



NUI MAYNOOTH

Ollscoil na hÉireann Má Nuad

## introducing...

The new identity for NUI Maynooth has been especially developed to express all aspects of the University - past, present and future. It is essential that the identity be applied in a consistent manner to ensure maximum and coherent impact for both the internal and external audiences. It is therefore vital that the following guidelines are in place in order to maintain and manage the new identity.

The logo is based on classic heraldic imagery. The mark combines four images reflecting the University's historical roots and its challenging 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 logo

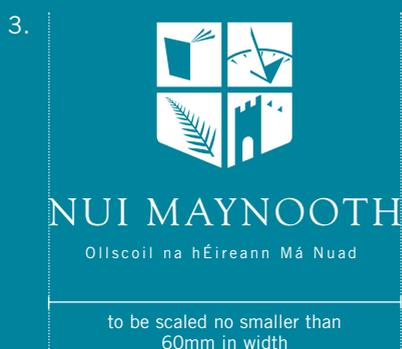
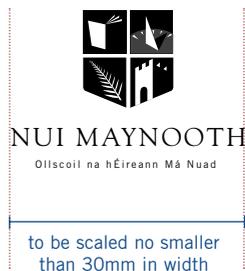
The NUI Maynooth logo consists of the shield emblem with the logotype 'NUI Maynooth' with its subtitle 'Ollscoil na hÉireann Má Nuad'. These should never be used separately or altered in any way.

The name of the University is 'NUI Maynooth' or 'Ollscoil na hÉireann Má Nuad'.

The logo should ideally be reproduced on a white background (see recommended design templates). It is important never to crowd the logotype by placing text or other images so close that the branding impact of the NUI Maynooth name is lost. Always make sure there is enough clear space around the logo (see diagram).

Depending on how the logo is to be reproduced, you will need to use one of the following versions of the NUI Logo (*please note the logo is available at two sizes and should be used according to the dimensions specified*).

1. Full colour logo
2. Black & white logo
3. Logo reversed out in white - only to be used when logo is placed on solid colour.



## colour scheme



C:100 M:65 Y:0 K:31



C:0 M:30 Y:100 K:6



C:100 M:0 Y:30 K:31



C:0 M:79 Y:65 K:47

The NUI Maynooth logo is to be reproduced in process colour as specified opposite.

These are the University colours which should never be altered or adjusted. These colours make up the primary corporate colour scheme for NUI Maynooth and should be applied consistently throughout all University literature, signage and livery.

### Pantone Colour Reference

Pantone 281 - Blue

Pantone 131 - Yellow

Pantone 3155 - Green

Pantone 188 - Burgundy

Pantone Spot Black

### goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

goudy regular upper case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

goudy bold upper case

abcdefghijklmnopqrstuvwxy

goudy regular lower case

*abcdefghijklmnopqrstuvwxy*

goudy regular italic lower case

1234567890

### trade gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

trade gothic upper case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

trade gothic bold upper case

abcdefghijklmnopqrstuvwxy

trade gothic regular lower case

*abcdefghijklmnopqrstuvwxy*

trade gothic regular italic lower case

1234567890

## typefaces

The logotype is set exclusively in Goudy - *NUI Maynooth* and in Trade Gothic - *Ollscoil na hÉireann Má Nuad*, marrying the traditional with the modern.

The University will adopt these two typefaces as the standard NUI Maynooth family of fonts. These should be used for all applications, externally and internally.

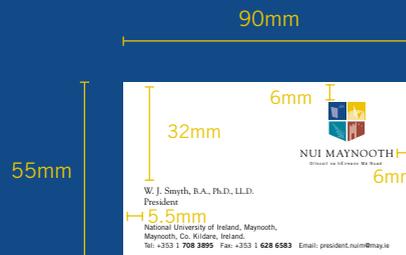
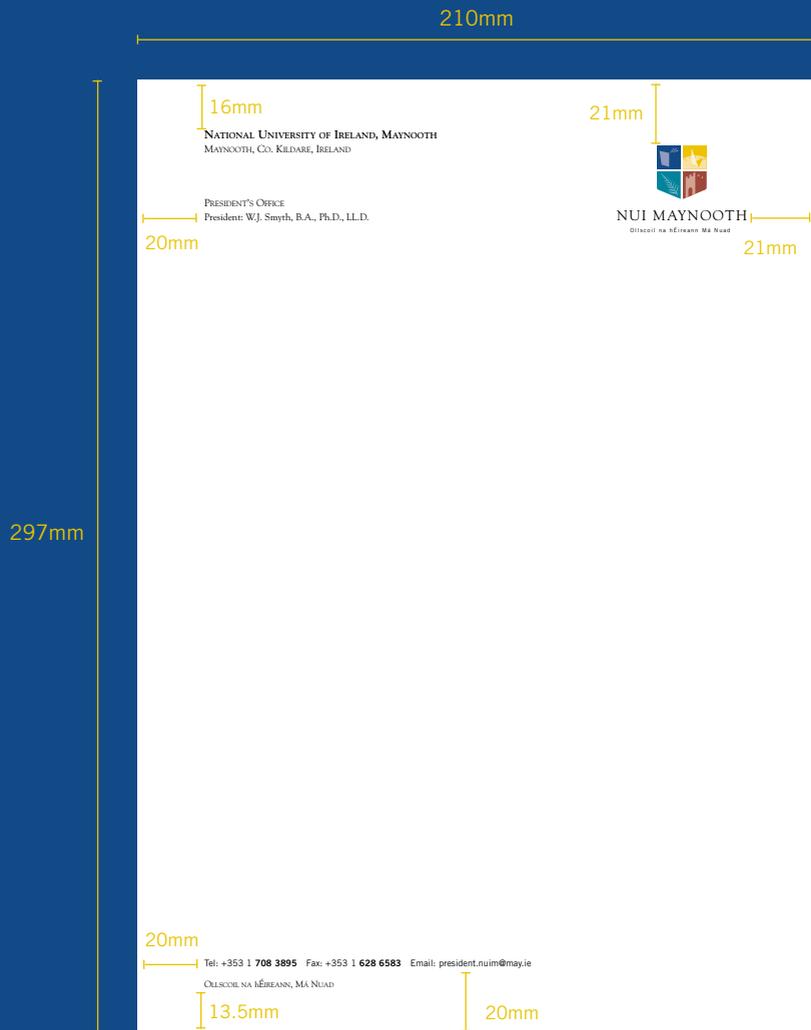
Trade Gothic should be used primarily for body text, headings and all main University information.

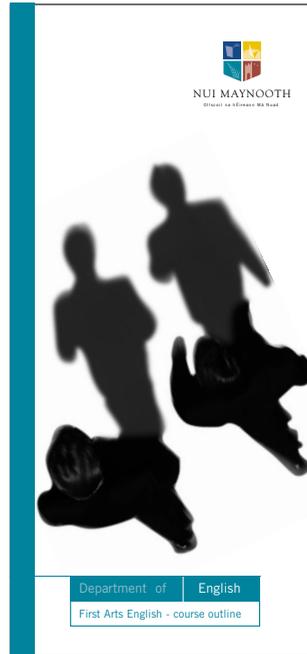
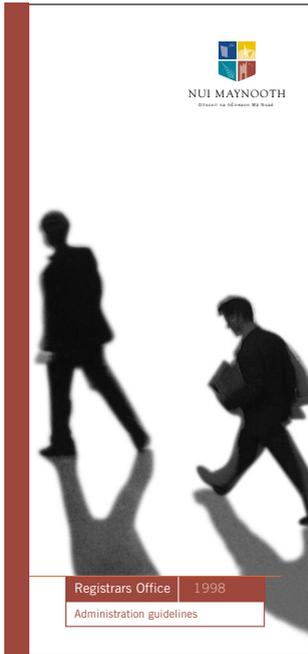
Goudy should be used for caption text, facts and figures and titles where deemed necessary.

# stationery

In order to successfully implement the University's new identity, a consistent approach must be taken in the production of all NUI Maynooth stationery and literature.

The NUI Maynooth stationery is set using the new University family of typefaces: Goudy and Trade Gothic. As with all University literature the logo is never to be used in the centre of a layout but positioned either extreme left or right of the page. For stationery purposes the logo remains on the right hand side in the position specified.





## course literature

To ensure consistency across the range of NUI Maynooth print material, it is vitally important that what is produced by the University is visually consistent and coherent to both its internal and external audiences.

In order to achieve this unified look to the University's new identity we suggest introducing a flexible set style template for all printed material.

The overall look should be clean and crisp with the NUI Maynooth logo taking the focus supported by graphic colour blocks. The photography should be heavily people based with an emphasis on white space.

# logotype checklist

- Use correct artwork from an authorised source.
- Specify clearly the version of the logo that you require - the right logo for the right job.
- Always use correct typefaces - Trade Gothic and Goudy, the University typeface family.
- The Logo should ideally be reproduced on white.
- Always use the black & white symbol for black & white reproduction.
- It is vitally important never to crowd the logo with images or text. This will reduce the impact and recognition of the NUI Maynooth name.
- Never create home-made derivatives of the logo.
- Never reproduce the logo in colours other than those specified.

