



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Trinity Branding Document



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Vision

As a university of global consequence, we will be known for realizing student potential and for research and scholarship that benefits Ireland and the world.

Mission

We provide a liberal environment where independence of thought is highly valued and where all are encouraged to achieve their full potential. We will:

Encompass an ever more diverse student community, providing a distinctive education based on academic excellence and a transformative student experience.



Undertake research at the frontiers of disciplines, spurring on the development of new interdisciplinary fields and making a catalysing impact on local innovation and on addressing global challenges.



Fearlessly engage in actions that advance the cause of a pluralistic, just and sustainable society.





Trinity's brand and its relevance

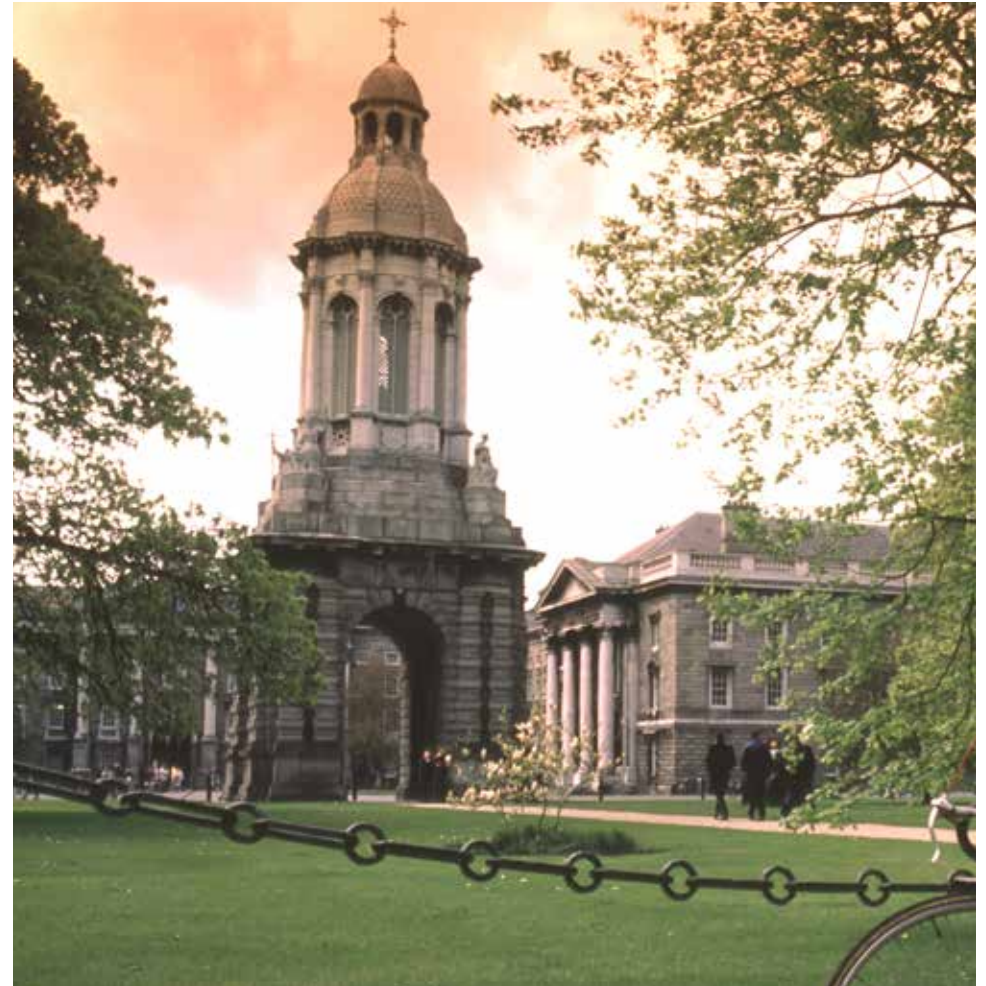
Brand, at its core, means reputation; it is a promise to represent a set of values, behaviours and objectives, and to deliver on them consistently. Universities rely on reputation – our reputation enables us to attract the highest calibre of students and staff; to develop valuable partnerships; to engage with industry at the forefront of innovation; and to continue to deliver on what is undoubtedly our greatest promise: to benefit society through excellence in education and research.

Given the power and value of our reputation, we are obliged to act as guardians of our reputation and brand, rather than leaving it to chance or allowing it to be defined by others.

Our logo, and our primary colour – Trinity blue - should act as visual representations of our reputation and the promises we make to those most invested in our ability to deliver on them. Our values should be evident in the communications, the imagery and the tone of voice that we use in our communication. Our personality as an institution should shine through.

The brand is not a logo or a book or even our beautiful campus. It is the sum of the meaningful achievements of generations of students and scholars for centuries past and stretching into the future.

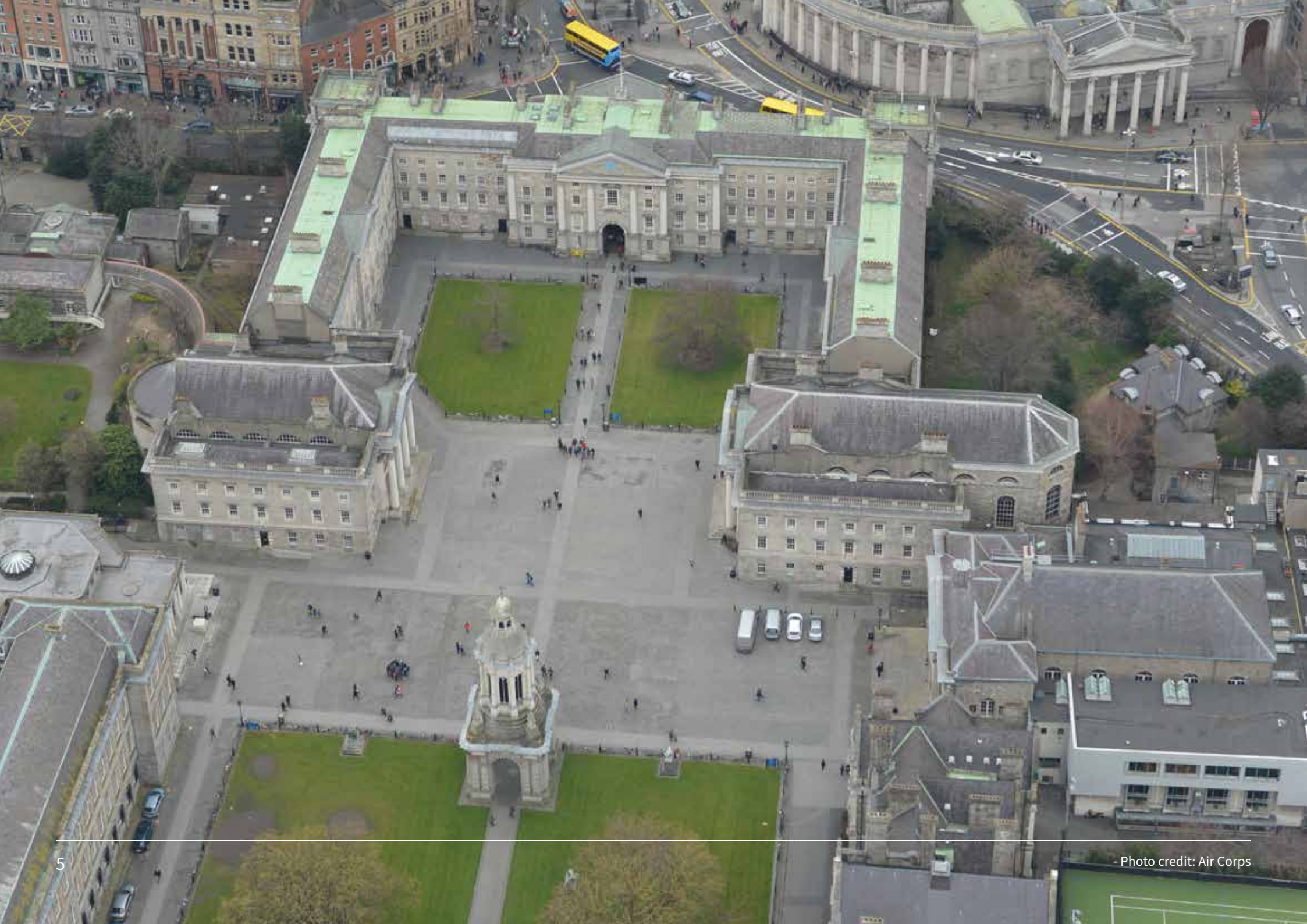
This document outlines the attributes and values that contribute to our personality as an organisation and shapes the outward expression of our brand in how we look, what we say and how we speak.



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Trinity's story

Trinity has been the beating heart of Dublin and Ireland for over four centuries - educating, researching and innovating in the public good. Our tradition of independent intellectual engagement finds expression today in a campus culture of scholarship, creativity, entrepreneurship, and dedication to societal reform.

Trinity's story starts in 1592 when citizens of Dublin petitioned Queen Elizabeth I for a charter to open a university in their city, and Dublin Corporation donated lands. Trinity has since held firm to its 'reputation for scholarship and sound education' to nurture a sense of scholarly community and public engagement. Our many pioneering actions have flowed from our firm foundation, allowing us to play a central role in Ireland and Dublin's cultural, intellectual, social, political and economic development.

Early focus on multidisciplinary education meant that Trinity was among the first universities worldwide to teach medicine, modern languages, and engineering, and more recently has been a pioneer in Ireland in the study of genetics, nanotechnology, immunology and digital arts.

Commitment to social inclusion kept Trinity at the forefront of drives to admit women students and to establish access programmes for students from disadvantaged socio-economic groups. Today the Trinity Access Programme is internationally-renowned.

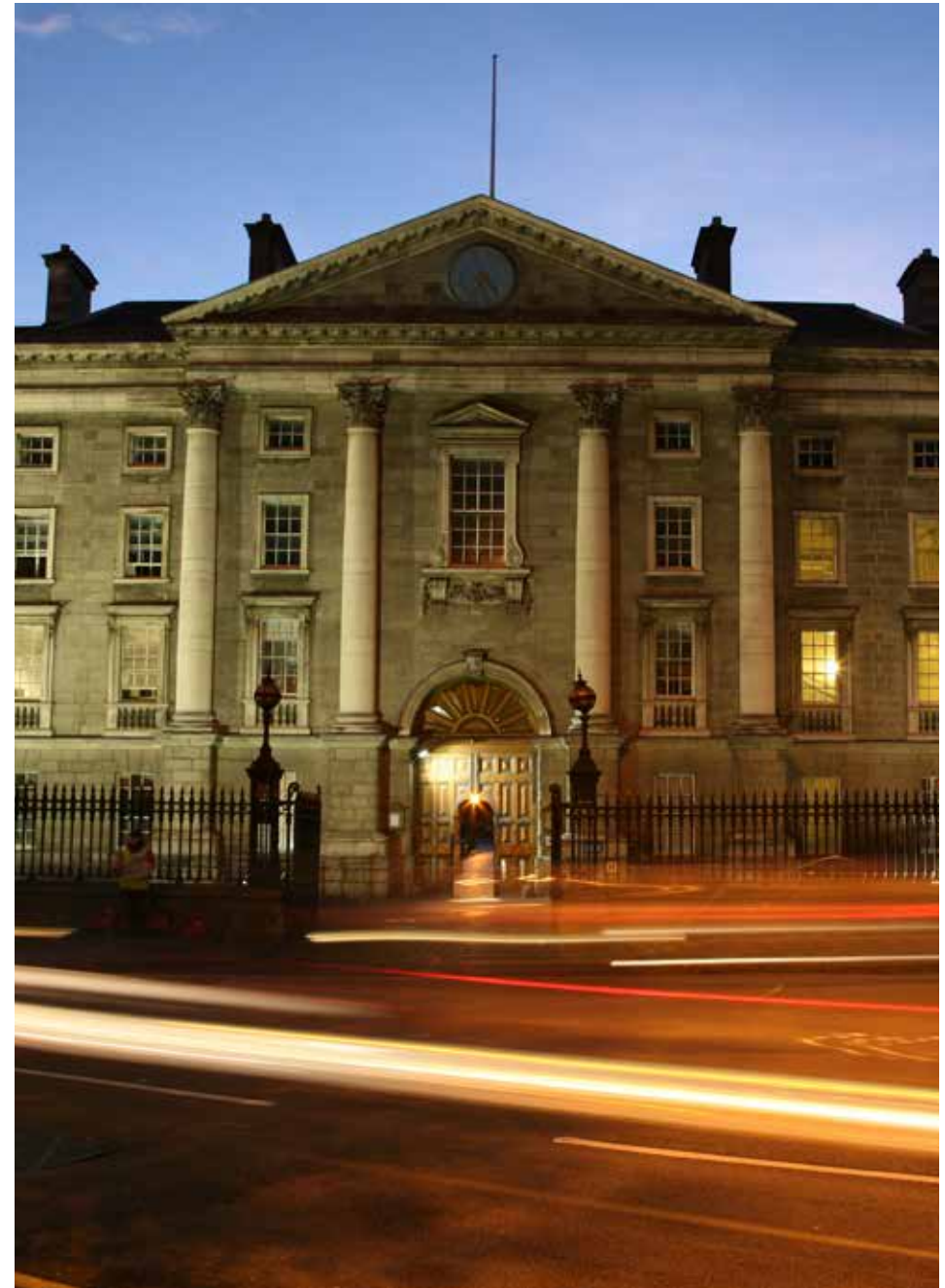
Dedication to the student experience outside the curriculum gives Trinity its long rich tradition of clubs and societies, including most famously

the world's oldest student debating society and the world's oldest rugby club in continuous existence. Every year sees the launch of new clubs and societies, reflecting our students' ever-evolving interests and concerns.

Our graduate, Edmund Burke, is so influential a political thinker that he is claimed as the father of both conservatism and liberalism, and the contribution of Trinity to original global thought and research is remarkable: in literature Jonathan Swift and Samuel Beckett; in science William Rowan Hamilton and Ernest Walton; in medicine Denis Burkitt and William Campbell; in social reform, Thomas Davis and Mary Robinson.

In recent years, our excellence in research and our engagement with the city and region has seen us emerge as a leader in innovation and entrepreneurship. Trinity now generates a fifth of all Irish spin-out companies, in areas as diverse as medical devices, computer gaming, new materials, agri-food, social enterprise and creative arts. We embed innovation and entrepreneurship in the Trinity Education through initiatives like the Innovation Academy for postgraduates and Launchbox for undergraduates. In 2015 and 2016 Trinity was named Europe's best university for educating entrepreneurs (based on undergraduate alumni who go on to create companies that secure first-round venture capital funding).

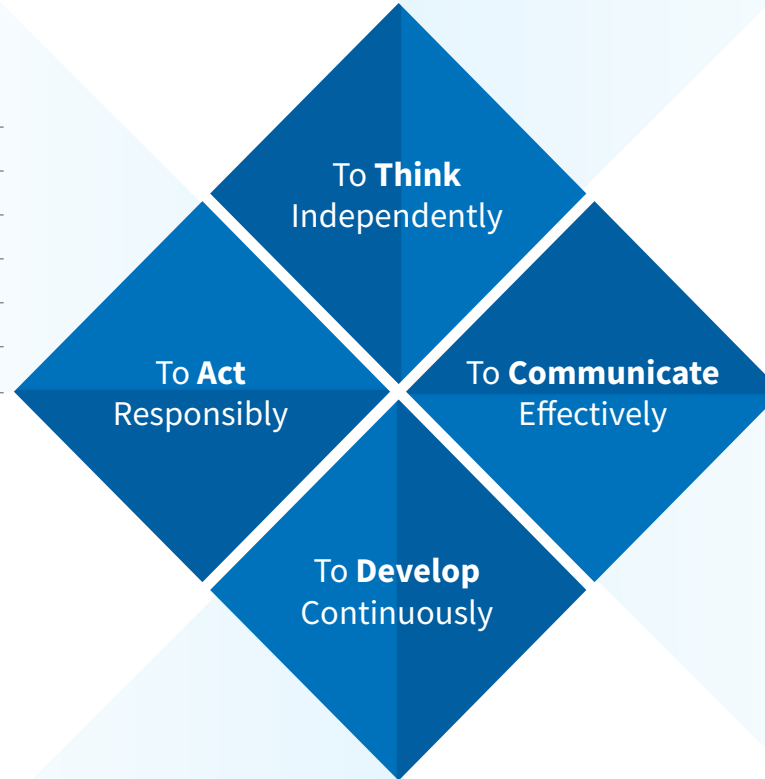
All these elements make up our brand and are part of the rich tapestry that underpin our reputation. It's a brand that looks to the past with pride, and to the future in expectation that our greatest success stories may not yet be written.



Graduate attributes

- I act on the basis of knowledge and understanding
- I am self-motivated and able to take responsibility
- I know how to deal with ambiguity
- I am an effective participant in teams
- I have a global perspective
- I am ethically aware

- I have a deep knowledge of an academic discipline
- I can do independent research
- I can think creatively
- I can think critically
- I appreciate knowledge beyond my chosen field
- I can analyse and synthesise evidence



- I am able to present work through all media
- I am expert in the communication tools of my discipline
- I can connect with people
- I can listen, persuade and collaborate
- I have digital skills
- I have language skills

- I have a passion to continue learning
- I build and maintain career readiness
- I am committed to personal development through reflection
- I am building confidence to take measured risks
- I am capable of adapting to change

Brand values

Brand values, like the brand itself, develop organically over time based on the experiences we encounter, the influencers who shape our thoughts and define our paths and the promises we make.

Trinity's brand values have been shaped by 425 years of excellence and innovation. Our history and heritage is implicit in all aspects of our values; both in how we see ourselves and in how others see us.

Brand values are not designed to be used as a statement or a slogan. They do not appear in our marketing materials or academic publications, but rather define Trinity's brand personality, how we express ourselves publicly and the messages we communicate.

Collaborative

We collaborate and publish with institutions worldwide. We work with more than 400 industry partners in research collaborations, and we foster multi- and inter-disciplinary engagement across the University to tackle global societal issues.



Transformative

Our contribution is for the greater good and strives for a more accepting and tolerant society with a lasting impact.

Global

We make a positive impact on Ireland and the world. Trinity is the funnel through which we bring the best of Ireland to the world and the best of the world to Ireland.

Open

Opening Trinity to students based on merit is a cornerstone of who we are. Trinity promotes inclusivity and diversity throughout the University population. Our clubs and societies cater to a vast array of talents and interests and are committed to fostering cross-cultural understanding.



Pioneering

Located on a 40-acre campus of great physical beauty, Trinity is the beating heart of one of the most dynamic capital cities in the world. This is a place where ground-breaking discoveries and ideas emerge which impact the ecosystem around it, and more often the world.

Critical

We do things differently in Trinity. The quality of our education, combined with unique academic values place independence of thought and liberal thinking at the heart of learning, seeking to open young minds. Independent, critical thinking positions Trinity as a thought leader, and our success is critical to Ireland and globally consequential.

Inspiring

With a unique place in Irish society we are aware that our responsibility is great. With three Nobel laureates we will continue to empower, guide and support our students and academics to reach their full potential.



Brand personality

Trinity is a unique brand which has been built over four centuries. While our history and heritage is the foundation stone of who we are, it is not alone what defines us as a university.

We must continue to evolve and adapt to the changing world around us while not losing sight of who we are and what we stand for.

So who are we?

We stand up for what we believe.

With big dreams come big risks. At Trinity we dream big and are not deterred by obstacles and challenges. In fact, we pride ourselves on thinking differently to overcome them. In the words of our graduate Samuel Beckett – Ever tried. Ever failed. No matter. Try again. Fail again. Fail better.

We dare to be different.

Every university has its own strengths and unique position within the constellation. At Trinity our unique position is that we offer a particular type of education. We teach and encourage independence of mind. If you want a different kind of education and ambition, then Trinity is for you.

We seek meaning in everything we do.

Whether big or small, we believe that the impact of Trinity's research and scholarship should be meaningful, long-lasting and contribute to our vision of a more tolerant and accepting society for all.

We learn from the world around us.

Just as it's impossible for Ireland to close itself off from the world, Trinity always looks to the rest of the world for inspiration. The University is a melting pot that welcomes students from every part of the globe in the belief that we can all learn from one another with academic and social exchanges.

We believe education is a right, not a luxury.

A Trinity education is an education based on merit. We believe that everyone has the potential to make a significant contribution to society and believe that our commitment to diversity and access creates a strong global community who all bring their unique talents and experiences together.

We stand with wider society.

The Trinity story has drawn inspiration from our capacity to engage with the public. We believe that connecting the wider community with the University's heritage and the breadth of its cultural and scientific achievements strengthens relationships and enhances our reputation.



Key Messages

A Trinity education changes lives

Trinity is pioneering

We are people-focused and celebrate our talented community

A leader in innovation

An iconic campus in the centre of Dublin

We challenge students to challenge themselves

Ireland's flagship university

Trinity is Ireland's leading university

A research-centred, collaborative university

Serious about tackling societal challenges

Trinity is a great place to study

Outstanding student experience

Trinity is central to Ireland's success

Rooted in Ireland and globally engaged

Rich in heritage and culture

A champion for Academic Freedom

At the heart of Dublin's tech industry

Trinity is a place of opportunity



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