vertical offset distance of the UCD brand mark from the top or base edge is increased to 4xU.

The entity name is positioned 4.5 UCD crest widths from the right vertical edge.

See construction diagram below.
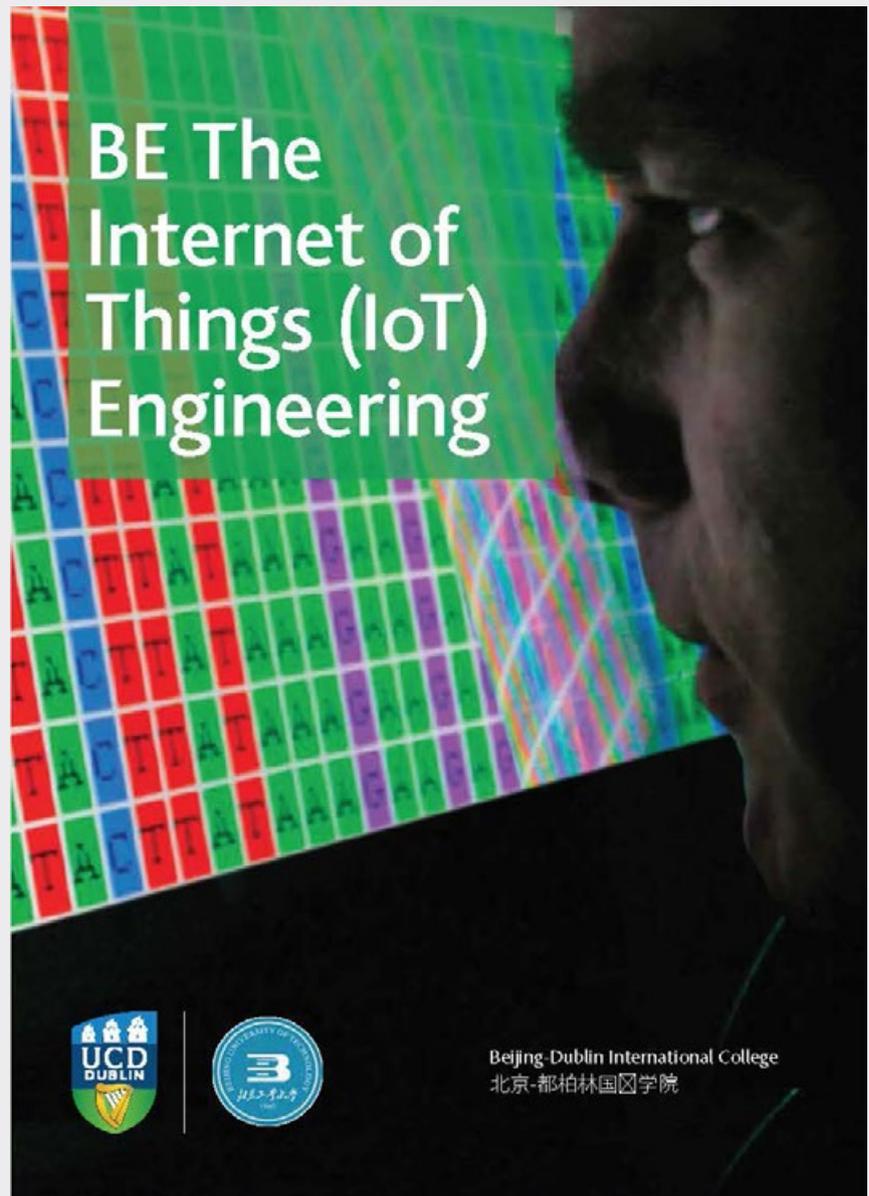
Example Category B stationery template showing constructions.

This example hanging banner shows the recommended vertical lock-up. Both brand marks are of equal height and the gap between the dividing line is still one-third of the width of the UCD brand mark.

Beijing-Dublin International College is used here as an example only.

23mm

Available width for brand marks

Name of the associated College or Institution

University College Dublin
Belfield, Dublin 4, Ireland

T +353 1 716 0000

Name of the associated College or Institution

An Coláiste Ollscoile, Baile Átha Cliath
Belfield, Baile Átha Cliath, Éire

xyzabc@ucd.ie
www.ucd.ie/xyzabc

Building Name
Street Name
City Name
Country Name

1 January 2013

Dear Name,

Height of the brand marks is 23mm. The gap between the twon marks equals two-thirds the width of the UCD crest. The address text is in usual locations. Equi tem isciet aut aut volorumqui dolore, simus, culpa volut alibus, officat quiatem. Volorit ommodig endigni hicati debitec eribus.

Equam earum sunt, que sunt, quibus eum es des accust laccumqui culloribus experib usciamus dit qui torrum fuga. Henim ut eatempos recte non consequam quideli temolup tiandit lit lat re sitius, volorctas evendae ptatur sinitae pudande lictis audionsed que excepel magnatur? Lupictem facerro con nis et qui tem ate pa voles ut volorpor aut voluptatem ea plis estiaspero volut volut at assequid dolutem.

Oreiund igenis velita sam, net et eius doluptas mintem remosam et ut voluptatur assit labo. Tem fugiat prepel minimagnit estio molum quia nusa aut labo. Nemperi tisquunt audam et ea doluptatust debitium harum volendam, officitat que porum, iur?

Iquae pa quatus doluptatiis aut quos aceptiorum ent quam in net arci dolent qui quiscimagni desequas quamquam idunt apiet voluptate et explabo. Et re conempo rescium nobitaquat quundignia quis intet doluptas dixio aut ex eum ad quam, consedi doluptincto dest, iduntium untion et moloratet voluptatur reprenis corum am net prob bla num quae sit odiam ut et occatio modis nulparum olia verit, omnintia ulpa que veriam ipsam di volores et qui omnistem evelique id quasincilit molles et est abo.

Nam que laborer feritisqui dolorro vitissequame voloreh endant, occulpa denecus, nissunt qui imincte veligeniam reperum audis doluptam et que pliquam iumqui accum aut omnimin tibustem namat, aut quodiatibus, autat que nobitibus eum, simod quatemque rest.

Regards

Name Surname
Job Title
name.surname@ucd.ie
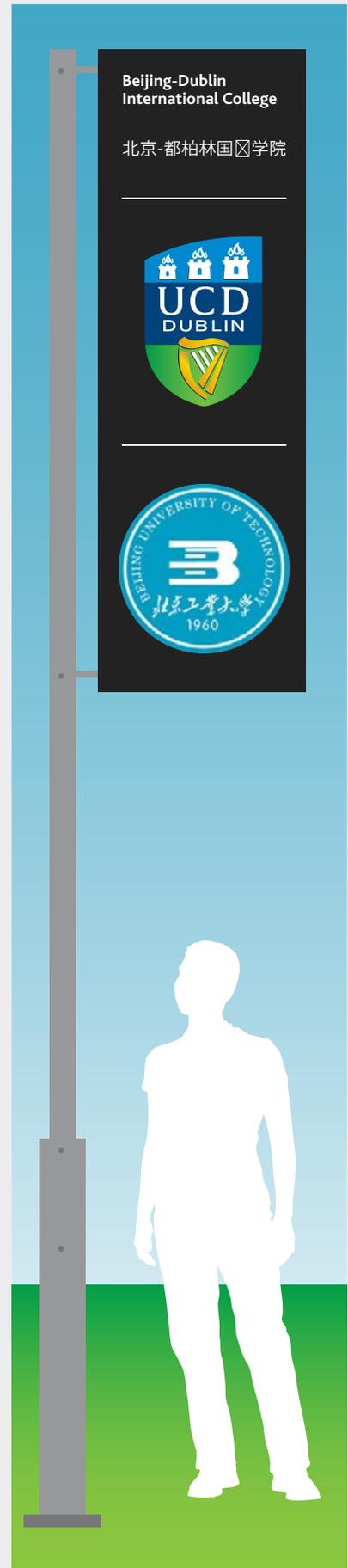
Co-branding academic centres within teaching hospitals

Within the UCD School of Medicine and Medical Science, there are a number of academic centres that are located within the autonomous teaching hospitals. These centres use the Category B co-branding relationship.

The stationery for these centres needs to represent both UCD and the respective hospital with equal prominence.

The UCD brand mark is smaller on this class of stationery than on the standard stationery on pages 24-27.

The UCD brand mark always appears on the left of the blue dividing rule and the hospital crest on the right.

These stationery templates meet this specific purpose, and should be used only in these particular circumstances. This stationery is exempt from the dual language ruling.

Mater Misericordiae University Hospital is used here as an example only.
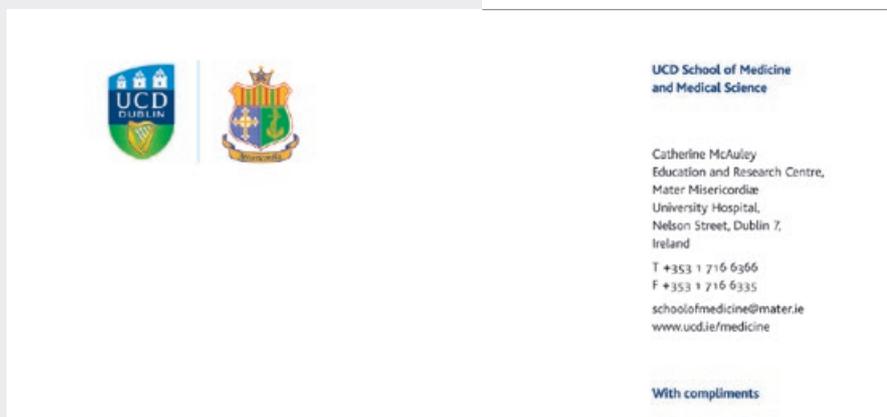
Co-branding Category C relationships

For independent entities with an association (such as an accreditation relationship) with UCD which have their own brand identity.

An example independent entity is:

- **The Institute of Banking**

Independent entities are endorsed* by an agreed relationship definition text combined with the UCD brand mark into a recognition badge mark.

The agreed relationship definition text is: *A Recognised College of UCD.*

The recognition badge mark should be included in all printed collateral, but it is not necessarily required on the front cover.

The relationship definition badge should appear on the independent entity's home page.

The visual relationship of the independent entity's brand mark and the recognition badge mark must never create the impression that the independent entity is a part of UCD.

* What is the difference between endorsed branding and co-branding?
Endorsed branding is when a brand is supported by the use of a second brand and therefore gains from association with the equity of that second brand.

Co-branding is where two brands are presented together with equal emphasis on both.

Artwork files for available variants of the recognition badge marks for Category C entities

Colour UCD crest on white panel for darker backgrounds. Two line version, 48 pixels high.

Monochrome UCD crest on white panel for darker backgrounds. Two line version, 48 pixels high.

Colour UCD crest on blue panel for lighter backgrounds. Two line version, 48 pixels high.

Monochrome UCD crest on blue panel for lighter backgrounds. Two line version, 48 pixels high.

Colour UCD crest on white panel for darker backgrounds. One line version, 38 pixels high.

Monochrome UCD crest on white panel for darker backgrounds. One line version, 38 pixels high.

Colour UCD crest on blue panel for lighter backgrounds. One line version, 38 pixels high.

Monochrome UCD crest on blue panel for lighter backgrounds. One line version, 38 pixels high.

The optimal position for the recognition badge depends on the structure and layout of each independent entity's website.

The visual above shows the monochrome two-line recognition badge incorporated into the masthead of a website.

The different badge styles on page 37 can be used, depending on the background colour of the website header or footer.

The Institute of Banking is used here as an example only.

Co-branding Category D relationships

Where the university identity is reproduced alongside partner or peer institutions (eg universities) using full-name lockups, the institutional lockup is used.

Some examples include:

• Inter-institutional research centres

• Shared publications

An Investment for Life...

Dublin City University

• Ranked in the top 3% of worldwide universities by the QS World University Rankings 2018

• Ranked 74 in the 2017 THE Top 200 Universities Under 50 years of age

• Ireland's 'University of Enterprise'- DCU actively fosters students' graduate attributes through integrated work placements and enterprise skills development

National University of Ireland Galway

• In 2017, the University rose to third position in Ireland in the Times Higher Education (THE) Rankings - to become the top ranked institution outside of the capital city Dublin, and is in the top 2% of worldwide universities

• NUI Galway is 'University of the Year 2018' in the Sunday Times University Guide

• NUI Galway is Ireland's top university for graduate employability, student retention and commercialisation of research

Maynooth University

• Ranked in the top 3% of world universities by the QS World University Rankings 2018

• Ranked in the World's Top 100 Universities under 50yrs old by the Times Higher Education Rankings 2018, currently at 49

• Recognised as one of the top 200 universities with strongest international connections and perspective in the world (THE 2016)

Trinity College Dublin

• Ireland's oldest and highest ranked university featuring consistently in the top 100 of the QS World University Ranking, currently at 88

• No 1 in Ireland for research reputation, teaching reputation and international outlook THE 2018

• In 2016 Trinity joined LERU the prestigious league of European Research Universities - a first for Ireland

University College Cork

• UCC is ranked in the top 2% of world universities by the QS World University Rankings 2018

• UCC has been voted Sunday Times University of the Year three times in the last decade

• UCC was the first university in the world to be awarded the international green flag for environmental friendliness

University of Limerick

• Ranked in the top 3% of world universities by the QS World University Rankings 2018

• 5 Star rating for "Employability" of graduates and for "Teaching, "Social Responsibility", "Internationalization", "Innovation", and "Employability" in the 2017 QS Stars report

• The University runs one of the largest cooperative education (internship) programmes in the European Union

University College Dublin

• Ranked in the top 1% of world universities by the QS World University Rankings 2017

• Ireland's Global University: most popular university for international students with over 6,000 students from 120 countries on the main campus

• UCD is ranked 75th globally and No 1 in Ireland in QS Graduate Employability Rankings 2018

The institiutional lockup is used with partner or peer institutions (eg universities) using full-name lockups.

If you require any UCD brand mark identity guidelines master artworks please contact

UCD Communications Office
T +353 1 716 1584
communications@ucd.ie

12/2021