

BRAND STYLE GUIDELINES

IT Sligo Brand Style Guidelines

Edition 1

FEBRUARY 2021



TONE OF VOICE

IT SLIGO MISSION

Our mission is advancing economic, social and environmental sustainability through education, innovation, and engagement, producing graduates who are innovative, confident and capable of leading the development of the region and beyond. We will provide a transformed technology-enhanced, learning environment for our students.

OUR CULTURE & AIMS



EDUCATE

students to reach their full potential



CHAMPION

respect, equality, inclusion and diversity



LEAD

by being ambitious, innovative and accountable



PROMOTE

students to reach their full potential



BELIEVE

that publicly funded higher education should be accessible to all



VALUE

students, staff, business, community and the environment



RESPOND

proactively to economic and societal challenges



COLLABORATE

for the enhancement of our economy, society and environment

TONE OF VOICE

ABOUT STUDYING AT IT SLIGO

IT Sligo represents a new start for its students – **the promise of great & exciting things ahead**. For many of our students we're their first step away from home and for our online and mature students we represent a new beginning in their life or career. It's a big responsibility – and we want to meet this responsibility with the reassurance of providing a supportive environment to our learners – where they can push their boundaries and open new doors. We are here to help our students achieve their full potential.

There are two main ways to study at IT Sligo – **on campus** and **online**. Although these two learning strands have separate visual identities it is important that the overall ethos of IT Sligo is represented in the communications from both strands. IT Sligo is about community – whether you're an online student or studying in one of IT Sligo's classrooms, laboratories, or workshops you will benefit from our 1:1 support and our practical approach to teaching and learning.



A FEW THINGS TO KNOW ABOUT US ...

- We have the best lecturer to student ratio in Ireland – when you study at IT Sligo you're not just a number, **we know our students by name.**
- Our CAO and Online Students have access to excellent learning facilities. We're **number three nationally for campus investment** so students studying on campus benefit from state-of-the-art facilities, have access to their own design and lab spaces, and to industry standard equipment. Our Online Students benefit from our technological expertise - IT Sligo is the **largest provider of online/flexible learning in Ireland.**
- We have **96% employability rate among our graduates** – in many of our courses our students gain employment before they graduate. Many of our degrees include work placements and real-world projects so our students don't just learn the theory, they'll graduate ready to start their career.
- We're **top 5 nationally for teaching & learning** according to uMultirank and our courses are developed in close collaboration with industry.
- We're on our way to being a Technological University through the Connacht Ulster Alliance (CUA).
- We're based on the **Wild Atlantic Way**, in the beautiful vibrant town of Sligo.

BRAND MESSAGE

“ Support students to achieve their full potential ”

PERSONALITY

Inspiring: We want to help our students develop their ability to navigate their futures in a complex world

Inclusive: We believe education is for everyone – we foster accessibility, inclusion and participation

Accessible: We believe in fostering strong relationships with our community.
When students come to IT Sligo they are not just a number, we know our students by name.

Empowering: We believe our students & staff can positively impact their communities and the world around them.
We want to our students to reach their full potential. We support the continuous professional development of all staff.
We will maintain and strengthen our leadership in technology- enhanced learning.

Collaborative: If it's important to our community then it's important to us – we succeed when they do.
We want to build stronger partnerships with second level schools/ETBs, employers and our community

Transformative: We want to raise the education-qualification profile of the regional population. Support social entrepreneurship, business start-ups and development in the region and beyond. We believe in the transformative power of education for an individual.

Innovative: We create an innovative and inspiring teaching & learning environment. We continue to strengthen our leadership in technology-enhanced learning. We aim for international recognition in key research areas.

VALUES

Inspiring | Empowering | Inclusive | Accessible | Innovative | Collaborative | Transformative

TAG LINES

CAO STUDENTS

Learn More. Live More. Be More. | Your Journey Starts Here.

ONLINE STUDENTS

Master Your Ambition | Make Your Future Happen

LOGO

The last redesign of the IT Sligo logo was done in the summer of 2009. Here is a brief description of the story behind our logo.

Our logo is drawn from and inspired by the natural beauty and distinctiveness of Sligo. We have a rich heritage of beautiful, lush countryside, windswept and breathtaking seascapes and the awe inspiring sweep of Ben Bulbin. Sligo is an international destination indelibly associated with the writings of W B Yeats.

Our logo was originally designed to embrace these positive associations and embed them with institutional values of friendship, welcome, freshness, the quality of life and opportunities we offer on campus and the close knit community focus that we have encouraged.

The Colours

Using a colour palette of stone blue that echoes the distinctive natural hues of Sligo and its immediate hinterland, the logo retains the symbol element from the previous IT Sligo logo. The stone blue/green palette is representative of the dark coloured stone of Ben Bulbin peak, sweeping down to the lush green countryside and onwards again into the blue sea. Sligo has been described as a gateway between land and sea.

The Typography and the Sweep

The typography is contemporary. Used here the colours integrate the distinct IT element with the Sligo element in a redrawn version of the sweep that has previously represented Ben Bulbin, the Salmon, the flame, the 'S' of Sligo. Here the elements of IT Sligo and IT are integrated via the distinct sweep to draw together town, county and town in a synergistic way. It is above all, fresh modern and energetic and is simple, yet easily recognizable. The Irish version of the name is integrated in the same colour palette.



LOGO

Using the IT Sligo logo

The main version of the IT Sligo logo is the full colour option (Figure 1). Use this version where possible, and on a light background.

Reversed versions of the logo

We have three reversed options for the logo. Figures 2,3 & 4.

The background colour or chosen image will usually dictate which is best in this situation. Only use either of these three.

Never create create your own alterations of these three.



Figure 1



Figure 2



Figure 3



Figure 4

LOGO

Mono version of the IT Sligo logo

There are some applications where use of the preferred colour logo is not possible due to specific manufacturing methods, cost or sponsorship restrictions. This can sometimes result in black and white or mono applications. When printing in black and white, a mono option has been designed which will reproduce cleanly on any light coloured background (Figure 5).

Incorrect colour usage

Never create your own alterations of the three reversed logo styles. For example figure 6 & 7 are an example of what not to do.

Correct Aspect Ratio

Never distort or stretch the logo ratio of 1:1. For example figure 8 & 9 are an example of what can happen when distorted or stretched.

Please use the correct master digital artwork when using the IT Sligo logo in order to avoid the mistakes illustrated and ensure consistent brand recognition and integrity.



Figure 5



Figure 6 & 7



Figure 8 & 9



LOGO

Clearance Zone

The logo should always be presented prominently. Adequate space should be allowed around the logo so that it is legible and clear.

The clearance zone has been specified (Figure 10) to keep the logo clear of other graphic elements e.g. photographs, text and illustration to provide stand out and clarity in all applications.

Minimum Size

The minimum that the logo should be reproduced at is 55mm. Once you go below 55mm wide the Irish language starts to become illegible.



Figure 10



ONLINE LEARNING LOGO

The Logo

Designed to reflect the technical side of online learning.

The circuitry within the various devices used to connect to online learning platforms.

We call it the 'Node' icon.

The Font

The font we've used for the Online Learning logo is called FF Mark.

It is a contemporary and clean sans serif font which we feel reflects online learning at IT Sligo



Online
Learning
IT Sligo

ONLINE LEARNING LOGO

Clearance Zone

The logo should always be presented prominently. Adequate space should be allowed around the logo so that it is legible and clear.

The clearance zone has been specified (Figure 11) to keep the logo clear of other graphic elements e.g. photographs, text and illustration to provide stand out and clarity in all applications.

Whatever size the O of Online is when your logo is in position use the O to guide your logo clearance size.

Minimum Size

The minimum that the logo should be reproduced at is 30mm.

As shown in Figure 12.



Figure 11



Figure 12

ONLINE LEARNING LOGO

USAGE

The following Online Learning IT Sligo logos are for different applications.

You should always strive to use the colour in it's full CMYK/RGB version but this is obviously not always possible especially on photographs and illustrations.

The preferred way to use this logo is on a white rectangle in order to lift it from a solid colour or imagery. Left or right works depending on the layout application you're trying to achieve.

NEVER distort or stretch the logo. Always use it 1:1 ratio.



SUB BRANDS

All faculties, departments and groups within the institute must use the primary IT Sligo logo where possible.

The IT Sligo logo can be used in conjunction with a faculty, department, unit or research centre name, as illustrated, using a lock-up approach.

There are a small number of approved sub brand logos. You should never try to reproduce a logo type yourself.

Any proposal for new sub-brands must follow the same format and will require the approval by the Executive.

See right for some examples of how this works in landscape format with abbreviation and full group/ department name.



**Innovation
Centre**



**Knocknarea
Arena**



CERIS
Centre for Environmental
Research Innovation
and Sustainability



CELT
Centre for Enhancement
of Learning and Teaching



YAADA
Yeats Academy of Arts,
Design and Architecture

SUB BRANDS

Portrait versions of logo samples for
Faculties, Departments and Groups
within the Institute



**Innovation
Centre**



**Knocknarea
Arena**



CERIS
Centre for Environmental
Research Innovation
and Sustainability



CELT
Centre for Enhancement
of Learning and Teaching



YAADA
Yeats Academy of Arts,
Design and Architecture

COLOUR PALETTE

PRIMARY COLOURS

The primary colour palette has remained unchanged since it's 2009 rebrand. These two primary colours from our logo are representative of the dark coloured stone of Benbulbin peak, sweeping down to the lush green countryside and onwards again into the blue sea.



**IT SLIGO
BLUE**

C100 M50 Y35 K20
R0 G94 B121
PANTONE 7700



**IT SLIGO
GREEN**

C50 M0 Y98 K0
R141 G198 B66
PANTONE 368

SECONDARY COLOURS

Our secondary colour palette is a fresh, bright and appealing suite which were originally inspired by nature and the surrounding Sligo landscape.

We have further whittled these down to six instead of nine for this brand re-evaluation.



SUNSET

C0 M75 Y90 K0
R242 G101 B49
PANTONE
WARM RED



CORAL

C0 M78 Y33 K0
R241 G96 B124
PANTONE 198



SAND

C20 M10 Y90 K0
R212 G205 B64
PANTONE 458



MINT

C55 M0 Y40 K0
R112 G199 B173
PANTONE 338



STORM

C62 M0 Y21 K31
R56 G147 B155
PANTONE 5483



MIDNIGHT

C60 M20 Y20 K60
R47 G87 B99
PANTONE 2215

FACULTY COLOURS

Each of our faculties are also represented by one defining colour each.

Tints of all the colours are also allowed.



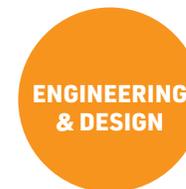
**BUSINESS
& SOCIAL
SCIENCES**

C100 M0 Y0 K5
R0 G165 B227
PANTONE 7460



SCIENCE

C80 M0 Y45 K0
R0 G181 B165
PANTONE 3268



**ENGINEERING
& DESIGN**

C0 M50 Y100 K0
R247 G148 B29
PANTONE 152

TYPEFACES

TRADE GOTHIC HEAVY

For headings where emphasis is required we use Trade Gothic Heavy at a large point size combined with a thick coloured underline all in caps.

Trade Gothic Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**0 1 2 3 4 5 6 7 8 9 & % € ! ? * - - — / “ ‘ **

DIN

The Din font family is used for body copy throughout IT Sligo marketing collateral from the latest Prospectus to course brochures. It has sufficient weight variations and italics to cover every eventuality whilst maintaining brand consistency.

For sub headings we use Din Black sometimes combined with a thick coloured underline and sometimes without. We use it in lower and upper case depending which elements need more or less emphasis.

Din Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**0 1 2 3 4 5 6 7 8 9 & % € ! ? * - - - / “ ‘ **

Din Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**0 1 2 3 4 5 6 7 8 9 & % € ! ? * - - - / “ ‘ **

Din Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**0 1 2 3 4 5 6 7 8 9 & % € ! ? * - - - / “ ‘ **

ARIAL

For most everyday communications we are sometimes restricted by the number of available typefaces. In this scenario, Arial is our preferred typeface. Arial is a standard font on most computers and comes in three handy weights, black, regular and bold which helps create more interesting solutions.

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**0 1 2 3 4 5 6 7 8 9 & % € ! ? * - - — / “ ‘ **

TAGLINE

Below is one of our tagline's typeset the way we would typically display a tagline.

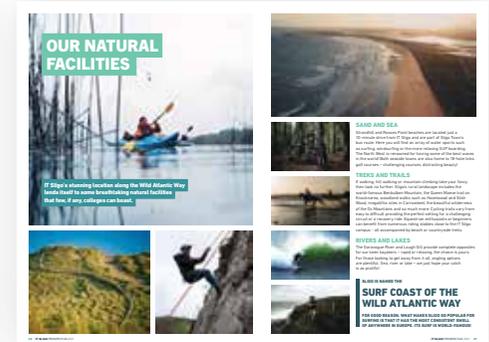
It's a typical demonstration of how we use Trade Gothic Heavy for titles, headlines and sometimes subheads.

**LEARN MORE
LIVE MORE
BE MORE**



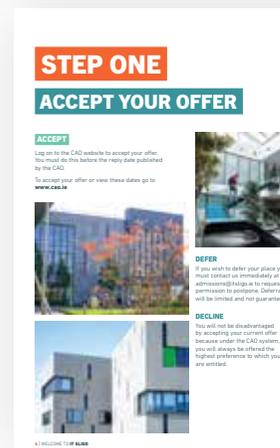
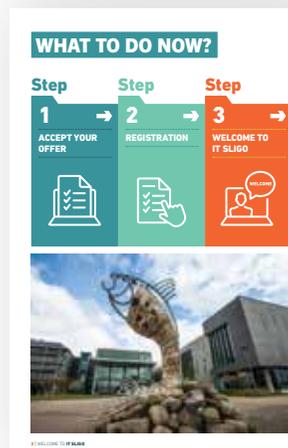
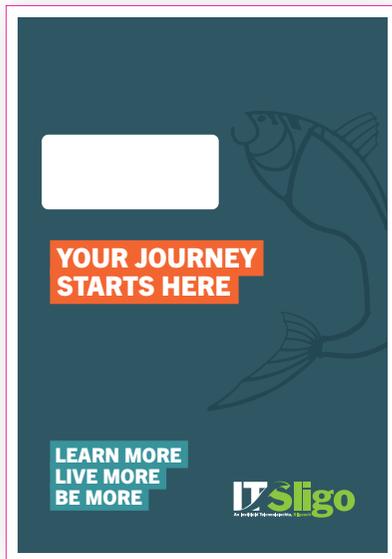
WORK SAMPLES

Cover and sample spreads from our current prospectus



WORK SAMPLES

2020 student CAO offer pack, envelope, folder and guides



WORK SAMPLES

Selection of press ads for the past few months



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TOP 5 IRISH UNIVERSITY
multirank

CAO DEADLINE IS 1st OF FEBRUARY

If you have any questions about IT Sligo courses, please speak to us on:

WhatsApp: 085-8049264
IT Sligo Facebook Messenger
Email: cao@itsligo.ie

VISIT OUR CAO HUB
www.itsligo.ie/cao

IT Sligo
www.itsligo.ie | info@itsligo.ie



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TOP 5 IRISH UNIVERSITY
multirank

JOIN US AT OUR NEXT OPEN DAY
Friday 20th & Saturday 21st November 2020

Your programme classes take a virtual tour of our campus, ask us questions and listen to our guest speakers: Dr. Eoin Murray, Clinical Psychologist and Dr. Eilish Conboy, Entrepreneur and Director of Making Fun of Money Centre.

www.itsligo.ie | info@itsligo.ie

IT Sligo



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IT SLIGO
VIRTUAL OPEN EVENING
TUESDAY 12 JANUARY 2021
7-9 PM
www.itsligo.ie

TOP 5 IRISH UNIVERSITY
multirank

IT Sligo



IT SLIGO RANKED TOP 5 UNIVERSITIES IN IRELAND*

IT SLIGO WISHES LEAVING CERT STUDENTS ALL THE BEST WITH THEIR RESULTS

Why IT Sligo is the perfect college for you:

- We are the most Technological University in Ireland
- 95% Graduate Employment Rate
- A Modern Teaching Campus
- Professional Accreditation on many Degrees
- Multiple Sites in Ireland for Lectures to Students
- A Dynamic Learning Staff with Real World Experience

If you need Advice or Guidance on accepting your offer, we are Here to Help

- Contact us on Facebook Messenger or WhatsApp messaging service 085.8049264
- Visit our dedicated CAO hub on www.itsligo.ie/cao
- Book your campus tour via Facebook or WhatsApp

multirank

IT Sligo



**LEARN MORE
LIVE MORE
BE MORE**

THE SCHOOLS LIAISON TEAM AT IT SLIGO IS HERE TO HELP

FLORIAN CONROY
Marketing Officer
085 8049264

DEBORAH DUNNEGAN
School Liaison Officer
085 8049264

DEBORAH BELLETT
School Liaison Officer
085 8049264

Contact us in the office at 071 913 7225 or schools@itsligo.ie

We can help you with:

- School Visits or Virtual Presentations
- Virtual Career Events
- Subject Specific Virtual Workshops
- Careers Shows
- Open Days
- Advice on IT Sligo Courses

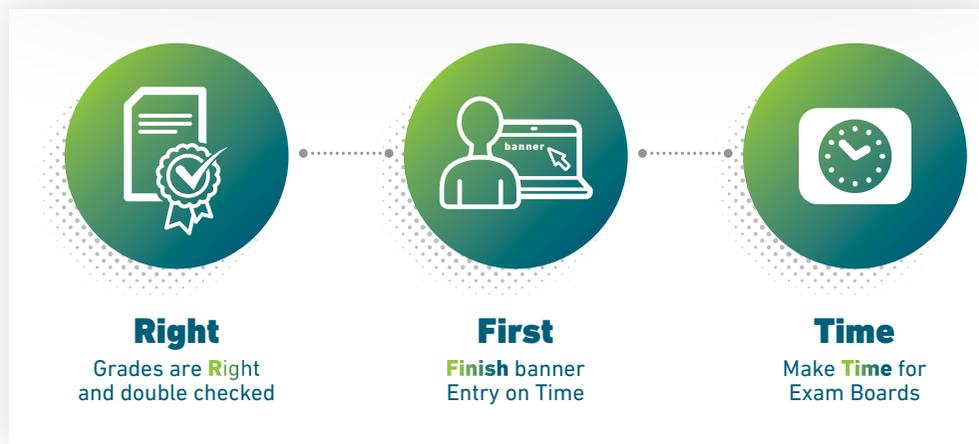
We are your direct link to our lecturers

Visit our dedicated CAO hub
www.itsligo.ie/CAO

IT Sligo

WORK SAMPLES

Instagram post, YouTube header and an inhouse infographic



PHOTOGRAPHY

STYLE & TONE

Photography is an integral part of our personality and tone of voice and needs to be used consistently to create a unified look across all of our communications. We use a combination of students, groups of students, the campus and some images from Sligo town and the amazing countryside surrounding.

Images used should always reflect the core of what we are about. Our images tend to be simple and natural in order to communicate that we are real.

PHOTOGRAPHY GUIDELINES

- Photographs should always strive to be simple, clear, original, engaging, thought-provoking and always reflect authenticity.
- They have to be of a high quality. Ideally professionally shot and/or properly/ professionally retouched. They should be well composed and thought out.
- We want our photographic language to be honest, believable and real. And it's because of this that we try and avoid stock images.

MINIMUM IMAGE SPECIFICATIONS

Print: 300 dpi

Online/digital: 72 dpi



PHOTOGRAPHY

Here's a small selection to illustrate our photographic visual style.



PHOTOGRAPHY

Here's a small selection to illustrate our photographic visual style.

