

TREOIRLÍNTE BRANDÁLA OLLSCOIL MHÁ NUAD

MAYNOOTH UNIVERSITY BRAND GUIDELINES

2021

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These guidelines have been developed to protect and enhance the integrity of the Maynooth University identity. They set out the procedures that should be followed when using the identity. Elements of the Maynooth University identity are available for general use and can be downloaded from www.maynoothuniversity.ie/communications-marketing

Compliance with these guidelines is mandatory. All marketing material developed using the University identity should be approved by the Maynooth University Communications & Marketing Office to ensure adherence to the Identity Guidelines.

The University has made the English language logo, the Irish language logo and the University bilingual name and treatment available. In applying the identity, designers must comply with the Official Languages Act and Regulations, in particular the provisions which require name of the University to appear in Irish only or in both languages on stationery and signage, and should have due regard to equal prominence and frequency of both versions of the logo and a balanced use of both languages on applications.

Maynooth University, Ollscoil Mhá Nuad, Maynooth University Logo and MU (with limited exceptions) are registered trademarks of the National University of Ireland, Maynooth.

If you have any questions please contact communications@mu.ie

UNIVERSITY LOGO

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LÓGÓ NA HOLLSCOILE LEAGAN GAEILGE

Mar chuid den lógó tá siombail, an t-ainm “Ollscoil Mhá Nuad” agus an téacs tuairisceora “Ollscoil na hÉireann Má Nuad”. Tá an suaitheantas agus an téacs lárnach sa lógó agus ní féidir iad a scarúint. Tá an gaol idir an dá eilimint seo seasta agus ní féidir iad a athrú ar aon bhealach. Tá an príomh-obair ealaíne ar fáil.

Nóta: Caithfear lógó Ollscoil Mhá Nuad a bheith in úsáid ag gach aonad den Ollscoil: dáimh, ranna acadúla, scoileanna, ranna riaracháin, institiúidí taighde, ionaid, clubanna agus cumainn. Seo an t-aon lógó amháin a bhéas in úsáid ag aonaid Ollscoile. Ní cheadófar aon lógó eile.

Lógó na hOllscoile - Leagan Gaeilge



Leaganacha Míchearta den Lógó



LÓGÓ NA HOLLSCOILE LEAGAN GAEILGE – MODHANNA NA NDATHANNA

Beidh dathanna na hOllscoile amháin in úsáid don lógó, nó in i ndubh agus bán, nó bán agus liath, más gá. Ní féidir dathanna eile a úsáid. Tá príomh-obair ealaíne ar fáil.

Leagan Daite



Leagan Daite le Cló Bán



Leagan Dubh/Bán



Leagan Bán/Liath



Dathanna an Lógó

<p>CMYK: 100.65.0.31 RGB: 0.55.113 HEX: 003771</p>	<p>CMYK: 0.30.100.6 RGB: 240.171.0 HEX: F0AB00</p>	<p>CMYK: 100.0.30.31 RGB: 0.103.120 HEX: 006778</p>	<p>CMYK: 10.100.61.50 RGB: 130.35.39 HEX: 822327</p>
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LÓGÓ NA HOLLSCOILE LEAGAN GAEILGE – ZÓN GLAN

Tá zón glan don lógó. Tá an zón glan thart ar an lógó agus caithfear é a choinneáil glan ó eilimintí grafacha eile. Tá íosmhéid an zóin tomhaiste ag ard an bhosca buí a bhfuil an clog gréine laistigh den siombal. Féach an sampla thíos.

Zón Glan



Zón Glan In Úsáid



LÓGÓ NA HOLLSCOILE LEAGAN GAEILGE - IOSMHEID

Le cinntiú go bhfoilseofar an lógó go soiléir, tá íosmhéid luaite. Tá an íosmhéid tomhaiste ag ard an lógó, a bhfuil 10mm air. Féach an sampla thíos.

Logo Gaeilge - Iosmheid



UNIVERSITY LOGO ENGLISH VERSION - USAGE

The logo comprises of a symbol (crest), the name 'Maynooth University' and the descriptor text 'National University of Ireland Maynooth'. The crest and the text are integral elements of the logo and cannot be separated. The relationship between these elements is fixed and cannot be altered in any way. Master artwork is available.

Note: The Maynooth University logo should be used by all units of the University: faculties, academic departments, schools, administrative departments, research institutes, centres, clubs and societies. This is the only logo that should be used by University units. No other logos should be used.

University Logo



Incorrect Versions of Logo



UNIVERSITY LOGO ENGLISH VERSION - COLOUR WAYS

The Maynooth University logo must be reproduced in the university colours only or, when necessary, in black or the white/grey versions. No other colours can be used. Master artwork is available.

Colour Version



Colour Version with White Text



Black/White Version



White/Grey Version



Logo Colours

<p>CMYK: 100.65.0.31 RGB: 0.55.113 HEX: 003771</p>	<p>CMYK: 0.30.100.6 RGB: 240.171.0 HEX: F0AB00</p>	<p>CMYK: 100.0.30.31 RGB: 0.103.120 HEX: 006778</p>	<p>CMYK: 10.100.61.50 RGB: 130.35.39 HEX: 822327</p>
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UNIVERSITY LOGO

ENGLISH VERSION - CLEAR ZONE

There is a clear zone for the logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by the height of the yellow box containing the sundial within the symbol. See example below.

Clear Zone



Clear Zone Applied



UNIVERSITY LOGO

ENGLISH VERSION - MINIMUM SIZE

To ensure the logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the height of the logo which is 10mm. See example below.

Minimum Size



UNIVERSITY LOGO RESEARCH INSTITUTE LOGOS

There is a distinctive logo for the Maynooth University Research Institutes. It comprises of the Maynooth University logo in its entirety, a line and the name of the specific institute. See template below. There are artwork files available for developing these logos.

The approved Research Institutes each have an approved style for their collateral. See page 71 for examples. Separate guidelines for Institute logos and their applications are available. Members of those Institutes should contact their Institute administrator for access to those guidelines and applications.

Colour Version



UNIVERSITY LOGO RESEARCH INSTITUTE LOGOS

Below shows examples of Institute logos. ONLY approved institutes may use this logo version. Guidelines and artwork files are available for all institute logos.

Colour Version



Incorrect Versions of Logo



SYMBOL

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SYMBOL USAGE

The Maynooth University symbol is based on classic heraldic imagery. The mark combines four images reflecting the University's historical roots and its future. The yew twig and castle refer to the medieval origins of Maynooth and the role played by the Fitzgerald family in the founding of Maynooth and the original college. The yew is also a symbol of regeneration and wisdom. The sundial, a feature at the front of Stoyte House, is a symbol of history, time and enlightenment. The symbol of the open book represents academic learning.

The symbol does not replace the university logo, it must be used in conjunction with it, other than in exceptional circumstances and with the prior approval of the Maynooth University Communications & Marketing Office. The symbol cannot be altered in any way. Master artwork is available.

Symbol



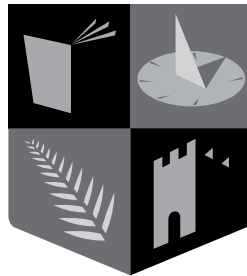
SYMBOL
COLOUR WAYS

The symbol must only be reproduced in its university colours, black or white/grey, see below.

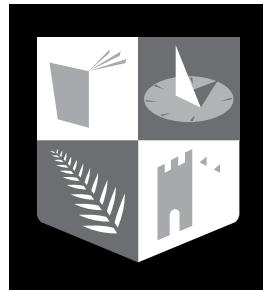
Colour Version



Black Version



White/Grey Version



Symbol Colours

<p>CMYK: 100.65.0.31 RGB: 0.55.113 HEX: 003771</p>	<p>CMYK: 0.30.100.6 RGB: 240.171.0 HEX: F0AB00</p>	<p>CMYK: 100.0.30.31 RGB: 0.103.120 HEX: 006778</p>	<p>CMYK: 10.100.61.50 RGB: 130.35.39 HEX: 822327</p>
--	--	---	--

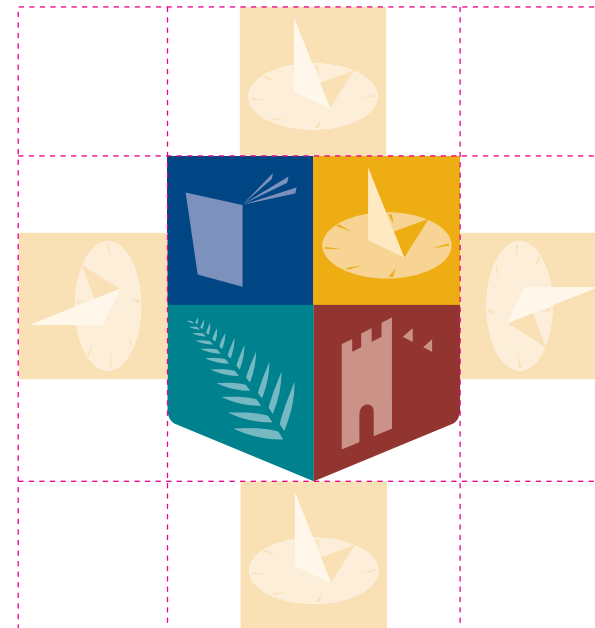
SYMBOL
CLEAR ZONE

There is a clear zone for the symbol. The clear zone is the area surrounding the symbol that must be kept free of other graphic elements. The minimum clear zone is defined by the height of the yellow box containing the sundial within the symbol. See example below.

Clear Zone



Clear Zone Applied



SYMBOL MINIMUM SIZE

To ensure the symbol is clearly reproduced a minimum size has been specified. The minimum size is determined by the height of the symbol which is 10mm. See example below.

Minimum Size



TYPOGRAPHY

Print Typeface	20
Secondary Print Typeface	21
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Secondary Electronic Typeface	23

The typefaces Helvetica Neue and Sabon have been selected for use on all Maynooth University printed applications. They can also be used in graphics and online applications where appropriate. The only exception to the rule is campaign collateral.

Print Typeface: Helvetica Neue

abc c

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890;:@!&*

Variations of this font include:

27 Ultra Light Condensed
 27 Ultra Light Condensed Italic
 37 Thin Condensed
 37 Thin Condensed Italic
 47 Light Condensed
 47 Light Condensed Italic
 57 Condensed
 57 Condensed Italic
 67 Medium Condensed
 67 Medium Condensed Italic
 77 Bold Condensed
 77 Bold Condensed Italic
 87 Heavy Condensed

87 Heavy Condensed Italic
97 Black Condensed
97 Black Condensed Italic
107 Extra Black Condensed
107 Extra Black Condensed Italic
 25 Ultra Light
 25 Ultra Light Italic
 35 Thin
 35 Thin Italic
 46 Light
 45 Light Italic
 55 Roman
 56 Italic

65 Medium
 66 Medium Italic
 75 Bold
 76 Bold Italic
 85 Heavy
 86 Heavy Italic
 95 Black
 96 Black Italic

Secondary Print Typeface: Sabon

abc c

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890;:@!&*

Variations of this font include:

Regular
 Italic
 Bold
 Bold Italic

The typefaces Arial and Georgia have been selected for use on all electronic applications.

Electronic Typeface: Arial

abc c

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890;:@!&*

Variations of this font include:

Regular
Italic
Bold
Bold Italic

Secondary Electronic Typeface: Georgia

abc c

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890;:@!&*

Variations of this font include:

Regular
Italic
Bold
Bold Italic

UNIVERSITY COLOURS

University Colours

25

UNIVERSITY COLOURS

A set of colours have been selected for the Maynooth University logo. These colours must be used when reproducing the logo in colour. See below. These colours and tints of these colours may be used on Maynooth University applications.

Colours

PANTONE 294
 CMYK:
 100.65.0.31
 RGB:
 0.55.113
 HEX:
 003771

PANTONE 130
 CMYK:
 0.30.100.6
 RGB:
 240.171.0
 HEX:
 F0AB00

PANTONE 3145
 CMYK:
 100.0.30.31
 RGB:
 0.103.120
 HEX:
 006778

PANTONE 202
 CMYK:
 10.100.61.50
 RGB:
 130.35.39
 HEX:
 822327

A range of applications are shown to demonstrate how the brand elements can be used. Compliance with these guidelines is mandatory. All marketing material developed using the University identity should be approved by the Maynooth University Communications & Marketing Office to ensure adherence to the Identity Guidelines.

The University has made the English language logo, the Irish language logo and the University bilingual name and treatment available. In applying the identity, designers must comply with the Official Languages Act and Regulations, in particular the provisions which require name of the University to appear in Irish only or in both languages on stationery and signage, and should have due regard to equal prominence and frequency of both versions of the logo and a balanced use of both languages on applications.

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MAYNOOTH UNIVERSITY LOGOS AND NAME UNIVERSITY BILINGUAL NAME AND TREATMENT

Depending on the application the University name can appear as follows on all applications:

1. Irish - Ollscoil Mhá Nuad
2. English - Maynooth University
3. Bilingual, Irish and English - Ollscoil Mhá Nuad, Maynooth University

In all instances the University bilingual name “Ollscoil Mhá Nuad, Maynooth University” is the preferred name.

University bilingual name

When using the University bilingual name “Ollscoil Mhá Nuad, Maynooth University”, it is important to follow the rules below:

Treatment

- > When both languages are used, **Irish must come first** and the University name must be typeset in a stacked format. See example below and on the opposite page.
- > The Irish language must always be of equal weight and size to that of the English or the dominant language. Where possible differentiate between the languages. This can be achieved with colour. See pages 30 and 31.

Positioning

- > **On applications:** when using the English logo the University’s bilingual name must always appear top left hand side. See example below and on pages 36 through to 45.
- > **On stationery:** letterheads, compliment slips, business cards and envelopes, the University bilingual name **must** appear top left hand side if the English version of the logo is being used. If the Irish version of the logo is being used, it is not necessary to use the University bilingual name. This complies with the Official Languages Act. See stationery examples on page 56 through to page 66.

University bilingual name in its stacked treatment positioned top left hand side with the English logo top right hand side



When the Irish version of the logo is used, the University bilingual name is not required



MAYNOOTH UNIVERSITY LOGOS AND NAME UNIVERSITY BILINGUAL NAME AND TREATMENT CONTINUED

University bilingual name in its stacked treatment positioned top left hand side and lined up with the base of the word ‘Maynooth’ in the logo. Templates are available in A4, A5, A6 and DL portrait and landscape.

English Logo



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY BILINGUAL NAME AND TREATMENT CONTINUED

Below shows the Maynooth University bilingual name in the stacked treatment. Where possible differentiate between the languages; this can be achieved with colour. See examples below where the University colour palette is used.

Treatment of Monochrome University bilingual name is shown below

Ollscoil Mhá Nuad Maynooth University

Irish & English Text:

Helvetica Neue 85 Heavy

Colour: Black (C.0 M.0 Y.0 K.100)

Where background colours or images are used, the below formula can be used

Ollscoil Mhá Nuad Maynooth University

Irish & English Text:

Helvetica Neue 85 Heavy

Colour: White (C.0 M.0 Y.0 K.0)

Treatment of University bilingual name in colour is shown below

Ollscoil Mhá Nuad Maynooth University

Irish Text: Helvetica Neue 85 Heavy

Colour: Teal (C.100 M.0 Y.30 K.31)

English Text: Helvetica Neue 85 Heavy

Colour: Black (C.0 M.0 Y.0 K.100)

Ollscoil Mhá Nuad Maynooth University

Irish Text: Helvetica Neue 85 Heavy

Colour: Navy (C.100 M.65 Y.0 K.31)

English Text: Helvetica Neue 85 Heavy

Colour: Black (C.0 M.0 Y.0 K.100)

Ollscoil Mhá Nuad Maynooth University

Irish Text: Helvetica Neue 85 Heavy

Colour: Burgundy (C.10 M.100 Y.61 K.50)

English Text: Helvetica Neue 85 Heavy

Colour: Black (C.0 M.0 Y.0 K.100)

MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY BILINGUAL NAME AND TREATMENT CONTINUED

Example of University bilingual name with languages differentiated by colour



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO

The following examples show how the University bilingual name and the English version of the logo must be used in conjunction with one another.

University Bilingual Name and English Logo in Use

When the English version of the logo is used it requires the inclusion of the University bilingual name.



English Logo in Use on Bilingual Applications

When the English version of the logo is used on bilingual applications, it requires the inclusion of the University bilingual name.



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO CONTINUED

University Bilingual Name and English Logo in Use

The Irish logo must not be used instead of the University bilingual name.



English Logo in Use

Use of both logos (Irish and English) on one application (that isn't two-sided) is not allowed.



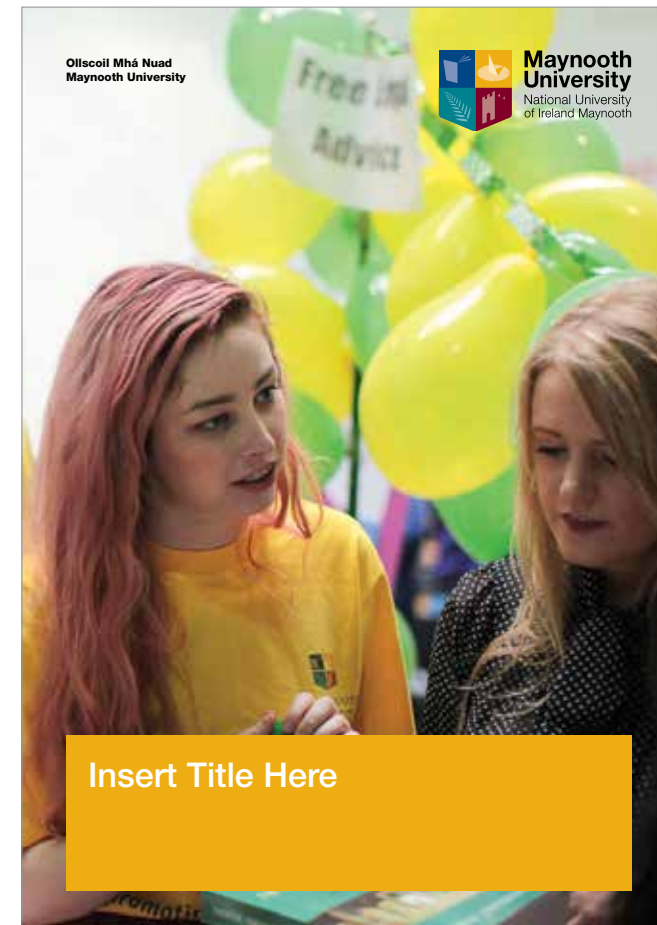
MAYNOOTH UNIVERSITY LOGOS AND NAME
UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES

Below shows examples of how the University bilingual name and the English version of the logo must be used in conjunction with one another. Artwork is available in A3, A4, A5 and DL.



A4

MAYNOOTH UNIVERSITY LOGOS AND NAME
UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES
CONTINUED



A4



DL



A6

MAYNOOTH UNIVERSITY LOGOS AND NAME
UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES
CONTINUED

Below shows examples of how the University bilingual name and the English version of the logo must be used in conjunction with one another on a bilingual application. Artwork is available in A3, A4, A5 and DL.

A4 Brochure Cover Using the University Layout - Example



MAYNOOTH UNIVERSITY LOGOS AND NAME
UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES
CONTINUED

Brochure Cover Examples



DL



A5



A6

MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES CONTINUED

Below shows an example of a folder cover and interior using the University bilingual name and the English version of the logo.

Folder Cover – Examples



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES CONTINUED

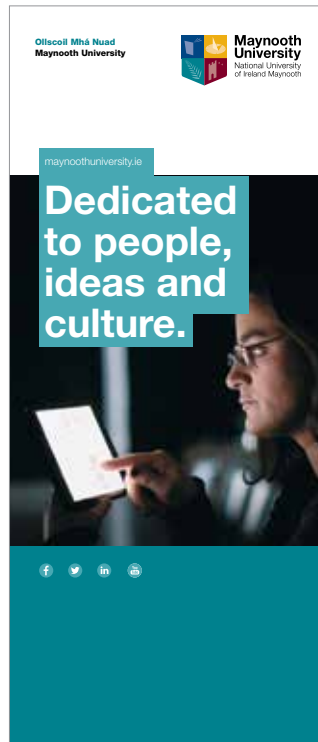
Folder Interior With Insert – Example



MAYNOOTH UNIVERSITY LOGOS AND NAME UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES CONTINUED

Below shows examples of pop up banners and backdrops. The University bilingual name and the English version of the logo must be positioned at the top with few exceptions, see below.

Pop Up Banner – Examples



MAYNOOTH UNIVERSITY LOGOS AND NAME UNIVERSITY BILINGUAL NAME AND ENGLISH LOGO EXAMPLES CONTINUED

Backdrop – Examples



MAYNOOTH UNIVERSITY LOGOS AND NAME UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND TREATMENT

Maynooth University has a naming convention which is applied to all units of the University: faculties, academic departments, schools, administrative departments, research institutes, centres, clubs and societies.

This convention consists of the University bilingual name 'Ollscoil Mhá Nuad, Maynooth University' followed by the name of the faculty, academic department, school, administrative unit, research institute, centre, club or society in Irish and English.

The rule when using the naming convention is the same as the University bilingual name and treatment listed on page 28. The naming convention does not need to be applied to body copy within a document or an application.

Typesetting

Both the University name and Unit name must be typeset in a stacked format using the font Helvetica Neue. The University bilingual name is typeset in all bold and a bilingual unit name is typeset in all regular. See below and examples on pages 33, 46 and 47.

University Units Naming Convention Treatment

Ollscoil Mhá Nuad Maynooth University

(Unit name in Irish)
(Unit name in English)

Example of University bilingual name and Unit bilingual name in its stacked treatment positioned top left hand side with the English logo top right hand side



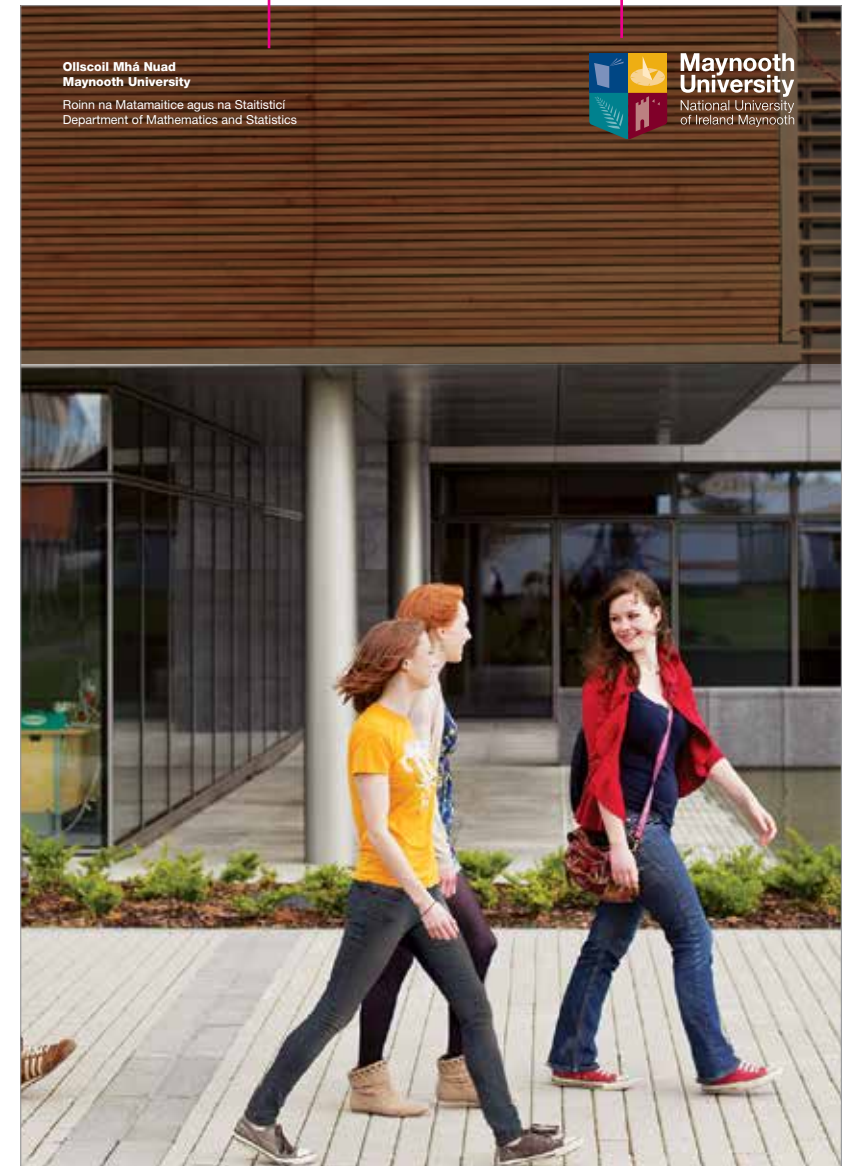
When the Irish version of the logo is used, the University bilingual name is not required. A Unit bilingual name can be used to identify a department, school, etc.



MAYNOOTH UNIVERSITY LOGOS AND NAME UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND TREATMENT CONTINUED

University bilingual name and Unit bilingual name in their stacked treatment positioned top left hand side

English Logo



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND TREATMENT CONTINUED

Examples of the Maynooth University naming convention applied to a range of University units: faculties, academic departments, schools, administrative departments, research institutes, centres, clubs and societies.

Examples

Ollscoil Mhá Nuad
Maynooth University

Roinn na Bitheolaíochta
Department of Biology

Ollscoil Mhá Nuad
Maynooth University

Roinn an Léinn Chlasaicigh
Department of Ancient Classics

Ollscoil Mhá Nuad
Maynooth University

Dámh na nEalaíon, an Léinn Cheiltigh
agus na Féalsúnachta
Faculty of Arts, Celtic Studies & Philosophy

Ollscoil Mhá Nuad
Maynooth University

Roinn na hEacnamaíochta, an Airgeadais
agus na Cuntasáíochta
Department of Economics, Finance and Accounting

Ollscoil Mhá Nuad
Maynooth University

Roinn na Matamaitice agus na Staitisticí
Department of Mathematics and Statistics

Ollscoil Mhá Nuad
Maynooth University

Roinn an Cheoil
Department of Music

Ollscoil Mhá Nuad
Maynooth University

An Roinn Froebel don Bhun-agus Luath-Oideachas
Froebel Department of Primary and Early Childhood Education

Ollscoil Mhá Nuad
Maynooth University

An Chomhairle Acadúil
Academic Council

Ollscoil Mhá Nuad
Maynooth University

An Oifig Staidéir Iarchéime
Graduate Studies Office

Ollscoil Mhá Nuad
Maynooth University

An Oifig Idirnáisiúnta
International Office

Ollscoil Mhá Nuad
Maynooth University

An Leabharlann
Library

Ollscoil Mhá Nuad
Maynooth University

Oifig an Uachtaráin
Office of the President

Ollscoil Mhá Nuad
Maynooth University

An Oifig Forbartha Taighde
Research Development Office

Ollscoil Mhá Nuad
Maynooth University

Oifig an Leasuachtaráin do Chúrsaí Taighde
Office of the Vice-President for Research

MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND TREATMENT CONTINUED

This naming convention for units of the University must not be used to create logos or sub brands.

Incorrect Use of Logo on Applications



Correct Use of Logo on Applications

Ollscoil Mhá Nuad
Maynooth University

Roinn na Bitheolaíochta
Department of Biology



MAYNOOTH UNIVERSITY LOGOS AND NAME
UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND
TREATMENT CONTINUED

Incorrect Use of Logo on Applications



Correct Use of Logo on Applications

**Ollscoil Mhá Nuad
Maynooth University**
An Chomhairle Acadúil
Academic Council



MAYNOOTH UNIVERSITY LOGOS AND NAME
UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND
TREATMENT CONTINUED

Incorrect Use of Logo on Applications



Correct Use of Logo on Applications

**Ollscoil Mhá Nuad
Maynooth University**
An Leabharlann
Library



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND TREATMENT EXAMPLES

Below shows examples of how the Unit bilingual name and the English version of the logo must be used in conjunction with one another. See pages 32 and 33 for other examples. Artwork is available in A3, A4, A5 and DL.

A4 Example



MAYNOOTH UNIVERSITY LOGOS AND NAME

UNIVERSITY UNITS BILINGUAL NAMING CONVENTION AND TREATMENT EXAMPLES CONTINUED

A4 Example



MAYNOOTH UNIVERSITY LOGOS AND NAME

IRISH LOGO

The following examples show how the Irish version of the logo must be used. The University bilingual name must not be used in conjunction with the Irish version of the logo.

Irish Logo in Use

When the Irish version of the logo is used it does NOT require the inclusion of the University bilingual name.



Irish Logo in Use on Bilingual Applications

When the Irish version of the logo is used it does NOT require the inclusion of the University bilingual name.

MAYNOOTH UNIVERSITY LOGOS AND NAME

IRISH LOGO CONTINUED

Irish Logo in Use

Use of the University bilingual name is not permitted with the Irish Logo



Use of both logos (Irish and English) on one application (that isn't two-sided) is not allowed.

MAYNOOTH UNIVERSITY LOGOS AND NAME
IRISH LOGO EXAMPLES

Below shows examples of how the Irish version of the logo can be used.

A4 Brochure Cover Using the University Layout - Example



MAYNOOTH UNIVERSITY LOGOS AND NAME
IRISH LOGO EXAMPLES CONTINUED

Pop Up Banner – Example



A5 Brochure Cover – Examples



MAYNOOTH UNIVERSITY LOGOS AND NAME IRISH LOGO EXAMPLES CONTINUED

Below shows examples of how the Irish version of the logo can be used.

A4 Brochure Cover Using the University Layout - Example



MAYNOOTH UNIVERSITY LOGOS AND NAME IRISH LOGO EXAMPLES CONTINUED

A3 Poster Using the University Layout - Example



MAYNOOTH UNIVERSITY LOGOS AND NAME IRISH LOGO EXAMPLES CONTINUED

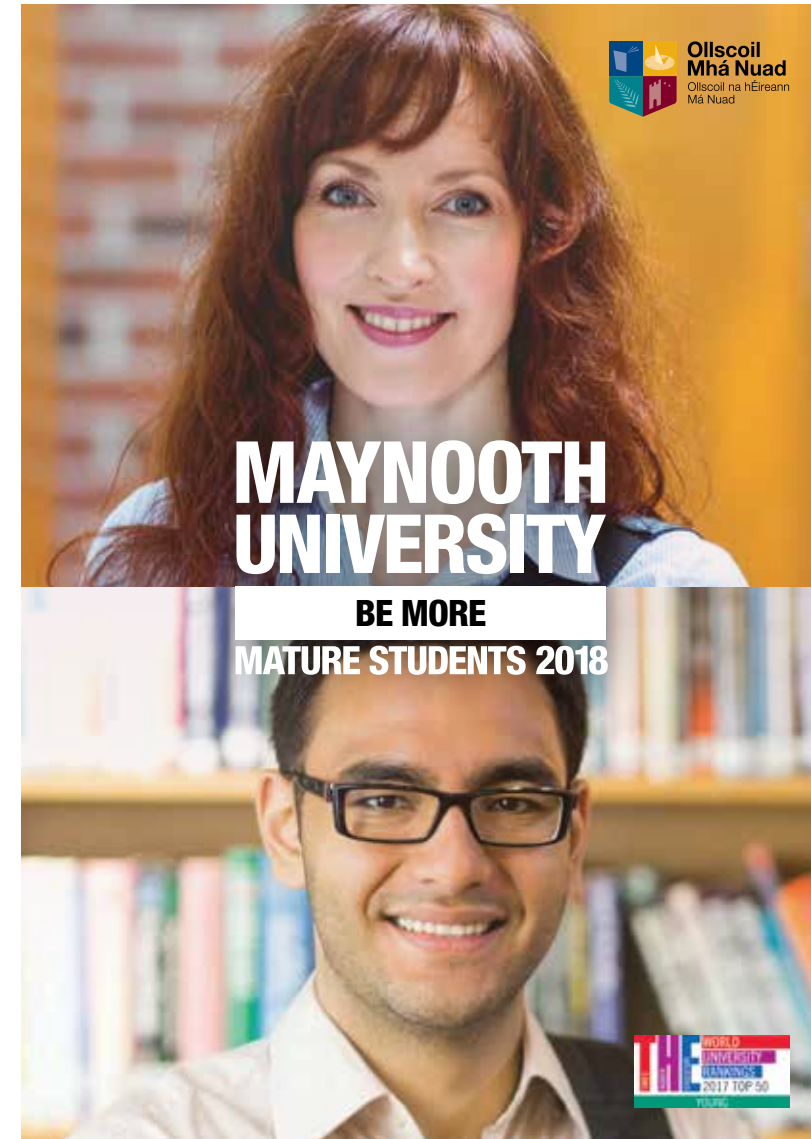
Below shows examples of how the Irish version of the logo can be used.

A4 Brochure Cover Using the University Layout - Example



MAYNOOTH UNIVERSITY LOGOS AND NAME IRISH LOGO EXAMPLES CONTINUED

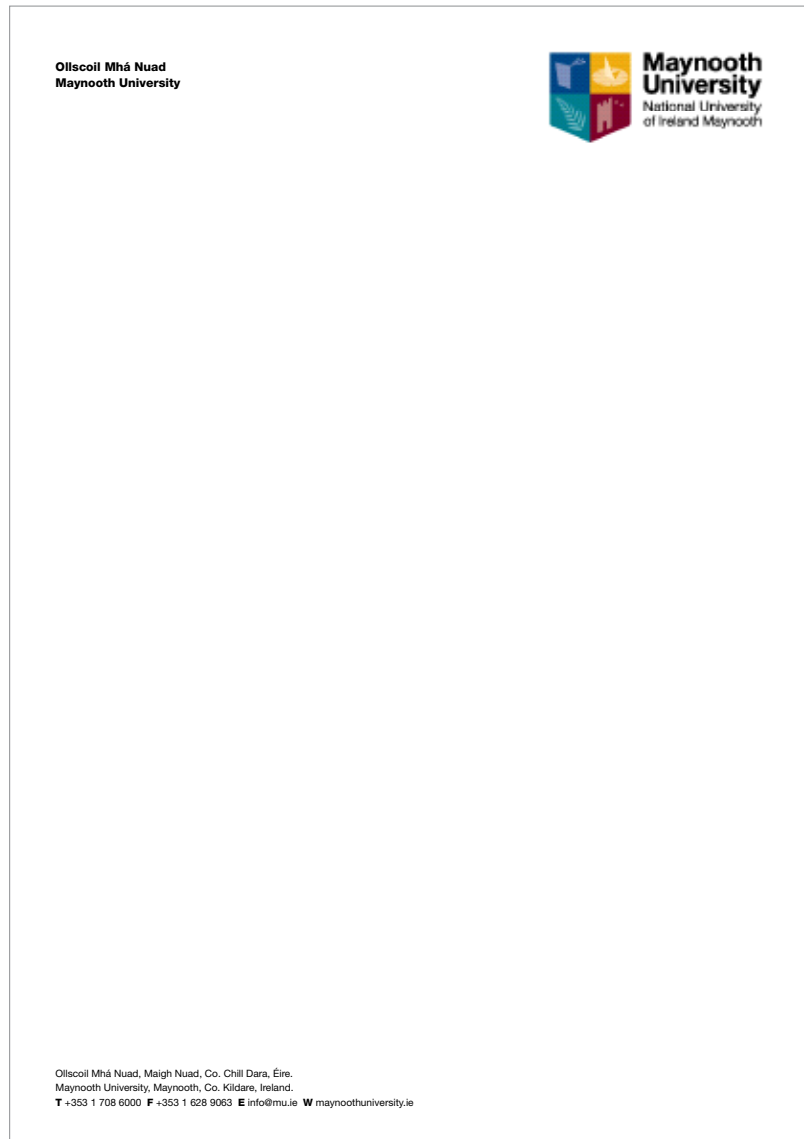
A4 Brochure Cover Using the University Layout - Example



MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY

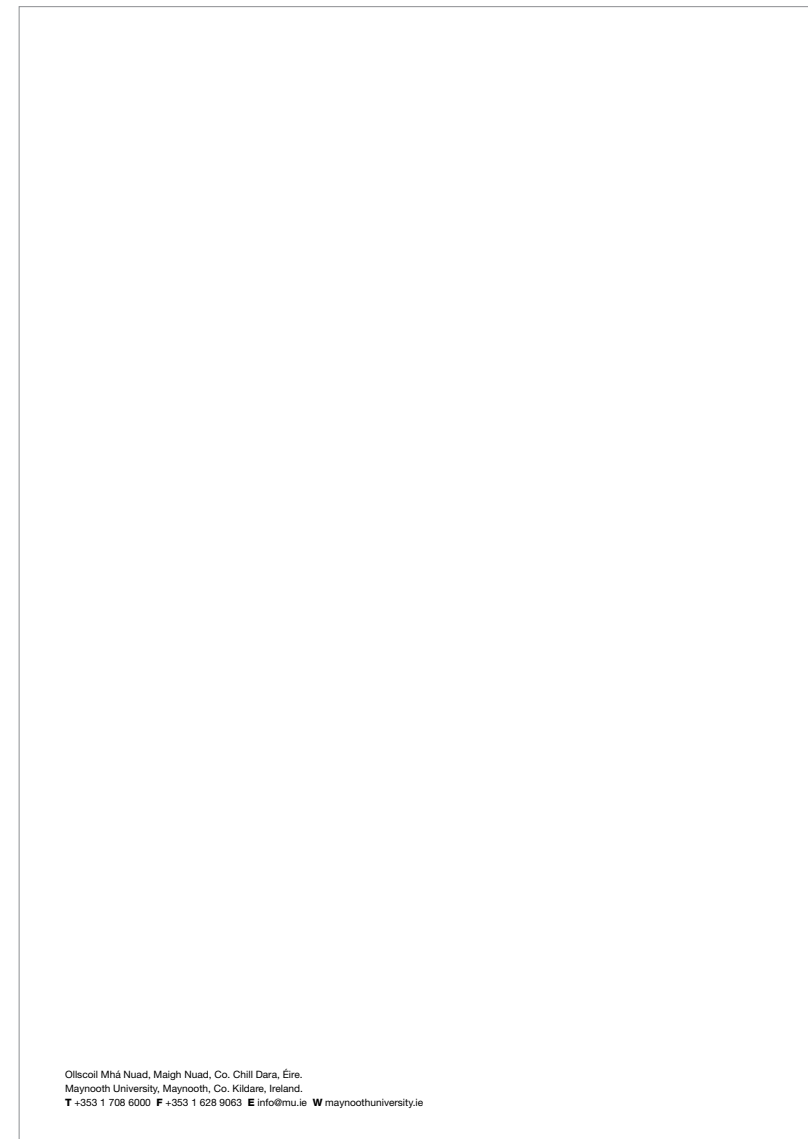
A layout has been developed for Maynooth University stationery. See examples on the following pages. Master artwork is available.

Main Letterhead Example – University Bilingual Name And English Logo



MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY CONTINUED

Main Letterhead - Continuation Sheet Example



MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY CONTINUED


Main Compliment Slip Example – University Bilingual Name And English Logo

Ollscoil Mhá Nuad
Maynooth University



Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 F +353 1 628 9063 E info@mu.ie W maynoothuniversity.ie

Main Business Card Example



Person's Name BSc (Hons), PhD
Person's Title

Ollscoil Mhá Nuad
Maigh Nuad, Co. Chill Dara, Éire.
T +353 1 708 6000 M +353 XX XXX XXXX
R name@mu.ie S maynoothuniversity.ie

Irish Side



Person's Name BSc (Hons), PhD
Person's Title


Maynooth University
Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 M +353 XX XXX XXXX
E name@mu.ie W maynoothuniversity.ie

English Side

MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY CONTINUED

Main Letterhead With Typeset Letter Example – University Bilingual Name And English Logo

Ollscoil Mhá Nuad
Maynooth University



Name Here Date Here

Address Here

Insert text here

(Sign here)

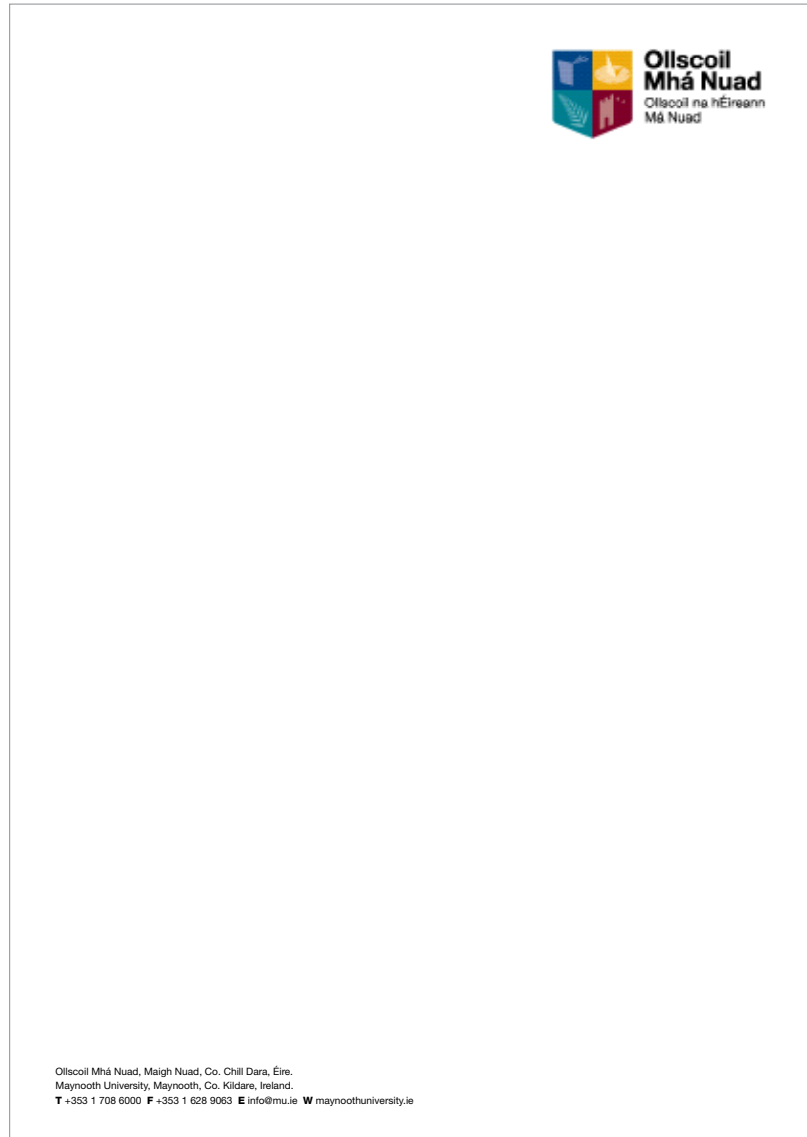
Type name here

Type title here

Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 F +353 1 628 9063 E info@mu.ie W maynoothuniversity.ie

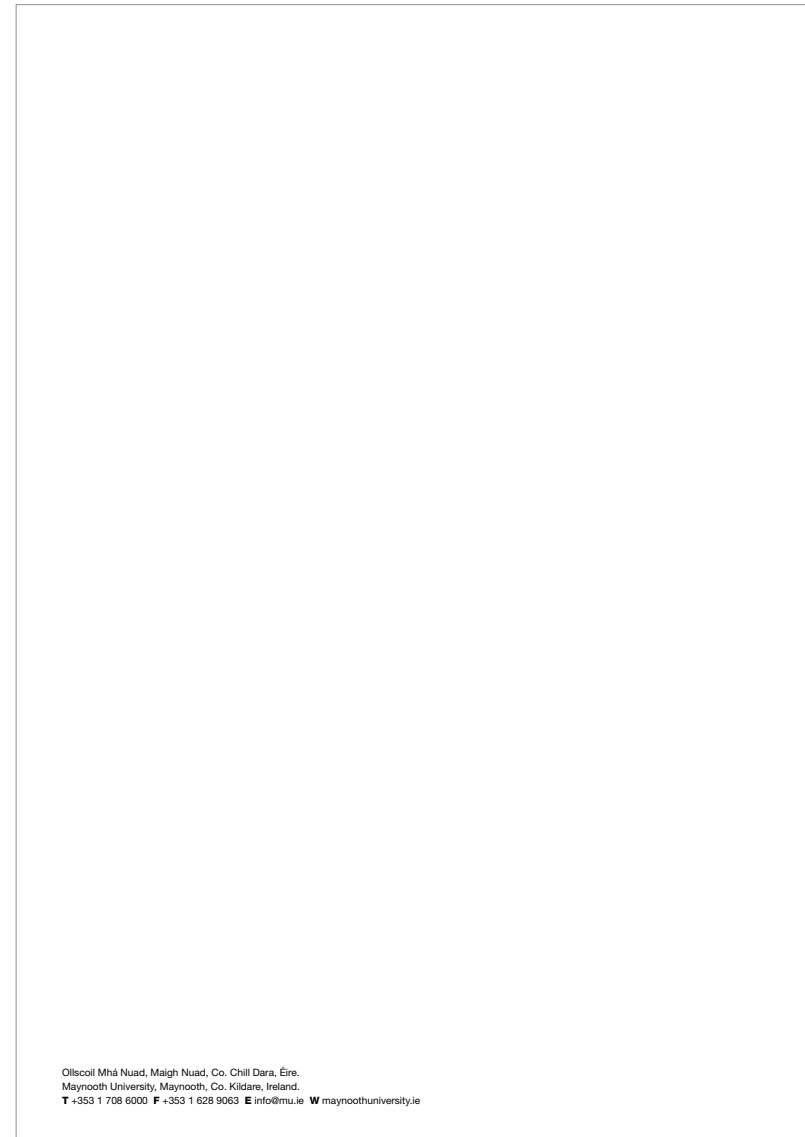
**MAYNOOTH UNIVERSITY IRISH / ENGLISH NAME
AND NAMING CONVENTIONS**
STATIONERY CONTINUED

Main Letterhead Example - Irish Logo



**MAYNOOTH UNIVERSITY IRISH / ENGLISH NAME
AND NAMING CONVENTIONS**
STATIONERY CONTINUED

Main Letterhead - Continuation Sheet Example




MAYNOOTH UNIVERSITY LOGOS AND NAME
STATIONERY CONTINUED

Main Compliment Slip Example - Irish Logo



Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 **F** +353 1 628 9063 **E** info@mu.ie **W** maynoothuniversity.ie

Main Business Card Example



Person's Name BSc (Hons), PhD
Person's Title

Ollscoil Mhá Nuad
Maigh Nuad, Co. Chill Dara, Éire.
T +353 1 708 6000 **M** +353 XX XXX XXXX
R name@mu.ie **S** maynoothuniversity.ie

Irish Side




Person's Name BSc (Hons), PhD
Person's Title

Maynooth University
National University
of Ireland Maynooth
Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 **M** +353 XX XXX XXXX
E name@mu.ie **W** maynoothuniversity.ie

English Side

MAYNOOTH UNIVERSITY LOGOS AND NAME
STATIONERY CONTINUED

Main Letterhead With Typeset Letter Example - Irish Logo



Ainm anseo Dáta anseo

Seoladh anseo

Téacs anseo

(Shiniú anseo)

Ainm anseo


Teideal anseo

Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 **F** +353 1 628 9063 **E** info@mu.ie **W** maynoothuniversity.ie

MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY CONTINUED

Below shows an example of a department suite of stationery. This layout can be used for departments, schools, faculties, institutes, etc. See pages 32 through to 35 for naming convention and treatment.


Department Letterhead Example – University Bilingual Name, Department Bilingual Name And English Logo

<p>Ollscoil Mhá Nuad Maynooth University</p> <p>Roinn na Bitheolaíochta Department of Biology</p>	
---	---

Insert Department Name in Irish Here Ollscoil Mhá Nuad, Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University Insert Department Name Here, Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 **E** insertname@mu.ie **W** maynoothuniversity.ie/insert department name

MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY CONTINUED

Department Compliment Slip Example – University Bilingual Name, Department Bilingual Name And English Logo


<p>Ollscoil Mhá Nuad Maynooth University</p> <p>Roinn na Bitheolaíochta Department of Biology</p>	
---	---

Insert Department Name in Irish Here followed by a comma, Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University Insert Department Name Here, Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 **E** insertname@mu.ie **W** maynoothuniversity.ie/insert department name

Department Business Card Example


<p>Person's Name BSc (Hons), PhD Person's Title</p> <p>Roinn an Oideachais Aosaigh agus Pobail Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.</p> <p>T +353 1 708 6000 M +353 XX XXX XXXX R insertname@mu.ie S maynoothuniversity.ie</p>

Irish Side

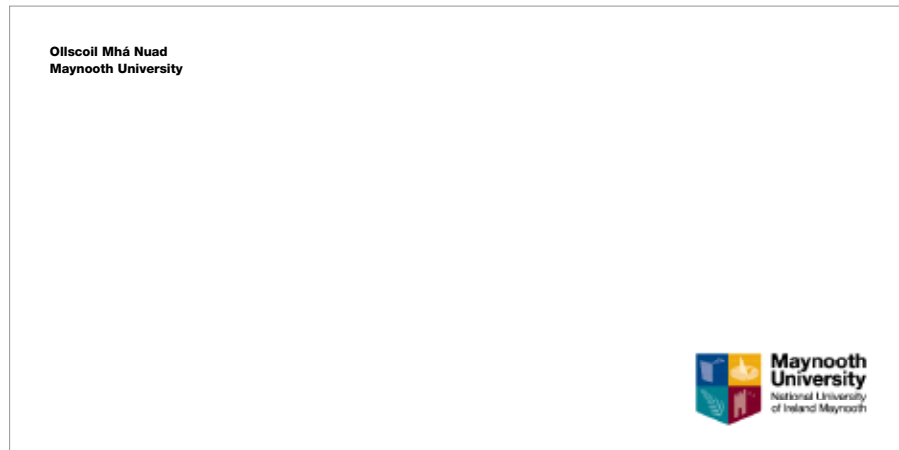

<p>Person's Name BSc (Hons), PhD Person's Title</p> <p>Insert Department Name Here Maynooth University, Maynooth, Co. Kildare, Ireland.</p> <p>T +353 1 708 6000 M +353 XX XXX XXXX E insertname@mu.ie W maynoothuniversity.ie</p>

English Side

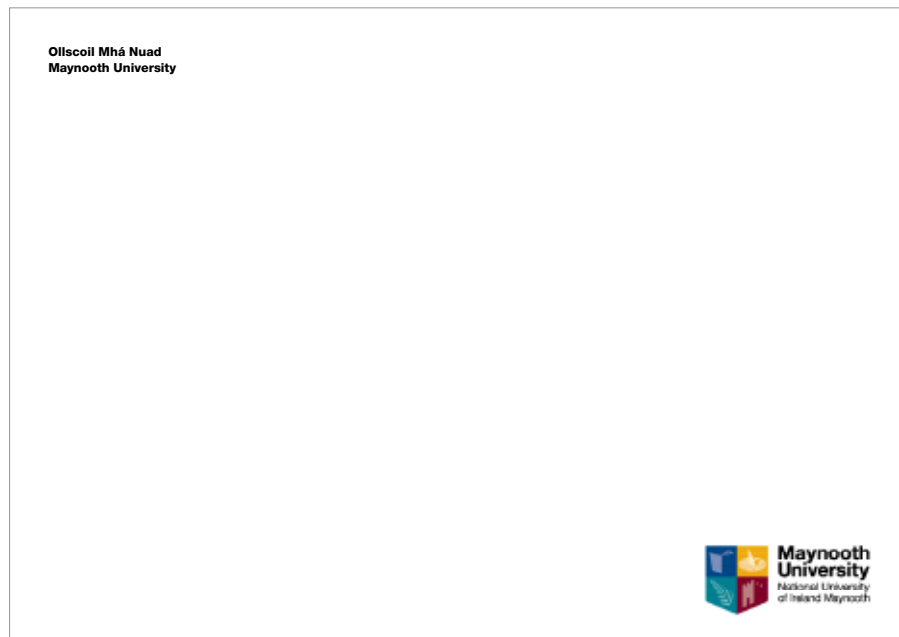
MAYNOOTH UNIVERSITY LOGOS AND NAME STATIONERY CONTINUED

Below shows an example of the logo applied to envelopes.

DL Envelope Example – University Bilingual Name And English Logo



C5 Envelope Example – University Bilingual Name And English Logo



MAYNOOTH UNIVERSITY LOGOS AND NAME MAYNOOTH UNIVERSITY WEB ADDRESS AND POSTAL ADDRESS

All website addresses for University units will take the format www.maynoothuniversity.ie/unitname. Projects should also take this format i.e. www.maynoothuniversity.ie/projectname. All new website addresses should be approved by the Maynooth University Communications & Marketing Office.

Maynooth University has a convention for typesetting the university name with its postal address.

Note: In the Irish translation of all addresses “Ollscoil Mhá Nuad” **must only ever appear once** in the address. See examples below.

Main Address Example

Stacked Version

Ollscoil Mhá Nuad,
Maigh Nuad,
Co. Chill Dara,
Éire.

Maynooth University,
Maynooth,
Co. Kildare,
Ireland.

Two Line Version

Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University, Maynooth, Co. Kildare, Ireland.

Department Address Example

Stacked Version

[Department Name],
Ollscoil Mhá Nuad,
Maigh Nuad,
Co. Chill Dara,
Éire

Maynooth University [Department name]
Maynooth University,
Maynooth,
Co. Kildare,
Ireland.

Two Line Version

[Department name], Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University [unit name], Maynooth University, Maynooth, Co. Kildare, Ireland.

ELECTRONIC APPLICATIONS

Email Signatures	71
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Social Media	83

ELECTRONIC APPLICATIONS EMAIL SIGNATURES

There is a style for Maynooth University email signatures. It consists of the person's name, title, address details, contact numbers, email address, web links and the Maynooth University logo. A correctly-sized logo for email addresses is available to download on the website of the Communications and Marketing Office. The logo or text should not be resized or amended outside these guidelines. See below examples and specifications. Note: Logo for emails can be downloaded from the Communications and Marketing website.

Email Signature Layout

Your Name Here _____ Arial Bold – 9px
 Your Position Here (i.e. Executive Assistant or Senior Lecturer) _____ Arial Regular – 9px
 Department/Office Name Here _____



Maynooth University, Maynooth, Co. Kildare, Ireland. _____ Arial Regular – 9px

T: +353 1 000 0000 **M:** +353 00 000 0000

E: YourEmailHere@mu.ie **W:** www.maynoothuniversity.ie

_____ Arial Bold – 9px

Email Signature Example - English

John Smith
 Senior Lecturer
 Department of Law



Maynooth University, Maynooth, Co. Kildare, Ireland.

T: +353 1 000 0000 **M:** +353 00 000 0000

E: john.smith@mu.ie **W:** www.maynoothuniversity.ie

Email Signature Example - Irish

Seán Ó Dochartaigh
 Ceann Roinne
 Roinn Díl Ollscoil Mhá Nuad



Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.

T: +353 1 000 0000 **FP:** +353 00 000 0000

R: seán.odochartaigh@mu.ie **S:** www.maynoothuniversity.ie

ELECTRONIC APPLICATIONS EMAIL SIGNATURES CONTINUED

In general, only the Maynooth University logo and approved Research Institute logos should appear in an email signature. From time to time, the university may approve strategic co-branded campaigns that serve as exceptions.

Prior approval from the Communications and Marketing Office must be sought.

Third Party Logos Usage Example

Regards

John Smith

Admissions Office



Maynooth University, Maynooth, Co. Kildare, Ireland.

T: +353 1 000 0000 M: +353 00 000 0000
E: john.smith@mu.ie W: www.maynoothuniversity.ie

ELECTRONIC APPLICATIONS EMAIL SIGNATURES CONTINUED

There is a style for Maynooth University and approved Research Institute email signatures. It consists of the person's name, title, address details, contact numbers, email address, web links, an image to reflect the institute and the Maynooth University logo. See below examples.

Research Institute Email Signature Layout

Regards

John Smith

**Maynooth University Social
Sciences Institute**

Maynooth University, Maynooth, Co. Kildare, Ireland.

T: +353 1 000 0000 M: +353 00 000 0000
E: john.smith@mu.ie W: www.maynoothuniversity.ie



Regards

John Doe

**Maynooth University
Arts and Humanities Institute**

T +353 1 708 6577
M +353 87 788 9200
E john.doe@nuim.ie
W maynoothuniversity.ie/arts-and-humanities-institute



Incorrect Versions of Logos




ELECTRONIC APPLICATIONS WORD DOCUMENTS

There are Word document layouts available for letterheads. See example below.

Letterhead in Word - Example

Ollscoil Mhá Nuad
Maynooth University

Roinn Oideachais Aosaigh agus Pobail
Department of Adult and Community Education



Maynooth University
National University of Ireland Maynooth

Name Here

Date Here

Address Here

Insert text here

(Sign here)

Type name here

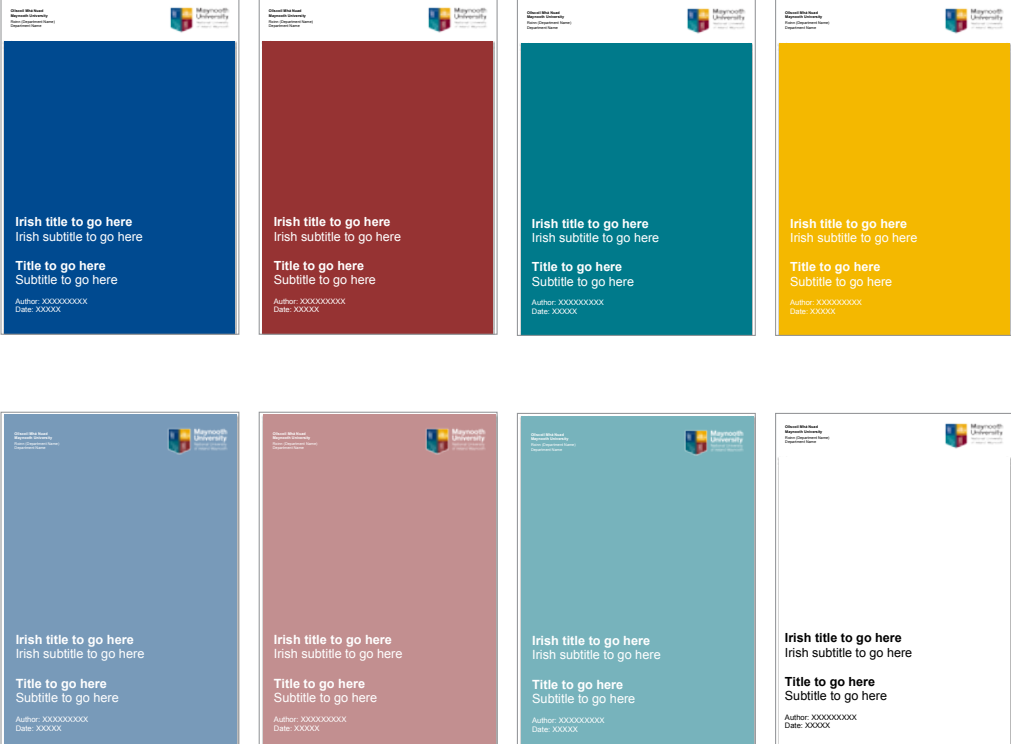
Type title here

Roinn Oideachais Aosaigh agus Pobail Ollscoil Mhá Nuad, Ollscoil Mhá Nuad, Maigh Nuad, Co. Chill Dara, Éire.
Maynooth University Department of Adult and Community Education, Maynooth University, Maynooth, Co. Kildare, Ireland.
T +353 1 708 3784 E adcomed@mu.ie W maynoothuniversity.ie/adult-and-community-education

ELECTRONIC APPLICATIONS WORD DOCUMENTS CONTINUED

There are Word document templates available for Reports. See examples on the following pages.

Report Documents in Word - Cover Examples



The image displays eight different report cover templates arranged in two rows of four. Each template features the Maynooth University logo in the top right corner. The covers are color-coded as follows:

- Row 1: Blue, Red, Teal, Yellow.
- Row 2: Light Blue, Pink, Light Green, White.

Each cover contains the following placeholder text in the bottom left corner:

Irish title to go here
Irish subtitle to go here

Title to go here
Subtitle to go here

Author: XXXXXXXXXXXX
Date: XXXXXX

PowerPoint – Examples


Divider Page Title

- Bullet point 1
- Bullet point 2
- Bullet point 3
- Bullet point 4
- Bullet point 5

Ollscoil Mhá Nuad
Maynooth University

Date | Author | Document Title

2




Maynooth University
National University
of Ireland Maynooth

Divider Slide Example

Title to go here

- Bullet point 1
- Bullet point 2
- Bullet point 3
- Bullet point 4
- Bullet point 5

Ollscoil Mhá Nuad
Maynooth University



Maynooth University
National University
of Ireland Maynooth

Follow-on Slide Example

PowerPoint – Examples

Ollscoil Mhá Nuad
Maynooth University



Maynooth University
National University
of Ireland Maynooth




Presentation Title

Author
Date

Title Slide Example

Ollscoil Mhá Nuad
Maynooth University



Maynooth University
National University
of Ireland Maynooth

Presentation Title

Subtitle to go here

Authors

Footnote 1
Footnote 2
Footnote 3

Title Slide Example

PowerPoint – Examples

Divider Page Title



Oileoil Mhá Nuad
Maynooth University




Divider Slide Example

Title to go here

- Bullet point 1
- Bullet point 2
- Bullet point 3
- Bullet point 4
- Bullet point 5

Oileoil Mhá Nuad
Maynooth University

Date | Author | Document Title

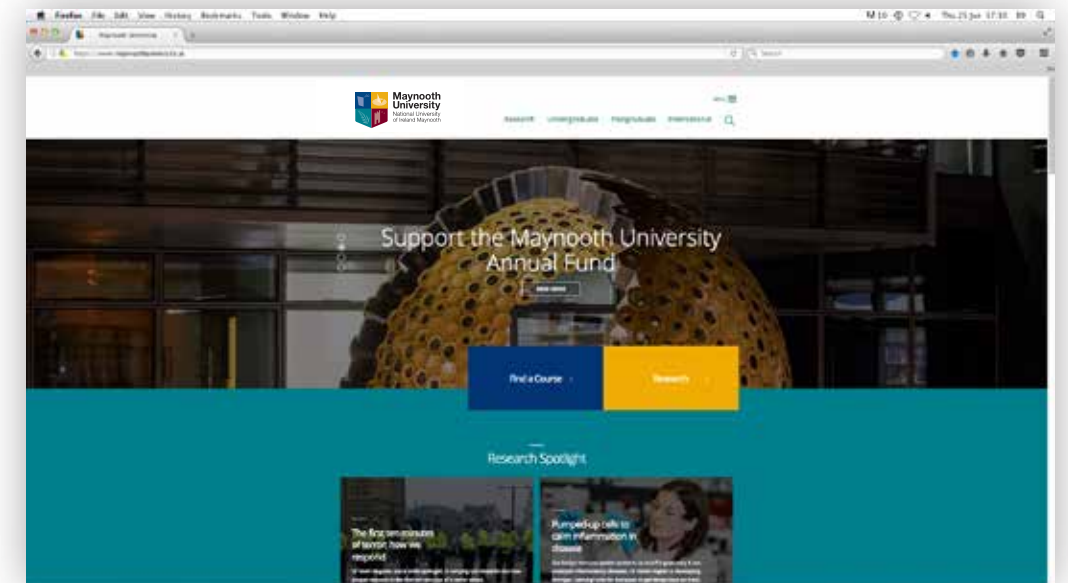


2

Follow-on Slide Example

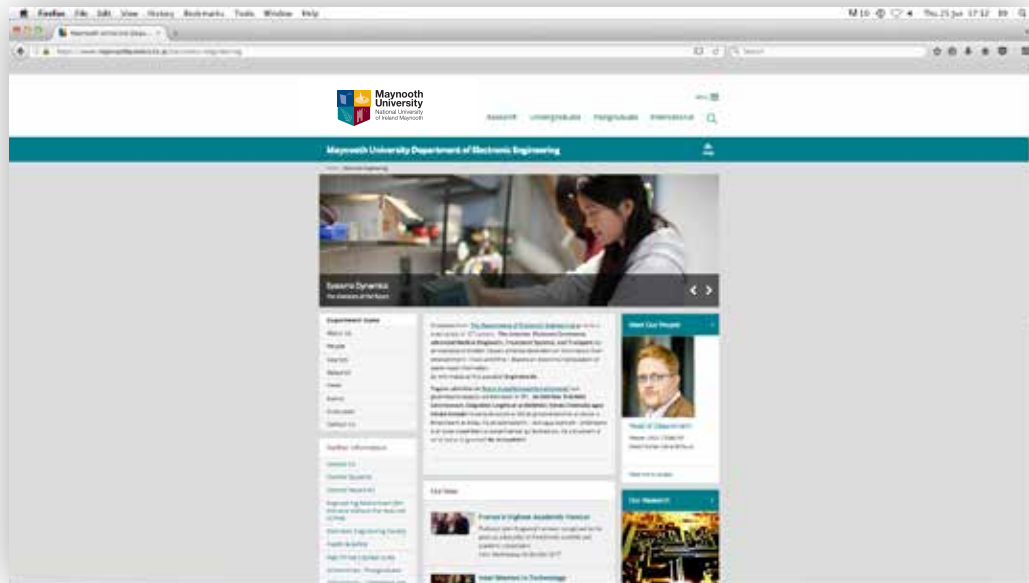
The following shows how the university logo can be used on websites and social media sites.

Website Home Page – Example



ELECTRONIC APPLICATIONS WEBSITE CONTINUED

Website Department page – Example



ELECTRONIC APPLICATIONS SOCIAL MEDIA

Facebook – Example



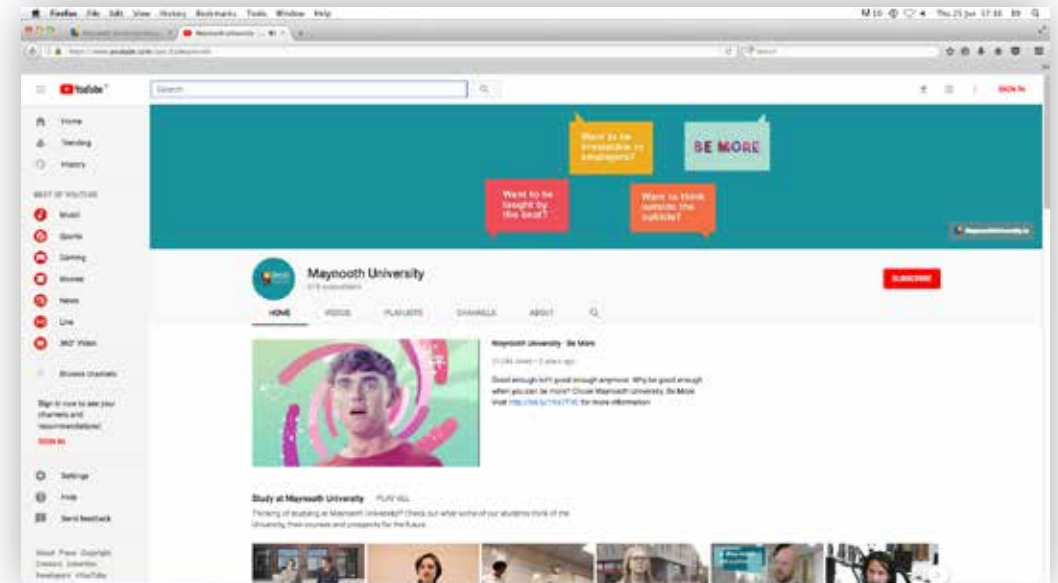
ELECTRONIC APPLICATIONS SOCIAL MEDIA CONTINUED

Twitter – Example

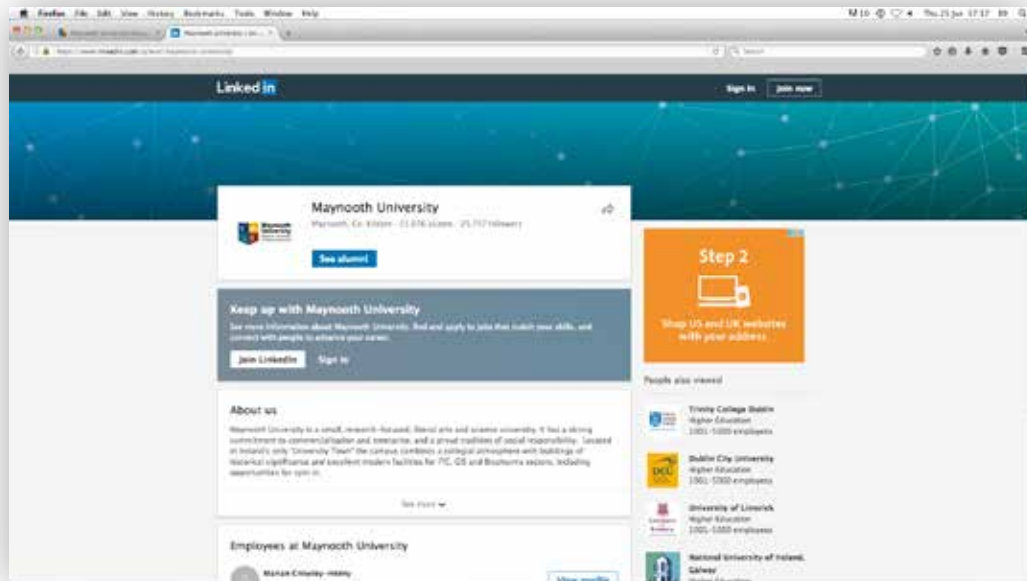


ELECTRONIC APPLICATIONS SOCIAL MEDIA CONTINUED

YouTube – Example



LinkedIn – Example



SIGNAGE AND VEHICLE LIVERY

Signage

88

Bins and Vehicle Livery

90

SIGNAGE AND VEHICLE LIVERY

SIGNAGE

All signage where possible must use the Maynooth University logo and the University bilingual name. See example below.

Free standing brushed stainless steel modular sign examples



SIGNAGE AND VEHICLE LIVERY

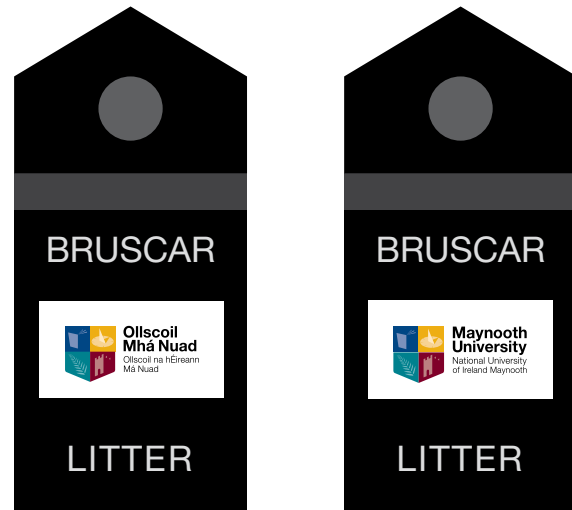
SIGNAGE CONTINUED

Exterior Signage – Example



SIGNAGE AND VEHICLE LIVERY BINS AND VEHICLE LIVERY

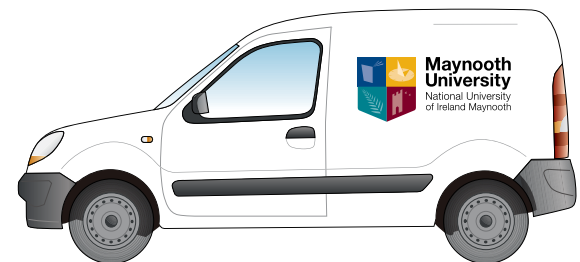
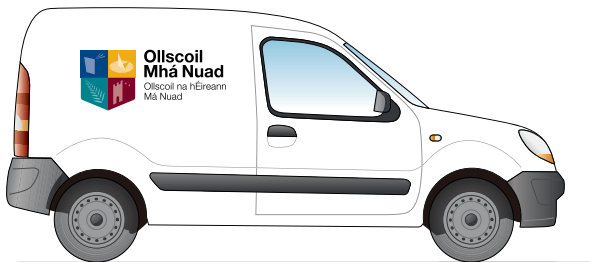
Outdoor Bins - Example



Front

Back

Vehicle - Example



SPORTS KITS

Sports Kits Examples

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SPORTS KITS EXAMPLES

Maynooth University has selected complementary teal colours for use on all their sports kits, Pantone 3155 and Pantone 7472. See examples below. All sport kits must be signed off by the Maynooth University Communications & Marketing Office. Contact communications@nuim.ie.

Sports Kit Complementary Colours



Sports Kits, Jerseys – Examples



SPORTS KITS EXAMPLES CONTINUED



PROMOTIONAL MATERIAL

University Name on Promotional Material	95
Mousemat and Pens	95
Mug, Water Bottle	96
Sweat Shirt and Pen	97
Umbrella, Scarf and Embossed Logo on Folder	98
Tote Bags and Drawstring Bags	99
Unit Names on Promotional Material	100
Mug, Water Bottle	101
Sweat Shirt and Pen	102

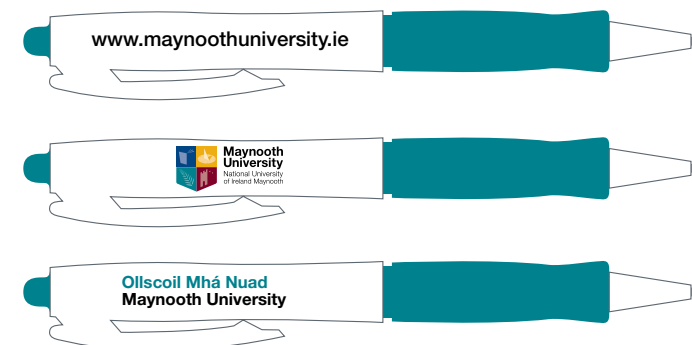
PROMOTIONAL MATERIAL UNIVERSITY NAME ON PROMOTIONAL MATERIAL

The Maynooth University branding should be used on all promotional items. See some examples below and on the following pages.

Mousemat



Pen



PROMOTIONAL MATERIAL
UNIVERSITY NAME ON PROMOTIONAL MATERIAL CONTINUED

Below shows examples of Maynooth University branding on merchandise.



Mug



Water Bottle

PROMOTIONAL MATERIAL
UNIVERSITY NAME ON PROMOTIONAL MATERIAL CONTINUED



Sweat Shirt

Pen

PROMOTIONAL MATERIAL

UNIVERSITY NAME ON PROMOTIONAL MATERIAL CONTINUED

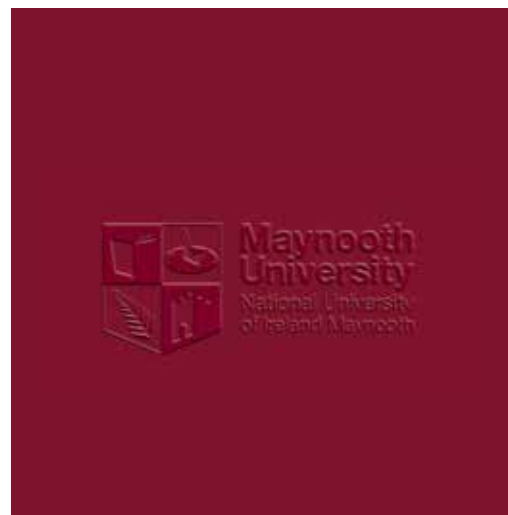
Umbrella



Scarf



Embossed Logo on Folder



PROMOTIONAL MATERIAL

UNIVERSITY NAME ON PROMOTIONAL MATERIAL CONTINUED

Tote Bags



Drawstring Bag: Front and Back



PROMOTIONAL MATERIAL

UNIT NAMES ON PROMOTIONAL MATERIAL

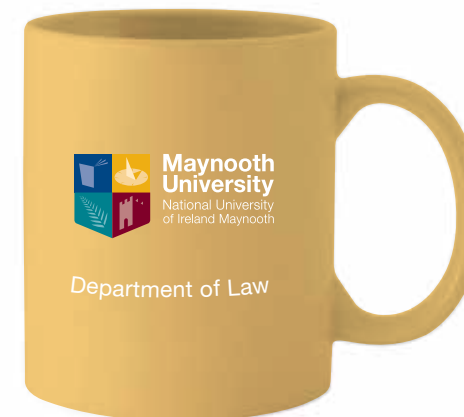
Below shows examples of Maynooth University Department/Faculty/names on merchandise. The name can be the width of the logo or the width of the University name. This will depend on the length of the Department/Faculty/name. When typesetting a department/faculty/name, please ensure it is half the height of the crest away from the University logo using the typefaces Helvetica Neue. See page 20. **NOTE:** This is **not** a Department or Faculty logo and should not be used as one on any other applications or items except merchandise.

Only suppliers on the University's approved list of suppliers may be used to purchase these items. Orders for merchandise must be made with the approved suppliers. A list of which can be found at www.maynoothuniversity.ie/procurement-contracts/central-contracts. All promotional materials must be approved by the Communications and Marketing Office.



PROMOTIONAL MATERIAL

UNIT NAMES ON PROMOTIONAL MATERIAL CONTINUED



Mug



Water Bottle

PROMOTIONAL MATERIAL
UNIT NAMES ON PROMOTIONAL MATERIAL



Sweat Shirt



Pen

PROMOTIONAL MATERIAL
UNIT NAMES ON PROMOTIONAL MATERIAL CONTINUED



Sweat Shirt – Front

CO-BRANDING

Co-Branding Example

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CO-BRANDING EXAMPLE

When the logo is used on third party applications it must appear at the same height as the other logos and where possible it should come last in the running order of logos. See example below.



Co-Branding Application Example



