UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Brand Guidelines

Version 01. 2020

Contents

Our Brand

01

Brand Positioning

Do differently to make a difference, at University of Limerick.

1. At University of Limerick you find a unique ethos and culture. *(We do things differently and we have created an environment where you will have the freedom to do things differently when you join us).*

2. We inspire people to find their potential. *(We don't want to simply empower those who join us, we believe in more than imparting knowledge, we want to be a catalyst to help people discover what they can do themselves and give them the tools to make a difference and make what they do matter).*

3. We work together for positive impact. *(Collaboration and collective action are what has made us successful to date, this is how we will make the most impact. This is not just locally but globally by being outward looking and open).*

Brand Attributes

Our brand attributes are key to understanding who we are and how we act, they set the stage for the University today and for the future.

Confidence;
without being arrogant

Boldness;
but always with rigour

Ambition;
but not just for ourselves, also for the communities we serve

Integrity;
while remaining creative

Together;
proactive collaboration is in our nature

Brand Essence

Our Vision

The University of Limerick will be an international leader, recognised for the success of its students, graduates and staff and solving global challenges with innovation.

Our Mission

Our mission is to shape and deliver on the needs of individuals and society, in a dynamic and agile environment, advancing knowledge through scholarship.

Our Logo

02

Our Logo

The University of Limerick's logo is our corporate identity and should be used on all communications representing the University. It is a brand which unifies the University, representing it to its many audiences in the most compelling and consistent manner.

The master UL logo is the horizontal option. It uses both the UL Modern Green and the UL Green colour as shown here. Please ensure to use this logo on a white background where possible.

The symbol uses **UL Modern Green.**

The wordmark uses **UL Green.**

Please see page 24 for all the UL colour breakdowns.
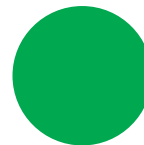
Our Logo

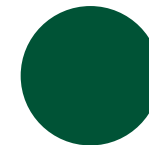## There are two official University of Limerick corporate logos, a horizontal logo and a stacked option.

01. Horizontal logo

The horizontal University logo is the preferred logo to be used when space or size is not restricted. The preferred and recommended colour choice is the two colour option, but we have a one colour logo option available where the two colour is not an option.

02. Stacked logo

The stacked option works well when available space is an issue, and allows the University to be clearly signified without compromising legibility. The preferred and recommended colour choice is the two colour option, but we have a one colour logo option available where the two colour is not an option.

Horizontal Logo: Two Colour

Stacked Logo: Two Colour

Logo File Format Usage

We have created various file formats for the various applications, either digital or print. A file can be identified by its extension: logo.png, logo.eps, and so on. Please see legend below indicating which file format is to be used for which output.

PNG　JPEG　All digital outputs such as website and viewing across devices.

AI　EPS　All print based outputs, such as brochures and flyers.

Master Logo Misuse

Please don't change the proportion, composition, or orientation of the crest and/or logotype.

01. Do not alter the size of the symbol.

02. Do not alter the size of the type.

03. Do not alter, rotate or move any element of the logo.

04. Don't change the colour of the logo.

05. Don't place the master logo on the image that will compromise legibility.

06. Don't place the master logo on colours that will compromise legibility.

07. Don't place the master logo on the heritage green as this compromise legibility.

Logo Versions

Sometimes our logo will be required to sit on a coloured background. We have logo versions for this, for both the horizontal logo and the stacked logo, in full colour and mono.

Our Master Logos
The full colour master logos, both horizontal and stacked can be placed on white backgrounds or tints from the mono colours. Never place the full colour master logos on the primary and secondary colours or on colours that are outside of the brand colours or that compromise legibility.

White Logos
The white mono logos can be placed onto either of the University's Heritage or UL Greens, on black or across the secondary palette.

Black Logos
The black logo is to be place only on white.

Master Logo

White

White

10% of Limestone

10% of Limestone

UL Green

UL Heritage Green

Master Alternative Logo

UL Green

We can place the Master Alternative logo on the UL Green when printing on large formats and on certain materials. It can be used across digital applications too, but permission has to be sought from the UL Design team before printing or implementing.

Master Alternative Logo on Secondary Colours

Clear Space

Our logo needs room to breathe. Use the uppercase 'M' of the Limerick to ensure it always has enough space.

Minimum size

Our logo deserves to be seen. When it does need to be used small, our minimum size ensures it is still legible.

Print

Digital

30mm

120px

Minimum size

The minimum size is based on the length of the logo.

Print – 30mm
Digital – 120px

Avatar

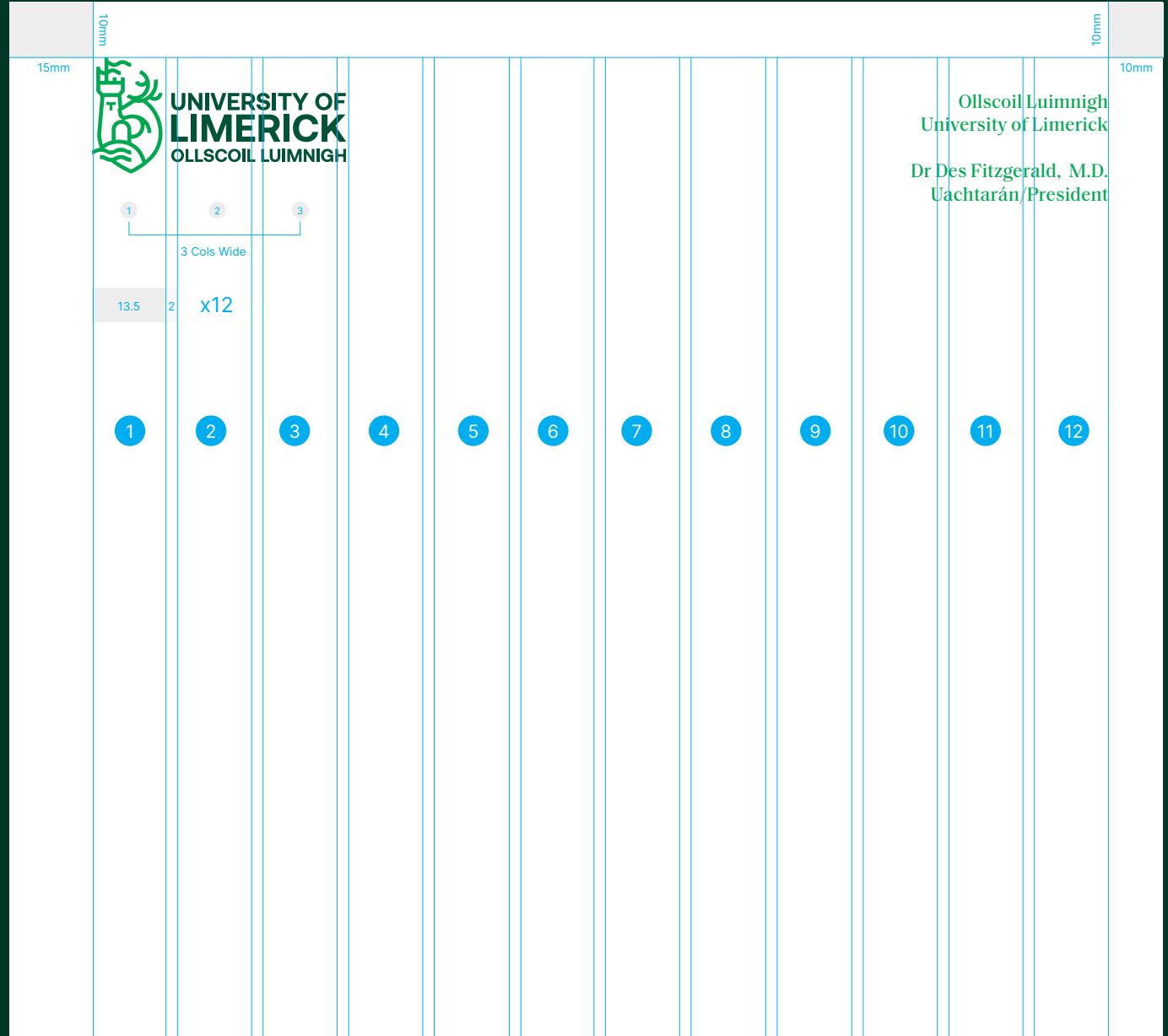We can use the stacked logo across all social media.

Maximum size

Our logo deserves to be seen, but with consideration. This is a guide on how to calculate an approximate size per application size based on the UL letterhead.

Maximum size

The maximum size is based on the length of the logo.

Print A4 – 45/50mm Wide

A4 /A3 /A2 /6 Sheet
We can calculate the maximum size by using a three column rule.

A4

10mm

15mm

10mm

10mm

UNIVERSITY OF
LIMERICK
OLLSCOIL LUIMNIGH

Ollscoil Luimnigh
University of Limerick

Dr Des Fitzgerald, M.D.
Uachtarán/President

1   2   3

3 Cols Wide

13.5   2   x12

1   2   3   4   5   6   7   8   9   10   11   12

Wordmark Component

The University of Limerick logo comes in two parts; the symbol and the wordmark.

The wordmark is comprised of the text and is an important part of the entire University logo.

The wordmark component has been carefully crafted to work across printed collateral and likewise for a digital audience.

Symbol Mandatories

Our new logo has been created for a modern world, while staying true to its heritage.

Inspired by the history of the University the new logo uses three key graphic elements from the coat of arms; Irish Elk, Tau Cross and King John's Castle with the addition of the two flag masts and the river Shannon.

The University motto "Wisdom for Action" / "Eagna Chun Gnímh" can be used as a seperate copyline on branded materials where practical such as on powerpoint presentations, marketing and digital media.

01.
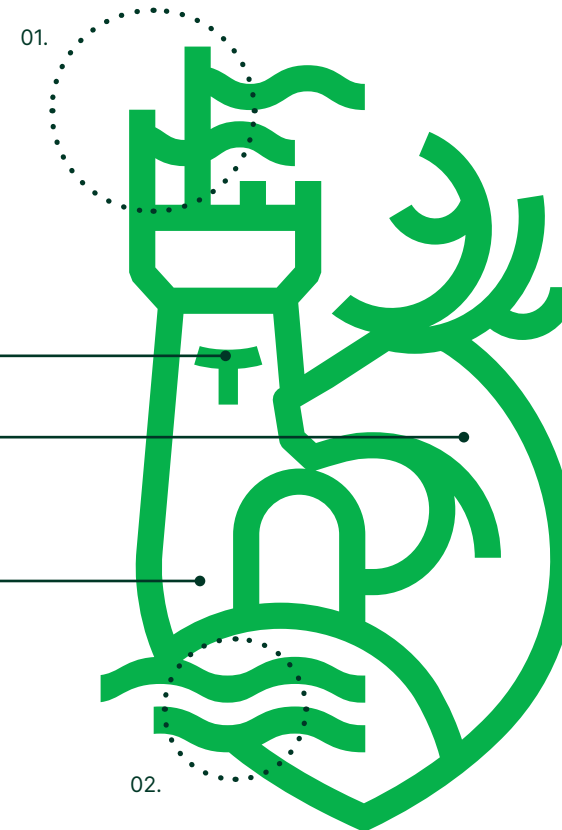
01. Flag Masts

02. River Shannon

02.

Heraldic Crest

The University coat of arms is an important part of our heritage. It will appear on University parchments and is used for ceremonial purposes only.

Heraldic Crest

Crest usage is outlined in an Appendix section of the guidelines, available on request.

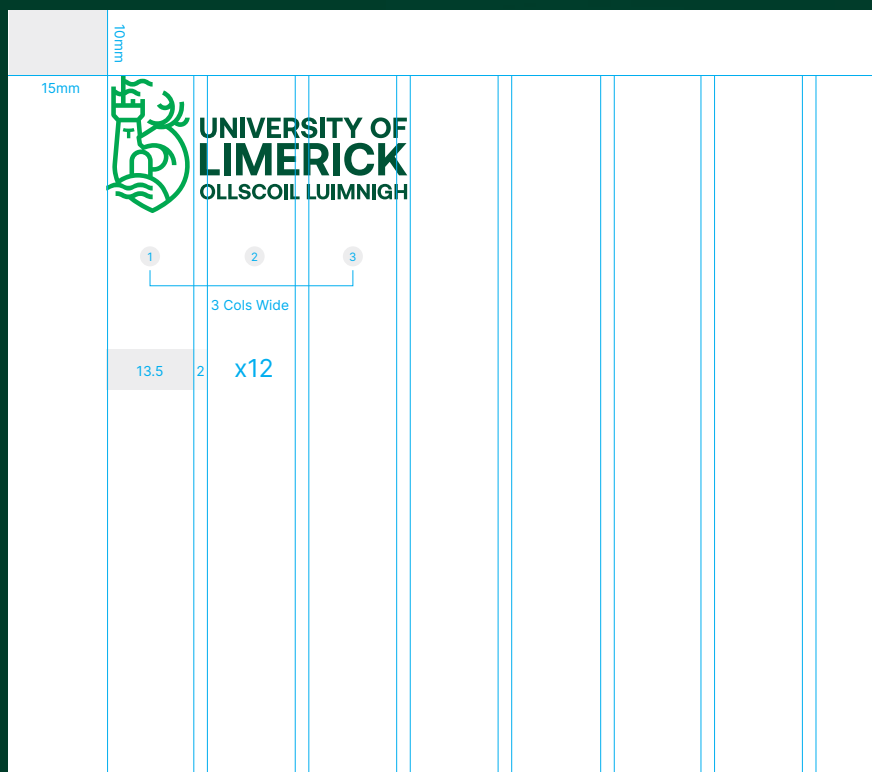Featured on the University of Limerick parchment.

Logo Positioning

For general print applications, the logo should be placed in a left-hand corner location and should be sized based on a rule of a 3 column width.
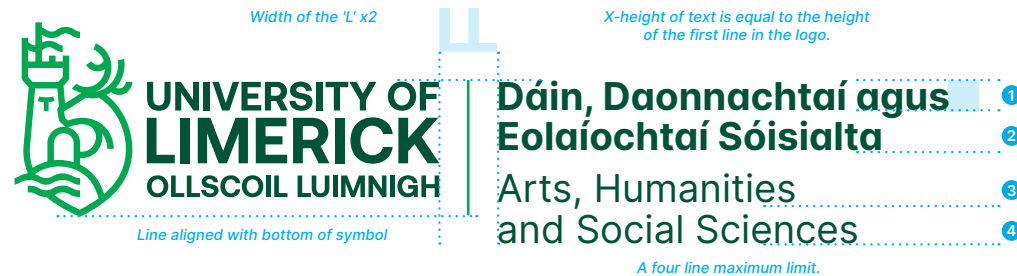
Formats:

DL/A5/A4

Sample UL Letterhead

Internal Branding Lock-ups

In official communications, it is recommended that the Irish Language appears first and in a bolder weight, as shown here.

Landscape Lock-up

The master logo and the text should be divided by a single line and should use the size of the 'L' x2 in the logotype as a spacing marker. The Irish should come before the English and always be set in the bolder weight. All internal branding text must be set in Inter Bold (Irish) and Regular (English) or if using an English only lock-up then the text is set in Inter Bold.

Width of the 'L' x2

X-height of text is equal to the height of the first line in the logo.

Adjust text accordingly where Irish language is not required.

UNIVERSITY OF LIMERICK
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Dáin, Daonnachtaí agus Eolaíochtaí Sóisialta ❶ ❷

Arts, Humanities and Social Sciences ❸ ❹

Line aligned with bottom of symbol

A four line maximum limit.

Landscape Lock-Up - Irish and English

Arts, Humanities and Social Sciences

Landscape Lock-Up - English

Stacked Lock-up

The master logo and the text should be divided by a single line and should use the size of the 'L' in the logotype as a spacing marker (as shown). The Irish should come before the English and always be set in the bolder weight and be treated as per the Landscape lock up.

UNIVERSITY OF LIMERICK
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Line is the width of the internal text.

Width of the L x2

Dáin, Daonnachtaí agus Eolaíochtaí Sóisialta ❶ ❷

Arts, Humanities and Social Sciences ❸ ❹

A four line maximum limit.

Stacked Lock-Up - Irish and English

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Arts, Humanities and Social Sciences ❶ ❷ ❸ ❹

Stacked Lock-Up - English

Internal Branding Lock-ups

Shown are samples of some of the horizontal internal branding lock-ups for both English (only) and Irish versions.

The symbol uses **UL Modern Green.**

The wordmark uses **UL Green.**

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **Arts, Humanities and Social Sciences**

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **Dáin, Daonnachtaí agus Eolaíochtaí Sóisialta** / Arts, Humanities and Social Sciences

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **Corporate Secretary**

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **Runaí Corparáideach** / Corporate Secretary

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **School of English, Irish, and Communications**

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **Scoil na Gailge, an Bhéarla, agus na Cumarsáide** / School of English, Irish, and Communications

Landscape Lock-Up - English

Landscape Lock-Up - Irish and English

Internal Branding - Additional Samples

Shown here are additional sample
internal brand lock-ups.

UL Sport

Bernal
Institute

Kemmy
Business
School

Landscape Lock-Up

UL Sport

Bernal Institute

Kemmy Business
School

Stacked Lock-Up - Irish and English

'UL'

'UL' is an integral part of University of Limerick and will appear across different collateral including student communications.

'UL' letter forms can be reproduced using the University of Limerick's Inter font or Formula Condensed Font only, see fonts on page 36 and 37. 'UL' must always be used in conjunction with the University of Limerick logo.

The treatment of 'UL' should follow the master logo guidelines, see pages 10 and 11 for guidance.

'UL' letter forms set in Inter Font

Brand Elements

03

Our Colour

Inspired by the beauty of our campus.

Primary Colour

Inspired by our original crest, our campus and our county. We share a selection of greens as our primary colour palette. We are green.

Carefully applied brand colours will impart a consistent look and feel to all UL communications and touch points.

Our brand's primary colour is UL Green which is an integral part of the identity system. It is supported by UL Modern Green and UL Heritage Green. Both act to complement our core colour and give extra depth to all our branded communications.

Please avoid using tints as this will dilute the brand impact.

Green tones taken from the 1972 Heraldic Crest.

UL Green

PANTONE 7729 CP
CMYK 95.0.75.65
RGB 0.88.68
HEX 005335
005844

UL Modern Green

PANTONE 354 CP
CMYK 95.0.100.0
RGB 0.177.64
HEX 00B140

UL Heritage Green

PANTONE 3308 CP
CMYK 94.28.74.73
RGB 3.70.56
HEX 003726

White

Using our Primary Colours

UL Green is our core colour supported by our Heritage Green student-facing applications or for official branded applications.
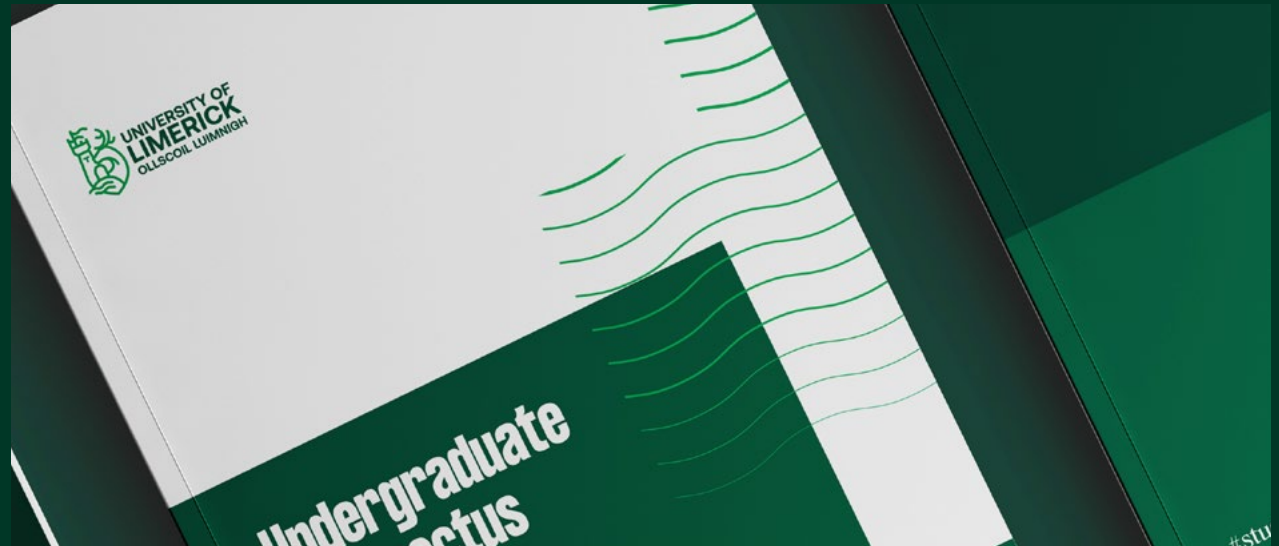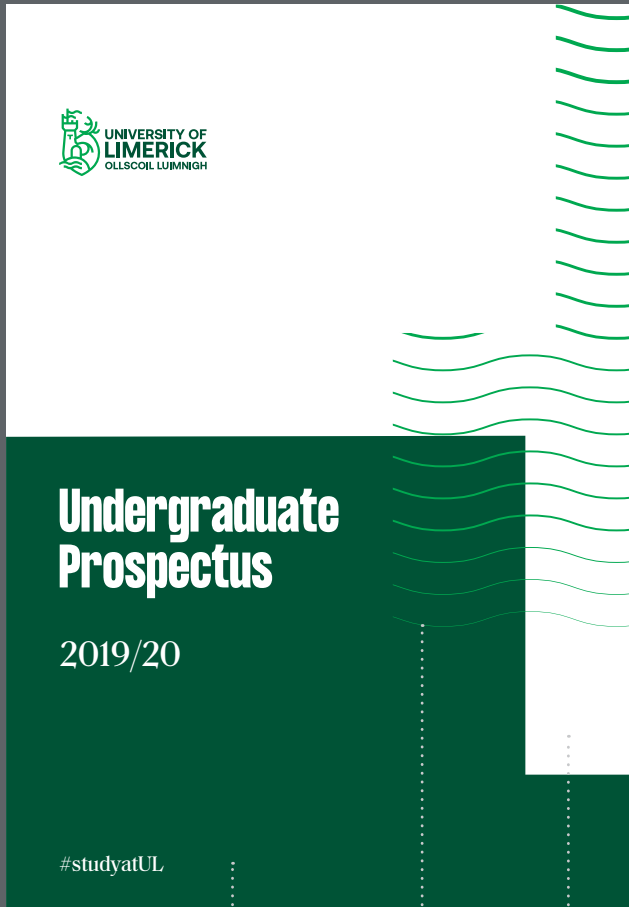
UL Heritage Green

UL Green

UL Modern Green

+ For more student facing applications

Modern

Heritage

For more official branded communications +

Primary Colours in use

Primary Colours in use

All key communications should lead with the UL primary colour palette. A combination of the greens and white will give extra depth to our branded communications.

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Undergraduate Prospectus

2019/20

#studyatUL

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Undergraduate Prospectus

2020

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Bachelor of Arts in Performing Arts

Undergraduate Programmes

Undergraduate Prospectus
2019/20
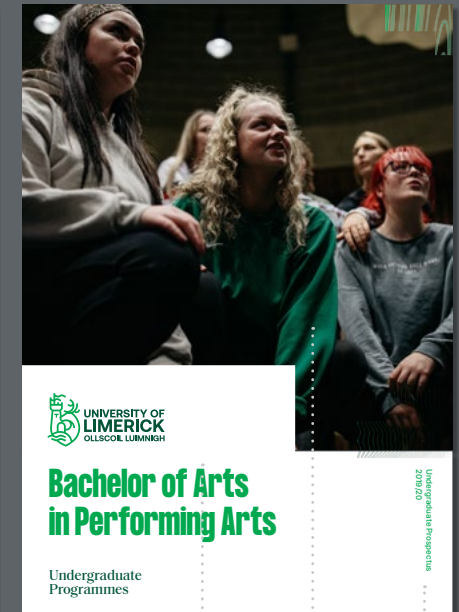
Secondary & Mono Colours

The secondary colours are used to add variety and flexibility when creating communications for all of our varied audiences.

The full secondary colour palette is available for use across the UL brand assets. Our secondary colours have been chosen to complement and work alongside our primary colours. Where possible use the secondary palette in combination with the UL primary colours.

They can be used as accents or on larger sections to add vibrancy and impact.

We have mono colours, these can be used for body copy, tables or for more muted applications.

Secondary Colours

Shannon
PANTONE 299 CP
CMYK 86.8.0.0
RGB 0.163.224
HEX 00A3E0

60% | 40% | 20%

Sky
PANTONE 600 CP
CMYK 85.35.0.10
RGB 0.125.186
HEX 007DBA

60% | 40% | 20%

Stone
PANTONE 5403 CP
CMYK 80.50.15.30
RGB 45.89.128
HEX 2D5980

60% | 40% | 20%

Marine
PANTONE 2767 CP
CMYK 100.90.10.77
RGB 19.41.75
HEX 13294B

60% | 40% | 20%

Marigold
PANTONE 123 CP
CMYK 0.19.89.0
RGB 255.199.44
HEX FFC72C

60% | 40% | 20%

Golden Leaf
PANTONE 137 CP
CMYK 0.41.100.0
RGB 255.163.0
HEX FFA300

60% | 40% | 20%

Pumpkin
PANTONE 717 CP
CMYK 0.68.100.0
RGB 212.93.0
HEX D45D00

60% | 40% | 20%

Munster
PANTONE 1797 CP
CMYK 2.97.85.7
RGB 203.51.59
HEX CB333B

60% | 40% | 20%

Salmon
PANTONE 213 CP
CMYK 0.92.18.0
RGB 227.28.121
HEX E31C79

60% | 40% | 20%

Autumnal Leaf
PANTONE 209 CP
CMYK 20.97.40.58
RGB 111.38.61
HEX 6F263D

60% | 40% | 20%

Copper
PANTONE 7567 CP
CMYK 10.66.98.57
RGB 137.83.47
HEX 89532F

60% | 40% | 20%

Bronze
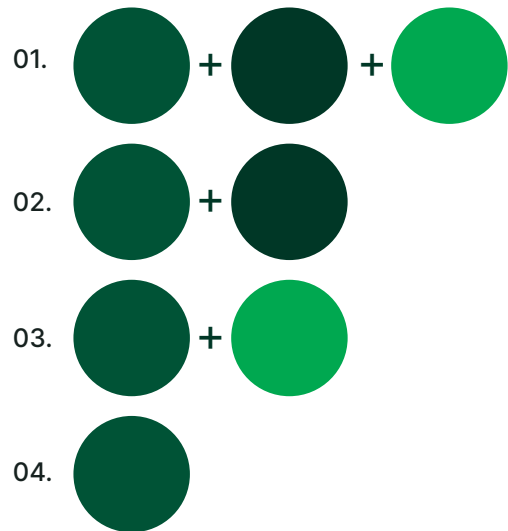PANTONE Metallic 876 CP
Foilco - 6815

White

Limestone
30% | 10%

PANTONE 443 CP
CMYK 33.12.18.30
RGB 145.157.157
HEX 919D9D

Pebble
30% | 10%

PANTONE 424 CP
CMYK 30.20.19.58
RGB 112.115.114
HEX 707372

Granite
30% | 10%

PANTONE 445 CP
CMYK 52.23.30.74
RGB 80.87.89
HEX 505759

Slate
30% | 10%

PANTONE 447 CP
CMYK 50.30.40.90
RGB 55.58.54
HEX 373A36

Colours Combinations

Below we have set out a guide on ways to combine our primary colour palette with our secondary palette. Mono colours can also be used where necessary.
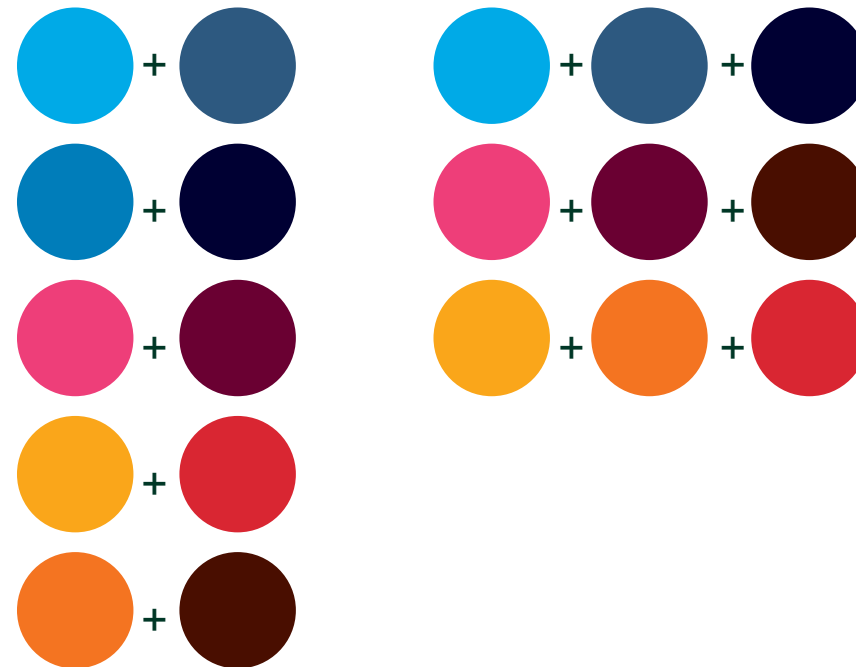
Primary Colours Combinations

01.

02.

03.

04.

The UL primary colour palette must be used at all times in conjunction with the secondary colour palette combinations. You do not need to use all three colours of the primary colours in combination.

&

Secondary Colour Combinations:
Shown with 2 and 3 secondary colour options.

Mono Colours

Mono colours are for functional support and can be used for body text or in tables.

Secondary Colours in use

All key communications should lead with the UL primary colour palette. A combination of the greens and white will give extra depth to our branded communications.

Primary Colours + 2 Tonal Combination

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH

Undergraduate Prospectus 2019/20

Bachelor of Arts in Performing Arts

Undergraduate Programmes

ul.ie

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH

Bachelor of Arts in Performing Arts

Undergraduate Programmes

3 Tonal Combination

Faculty of Science & Engineering

Dámh na hEolaíochta agus Innealtóireachta

Nicole Meagher

Student Profile

Ulloreem iustio. Pudae min pa perorrupta stivellquis necum reperum qui dolonicisime ne rooni catati occtur quei intcto net, nem atiquam faccatoecea moestem harducada sum et restibus utentio.

Ipsa consequat molestet quam etur aut fugiam volorem porporerum dolutam eum denti int modestet eeal optibea quasini.

CAO Points 2017: 413
Course Length: 4 Years
Average Intake: 400
Course Director: Dr Achim Schmalenberger

Email: arts@ul.ie
Tel: 00 353 61 202015
Web: www.ul.ie/admissions-askus

Applicants are required to hold at the time of enrolment the established Leaving Certificate (or an approved equivalent) with a minimum of six subjects which must include: Two H5 (Higher Level) grades and Four O6 (Ordinary Level) grades or four H7 (Higher Level) grades. Subjects must include Mathematics, Irish or another language, and English.

In addition, applicants must hold a minimum grade H4 in Mathematics and a Grade O6/ H7 in any one of the following: Agricultural Science, Biology, Chemistry, Engineering, Physics, Physics with Chemistry, Applied Maths, Technology, Design

and Communication Graphics/ Technical Drawing. OR grade O3/H7 in Mathematics and grade H4 in one of the following: Agricultural Science, Applied Mathematics, Biology, Chemistry, Physics, Physics with Chemistry.

A Special Mathematics (Higher Level) Examination will be offered at UL following the Leaving Certificate results for those students who did not achieve the Mathematics requirement.

We welcome applications from mature students. Mature applicants must apply through the Central Applications Office (CAO) by 1 February.

Why study Biological and Chemical Sciences at UL?

This entry route is designed to provide you with a gateway to better choice if you're unsure which area you'd like to study.

You can avail of a broad common first year which will introduce you tovarious topics in Biological and Chemical Sciences. Having gained a better understanding of each subject area, you then choose your preferred pathway to specialise for the remaining 3 years of your degree programme. At UL, you get to try before you decide.

Science requires a fundamental understanding of the key areas of biology and chemistry and the LM123 Biological and Chemical Sciences at the University of Limerick offers prospective students an opportunity to develop a core competency in both scientific areas in their first year at University. LM123 Biological and Chemical Sciences is a gateway from Year 2 to a degree in either:

~ BSc Bioscience OR

~ BSc Environmental Science OR

~ BSc Industrial Biochemistry OR

~ BSc Pharmaceutical and Industrial

Having selected LM123 Biological and Chemical Sciences you will be requested to rank the 4 degree options in order of your preference during Semester 2. In the event that a programme is oversubscribed, places will be allocated based on UL exam performance.

Where possible - match the colour tones in the image to the best tonal combination.

Colour Combinations in use.

Our Typography

Inspired by our heritage and our spirit.

Type Styles

Our type plays an important role in expressing the University's many needs - from sophisticated to more expressive applications.

Heritage — Modern — Spirit

UL Heritage Typeface

abcdefghijklmn
opqr**saol**tuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?#€

Saol is an interpretation of a traditional style but drawn with present-day needs in mind. The font offers modern conveniences that the 19th-century families did not: a wide range of weights, broad language support, and a set of opulent swash italic caps.

Saol is chosen as UL's serif font and paired with modern sans fonts. It is used for larger to small headings across printed and even digital applications.

Light
Medium
Medium Italic

UL Modern Typeface

Inter is a free and open source font family. Inter is a typeface specially designed for user interfaces with a focus on high legibility of small-to-medium sized text on computer screens. The family features a tall x-height to aid in readability of mixed-case and lower-case text.

abcdefgh**inter**jkl
mnopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?#€

Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

UL Spirit Typeface

Formula Condensed has been chosen to express the pioneering spirit of the University.

This spirit remains true today as we continue to be agile in responding to challenges and proactive in generating innovative solutions both inside and outside the lecture theatre. This is a quality we want to hold on to as we enter a more established era for the University as it is necessary to future proof our success.

abcdeformulaghi
jklmnopqrstuvw
xyzABCDEFGHJKLM
NOPQ RSTUVWXYZ
0123456789

A pioneering spirit is still very much alive at UL.

Combining Our Typography

We vary the use of our fonts depending on when we want to be expressive or functional.

Expressing our voice

Study at UL

We use Formula Condensed Bold for bold statement headlines. Formula Condensed should always appear in every application, except at most functional levels such as terms and conditions, forms etc. Headline font sizes will vary depending on the communication type and requirements.

Defining a hierarchy

Closing date for application

Starting September 2019

Requirements

Once you have applied you should receive a confirmation email with the detail that you have submitted. You should also receive a separate email confirming payment of application fee. Applications to undergraduate programmes are not normally considered until after the closing date. Details of closing dates are available from www.ul.ie/admissions under the section Applying to UL.

In most instances, our typefaces, Saol & Inter, are used together, combined with Formula.

Functional purposes

Website Privacy Notice

University of Limerick Campus respects your right to privacy and our obligations under the Data Protection Acts 1988 and 2003 ("Data Protection Legislation"). We are not responsible for the content or the privacy policies of websites accessed by any external links. Please consult the privacy statements for such websites for information on the policies and practices under which they operate.

This statement on data protection and privacy does not represent a contractual undertaking by University of Limerick Campus and as noted above, University of Limerick Campus reserves the right to review and amend any part of these Terms any time without notice. You should therefore consult the Terms regularly to view the then applicable Terms.

When our information is functional, we use Inter, we can use different weights to define a clear hierarchy.

• Inter Bold for sub-headings
• Inter Medium or Regular for body copy

Typography in use

Primary Heading
Formula Condensed
Short headline
Left aligned

Secondary Heading
Saol Medium
Short headline
Left aligned

Body Copy
Inter Medium
Course Details / URL
Left aligned
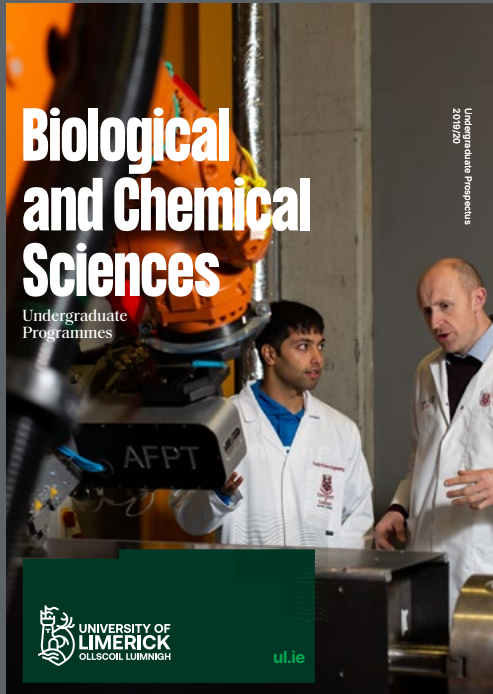
Primary Heading
Saol Medium
Short headline
Left aligned

Body Copy Intro
Inter Bold
Pull out / para
Left aligned

Body Copy
Inter Medium
Left aligned

Undergraduate Prospectus 2019/20

Biological and Chemical Sciences

Undergraduate
Programmes

UNIVERSITY OF
LIMERICK
OLLSCOIL LUIMNIGH

ul.ie

Introduction

Our goal above all else is to build the academic reputation of the university. We can do that in many ways: through our commitment to research and educational excellence, through our community of students and staff, through our inclusivity and diversity, through our contribution to civic society, and through our ambition and scope for the 50 years to come.

It is crucial that we get this right. As we developed this plan, we had constructive engagements with a wide range of stakeholders, including our staff, students and alumni; our Governing Authority; our Foundation; and our wider community. Each stakeholder played a crucial role in helping us to refine this strategic plan, giving us the opportunity to convey an institutional vision for the future that has the flexibility to meet the diverse and changing needs of government, our industry partners and the wider community, which we serve.

Over time, four key themes emerged that inform the way we think about the university:

› Transforming learning
› Digital transformation
› City and culture
› Health and wellbeing

These themes are key as we seek to develop our educational programmes and ways of teaching so that we are more experiential, more problem-based, more entrepreneurial, more

able to engage students and better at incorporating 21st-century technology platforms. We need to be more diverse and more inclusive, more international and more flexible.

Thankfully, our plan has been developed on the strongest of foundations. In our short history, we have graduated more than 100,000 students and, in 2019, we were ranked as University of the Year (Sunday Times) and Best Campus.

We have outstanding academic and professional staff who are committed to attaining the highest standards of education and to conducting world-class research and who have shown great loyalty to and affection for UL.

We can boast unrivalled sports and cultural facilities, including the Irish World Academy of Music and Dance, the Irish Chamber Orchestra, the UL Sport Arena, Ireland's first 50-metre swimming pool, an international running track, the National Self Portrait Collection of Ireland and the University Concert Hall.
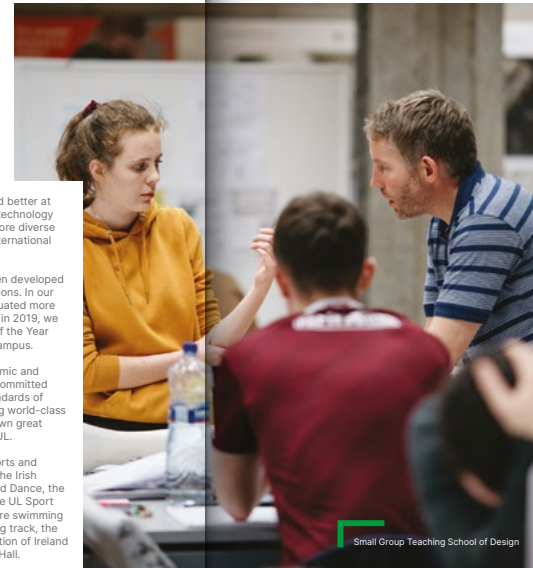
Our student body of 113 in 1972 rose to circa 16,000 in 2019. The development of our student facilities has been extraordinary, and we now offer on-site accommodation to 20% of students.

With a pioneering emphasis on work experience through partnership with enterprise, almost all of our students are employed within a year of graduating. While many stay in the region and have helped build the economy of the Mid-West region, our alumni can be found in all walks of life and leadership positions throughout the world.

Our city and region have always been closely knitted to everything we do in UL. We have always promoted access in a region that, traditionally, has had one of the lowest rates of student progression to third level. We have an exceptional track record of engaging with enterprise and public services, particularly in teaching and healthcare. However, rejuvenating the city and region is an ongoing process, and we intend to do more.

Covering an area of 366 acres, UL possesses one of the most spectacular and environmentally conscious third-level campuses in the world. Core to our ambition for the campus is the attainment of the highest standards of sustainability and climate protection while making it more liveable and integrated for students.

Small Group Teaching School of Design

10   UL@50   Strategic Plan 2019 – 2024   11

Alternative Fonts

Alternative fonts have been selected for when the UL brand fonts are not available. These alternative fonts are open source fonts and can be downloaded for free. It is paramount to always use the brand fonts first and foremost.

It is paramount to always use the brand fonts first and foremost and they are available for use by the UL Design Team and contracted UL Design agencies. However, alternative fonts have been selected for cases when the UL brand fonts are not available. These alternative fonts are open source fonts and can be downloaded for free.

Brand fonts

Alternative fonts

Saol → Cormorant Garamond

Inter → Inter or Helvetica

Formula → Roboto Condensed

Our Graphic Language

Inspired by natural and artificial physical features of the campus.

Graphic Shapes

The University graphic shapes are unique to the University and its overall identity. We looked to the campus architecture for inspiration, creating an array of shapes based on the many building. These shapes are used to build a distinctive graphic language for the University.

Shape #01
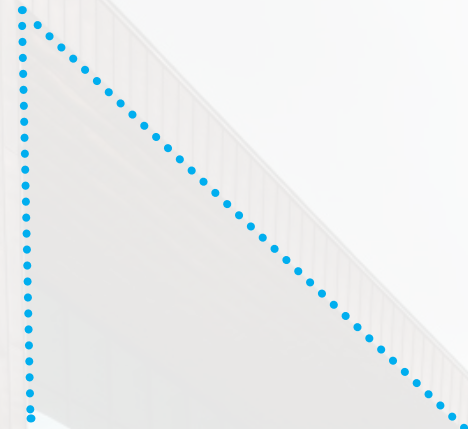
Shape #02

Shape #03

Graphic Patterns

Inspired by the campus topography, the river Shannon and the living bridge. The patterns are used as building block.

Pattern 01 A

Pattern 01 B

Pattern 01 C

Pattern 02 A

Pattern 02 B

Pattern 02 C
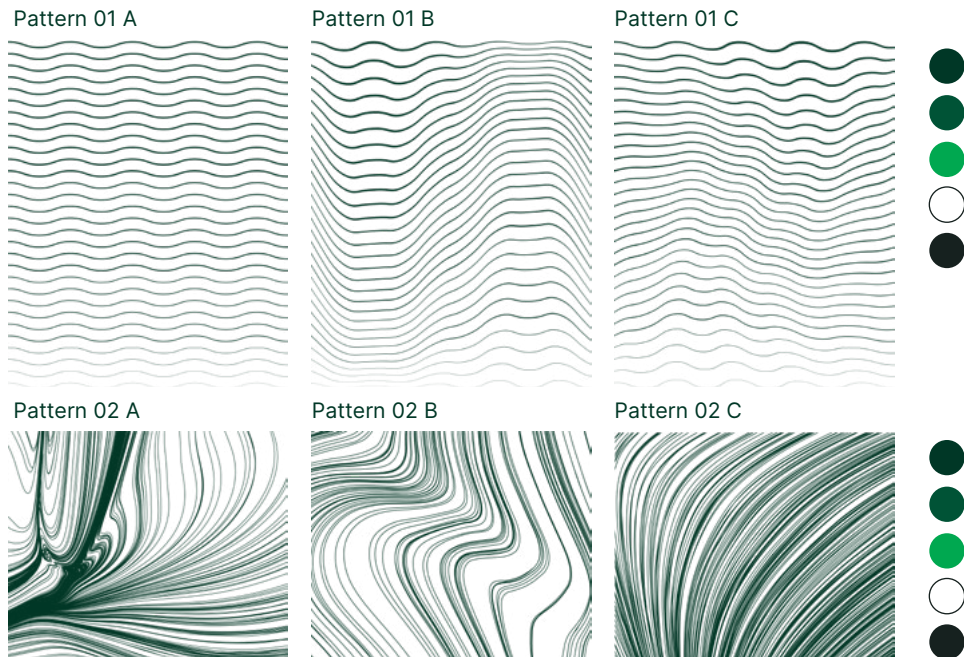
Combining Colour Shapes and Patterns
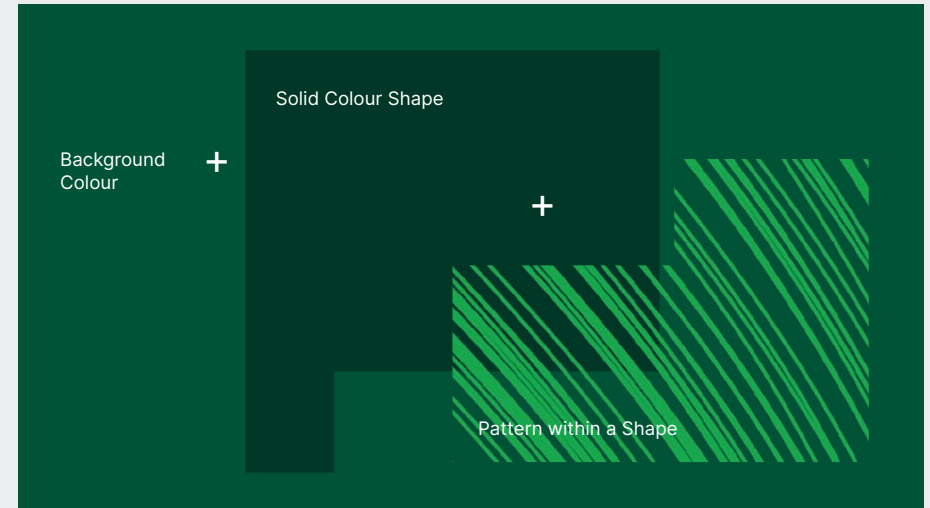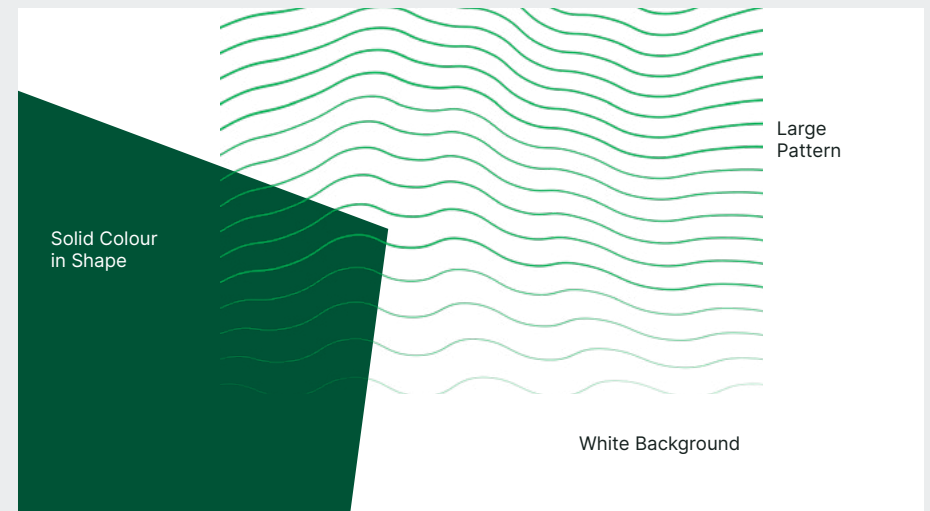
Background Colour

Solid Colour Shape

Pattern within a Shape

Example 01.

Large Pattern

Solid Colour in Shape

White Background

Example 02.

Imagery

05

Imagery

Photography is central to our identity. Our images depict student life, the green campus and the various faculties.

All images are available on request from Marketing and Communications Division.
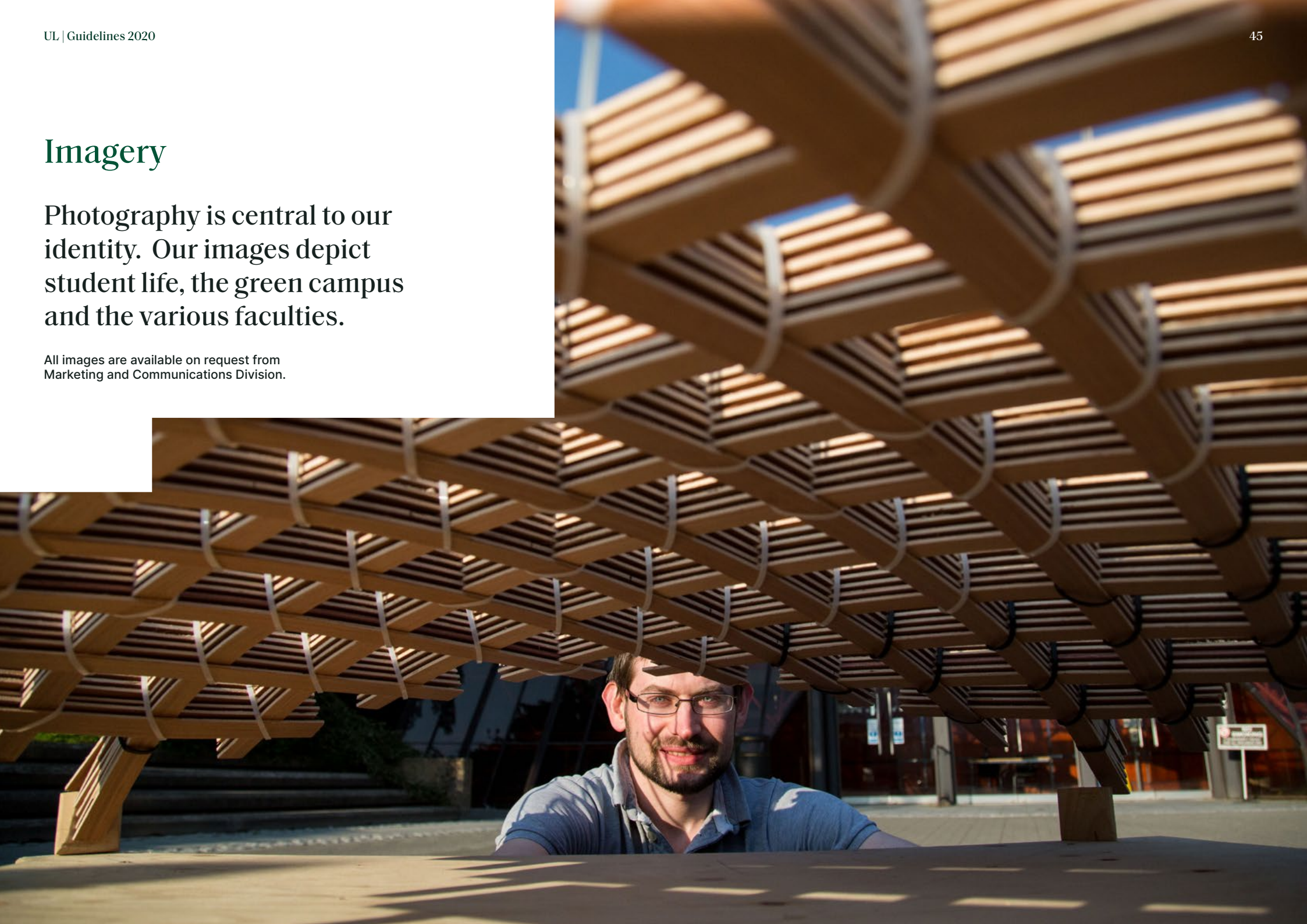
University Moments

University moments are about our students and capturing theie shared experience of studying at University of Limerick.

When commissioning a photo shoot please keep the following guidelines in mind.

Health and Safety
All images used must adhere to health and safety guidelines.

Visibility of other brands
Please ensure that all images are removed of all other brands.

Permissions
All images used must have the appropriate permissions in accordance with GDPR. The University's image release form is available here.

Diversity and balance
We strive to express an equal gender balance in our imagery.
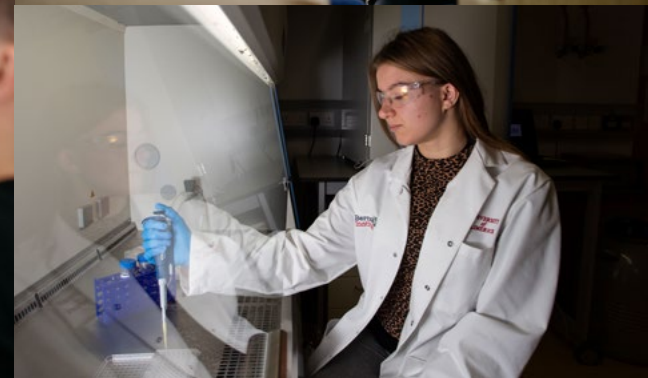
University Moments

Green Campus

We can use the unique
architecture and green
campus as a dynamic
architectural backdrop.

Stock Photography

When stock photography is required, the fllowing steps will provide guindance on choosing the photography which reflects our brand essence. Stock photography is a last resort only when the University image library cannot provide a suitable alternative.

Do
- Does the image feel authentic?
- Does it tell a story?
- Does it feel natural?
- Does it reflect the diverse nature of student body - gender, ethnicity, ability, age?

Don't
- Using imagery that looks overly staged
- Use of imagery that is detached from the UL experience
- Use of thematic stock imagery
- Use models wearing clothing with any obvious graphics or other brands

Brand in Action

06

Stationery

Pull Up Banners

Merchandise

Collateral Overview

Posters

Brochures

Flyers

DL

Flyers & Covers

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