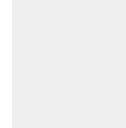
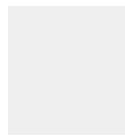


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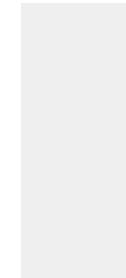
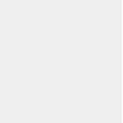
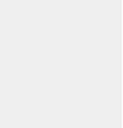
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Our Visual Identity Guidelines

HOW TO TELL OUR STORY TO THE WORLD

 **UCC**
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh



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INTRODUCTION FROM MICHAEL MURPHY, PRESIDENT, UCC



Michael Murphy's memento:

a mortar and pestle commissioned and presented to mark the establishment of UCC's School of Pharmacy

The higher education landscape is changing forever. This presents challenges for everyone, including University College Cork (UCC).

Our brand encompasses our 'story' and is reflected in our visual look and feel, our tone of voice and the implementation of these in marketing collateral and in our behaviour. It also provides a robust platform from which to develop and implement a powerful marketing and PR strategy. Collectively and effectively executed, our brand will be an important tool in meeting the market's challenges, as well as accomplishing the demands of the strategic plan.

To create our brand we have consulted extensively inside and beyond UCC. We have discovered there is much to value and be proud of and it's this that our brand is built on.

I believe that UCC at its best trumps the competition and meets the steepest of challenges. Through the journey in creating the new brand and these guidelines I know that there are many who agree with me.

So I commend the brand to you and urge you to help extract best value from it, by following these guidelines closely and ensuring that everything we produce puts our very best foot forward.

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Why we need it

BRAND POSITIONING

In developing a brand it's crucial to start in the right place. The right place is absolute clarity about how UCC is positioned versus its competition, how and why it is distinct, and what the driving messages are behind its offer. In other words, a clear brand positioning.

With a brand positioning, a visual identity can be developed that reflects what you stand for. Above all, care can be taken around the accuracy, saliency and consistency of the messages communicated to key audiences.

With a clearly defined brand positioning in place, developing compelling communications for UCC becomes much easier. The overarching messages don't need to be invented every time. There is clarity over why UCC is the best choice for the right students, recruits and partners. In today's ever changing and incredibly tough higher education landscape, this matters more than ever before.

What is it?

A properly defined brand positioning will highlight the strengths UCC has over its competition, capture the driving messages that define the offer and be authentic. So the UCC brand positioning was developed following extensive internal and external consultation, and research. The shorthand for it is 'A tradition of independent thinking' and the wider story around this is contained on the following pages. It is driven by the high value those who know us and comprise us, place on us.

'A tradition of independent thinking' captures the unique spirit of our county and region, as well as the excellence of teaching and research at UCC. We'll follow the right direction, even if it's a different direction. We're a five star institution and the quality this infers runs through all we do.

How we use it

We have developed a modular positioning statement of varying lengths. Any of these can be used verbatim, or they can be used as a checklist of the sort of information and messages to be included when writing or talking about the university as a whole. However, the sentiments behind it should never be reinvented.

There will also be specific messages that need to be communicated additionally, for example, regarding colleges or pertaining to the needs of different audiences, for example international. These should be written with the brand positioning in mind, i.e. though they may differ from it, they shouldn't conflict with it.

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POSITIONING STATEMENTS

We're University College Cork: Ireland's first five star university. This means we have first-class learning and teaching, and world-class research that keep us on the cutting edge and shape the world we live in.

A tradition of preparing people for the world

It also means we're interested in the whole person. We're home to a wide range of academic disciplines, as well as nationalities. So we will help you see the world in different ways. We have a huge number of clubs, societies and cultural venues, and a long sporting heritage. So we will help you to become truly accomplished. We're always there for you – whatever the issue. And we have professional connections that will ignite your future and ensure you're not just work ready, but world ready.

A place of traditions old and new

Established in 1845, our campus is intimate and vibrant, with amazing facilities. University College Cork is a place of history. It stands right in the heart of the compact city of Cork, with its 1,500-year cultural heritage and 21st century lifestyle. Both are safe, secure and have real edge, and provide the perfect environment to succeed and excel.

A tradition of independent thinking

But that's not the whole story. We have a long tradition of independent thinking and it's what defines us. We've never been a place of latest fashions or party lines, because we aspire to lead the thinking rather than follow it. It's demanding, exciting, stimulating and groundbreaking. And it's what it takes to build character, fulfil potential and move the human race forward. In small steps and giant leaps.

University College Cork: a tradition of independent thinking

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POSITIONING STATEMENTS

Short narrative

We're University College Cork: Ireland's first five star university. This means we have first-class learning and teaching, and world-class research that keep us on the cutting edge and shape the world we live in.

A tradition of preparing people for the world

It also means we're interested in the whole person. Our wide range of academic disciplines, nationalities, clubs, societies and venues and long sporting heritage means you'll see the world from many perspectives. We're always there for you. And our professional connections will ignite your future and ensure you're world ready.

A place of traditions old and new

Established in 1845, our campus is intimate and vibrant, with amazing facilities. At the heart of the city of Cork, we benefit from a 1,500-year cultural heritage and 21st century lifestyle. It's the perfect environment to succeed and excel.

A tradition of independent thinking

What defines us is our long tradition of independent thinking. We've never been a place of latest fashions or party lines, because we aspire to lead the thinking rather than follow it. It builds character, fulfils potential and moves the human race forward.

University College Cork: a tradition of independent thinking

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Shorter still

POSITIONING STATEMENTS

We're University College Cork: Ireland's first five star university. This means we have first-class learning and teaching, and world-class research that keep us on the cutting edge.

We're interested in the whole person. Our wide range of academic disciplines, nationalities, clubs, societies and venues and long sporting heritage means you'll see the world from many perspectives. Our professional connections will ignite your future and ensure you're world ready.

Established in 1845, our campus is intimate and vibrant, with amazing facilities. At the heart of Cork, we benefit from a 1,500-year cultural heritage and 21st century lifestyle. It's the perfect environment to succeed and excel.

What defines us is our long tradition of independent thinking. We've never been a place of latest fashions or party lines. We aspire to lead the thinking rather than follow it. It builds character, fulfils potential and shapes the world we live in.

University College Cork: a tradition of independent thinking

Shortest

We're University College Cork: Ireland's first five star university. This means we have first-class learning and teaching, and world-class research that keep us on the cutting edge.

We're interested in the whole person. You'll see the world from many perspectives, we'll ensure you're world ready and we'll ignite your future. Established in 1845, our campus is beautiful and has amazing facilities. In the heart of Cork, we have heritage and a contemporary lifestyle. It's the perfect environment to succeed and excel.

What defines us is our long tradition of independent thinking. We aspire to lead the thinking rather than follow it. It builds character, fulfils potential and shapes the world we live in.

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VALUES

LEADERSHIP

Energy in taking initiatives, improving results and managing risks for the good of the university.

EXCELLENCE

Commitment to a dynamic intellectual community with the highest possible standards of teaching, learning and research.

ACCOUNTABILITY

Responsibility and ownership for decisions, actions and results. Accountable for what is accomplished and how it is achieved.

COLLABORATION

Partnership and teamwork to enhance the contribution that UCC makes both in Ireland and internationally, to the mutual benefit of all partners.

INTEGRITY

Adherence to honesty and the highest ethical standards in all our obligations and responsibilities.

INNOVATION

Creative and independent thinking, innovation and discovery, in which the university's strengths are used to the full.

DIVERSITY

Maintaining a diverse and globally-oriented academic community.

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TONE OF VOICE GUIDELINES

Establishing guidelines to write with a discernible personality or a distinct 'tone of voice' is crucial in the development of a brand. However, getting the basics right matters more than anything else. This is less to do with academic accuracy and merit, and much more to do with adopting a writing style that engages – by 'speaking' to the audience as if they were in the room, directly and in a relaxed modern style.

Be direct – whatever you're writing, you'll be writing to engage. So talk directly to your audience, as if they were in the same room. Use the first person when writing about UCC and address your audience directly with the second person. Use relaxed modern language and don't be afraid of using contractions – it's fine to use 'won't' rather than 'will not'. Sparingly, where appropriate and contrary to what your schoolteacher may have told you, it's acceptable to start sentences with 'and' or 'because' – the Bible is full of examples of this and Fowler's Modern English approves of it.

Make it active – write with energy and vary the pace to keep your reader interested. Use of gerunds (-ing words) will introduce energy into the language. Using imperatives or commands will deliver a more authoritative and direct style.

Know when to sell and when to tell – some copy needs to tell it straight (think fact sheets, bulletins and data sheets). In this instance less is definitely more, so don't use 10 words when 3 would do. Work hard at communicating as clearly and succinctly as possible. Some copy needs colour (think marketing collateral and advertising). In this instance use richer language. Work hard at the rhythm and metre of your copy, and ensure it engages with fact, as well as feeling.

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The middle:

engaging by storytelling

TONE OF VOICE GUIDELINES

The UCC brand makes extensive use of storytelling: visually but also in copy. Storytelling is universal and successfully crosses cultures, as well as age groups. An ancient Celtic tradition, it's a gentle, indirect but nonetheless highly compelling means of demonstrating how the future might unfold. The same story can be read by 100 people and provoke 100 different interpretations, because when you read a story you place yourself in it and personalise it. Stories always evoke an emotional response and this makes them a highly effective means of engaging an audience.

Storytelling can be overt or covert. It might be as simple as writing copy with a clear beginning, middle and end, together with a discernible storyline running through it. Pushing the concept further, messages can be evidenced with examples from life at UCC. For example, rather than just telling prospective students that the campus has unique facilities, provide stories and quotes from existing or past students, about how those facilities have transformed their experience. Pushing the concept further still, your entire message can be delivered through a story. The short stories developed for advertising are good examples of this. In addition to the story itself, all they require is a sign off and a call to action.

Where stories are used, it's important that they are varied. Stories past and present, of students and staff, and of achievements modest and significant.

Headlines, headings and titles can reinforce the approach. If they are written to be intriguing, to hint at the entire story and work on one level, they will pull in the reader. Again the advertising provides very good examples of this. For example, 'Great minds don't think alike' stops the reader in their tracks, because it reworks a popular phrase.

The end:

delivering on 'a tradition of independent thinking'

At the heart of UCC's brand positioning is 'a tradition of independent thinking'. This reinforces the fact that UCC aspires to lead the thinking, rather than follow it. So wherever possible and appropriate, copy should deliver a discernible point of view. Never a place of latest fashions or party lines, the points of view may sometimes be challenging, controversial or new. And they will always be intelligent and well informed.

So in selling the strengths of the university, don't simply state what they are, reinforce why you believe they provide the very best experience. When writing, though you might review competitor communications to inform your approach, it will never be to ape or copy it. Delivering on 'independent thinking' doesn't always demand detailed or extensive copy. Use of call outs with bite-size quotes and opinions will always serve to reinforce this defining characteristic.

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THE REFRESHED VISUAL IDENTITY

The story behind the visual identity

Considerable consultation and groundwork has informed the development of the refreshed visual identity. The new visual identity addresses the shortcomings of the existing one and creates a robust system that meets the demands of today's higher education landscape:

- the logo has been redrawn to work both offline and importantly online, to reach a global audience
- a flexible yet consistent visual language has been developed to work with and support the logo
- both meet the demands of application, as well as the requirement for flexibility to accommodate future development.

The overall visual identity has a clear rationale. Using the idea of storytelling to bring to life 'a tradition of independent thinking'. Success stories and achievements of UCC and its students, staff and alumni are told through the written word and imagery. Mementos are used to provide the quirky element that is uniquely UCC, telling personal and individual stories of success.

The logo hierarchy has been developed so as the English acronym 'UCC' is unpacked by the English full version and followed by the Irish.

Photography celebrates the diverse experience of life at UCC, with a good balance of achievements, cutting edge facilities and heritage. Mementos reinforce this by unpacking individual success stories at UCC and create a really unique and compelling photographic style.

The primary colour palette uses all the colours from the Crest. The secondary colour palette is drawn from the beauty of natural colours around Cork and the campus. The typography has been chosen for its clarity and flexibility.

All are held together in a simple grid system created to ensure a family feel but allowing for individuality.

Collectively, the new visual identity uniquely captures the spirit of UCC, and provides the quality and flexibility the institution needs and deserves.

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Logo versions

International version



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Irish version



Coláiste na hOllscoile Corcaigh
University College Cork, Ireland

Typography

A B C a b c 1 2 3 & € @ +
A B C 1 2 3 & @ +

Colour palettes

Primary palette

(University level)



Crest Yellow
Crest Black

Crest Red
Crest White

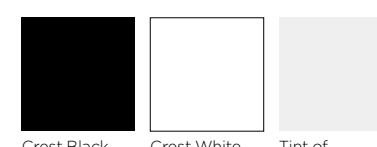
Crest Blue
Tint of Crest Black

Secondary palette

(College/research centre/academic unit/office)



Limestone
Dawn Mauve
Ogam Stone
Earth Red



Quad Green

Sky Blue

Crest White

Tint of Crest Black

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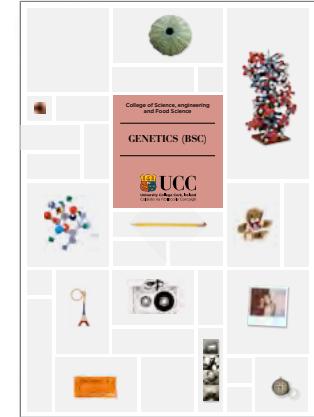
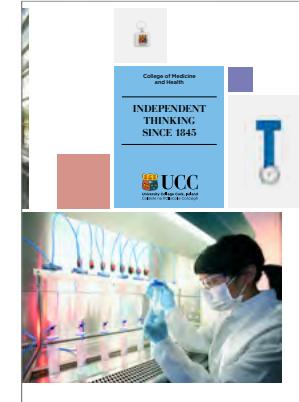
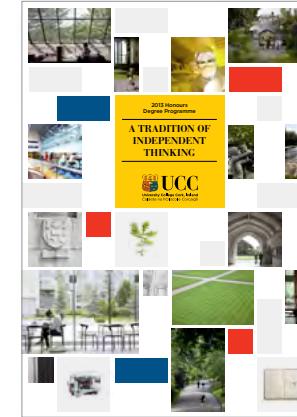
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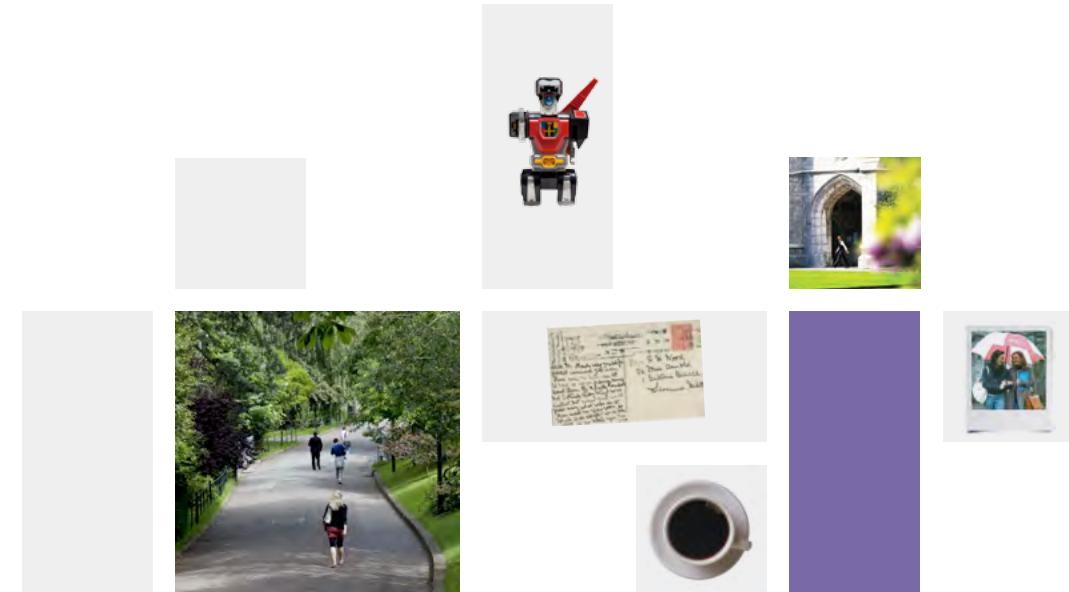
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Grid system

OVERALL TOOLKIT



Imagery



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/Logo versions

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UCC logo artwork

To apply for the logo artwork contact T: **021 4903371/2812**
E: **uPic@ucc.ie**

BASIC ELEMENTS

International version



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Irish version



Coláiste na hOllscoile Corcaigh
University College Cork, Ireland

University College Cork has two versions of the logo. Materials that are primarily intended for use in an international arena should use the international version. Within Ireland there is parity of esteem between the Irish and international version, although it is envisaged that material that is bilingual (Irish/English), or written in the Irish language, will use the Irish version.

The UCC logo consists of two specially drawn elements, the crest and the word mark. To make these elements as effective as possible they must never be altered or recreated. The logo appears in 4 colours.



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Black and white version

Only to be used where budget constraints dictate, such as black and white newspaper advertisements.



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Mono reversal version

When the UCC logo is used reversed out of a solid colour other than that specified on the UCC colour background palette (see pages 23 and 24), the mono reversal (white) version is to be used.

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BASIC ELEMENTS

Logo versions

Heraldic version

This crest has been specially redrawn to incorporate the UCC motto. The crest is not to be used, with the exception of official degree parchments.



Unique rendered version of UCC Crest

This unique version of the crest has been redrawn in less detail for use in special circumstances where it is embroidered onto apparel. This is applicable to student union, clubs and societies. For example; sports playing jerseys and student union jackets.

Please adhere to the specific guidelines set out for UCC Sport Identifiers Playing Gear.

For further information, please contact:

T: +353 (0)21 4903371/2812 E: uPic@ucc.ie



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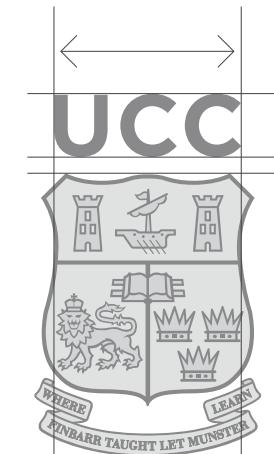
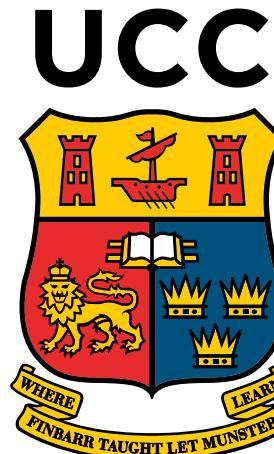
Basic elements

/Logo versions

BASIC ELEMENTS

Logo versions

Unique lock-up of logo where emphasis is placed on the crest. (specifically for Students' Union)



This unique rendering of the UCC crest and type is for specific use only for the Students' Union.

This lock-up can be used where there is a need to place more emphasis on the crest and less on the UCC.

Where the crest is applied to a colour background the UCC type is to appear in either black or white, never in another colour.

Depending on the tonal depth of the background select the colour that carries the most contrast.



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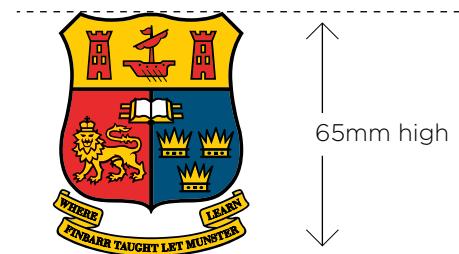
Basic elements

/Logo versions

BASIC ELEMENTS

Embroidery on uniforms

On UCC General Services Uniforms the use of the UCC Crest with motto ribbon is permitted at the minimum size indicated for embroidery application. There is a unique version of the UCC Crest to be used for embroidery. It has a less detailed rendering offering better reproduction quality. Please use this version when applying to uniforms using the embroidery process.



65mm high

UCC
SECURITY

55mm high



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BASIC ELEMENTS

Unique case for embroidery on UCC Security Epaulette

On the UCC General Services Uniform **Epaulette**, a unique rendering of the UCC Crest (without the motto ribbon) is to be used, along with the UCC Security title as indicated. Please follow the reproduction sizes as illustrated. This version of the logo is to be used **ONLY** on the Epaulette.



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/Minimum size & clear space

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Clear space

MINIMUM SIZE & CLEAR SPACE



To ensure the logo is as prominent as possible there should always be a clear area around it. No other elements should enter this space.

 Height of U equals clear space around logo.

Smallest size



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LOGO DO'S & DON'TS

-
- ¹Do not edit or remove text within the logo.
 - ²Do not compress or distort the logo.
 - ³Do not place the logo at an angle.
 - ⁴Do not place the logo vertically.
 - ⁵Do not change the colour of any elements of the logo.
 - ⁶Do not rearrange any elements of the logo.
 - ⁷Do not reproduce the logo in a single colour.
 - ⁸Do not reproduce the word mark white out of a coloured background.
 - ⁹Do not place the logo on a photographic background. It should always be placed within the title block or on white.



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/Logo versions

Examples of lock-up

The logo can be used in conjunction with a departmental/unit/research centre name, as illustrated, using a 'lock-up' approach.

For consistency, all academic and administrative units should follow this approach.

Please note, we do not endorse the creation of logos for internal teams, departments or research centres. There is one unified brand represented by two versions of the logo (see page 13).

For areas with an existing logo, we will assist you in the transition to this approach.

Example of application

The schools and departments logo lock-ups may only be used in instances when the title block cannot, such as schools and department web pages, web banners, medical scrubs, lab coats and t-shirts.

For more information on the title block see page 32.



INTERNAL BRANDING



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

**College of
Science, Engineering
and Food Science**



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

**School of
Nursing and
Midwifery**



University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

**Alumni
Association**



Minimum size
14mm height



To discuss your internal branding requirements, please contact:

T: +353 (0)21 4903371/2812 E: uPic@ucc.ie

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/Partner logos

PARTNER LOGOS

Position and sizing

Where the UCC logo sits alongside partner logos in co-branding application, the lock-up should be applied as illustrated opposite, side by side, never stacked one above the other. The x height of the partner logo should be approximately the same as the x height of UCC logo. The minimum size indicated for the UCC logo must still be applied.



CORK
UNIVERSITY
BUSINESS
SCHOOL



UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh



Equal partner logo

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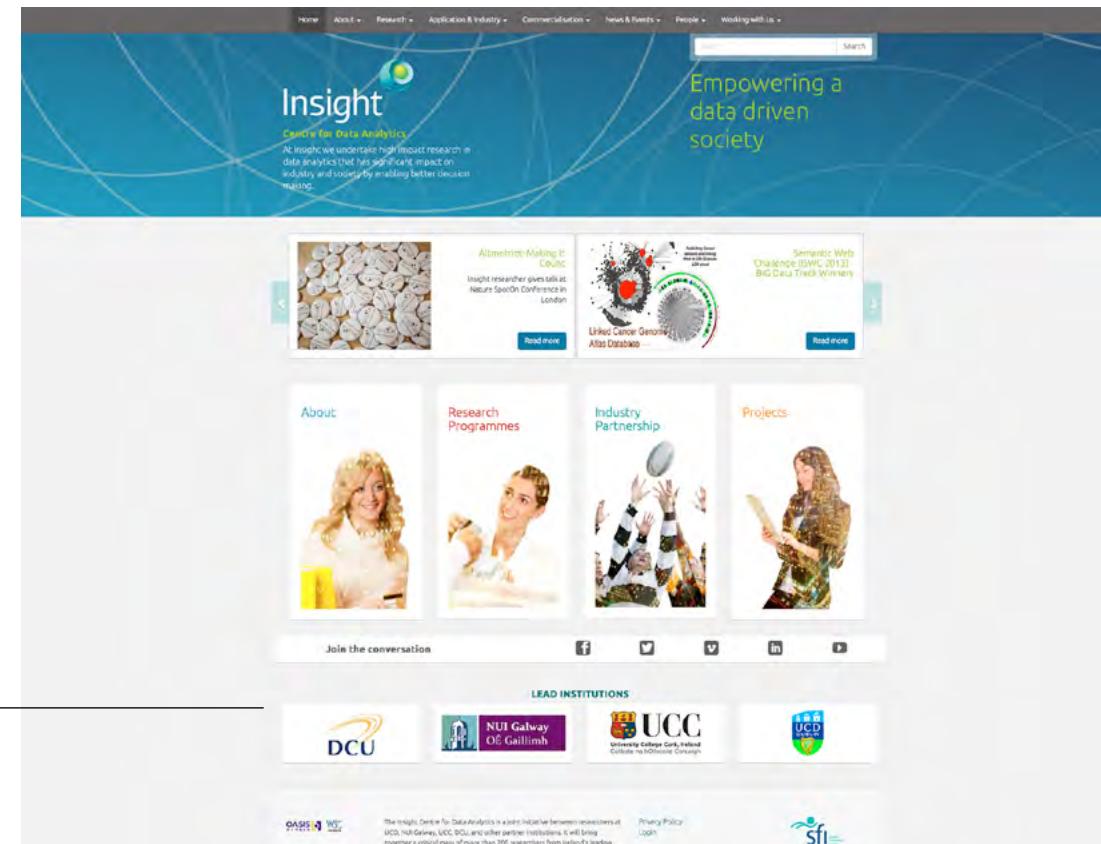
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University Level

¹ Crest Yellow

² White background

³ Black 6%

LOGO BACKGROUND COLOURS

1



2



3



See page 26 and 27 for colour palette

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College Level

⁴ Limestone

⁵ Dawn Mauve

⁶ Ogam Stone

⁷ Earth Red

⁸ Quad Green

⁵ Sky Blue

LOGO BACKGROUND COLOURS

4



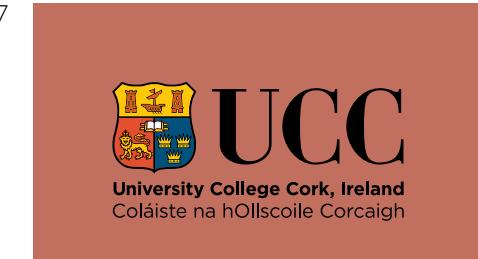
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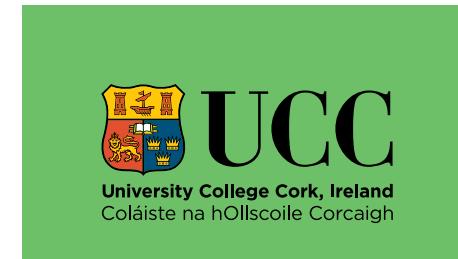
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TYPOGRAPHY

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 £ # & % ? + > @ ≤ Ω , .**

Bauer Bodoni Bold Caps

Heading font

Minimum size 22pt

Gotham

Body text font

Can be used in the following weights:

Gotham Light

Gotham Book

Gotham Medium

Consistent typography plays an important part in creating a coherent identity. To further build on the identity's strengths two new typefaces have been introduced. Bauer Bodoni, a headline font chosen for its distinctiveness and heritage. Gotham for body copy, a modern font chosen for its clarity and accessibility. Gotham comes in a wide range of weights and has been chosen to compliment Bodoni. They should be used for all external communications.

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
£ # & € % ? + > @ ≤ ff , .

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
£ # & € % ? + > @ ≤ ff , .

**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
£ # & € % ? + > @ ≤ ff , .**

Alternative fonts

A new system font has also been introduced when Bauer Bodoni and Gotham are unavailable. The font Verdana can be used for body copy in place of Gotham. The font Times New Roman (Bold Caps) can be used as a headline font in place of Bauer Bodoni. Times New Roman and Verdana are freely available on all computers.

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COLOUR PALETTE

Primary colour palette

To be used at a university level



Crest Yellow

Pantone 7549C
C0 M20 Y100 K0
R255 G181 B0
FFB500



Crest Red

Pantone 1795C
C0 M96 Y90 K2
R206 G31 B44
CE1F2C



Crest Blue

Pantone 2955C
C100 M45 Y10 K37
R0 G60 B105
003C69



Crest Black

Pantone Black
C0 MO Y0 K100
R0 GO BO
#000000

For use on both coated and uncoated paper.

Colour plays an important part in our identity and used correctly makes all communications consistent and cohesive. The primary colour palette uses the four colours from the crest. The secondary colour palette is made up of natural colours from around Cork and the UCC campus.

In all communications the bold use of white space is a key element of our use of colour. When choosing a colour to complement photography, care should be taken to ensure it is compatible. Please do not use tints of the colours except on the two colours indicated.



Crest White

CO MO Y0 K0
R255 G255 B255
FFFFFF



Tint of Crest Black

CO MO Y0 K6
R239 G239 B240
EFEFF0

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COLOUR PALETTE

Secondary colour palette

To be used at a college level



Limestone

Pantone
Cool Grey 4C
C12 M8 Y9 K23
R187 G188 B188
BBCBC

Dawn Mauve

Pantone 7676C
C60 M25 Y5 K5
R117 G102 B220
7566AO

Ogam Stone

Pantone 7510C
C0 M25 Y75 K15
R198 G137 B63
C6893F

Earth Red

Pantone 7522C
C10 M60 Y55 K15
R180 G106 B85
B46A55

For use on uncoated paper:



Quad Green

Pantone 7489C
C56 M2 Y78 K5
R116 G170 B80
74AA50



Sky Blue

Pantone 292C
C59 M11 Y0 K0
R105 G179 B231
69B3E7



Crest White

C0 MO Y0 K0
R39 G239 B240
000000



Tinted of Crest Black

C0 MO Y0 K6
R39 G239 B240
000000

For use on both coated and uncoated paper.

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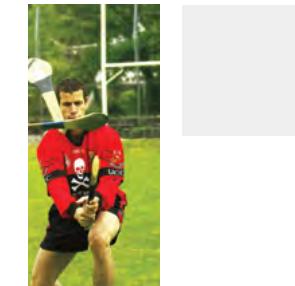
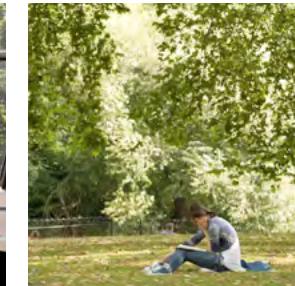
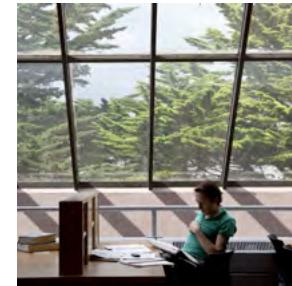
Photography

The photography you choose should celebrate the diverse experience of life at UCC. The imagery should show a good balance of the students, the campus, the research and the heritage of UCC. The photography style should aim to tell the story through pictures. It should be constantly updated to ensure the latest facilities and achievements are heroed. The interest in the 'whole' student should be reflected in the photographic content.

Contact us to discuss your photography requirements.

E: uPic@ucc.ie
T: +353 (0)21 4903371/2812

PHOTOGRAPHY



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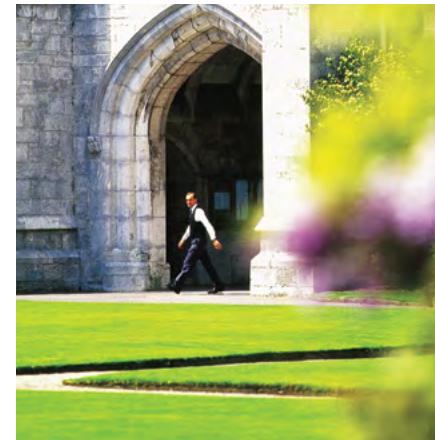
PHOTOGRAPHY

uPic online image library

uPic is UCC's online digital asset management service. uPic gives you access to a wide range of stock digital images featuring all aspects of life in UCC. Low resolution jpegs can be downloaded directly to your computer and are suitable for illustrating websites and PowerPoint presentations. High resolution print-quality images are available on request.

uPic is available free to all staff with a UCC computer. External users, e.g. graphic designers, may also access the site, but will need a password to do so.

To find out more, go to
www.upic.ucc.ie



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MEMENTOS- TELLING THE UCC STORY

Mementos

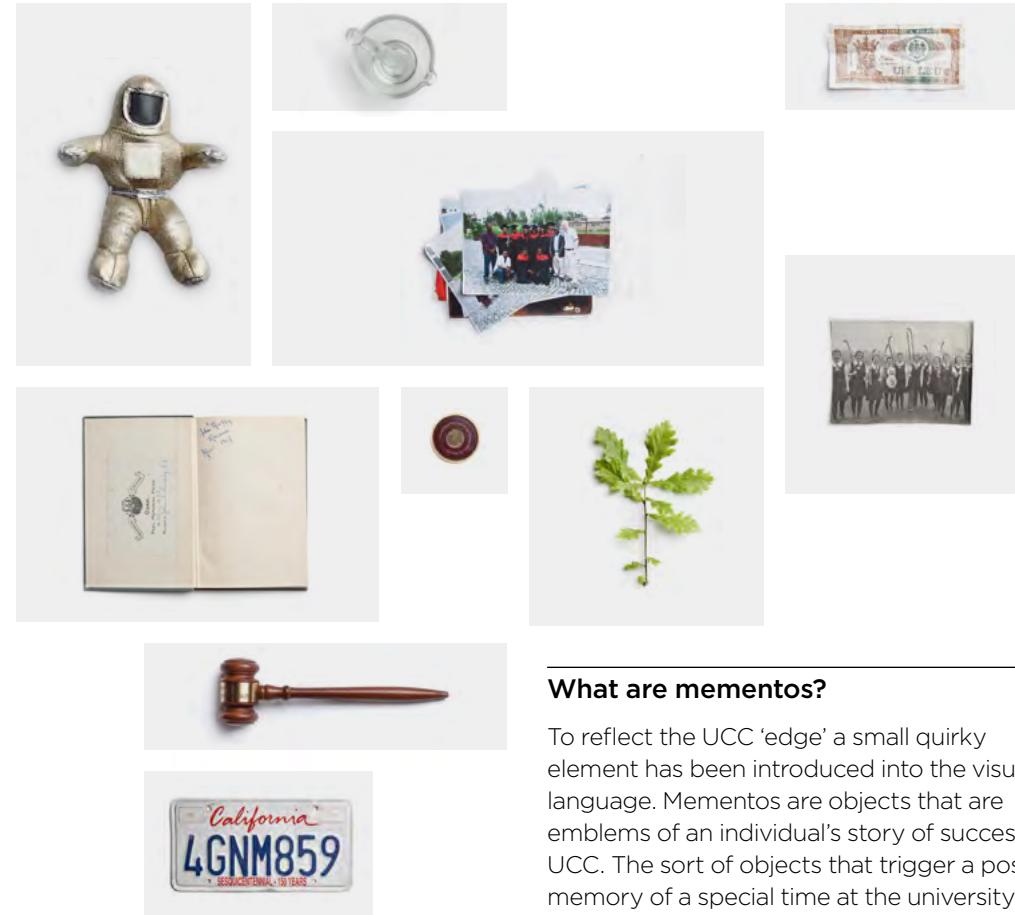
The new visual brand identity for UCC uses the concept of storytelling to engage audiences. Building on this, the visual brand will include photography of mementos as part of its visual language.

Mementos in the context of UCC are objects that are emblems of your story of success at UCC. They'll be something particular and peculiar to you and you alone, and they might include anything: tickets, notes on the back of a napkin, champagne corks, sporting awards, mascots, souvenirs and so on. The sort of objects you might keep in a shoebox under the bed that trigger a positive memory of a special time at the university.

When photographing mementos each should be placed on a white background and viewed 'straight on', shot from directly above, so some objects may need to be laid flat like the examples shown opposite.

Lighting should be treated sensitively to bring out the detail – in the same way that museum artefacts would be treated or other precious objects. It should also generate just a hint of shadow – enough to anchor the memento to the background so it doesn't appear to float.

At the design stage, each memento should be placed on a 6% black background with the multiply effect applied.



What are mementos?

To reflect the UCC 'edge' a small quirky element has been introduced into the visual language. Mementos are objects that are emblems of an individual's story of success at UCC. The sort of objects that trigger a positive memory of a special time at the university.

We can work with you to develop a set of mementos that supports your marketing communications.

To find out more please contact
E: uPic@ucc.ie
T: +353 (0)21 4903371/2812

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THE UCC GRID



Literature

A simple grid system has been created to ensure a family feel but allowing for individuality. The system allows for unlimited combinations of photography, mementos, colour and text.

Title block

The correct and consistent placement of the title block, headline and logo is essential in printed publication.

The logo is centred under the headline. The size and placement of headline has been created to provide maximum impact. These rules should be adhered to in most cases – but there may be certain applications that are an exception and require an individual approach.



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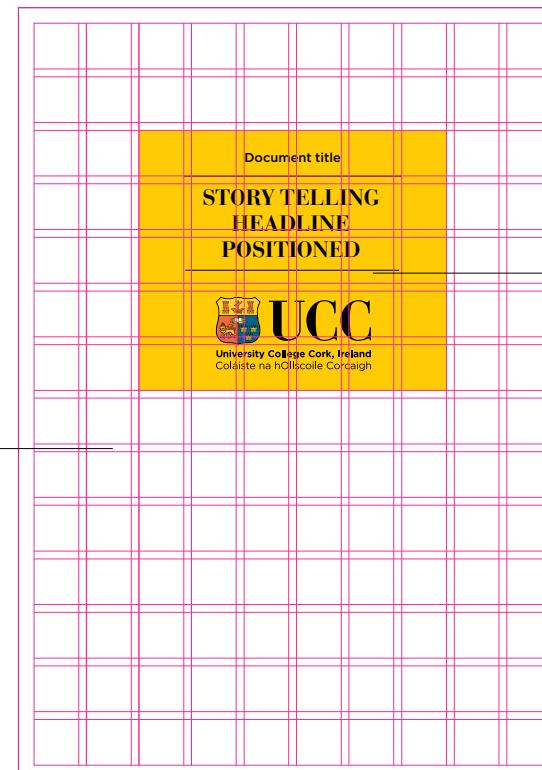
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TITLE BLOCK POSITION & SCALE (A6)



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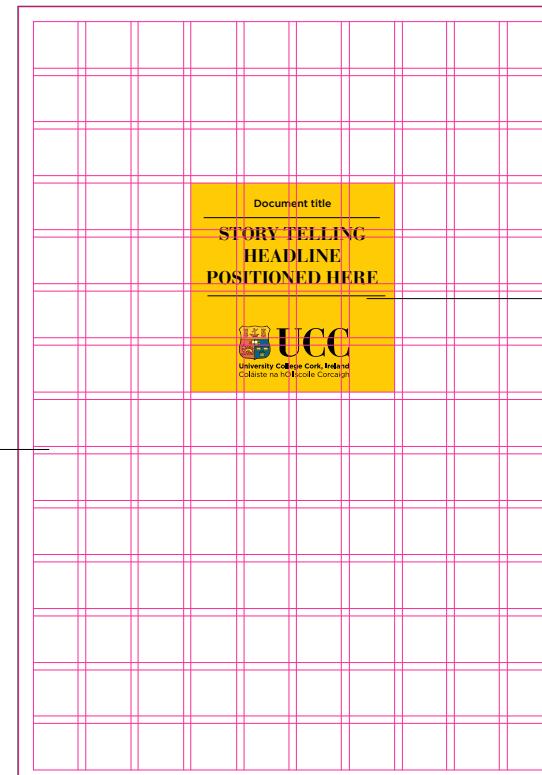
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TITLE BLOCK POSITION & SCALE (A5)



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TITLE BLOCK POSITION & SCALE (A4)

A4 cover grid

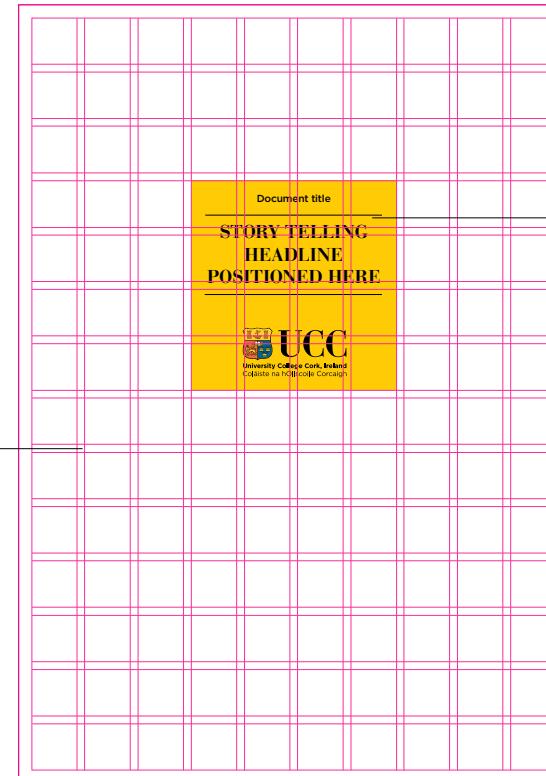
Title block 4x4 grid squares

Document title 11/12pt

Headline 20/24pt

Logo width 40mm

10x14 grid squares



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TITLE BLOCK POSITION & SCALE (A3)

A3 poster grid

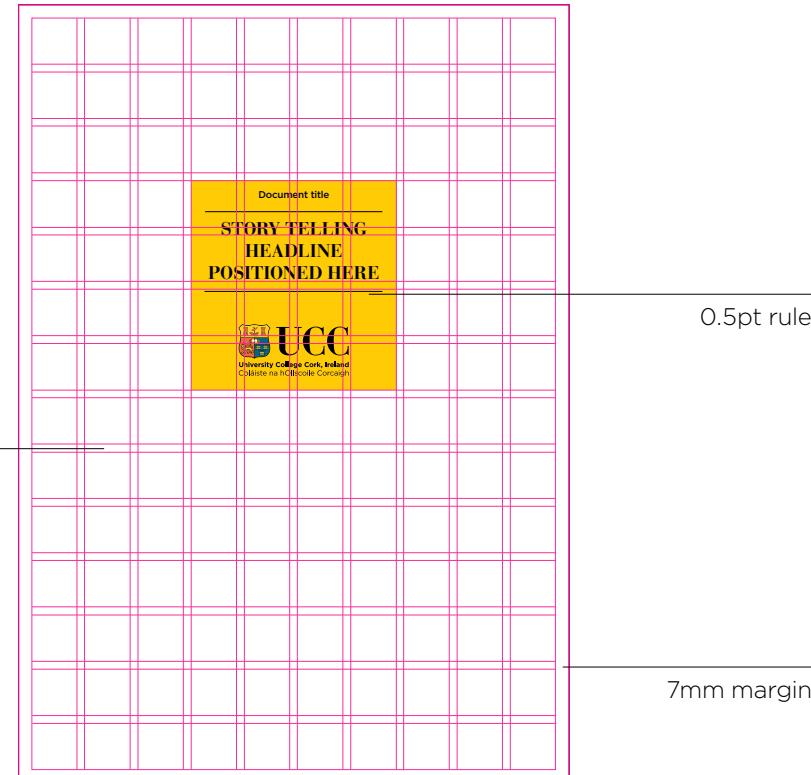
Title block 4x4 grid squares

Document title 15/16pt

Headline 28/34pt

Logo width 60mm

10x14 grid squares



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TITLE BLOCK POSITION & SCALE (A2)

A2 poster grid

Title block 4x4 grid squares

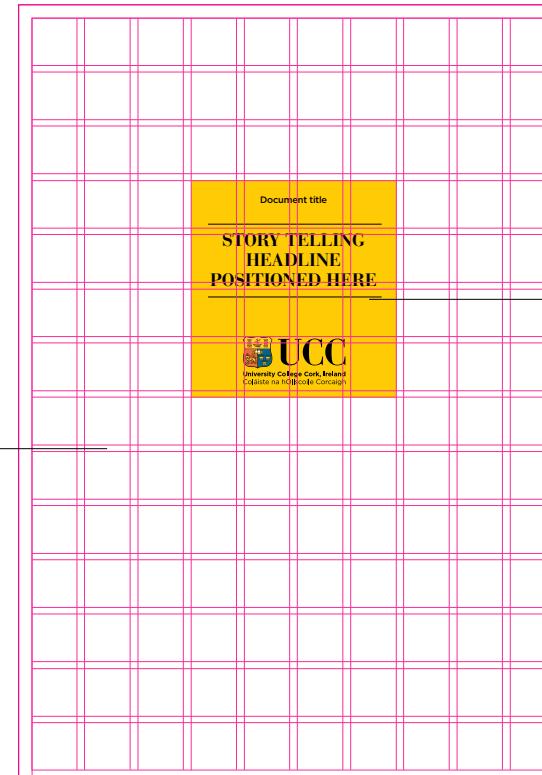
Document title 20/23pt

Headline 39/44pt

Logo width 80mm

10x14 grid squares

5mm gutter



1pt rule

10mm margin

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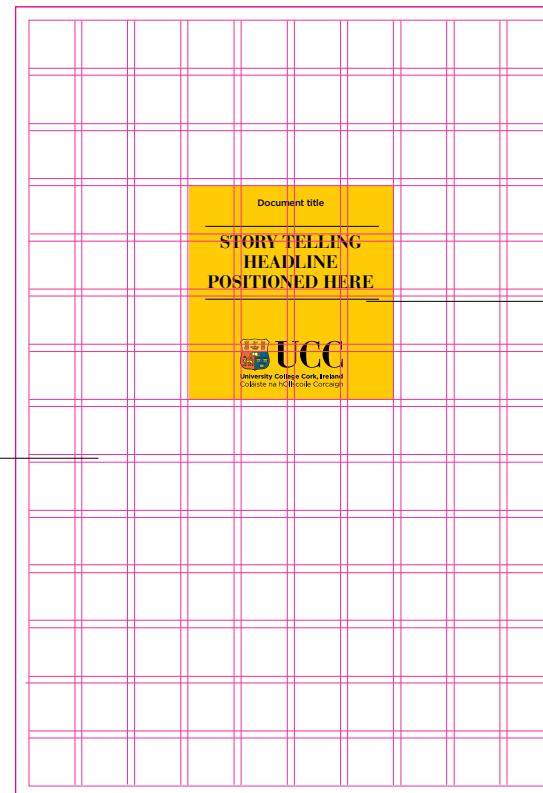
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TITLE BLOCK POSITION & SCALE (A1)



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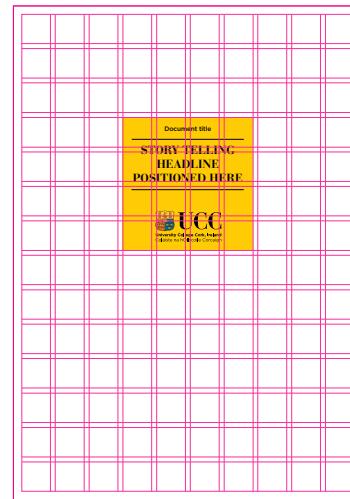
Basic elements

/Literature grid

LITERATURE GRID

A4 cover grid

As per A4 grid
on page 30

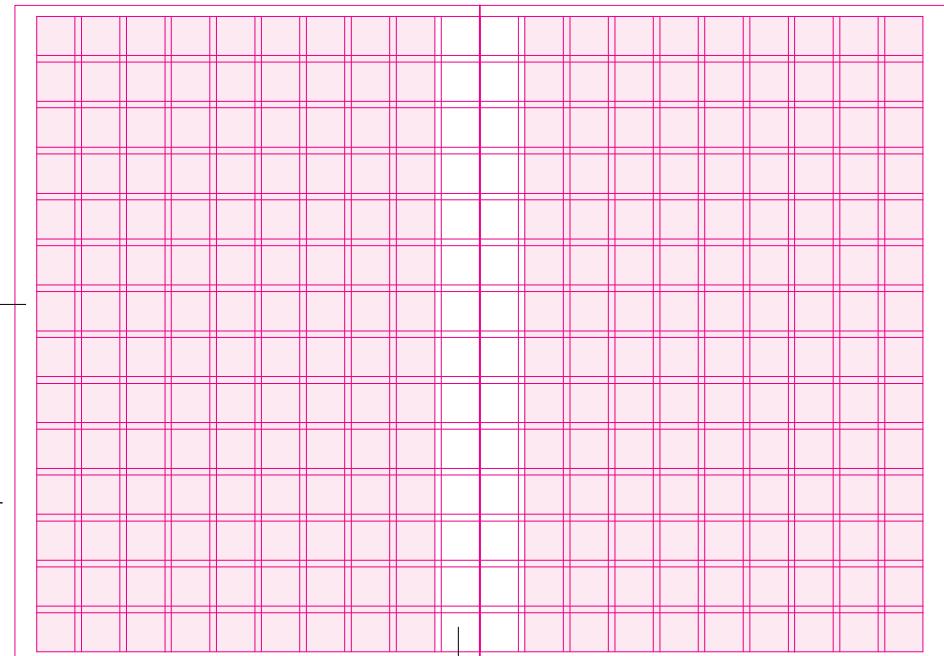


10mm margin

A4 grid - internal spread

20x14 grid squares

For internal spreads the 'square grids' are repositioned to butt to the spine of the document and so increases the left and right outside margin to 10mm. To ensure text doesn't disappear into the spine after binding type should not be placed in the inside column.



Live typographic area

5mm margin

Gutter = 1 square

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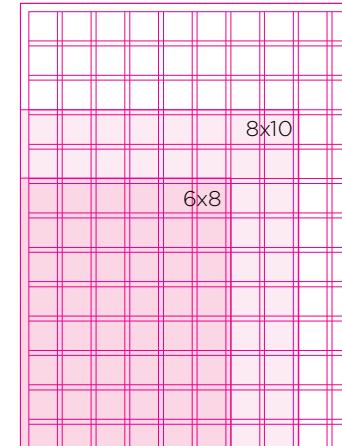
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CUSTOMISED GRID SIZES

A4

When creating custom size documents the closest 'A' paper size grid should be used for reference. So for example if your customised size is close to A4 then the A4 square grid should be utilised and the document size should be determined by grid squares (not mm). So an A4 10x14 grid square size may become a bespoke 8x10 grid square or 6x12 and so on.

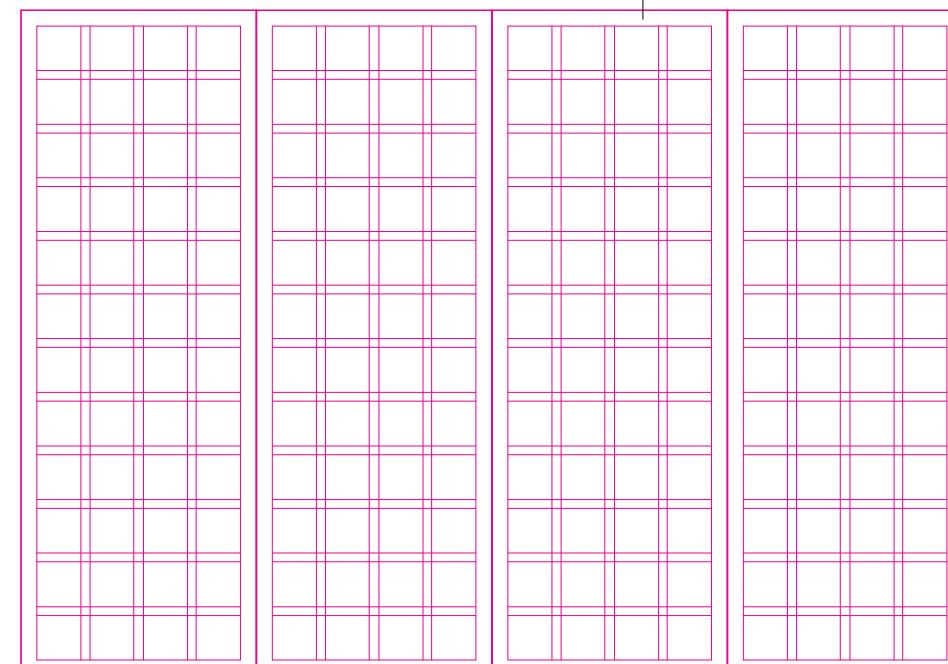


5mm margin either side of fold

A3 gatefold leaflet

105 x 297mm
12x4grid squares

When creating a bespoke size from an 'A' paper size it is important to adjust the same grid to ensure it doesn't sit across the fold lines.



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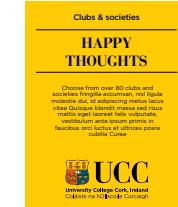
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THE UCC TITLE BLOCK VARIATIONS

Standard format

The centred title block is the standard format for the majority of communications including advertising.



Non-standard format

For some posters and advertisements the title block can move to the corner of a page if this helps imagery work better. For instance where there is a full bleed photo.

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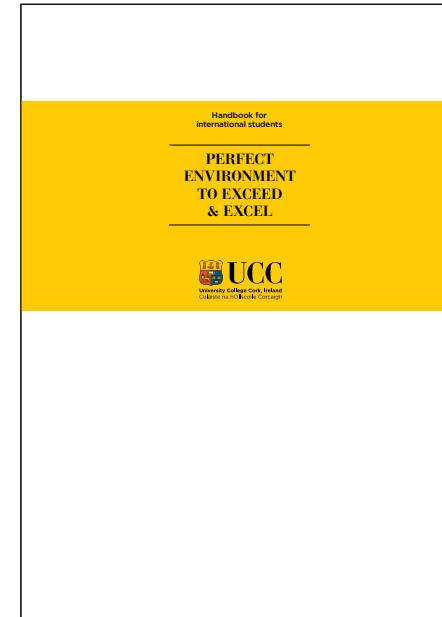
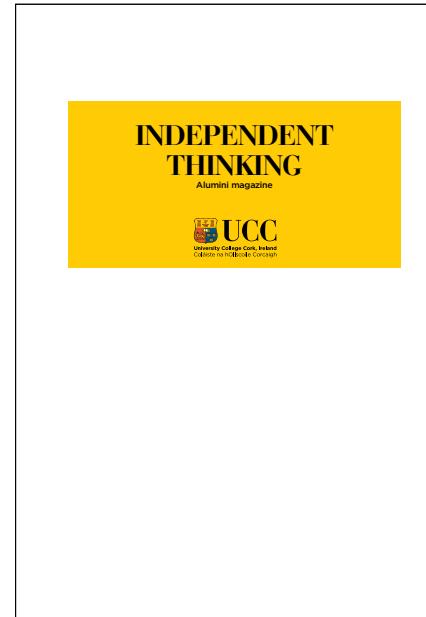
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THE UCC TITLE BLOCK VARIATIONS

Editorial publications

For editorial publications the title block can extend to a landscape format working within the grid.



Reports and internal documents

The title block can become a full bleed panel for more formal documents.

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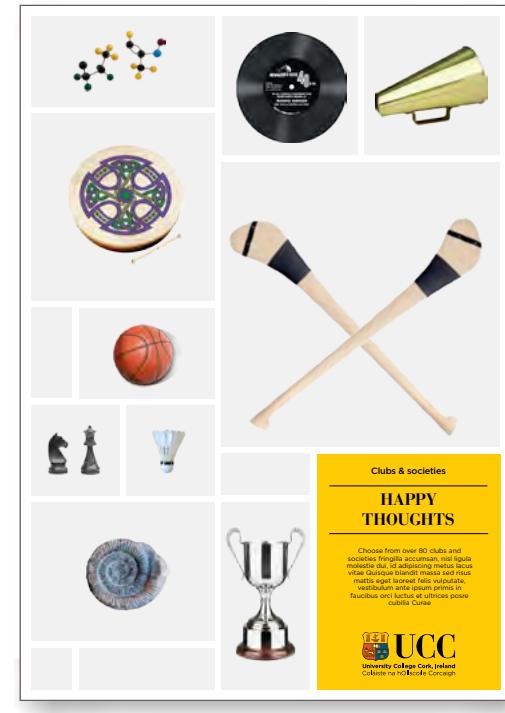
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University level

IDENTITY OVERVIEW



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College, unit or departmental level



Course level



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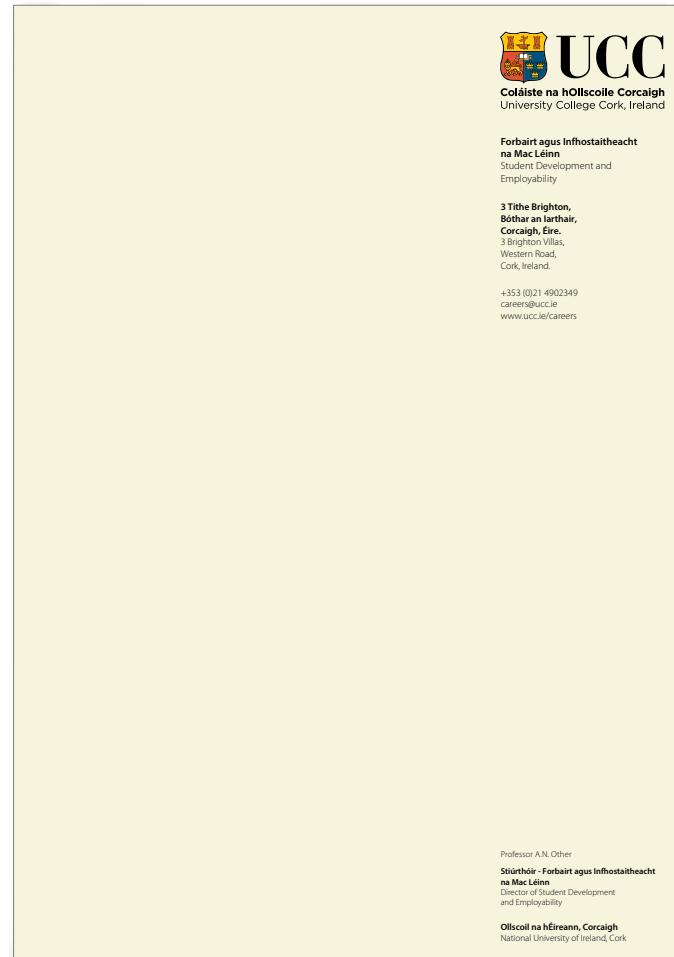
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STATIONERY

Letterhead A4



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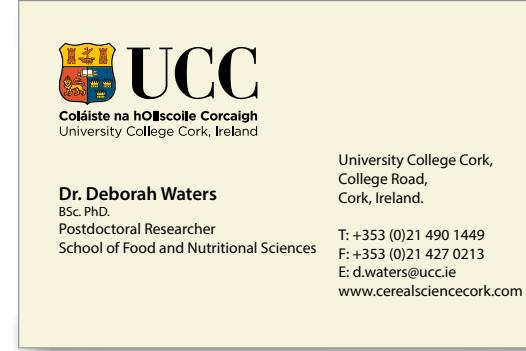
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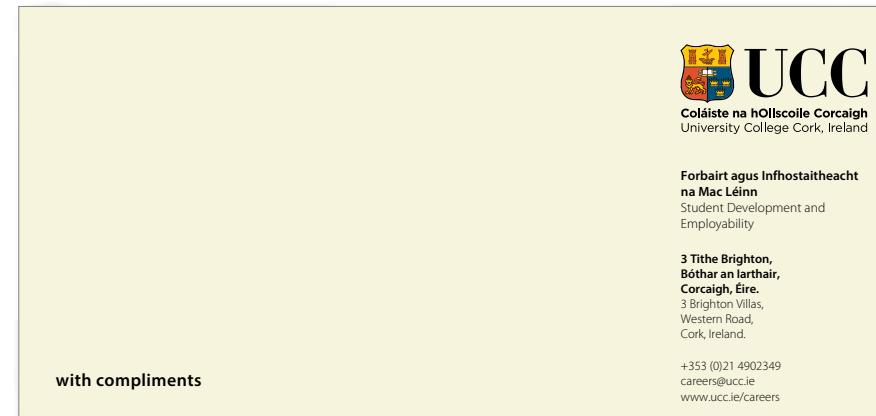
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STATIONERY

Business card



Compliment slip



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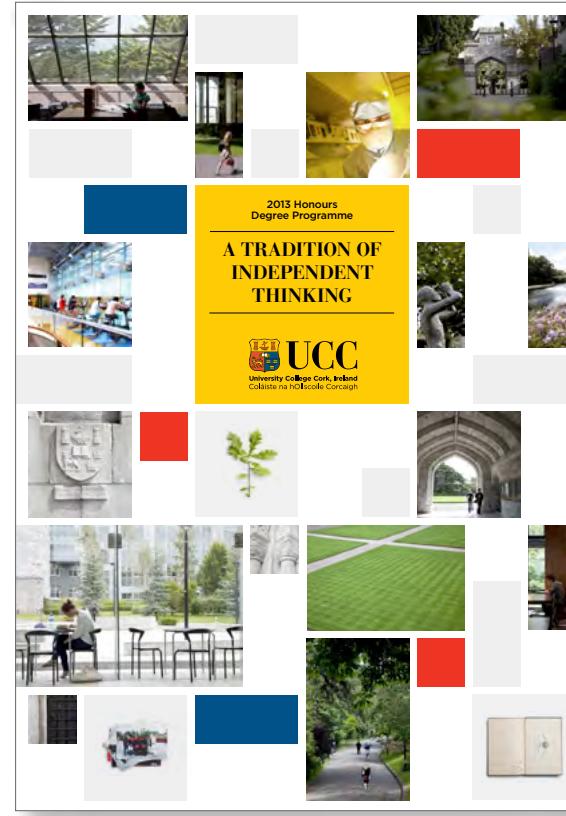
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LITERATURE - UNIVERSITY LEVEL

Front cover grid

An example cover for university level.



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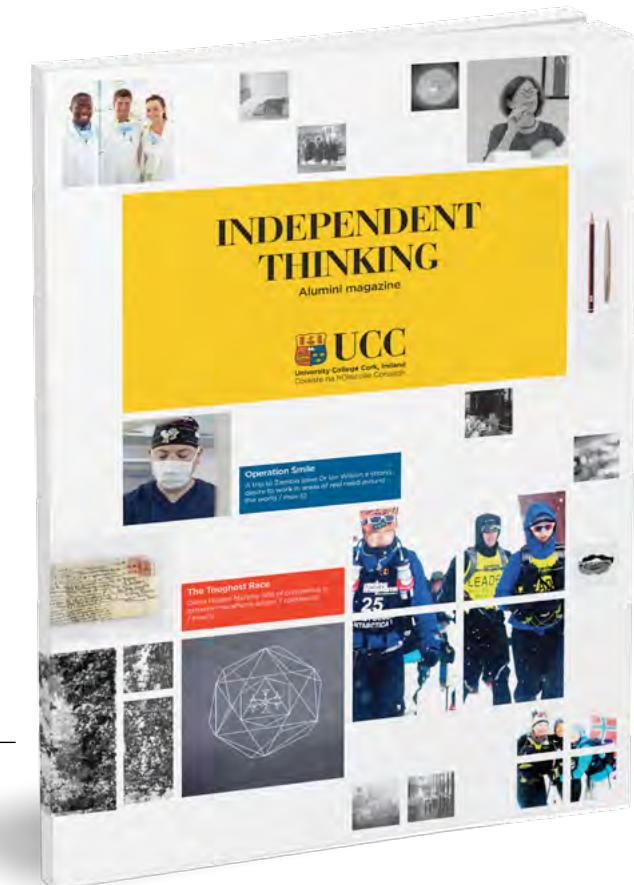
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LITERATURE - UNIVERSITY LEVEL



Above

International student book
front and back cover



Right

Alumni magazine cover

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Front cover grid

An example front and back cover for College of Medicine and Health.



Internal spreads

An example of internal spreads at college level.



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LITERATURE - COURSE LEVEL



Front cover grid

An example front and back cover
for a course leaflet.



Internal spreads

An example of an internal spread
for a course leaflet.

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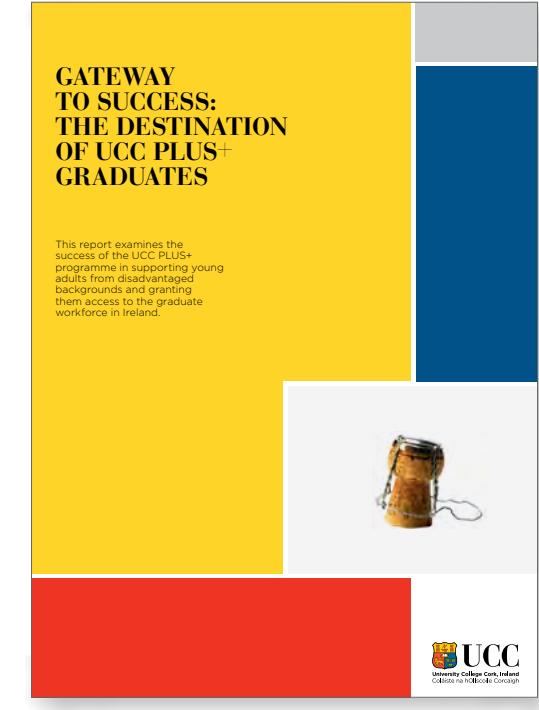
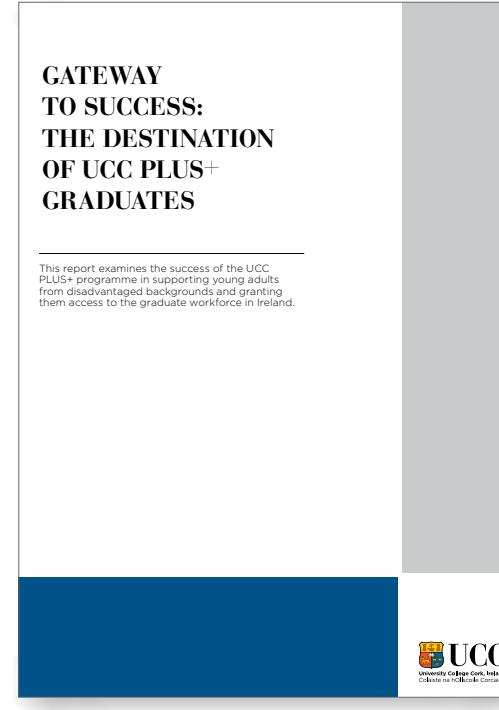
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REPORT, FACT & DATA SHEETS - 'TELL LEVEL'

Report covers



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REPORT, FACT & DATA SHEETS - ‘TELL LEVEL’

SCHOLARSHIPS AND PRIZES

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DR CLARE
O'LEARY, BSC, MA, PHD

Dr Clare O'Leary is a Lecturer in Medical Education in the College of Medicine & Health at University College Cork. A graduate herself of the University and well accustomed to leading the way in the classroom, she is also the first Irish woman to climb Mount Everest and was part of the Beyond Endurance expedition team that reached the South Pole in 2008.

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POWERPOINT TEMPLATES - 'TELL LEVEL'

PowerPoint templates

For PowerPoint templates,
please contact: uPic@ucc.ie



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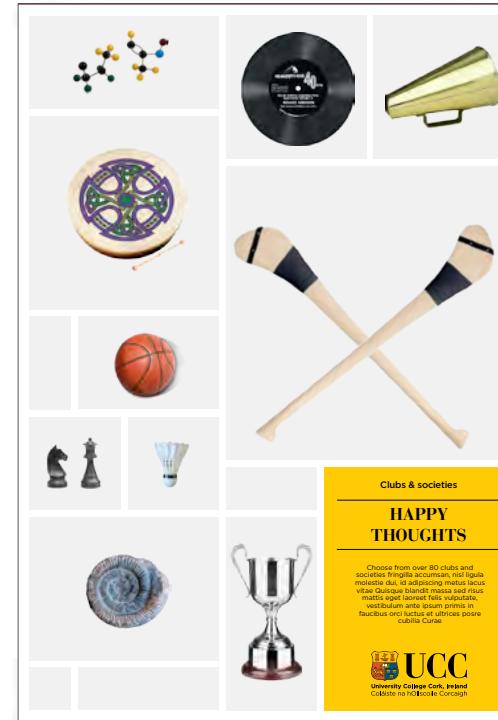
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PROMOTIONAL MATERIALS - 'TELL LEVEL'

Clubs & societies poster



Environmental treatment

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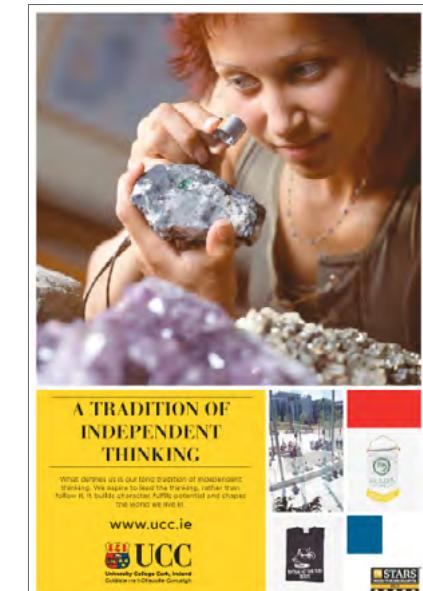
Newspaper advertisement



Billboard advertisement



Bus shelter advertisement



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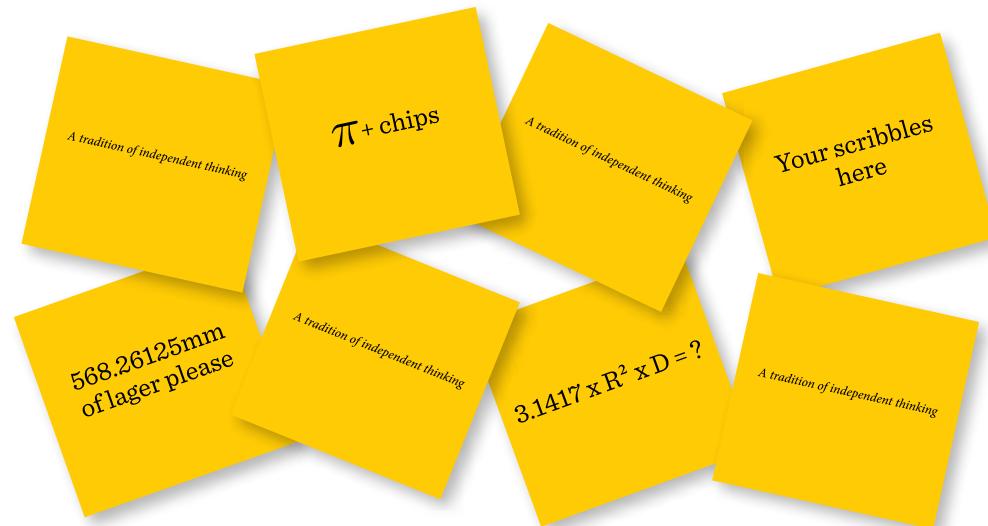
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Examples of promotional material might include:

Drinking mats



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PROMOTIONAL MATERIALS - 'TELL LEVEL'

Sports bag



Tote bag



Uniform

Schools and departments may use their individual logo lock-ups (see page 16) when designing uniform.

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PROMOTIONAL MATERIALS - 'TELL LEVEL'

Plaque



Blanket



Bike saddle cover

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Website

The web is one of our most important communication mediums and a vehicle to showcase our brand. We can provide advice and assistance in developing your online communications. Talk to us about your digital requirements.

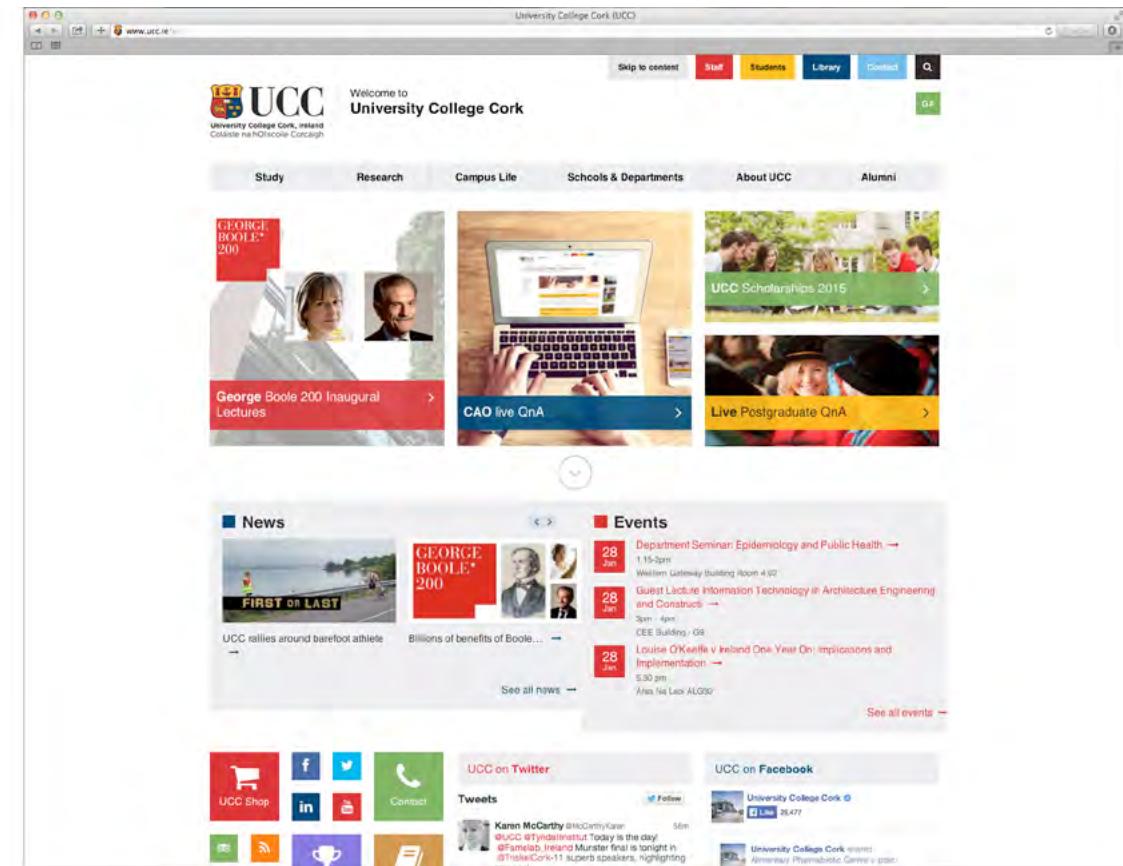
Please note that all digital assets, including online adverts, e-shots and newsletters need to be signed off by the marketing communications team.

An appendix of Digital Guidelines are currently being developed by the Office of Marketing and Communications and the Digital Estate Working Group.

Film

If you are creating promotional film content please consult our Film Guidelines which can be found at www.ucc.ie/en/dewg/policies/

DIGITAL GUIDELINES



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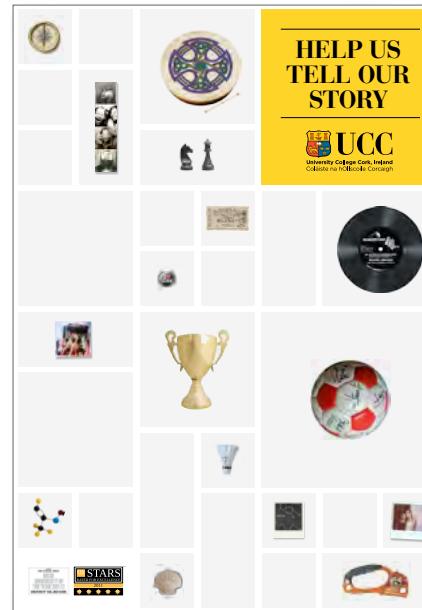
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WHAT TO DO IF YOU NEED MORE FROM US...



For more information

To achieve the best results please involve the Office of Marketing and Communications at the early planning stage of the process. We will work alongside you and our suppliers to ensure your project adheres to UCC's visual identity guidelines. We also need to sign off artwork for all marketing applications.

For information and advice contact:

E: uPic@ucc.ie

T: +353 (0)21 4903371/2812