



# Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin



2017

## The Trinity **Visual** **Identity** Handbook

[www.tcd.ie/identity](http://www.tcd.ie/identity)

v2.0



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The University should be referred to as  
**“Trinity College Dublin, the University of Dublin”**  
on all documentation the first time it is mentioned.

The short version “Trinity” should be used in documents thereafter.

The preference is that we refer to ourselves externally as a “university” rather than a “college” on all documentation.

“Trinity College Dublin” should be used by researchers and authors as their primary institutional affiliation and / or address when submitting manuscripts to publishers, conferences etc. for rankings purposes.

The word ‘Trinity’ should appear in the name of all research centres and institutes.

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**Trinity College Dublin, the University of Dublin**



# Logo

# Logo



# Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

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## Logo

Trinity's logo is the University's primary visual identifier, incorporating:

- uniquely ascribed shield;
- typography;
- primary colour - Trinity Blue.

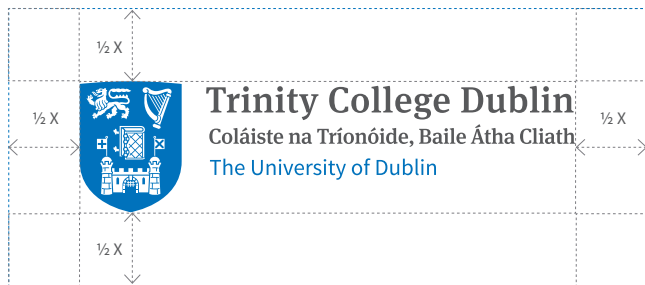
Our logo consists of all three elements which should never be separated or used in isolation.



To capitalise on the strong Trinity identity, all Trinity entities should use the Trinity visual identity only.

## **No secondary logos should be used.**

Faculties, Schools, Disciplines/ Departments, courses, administration and services areas as well as research groups and research centres should not use their own logos in any medium.



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## Logo - Clear zone

The clear zone is a clear area of space that must be kept free of other graphic elements, or text, to ensure that it is reproduced with clarity and impact in all applications. The minimum clear zone is half the height of the shield as shown above.



Trinity's visual identity/logo should always appear in the top left-hand corner of documents.

**The shield should be used together with the text as a full logo and never used on its own.**

The visual identity must not be edited or amended in any way. All logos are available to download at [www.tcd.ie/identity](http://www.tcd.ie/identity)

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In very limited cases, a ceremonial shield may be used subject to approval by the Provost's Office. This shield will not be used in any marketing, administrative or communications collateral.

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## **Identity Principles**

1



# Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

2



Coláiste na Tríonóide, Baile Átha Cliath  
Trinity College Dublin

Ollscoil Átha Cliath | The University of Dublin

3



Coláiste na Tríonóide, Baile Átha Cliath

Ollscoil Átha Cliath

4



Trinity College Dublin

The University of Dublin

5



Trinity  
College  
Dublin

The University of Dublin

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## Logo - Variations

1. Common Use ("Main"): Our primary visual identifier, to be used whenever possible both domestically and internationally
2. Irish/English: To be used on official stationery (letterhead)
3. Irish Only: To be used for Irish language publications and on Irish language side of business cards
4. English only: To be used on the English side of business cards
5. Abridged: To be used in online applications where space is limited and, where pre-approved, for co-branded material



# Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath  
Trinity College Dublin

Ollscoil Átha Cliath | The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath

Ollscoil Átha Cliath



Trinity College Dublin

The University of Dublin



Trinity  
College  
Dublin

The University of Dublin

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## Logo - For use on a dark background

When reversing the logo out of a solid colour we use the inverted version shown here. It is important that the background colour or image is sufficiently dark and clear of detail for good legibility. The same rules for spacing and size apply.



# Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath  
Trinity College Dublin

Ollscoil Átha Cliath | The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath

Ollscoil Átha Cliath



Trinity College Dublin

The University of Dublin



Trinity  
College  
Dublin

The University of Dublin

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## Logo - For Press / Photocopy

These versions of the logo are to ensure optimal reproduction for black and white photocopying and press.

1



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

ARTS, HUMANITIES  
AND SOCIAL SCIENCES



2



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



3



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



4



5

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



6



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



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## Logo - Misuse of the Logo

1. Do not add any additional graphic elements or text to the logo
2. Always use the correct logo artwork for specific applications. The 'Professional Use' set of logos are for all print and large scale applications, meaning that the resolution is always sharp at any size. These files can be requested from [identity@tcd.ie](mailto:identity@tcd.ie) as required.
3. Don't use the colour version of the logo on any background that makes it unclear
4. Do not use the shield on its own - Trinity's logo includes both the shield and the wording, which should never be separated
5. Do not use the logo without the shield
6. Never change the scale or colour of any part of the logo, or alter the spacing of characters within the logo



Font

# Font & Colours



**Source Sans Pro**

ABCDEFGHIJKLMNPO

**QRSTUVWXYZ**

abcdefghijklmnopqr

stuvwxyz12345**67890**

!@£\$%^&\*()+€#

**Recommended  
Styles**

Light

*Light Italic*

Regular

*Italic*

**Semibold**

*Semibold Italic*

**Bold**

**Black**

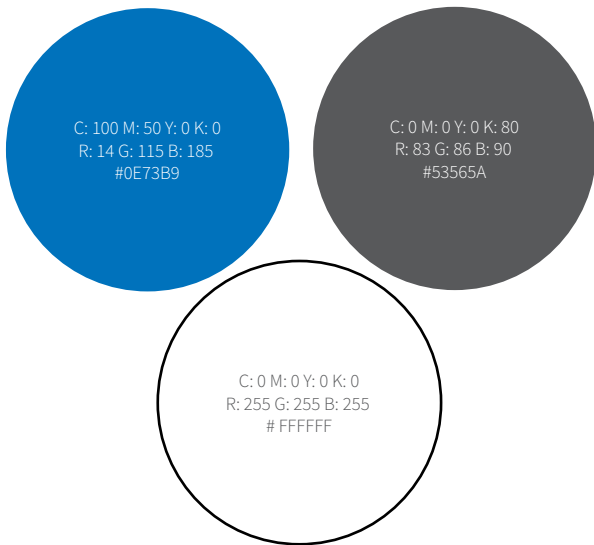
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## Typography

Trinity's primary typeface is Source Sans Pro, which should be used for professionally designed publications and documents designed by graphic designers.

Calibri should be used for email and Word communications.






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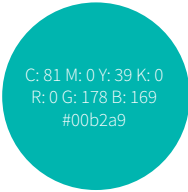
## Colour - Primary Colour Palette

Trinity has a strong association with blue, the colour of our shield. Our primary colour palette - blue, grey and considered use of white space - is a crucial part of our visual identity. Applied consistently it provides an immediate and strong visual link throughout our communications.

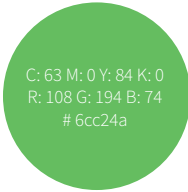
Our secondary or supporting colour palette supports our primary colours and should be used to complement or enhance design elements without predominating or overwhelming our primary colours.




C: 88 M: 0 Y: 11 K: 0  
R: 0 G: 169 B: 206  
# 00a9ce



C: 81 M: 0 Y: 39 K: 0  
R: 0 G: 178 B: 169  
#00b2a9



C: 63 M: 0 Y: 84 K: 0  
R: 108 G: 194 B: 74  
# 6cc24a




C: 46 M: 0 Y: 90 K: 0  
R: 151 G: 215 B: 0  
#97d700



C: 21 M: 0 Y: 85 K: 0  
R: 208 G: 223 B: 0  
# d0df00



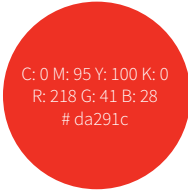
C: 0 M: 9 Y: 100 K: 0  
R: 255 G: 209 B: 0  
# ffd100




C: 8 M: 23 Y: 52 K: 15  
R: 198 G: 170 B: 118  
# c6aa76



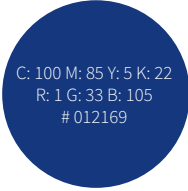
C: 0 M: 70 Y: 100 K: 0  
R: 255 G: 103 B: 31  
#ff671f



C: 0 M: 95 Y: 100 K: 0  
R: 218 G: 41 B: 28  
# da291c



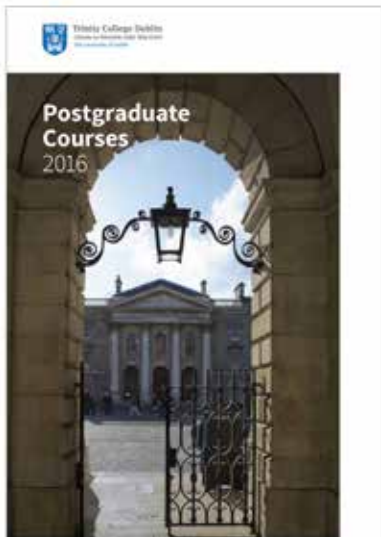
C: 53 M: 99 Y: 3 K: 18  
R: 131 G: 49 B: 119  
#833177



C: 100 M: 85 Y: 5 K: 22  
R: 1 G: 33 B: 105  
# 012169

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## Colour - Secondary /Supporting Colour Palette




## Brochure Samples - Cover pages



School of Social Sciences and Philosophy  
Trinity College of Philosophy

# MPhil in Philosophy

conduct as a  
cal-ly ade.  
eth-ics (eth/i  
The study and  
on the determ  
of right condu  
of life, etc. 3



The Docklands

Trinity College Dublin  
School of Social Sciences and Philosophy

[www.trinity.tcd.ie](http://www.trinity.tcd.ie)

Trinity College Dublin  
Department of Sociology  
Trinity College Dublin  
School of Sociology

# MSc in Comparative Social Change



Trinity College Dublin  
School of Social Sciences and Philosophy

[www.trinity.tcd.ie](http://www.trinity.tcd.ie)

### Department of Political Science

Trinity College Dublin is a recognized centre for research in political science, with a long and distinguished history in the field. The Department of Political Science is a leading centre for research in political science, with a long and distinguished history in the field. The Department of Political Science is a leading centre for research in political science, with a long and distinguished history in the field.

**Why a Masters in Public Policy?**

The programme provides a solid foundation for a career in public policy, government, or the private sector. It is a highly respected and sought-after qualification, and it provides a strong foundation for further study and research in the field.

**Why a Governmental Studies?**

The programme provides a solid foundation for a career in government, public administration, or the private sector. It is a highly respected and sought-after qualification, and it provides a strong foundation for further study and research in the field.

### Political Science Masters Programmes

Both the MPP and the MGS are highly regarded and internationally recognized qualifications. They provide a strong foundation for further study and research in the field of political science, and they are highly sought-after qualifications.

**Course Structure and Assessment**

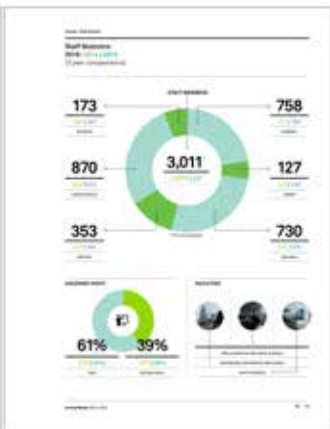
The programme is structured to provide a comprehensive and rigorous education in political science. It includes a range of modules that cover a wide range of topics, and it provides a strong foundation for further study and research in the field.

**Assessment**

The programme is assessed through a combination of coursework, essays, and a final dissertation. This ensures that students receive a thorough and comprehensive education in political science, and it provides a strong foundation for further study and research in the field.



## Brochure Samples - layout





# Identity

## School & Dual Identity



**Trinity College Dublin**

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

**Scoil na Siceolaíochta**

**School of Psychology**

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## School/Area identification in visual presentation

Faculties, Schools, Disciplines/Departments, courses, administration and services areas as well as research groups and research centres should not use their own logos in any medium.

The approved layout for identifying any of the above is shown in the image above. This layout observes the clear zone around the logo and identifies the relevant area using the approved font.

In official communications it is a requirement that the Irish translation appears first and no less prominent than the English version.









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



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



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



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## Dual Identity Examples

In the case of Dual Identity, the logo of the entity from which the communication is issued should have primary placement on the left hand side. Regardless of placement, Trinity's logo should not be reduced or made less prominent than that of the partner organisation.



Imagery

Imagery



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## Photography

Talent and people are core to Trinity's identity and can represent the diverse activity that encompasses the Trinity experience.

When using or commissioning photography in official Trinity publications or marketing materials, it is important that imagery does not appear staged, and should feel real, spontaneous, authentic and appropriate to our location and demographic.

Photography can also be used to add some colour to documentation, and our supporting colour palette can be used alongside imagery to generate added visual impact.

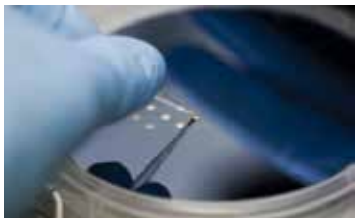
Sample imagery shown on the following pages have been grouped into two main categories: 'Staff & Students', and 'Activity & Environment'.



## Photography - Staff & Students



## Photography - Activity & Environment



## Photography - Activity & Environment



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## Photography - Some things to avoid





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## Photography - Some things to avoid

Occasionally there may be a topic or subject matter that requires supporting imagery that is unavailable. In these circumstances stock imagery can be useful. However it is important to apply the same rules to selection as you would if you are commissioning original photography.

Images need to feel real, spontaneous, authentic and appropriate to our location and demographic.



# Stationery & Templates

# Stationery & Templates





**Coláiste na Tríonóide, Baile Átha Cliath**

Ollscoil Átha Cliath

**David Murphy** PhD FTCD

CEANN NA SCOILE

Scoil na Siceolaíochta,

Trinity College Dublin, Baile Átha Cliath

Tríonóide, Baile Átha Cliath

567

psychology



**Trinity College Dublin**

The University of Dublin

**David Murphy** PhD FTCD

HEAD OF SCHOOL

School of Psychology

Faculty of Arts, Humanities and Social Sciences

Áras on Phiarsaigh, Trinity College Dublin,  
Dublin 2, Ireland.

+353 1 896 2224 +353 87 1234567

psychology@tcd.ie www.tcd.ie/psychology

## Business Cards

Business Cards should be in Irish on one side and English on the other. For this purpose the Irish-only and English-only versions of the logo are used on either side of the card.

English-only cards are permitted for staff who carry out college business outside the State, to avoid confusion and cost. In such cases, the Common Use logo is to be used.



## Letterhead





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## Powerpoint templates



## Title — Calibri Bold 26pt

Subtitle — Calibri Regular 14pt

### Level 1/ 20pt Calibri Bold.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget lectus ut lacus convallis porta nec.

- Level 2/ Bullets 20pt Calibri Regular.  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget lectus ut lacus convallis porta nec.
- Level 2/ Bullets 20pt Calibri Regular.  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget lectus ut lacus convallis porta nec.



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## Title — Calibri Regular 36pt

Subtitle — Calibri Regular 14pt

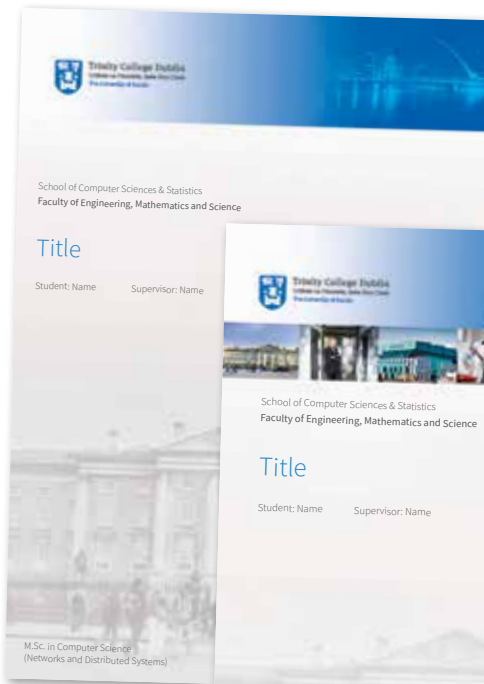
Presenter's Name — Calibri Bold 14pt

Title — Calibri Regular 14pt

Date DD/MM/YY



## Pull-up banner templates



## Dissertation / Event Poster templates



LOGO WIDTH 110mm

HEIGHT FROM TOP OF SHOULDER  
TO TOP OF LOGO 160 - 200mm

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## Clothing Samples - Hoodies



LOGO WIDTH 110mm

HEIGHT FROM TOP OF SHOULDER  
TO TOP OF LOGO 160 - 165mm

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## Clothing Samples - T-shirts



Key

Contacts

Key

Contacts

- **Custodian Print Management**  
fergal@custodian-consultancy.ie  
+353 1 676 9299
  
- **Identity Management**  
Identity@tcd.ie  
[www.tcd.ie/identity](http://www.tcd.ie/identity)

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## Key Contacts



- **Mitchell Kane**

Seán Mitchell : sm@mitchellkane.co.uk

- **Boyle Design Group**

Jane Boyle : jane@boyledesigngroup.com

- **Red and Grey Design**

Keith McGuinness : keith@redandgreydesign.ie

- **Spectrum Print Logistics**

Marty Magennis : mmagennis@spectrum.ie

- **Creative A.D. Ltd**

Jerry Huysmans : creativead@eircom.net

- **Clever Cat Design**

John Kealy : john@clevercat.ie

- **Detail Design**

Brian Nolan : brian@detail.ie

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## List of approved Graphic Design suppliers







**Trinity College Dublin**

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[www.tcd.ie/identity](http://www.tcd.ie/identity)

# The Trinity **Visual** **Identity** Handbook