



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

Tangent

Trinity's Ideas
Workspace



Trinity's Visual Identity

As Implemented By Tangent, Trinity's Ideas Workspace



Tangent

Brand Overview

Our Promise

Tangent, Trinity's Ideas Workspace, promises to inspire the next generation of student entrepreneurs and startups that will provide meaningful impact on the world.

Our Purpose

Tangent, at Trinity College Dublin, the University of Dublin, is a place where all students and forward-looking external partners have the opportunity to imagine, collaborate, and iterate — putting ideas into action that can positively impact the world. Trinity's Tangent is a collaborative environment for all people who are open to new possibilities. Come join us. We're always open.

Our Story

For over 400 years innovation has been a key driver for the delivery of a world class learning experience at Trinity College Dublin. Trinity is committed to providing an environment that enables innovation and entrepreneurship at all levels across the university.

As a result, the university has established Tangent, Trinity's Ideas Workspace, housed in a designated space and co-located with an expanded School of Business. Tangent has already taken great strides in implementing a strategy providing Trinity's community of students, staff and academics with the supports and facilities to pursue entrepreneurship as a viable and rewarding career path.

Tangent is a place in which to imagine, collaborate, and put ideas into action that can change the world.

Our Goal

Tangent's goal is to create impact through ideas that will make a difference to the world.

Our Values

Imagination
Collaboration
Action

Our Tone

Ambitious
Supportive
Inspiring
Imaginative

Our Personality

We are imaginative
We are collaborative
We are inspirational





Brand Story

Trinity is committed to providing a transformative learning environment that fosters innovation and entrepreneurship at all levels across the university. As a result, the university has established Tangent, Trinity's Ideas Workspace, housed in a world-class facility, co-located with an expanded School of Business.

Trinity's Tangent has already taken great strides in implementing an innovative strategy providing Trinity's community of students, staff and academics with the supports and facilities to pursue entrepreneurship as a viable and rewarding career path. We aim to inspire the next generation of student entrepreneurs and start-ups by enabling them to explore new possibilities.

In addition, Tangent will create a front door to the dynamic and burgeoning entrepreneurship community in Dublin and to the many Trinity graduate entrepreneurs who are creating or driving new businesses globally.

Tangent encompasses a number of activities that contribute to the University's mission to deliver economic, cultural and social value through innovation and entrepreneurship.

Tangent comprises of three core business units - Education, Engagement and Entrepreneurship. Tangent has a proven track record of success in innovation with award-winning educational and training programmes, successful start-ups supported through our summer accelerator programme along with an established programme calendar of events.

Tangent aims to bridge the gap between the university and the wider start-up ecosystem. We collaborate with companies large and small who play an active role working with our start-ups, our students, and on our educational and training programmes.

EDUCATION
 ENGAGEMENT
 ENTREPRENEURSHIP



Brand Values & Mission

Trinity's Tangent's brand values are instilled in everything we do. They represent a clear 'code' that staff and students support and implement in all their daily activities.

The opportunities opening up today are infinite. They are invisible to some, impossible to others. Identifying these opportunities requires new tools and methods from our students. Realising them requires imagination. The opportunity to explore ideas is encouraged and supported at Tangent.

Tangent is a place in which to imagination, collaborate and put ideas into action that can change the world.

Imagination

We inspire, challenge and provoke a creative mindset among our student population.



Through effective education and supports, Tangent helps to spark our students **imagination**. We encourage curiosity and ideation. This is what helps us to create real impact.

Collaboration

We embrace the creative fusion that happens when arts meet science, and education meets enterprise.



Through **collaboration** we believe that when we come together with an open mind and embrace alternative ways of thinking, no challenge is too complex, no opportunity out of reach.

Action

We do not stop at ideas. We create impact, disruption and enterprises.



Tangent values **action**. We encourage our students to try to create new possibilities. We deliver economic, cultural and social value through entrepreneurship. Our students perseverance enables their ideas to come alive.





Attributes

Of A Trinity Graduate

To **Think** Independently

- I have a deep knowledge of an academic discipline
- I can do independent research
- I can think creatively
- I can think critically
- I appreciate knowledge beyond my chosen field
- I can analyse and synthesise evidence

To **Communicate** Effectively

- I am able to present work through all media
- I am expert in the communication tools of my discipline
- I can connect with people
- I can listen, persuade and collaborate
- I have digital skills
- I have language skills

To **Develop** Continuously

- I have a passion to continue learning
- I build and maintain career readiness
- I am committed to personal development through reflection
- I am building confidence to take measured risks
- I am capable of adapting to change

To **Act** Responsibly

- I act on the basis of knowledge and understanding
- I am self-motivated and able to take responsibility
- I know how to deal with ambiguity
- I am an effective participant in teams
- I have a global perspective
- I am ethically aware



THINK
DEVELOP
COMMUNICATE
ACT

Tangent should be referred to as “**Tangent, Trinity’s Ideas Workspace**” (separated by a comma) on all documentation the first time it is mentioned.

The short version “**Trinity’s Tangent**” should be used in a second incidence. “**Tangent**” can then be referenced thereafter in documentation.



For one-off titles (such as email signatures or business cards, etc), Tangent should be referred to by its full title, separated by a vertical bar ‘|’;

“Tangent | Trinity’s Ideas Workspace”



Key Messages

Trinity Key Messages

A Trinity education changes lives

A leader in innovation

Ireland's Flagship University

Serious about tackling societal challenges

Trinity is central to Ireland's success

A champion for Academic Freedom

Trinity is pioneering

An iconic campus in the centre of Dublin

Trinity is Ireland's leading University

Trinity is a great place to study

Rooted in Ireland and globally engaged

At the heart of Dublin's tech industry

Tangent Key Messages

We are people-focused and celebrate our talented community

We challenge students to challenge themselves

A research-centred, collaborative university

Outstanding student experience

Rich in heritage and culture

Trinity is a place of opportunity



Visual Appearance

Primary



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

Tangent Trinity's Ideas
Workspace

This is how Tangent's name will appear across all materials.

In addition, the Trinity logo should always appear next to the Tangent name across all publications, with equal prominence given to both identities.

This will ensure that Tangent is correctly recognised as being a part of the Trinity brand.

Under no circumstances can the Trinity logo be omitted from any of Tangent's materials.



Visual Appearance

Variations

Tangent Trinity's Ideas
Workspace

Greyscale - For Press / Photocopy

This version of the name is to ensure optimal reproduction for black and white photocopying and press publications.

Tangent
Trinity's Ideas
Workspace

Stacked - Social Media Only

This version is to be used in online materials where space is limited. Use of the abridged name needs to always be approved by Tangent.

Tangent Trinity's Ideas
Workspace

Reverse - For Use On Dark Backgrounds

When reversing the name 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.



Visual Appearance

Sizing & Clear Space

As our most recognisable visual asset we want our name to feature prominently on all materials without dominating the page.

Our name must always be scaled proportionally to avoid any distortion.

The Trinity logo should always appear next to the Tangent name across all publications, with equal prominence given to both identities.

The clear zone is a clear area of space that must be kept free of other graphic elements, or text, to ensure that the Tangent brand is reproduced with clarity and impact in all applications.

Minimum Size

The smallest our name should be represented is 10mm high.



Minimum Clear Zone

The minimum clear zone is height of the capital T as shown here.



Visual Appearance

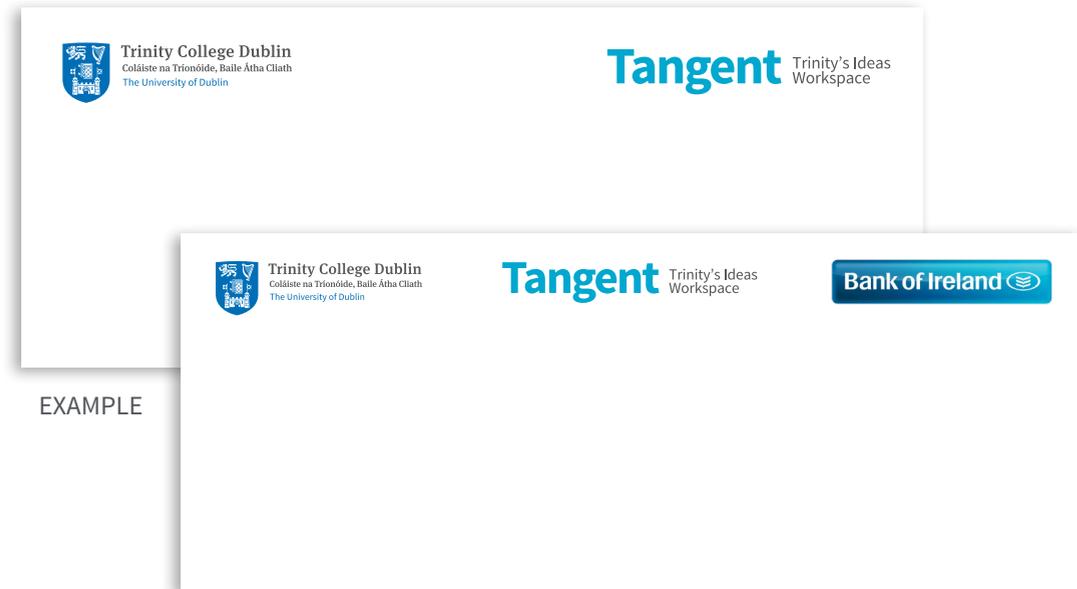
Prominence

Tangent's name must always appear next to the main Trinity logo, with both identities enjoying equal prominence.

As per the Trinity Visual Identity, the university's logo should always appear on the upper left-hand side of all documents where possible.

Where the Tangent name has to appear with a partner organisation the minimum space and minimum size usage guidelines should be followed.

The Tangent and Trinity identities should always be given positions of equal or greater prominence when appearing on materials or publications with external logos or identities.





Visual Appearance

Unacceptable Usage

A few rules are necessary for maintaining the integrity of the Tangent name. Don't compromise the overall look of the name by rotating, skewing, or distorting in anyway – that includes adding unnecessary text decorations, such as drop shadows, or changing the colours of the logo.

- A.** Don't reposition the elements of the name or create compositions that are not approved.
- B.** Do not change the colour of the name.
- C.** Do not squash or stretch.
- D.** Do not add drop shadows or other design effects.



Colour

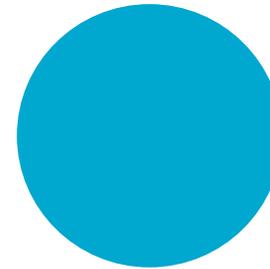
Primary Palette

Trinity has a strong association with blue, the colour of our shield. Tangent's colour palette will complement that of Trinity by making use of the light blue taken from the Trinity secondary palette.

As such, the Tangent primary colour palette – light blue, grey and considered use of white space – is a crucial part of the visual brand. Applied consistently it provides an immediate and strong visual link throughout our communications.

White Space

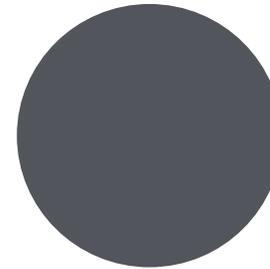
We refer to the unprinted areas of a layout that have intentionally been left blank as 'white space'. This 'white space' is also an integral part of the Tangent's visual identity. Using white sufficiently across our communications maintains a clean and clear approach.



PANTONE
312 C

C:88 M:0 Y:11 K:0
R:0 G:169 B:206
#00A9CE

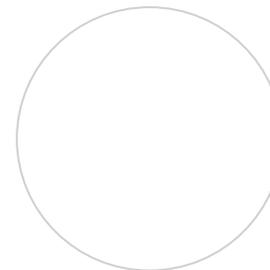
PROCESS
RGB
HEX



PANTONE
COOL GREY 11 C

C:0 M:0 Y:0 K:80
R:83 G:86 B:90
#53565A

PROCESS
RGB
HEX



PANTONE
WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

PROCESS
RGB
HEX



Colour

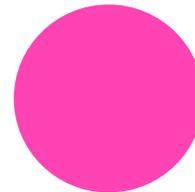
Secondary Palette

Our secondary colour palette supports our primary colours and should be used to complement or enhance design elements without predominating or overwhelming our primary colours.

Our secondary colour palette can introduces style and vibrancy into charts and diagrams and creates hotspots of colour into layouts adding an extra dimension to our communications.

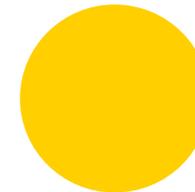
Proportional Colour Usage

Using colour to the correct proportions is an important part of our visual identity. The light blue is our lead colour, as it reflects our alignment with all things Trinity, and as such should appear in all communications.



PANTONE
P 806 C

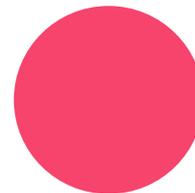
C:0 M:80 Y:0 K:0
R:255 G:62 B:181
#FF41B4



PANTONE
P 109 C

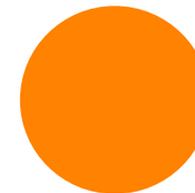
C:0 M:9 Y:100 K:0
R:255 G:209 B:0
#FFD100

PROCESS
RGB
HEX



PANTONE
P 191 C

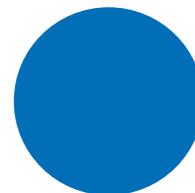
C:0 M:79 Y:36 K:0
R:239 G:66 B:111
#EF426F



PANTONE
P 151 C

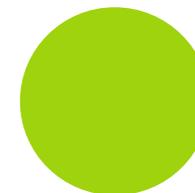
C:0 M:60 Y:100 K:0
R:255 G:130 B:0
#FF8200

PROCESS
RGB
HEX



PANTONE
P 300 C

C:100 M:50 Y:0 K:0
R:14 G:115 B:185
#0E73B9



PANTONE
P 375 C

C:50 M:0 Y:100 K:0
R:151 G:215 B:0
#97D700

PROCESS
RGB
HEX

Colour

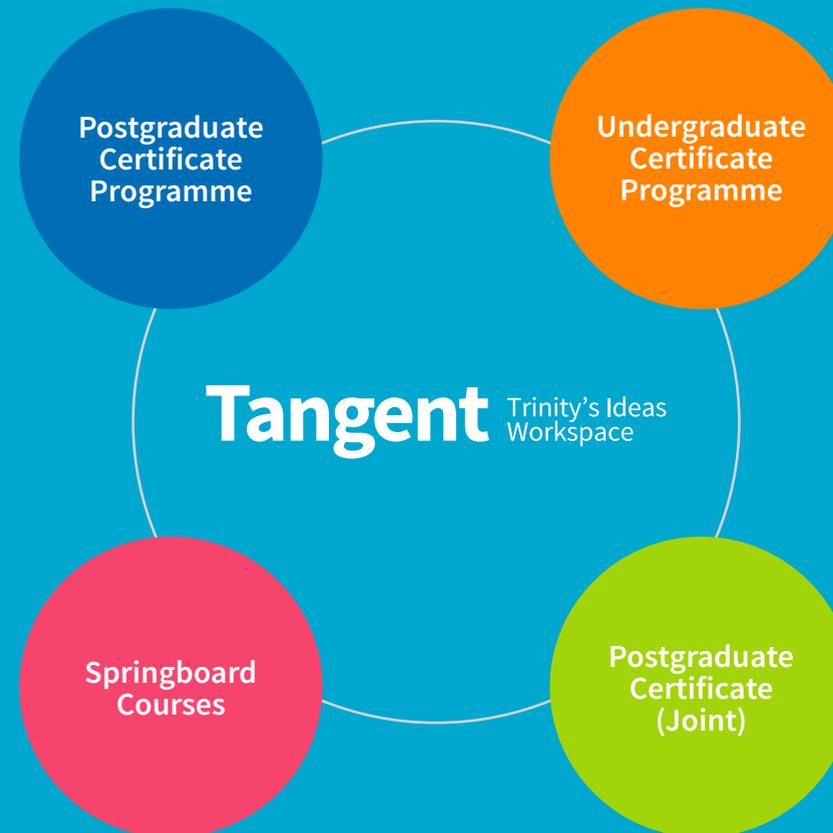
Programme Colours

Four of Tangent's education programmes have been assigned a specific secondary colour as their "main accent" colour, to ensure consistency across the promotional materials of that programme.

When creating a piece of communication for a particular programme, the primary colour (of light blue) or white should be used as a base colour.

Additional colours from the secondary palette may still be used to support the Programme colours on the inside of brochures and leaflets.

The Undergraduate Certificate will have a main secondary colour of Orange; the Postgraduate Certificate will have a main secondary colour of Navy; the Postgraduate Joint programme will have a main secondary colour of Green; and the Springboard Courses will have a main secondary colour of Red.





Typography

Font

Similar to the University, Tangent's primary typeface is Source Sans Pro, which should be used for professionally designed publications, materials, and documents designed by graphic designers.

Calibri should be used for email and Word communications.

Aa

Source Sans Pro

Recommended Styles

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Source Sans Pro Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

Source Sans Pro Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

Source Sans Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

Materials

Examples – Print

When creating a piece of Tangent's communication, a variety of approaches can be used, of which the most desirable is to use the primary colour as a base. This allows the secondary colours to come through in typography and other graphical elements.

It is also acceptable to use a white base and introduce the primary and secondary palettes in a more subtle way through graphical elements.

As seen across the following examples, the Trinity visual identity (as represented by its logo) is a key part of all of Trinity's Tangent material and should be displayed clearly.





Materials

Examples – Digital



WEBSITE



SOCIAL MEDIA



TV SCREENS



VIDEO TITLE



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