



Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin



The Trinity **Visual** **Identity** Handbook

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 to 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, the University of Dublin





Logo Logo



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 the uniquely ascribed shield, typography and primary colour; Trinity Blue.

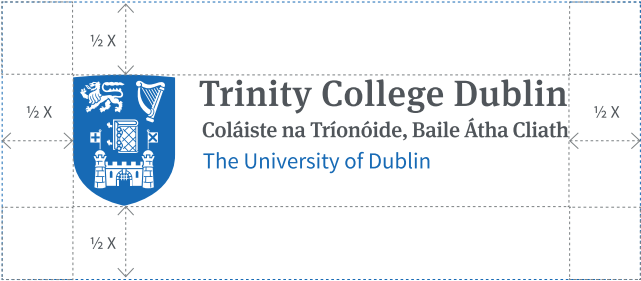
Our logo consists of all three elements which should never be separated or used in isolation.

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.

Identity Principles



Logo - Clear zone

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 should not be edited or amended in any way.
All logos are available at
www.tcd.ie/identity

Identity Principles

1



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

2



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

3



Coláiste na Tríonóide, Baile Átha Cliath
Ollscoil Átha Cliath

4



Trinity College Dublin
The University of Dublin

5



**Trinity
College
Dublin**
The University of Dublin

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



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Coláiste na Tríonóide, Baile Átha Cliath
Trinity College Dublin

Ollscoil Átha Cliath | The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath

Ollscoil Átha Cliath



Trinity College Dublin

The University of Dublin



Trinity
College
Dublin

The University of Dublin

Logo - For use on a dark background

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.



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The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath
Trinity College Dublin

Ollscoil Átha Cliath | The University of Dublin



Coláiste na Tríonóide, Baile Átha Cliath

Ollscoil Átha Cliath



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Logo - For Press / Photocopy

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

1



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

ARTS, HUMANITIES
AND SOCIAL SCIENCES

2



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

3



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

4



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

5

6



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

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 trinity.marketing@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



Font

Font & Colours



Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()+€#

Recommended Styles

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

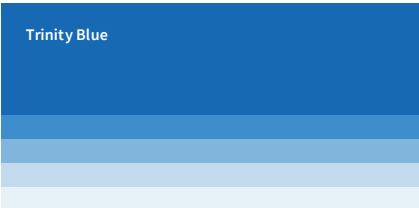
Black

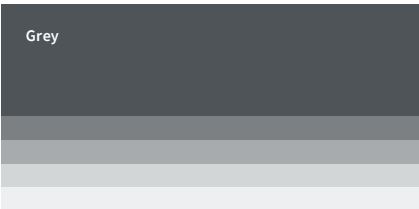
Typography

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.



	PMS 300
	C 100 M 50 Y 0 K 0
	R 5 G 105 B 185
	RAL 5017
	HEX # 0569b9
	75% # 448fcb
	50% # 82b4dc
	25% # c1daee
	10% # e6f0f8




	PMS Cool Grey 11
	C 0 M 0 Y 0 K 80
	R 80 G 85 B 90
	RAL 7015
	HEX # 50555a
	75% # 7c8083
	50% # a8aaad
	25% # d3d5d6
	10% # eeeef




	PMS W hite
	C 0 M 0 Y 0 K 0
	R 255 G 255 B 255
	HEX # FFFFFFFF
	PMS B lack
	C 0 M 0 Y 0 K 100
	R 0 G 0 B 0
	HEX # 000000




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.

	PMS 312
	C 88 M 0 Y 11 K 0
	R 0 G 170 B 205
	RAL 5018
	HEX # 00aacd
	75% # 40bfda
	50% # 80d4e6
	25% # bfeaf3
	10% # e6f7fa
	PMS 326
	C 81 M 0 Y 39 K 0
	R 0 G 180 B 170
	RAL 5018
	HEX # 00b4aa
	75% # 40c7bf
	50% # 80dad4
	25% # bfecea
	10% # e6f8f7
	PMS 360
	C 63 M 0 Y 84 K 0
	R 50 G 215 B 50
	RAL 6018
	HEX # 32d732
	75% # 65e165
	50% # 99eb99
	25% # ccf5cc
	10% # ebf8eb

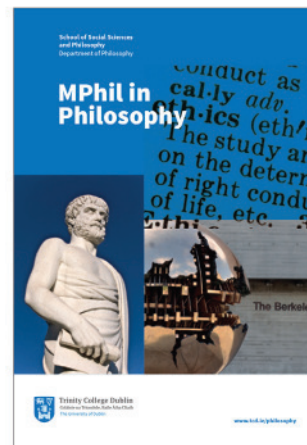
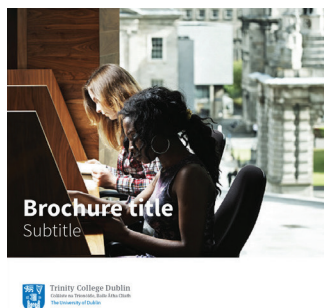
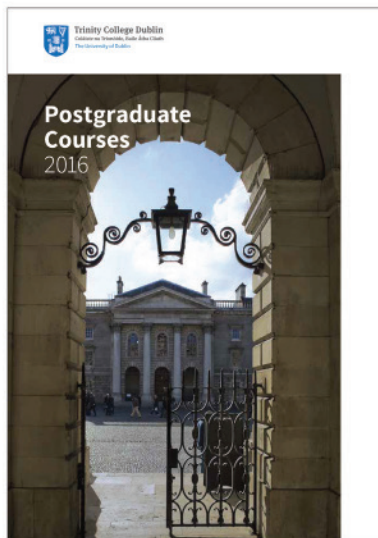
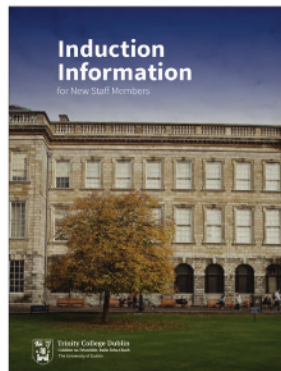
	PMS 375
	C 46 M 0 Y 90 K 0
	R 150 G 215 B 0
	RAL 1016
	HEX # 96d700
	75% # b0e140
	50% # cbeb80
	25% # e5f5bf
	10% # f5f8ce
	PMS 389
	C 21 M 0 Y 85 K 0
	R 210 G 225 B 0
	RAL 1016
	HEX # d2e100
	75% # dde940
	50% # e9f080
	25% # f4f8bf
	10% # fbf8ce
	PMS 109
	C 0 M 9 Y 100 K 0
	R 255 G 210 B 0
	RAL 1018
	HEX # ffd200
	75% # ffd440
	50% # ffe980
	25% # fff4bf
	10% # fff8ce

	PMS 466
	C 8 M 23 Y 52 K 15
	R 200 G 170 B 120
	RAL 1001
	HEX # c8aa78
	75% # d6bf9a
	50% # e3d4bc
	25% # f1eadd
	10% # faf7f2
	PMS 165
	C 0 M 70 Y 100 K 0
	R 255 G 100 B 30
	RAL 2003
	HEX # ff641e
	75% # ff8b56
	50% # ffb28f
	25% # ffd8c7
	10% # fff0e9
	PMS 485
	C 0 M 95 Y 100 K 0
	R 220 G 40 B 30
	RAL 3028
	HEX # dc281e
	75% # e55e56
	50% # ee938f
	25% # ffc9c7
	10% # fceae9

	PMS 512
	C 53 M 99 Y 3 K 18
	R 130 G 50 B 120
	RAL 4006
	HEX # 823278
	75% # a1659a
	50% # c199bc
	25% # e0ccdd
	10% # f3ebf2
	PMS 280
	C 100 M 85 Y 5 K 22
	R 0 G 30 B 105
	RAL 5026
	HEX # 001e69
	75% # 40568f
	50% # 808fb4
	25% # bfc7da
	10% # e6e9f0
	PMS GOLD 871
	PMS SILVER 877

Colour - Secondary /Supporting Colour Palette

NOTE — Gold and Silver are used for decorative or ceremonial purposes, only printed as a spot colour on suitable stock (silk or matt coated).



Department of Political Science

Trinity College Dublin is recognised internationally as a world-leading university with a tradition of excellence in the world and for politics and international studies (QS World University Rankings by Subject). Trinity was founded in 1592, and today the university is a leading and recognised university of students from around the globe. In handling all our requests, we are committed to providing a high-quality, relevant and engaging experience for all our students.

Political Science has been an important part of the curriculum since 1852 and Trinity College has developed an international reputation for its research work on the European Union, comparative politics, comparative public law, international relations as well as democracy and development. It is a vibrant, vibrant and growing department that continues to foster research activity with the strongest commitment to high-quality undergraduate and postgraduate teaching.

MSc in Politics and Public Policy

This programme is designed to develop students' knowledge of the relationship between politics and public policy and the development of public policy. It offers a comprehensive and challenging experience of public policy and public law, and a strong understanding of the role of public policy in the development of the state. It is a vibrant, vibrant and growing department that continues to foster research activity with the strongest commitment to high-quality undergraduate and postgraduate teaching.

MSc in International Politics

This programme is designed to develop students' knowledge of international politics and public policy and the development of public policy. It offers a comprehensive and challenging experience of international politics and public law, and a strong understanding of the role of international politics in the development of the state. It is a vibrant, vibrant and growing department that continues to foster research activity with the strongest commitment to high-quality undergraduate and postgraduate teaching.

Political Science Masters Programmes

Both our one-year full-time (one year) and two-year part-time (two years) programmes provide graduates with a range of excellent and research skills which have proven to be highly desirable by prospective employers in both the public and private sectors.

Trinity graduates are internationally well-regarded and the focus of a demand for graduates in a wide range of sectors. Trinity graduates are highly sought after by employers in both the public and private sectors. Trinity graduates are highly sought after by employers in both the public and private sectors. Trinity graduates are highly sought after by employers in both the public and private sectors.

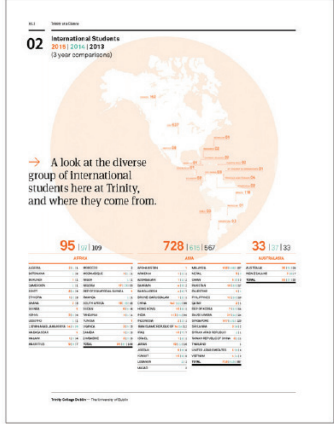
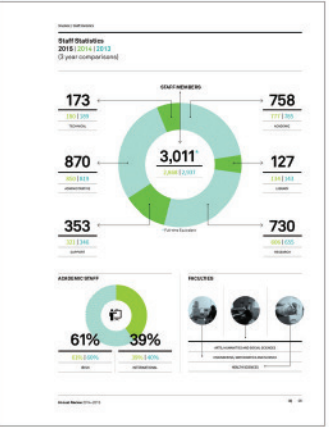
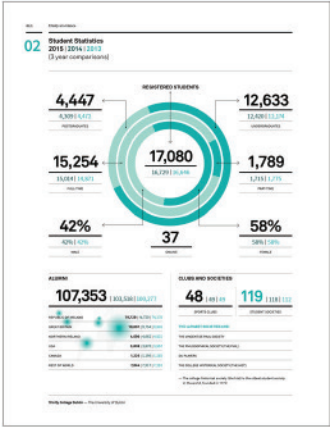
Course Structure and Assessment

All course modules are taught around a weekly seminar and assessed mainly by the basis of assignments, with some exams. Both the courses are structured around the following components:

- In the first semester, students take a number of core modules designed for their relevant degree, as well as a research methods module.
- In the second semester, students take a number of optional modules designed for their relevant degree, as well as a research methods module.
- The module structure is designed to provide a strong understanding of the role of public policy in the development of the state. It is a vibrant, vibrant and growing department that continues to foster research activity with the strongest commitment to high-quality undergraduate and postgraduate teaching.
- The module structure is designed to provide a strong understanding of the role of public policy in the development of the state. It is a vibrant, vibrant and growing department that continues to foster research activity with the strongest commitment to high-quality undergraduate and postgraduate teaching.

Brochure Samples - Cover pages

Brochure Samples - A5 booklets



Brochure Samples - Layout

Brochure Samples - Diagram / Charts



Identity

School & Dual Identity



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

Scoil na Siceolaíochta
School of Psychology

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.

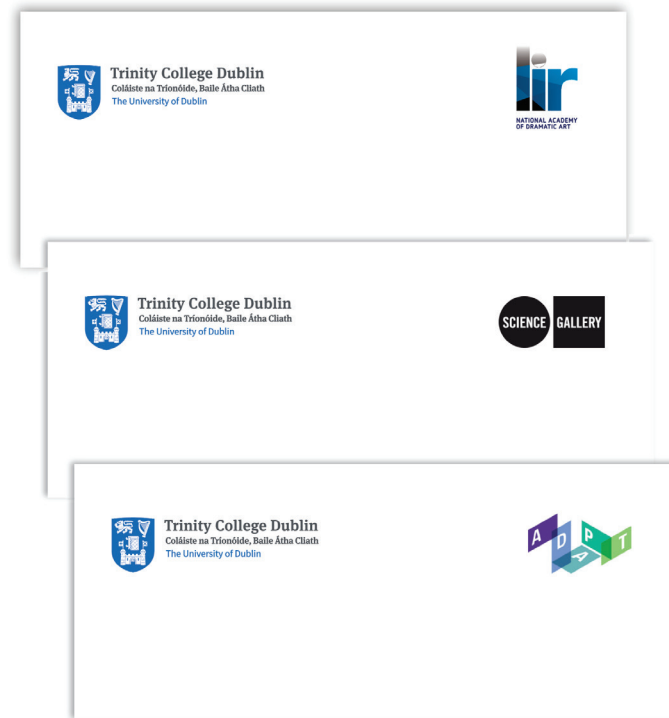


Hierarchy of Trinity logo – When the university is involved with an external organisation, dual identities are required.

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.

Identity Principles



Dual Identity Examples



Imagery

Imagery



Photography

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

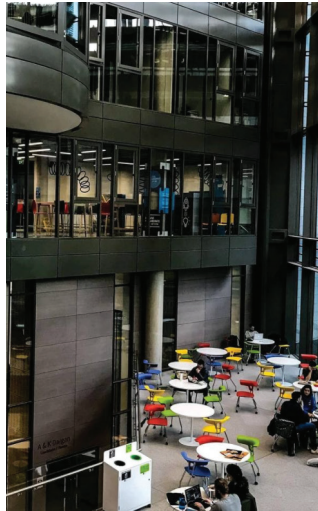
When using or commissioning photography in official Trinity publications or marketing materials, it is important that imagery does not appear staged, and should feel real, spontaneous, authentic and appropriate to our location and demographic.

Photography can also be used to add some colour to documentation, and our supporting colour palette can be 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

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.



Stationery & Templates Stationery & Templates



Coláiste na Tríonóide, Baile Átha Cliath
Ollscoil Átha Cliath

David Murphy PhD FTCD
CEANN NA SCOILE

Scoil na Siceolaíochta,
Dáimh na nEolaíochtaí Sóisialta agus Daonna

Tríonóide, Baile Átha

67
/psychology



Trinity College Dublin
The University of Dublin

David Murphy PhD FTCD
HEAD OF SCHOOL

School of Psychology
Faculty of Arts, Humanities and Social Sciences

Áras an Phiarsaigh, Trinity College Dublin,
Dublin 2, Ireland.

+353 1 896 2224 +353 87 123 4567
psychology@tcd.ie www.tcd.ie/psychology

Business Cards

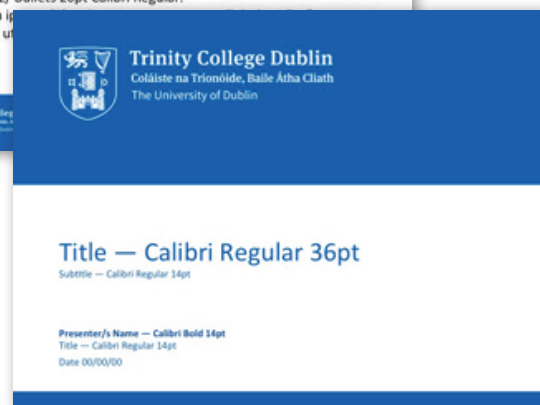
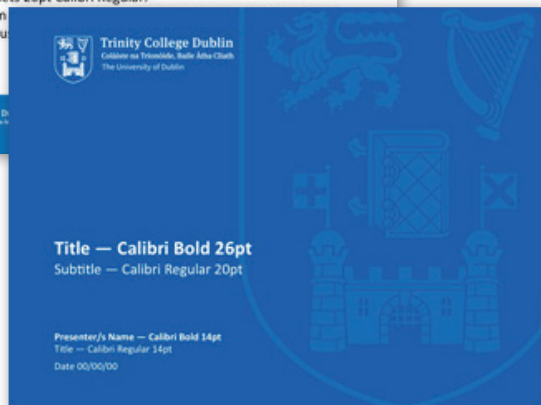
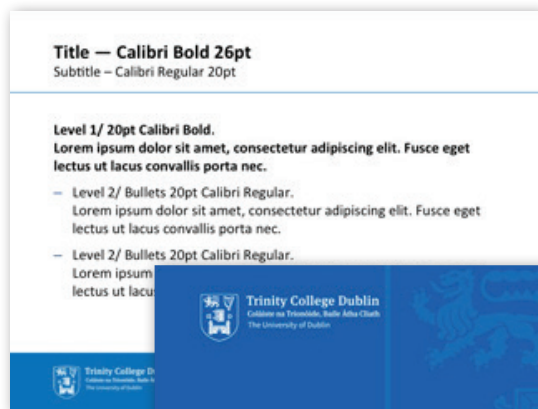
Business Cards should be in Irish on one side and English on the other. For this purpose the Irish-only and English-only versions of the logo are used on either side of the card.

English-only cards are permitted where they are exclusively to be used outside of the State, to avoid confusion. In such cases, the Common Use logo should be used.



Letterhead






Powerpoint templates



Pull-up banner templates



Trinity College Dublin
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The University of Dublin

School of Computer Science & Statistics (SCSS)
Faculty of Engineering, Mathematics and Science

Nanograd Beta Distributed Nanoscience Graduate Education across Ireland


Ryan, Kevin M. (mssi/ul), Cross, Graham (tcd/crann), Greer, Jim (ucc/tyndall)

Overview

Nanograd Beta is a Nanoscience course offering in 2008/9 within the **INSPIRE** consortium. The aim of this initiative is to provide a test-run of remote learning coordination and infrastructure and is being run on a voluntary basis. The participating institutions for this academic year include **ucc/tyndall**, **ul/mssi**, **tcd/crann** and **ucd**. Infrastructure funded under INSPIRE includes proprietary video conferencing systems in each institution allowing for a multi-tiered lecturing experience and a Nanograd website (www.nanograd.ie) with open source community authoring and content management.

Current Activities

Nanograd Beta courses in 08/09 are targeted at 1st year graduate students across all funded projects. Courses are being offered at each institution to cover a full graduate offering in nanotechnology. The video-conference technology will allow students from all universities to participate remotely in real time in dedicated lecture theaters and individually on line streaming content can be streamed or be podcast downloaded.



Book of Modules

The graduate school offering in Nanoscience and Nanotechnology across the **INSPIRE** consortium has been collated by Mary Clare O'Keefe at **ucc/tyndall**, and currently includes 30 modules.

Web-Site




The website www.nanograd.ie was developed in **openWeb** by Graham Cross and Orla Nicholl in July/Aug 08. The website uses a leading open source content management system which will be able to store a large amount of content across systems, anonymous, student, and lecturer. Each lecturer will have account/login access to allow content upload. The website will allow for course scheduling, student recruitment and appointment. Students will also be able to use the website to contact lecturers directly on specific queries.

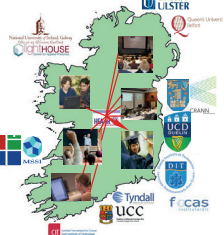
Participation

A survey by Jim Greer in **openWeb** showed a 100% interest from graduate students in course offering. The first course from **ucc/tyndall** will be Numerical Methods (S. Kelly), a 1st year beginning October 13, 2008 with content delivery across the **INSPIRE** consortium.

Course	Academic Year	Registration	Enrollment
1st Year Numerical Methods (S. Kelly)	2008/09	100%	100%
1st Year Numerical Methods (S. Kelly)	2009/10	100%	100%
1st Year Numerical Methods (S. Kelly)	2010/11	100%	100%
1st Year Numerical Methods (S. Kelly)	2011/12	100%	100%

The lecture course nanotechnology is currently offered at **openWeb** given by 4 lecturers in departments of Chemical and Environmental Sciences: Dr Ryan and Physics: C. O'Dwyer, Z. Rahman. 1st year started on October 6. After campus wide advertisement the course attracted 14 students across five departments in the Faculty of Science and Engineering, **ul** with remote content delivery available across **INSPIRE** for the nanoelectronics and nanomaterials lectures starting on October 24, 2008.





UCC **UCD** **UL** **TCD**

Dissertation / Event Poster template

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LOGO WIDTH 110mm
HEIGHT FROM TOP OF SHOULDER
TO TOP OF LOGO 160 - 200mm

Clothing Samples - Hoodies



LOGO WIDTH 110mm
HEIGHT FROM TOP OF SHOULDER
TO TOP OF LOGO 160 - 200mm

Clothing Samples - T-shirts



Key Contacts

- **Custodian Print Management**
noel.mcdonagh@custodian.ie
- **Identity Management**
trinity.marketing@tcd.ie
www.tcd.ie/identity

- **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

Key Contacts

List of approved Graphic Design suppliers



Trinity College Dublin

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The University of Dublin

Updated May 2024

The Trinity **Visual** **Identity** Handbook