GEORGE BOOLE* 200

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

*design

*guidelines

DESIGNING FOR GEORGE BOOLE* 200

The George Boole brand identity is designed to work as part of the UCC brand. It uses the same grid system, combined with red squares and the Bauer Bodoni Typeface.

The identity is designed to create excitement around George Boole and his work in an unusual way that piques the viewer's curiosity.

Tone of voice

The asterisk provides a way to engage the viewer through word association. For example, George Boole had a multifaceted career. The asterisk concept allows UCC to visually denote a wide range of themes. The asterisk allows the viewer to 'jump' from theme to theme.

Examples of themes to use:

Genius	Boolean	Algebra
Legacy	Vision	Independent
Catalyst	Inspiration	Logician

Typefaces

The text should be set in Bauer Bodoni, the asterisk is in Helvetica, at standard roman weight. The asterisk always appears to the top right of Boole* and to the standard left of each theme word/association.

Examples

* Asterisk in Helvetica, standard roman weight

Bodoni Typeface – standard roman weight

BOOLE*

*genius

Colour

Red
CMYK C 15 M 100 Y 100 K 0
RGB R 205 G 23 B 25
PMS 1795

Correct Use of the Asterisk

The asterisk always appears in the top level visual identity identifier.
The asterisk can be included in normal body copy (George Boole*) if there is a footnote.
The asterisk is not needed in ordinary body copy if there is no footnote.

Brand Identifier
The symbols below are to be used as a brand identifier, when a
single symbol to represent the brand is required.

GEORGE BOOLE* 200

Please use the file: boole_identifier.eps

GEORGE BOOLE* 200

GEORGE BOOLE* 200

GEORGE BOOLE* 200

Minimum size
When using the Boole identifier at a small size, please
use the file: boole_identifier(small).eps
Never use at less than 18mm wide.

18mm

Use of text in boxes

The text should be ranged bottom left of each box. Please see below. It should always appear white on red.

While the name GEORGE BOOLE* 200 should appear in capitals, the associated words should always be in lowercase.

Text size should be adjusted proportionately to fit the size of the box. For example, on an A4 page a box 3 columns wide should contain type at approximately 42pt, while a box 2 columns wide on the same page would contain text at approximately 24pt. See the examples shown below.

For longer words, the type size can be reduced accordingly, once the rest of the type in the design is adjusted too.

2mm

*genius

5mm

2mm

*genius

3mm
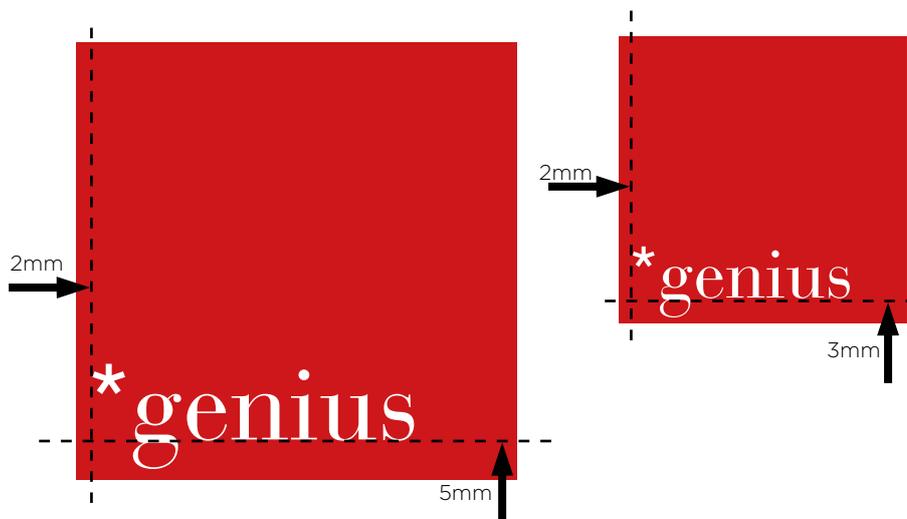
Minimum box size

The minimum box size that contains text, should be at least 2 grid squares wide.

Use of text without boxes

The text can be used without a box. However it should always appear in red. The same rules apply for the positioning of the asterisk, and the use of typefaces. See the example below. The heading is in Bodoni typeface at standard roman weight, and the body text is in Gotham at book weight.

*be inspired

George Boole originated the algebra of logic, called Boolean algebra. The electrical engineer Claude Shannon applied Boolean logic to electric circuits, thereby establishing the platform for information technology.

PLEASE DO NOT

Do any of these things

Change the typeface

*legacy

Change the asterisk

*legacy

Move the asterisk

*legacy

Use all capitals

*LEGACY

Change the type's colour

*legacy

Change the box colour

*legacy

Right align the type

*legacy

Align the type differently

*legacy

Round corners

*legacy

EXAMPLES

Here are some examples of the identity in action.

Brochure cover 215 x 242mm
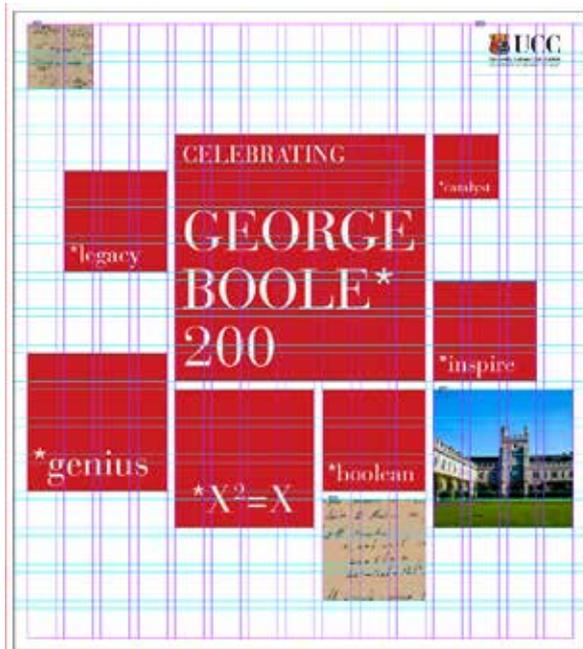
Underlying grid
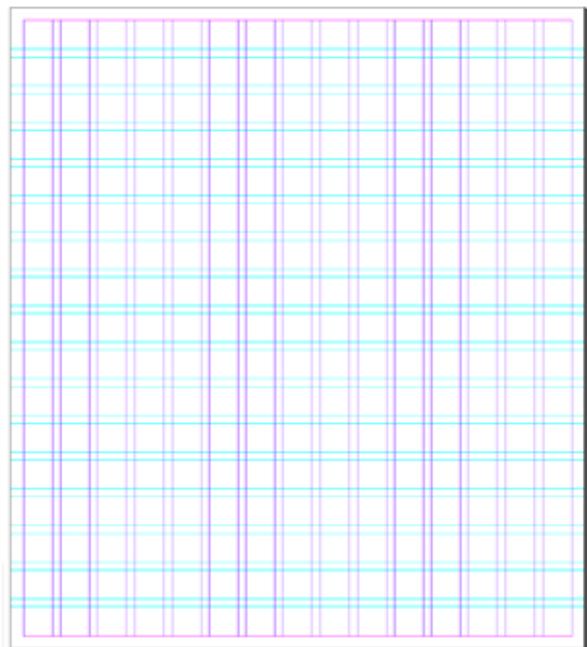
This grid is 15 columns wide, with gutters of 3mm and an outer margin of 5mm on each side. Horizontal guides have been set so as to divide the grid into squares.

EXAMPLES

Here are some examples of the identity in action.

Poster (A4, to be used at A0)   Underlying grid
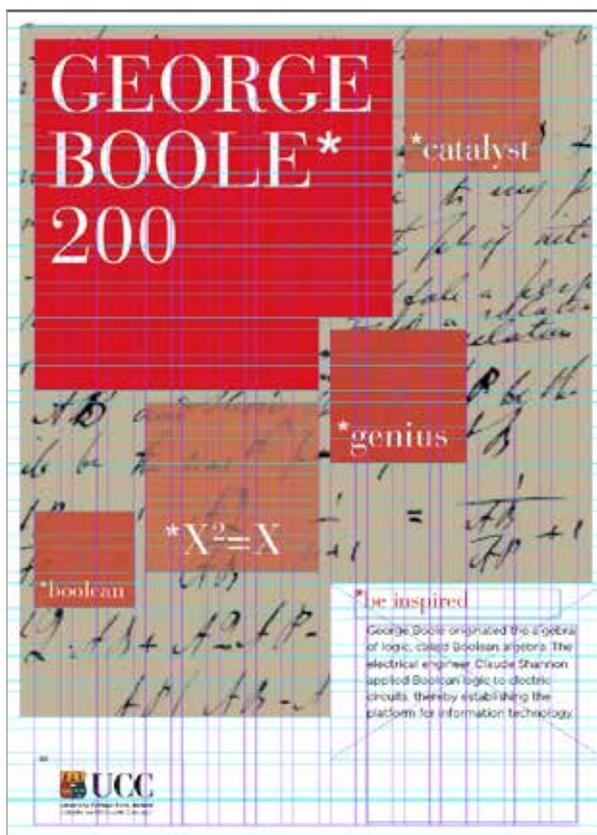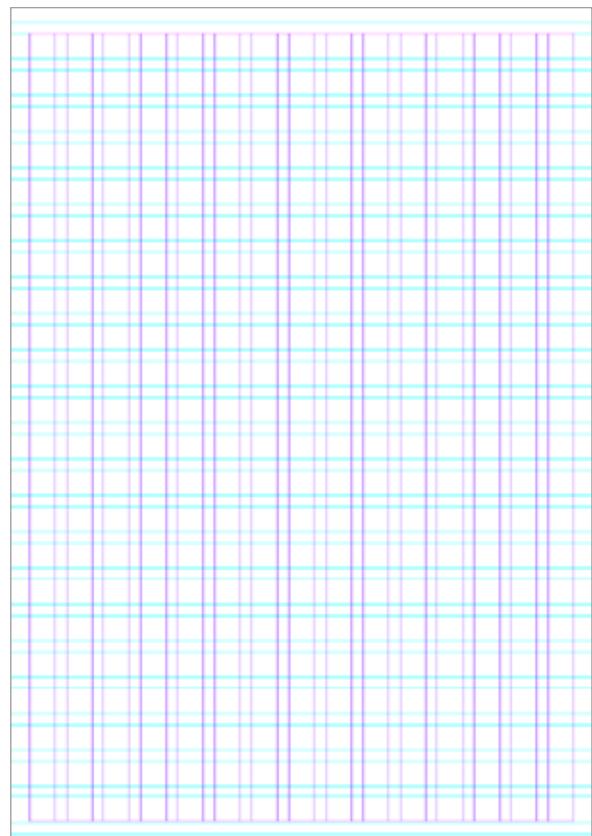
This grid is 15 columns wide, with gutters of 4mm and an outer margin of 5mm on each side. Horizontal guides have been set so as to divide the grid into squares.

In this example the red squares have been laid over an image, and have had their opacity adjusted to varying degrees. When using this technique, please keep the main George Boole* 200 box fully opaque.

EXAMPLES

Here is an example of a spread for a brochure.

EXAMPLES

Here are examples of webpages

GEORGE BOOLE* 200

*catalyst

UCC

*legacy

*boolean

*X²=X

2015 IS GEORGE BOOLE'S 200ᵀᴴ BIRTHDAY

He's a hard act to follow. But we can do it.

At University College Cork, we believe that a university must produce work-ready graduates – and more. It must be a place
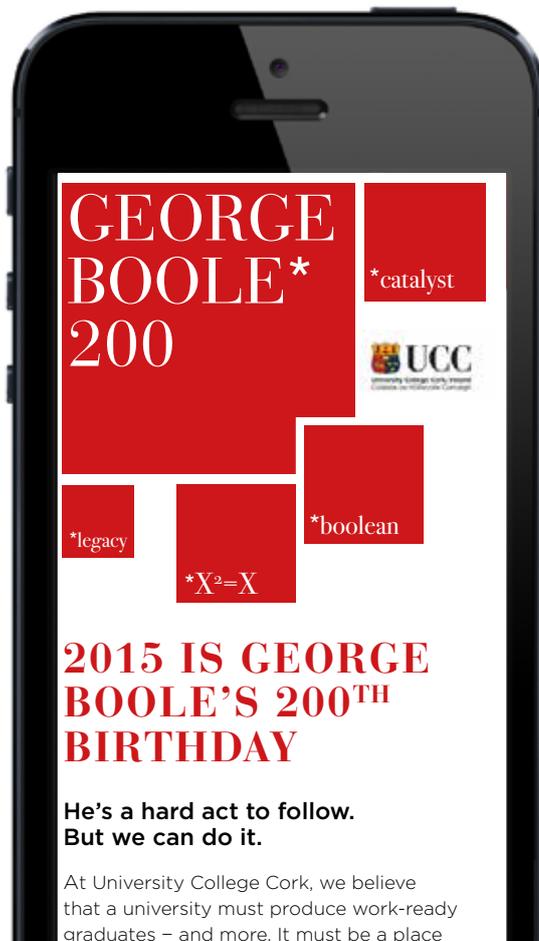
These guidelines have been created to work in
tandem with the established UCC brand guidelines.

For more information on the UCC guidelines
please contact:

E: uPic@ucc.ie

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