



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

# The Trinity Brand





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# Our Vision

We are a globally-connected community of learning, research and scholarship, inspiring generations to meet the challenges of the future.

BOARD APPROVED

# Our CORE Mission



## Trinity's brand and its relevance

When we speak of the Trinity brand, we are speaking primarily about our identity and reputation. Who we are, what we stand for and how we differ from other universities and institutions around the world.

When that identity is clearly defined and understood, it will help us in all of our communications.

For more information please contact [identity@tcd.ie](mailto:identity@tcd.ie) or visit our website at [www.tcd.ie/identity](http://www.tcd.ie/identity)

**As one of the leading academic institutions in the world, one of the key components of Trinity's brand is our reputation. Because of the strength of that international reputation, we attract the highest calibre of students and staff. We develop valuable partnerships and we engage with industry at the forefront of innovation. We continue to deliver on what is undoubtedly our greatest promise – to benefit society through excellence in education and research.**

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

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

Our values, the imagery we use, even our core brand colour – Trinity blue – are invaluable and it is important that we protect them.



## Trinity's story

**Trinity College Dublin has always been a university of the future. Founded in 1592, Trinity was created to help shape the development of Ireland, and it has done so throughout the centuries in many different and often unexpected ways.**

There is no single 'Trinity' narrative, just as there is no one type of Trinity graduate, because from the beginning it has been a home for competing ideas, and for creativity and imagination across all disciplines. What has been consistent in every generation is a commitment to rigorous intellectual enquiry, to promoting scholarly research, and to inspiring individuals to reach their potential, and this has been transformative for Ireland and the world.

Through its education, research, and contribution to public life, Trinity opens areas that were previously closed off, creating new frontiers of knowledge, and making the impossible a reality. Uniquely on the island of Ireland, for more than four centuries Trinity has been a university that educates disruptors as well as defenders of the status quo, poets as well as pragmatists, women and men from across Ireland and around the world who make a difference in diverse areas, and this has been the real Trinity story. It is a global story at the heart of Dublin, a story of ideas, inspiration, and impact.

As part of its contribution to the public good, Trinity educates its students to be active and global citizens. The commitment to equality, inclusion and diversity has seen the university become a world-respected leader in access and it continues to find new ways to welcome students with ability and potential from across all backgrounds. A Trinity education takes place both inside and outside of the classroom, and students benefit enormously from their involvement with student societies, sporting clubs, and other activities, including opportunities to develop entrepreneurial skills and generate spin-out companies. It is a

multidisciplinary education, grounded in historic successes that always looks to the future.

Many great women and men have been educated at Trinity, but our history is more than a list of significant individuals, remarkable and all as their impact has been. It is about the contribution of our graduates to the arts and humanities, to business, to politics, to science, to education, to mathematics, to healthcare, to the law, and to engineering, as well as to newer disciplines such as genetics, nanotechnology, immunology and the digital and creative arts. Just as important is the contribution our graduates make to their families, to their communities, and to the world. It is about an education that changes minds, research that changes lives, and new ideas that change everything.

From the beginning, Trinity has been a community of our students, staff and alumni, making it a special place to study and to work. Trinity changes lives and working and studying at Trinity leaves a lasting legacy. Whether it is the tutor system of pastoral care for our undergraduates, the ground-breaking research in laboratories, or the cultural, social and political endeavours that have changed the world, everything draws strength from that sense of community. It creates a culture of learning that challenges uniformity and conformity and encourages debate, disagreement, and diversity.

Trinity is proud of its history as the crucible for change across different centuries, but it is not bound by the past. Today, as Trinity imagines the world in the 21st century, it seeks to inspire new generations in new ways. This is the continuation of the Trinity story.

# Graduate attributes



## To Act Responsibly

### A Trinity Graduate

- Acts on the basis of knowledge and understanding
- Is self-motivated and able to take responsibility
- Knows how to deal with ambiguity
- Is an effective participant in teams
- Is ethically aware



## To Think Independently

### A Trinity Graduate

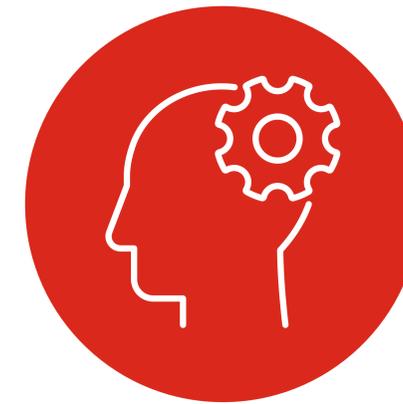
- Has a deep knowledge of an academic discipline
- Can do independent research
- Thinks creatively
- Thinks critically
- Appreciates knowledge beyond their chosen field
- Analyses and synthesises evidence



## To Communicate Effectively

### A Trinity Graduate

- Can present work through all media
- Is expert in the communication tools of a discipline
- Connects with people
- Listens, persuades and collaborates
- Has digital skills
- Has language skills



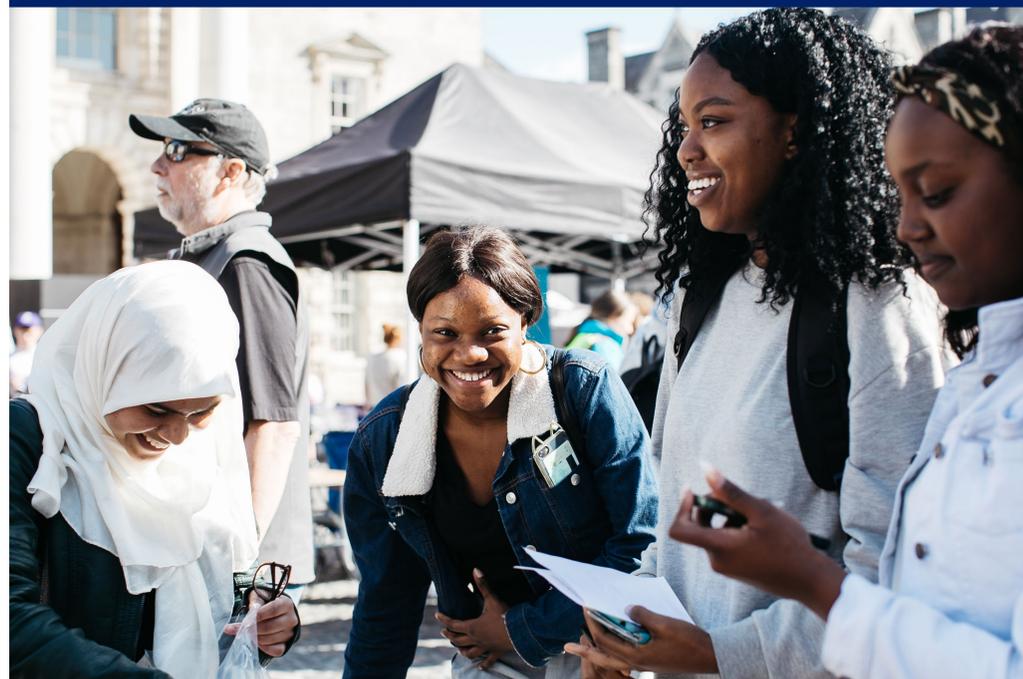
## To Develop Continuously

### A Trinity Graduate

- Has a passion to continue learning
- Builds and maintains career readiness
- Commits to personal development through reflection
- Has the confidence to take measured risks
- Is capable of adapting to change

## Brand values

Brand values, like the brand itself, develop organically over time. They are based on our experiences, the influence of those who shape our thoughts and define our paths, and the promises we make.



Trinity’s brand values have been shaped by over 425 years of excellence and innovation. Our history and heritage is implicit in all aspects of our values; both in how we see ourselves and in how others see us. Brand values are not designed to be used as a statement or a slogan. They do not appear in our academic publications but rather define Trinity’s brand personality, how we express ourselves publicly and the messages we communicate.

**The Strategic Plan 2020-2025 identifies five values for the University:**

### **Inquisitive**

At Trinity we constantly push the boundaries of knowledge in our research, education and scholarship. That means encouraging curiosity, creativity and innovation. It means challenging the status quo to find new ways of thinking and of bringing our ideas to life.

### **Pioneering**

Trinity is a place where disruptive, original and transformative ideas are developed and a place not confined by convention. Championing great, innovative thinking – ideas and initiatives that can transform society for the better.

### **Inclusive**

At Trinity, we encourage an inclusive culture where everyone’s contribution is welcomed and valued. That means championing inclusivity, equality and showing mutual respect to the highest levels, recognising the value it has for our students, staff, partners and society. It means embracing all of our different communities and celebrating our differences.

### **Responsible**

We are committed to fostering improvements and innovations in society, the environment and the world. Individually and collectively at Trinity, that means taking responsibility for our actions and working to the highest ethical standards. Our role in advancing social justice and a sustainable future is greatly valued. Recognising the responsibility we all have to our society and the environment is also important to us, developing ways in which we can live and work responsibly.

### **Collaborative**

Our commitment to building innovative global partnerships and collaborations will benefit future generations. This includes fostering multi- and interdisciplinary engagement across the University to tackle global societal issues. Working together as a community with our academic, industry and government partners, our aim is to build lasting collaborations to achieve our shared ambitions.

## Brand personality

Brand Personality is a collection of traits and characteristics used to help a brand present itself in a distinct and consistent way.

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

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



## So, who are we?

### **We stand up for what we believe**

Achieving great things comes with some trial and error. At Trinity we are not deterred by new obstacles or challenges. In fact, we pride ourselves on thinking differently to overcome them. In the words of our graduate Samuel Beckett – Ever tried. Ever failed. No matter. Try again. Fail again. Fail better.

### **We dare to be different**

Every university has its strengths and at Trinity we teach and foster independence of mind. Encouraging our students to delve into their interests. Broaden their experience and perspective beyond their core subjects. And develop not only as students, but as individuals too. If you want different kind of education and ambition, then Trinity is for you.

### **The actions we take have an impact**

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

### **We learn from the world around us**

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

### **We believe education is a right, not a luxury**

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

### **We stand with wider society**

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

## Key messages



### Reputation

- Ireland's leading university.
- Inspiring generations since 1592, to meet the challenges of the future.
- We are a university of possibility and empowerment.
- We are a globally-connected community of learning, research and scholarship.
- A 425-year old continuum of teaching and learning.
- A reputation built on the calibre of students, staff, alumni and research.
- The influence and success of our alumni is seen across the globe.
- Trinity is a university rich in heritage and tradition.

### Education

- A Trinity education changes the lives of students and impacts on the wider community.
- Students learn to think independently, communicate effectively, act responsibly and develop continually.
- At all levels our teaching is research-led, enabling students to develop their own research skills.
- We are adapting to modern, inclusive and multicultural education and learning needs.
- A Trinity education imbues students with a self-confidence that empowers them to believe a better world is possible.
- We foster a life-long desire for knowledge and a sense of global citizenship.

### Research & Impact

- Our research benefits our students, our country and the world.
- Trinity is Ireland's leading research-intensive university.
- The research being undertaken at Trinity seeks answers to some of the world's great challenges.
- Our passion for research and scholarship drives our engagement with society.
- We have the highest research investment in Ireland.
- We strive to foster a research environment that allows transformative research to thrive for the benefit of society.

### Pioneering & Possibility

- At Trinity, we tackle global issues, benefitting Ireland and the world.
- We are driven by ambition, belief, opportunity and empowerment.
- We challenge students to challenge themselves.
- We are innovative and disruptive in our thinking.
- We challenge the status quo in opinion, attitudes and behaviour.
- We pursue ambitious projects in innovation, education and research.
- At Trinity, students are encouraged to reach their full potential, to be the absolute best they can be.

## Key messages



### Diverse & Inclusive

- Trinity encourages an inclusive culture where everyone's contribution is welcomed and valued.
- Individuality is welcomed and celebrated.
- We are committed to widening access to university.
- Respectful and open to all points of view.
- Our Trinity Access Programmes are instrumental in increasing access from non-traditional backgrounds in higher education.

### Social Responsibility

- Trinity promotes a culture of equality, fairness, respect and dignity.
- We fearlessly advance the cause of a pluralistic, just and sustainable society.
- We are committed to the UN Sustainable Development Goals.
- We foster a strong sense of ethics and societal responsibility.
- We are serious about tackling societal challenges.
- We are committed to tackling climate change.

### Innovation & Enterprise

- We are Ireland's most innovative university.<sup>1</sup>
- Trinity is ranked 1st in Europe for employer reputation and alumni outcomes.<sup>2</sup>
- Top 100 in the world for graduate employability.<sup>3</sup>
- We interact with 400+ industry partners annually.
- Trinity East innovation campus will help make Dublin a global centre for research and innovation.

### Global Network

- Ireland's most international university.<sup>4</sup>
- We promote global citizenship.
- A Trinity education creates networks across the world, with alumni in over 148 countries worldwide.
- At Trinity, you are part of an international community of creative thinkers, scientists, innovators and entrepreneurs.
- Graduates become part of a global community of 131,000 alumni across 148 countries.

<sup>1</sup> Reuters Most Innovative European Universities, 2019.

<sup>2</sup> QS World University Rankings for Graduate Employability 2020.

<sup>3</sup> QS World University Rankings for Graduate Employability 2020.

<sup>4</sup> Times Higher Education World University Ranking 2021.

## Key messages



### Location

- Trinity is a beautiful, historical and iconic campus in the heart of Dublin.
- We are home to the Book of Kells, one of Ireland's greatest cultural treasures which draws more than a million visitors annually.
- We are surrounded by Ireland's economic, legal, cultural, political, creative and tech industries.
- Dublin is a warm and welcoming capital city with the Trinity campus at its heart.

### Student Experience

- Studying here is a life-changing experience.
- The unique atmosphere and compact campus creates a vibrant student community.
- There are over 170 sports clubs and societies.
- Students are encouraged to fully participate in what Trinity offers both academically and socially.
- Fostering a diverse, globally-connected student community is rooted in our core values of inclusivity and collaboration.

### Community & Connection

- The university is driven by shared convictions and ambitions, a strong sense of belonging and a collegiate ethos.
- Trinity has a long-standing mission to forge connections and drive meaningful research between Ireland and the world.
- We are an integral part of the personality and daily life of Dublin city.
- We facilitate sustained and collaborative research across all disciplines.
- Trinity alumni around the world give back to the university by making philanthropic gifts and by donating their time and expertise on volunteer programmes.



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