

Logo



The UCC logo has been carefully redrawn to ensure it reproduces effectively offline and more importantly online to reach a global audience. The UCC logo consists of two specially drawn elements the UCC Crest and the UCC wordmark. To make these elements as effective as possible they must never be altered or recreated. The logo should always appear in 4 colour.

Clear space & minimum size



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.

Typography

Heading font

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

BAUER BODONI BOLD

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. 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.

Text font

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Gotham Light
Gotham Book
Gotham Medium

Colour

Colour plays an important part in our identity and used correctly makes all communications consistent and cohesive. The primary colour palette uses the 4 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.

Primary
colour palette

To be used at a
Corporate level

For use on
Coated paper:

For use on
uncoated paper:

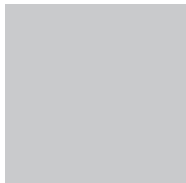
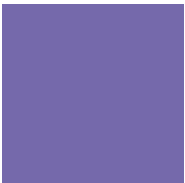

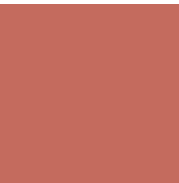


			
Crest Yellow Pantone 7549C C0 M20 Y100 K0 R255 G181 B0 # FFB500	Crest red Pantone 1795C C0 M96 Y90 K2 R167 G43 B42 # FF0000	Crest blue Pantone 2955C C100 M60 Y10 K53 R0 G60 B105 # 336699	Crest Black C0 M0 Y0 K100
Pantone 7549U C0 M22 Y100 K0	Pantone 7549U C0 M22 Y100 K0	Pantone 2955U C99 M38 Y6 K43	

Secondary
colour palette

To be used at a
College level

For use on
Coated paper:

For use on
uncoated paper:

					
Limestone Pantone Cool Grey 4C C12 M8 Y9 K23 R187 G188 B188 # BBBCBC	Dawn mauve Pantone 7676C C61 M64 Y3 K0 R117 G102 B220 # 7566A0	Ogham stone Pantone 7510C C4 M29 Y57 K4 R198 G137 B63 # C6893F	Earth red Pantone 7522C C8 M62 Y54 K16 R180 G106 B85 # B46A55	Quad green Pantone 7489C C56 M2 Y78 K5 R116 G170 B80 # 74AA50	Sky blue Pantone 292C C59 M11 Y0 K0 R105 G179 B231 # 69B3E7
Pantone Cool Grey 4U C7 M4 Y6 K19	Pantone 7676U C57 M52 Y3 K0	Pantone 7510U C5 M38 Y72 K13	Pantone 7599U C0 M72 Y83 K22	Pantone 7489U C56 M2 Y85 K3	Pantone 2915U C53 M4 Y1 K0

Photography –
UCC experience



The photographic style celebrates the diverse experience of life at UCC. Students should be at the heart of the photography with a good balance of cutting edge facilities, heritage and achievements.

Photography –
Talisman



To reflect the UCC ‘edge’ a small quirky element has been introduced into the visual language. Talismans 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.

There is an image bank of photography available via the marketing and design team, and this will be added to over time.

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, talismans, colour and text.



Front & back cover grid

Some examples of covers for Corporate level and College level.

Text panel

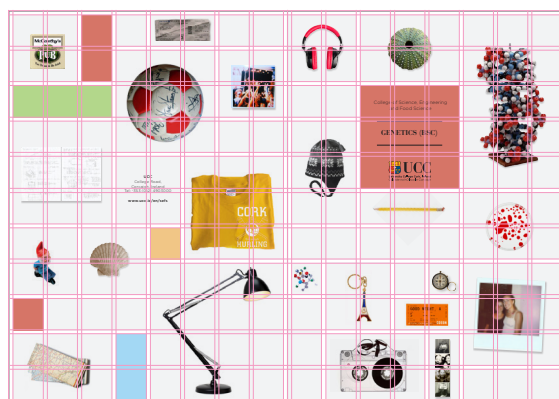
The correct and consistent placement of the logo is essential, in printed publications the logo is centred under the headline. The size and placement of headline has been created to provide maximum impact. These rules should be adhered to in most cases – but there may be certain applications that are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



Cover grid & internal grid

Headlines –
Set in Bauer Bodoni Caps

Sub headings –
Set in Gotham
upper and lower case



Logo

A5 – 30mm
A4 – 40mm

