The Trinity Visual Identity Handbook

www.tcd.ie/identity

v3.0
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The University should be referred to as “Trinity College Dublin, the University of Dublin” on all documentation the first time it is mentioned.

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

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

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

The word ‘Trinity’ should appear in the name of all research centres and institutes.
Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Logo

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

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

Our logo consists of all three elements which should never be separated or used in isolation.
To capitalise on the strong Trinity identity, all Trinity entities should use the Trinity visual identity only.

No secondary logos should be used.

Faculties, Schools, Disciplines/Departments, courses, administration and services areas as well as research groups and research centres should not use their own logos in any medium.
The clear zone is a clear area of space that must be kept free of other graphic elements, or text, to ensure that it is reproduced with clarity and impact in all applications. The minimum clear zone is half the height of the shield as shown above.
Trinity’s visual identity/logo should always appear in the top left-hand corner of documents.

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

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

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

Identity Principles
Logo - Variations

1. Common Use (‘Main’): Our primary visual identifier, to be used whenever possible both domestically and internationally

2. Irish/English: To be used on official stationery (letterhead)

3. Irish Only: To be used for Irish language publications and on Irish language side of business cards

4. English only: To be used on the English side of business cards

5. Abridged: To be used in online applications where space is limited and, where pre-approved, for co-branded material
When reversing the logo out of a solid colour we use the inverted version shown here. It is important that the background colour or image is sufficiently dark and clear of detail for good legibility. The same rules for spacing and size apply.
Logo - For Press / Photocopy

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

1. Do not add any additional graphic elements or text to the logo

2. Always use the correct logo artwork for specific applications. The ‘Professional Use’ set of logos are for all print and large scale applications, meaning that the resolution is always sharp at any size. These files can be requested from identity@tcd.ie as required.

3. Don’t use the colour version of the logo on any background that makes it unclear

4. Do not use the shield on its own - Trinity’s logo includes both the shield and the wording, which should never be separated

5. Do not use the logo without the shield

6. Never change the scale or colour of any part of the logo, or alter the spacing of characters within the logo
Trinity’s primary typeface is Source Sans Pro, which should be used for professionally designed publications and documents designed by graphic designers.

Calibri should be used for email and Word communications.
Colour - Primary Colour Palette

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

Our secondary or supporting colour palette supports our primary colours and should be used to complement or enhance design elements without predominating or overwhelming our primary colours.
Colour - Secondary /Supporting Colour Palette
Brochure Samples - Cover pages
Brochure Samples - A5 booklets
Brochure Samples - diagram / charts
School/Area identification in visual presentation

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

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

In official communications it is a requirement that the Irish translation appears first and no less prominent than the English version.
Hierarchy of Trinity logo – When the university is involved with an external organisation, dual identities are required.

The Trinity logo should always be given a position of equal prominence when appearing on printed material with other logos, ideally on the left-hand side.

In the case of Research Groups working as part of a team with other institutions, Trinity’s logo in the approved form must be included in all communications media.
Dual Identity Examples

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

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

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

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

Sample imagery shown on the following pages have been grouped into two main categories: ‘Staff & Students’, and ‘Activity & Environment’.
Photography - Staff & Students
Photography - Activity & Environment
Photography - Activity & Environment
Photography - Some things to avoid
Occasionally there may be a topic or subject matter that requires supporting imagery that is unavailable. In these circumstances stock imagery can be useful. However it is important to apply the same rules to selection as you would if you are commissioning original photography.

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

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

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


Donec ac sodales nibh, ac ultrices sem. Vestibulum eu turpis non quam ullamcorper eleifend. Aenean gravida, nunc at gravida luctus, turpis magna eget semper, orci luctus et ultrices dui nunc nec tortor. Fusce quis mi vitae arcu sodales egestas ac ante nibh. Ut id blandit justo, in arcu. Nulla ac risus volutpat, luctus tortor euismod.


Sincerely,

[Signature]

NameSurname
Address Line One
Address Line Two
Address Line Three
County / State
Country
Powerpoint templates
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget lectus ut lacus convallis porta nec.

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

Available to download from www.tcd.ie/identity
Pull-up banner templates
Dissertation / Event Poster templates
Clothing Samples - Hoodies
Clothing Samples - Tshirts
• **Custodian Print Management**
  fergal@custodian-consultancy.ie
  +353 1 676 9299

• **Identity Management**
  Identity@tcd.ie
  www.tcd.ie/identity
List of approved Graphic Design suppliers

• **Mitchell Kane**  
  Seán Mitchell : sm@mitchellkane.co.uk

• **Boyle Design Group**  
  Jane Boyle : jane@boyledesigngroup.com

• **Red and Grey Design**  
  Keith McGuinness : keith@redandgreydesign.ie

• **Spectrum Print Logistics**  
  Marty Magennis : mmagennis@spectrum.ie

• **Creative A.D. Ltd**  
  Jerry Huysmans : creativead@eircom.net

• **Clever Cat Design**  
  John Kealy : john@clevercat.ie

• **Detail Design**  
  Brian Nolan : brian@detail.ie