

GEORGE
BOOLE*
200



UCC

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

BOOLE*

Bodoni Typeface – standard roman weight

*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.

Please use the file: boole_identifier.eps



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

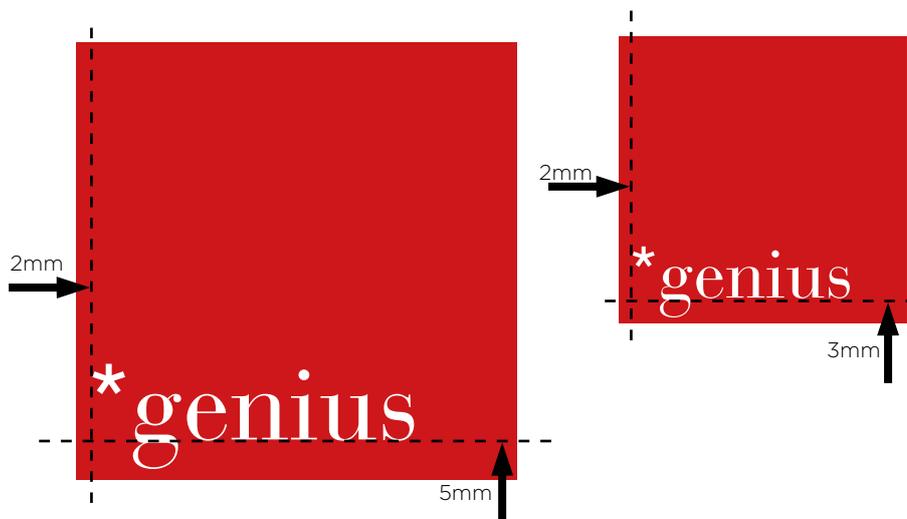
Use of text in boxes

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.



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



Change the asterisk



Move the asterisk



Use all capitals



Change the type's colour



Change the box colour



Right align the type



Align the type differently



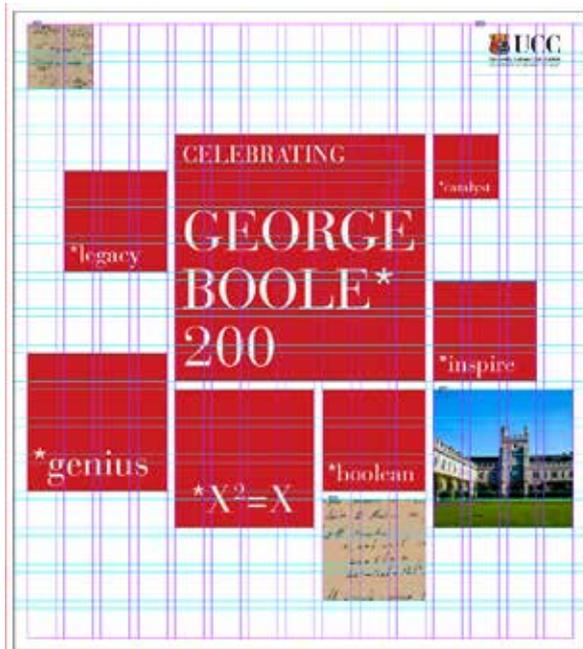
Round corners



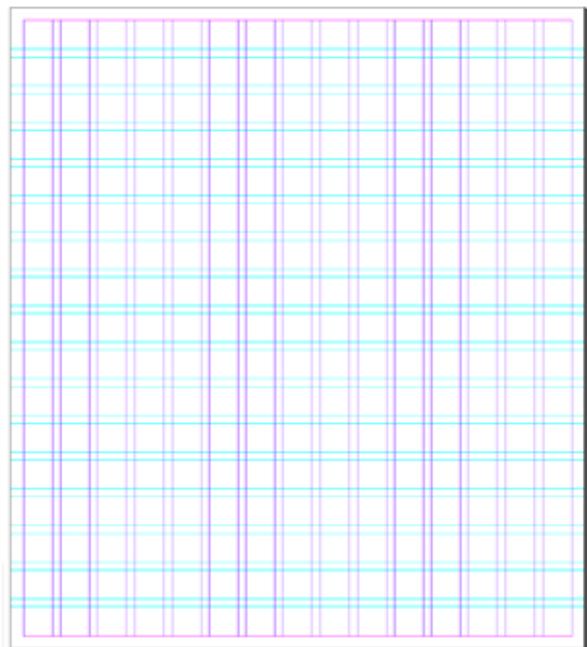
EXAMPLES

Here are some examples of the identity in action.

Brochure cover 215 x 242mm



Underlying grid

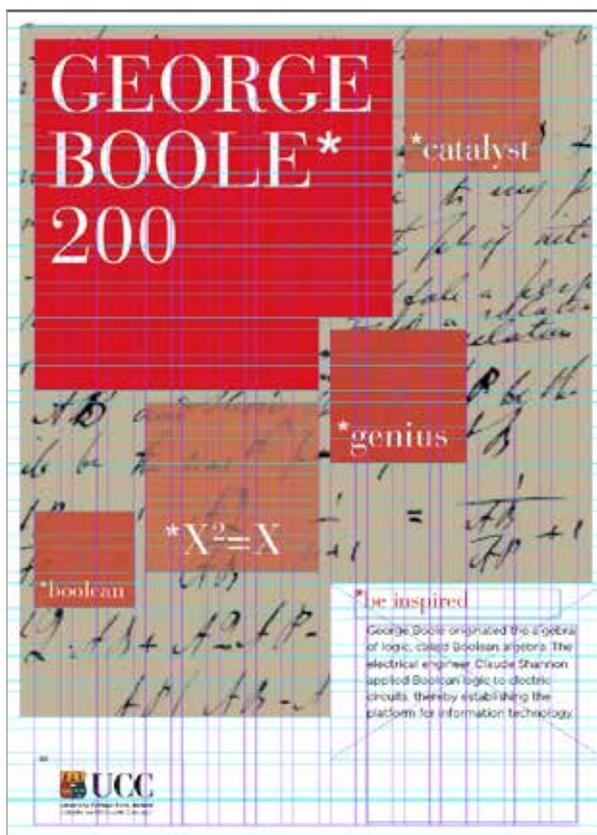


This grid is 15 columns wide, with gutters of 3mm and an outer margin of 5mm on each side. Horizontal guides have been set so as to divide the grid into squares.

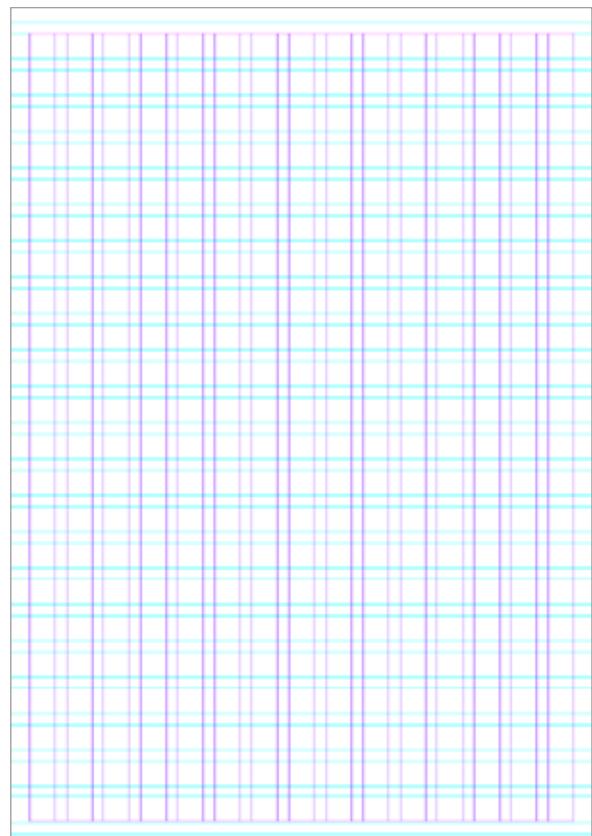
EXAMPLES

Here are some examples of the identity in action.

Poster (A4, to be used at A0)



Underlying grid

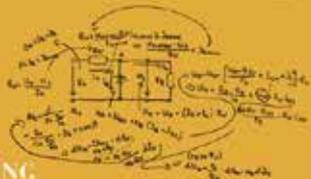


This grid is 15 columns wide, with gutters of 4mm and an outer margin of 5mm on each side. Horizontal guides have been set so as to divide the grid into squares.

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.



***2015**

CELEBRATING GEORGE BOOLE

We have big plans

Conference on Mathematics
Boole the mathematician and his legacy

Bicentenary conference
Boole, his achievements and the story of his extended family

Series of exhibitions
UCC Library, London and Lincoln (UK), Mountain View CA (USA)



Outreach programs for schools
Bringing Boole to teachers, pupils and parents

George Boole: His Life and Work
New edition of Deirdre Mac Mahol's seminal biography

Exhibition on Art, Mathematics and Computer Science
At UCC Lewis Guckman Gallery



SUSTAINING THE BOOLE LEGACY

University College Cork will commemorate Boole beyond 2015, in ways that will expand our contribution to scholarship and research, and strengthen our connections to industry, to enterprise and to the city of Cork as a whole

5 Grenville Place, Cork George Boole lived in this house from 1842, when he was appointed to the University until 1855. In this house he created his masterpiece: *An Investigation into the Laws of Thought*. We intend to secure and renovate the Boole house, providing an incubation centre for business start-ups and a conference facility to support innovation and investment.

George Boole Institute We will establish a George Boole Institute, with the stature and reputation to attract visiting academics and postgraduate students to Cork from around the world. Through study *Mentorships*, the Institute will foster cross-disciplinary thinking and dialogue at the leading edge of science and business innovation.

Documentary film We plan to commission a documentary film about George Boole, bringing his life and achievement to international audiences and raising his profile worldwide.



ICT research and study We will encourage increased research by major ICT companies at University College Cork, and will continue to attract students to our university for ICT teaching and research.

Education makes a fundamentally important contribution to the quality and well-being of society. At University College Cork, we believe in creating an environment in which academic excellence can be combined with opportunities for personal development and independent thinking.

Dr Michael Phelan, President, University College Cork

INDEPENDENT THINKING SHAPES THE FUTURE

George Boole changed the way people think. He had a burning desire to explore new ideas, and the confidence to pursue his research wherever it led.

In that vein, the teaching at University College Cork is based on open-minded enquiry, questioning and curiosity are our touchstones.

Like many leading universities, University College Cork is increasingly looking beyond traditional sources of funding.

We are reaching out to industry and business, to educational philanthropists and our own alumni, to help advance our work of promoting learning and innovation – and to maintain Ireland's international reputation as a country that values knowledge, drive and innovation.





Boole's system of logic is but one of many proofs of genius and patience combined.

Augustus de Morgan, Professor of Mathematics at University College London



A LIFE OF INSPIRATION

In the mid-19th century George Boole originated Boolean logic, a system of mathematical expression that forms the basis for modern computer languages.

Boole was born in Lincoln, England in 1815. His father, John, was a shoemaker whose real interest lay in making optical and scientific instruments. John provided George with his early instruction in mathematics, and strongly encouraged his son's academic development.

George became a schoolteacher to make a living and, when not in front of a class, he taught himself mathematics. His energy and determination in his personal studies were prodigious, for in 1844 he won the Royal Medal of the Royal Society in London for his paper on 'Algebraic methods to the solution of differential equations'.

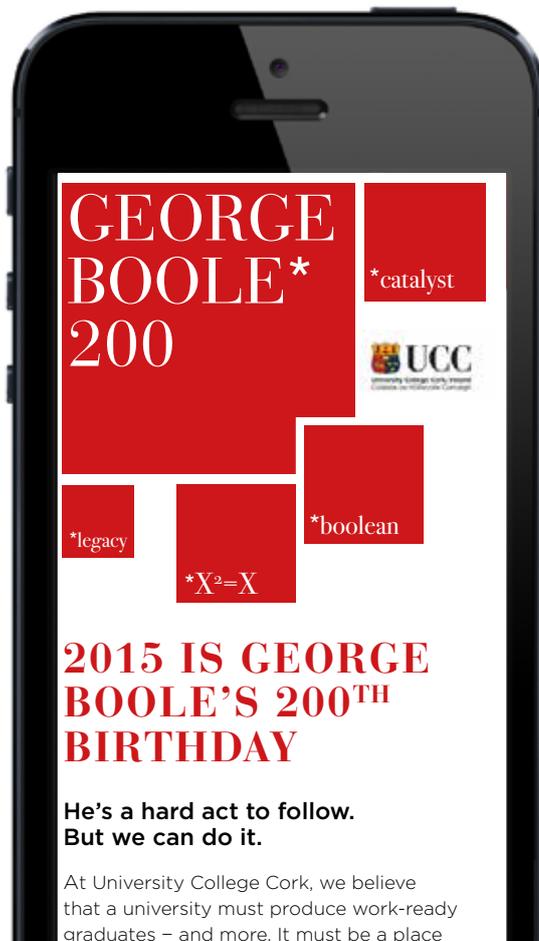
Boole's limited resources made it impossible for him to follow a conventional academic path. However, there were those who recognised his uncommon gift and in 1849, supported by testimonials from four leading mathematicians, he was appointed the first Professor of Mathematics at the recently established Queen's College – later University College Cork.

The College and the prosperous city of Cork gave Boole both a career and a home, providing the setting for his groundbreaking research and for family life after his marriage in 1855 to Mary Everest, later a noted educationalist. Their five daughters were all gifted, and three possessed outstanding intellects – evidence of their parents' commitment to individual development.

When George Boole died in 1864, he was aged only 49 and at the height of his powers – but the influence of his Boolean logic was only beginning.

EXAMPLES

Here are examples of webpages



These guidelines have been created to work in tandem with the established UCC brand guidelines.

For more information on the UCC guidelines please contact:

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