Ollscoil na Gaillimhe
University of Galway

Brand *Book*

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Welcome to the University of Galway Brand Book.

These guidelines will introduce you to the new University of Galway identity and help inspire your future communications.

They should not be seen as a manual on how to design, but rather a visual aid to spark creativity and ensure consistency and clarity across all our brand outputs.

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Brand Narrative | Brand Vision

Shared Vision - Shared by Values

A global university, committed to outstanding students and staff, working in world-class facilities, conducting leading edge education and research.

We will be a driver of transformational change for our people, our region and our world, harnessing our distinctive strengths and creative energy to deliver significant, sustainable societal impact.

Underpinned by a values based culture of respect, openness, sustainability and excellence.

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Brand Narrative | Our Values

Meas

Léireoidh ár ngníomhaíochtaí ár dtiomantas caitheamh go measúil lenár bpobail éagsúla.

- **Cultúr ómóis**
- **Comhionannas agus éagsúlacht**
- **Sláinte agus olláine**

Oscailteacht

Léireoidh ár ngníomhaíochtaí ár dtiomantas don inrochtaineacht, don chuimsiú agus don rannpháirtíocht oscailte leis an domhan.

- **Rochtain agus cuimsiú**
- **Comhoibriú**
- **Comhpháirtíochtaí**

Inbhuanaitheacht

Léireoidh ár ngníomhartha ár dtiomantas chun an t-aistriú go todhchaí inbhuanaithe a threorú.

- **Athruithe dearfacha a chur chun feidhme ar an gcampas**
- **Ceannaireacht ar athruithe dearfacha lasmuigh den ollscoil**

Barr Feabhais

Léireofar inár ngníomhartha ár dtiomantas tacú le barr feabhais i misean na hOllscoile

- **Daoine**
- **Teagasc agus taighde**
- **Tionchar agus cáil**

Respect

Our actions will reflect our commitment to engaging respectfully with our diverse communities.

- **A Culture of Respect**
- **Equality and Diversity**
- **Health and Wellbeing**

Sustainability

Our actions will reflect our commitment to lead the transition to a sustainable future.

- **Living positive change on campus**
- **Leading positive change beyond our University**

Openness

Our actions will reflect our commitment to accessibility, inclusivity and engaging openly with the world.

- **Access and Inclusion**
- **Collaboration**
- **Partnerships**

Excellence

Our actions will reflect our commitment to drive and support excellence across our university mission.

- **People**
- **Teaching and Research**
- **Impact and Reputation**

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These themes are our key characteristics and how we want to be perceived. They were developed as part of the rebrand process, through our internal and external consultation, and build upon those in the **University Strategy - Shared Vision, Shaped By Values 2020-25.**

Location

Our place in the world is unique and we are deeply embedded within it – we need to use that to our advantage and showcase the city and region as one of the best places in the world to study and work. Culturally vibrant, creative and famous for its welcome and friendly atmosphere with a community spirit that has the University at its heart.

Surrounded by stunning landscapes on the edge of Europe, our location is one of our biggest strengths and we are deeply embedded within it.

Belief in the future

We are a world-leading university in sustainability, law, medtech, onehealth, engineering, environment, marine and other areas and have an impact on the world that we are proud of but don't shout about enough.

Our challenger mindset is the core driver that continually pushes us forward to achieve progress and inspire action. We set our ambitions high and are always prepared to take the bold steps needed to break through.

Creative Thinkers

We are not afraid to do things differently. Reflecting the artistic and creative heritage of the city – we challenge convention, combining disparate strengths to generate creative solutions.

We invite everyone to be part of our vibrant and diverse community, to think beyond natural parameters and step outside of their comfort zone in the safe belief that others will step outside with you.

Irish Identity

We are fiercely proud of our Irish identity – it's an integral part of the fabric of our University. Our commitment to the Irish language and culture is something to be celebrated. This must be handled intelligently and sensitively and be able to flex according to distinct audiences.

Student-Centric

We are welcoming and open to all, with an unstinting commitment to our students of all stripes to prioritise their education and welfare. Our staff go above and beyond to support our students.

We believe education is for everyone and widen participation across all of our subjects, collaborate with our students to advance teaching methods and design their future pathways to success.

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Set in one of the world's most iconic locations... we are a world-class, Irish university with a deep commitment to every student, driven by an open and vibrant community of free-thinking disruptors and thought leaders, who are all connected by a shared spirit of social, economic and environmental good.

Ollscoil na Gaillimhe | University of Galway

Your space & place to *thrive*.

Brand Positioning Line

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Your space & place to *thrive*.

'Your space & place to thrive' is our brand driver...

An open invitation to students, academics, business and industry to be part of our vibrant and diverse community, to make our University the place where they make their mark.

We are determined and ambitious. We encourage people to think beyond natural parameters and step outside their comfort zone to instigate positive change.

Our University doors are open to all, in one of the world's most iconic settings on the edge of the Atlantic Ocean with world class facilities and infrastructure.

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Your space & place to *thrive*.

This is where we...

Change mindsets | Challenge convention | Push boundaries | Alter perceptions | Think big | Think ahead of the curve | Demand decisions | Drive the conversation | Set the agenda | Fuel creativity, ideas and innovations | Invent new products and processes | Create new relationships and new opportunities | Collaborate across campuses, disciplines, cultures, borders and languages

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Our Visual Identity

The 'University of Galway' primary logo is the identity's most valuable component – this element sets us apart from other universities and is used as a mark of authenticity.

Our identity is made up of two core elements; the University of Galway crest and the University of Galway 'wordmark' or text. Together these elements make up the University of Galway primary logo. The crest and wordmark lockup should not be broken unless as specified in these guidelines.

Galway Crest

Wordmark

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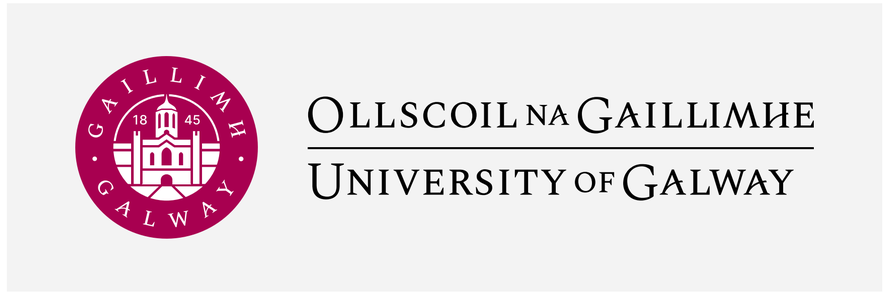
Primary Logo Full

Our primary logo is fundamental to our brand communication – this is our most valuable asset and is used to maintain a strong visual presence.

Positive

This is the positive version of your primary logo. This version of the logo should be used on the majority of applications.

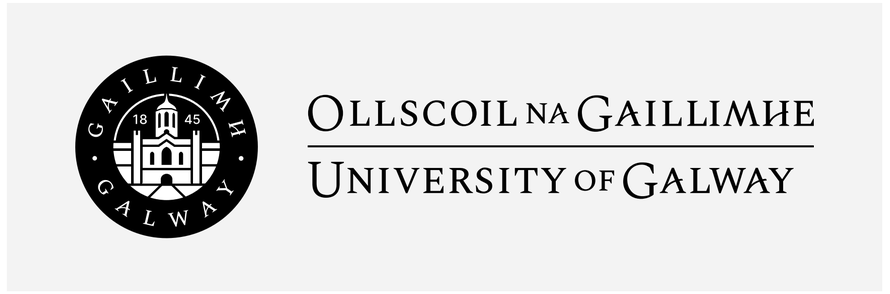


Negative

This version is an alternative for when the logo needs to be reversed out of darker backgrounds, including the Galway Maroon.

Black Mono Logo

Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.



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Primary Logo Stacked

This is the 'stacked wordmark' version of our primary logo. This version of the logo can be used to substitute the primary logo on applications where the full logo does not fit with adequate padding.

Positive

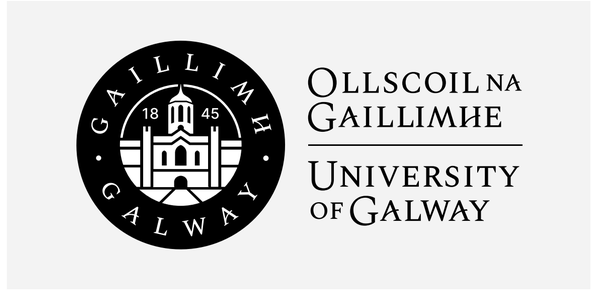
This is the positive version of the 'stacked wordmark' logo. This version of the logo should be used on the majority of applications in which this version of the logo is used.

Negative

This version is an alternative for when the logo needs to be reversed out of darker backgrounds, including the Galway Maroon.

Black Mono Logo

Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.



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Secondary Logo

This version of the logo should only be used if there is not enough space to comfortably accommodate the primary logo on full portrait applications, e.g. a small digital asset with limited pixel space.

Please refer to the brand portal to access all the various formats of these logos.

Positive

This is the positive version of your secondary logo. This version of the logo should be used on the majority of applications in which this version of the logo is used.

Negative

This version is an alternative for when the logo needs to be reversed out of darker backgrounds, including the Galway Maroon.

Black Mono Logo

Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.

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Primary Logo Full | Logo Position

Due to the width of the full version of the primary logo, the positioning should be in the left corners of a portrait format.

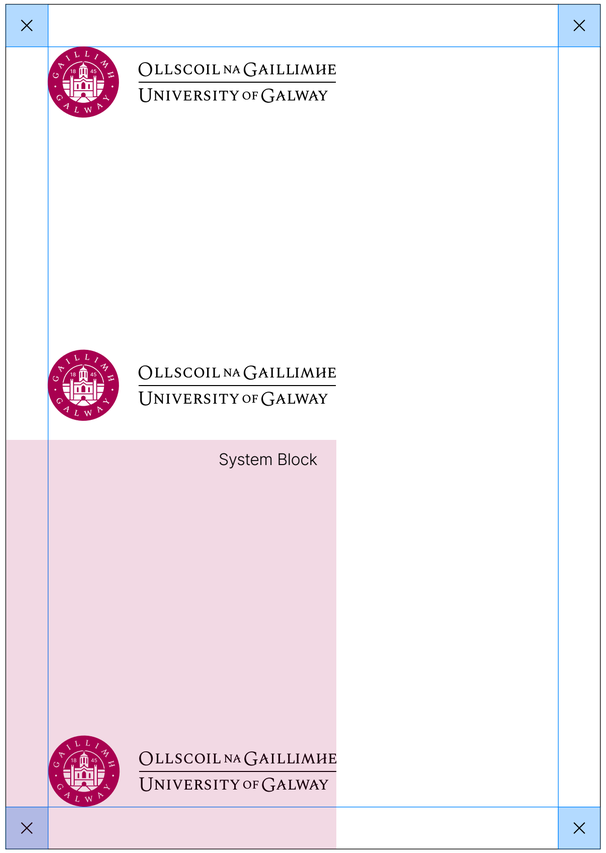
On landscape formats the logo can also be centred or ranged right depending on the design layout. In such cases, the design should be referred to the marketing team for sign off.

In some communications, for example large format print, the full logo can be positioned directly above or below system blocks. In such cases, the design should be referred to the marketing team for sign off.

Primary Logo Full | Clear Space

In order to protect the visual clarity of our logo and to maximise its presence, it is important that we maintain adequate clear space around it. The exclusion zone around our logo defines the space in which no other design element can intrude. This distance is specified in the example to the right and is created using a quarter of the University of Galway crest.

Logo Position / Portrait



On portrait formats, the logo should sit in the left corners.

Logo Position / Landscape

On landscape formats, the logo can also be centred or ranged right depending on the design. For example this positioning can be used on branded merchandise such as business cards, pens and water bottles.

Clear Space

Minimum clear space is a quarter of the brand symbol.

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Primary Logo Stacked | Logo Position

In most communications the stacked logo is to be positioned in corners of a portrait format. These positions are specified in the example to the right. The layouts seen here also apply to a landscape format.

The logo can also be centred depending on the design. In such cases, the design should be referred to the marketing team for sign off.

In some communications, for example large format print, the full logo can be positioned directly above or below system blocks. In such cases, the design should be referred to the marketing team for sign off.

Primary Logo Stacked | Clear Space

In order to protect the visual clarity of our logo and to maximise its presence, it is important that we maintain adequate clear space around it. The exclusion zone around our logo defines the space in which no other design element can intrude. This distance is specified in the example to the right and is created using a quarter of the University of Galway crest.

Logo Position

On portrait formats, the logo can sit in all the corners.

Logo Position / Landscape

On landscape formats, the logo can also be centred or ranged right depending on the design. For example this positioning can be used on branded merchandise such as business cards, pens and water bottles.

Clear Space

Minimum clear space is a quarter of the brand symbol.

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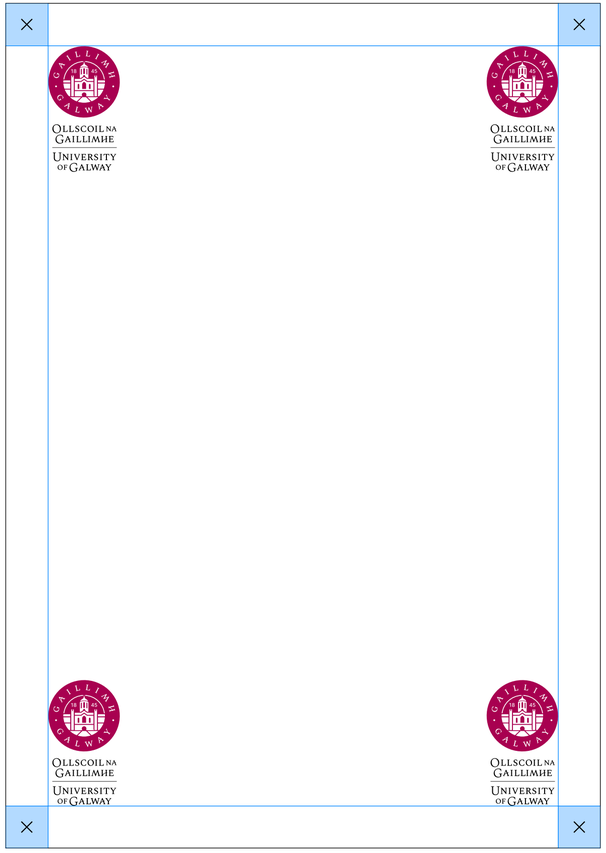
Secondary Logo | Logo Position

The secondary logo should always sit in the corners of a portrait format. These positions are specified in example to the right. The layouts seen here also apply to a landscape format, however the logo can also be centred depending on the design. In cases such as this, the design should be referred to the marketing team for further guidance.

Secondary Logo | Clear Space

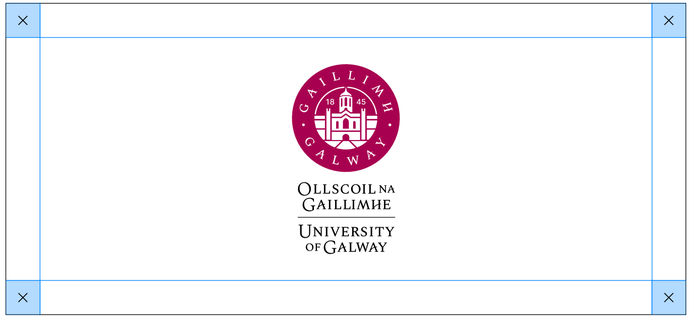
In order to protect the visual clarity of our logo and to maximise its presence, it is important that we maintain adequate clear space around it. The exclusion zone around our logo defines the space in which no other design element can intrude. This distance is specified in the example to the right and is created using a quarter of the University of Galway crest.

Logo Position



On portrait formats, the logo can sit in all the corners.

Logo Position / Landscape



On landscape formats, the logo can also be centred or ranged right depending on the design.

Clear Space

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Minimum Size

To ensure our logo is always legible, our logo should not be reproduced at a size smaller than the sizes outlined below:

Primary Logo Full
Width: 45mm x Height: 11mm

Primary Logo Stacked
Width: 30mm x Height: 14mm

Secondary Logo Stacked
Width: 17mm x Height: 30mm

Recommended Sizes

These measurements can be used to guide the width of the logo on each size of print communication:

Primary Logo Full

A2 Recommended width 148mm
A3 Recommended width 110mm
A4 Recommended width 60mm
A5 Recommended width 55mm
A6 Recommended width 50mm

Primary Logo Stacked

A2 Recommended width 100mm
A3 Recommended width 66mm
A4 Recommended width 40mm
A5 Recommended width 35mm
A6 Recommended width 32mm

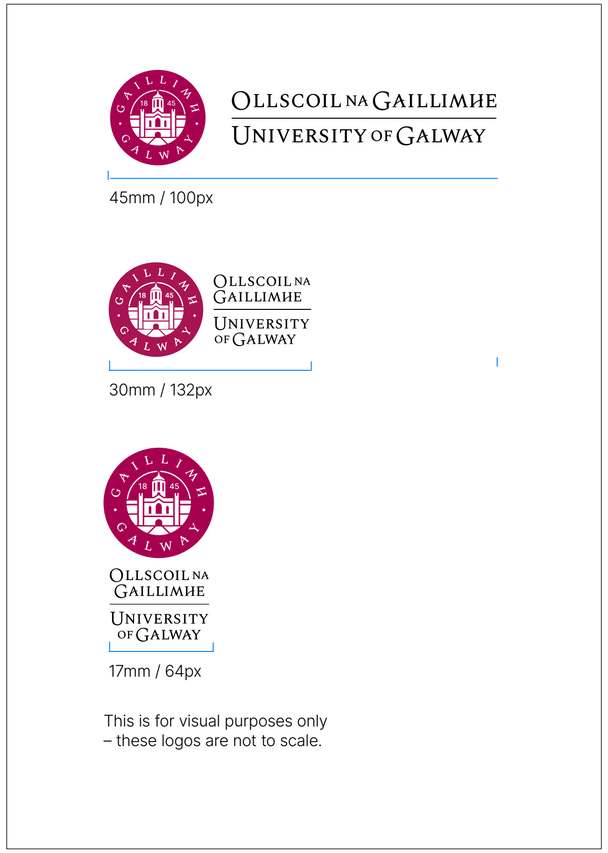
If the application is not a standard 'A' size please use the closest approximation.

Digital applications may be affected by screen resolution and device size, therefore logo sizes within digital applications should always be approved by marketing.

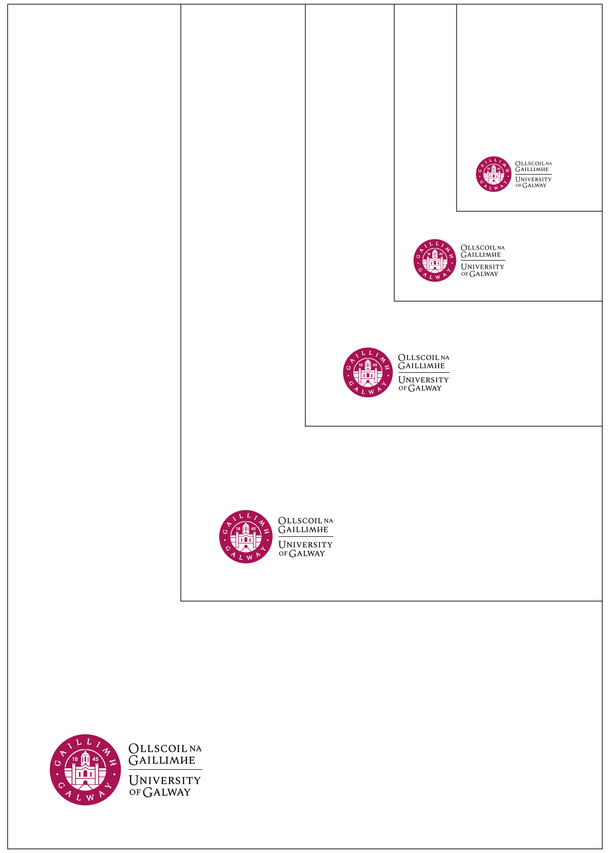
Exceptional Usage

For merchandise and any other application where there is restricted space, e.g. pens, please always ensure that the wordmark copy is legible.

Minimum Size



Recommended Minimum Sizes



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Dos and Don'ts

The University logos cannot be modified in any way. Manipulations of our logo are strictly prohibited. These logos are licensed by the University of Galway and must not be altered or incorporated into any other designs.

Correct and incorrect logo usage is specified in the examples to the right.

✓ Correct Logo Use

✗ Do not rotate

✗ Do not Skew

✗ Do not rearrange lockup

✗ Do not crop part of the logo

✗ Do not use unapproved colours in the logo

✗ Do not add drop shadows

✗ Do not add special effects

✗ Do not place the logo in a container or shape

✗ Do not remove parts of the logo

✗ Do not add additional text to logo

✗ Do not place the logo on visually distracting backgrounds

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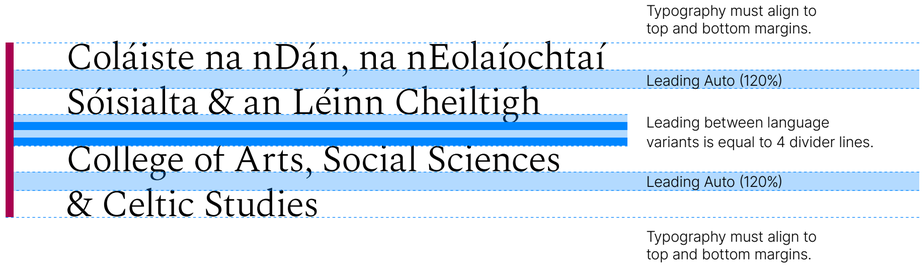
Primary College and School Lockup Logo

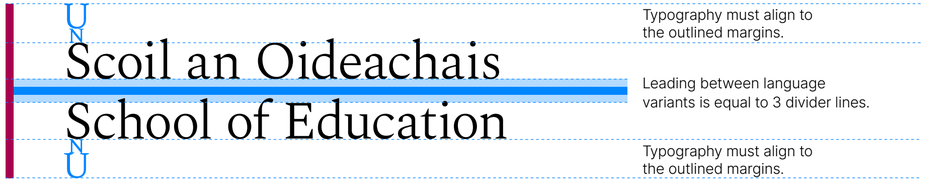
This is the preferred version of our lockup logo.

Please refer to the brand portal to access all the various formats of these logos.

Double Line



Single Line



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Primary College and School Lockup Logo

This is the preferred version of our lockup logo.

Please refer to the brand portal to access all the various formats of these logos.

Double Line

Ollscoil na Gaillimhe
University of Galway

Coláiste na nDán, na nEolaíochtaí Sóisialta & an Léinn Cheiltigh

College of Arts, Social Sciences & Celtic Studies

Single Line

Ollscoil na Gaillimhe
University of Galway

Scoil an Oideachais
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Secondary College and School Lockup Logo | Stacked

This version can be used to substitute the primary lockup logo on collateral where the primary logo does not fit with adequate padding.

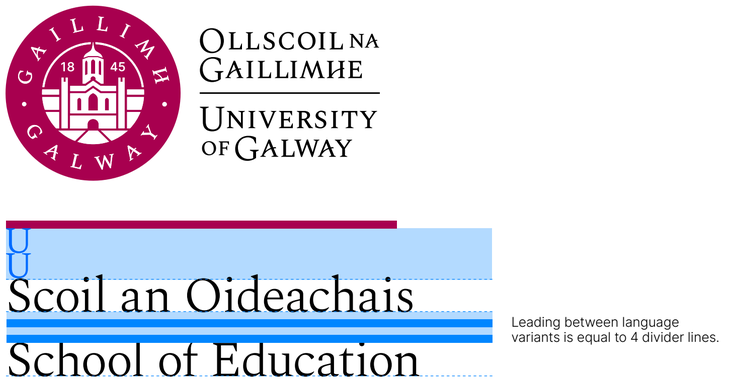
Please refer to the brand portal to access all the various formats of these logos.

Lock-up font sizes are fixed and should not be changed. When creating a double line lock-up a smaller font size is used to create balance, likewise when creating a single line lock-up a larger font is used to create balance.

Double Line

Fixed font size.

Single Line



Fixed font size.

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Secondary College and School Lockup Logo | Stacked

This version can be used to substitute the primary lockup logo on collateral where the primary logo does not fit with adequate padding.

Please refer to the brand portal to access all the various formats of these logos.

Lock-up font sizes are fixed and should not be changed. When creating a double line lock-up a smaller font size is used to create balance, likewise when creating a single line lock-up a larger font is used to create balance.

Double Line

Ollscoil na Gaillimhe
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Single Line

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Secondary College and School Lockup Logo | Full

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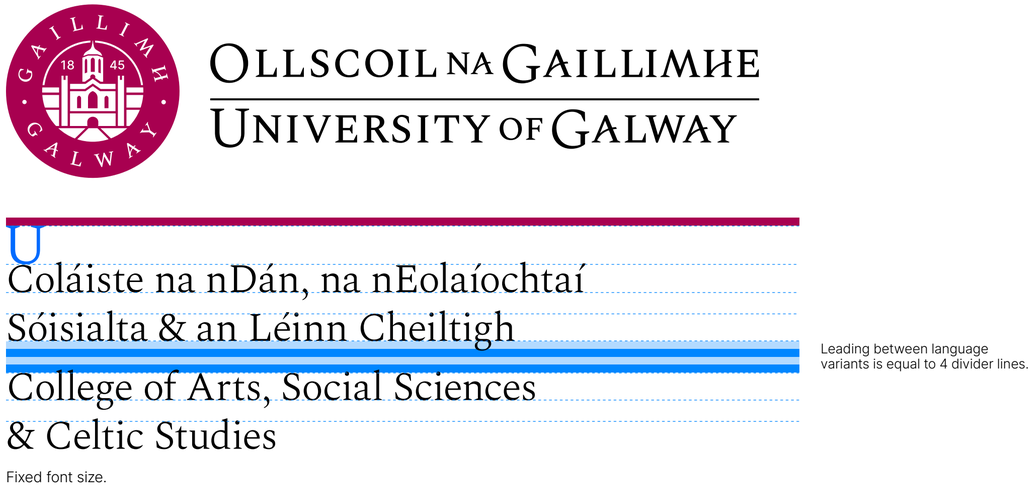
Please refer to the brand portal to access all the various formats of these logos.

Lock-up font sizes are fixed and should not be changed. When creating a double line lock-up a smaller font size is used to create balance, likewise when creating a single line lock-up a larger font is used to create balance.

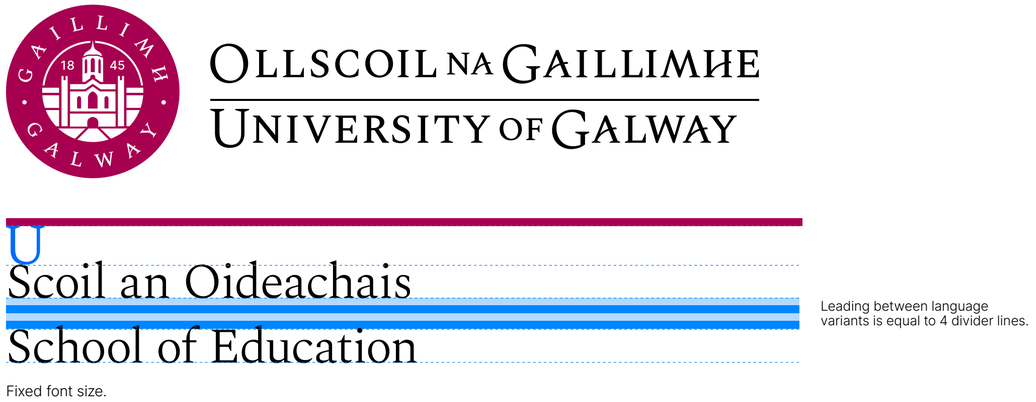
Double Line



Leading between language variants is equal to 4 divider lines.

Fixed font size.

Single Line



Leading between language variants is equal to 4 divider lines.

Fixed font size.

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Secondary College and School Lockup Logo | Full

This version can be used to substitute the primary lockup logo on collateral where the primary logo does not fit with adequate padding.

Please refer to the brand portal to access all the various formats of these logos.

Lock-up font sizes are fixed and should not be changed. When creating a double line lock-up a smaller font size is used to create balance, likewise when creating a single line lock-up a larger font is used to create balance.

Double Line

Ollscoil na Gaillimhe
University of Galway

Coláiste na nDán, na nEolaíochtaí Sóisialta & an Léinn Cheiltigh

College of Arts, Social Sciences & Celtic Studies

Single Line

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Sports Teams and Clubs Lockup

Sports teams and clubs will each have an individual lockup logo. They will always use the secondary logo. The lockup text must always be positioned below the logo and divider line.

Please refer to the brand portal to access all the various formats of these logos.

Sports team lockups must follow the above guidelines. Padding between the Secondary logo and lockup text is created using the U from University and two divider lines above and below the fixed divider line.

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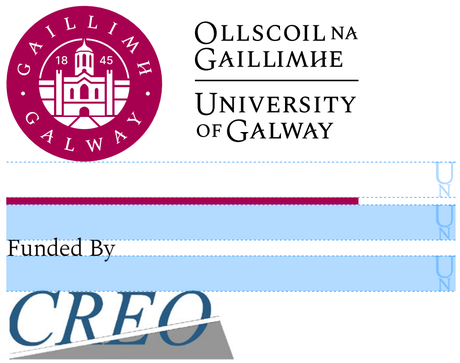
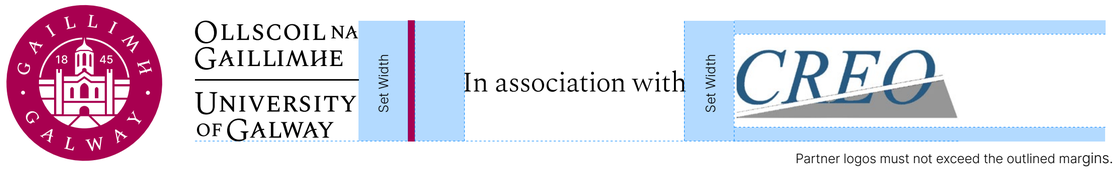
Partnership Lock-up

Sometimes the University logo will lock-up with partnership logos. Partnership logos will be different shapes and sizes; therefore, good design sense will formulate decision making to ensure lock-ups look balanced and proportional.

Lock-up text may be swapped for any of following depending on usage:

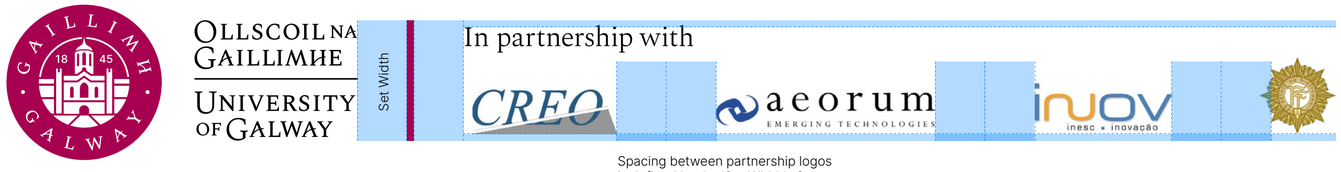
- In partnership with
- In association with
- Funded by
- In collaboration with





Partner logos must not exceed the outlined margins.

Multi Partner Lock-up



Spacing between partnership logos is defined by the 'Set Width' x2

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Partnership Lock-up

Sometimes the University logo will lock-up with partnership logos. Partnership logos will be different shapes and sizes; therefore, good design sense will formulate decision making to ensure lock-ups look balanced and proportional.

Lock-up text may be swapped for any of following depending on usage:

- In partnership with
- In association with
- Funded by
- In collaboration with

Funded By

In association with

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Galway Heritage Crest

Our heritage crest will still be used for formal purposes such as:

- Degrees and other parchments
- Ceremonial applications
- Formal University documents
- Formal regalia
- Formal personal invitations
- Formal recognition gifts
- Items for the President's Office
- Other applications, as appropriate

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URL Lockup

This is the preferred lockup of the University of Galway URL. This should not be modified in any way.

The URL lockup can appear in black or Galway Maroon, and in negative compositions it should appear in white.

The alternative URL lockup should only be used as a substitute on collateral where there is not enough space to comfortably accommodate the preferred lockup.

Please refer to the brand portal to access the various formats of this lockup.

Preferred URL Lockup

University *of* Galway.ie

Alternate URL Lockup

UniversityofGalway.ie

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University of Galway

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Primary Colour Palette

Our primary colours are Galway Maroon, Galway Deep Maroon, Magenta, Black and White.

Galway Maroon and White are inherent to our brand communications, these are the colours that will be used to unify and represent the University of Galway brand.

When using the primary colour palette please ensure you utilise the Proportional Colour Usage guidelines on page 32.

Galway Maroon	Galway Deep Maroon	Magenta	Black	White
HEX #a80050	**HEX** #84003d	HEX #e6007e	HEX #000000	HEX #ffffff
CMYK 0 100 20 35	**CMYK** 0 100 20 55	CMYK 0 100 0 0	CMYK 100 100 100 100	CMYK 0 0 0 0
PANTONE 220 C	**PANTONE** 222 C	**PANTONE** 213 C		

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Secondary Colour Palette

Our secondary colour palette complements our primary palette, by adding a range of new colours that can be utilised in communications that use accent colour. For example, diagrams, charts, tables, analytical data, publication navigation.

Secondary colour tints can be used in communications that illustrate large amounts of data.

Aqua Marine	Ocean Blue	Spring Green	Lime Green	Orange	Rose	Yellow	Deep Orchid	Lavender Pink	Violet	Ash	Warm Stone	Sandstone	Black
HEX #00b1ba	HEX #0080a3	HEX #00bf6f	HEX #c5e86c	HEX #f58e2f	HEX #e30044	HEX #ffc72b	HEX #c4299b	HEX #e66eb2	HEX #753abd	HEX #5e514d	HEX #94795d	HEX #c4c0b7	HEX #000000
CMYK 72 02 30 00	CMYK 83 33 23 7	CMYK 73 00 71 00	CMYK 31 00 69 00	CMYK 0 53 86 00	CMYK 1 100 61 00	CMYK 00 24 86 00	CMYK 32 88 00 00	CMYK 10 68 00 00	CMYK 74 81 00 00	CMYK 51 52 51 47	CMYK 34 43 61 26	CMYK 26 21 27 03	CMYK 100 100 100 100
PANTONE 7466 C	PANTONE 314 C	PANTONE 7480 C	PANTONE 374 C	PANTONE 715 C	PANTONE 192 C	PANTONE 123 C	PANTONE 240 C	PANTONE 218 C	PANTONE 266 C	PANTONE 411 C	PANTONE 7504 C	PANTONE 400 C	
70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%
50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%

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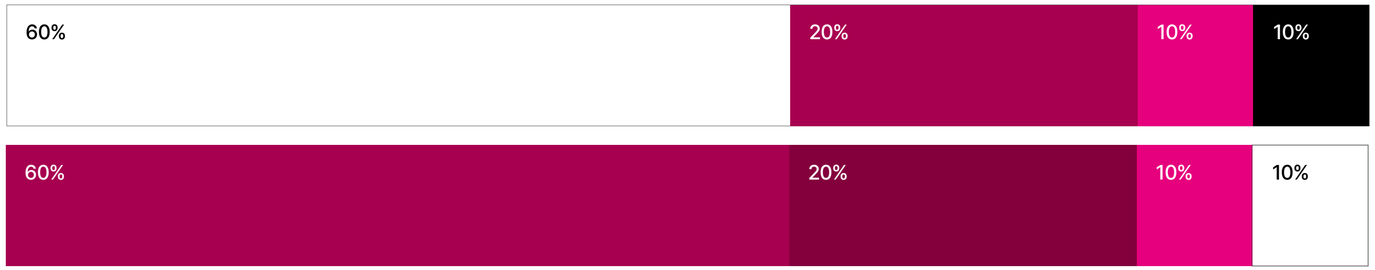
Proportional Colour Usage

Using colour proportions correctly is vital to our visual identity. Our lead colour is Galway Maroon and should appear in all communications.

Supporting colours can be used within compositions to build the Galway 'block' design system. Supporting colours should never become a lead.

Guidelines on colour proportion usage are displayed in the graphic to the right.



The chart above shows the ideal proportional colour usage across the University of Galway brand within a piece of marketing collateral.

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Colour Accessibility

Please consider text contrast, legibility, and ADA compliance when designing with the colour palette.

This chart depicts colour combinations for text that pass the Web Content Accessibility Guidelines.

For more information about accessibility compliance please visit.

White #ffffff	Galway Deep Maroon #7c0047	Galway Maroon #c3006b	Pink #e6007e	Black #000000
DNP	Accessibility Test AAA	Accessibility Test AA	Accessibility Test AA	Accessibility Test AAA
Accessibility Test AAA	DNP	DNP	DNP	DNP
Accessibility Test AA	DNP	DNP	DNP	DNP
Accessibility Test AA	DNP	DNP	DNP	AA18
Accessibility Test AAA	DNP	AA18	AA18	DNP

AAA — Pass, AAA (7+)

AA — Pass, AA (4.5+)

AA18 — Pass, AA18 (Large Text Only)

DNP — Does Not Pass

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Monotone Usage

When printing in black and white (e.g. mono press advertisements or laser prints such as invoice sheets or POs) we aim to keep our visual look as close as possible to our full colour applications.

Ollscoil na Gaillimhe
University of Galway

Headline *100% Black*

Subheading 100% Black

Body copy 70% Black

Call-out copy 100% Black

Call to action 100% Black

CTA link 70% Black

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Typography Colour

The primary colour palette is used to create emphasis for use in titles, headlines and call-out text.

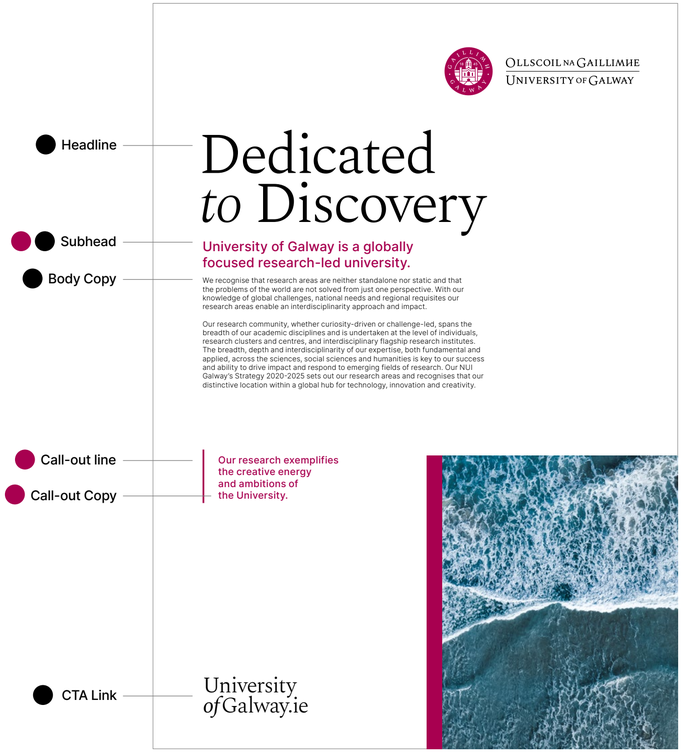
Positive Composition

- Headline text must appear in black.
- Subheadings can appear in black or Galway Maroon.
- Extensive body copy should always appear in black.
- Call-out text must always appear in Galway Maroon.

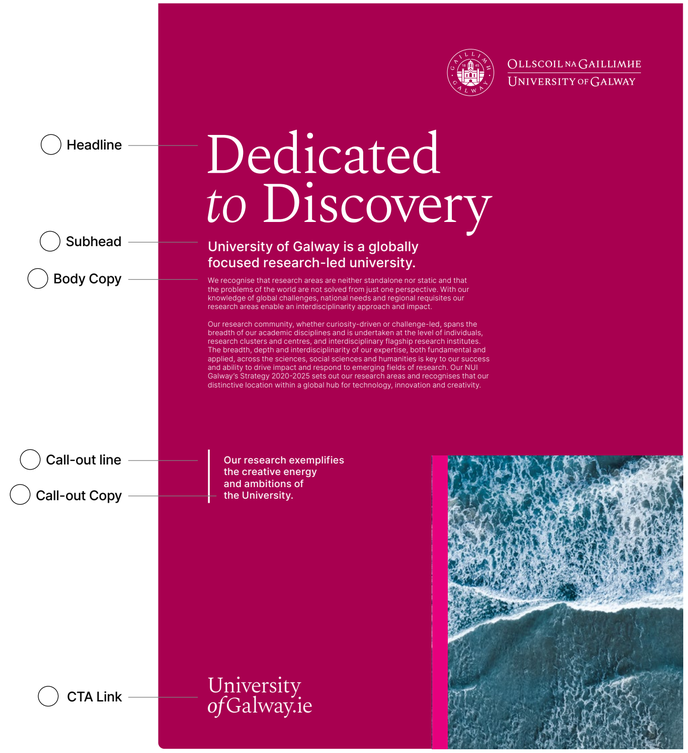
Negative Composition

- Headline text must appear in white.
- Subheadings must appear in white.
- Extensive body copy should always appear in white.
- Call-out text must always appear in white.

Positive Composition



Negative Composition



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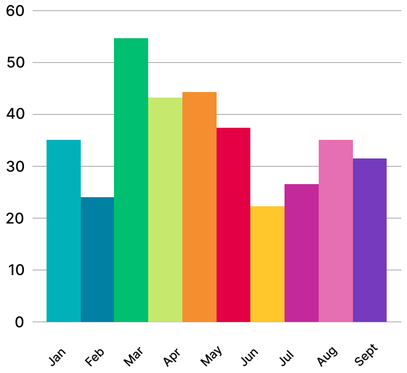
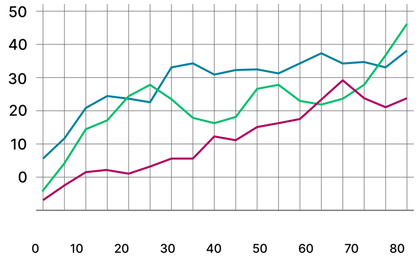
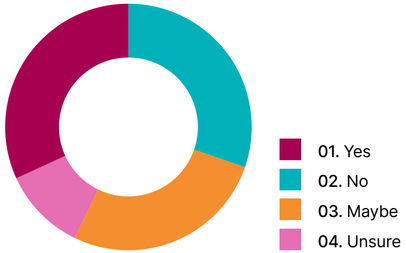
Tables and Charts

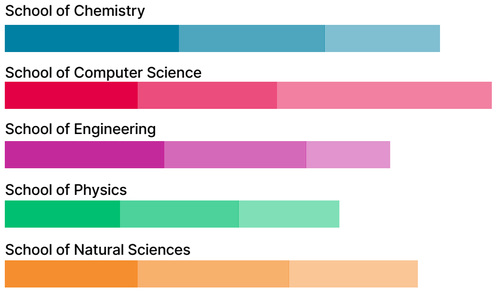
The primary and secondary colour palettes can be used together to illustrate data in tables and charts.

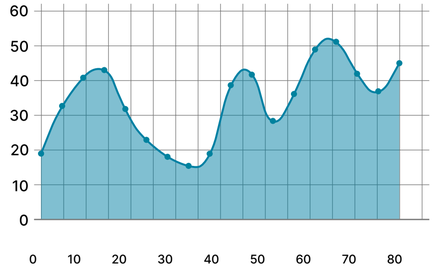
Some examples of how they can be used are shown on this page.

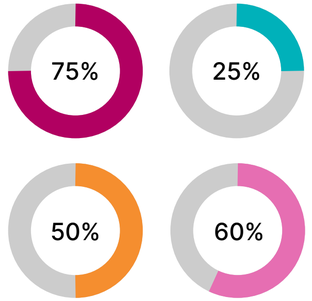












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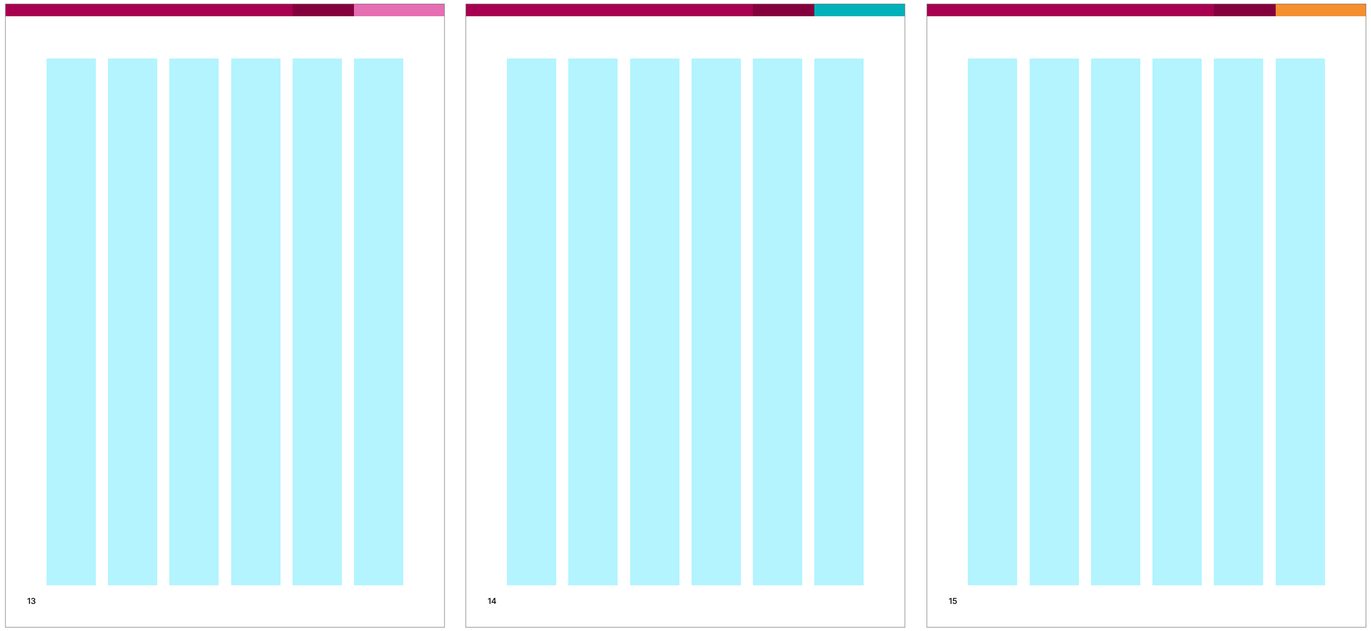
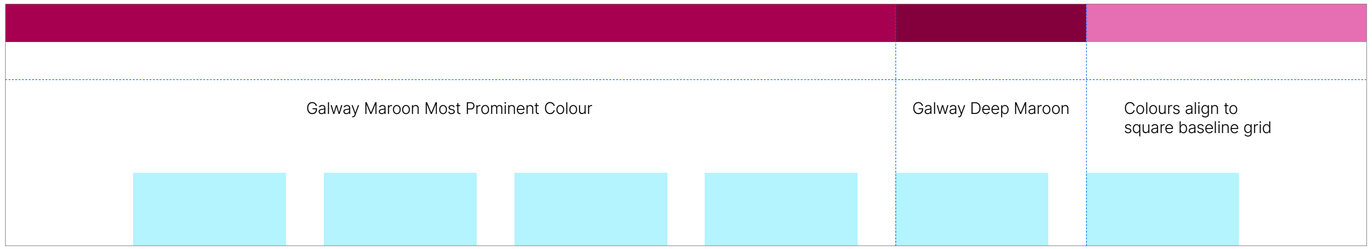
Navigation

In our publications we will sometimes need to use the secondary colour palette for navigation purposes. All secondary colours must be paired with Galway Maroon and Galway Deep Maroon as an accent colour to create contrast between the secondary and primary palettes.

For guidance on navigational colour usage please refer to the following examples.

Top aligned navigation





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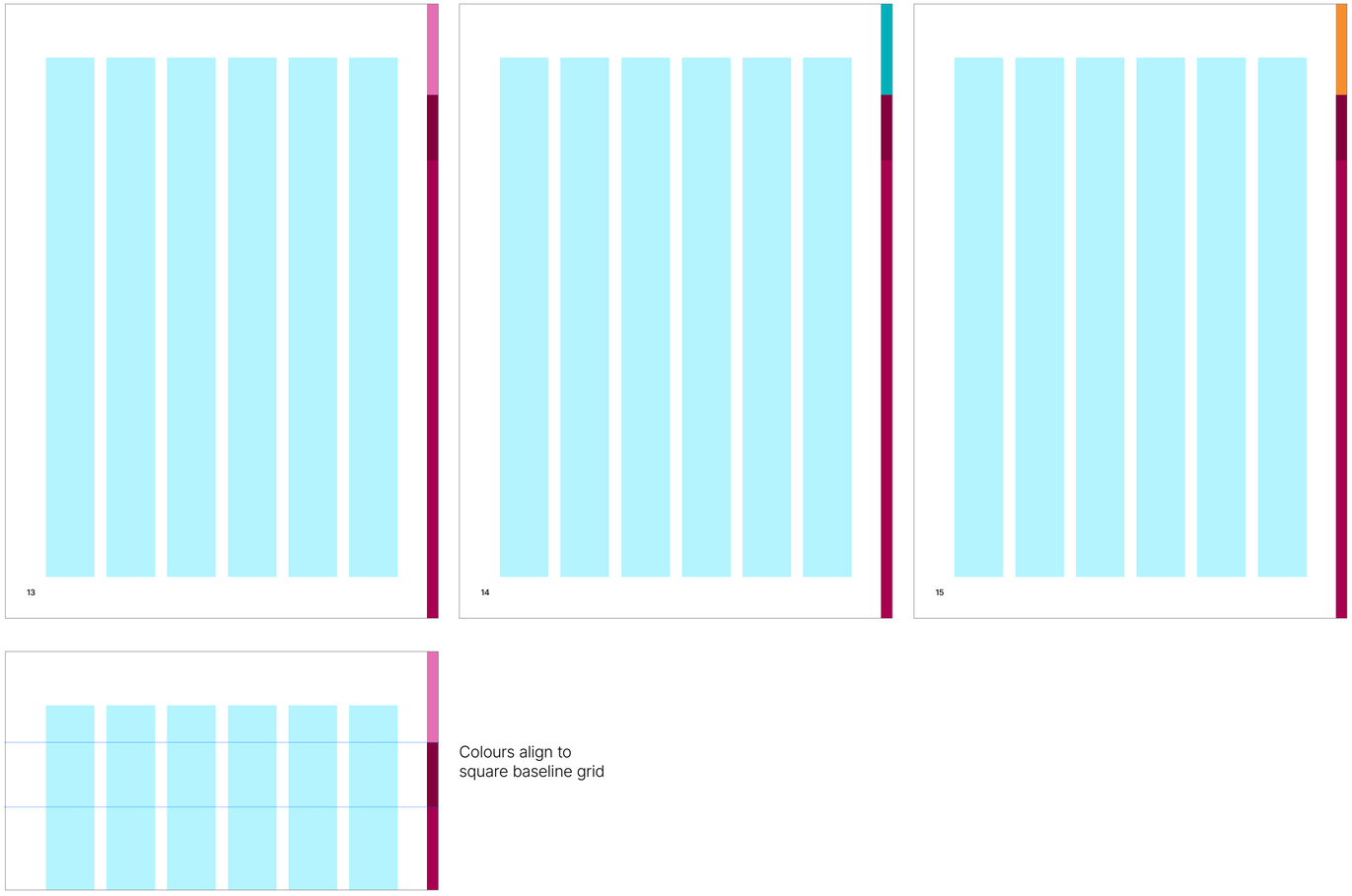
For guidance on navigational colour usage please refer to the following examples.

Right aligned navigation



Colours align to
square baseline grid

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Typography should not be overlooked as a key component of the University of Galway brand. It is a clear expression of our values.

Consistent use creates a unique and memorable visual language, clearly presenting key messages about the University while building strong recognition and trust in our brand.

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Spectral

Spectral is a new and versatile serif face available in seven weights of Roman and Italic, with small caps. Spectral offers an efficient, beautiful design that's intended primarily for text-rich, screen-first environments and long-form reading.

Download Here

Spectral ExtraBold 1234567890 *Italic*
Spectral Bold 1234567890 *Italic*
Spectral SemiBold 1234567890 *Italic*
Spectal Medium 1234567890 *Italic*
Spectral Regular 1234567890 *Italic*
Spectal Light 1234567890 *Italic*
Spectral ExtraLight 1234567890 *Italic*

Inter

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjust punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to distinguish "0" from "o", tabular numbers, etc.

Download Here

Inter Black 1234567890 *Italic*
Inter ExtraBold 1234567890 *Italic*
Inter Bold 1234567890 *Italic*
Inter SemiBold 1234567890 *Italic*
Inter Medium 1234567890 *Italic*
Inter Regular 1234567890 *Italic*
Inter Light 1234567890 *Italic*
Inter ExtraLight 1234567890 *Italic*
Inter Thin 1234567890 *Italic*

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Headline Font
Spectral Light and Light Italic

Subhead Font
Inter Medium

Dedicated *to* Discovery.

Welcome to the university of the future.

Oversized Body Copy
Spectral Regular

Equiaspelia vellani voluptio. Consequ aeptatem rem sam quame omnimolo.

Body Copy
Inter Light

Equiaspelia vellani voluptio. Consequ aeptatem rem sam quame omnimolo volestem que nulpa audam. Equiaspelia vellani voluptio. Consequ aeptatem rem sam quame omnimolo volestem que nulpa audam.

Call-out
Inter Medium with key-line.

> Equiaspelia vellani voluptio. Consequ aeptatem rem sam quame omnimolo volestem que nulpa audam. Equiaspelia vellani voluptio. Consequ aeptatem rem sam quame omnimolo volestem que nulpa audam.

URL Lockup
Spectral Light and Light Italic

University *of* Galway.ie

Call to Action
Inter Light and Medium

Discover more at
UniversityofGalway.ie

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Fall Back Fonts

Our standard fonts are Google Fonts and can be downloaded via the following links, these fonts should be installed on all systems that use our identity.

Spectral
Inter

There may be rare instances in which the standard brand fonts are not available, in this case the brand fonts may revert to the following 'fall back' fonts.

- Spectral Light will revert to **Times New Roman Regular**
- Spectral Light italic will revert to **Times New Roman Italic**
- Inter Medium will revert to **Ariel Bold**
- Inter Light will revert of **Ariel Regular**

Standard Brand Fonts

Dedicated
to Discovery.

University of Galway is a globally focused research-led university.

We recognise that research areas are neither standalone nor static and that the problems of the world are not solved from just one perspective. With our knowledge of global challenges, national needs and regional requisites our research areas enable an interdisciplinary approach and impact.

Our research community, whether curiosity-driven or challenge-led, spans the breadth of our academic disciplines and is undertaken at the level of individuals, research clusters and centres, and interdisciplinary flagship research institutes. The breadth, depth and interdisciplinary nature of our expertise, both fundamental and applied, across the sciences, social sciences and humanities is key to our success and ability to drive impact and respond to emerging fields of research. Our University Strategy - Shared Vision, Shaped By Values 2020-25, sets out our research areas and recognises that our distinctive location within a global hub for technology, innovation and creativity.

Fall Back Fonts

Dedicated
to Discovery.

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We recognise that research areas are neither standalone nor static and that the problems of the world are not solved from just one perspective. With our knowledge of global challenges, national needs and regional requisites our research areas enable an interdisciplinary approach and impact.

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Leading and Tracking

Body Copy
Leading is set for body copy in templates provided.

Type Size 10pt. leading auto 120% / tracking -10 — Space Before **3mm**

Eperias cus ma corem labo. Lores volupta nus sunto dendunt,
ne restempel ilicidus nonsequia acimi, soluptatese prat volum

---

12pt. / leading: auto 120% / tracking: -10 — Space Before **4mm**

Eperias cus ma corem labo. Lores volupta nus sunto dendunt,
ne restempel ilicidus nonsequia acimi, soluptatese prat volum

---

14pt. / leading: auto 120% / tracking: -10 — Space Before **4mm**

Eperias cus ma corem labo. Lores volupta nus sunto dendunt,
ne restempel ilicidus nonsequia acimi, soluptatese prat volum

---

18pt. / leading: auto 120% / tracking: 0 — Space Before **4mm**

Eperias cus ma corem labo. Lores volupta nus sunto dendunt,
ne restempel ilicidus nonsequia acimi, soluptatese prat volum

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Oversized Body Copy

Oversized body copy is used to create visual hierarchy within large bodies of text – this copy is not repeated within the body copy.

Font used must be Spectral Light.

Oversized body copy must be at least 8pts bigger than body copy to create apparent contrast between font sizes. For example if you are using a body copy of 15pts oversized body copy should be 24pts.

Oversized body copy leading must use a minimum leading that is 3pts above the font's height. Example 24pts font height 27pts line height.

Body Copy Example 12pt.

Tis molore volorum inus doloreriae ni andero conet plit aliquo bercias dolupta tiscia none illent parchillia quam coraerupis dolorrovit vel magnam deliquatur ra imendi omnieni magnatiam que coreperis et lis es si officium aliquibus, ius dem fuga. Nem et autesequod modi ipsae simet etus doluptatio qui omnihil lesendisquia dolorro idella consequ asimi, nihilla udictet etur, te labo. Nequis eic toreptas rese veligna tiatum nimet ipsaecatis dolora dellabor arci berchilis am ad etur?

Iqui si anis doluptatium rem quodita spelita con essi ullor sed quibea dundusam solorro magnis dolorro optione mquiaep ernatia estiis volupta dolorepudic te eria vel ium hilit acium, si venda cus inimporro totates cimusdae commodist vid que quiam nonecus, ium, quatum sum quidebi tibusda seque parum qui dicae. Bit, sam dolorem il elique velignim ium eost fuga. Os utem aborum re qui veliquam qui con pero et eaque dolo ducid quam, solenis qui solupta vel in pe nihilique earum endipicta consequ iaepti dolo moluptur si ut eum aut que essimos rero omnis ut est, tectiis am expediatem. Itam sit, autem et estior aut quiae nis expliquates aut que sin reritis sum ipide plaut proremo

Oversized Body Copy Example 22

Tis molore volorum inus doloreriae ni andero conet plit aliquo bercias dolupta tiscia none illent parchillia quam coraerupis dolorrovit vel magnam deliquatur ra imendi omnieni magnatiam que coreperis et lis es si officium aliquibus, ius dem fuga. Nem et autesequod modi ipsae simet etus doluptatio qui omnihil lesendisquia dolorro.

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Call-out

Call-outs are used to bring attention to text within the body copy.

Font used must be **Inter Medium** and must appear in a highlight colour (Magenta or white).

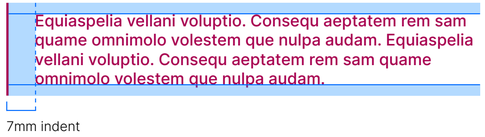
Call-out font size must be 3pts more than body copy font size. **For example, if you are using a 12pt body copy font then the call-out font must be 15pts.**

Leading for call-out text must use a minimum leading that is 3pts above the font's height. **For example, if you are using a 12pt font then the leading should be 15pts.**

The call-out line must be the same or as close to the font line width as possible.

Body Copy Example 12

Tis molore volorum inus doloreriae ni andero conet plit aliquo bercias dolupta tiscia none illent parchillia quam coraerupis dolorrovit vel magnam deliquatur ra imendi omnieni magnatiam que coreperis et lis es si officium aliquibus, ius dem fuga. Nem et autesequod modi ipsae simet etus doluptatio qui omnihil lesendisquia dolorro idella consequ asimi, nihilla udictet etur, te labo. Nequis eic toreptas rese veligna tiatum nimet ipsaecatis dolora dellabor arci berchilis am ad etur?



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Minimum Type Size

To ensure all our communications are legible, do not set text smaller than the following point sizes.

Body copy (Inter Light).

Recommended body copy size is 11pt.

Minimum size when required is 8pt.

Online text (Inter Light).

Recommended body copy size is 11pt.

Minimum size when required is 8pt.

Body copy (Inter Light) Positive

Recommended body copy size is 11pt.

Minimum size when required is 8pt.

Body copy (Inter Light) Negative

Recommended body copy size is 11pt.

Minimum size when required is 8pt.

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Italicisation

In headlines or in oversized body copy that is set in Spectral, Italics may be used to emphasise a word or on conjunctive words, for example; 'to' and 'of', this creates a visual hierarchy.

Italics should always be used in the isolated URL lockup to emphasise the word 'of'.

Headlines

Free-think
the *future*.

Dedicated
to Discovery.

Oversized Body Copy

A world leader for culture, creativity *and* innovation.

URL Lockup

University *of* Galway.ie

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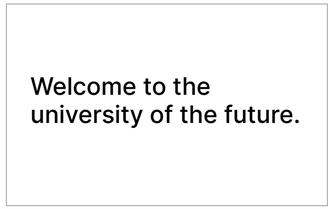
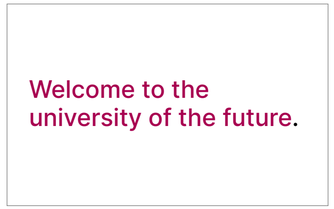
Typography Dos and Don'ts

The examples on this page illustrate correct and incorrect ways to use typography.

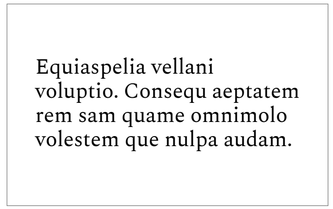
Correct Headline usage



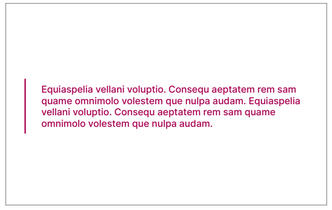
Correct Subhead usage



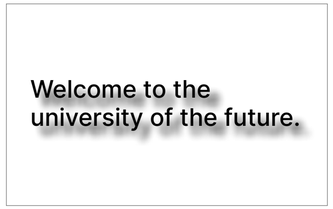
Correct Subhead usage



Correct oversized body copy usage



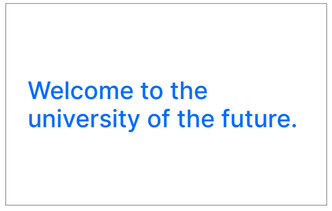
Correct call-out usage



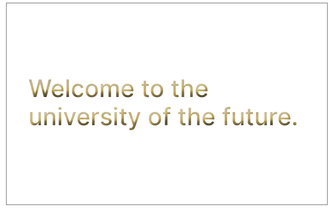
Do not add drop shadow

Do not outline

Do not reflect text

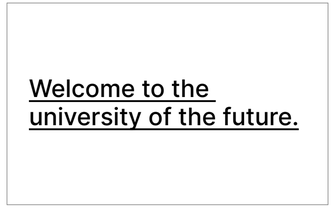


Do not use off brand colours



Do not use special effects

Do not use uppercase text



Do not underline

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Ollscoil na Gaillimhe
University of Galway

Design System

Building our brand to set our *future* course.

Our entire visual language is built on a block structure, which enables us to create highly consistent and endlessly creative brand communications. This system allows for the multiple facets that make the University of Galway unique. Whether it's our ornate architecture, stunning location, world class facilities or our modern diverse student population, this system allows us to showcase the best of who we truly are. By taking ownership of our maroon colour, we set ourselves apart from everyone else, without compromising on legibility. It speaks to the relentlessly bold, confident and determined nature of the University.

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We have a range of distinct assets that we use as part of our brand system and which we use to build our brand communications. When used correctly, we can create endlessly creative and highly impactful outputs. This section of the guide will give a detailed insight as to how these assets can be used, to ensure a strong and coherent brand message is continuously put out to the world.

Logo

Ollscoil na Gaillimhe
University of Galway

Colour Blocks

Brand Positioning Line

Your space
& place
to *thrive.*

Typography

Spectral

Extra Light, Light, Regular, Medium, SemiBold, Bold, ExtraBold.

Inter

Thin, Extra Light, Light, Regular, Medium, SemiBold Bold, ExtraBold, Black

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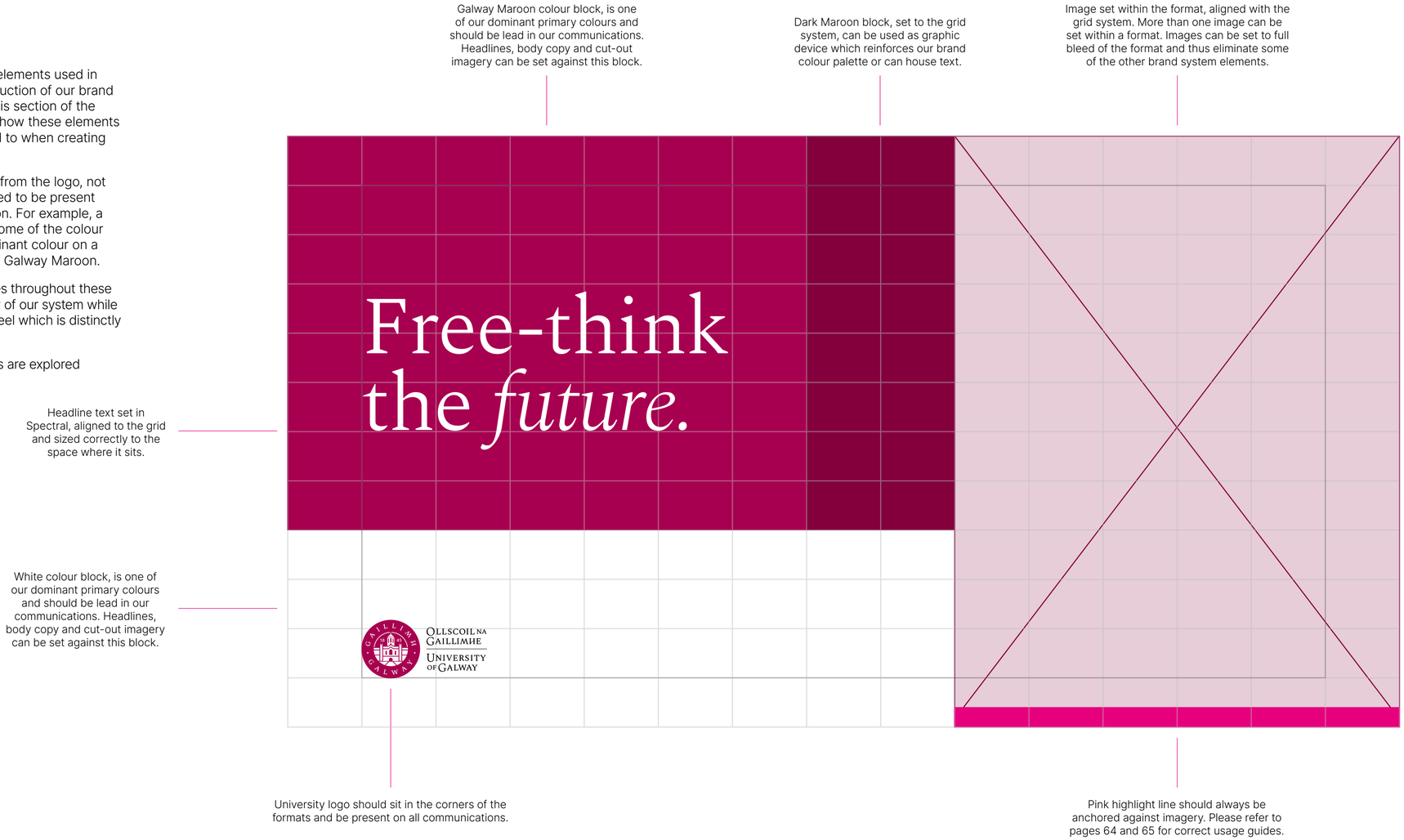
Platform Assets Usage

Here you can see the different elements used in our block system, for the construction of our brand communications. Throughout this section of the guide, you will see examples of how these elements are used and should be referred to when creating brand outputs.

It's important to note that apart from the logo, not all the elements shown here need to be present on every piece of communication. For example, a full bleed image can eliminate some of the colour blocks or white can be the dominant colour on a communication piece instead of Galway Maroon.

When you look at visual examples throughout these guides, you will see the flexibility of our system while maintaining an overall look and feel which is distinctly University of Galway.

Correct usage of brand elements are explored on the following pages.



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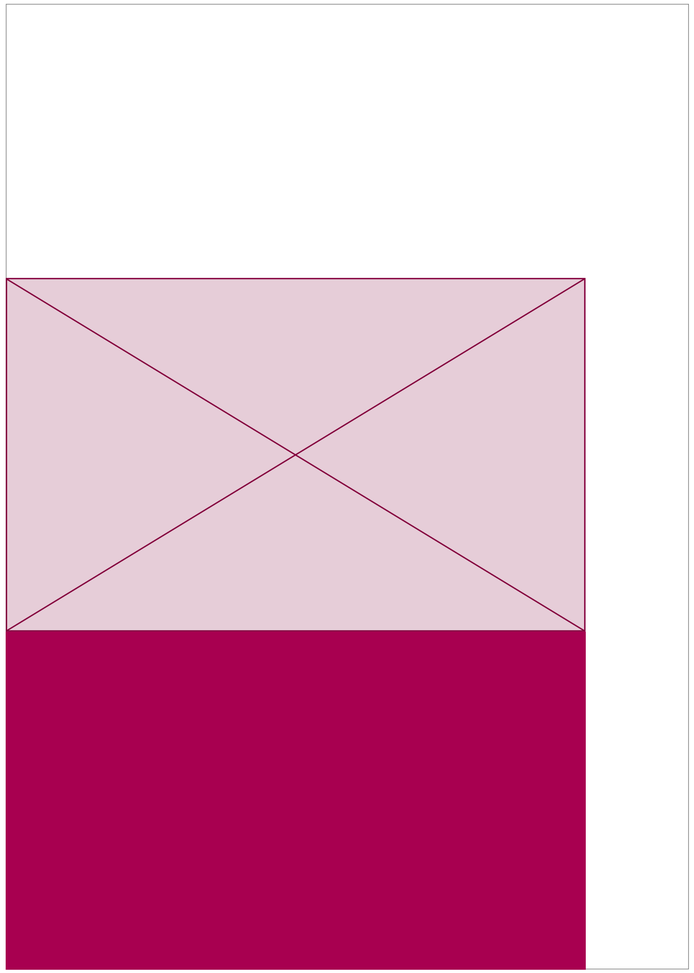

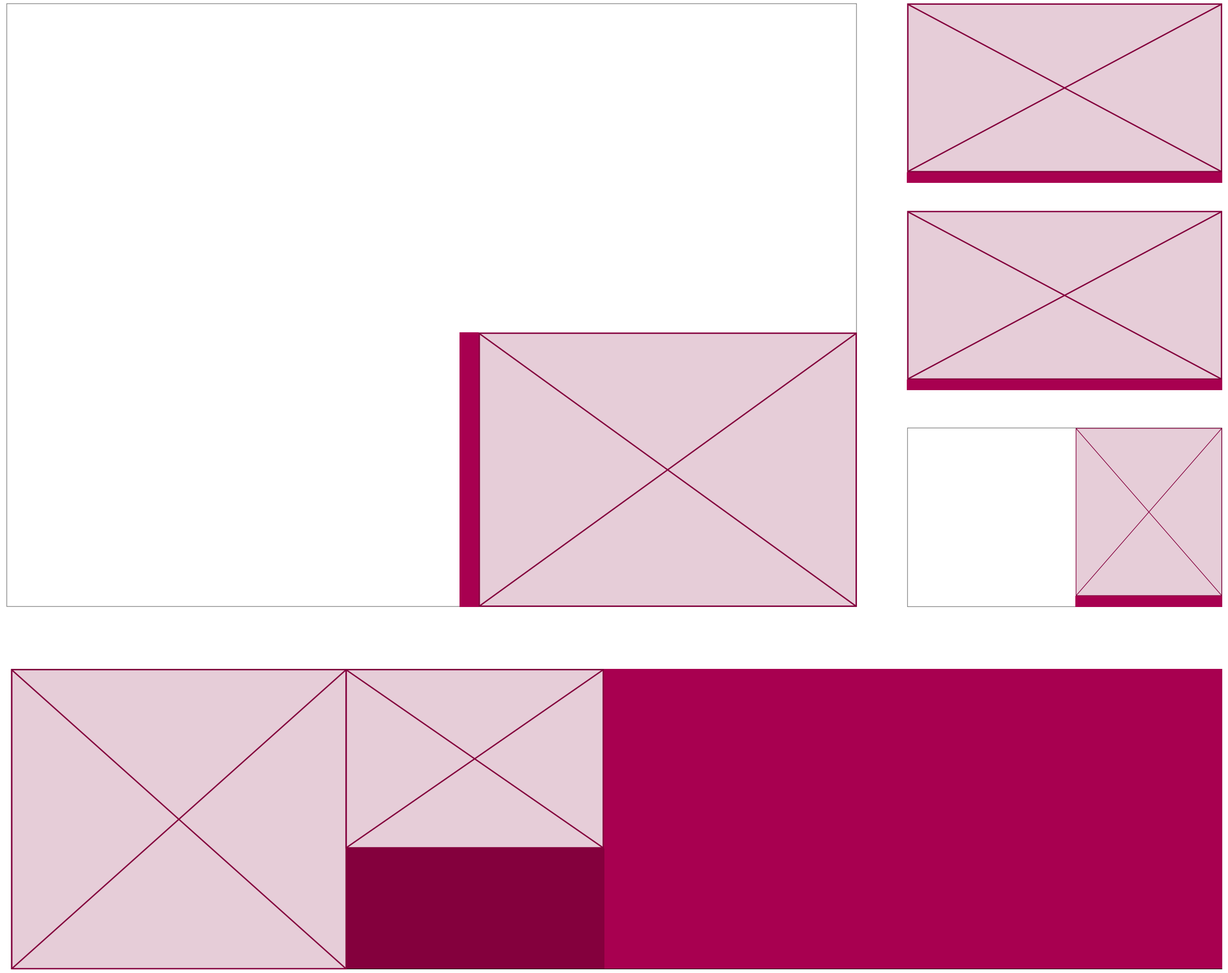

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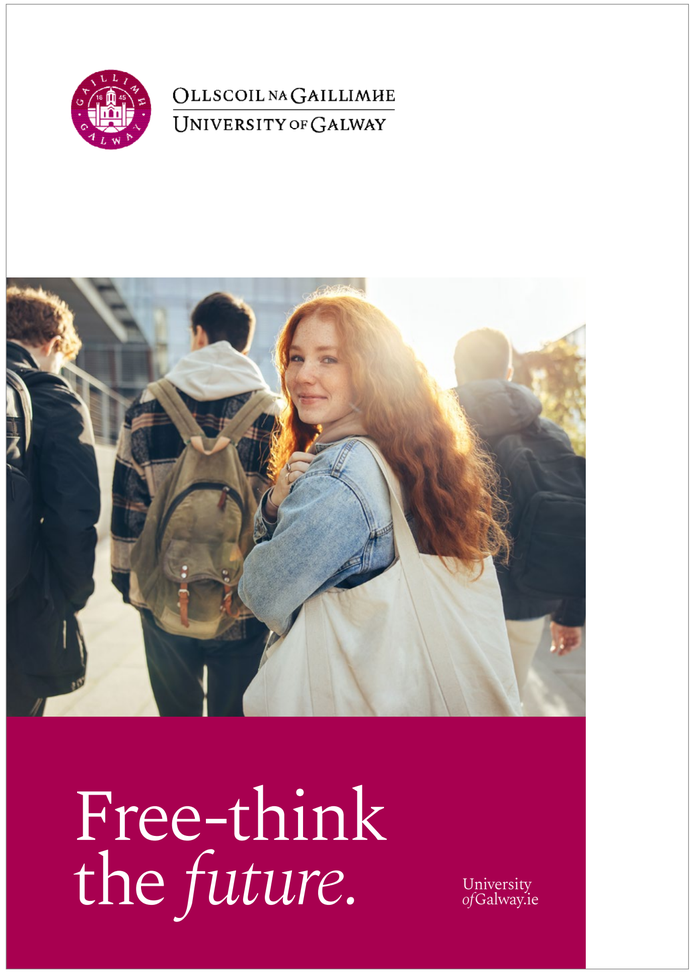

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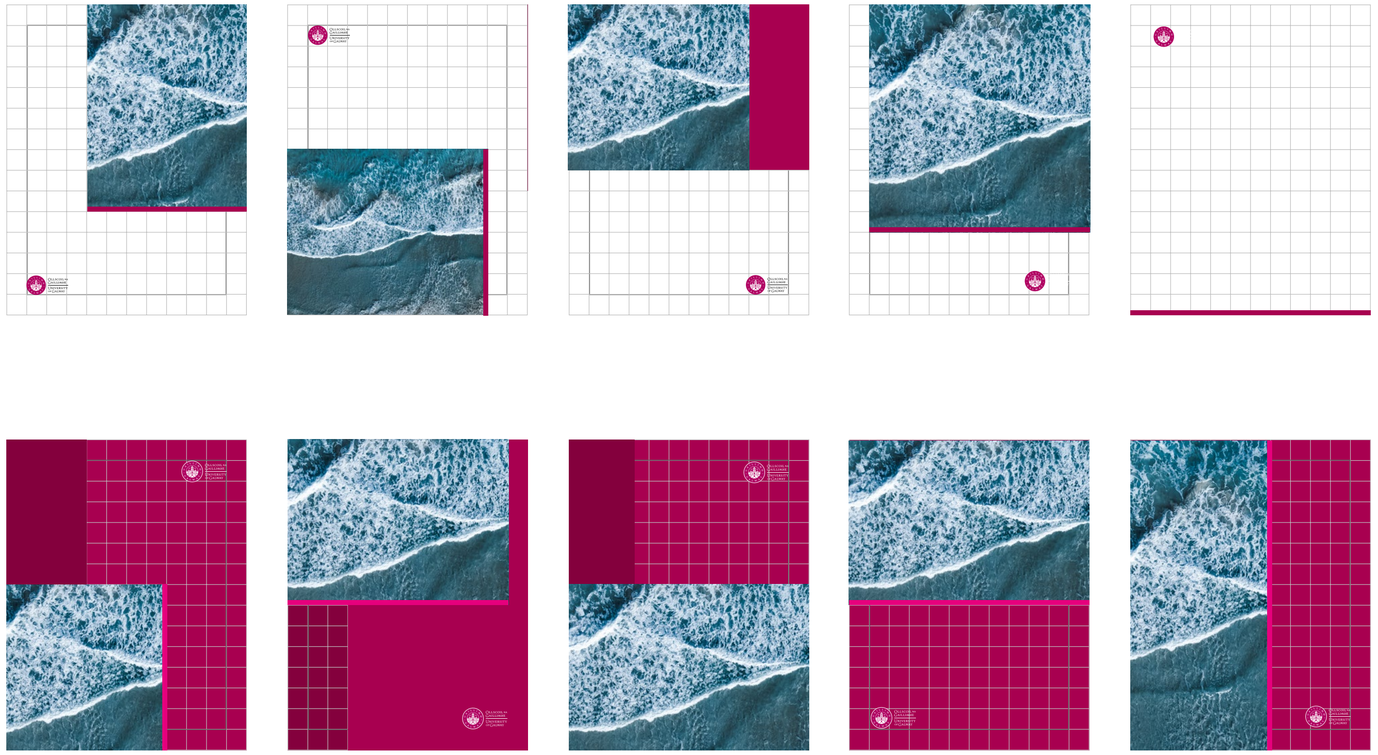
The grid system we use is adaptable to different format shapes. A wide range of grid templates exist and can be used to build brand communications.

However, if you are creating a format that falls outside of our pre-set templates, then the grid should never drop below a 12×12 ratio. This creates enough crossing points for the block structure of our brand to be created. You can refer to a pre-set template which is closest to your format as a guide to the type of grid you should use.



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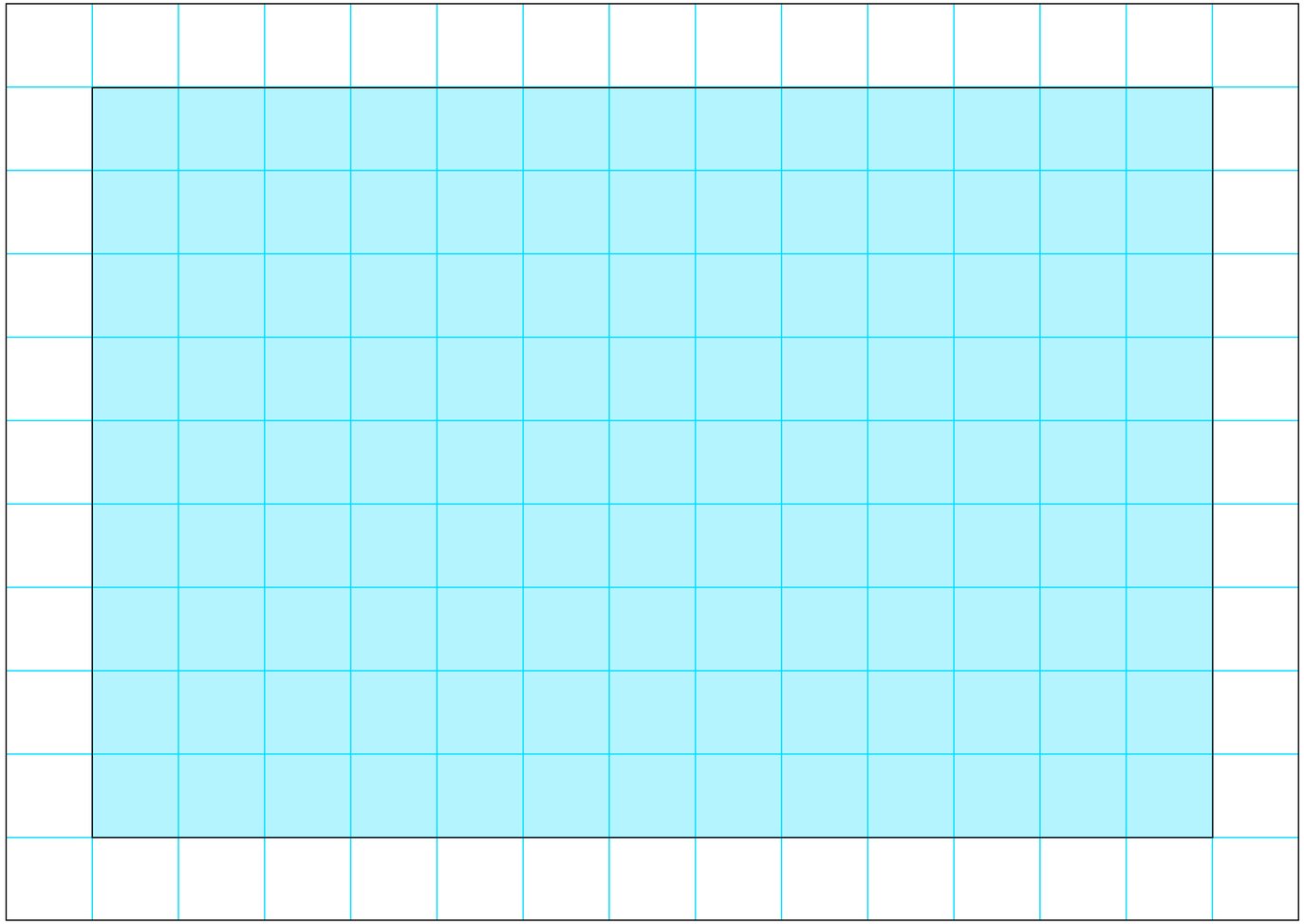
Grid System

All of our components align to a square baseline grid. This grid system applies to both digital and print communications.

Our grid system allows for creative exploration whilst keeping the brand system consistent and clean.



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This example shows an approved layout using primary brand elements.

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Grid System

Final composition with grids removed.

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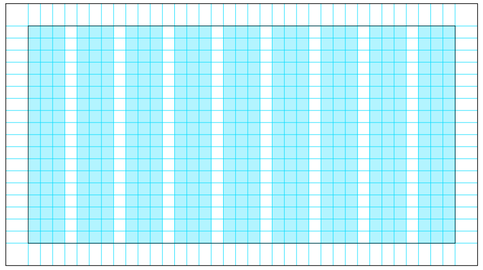
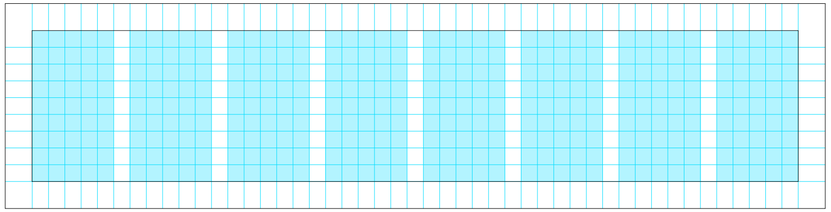
Print Grids

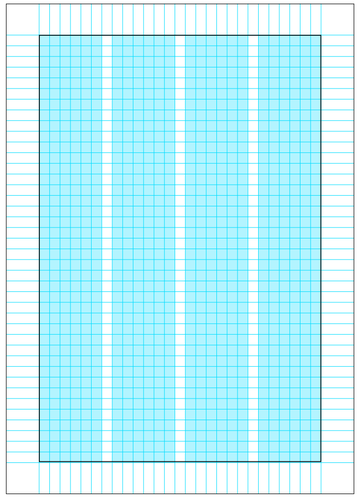
Print grids have been created to ensure consistency throughout our print communications.



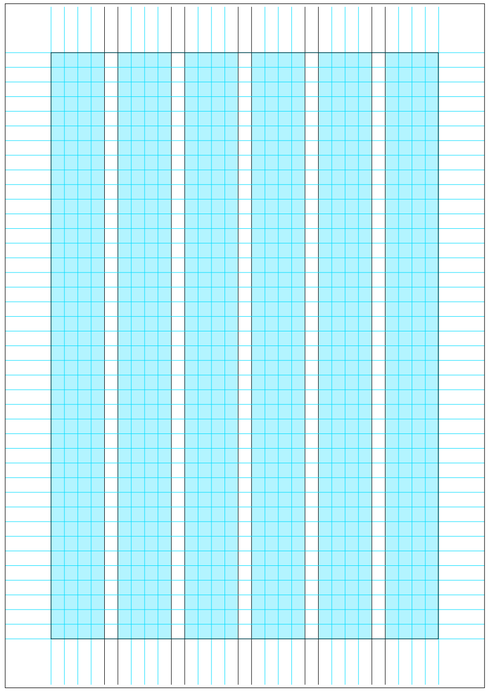
48 Sheet



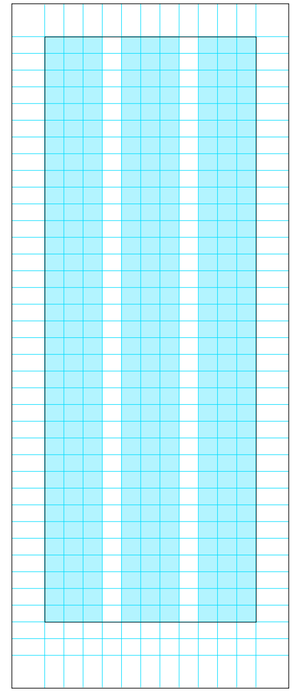
96 Sheet



A5



A4



Pull-up Stand

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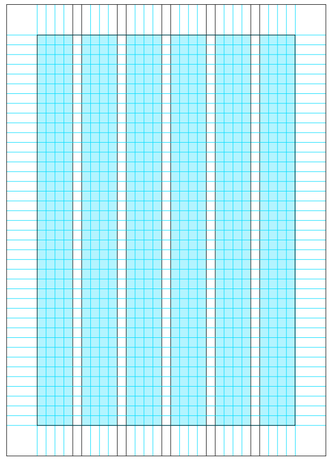
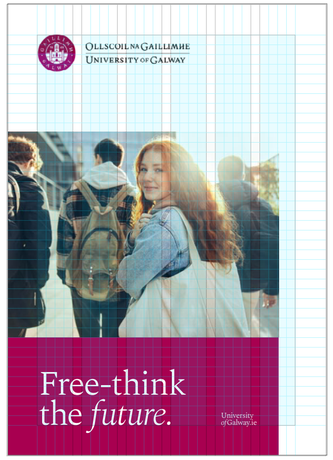
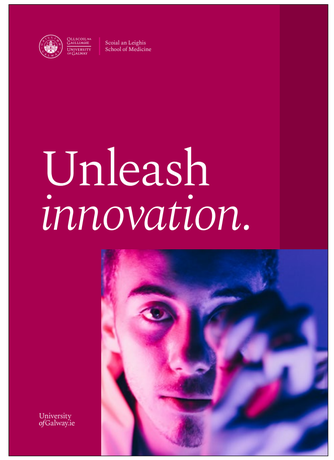
A4 6 Column

The A4 6 column grid can be used when designing cover pages or more complex documents and spreads.

This grid system allows communications to have a unified look whilst still allowing for creativity and flexibility throughout the vast range of marketing collateral produced. It can be split in different ways depending on the content to be designed.







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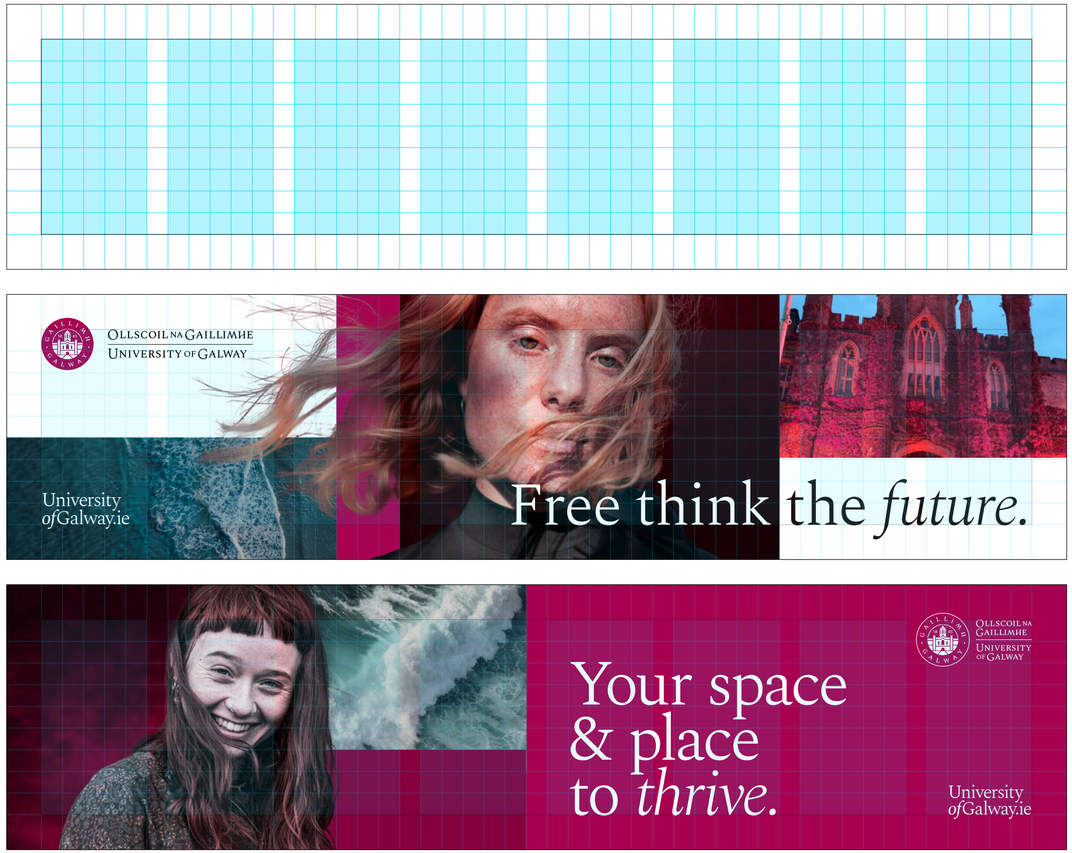
Here are some examples of arrangements of brand elements to create different layouts.



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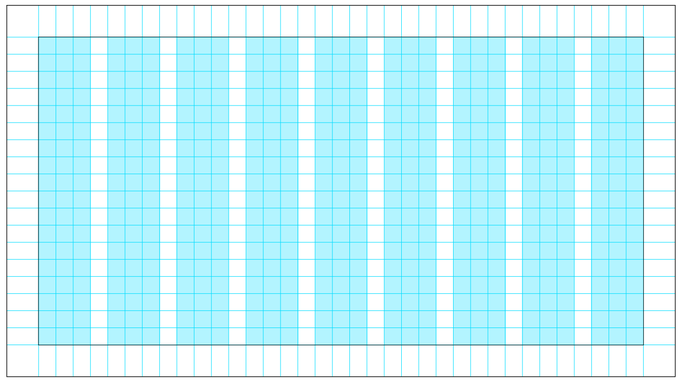
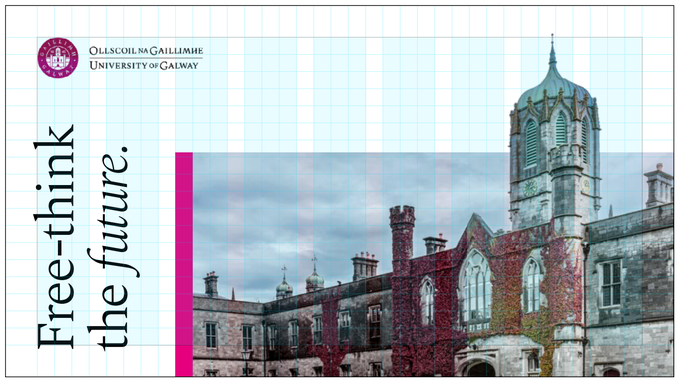
Here are some examples of arrangements of brand elements to create different layouts.





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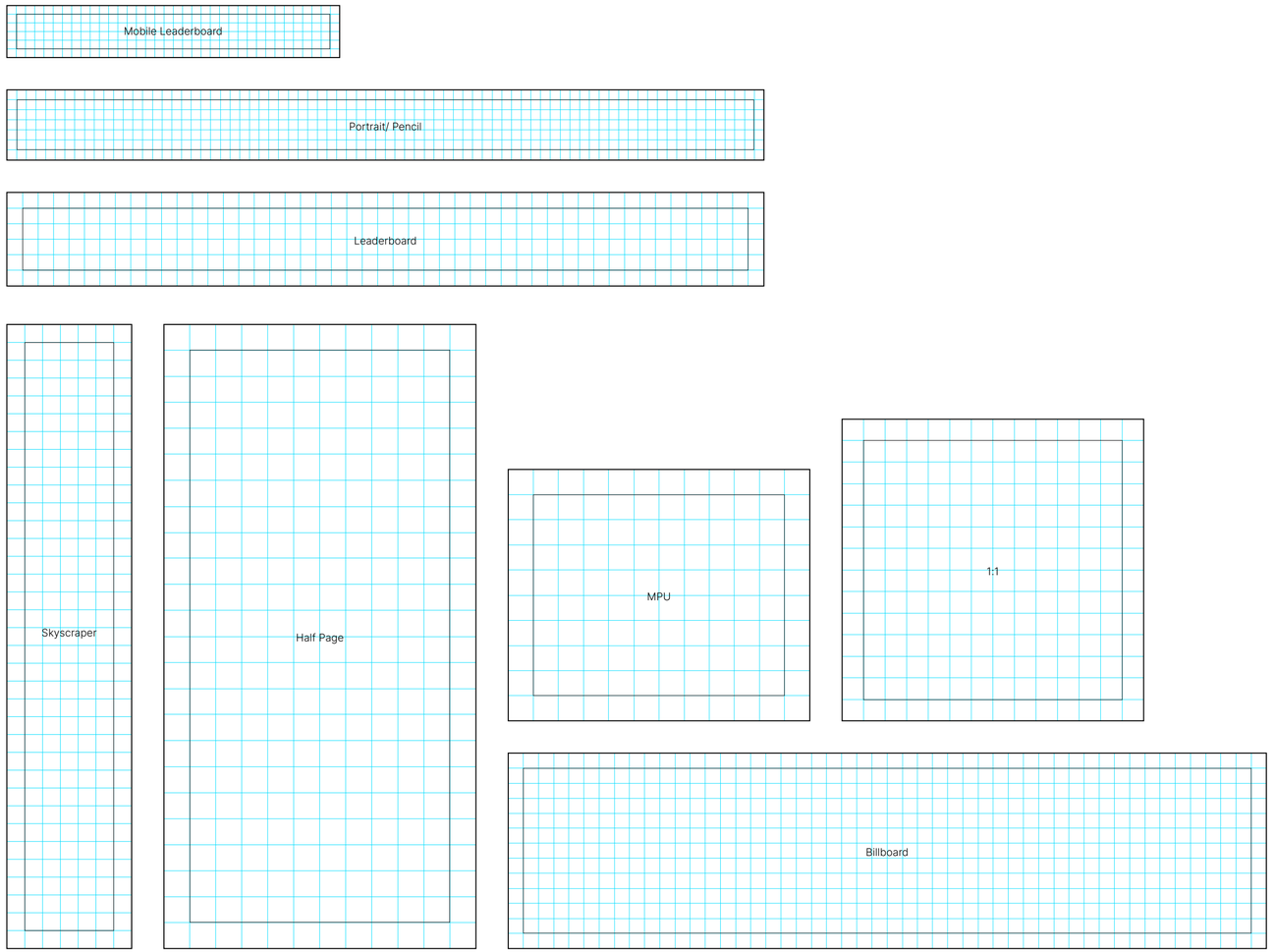
Digital Grid Formats

As with printed formats, a grid system is set up for common digital formats to govern the placement of design elements.



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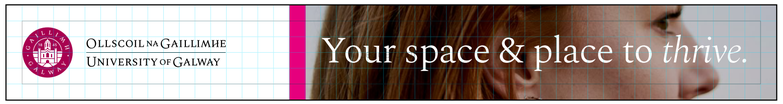
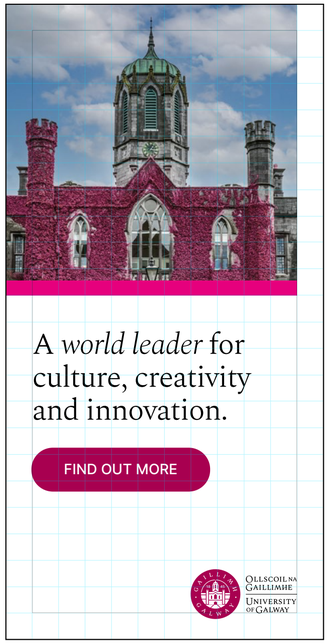
Digital Marketing Grids

Digital formats often have extreme aspect ratios that restrict usable space. As our system allows for maximum flexibility, whilst staying consistent, accessible and legible.

Here are some layout concepts that can be adapted for use. Formats with less extreme aspect ratios can follow layouts used in printed media.





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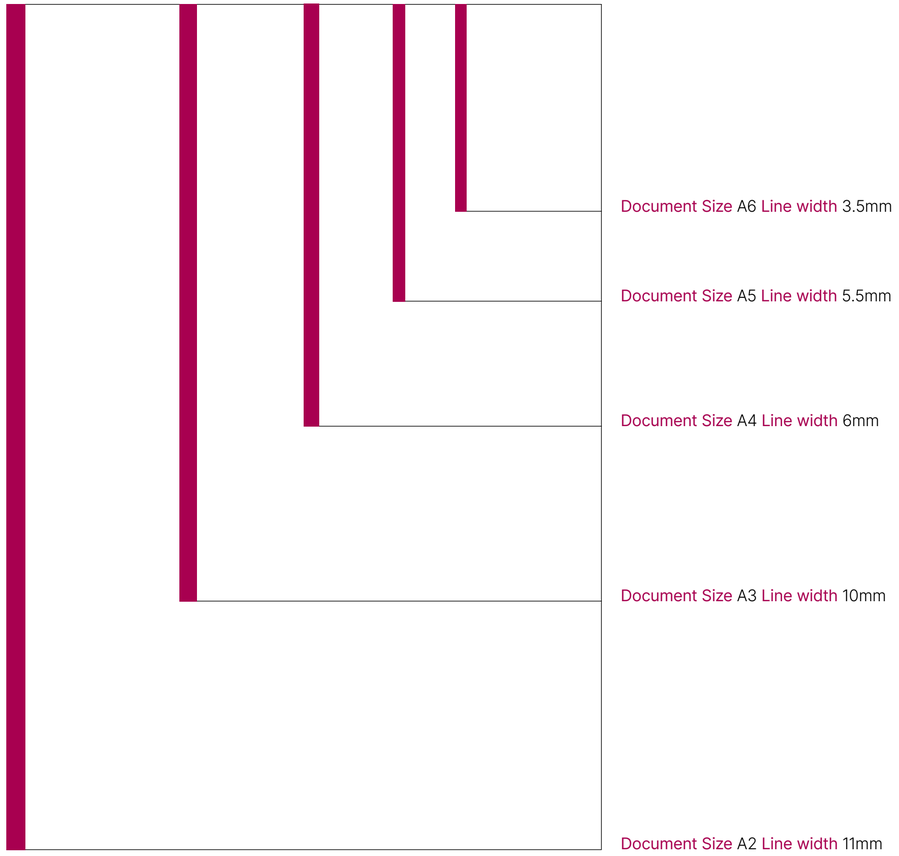
Highlight Line Size Guide Print

To ensure a consistent usage of the highlight line across print documents, a range of pre-set thicknesses have been determined for different formats sizes, as seen here.

If you are designing on a format that falls outside of these sizes, then an element of good design sense will have to come into the decision making, ensuring that the line thickness looks correct for that format size. Refer to the marketing team and brand guardians, if you are unsure about what looks visually correct.



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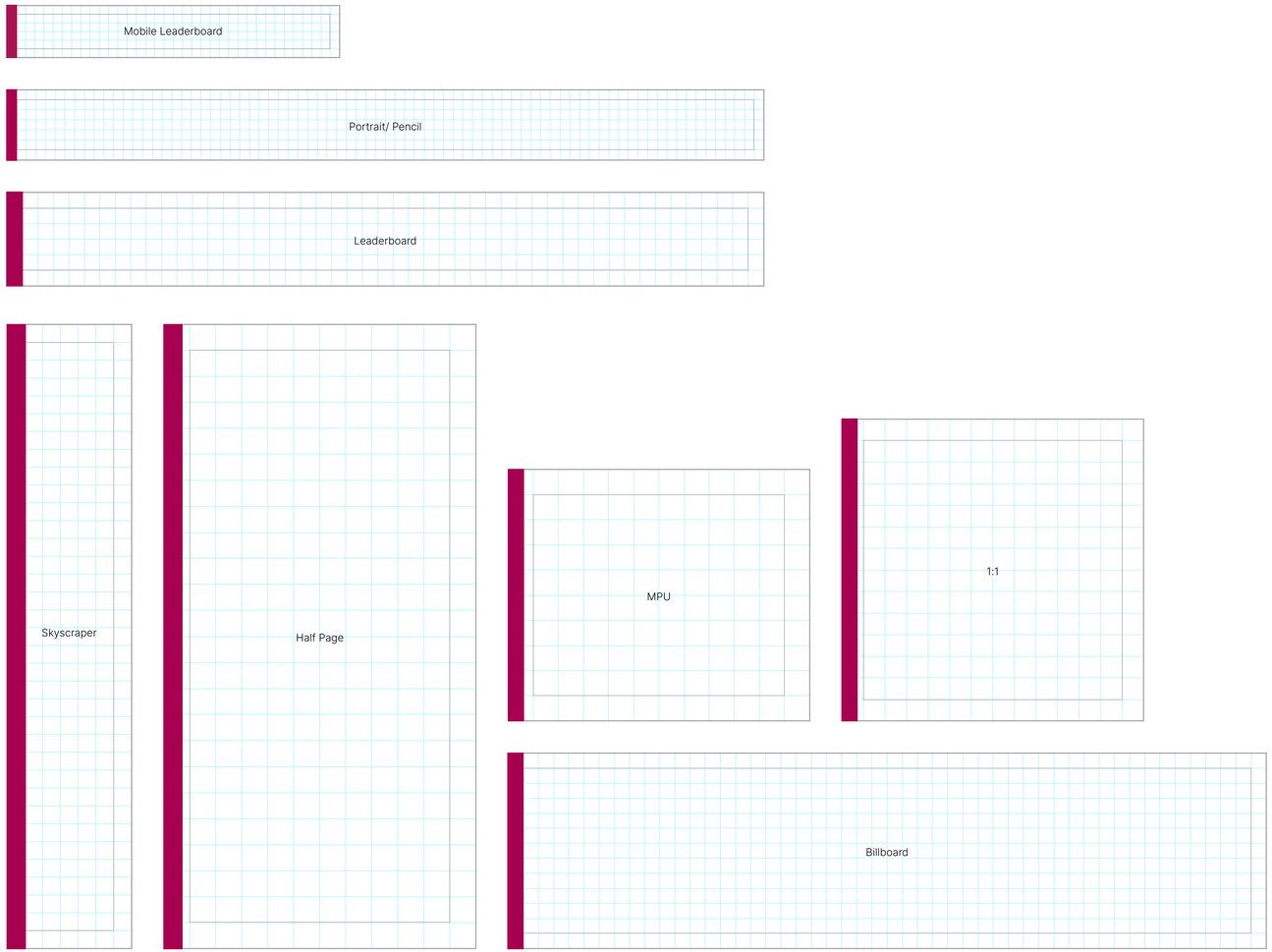
Highlight Line Size Guide Digital

To ensure consistency when using our highlight line, a range of pre-set thickness lines have been determined for different format sizes, as seen here.

If you are designing on a format that falls outside of these sizes, then an element of good design sense will have to come into the decision making to ensure the line thickness looks correct for that format size. Please refer to the marketing team and brand guardians, if you are unsure about what looks visually correct.



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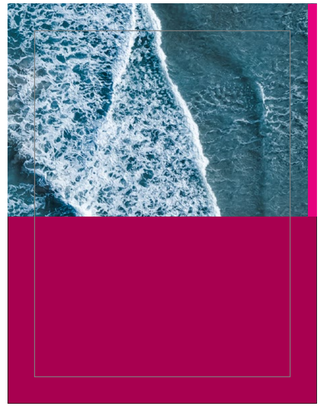
Highlight Line Usage

A Magenta highlight must only be used in compositions that also display Galway Maroon. If Galway Maroon is not present then the highlight line must revert to Galway Maroon.

Correct Usage Example



Correct Usage Example

Correct Usage Example

Incorrect Usage, Galway Maroon not present.

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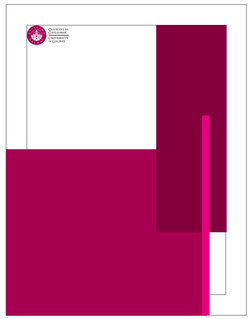
Grid System Dos and Don'ts

These examples give an overview of how the design system should and should not be implemented within design.

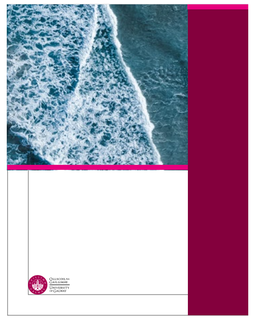
Correct Usage Example.

Correct Usage Example.



Do not overlap elements.

Do not disconnect highlight line.

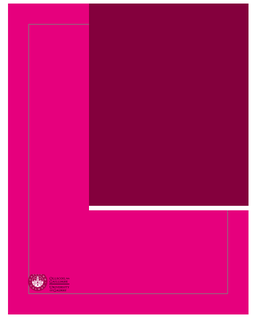


Do not use multiple highlight lines.

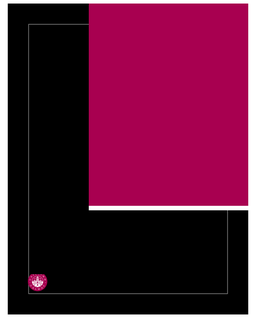
Do not use disproportional colours. Refer to 'colour proportional usage' on page 33.

Do not place logo between colour blocks.

Do not place logo in confined spaces.



Do not use Magenta as a background colour this is for highlight use only.



Do not use black as background colour this is for body copy use only.

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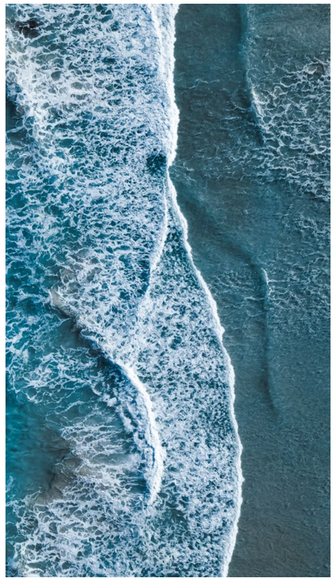
Our Photography

Photography is one of our most influential brand assets, high-quality photos are crucial to create authenticity in our communications. Photography can be taken from the University of Galway image library, a commissioned photoshoot or from a high-quality stock image website.

Our photography should always feel authentic and never staged. Where possible use imagery with a documentary realist tone, that captures real life moments and experiences. Photos should have one clear focal point. To achieve the most authentic shots, the photographer should always feel like a natural part of the environment.

It's important to keep in mind that copy or logos will also be incorporated in marketing collateral so please ensure when commissioning photography that the photographer leaves enough negative space around the subject matter.



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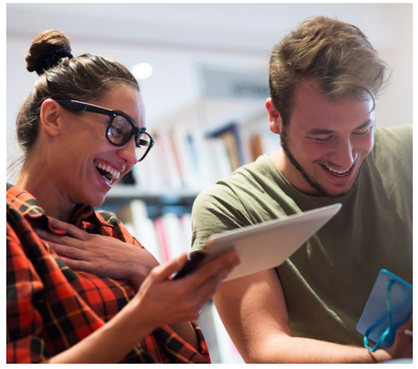
University Life

University life photography is used to capture the university's unique and diverse culture.

Theses photos should capture authentic moments of university life from a student perspective. It is important to choose photos with diverse subjects, that capture an informal, intimate and candid moment in time. Subjects should look natural and undisturbed by the photographer.

Photos should have a documentary realism and should not be overexposed or feel staged in any way.



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Academic and Learning

These photos should capture an authentic snapshot of our diverse academic learning communities and showcase the cutting edge learning environments and facilities at the University. Photos should always have a clear subject and should never feel staged.

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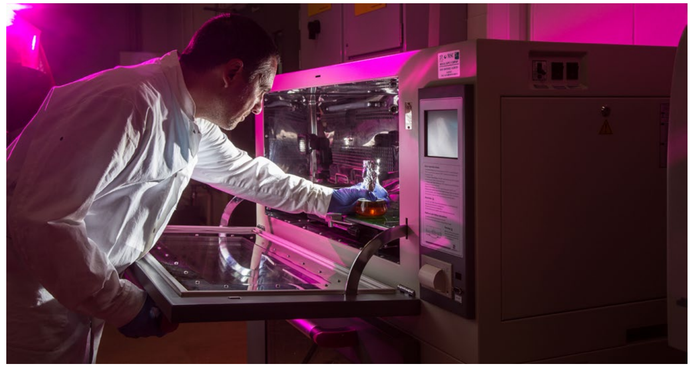
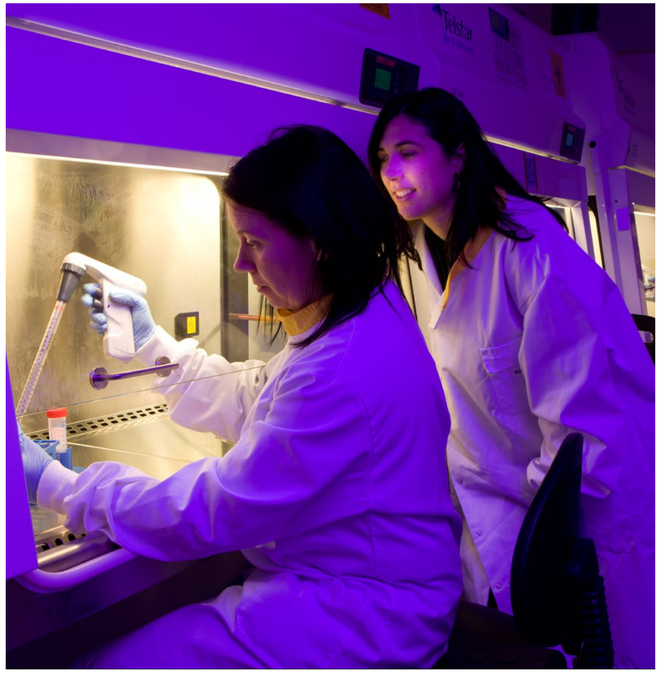
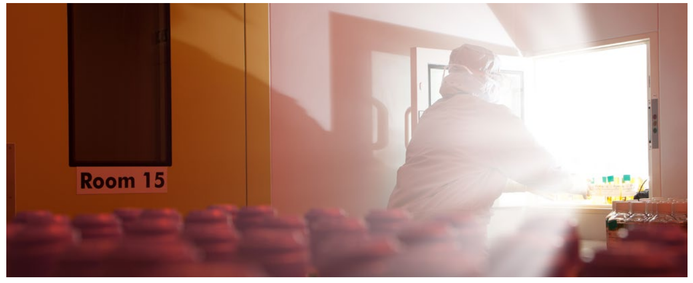
Research

Our unique research facilities set us apart from other universities. This is something we want to authentically capture and celebrate. Research imagery should always feel cutting edge and innovative yet authentic and never staged.







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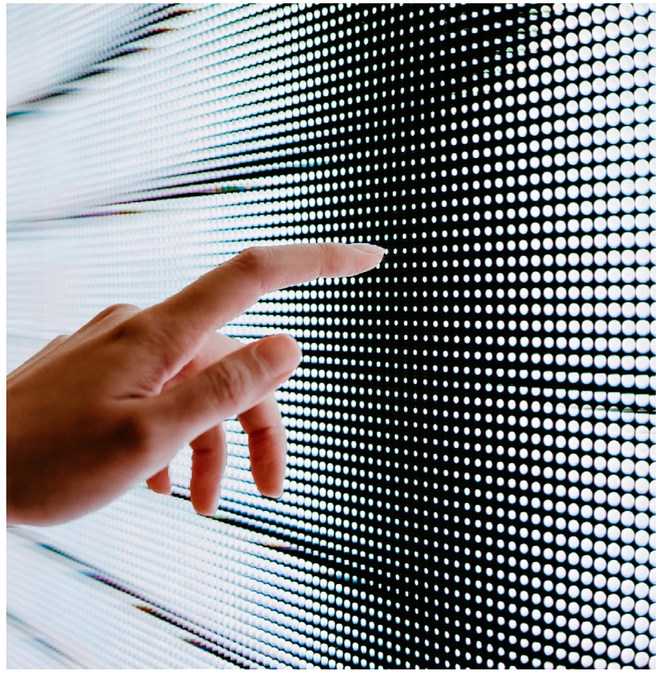
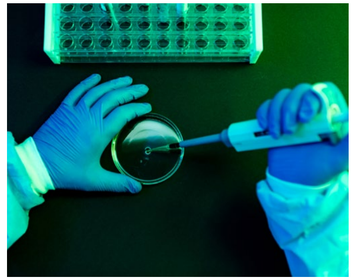
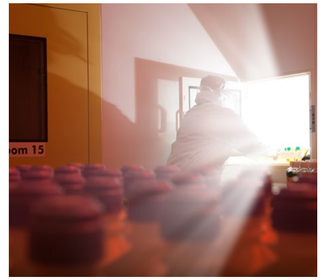
Innovation

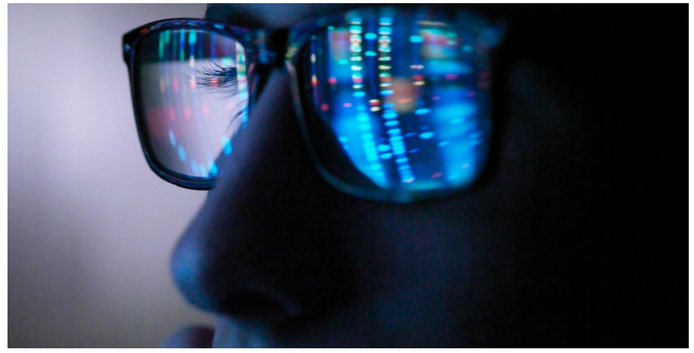
The University of Galway strive to be internationally recognised innovators and be contributors to the advancement of technology, engineering and computing.

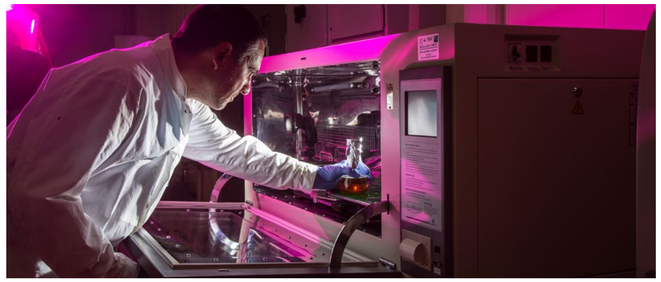
Innovation style imagery allows the University to authentically demonstrate innovative advancements in a manner that is bold, abstract and technology driven.

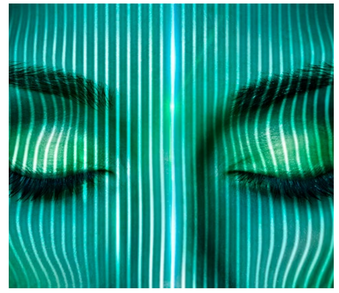












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Environment and Facilities

Photography of our campus environment and buildings can be an effective way of giving potential students and staff an authentic picture of our world-class facilities.

Our buildings, old and new, provide a rich environment for dynamic photography. Where possible, particularly in international marketing, include the quad building as this is a landmark that is synonymous with our heritage.

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Location

Our photography showcases the breathtaking natural landscape in which our University is situated.
These shots focus on Galway's natural surroundings and action shots of people interacting with this stunning environment.

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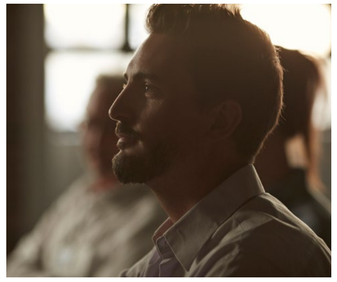
People

People photography should capture students and university staff in their environment by using portrait photography that has natural light and a realistic tone. Subjects should always appear inspired and excited. It is important to showcase the diversity of people in our community.



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Visual Style

All our images should have a bespoke visual style. When choosing imagery it is important to adhere to the outlined visual style guides.

Documentary Realism
Real people, real situations, real environments. We use documentary realism style that embodies a photo-journalistic eye to capture authentic moments in time.

Dynamic
Our images must have a main focal element or subject to draw attention and communicate confidence. Our images must showcase diversity and the different communities at the University.

By maintaining the same approach to colour, lighting, mood and subject matter, we can create an immediately recognisable look for the University.

Colour
All of our images should have natural or slightly muted colour tones, in order to demonstrate a genuine 'true to life' realism and set an ambient mood. A Galway Maroon tint can be added to imagery to add further ownability.

Composition
Images should always have a distinct subject or focal point. It is important to choose images that are uncluttered and have space for potential headlines, copy or the University of Galway logos.

Personality
Authentic and real.
Human – warm and engaging.
Diverse – ages, interactions, multi-cultured.
Confident, approachable, positive and grounded.

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Image Retouching

When selecting images from a stock library or photoshoot, retouching or cropping may be necessary to ensure the image feels in line with our photography style guides.

Images can be retouched and edited to add further ownability and create imagery that is instantly recognisable as part of the University of Galway brand.

Guidelines on photo retouching are demonstrated to the right.

Colour Correction
A 5% Galway Maroon tint can be added to imagery.

Colour Overlay
In some cases a Galway Maroon overlay can be added to imagery. This overlay must not distract from or remove focus from the subject. Use of colour overlays must be signed off by a brand manager.

Subject Cut-out
Subjects can be cut from their background and placed over solid colour blocks. Not all subjects can be cut from their background. It is important to choose imagery in which the subject does not disort when cut from its background. Use of this retouch style must be signed off by a brand manager.

Galway Maroon highlight
This retouch style instantly adds a splash of Galway Maroon to highlighted areas of an image. This retouch style must be signed off by a brand manager.

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Photography Dos and Don'ts

The examples on this page illustrate correct and incorrect ways to use photography or images.

Do not use off brand illustration.

Do not use low res images.

Do not apply image filters.

Do not use an off brand image style.

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Galway Icons

Icons can be used as an additional asset in supporting our communications. Icons should always be representative of the data that it's conveying. Icons should never be used as space filler or out of context.

Icons are to be predominantly used in digital applications to aid navigation, but can also be utilised in other applications, e.g. brochures, to communicate details such as statistics.

Only approved icons can be used in marketing collateral.

When designing new apps please use the following guidelines.

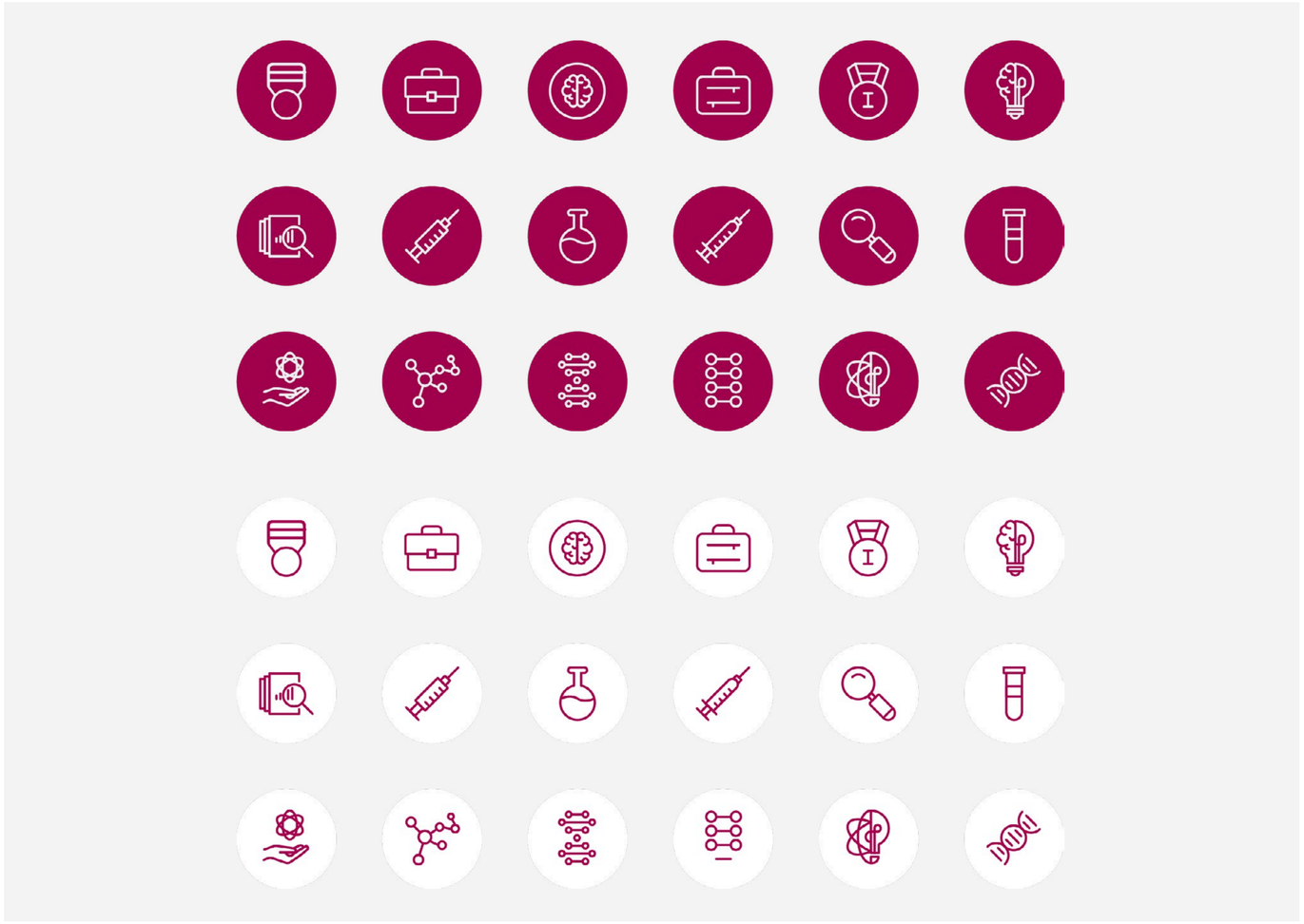
Galway Maroon Icons

Icons will always appear in a Galway Maroon circle with a white line icon and a stroke width of 4pt.

White Icons

Icons will always appear in a white circle with a Galway Maroon line icon and a stroke width of 4pt.

Please refer to the brand asset portal for a range of pre-existing icons.



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Having a clear tone of voice is vital to the consistency of communications. The job of the brand language is to deliver a clear and concise message containing our brand principles, so that every time our audience receives a communication, they get the same impression of what our brand is about.

The right brand language builds long-lasting relationships with our audiences.

It changes the way they think – and often, how they feel about us.

A unified approach to language can also drive cultural change. It gets everyone in our organisation to understand the bigger picture and their role in it.

And it helps us to work in a more brand-aligned way.

It's not always what you say, but *how* you say it.

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The name of the University

When referring to our new name, we are Ollscoil na Gaillimhe when using the Irish language and University of Galway in all other communications.

Understand our audience

We need to embed in our communications that we are confident and focused.

Our key messaging and communications is guided by our deep understanding of our audience. This leads us to clear and focused content that resonates.

Be clear about your objective

It's the best way to fine-tune what you need to say to get the result you want; In many cases, we will need to have more detailed information, in others we may just be making our audience aware of a fact.

Use everyday language

It's always better to use the simple everyday terms – the word or phrase that a person would use in a conversation, rather than a longer word with the same meaning.

Be engaging

This is a key element for everything we write. It's crucial to make your readers feel that you understand their point of view and are addressing their interests and priorities.

Make it easy

Always assume that your readers are busy and have other things that they could or should be doing. You should do everything you can to make it easy for them to get what they need out of what they are reading.

Be relevant

Try to include one example that you recently undertook that may also be in the wider consciousness. This could also be a short testimonial. Also include keywords that will help with search engine optimisation but avoid using wall-to-wall jargon that may turn the reader off.

Be inclusive

If relevant, make sure your copy mentions that you offer help to everyone, irrespective of their background.

Core Positioning / Themes / Values

When writing copy, please ensure you are mindful and aligned in your use of narrative and language to the brand positioning, core University values (page 5) and core themes (page 6).

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‘Your space & place to thrive’ is what we do.

But how do we do it?

We utilise our tone of voice to enable us to articulate who we are and what we do across every output. There are four key elements that form the basis of how we articulate who we are and what we do for the audience that we want to connect with.

- Headline
- Body Copy
- Call to Action
- Sign-off

Headlines

Our headlines should stand out.

They should be a bold and confident statement of our ambition.

They should make people think and make people talk about them.

Here's how

By being confident, bold and at times refreshingly frank.

- By expressing an informed point of view.
- By approaching topics from an original, different or unexpected angle.
- By using genuine, dynamic, energetic language.

Body Copy

Our body copy is where we do our explaining. We recognise the huge amount of information we output to the world, quite often describing the research topics we tackle on a global stage. However, our copy should be clear, precise and well-structured with a tone that engages our audience.

Here’s how

- By using an approachable and confident tone of voice.
- By detailing the key information or fact in a straightforward way.
- By realistically representing our world and the audience we are connecting with.
- By always bringing clarity to a subject.
- By detailing our role in a precise and logical fashion.

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We have different reasons for communicating with individual audiences, and they have different needs and priorities when dealing with us.

So, as well as our core brand narrative, we also have audience specific variations to use in communications materials aimed directly, and only, at those audiences.

You can build on further information as you need to, but it should always be used as a starting point.

University Level

We are reaching out to the world, so we want to position the University on the global stage. Here, we communicate what we're doing that will have an impact at the highest levels.

College Level

We tell the big picture stories that are defining the subjects being taught and the research that will emerge to challenge and change the future of our world.

Discipline Level

We create bold and challenging awareness of the levels of expertise in each discipline, impossible to ignore, designed to energise and engage.

School Level

We enable individuals to tell their school experiences on a platform that promotes their research in a challenging and confident way to best reach their target audiences.

Course Level

We call out the wide-reaching benefits of learning at the course level, marketing each course to target specific audiences.

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University

Capitalise only when used as part of the title of the University or when referring to the University of Galway (both when ‘university’ is used as a noun and when it is used as an adjective). However, when referring to universities in general, the word university should be written lowercase.

Here’s how

- The University of Galway is a large employer. The University has – 2,500 staff members.
- The University has numerous academic divisions.
- The event is open to all members of the University.
- The largest University division is Medical Sciences.
- Funding for universities has been cut recently.
- She attended the University of Galway to study Arts. It’s a well-respected university and course.

Colleges and Schools

Capitalise only when used as part of the title of a college or school, not when referring to a college or school without using its full name.

Here’s how

- Welcome to the College of Business, Public Policy and Law.
- How many colleges are there in Galway?
- The University of Galway has 4 colleges, 19 schools and over 60 academic disciplines.
- The College has a wide range of undergraduate, taught postgraduate and research postgraduate programmes.
- The School of Chemistry is one of the most active in Ireland.
- There are some exciting developments within our 19 schools.

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Course Names

Capitalise the name of a subject only when it is used as part of a course title, but not if it is used in other contexts. Also capitalise the subject name when referring to the College or department.

Here's how

- While studying economics, she focused on the theories of Adam Smith.
- Bono studied Philosophy, Politics and Economics at J E Cairnes.
- A degree in history teaches you to think analytically.
- The largest University division is Medical Sciences.
- The Arts Faculty at Galway has an excellent reputation.
- She did Business Management at Galway.

Degrees

Capitalise the level of a degree only when referring to a specific qualification or course, but not when referring to any qualification at that level.

Here's how

- She finished her Master's in Linguistics and started a DPhil in Philology.
- We offer many masters' degrees, and many people go on to doctorates.

Abbreviation

Under no circumstances is the name of the university – University of Galway – to be abbreviated.

An exception to this is on social media, specifically where character count is limited - @uniofgalway.

All queries in relation to social profiles and handles should be referred to Marketing & Communications.

When referring to any school, college or department, do not abbreviate any of the names or substitute 'and' for '&'.

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University of Galway

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Brochure

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Press Ad

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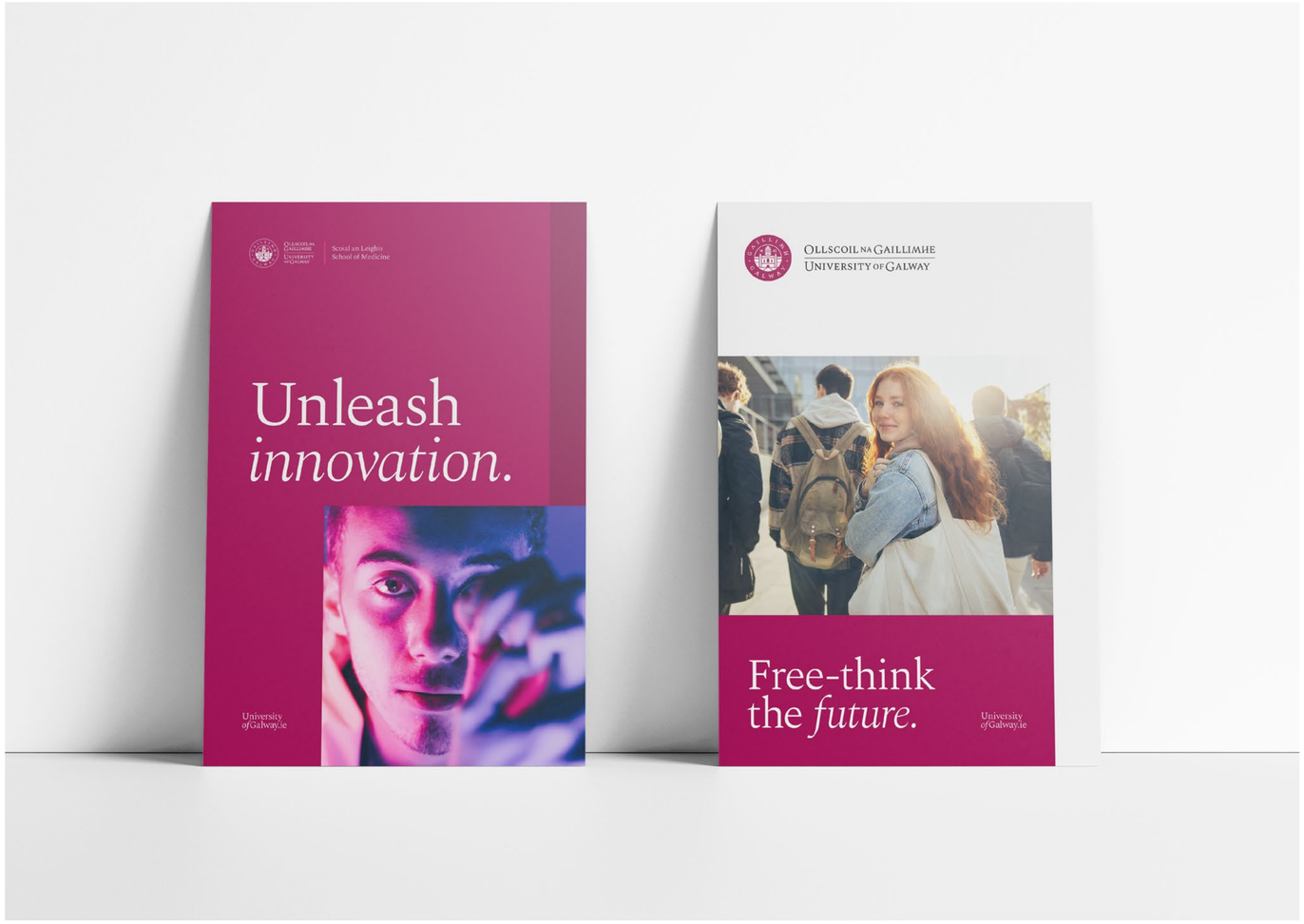
Posters

This example demonstrates an approved poster layout. Posters should always be creative, dynamic and flexible in design and composition.



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Pull-up Stands

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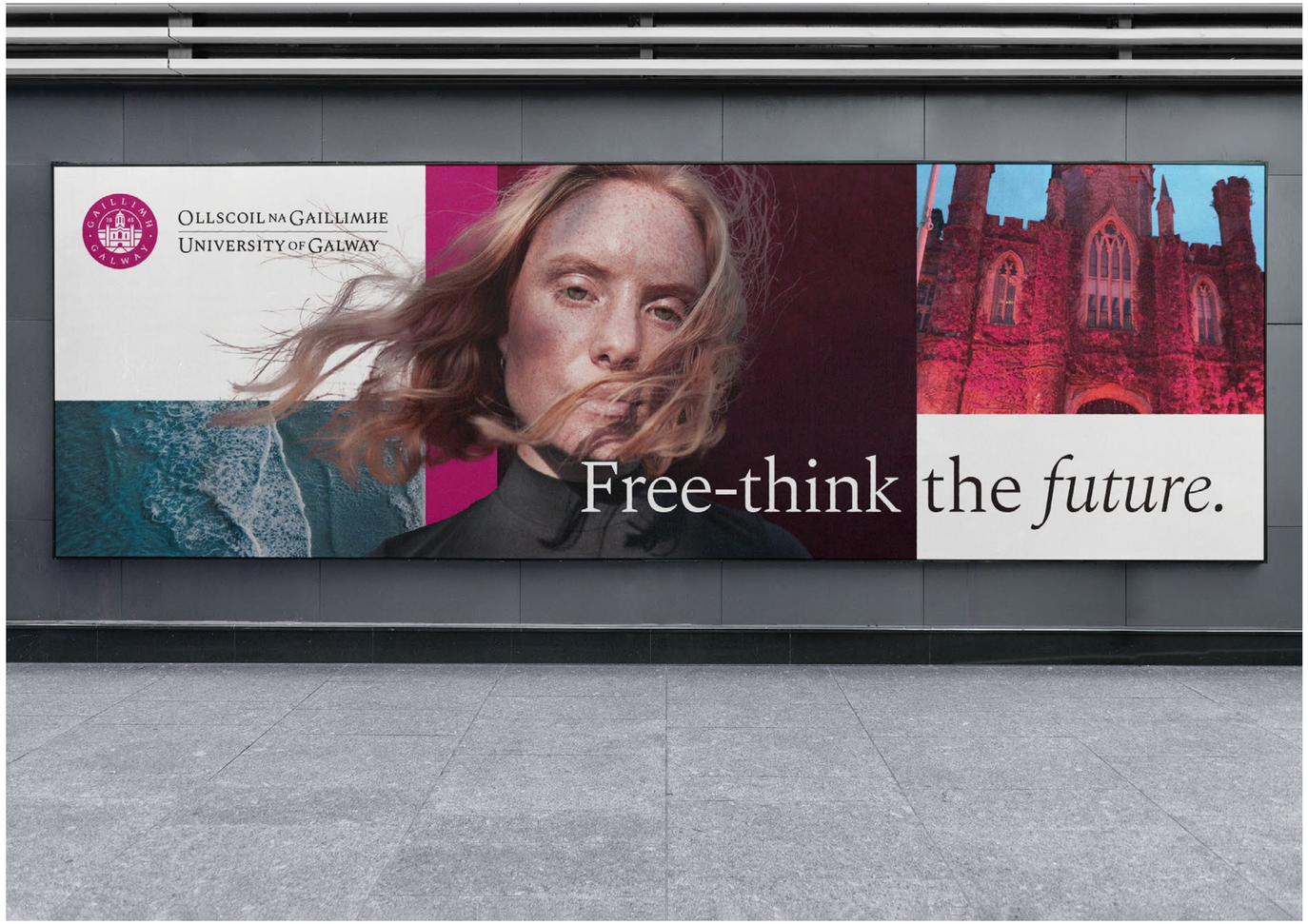
Billboard

This example shows an approved billboard layout.



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Landscape Banner

This example shows an approved landscape banner layout.

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Portrait Banner

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Adshel

This example shows an approved Adshel layout.

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Wearable Merchandise

Examples of wearable merchandise usage.

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Branded Merchandise

Examples of branded merchandise usage.

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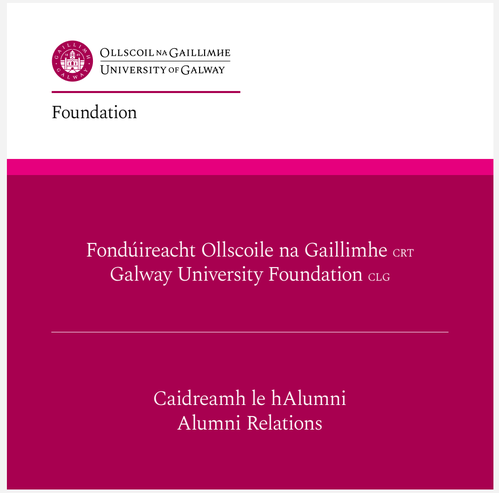
Signage

Example of approved signage layout.



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Wayfinding

Example of generic wayfinding layout.

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Lectern

Example of approved lectern layout.

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Exhibition Stand

Example of approved exhibition stand layout.

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Vehicle Wrap

Example of approved vehicle wrap layout.

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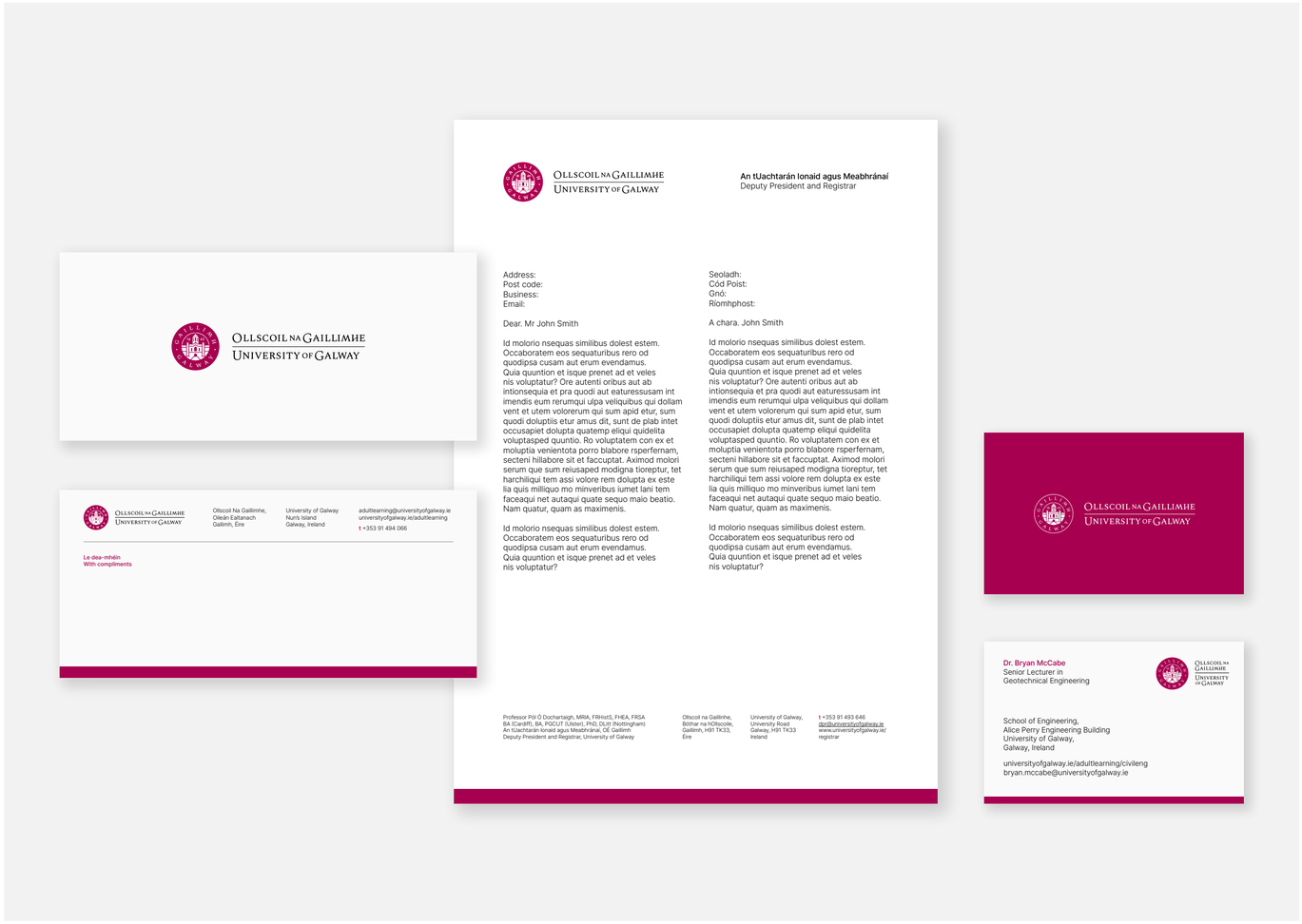
Stationary

Examples of approved stationary usage.



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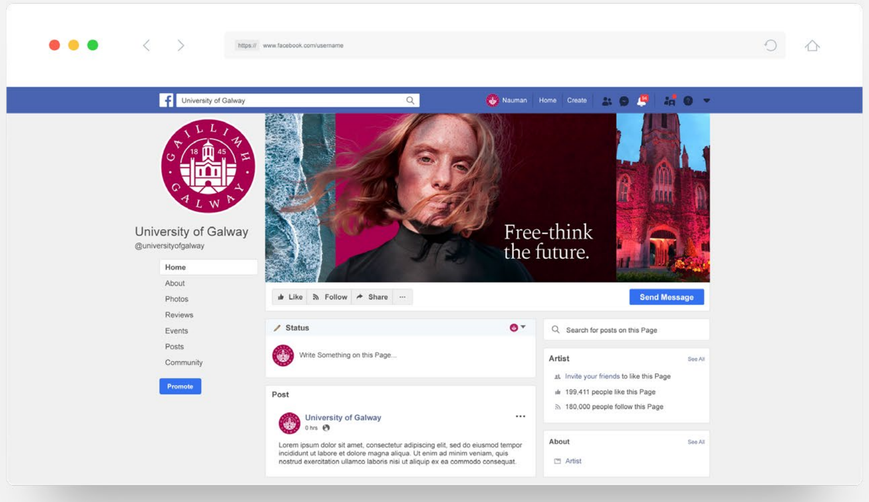
Social Media

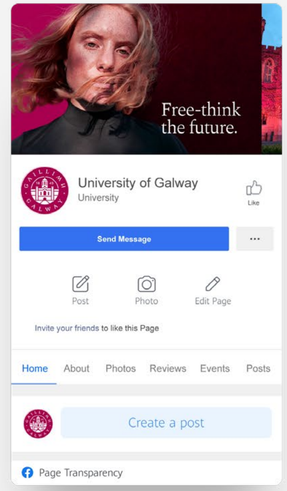
Our social media activity aims to inspire our audiences at every opportunity. By making content that is accessible to all we can make even the most complex topic engaging and relevant to their world.

When considering social media activity, please contact the University's marketing and communications team or colleagues in your college.

Artwork dimensions must follow the required specifications of each particular social media channel.

Channel artwork should be periodically updated to support current marketing campaigns.





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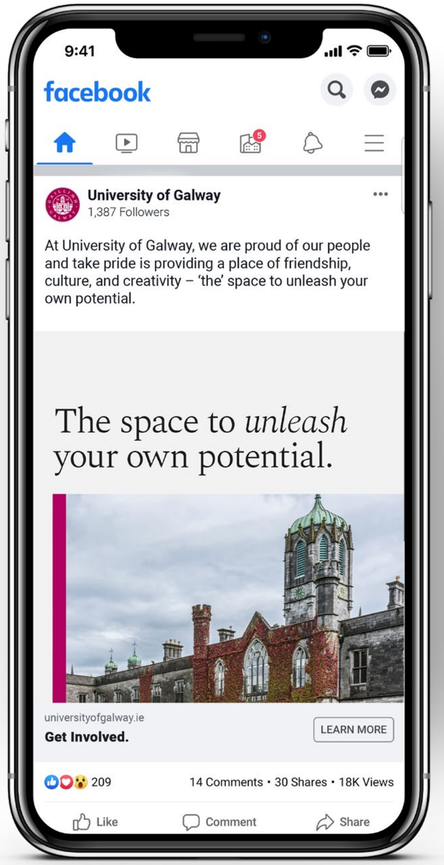
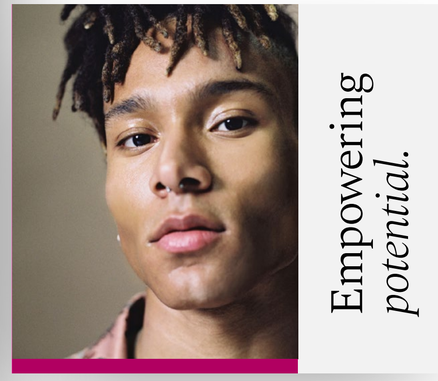
Organic Social Post Examples

Viewers of organic posts will already be following our social platform(s) and the avatar and account name will be clearly visible on any posts. The University logo does not need to appear on any organic social posts.





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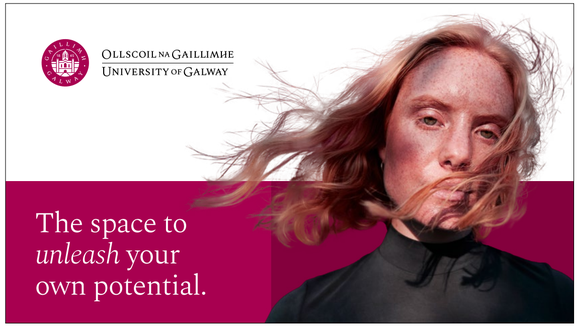
Paid Social Post Examples

Paid social posts will reach a wider audience, therefore not everyone engaging with these posts will be familiar with our brand.

For consistency as one University of Galway brand we only ever use our primary logos in paid social posts. Individual colleges, schools, research institutes etc, must be referenced and brought to the fore in the post supporting copy. *Please do not use lock-up logos in any social post, see example to the right.*

If the composition is 1:1 or 4:1 we should always use primary logo in its full format. If the composition is smaller than 1:1 or 4:1 we can revert to the primary logo in its stacked format to ensure there is adequate clear space.



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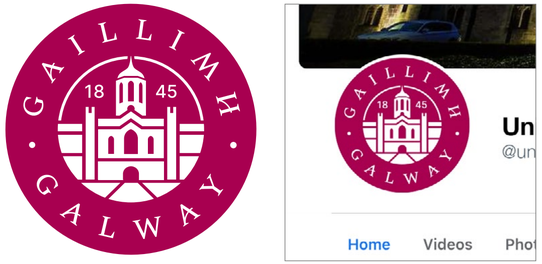
Social Media Avatars

The central University accounts should be the only accounts featuring the University of Galway crest as an avatar. This should be centre placed with a 10px gap on either side.

When considering social media activity, please contact the University's marketing and communications team or colleagues in your college.

LinkedIn

Facebook



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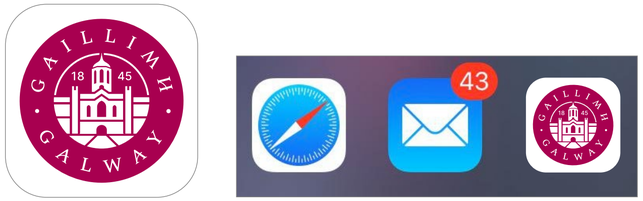
Instagram

App Design



Ollscoil na Gaillimhe
University of Galway

Contact Us

Please visit University of Galway Brand Portal additional brand information. If you have questions about the University of Galway brand, please contact **brand@universityofgalway.ie**