

TREOIRLÍNTE OLLSCOIL MHÁ NUAD

MAYNOOTH UNIVERSITY IDENTITY GUIDELINES

CONTENTS

UNIVERSITY LOGO	3
Lógó na hOllscoile, Leagan Gaeilge	4
Lógó na hOllscoile, Leagan Gaeilge - Modhanna na nDathanna	5
Lógó na hOllscoile, Leagan Gaeilge - Zón Glan	6
Lógó na hOllscoile, Leagan Gaeilge - Iosmheid	7
Lógó na hOllscoile, Leagan Gaeilge - Lógó Marsantachta	8
University Logo English Version - Usage	10
University Logo English Version - Colour Ways	11
University Logo English Version - Clear Zone	12
University Logo English Version - Minimum Size	13
University Logo English Version - Research Institute Logos	14
 SYMBOL	 16
Usage	17
Colour Ways	18
Clear Zone	19
Minimum Size	20
 TYPOGRAPHY	 21
Print Typeface	22
Secondary Print Typeface	23
Electronic Typeface	24
Secondary Electronic Typeface	25
 UNIVERSITY COLOURS	 26
University Colours	27
 MAYNOOTH UNIVERSITY IRISH / ENGLISH NAME & NAMING CONVENTIONS	 28
University Name and Treatment	29
Naming Convention and Treatment	30
Maynooth University Web Address and Postal Address	31
Applications	32
Stationery	33
Applications	40
 CO-BRANDING	 44
Co-Branding Example	45

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 download 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 both the English language version and the Irish language version of the logo 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.

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

UNIVERSITY LOGO

Lógó na hOllscoile, Leagan Gaeilge	4
Lógó na hOllscoile, Leagan Gaeilge - Modhanna na nDathanna	5
Lógó na hOllscoile, Leagan Gaeilge - Zón Glan	6
Lógó na hOllscoile, Leagan Gaeilge - Iosmheid	7
Lógó na hOllscoile, Leagan Gaeilge - Lógó Marsantachta	8
University Logo English Version - Usage	10
University Logo English Version - Colour Ways	11
University Logo English Version - Clear Zone	12
University Logo English Version - Minimum Size	13
University Logo English Version - Research Institute Logos	14

LÓGÓ NA HOLLSCOILE LEAGAN GAEILGE

Mar chuid den suaiteantas tá siombal, an t-ainm ‘Ollscoil Mhá Nuad’ agus an téacs tuairisceora ‘Ollscoil na hÉireann Má Nuad’. Tá an suaiteantas agus an téacs lárnach sa logo 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: Caithefear lógó Ollscoil Mhá Nuad a bheith in úsáid ag gach aonaid den Ollscoil: dáimh, ranna acadúla, scoileanna, ranna riaracháin, institiúid 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 Dubh/Bán



Leagan Daite le Cló Bán



Leagan Bán/Liath



Dathanna an Lógó

CMYK: 100.65.0.31 RGB: 0.55.113	CMYK: 0.30.100.6 RGB: 240.171.0	CMYK: 100.0.30.31 RGB: 0.103.120	CMYK: 10.100.61.50 RGB: 130.35.39
CMYK: 45.29.0.14 RGB: 115.146.177	CMYK: 0.14.45.3 RGB: 248.213.129	CMYK: 45.0.14.14 RGB: 114.171.182	CMYK: 5.45.27.23 RGB: 186.134.136

6 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



7 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



LÓGÓ NA HOLLSCOILE LÓGÓ MARSANTACHTA

Is ar earraí fógraíochta amháin, amhail scáthanna báistí, málaí agus pinn, a úsáidfear lógó marsantachta Ollscoil Mhá Nuad. **Nóta:** Is ar aon dul le lógó na hOllscoile atá an spás bán agus an íosmhéid.

Lógó Marsantachta



Leagan Daite



Leagan Dubh/Bán



Leagan Daite le Cló Bán



Leagan Bán/Liath



LÓGÓ NA HOLLSCOILE LÓGÓ MARSANTACHTA

Tá leagan monacróim den lógó ann chomh maith, a úsáidtear go sonrach i gcomhair na cabhraíochta, ábhair chodarsnachta agus na priontála scagshíoda.

Lógó Monacróim



UNIVERSITY LOGO
ENGLISH VERSION - USAGE

The logo comprises of a symbol, 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

CMYK: 100.65.0.31 RGB: 0.55.113	CMYK: 0.30.100.6 RGB: 240.171.0	CMYK: 100.0.30.31 RGB: 0.103.120	CMYK: 10.100.61.50 RGB: 130.35.39
CMYK: 45.29.0.14 RGB: 115.146.177	CMYK: 0.14.45.3 RGB: 248.213.129	CMYK: 45.0.14.14 RGB: 114.171.182	CMYK: 5.45.27.23 RGB: 186.134.136

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 below.

Colour Version



UNIVERSITY LOGO
RESEARCH INSTITUTE LOGOS

Below shows an example of the Social Sciences Institute logo. ONLY approved institutes may use this logo version. There are artwork files available for developing these logos.

Colour Version



SYMBOL

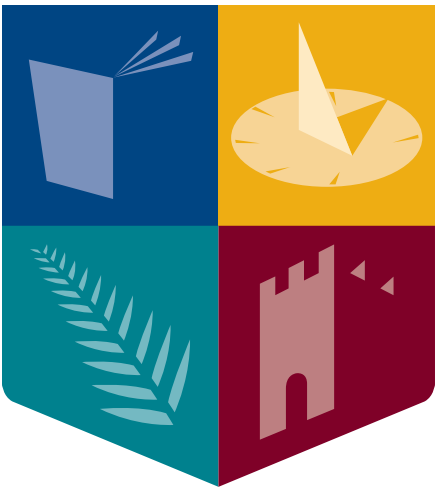
Usage	17
Colour Ways	18
Clear Zone	19
Minimum Size	20

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



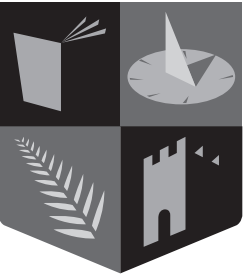
SYMBOL
COLOUR WAYS

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

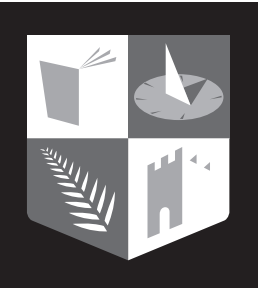
Colour Version



Black Version



White/Grey Version



Symbol Colours

CMYK: 100.65.0.31 RGB: 0.55.113	CMYK: 0.30.100.6 RGB: 240.171.0	CMYK: 100.0.30.31 RGB: 0.103.120	CMYK: 10.100.61.50 RGB: 130.35.39
CMYK: 45.29.0.14 RGB: 115.146.177	CMYK: 0.14.45.3 RGB: 248.213.129	CMYK: 45.0.14.14 RGB: 114.171.182	CMYK: 5.45.27.23 RGB: 186.134.136

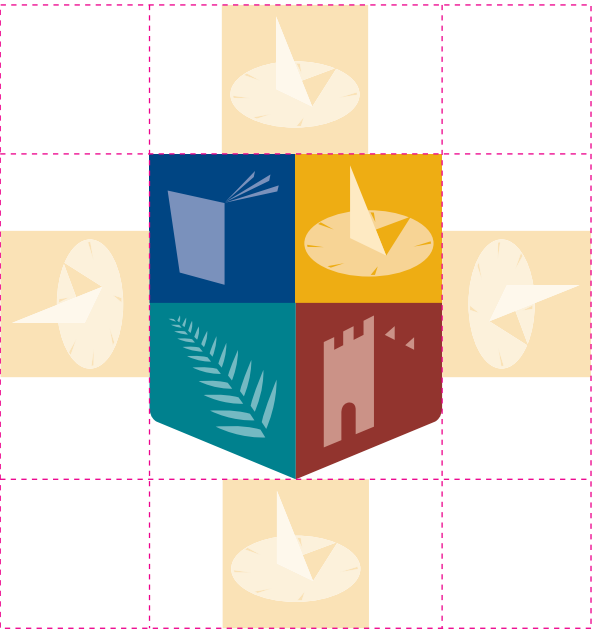
SYMBOL
CLEAR ZONE

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	22
Secondary Print Typeface	23
Electronic Typeface	24
Secondary Electronic Typeface	25

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;: @!&*

Variations of this font include:

- | | | |
|---------------------------------|---|------------------------|
| 27 Ultra Light Condensed | 87 Heavy Condensed Italic | 65 Medium |
| 27 Ultra Light Condensed Italic | 97 Black Condensed | 66 Medium Italic |
| 37 Thin Condensed | 97 Black Condensed Italic | 75 Bold |
| 37 Thin Condensed Italic | 107 Extra Black Condensed | 76 Bold Italic |
| 47 Light Condensed | 107 Extra Black Condensed Italic | 85 Heavy |
| 47 Light Condensed Italic | 25 Ultra Light | 86 Heavy Italic |
| 57 Condensed | 25 Ultra Light Italic | 95 Black |
| 57 Condensed Italic | 35 Thin | 96 Black Italic |
| 67 Medium Condensed | 35 Thin Italic | |
| 67 Medium Condensed Italic | 46 Light | |
| 77 Bold Condensed | 45 Light Italic | |
| 77 Bold Condensed Italic | 55 Roman | |
| 87 Heavy Condensed | 56 Italic | |

Secondary Print Typeface: Sabon

abc

abcdefghijklmnopqrstuvwxyz
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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!&*

Variations of this font include:
Regular
Italic
Bold
Bold Italic

Secondary Electronic Typeface: Georgia

abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!&*

Variations of this font include:
Regular
Italic
Bold
Bold Italic

UNIVERSITY COLOURS

University Colours

27

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.

Colours

PANTONE 294 CMYK: 100.65.0.31 RGB: 0.55.113 HTML: 003771	PANTONE 130 CMYK: 0.30.100.6 RGB: 240.171.0 HTML: F0AB00	PANTONE 3145 CMYK: 100.0.30.31 RGB: 0.103.120 HTML: 006778	PANTONE 202 CMYK: 10.100.61.50 RGB: 130.35.39 HTML: 822327
---	---	---	---

MAYNOOTH UNIVERSITY IRISH / ENGLISH NAME & NAMING CONVENTIONS

University Name and Treatment	29
Naming Convention and Treatment	30
Maynooth University Web Address & Postal Address	31
Bilingual Applications	32
Stationery	33
Applications	40

MAYNOOTH UNIVERSITY IRISH / ENGLISH NAME AND NAMING CONVENTIONS UNIVERSITY NAME AND TREATMENT

The university name **must** appear in Irish and English on all applications where possible. It is important to follow the below rules when using it.

- > Both languages must be used
- > Irish must come first
- > Where possible differentiate between the languages. The Irish language must always be of equal weight and size to that of the English or the dominant language. This can be achieved with font or colour.
- > The University’s Irish and English name must always appear top left or bottom left hand side. See examples of ‘top left’ on pages 36 and 37.

In all instances “Ollscoil Mhá Nuad” and “Maynooth University” is the preferred name for the University. Where an abbreviation is required “OMH” or ‘MU’ may be used.

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 name ‘Maynooth University’ followed by the name of the faculty, academic department, school, administrative unit, research institute, centre, club or society. It is always typeset in the same font size and weight. The rule when using the naming convention is the same as the university name and treatment as listed above. See examples on pages 36 and 37.

[Maynooth University Naming Convention](#)

(Unit name in Irish) Ollscoil Mhá Nuad
Maynooth University (Unit name in English)

Examples

- Dámh Ealaíon, Léinn Cheiltigh agus Fealsúnachta Ollscoil Mhá Nuad
Maynooth University Faculty of Arts, Celtic Studies & Philosophy
- Roinn Sean-Chlasaicí Ollscoil Mhá Nuad
Maynooth University Department of Ancient Classics
- Roinn Bitheolaíochta Ollscoil Mhá Nuad
Maynooth University Department of Biology
- Roinn Eacnamaíochta agus Airgeadais Ollscoil Mhá Nuad
Maynooth University Department of Economics, Finance and Accounting
- Roinn Matamaitice agus Staitisticí Ollscoil Mhá Nuad
Maynooth University Department of Mathematics and Statistics
- Roinn Ceoil Ollscoil Mhá Nuad
Maynooth University Department of Music
- Roinn Froebel don Bhun- agus Luath-Oideachas Ollscoil Mhá Nuad
Maynooth University Froebel Department of Primary and Early Childhood Education
- Comhairle Acadúil Ollscoil Mhá Nuad
Maynooth University Academic Council
- Oifig Iarchéime Ollscoil Mhá Nuad
Maynooth University Graduate Studies Office
- Oifig Idirnáisiúnta Ollscoil Mhá Nuad
Maynooth University International Office
- Leabharlann Ollscoil Mhá Nuad
Maynooth University Library
- Oifig Uachtarán Ollscoil Mhá Nuad
Maynooth University Office of the President
- Oifig Forbartha Taighde Ollscoil Mhá Nuad
Maynooth University Research Development Office
- Oifig an Leasuachtarán do Chúrsaí Taighde Ollscoil Mhá Nuad
Maynooth University Office of the Vice-President for Research

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. 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

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

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

Two Line Version

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

Where possible on all applications the University name should appear in Irish and English.
See examples below.

On print applications, the stacked bilingual treatment of the university name should appear first and in the top left or bottom left corner. It may be used in conjunction with the English logo as shown on the opposite page. For stationery—including letterhead, business cards, compliment slips and envelopes—the black monochromatic version of the stacked treatment should be used. For all other print applications, the following options are permitted:

On a coloured/black background, the stacked white version should be used. See below.

On a white background, either the monochromatic black version may be used or a two-colour version. The two colour version must show the two languages in the same font, weight and size, using one of the university colours for Irish and black for English. See examples on pages 42 and 43.

Monochrome type treatment 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 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)
--	--

Coloured type treatment is shown below

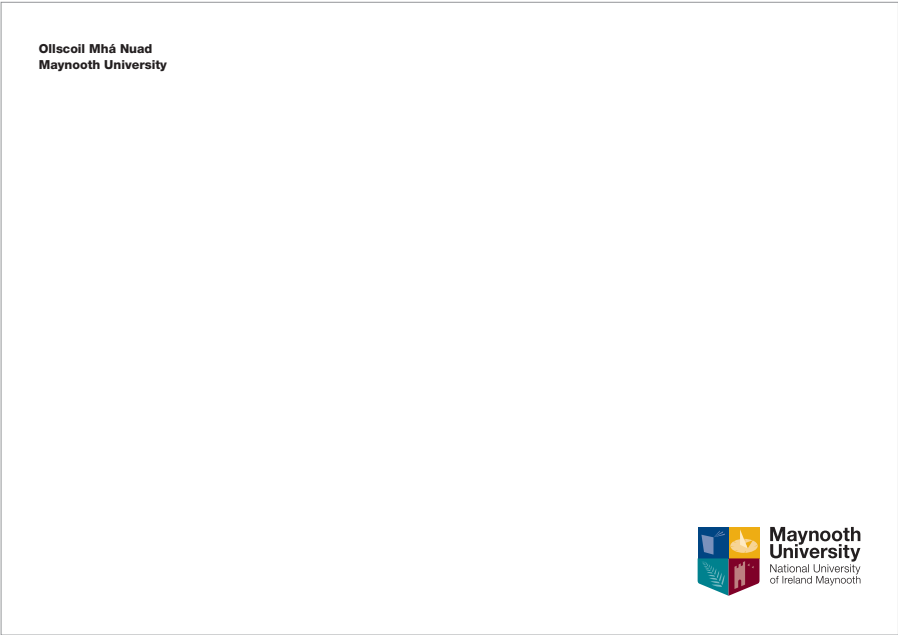
Ollscoil Mhá Nuad Maynooth University	Irish Text: Helvetica Neue 85 Heavy Colour: Teal (C.100 M.0 Y.30 K.31) English Text: Helvetica Neue 85 Heavy Colour: Black (C.0 M.0 Y.0 K.100)
Ollscoil Mhá Nuad Maynooth University	Irish Text: Helvetica Neue 85 Heavy Colour: Navy (C.100 M.65 Y.0 K.31) English Text: 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)

Below shows an example of the logo applied to envelopes.

DL Envelope Example



C5 Envelope Example



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

Letterhead Example



Ollscoil
Mhá Nuad

Ollscoil na hÉireann
Má Nuad

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

Compliment Slip Example



Ollscoil
Mhá Nuad

Ollscoil na hÉireann
Má Nuad

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

Business Card Example



Ollscoil
Mhá Nuad

Ollscoil na hÉireann
Má Nuad

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

Ollscoil Mhá Nuad
Maigh Nuad, Co. Chill Dara, Éire.
T +353 1 708 6000 M +353 87 600 9100
R name@mu.ie S maynoothuniversity.ie

Front



Maynooth
University

National University
of Ireland Maynooth

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

Maynooth University
Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 M +353 87 600 9100
E name@mu.ie W maynoothuniversity.ie

Back

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

Letterhead Example

Ollscoil Mhá Nuad
Maynooth University



Maynooth
University

National University
of Ireland Maynooth

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

Compliment Slip Example

Ollscoil Mhá Nuad
Maynooth University



Maynooth
University

National University
of Ireland Maynooth

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

Business Card Example



Ollscoil
Mhá Nuad

Ollscoil na hÉireann
Má Nuad

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

Ollscoil Mhá Nuad
Maigh Nuad, Co. Chill Dara, Éire.
T +353 1 708 6000 M +353 87 600 9100
R name@mu.ie S maynoothuniversity.ie

Front



Maynooth
University

National University
of Ireland Maynooth

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

Maynooth University
Maynooth, Co. Kildare, Ireland.
T +353 1 708 6000 M +353 87 600 9100
E name@mu.ie W maynoothuniversity.ie

Back

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

Department Letterhead Example

Ollscoil Mhá Nuad

Maynooth University

Roinn Oideachais Aosaigh agus Pobail

Department of Adult and Community Education



Maynooth University

National University of Ireland Maynooth

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

Department Compliment Slip Example

Ollscoil Mhá Nuad

Maynooth University

Roinn Oideachais Aosaigh agus Pobail

Department of Adult and Community Education



Maynooth University

National University of Ireland Maynooth

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

Department Business Card Example

Ollscoil Mhá Nuad

Ollscoil na hÉireann Má Nuad

Person's Name

Person's Title

Roinn Oideachais Aosaigh agus Pobail

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

T +353 1 708 3895 M +353 87 600 9100

R name@mu.ie S maynoothuniversity.ie

Front

Maynooth University

National University of Ireland Maynooth

Person's Name

Person's Title

Department of Adult and Community Education

Maynooth University, Maynooth, Co. Kildare, Ireland.

T +353 1 708 3895 M +353 87 600 9100

E name@mu.ie W maynoothuniversity.ie

Back

The following examples show how the English version of the logo must be used in conjunction with the stacked bilingual Maynooth University text.

When the English version of the logo is used it requires the inclusion of the stacked bilingual Maynooth University text.



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



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



Use of the stacked bilingual Maynooth University text is not permitted with the Irish Logo

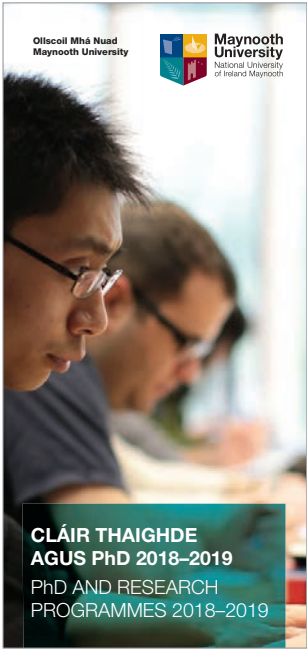


MAYNOOTH UNIVERSITY IRISH / ENGLISH NAME
AND NAMING CONVENTIONS
APPLICATIONS

The logo must always follow the university or department name on all applications, with few exceptions. The logo should only appear twice on any one application, for example on the front and back cover of an application. For full details on layouts, grids and applications, see the Maynooth University Identity Applications.



A4



DL



A6



A4



DL



A6

CO-BRANDING

Co-Branding Example

45

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 Example



