UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Brand Guidelines

Version 02.1 2024

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 or granting power, 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.
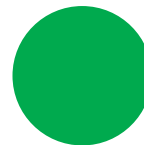
Our Logo

02

Our Master Logo

The University of Limerick's master logo is our corporate identity and should be used on all communications representing the University (with the exception of our stationery when our Irish version should be used). It is a brand which unifies the University, representing it to its many audiences in the most compelling and consistent manner.
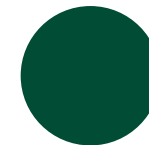
All of our logos use both the UL Modern Green and the UL Green colour as shown here. Please ensure to use this logo on a white background where possible.

The symbol uses **UL Modern Green.**

The wordmark uses **UL Green.**

Symbol Mandatories

Our 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 flags masts and the river Shannon.

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

01.

02.
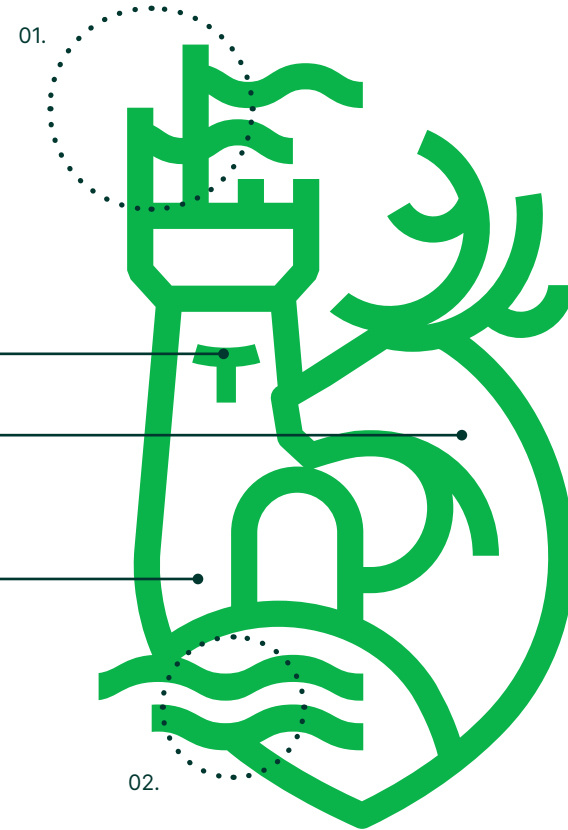
01. Flag Masts

02. River Shannon

UNIV
LIM
OLLSO

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.

Logo Variations

There are two official University of Limerick corporate logos, horizontal (master) logo and a portrait (stacked) logo. We also have our stationery and signage logos.

1. Master (Horizontal) logo

The horizontal University logo is the preferred logo to be used when space or size is not restricted. This version should be used whenever possible.

2. Stacked (Portrait) logo

The stacked option works well when available space is an issue, and allows the University to be clearly signified without compromising legibility.

These official logos are also available in the following variations:

1. **Alternative Logo:** UL Modern Green icon with logo text in white to be applied on UL Heritage Green. In some cases such as digital and large format printing UL Green only.

2. **One spot colour Logo:** For one spot colour print applications
3. **Mono (black and white):** where colour is not an option.

See page 12 (overleaf) for further information.

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3. Stationery logo

To be used on official stationery (letterheads, compliment slips and business cards) only.

4. Signage logo

To be used on signage. The stationery logo can also be used on some signage applications when necessary.

For a full explanation on our Irish language obligations and use of stationery and signage logos please refer to our Irish Language requirements section under **ul.ie/corporatesecretary** or email **ATO@ul.ie**

Logo Applications

Sometimes using our official logo on white will not be an option. We have logo versions for this in both the horizontal and stacked logos.

Our Master Logos
The full colour master logos, both horizontal and stacked can be placed on white backgrounds or on a 10% tint of our limerstone grey from our secondary colour palette. 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.

See page 29 for a full breakdown on the colour palette.

10% of Limestone

Master Alternative Logo

UL Heritage Green

Our Alternative Logos (UL Modern Green icon with logo text in white) should be applied on UL Heritage Green only.

An exception can be made when printing on large formats and on certain materials or platforms when it can also be applied to our UL Green (please seek approvals on this from our Brand Officer before printing or implementing).

One Spot Colour Logo

10% of Limestone

Our One Spot Colour Logos are in our UL Green - Pantone 7729. They should only be used for one spot colour applications when full colour application is not an option.

All White Logo

White Logo on UL Green

White Logo on UL Stone

Our white logo can be placed onto our three UL Greens, on one of our accessible secondary colours or on black when colour is not an option.

If it applied on one of our secondary colours then there should always be another presence of at least one of our UL greens in other graphic elemets within the design.

All Black logo

Our black logo should only be used on a white background and only when colour is not an option.

Master Logo Misuse

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

Never place the master logos on the secondary colours or on colours that are outside of the brand colours or that compromise legibility.

Never place any of our logos on a patterned or 'busy' background.

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.

Clear Space

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

Recommended sizes for print

Our logo deserves to be seen, but with consideration. This is a guide on approximate size per application, however, there is no maximum size the marque (logo) can be reproduced at.

Print

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH

30mm

Maximum size
The maximum size is based on the length of the logo, not the clearance space around it.

Print A4 – 45/55mm Wide

The width of the logo (the logo marque itself, not the clearance space around it), should never be less than 35mm.

Paper size	Measurements	Logo Approx Width
A0	841 x 1189mm	220-230mm
A1	591 x 841mm	155-165mm
A2	420 x 594mm	110-120mm
A3	297 x 420mm	75-85mm
A4	210 x 297mm	45-60mm
A5	148 x 210mm	40-50mm
A6	105 x 148mm	35-45mm
DL leaflet	100 x 210mm	35-45mm

Minimum Size - Digital Format

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.

Avatar

We can use the stacked logo across all social media.

Official UL Letterhead

Our stationery logo should be the only logo applied to our stationery suite.

This is a guide on how to calculate an approximate application size on the UL letterhead.

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

A4

10mm

15mm

10mm

10mm

Ollscoil Luimnigh
University of Limerick

1   2   3   4

4 Cols Wide

15   2   x11

1   2   3   4   5   6   7   8   9   10   11
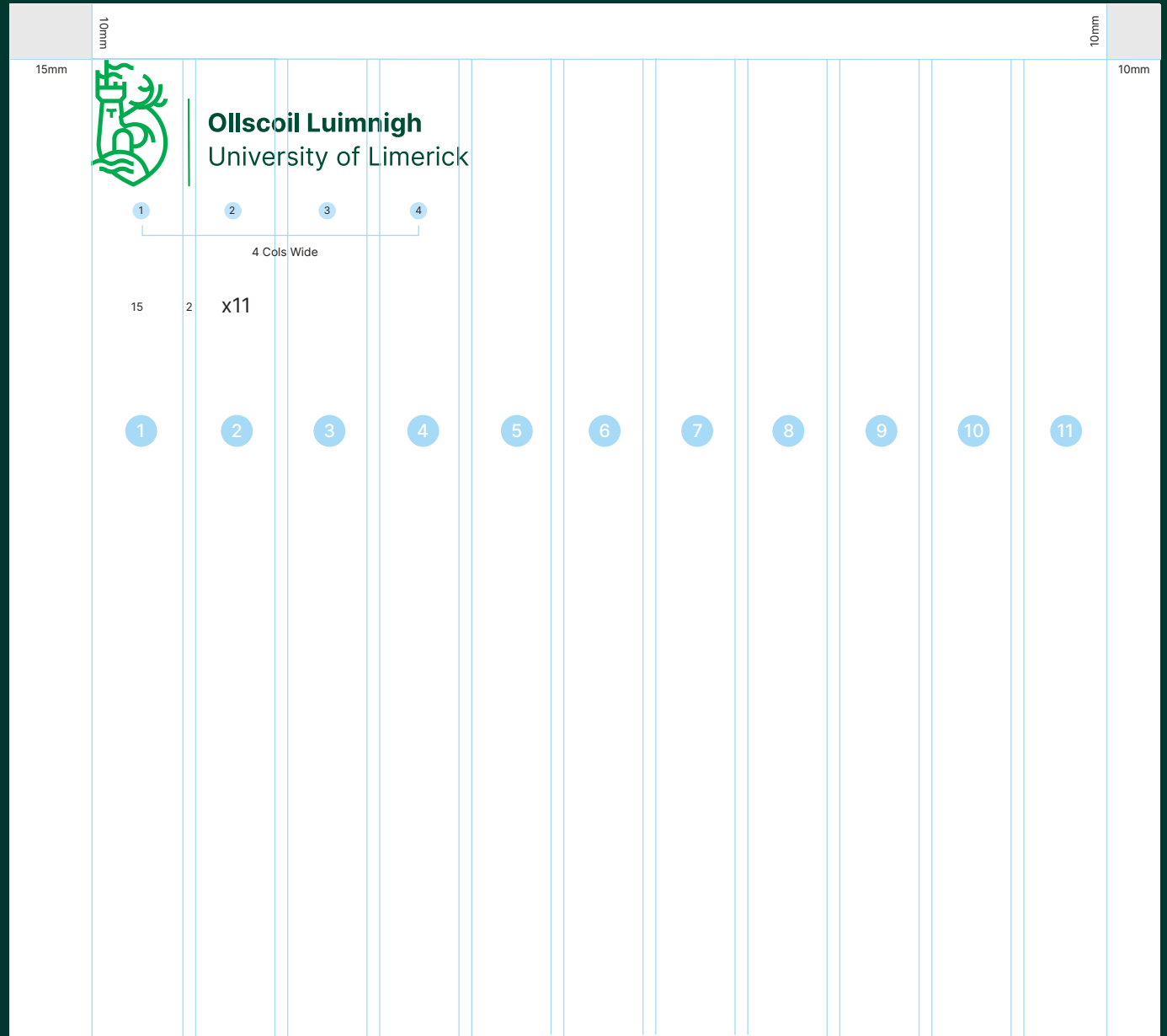
Maximum size

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

Print A4 – 45/50mm Wide

UL Stationery

Ollscoil Luimnigh
University of Limerick

Ollscoil Luimnigh
University of Limerick

Prof. Name to go here
Irish Translation of Title
English Translation of Title

name.togohere@ul.ie
+353 (0) 61 202020
+353 (0) 86 1234567

ul.ie

Ollscoil Luimnigh, Luimneach, V94 T9PX, Éire.
University of Limerick, Limerick, V94 T9PX, Ireland.

+353 (0) 61 202700

Uimhir Charthanais Chláraithe / Registered Charity Number: RCN 20009274

ul.ie

ul.ie

Ollscoil Luimnigh
University of Limerick

Le dea-mhéin,
With compliments.

Ollscoil Luimnigh, Luimneach, V94 T9PX, Éire.
University of Limerick, Limerick, V94 T9PX, Ireland.

+353 (0) 61 202700

Uimhir Charthanais Chláraithe / Registered Charity Number: RCN 20009274

ul.ie

Faculty, School, Department or Divisional Stationery

On all faculty, school, department or divisonal letterheads the layout opposite must be applied.

This is based on the same template as our official letterhead with the faculty, school, deparment or division on the right in both languages.

On the business card the faculty, school or department or division name can be applied to the reverse of the card with the Irish translation always first.

In certain cases when it is necessary for the department or division to use their own url for their ul.ie page this can be applied once it isn't too long a name

Artwork

Packaged In-design files can be found with the template in our resources section of share point and can be sent to one of our printers.

Internal Branding Lock-ups

Our internal branding lock-ups are primarily used for internal use only. Our official logos should be used on all front-facing material.

Dual language lock-ups must present the Irish language first and in a bolder weight as shown here. All our lock-ups must be created in-house on request with our Brand Officer, they will then be made available in all the relevant formats for digital and print.

These dual language versions should be the only version used for each faculty, department or school. Certain limited exceptions may apply eg for commercial entities.

For more information contact **branding@ul.ie**

Landscape Lock-up
The master logo and the text must be divided by a single line and should use the size of the 'L' x2 in the logotype as a spacing marker. The Irish must 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).

Stacked Lock-up
The master logo and the text must 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 must come before the English and always be set in the bolder weight and be treated as per the Landscape lock up.

Width of the 'L' x2

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

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Dáin, Daonnachtaí agus Eolaíochtaí Sóisialta ❶ ❷

Arts, Humanities and Social Sciences ❸ ❹

Line aligned with base line of text.

A four line maximum limit.

Landscape Lock-Up - Irish and English

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

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

Internal Branding Lock-ups

Shown are samples of some of the master (horizontal internal branding lock-ups.

These dual language versions should be the only version used for each faculty, department or school. Certain limited exceptions may apply eg for commercial entities. For more information contact branding@ul.ie

The symbol uses **UL Modern Green.**

The wordmark uses **UL Green.**

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH | **An Chlárlann Acadúil** Academic Registry

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH

An Chlárlann Acadúil Academic Registry

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

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

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

Landscape Lock-Up - Irish and English

Landscape Lock-Up - Irish and English

Internal Branding - Lock-ups Additional Samples

Shown here are additional sample internal brand lock-ups.

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

An Chlárlann Acadúil

Academic Registry

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

An Chlárlann Acadúil

Academic Registry

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Oideachas agus Eolaíochtaí Sláinte

Education and Health Sciences

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Oideachas agus Eolaíochtaí Sláinte

Education and Health Sciences

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Scoil na Gaeilge, an Bhéarla, agus na Cumarsáide

School of English, Irish, and Communication

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Scoil na Gaeilge, an Bhéarla, agus na Cumarsáide

School of English, Irish, and Communication

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.

'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' and colour application 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.
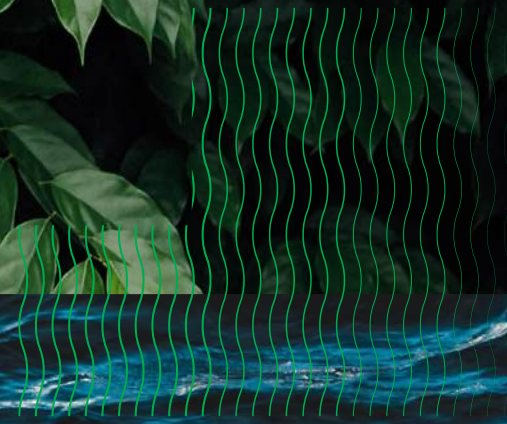
Primary Colour

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 for more official communications and our Modern Green for student facing applications.

UL Heritage Green

UL Green

UL Modern Green

Heritage + For more official branded communications + For more student facing applications

Modern
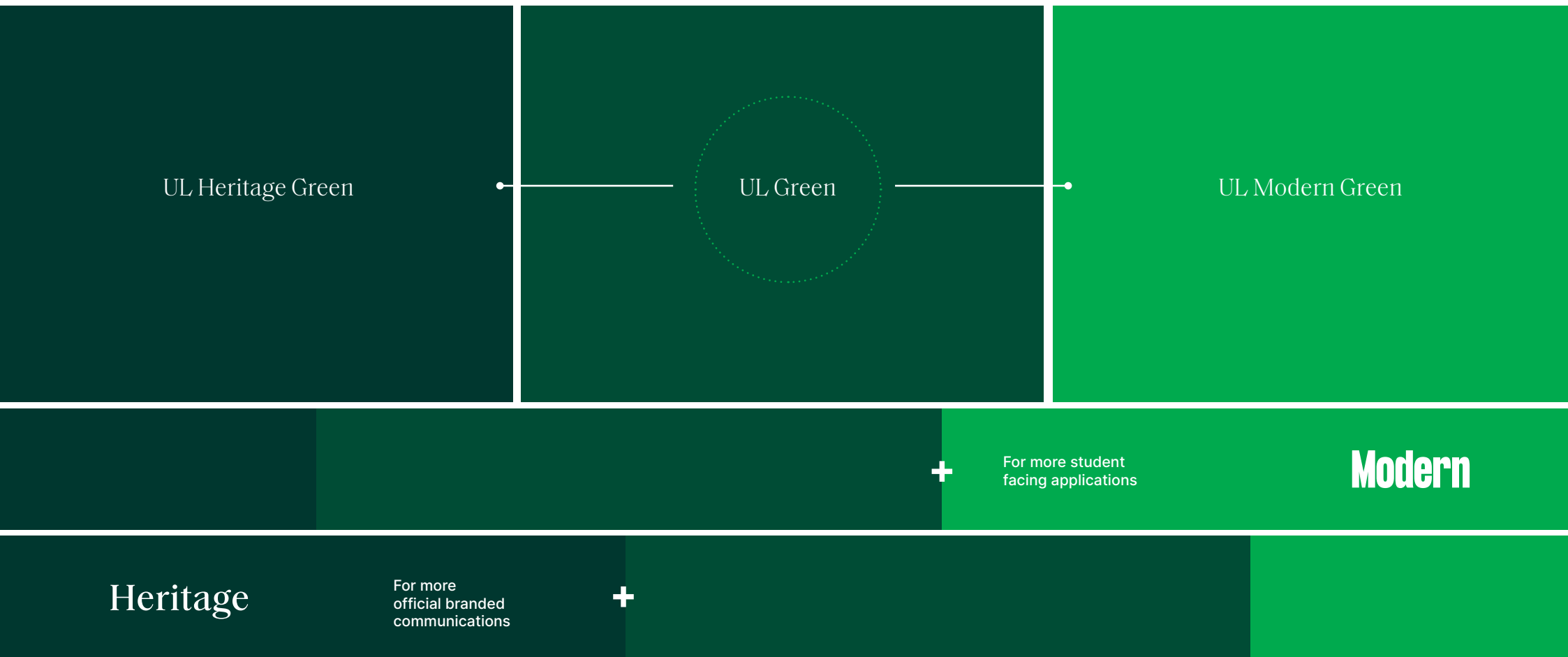
Primary Colours in use

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.
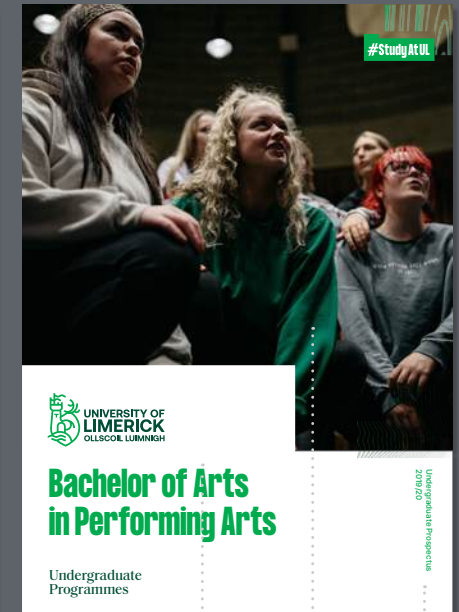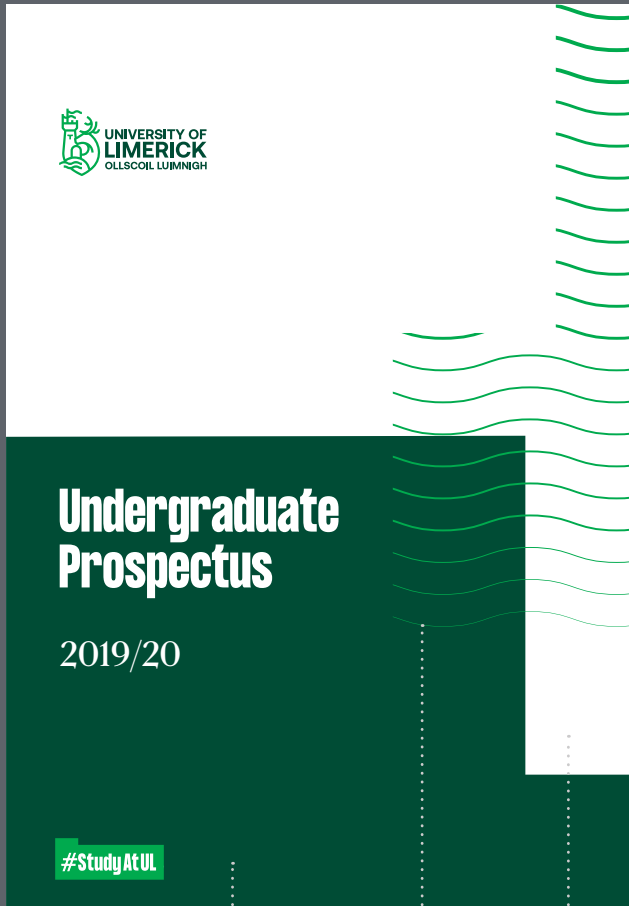
Secondary & Mono Colours

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

Mono Colours

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.

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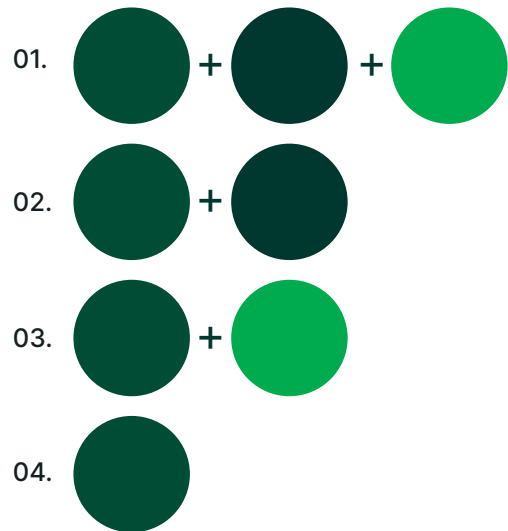
Secondary Colour Combinations:
Shown with 2 and 3 secondary colour options.
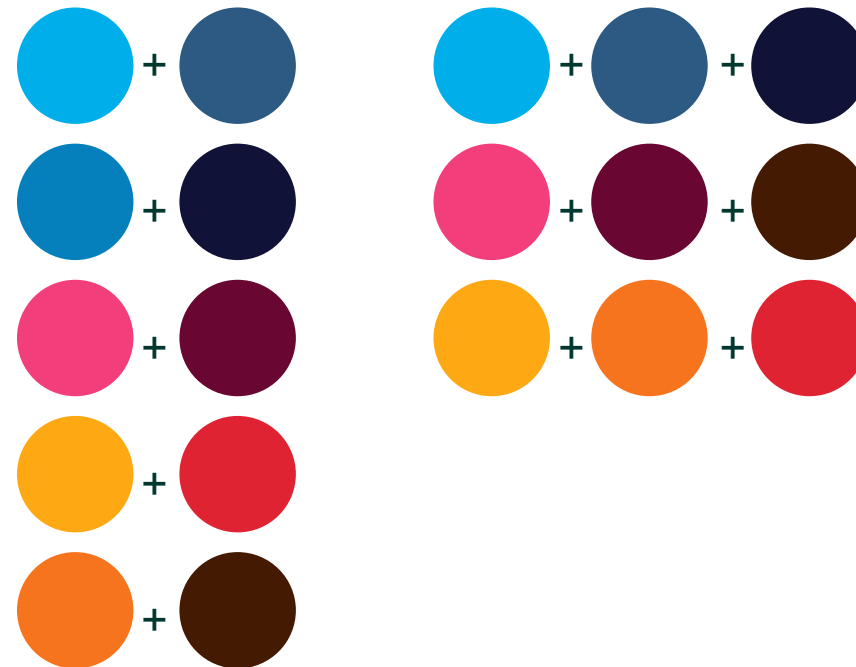
Mono Colours

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

3 Tonal Combination

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.
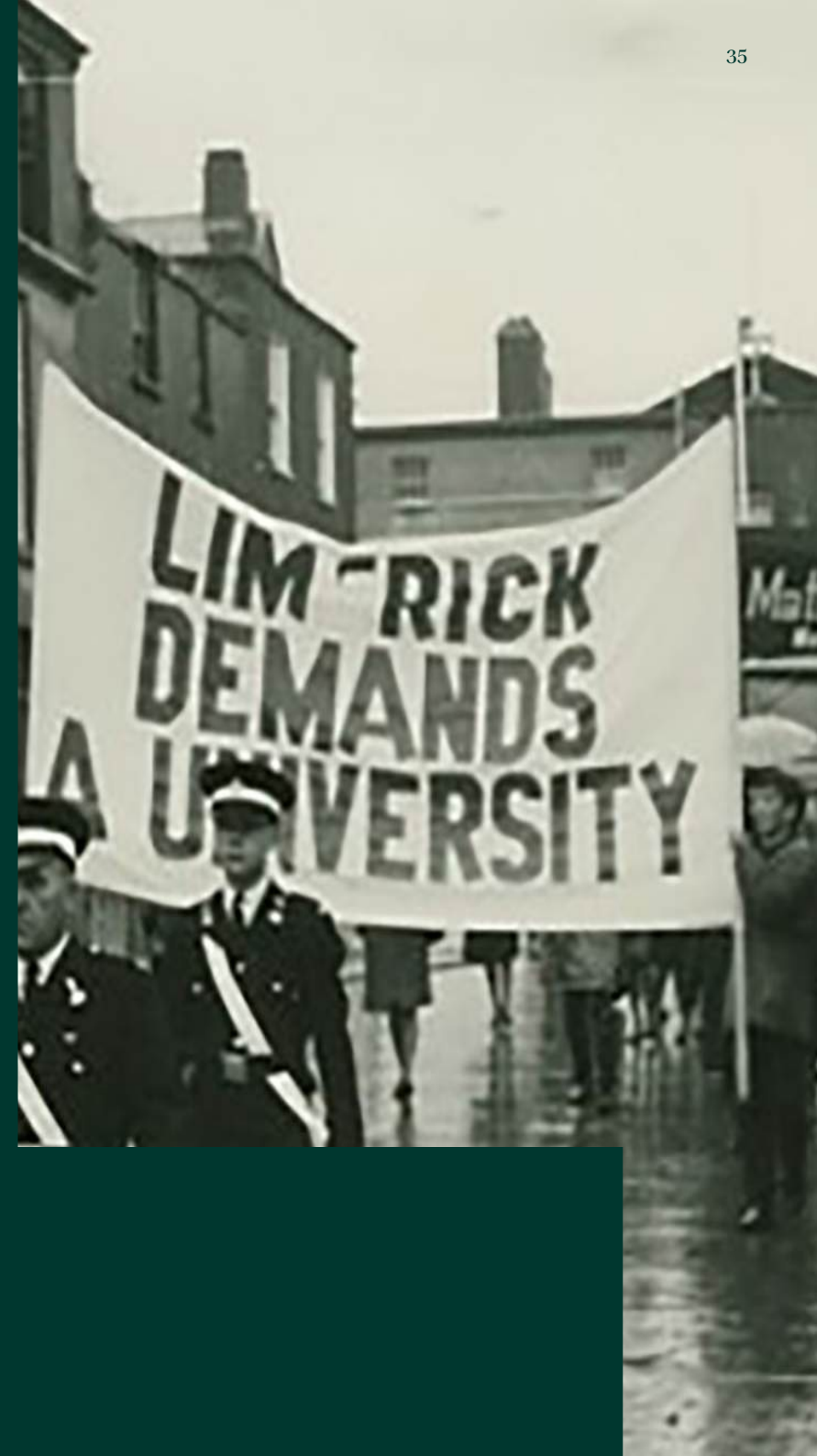
Type Styles

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
opqrsaoltuvwxyz
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

All brand fonts are available for use by UL Design Team and also contracted UL Design Agencies.

UL Modern Typeface

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

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.

Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

All brand fonts are available for use by UL Design Team and also contracted UL Design Agencies.

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

All brand fonts are available for use by UL Design Team and also contracted UL Design Agencies.

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

Glucksman Library
We have one of the largest campus libraries in Ireland and the most digitally advanced in the world. One stand-out feature is the ARC - a 10-meter high book vault and robotic crane that allows students to retrieve a book from thousands of drawers at the touch of a button. With over 2200 study spaces, the library combines traditional reading areas with vibrant technology-infused zones.

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
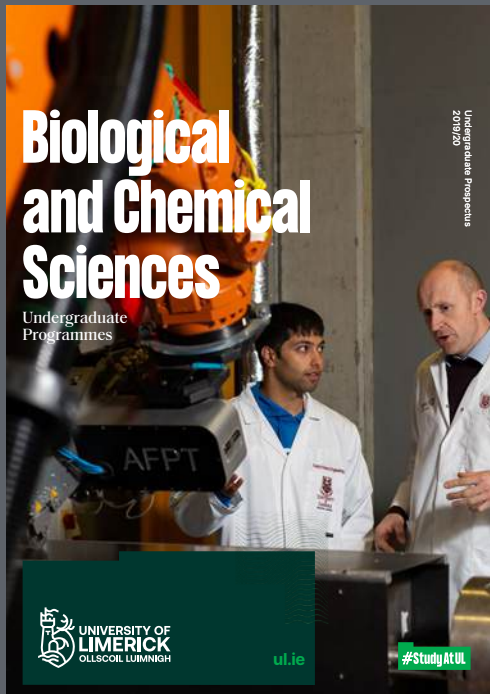*Left aligned*

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

#StudyAtUL

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

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.

The brand fonts 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.
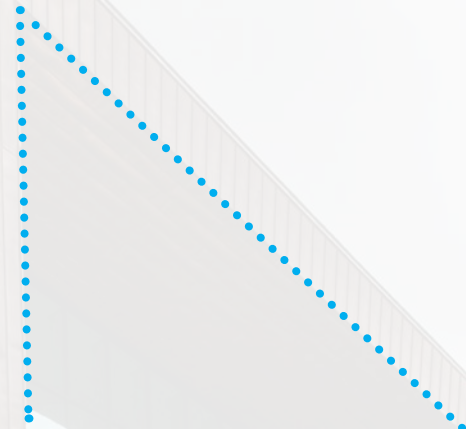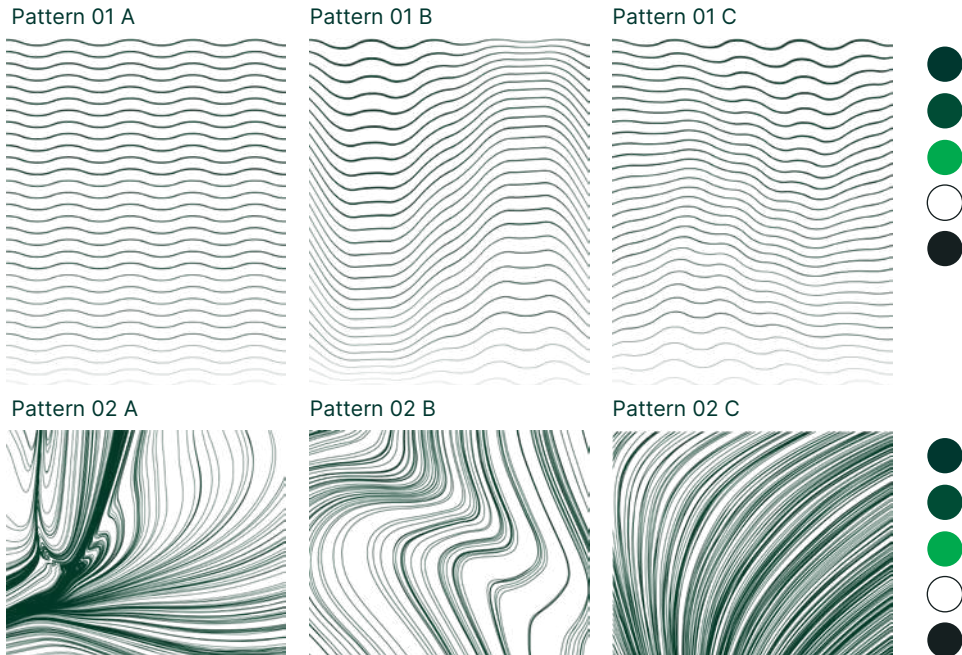
Shape #01
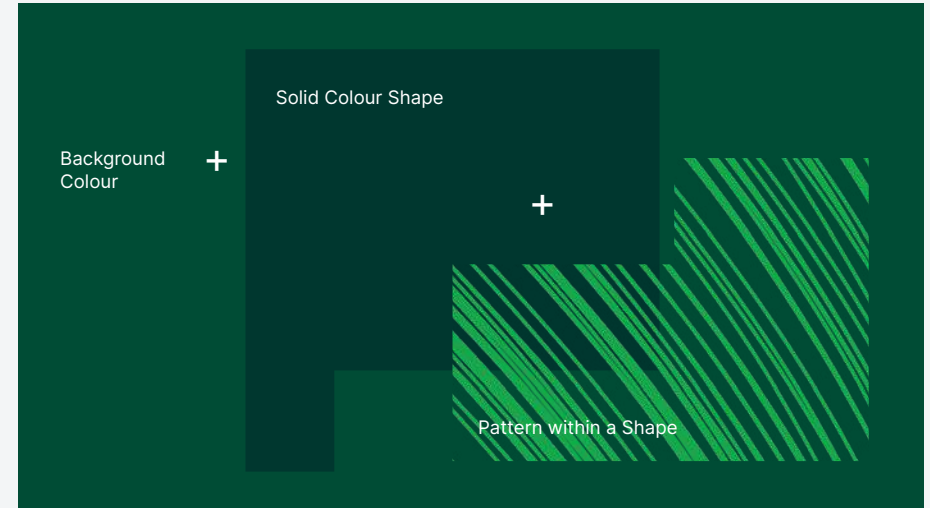
Shape #02

Shape #03

Graphic Patterns

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

The University graphic shapes and patterns are unique to the University and its overall identity. They should be used tastefully to enhance the design but should not be overused or take over the information on the graphic.

While the graphic shapes can be used in both our primary and secondary colour palette, our patterns should only ever be used in our primary or mono colours.

Pattern 01 A

Pattern 01 B

Pattern 01 C

Pattern 02 A

Pattern 02 B

Pattern 02 C

Combining Colour Shapes and Patterns
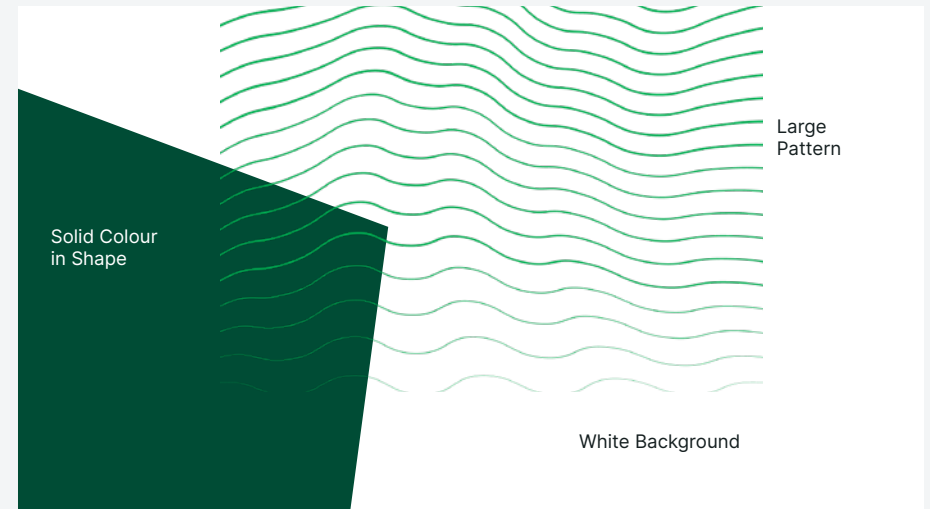
Background Colour

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 & Comms.
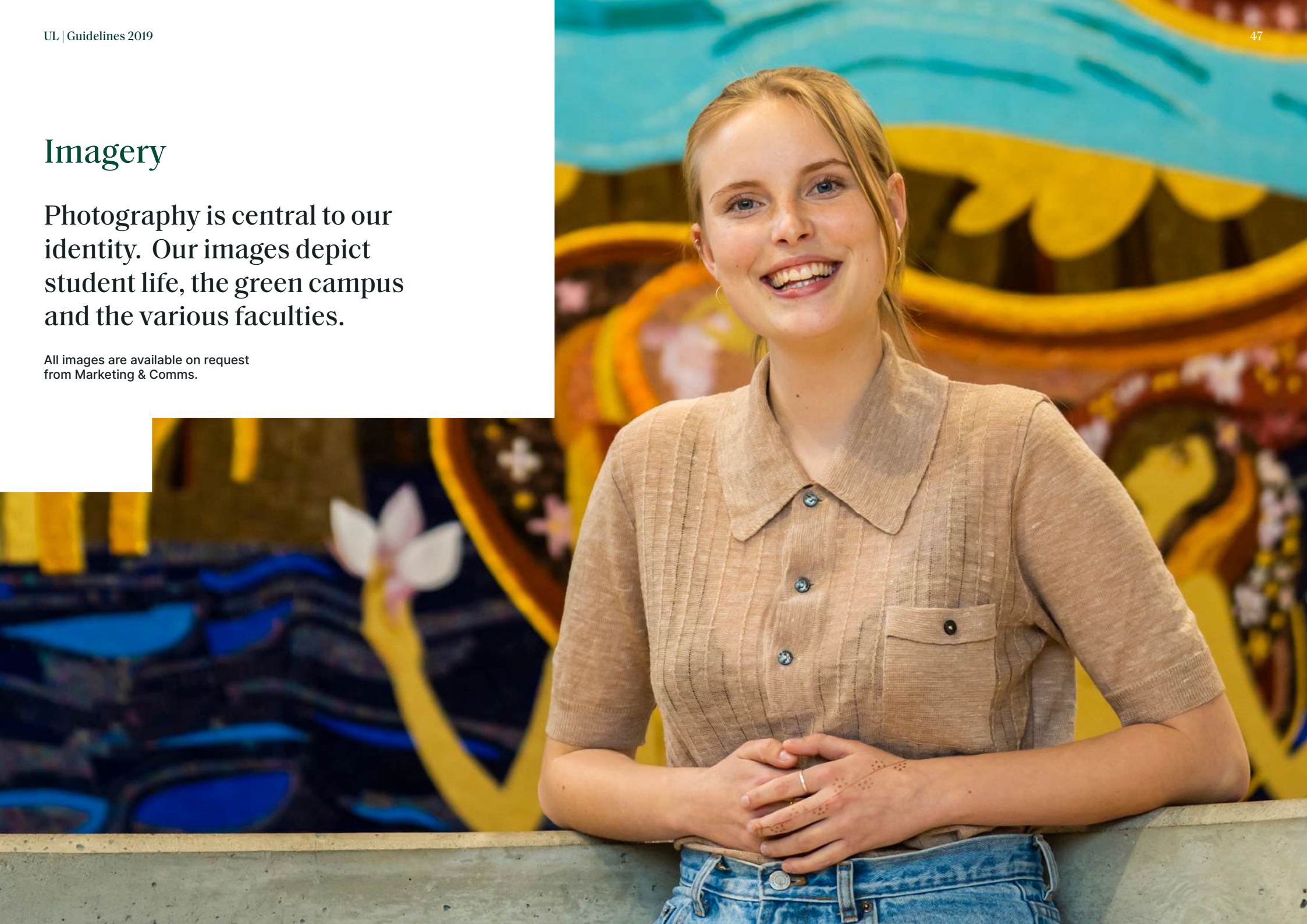
University Moments

University moments are about our students and capturing their 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.
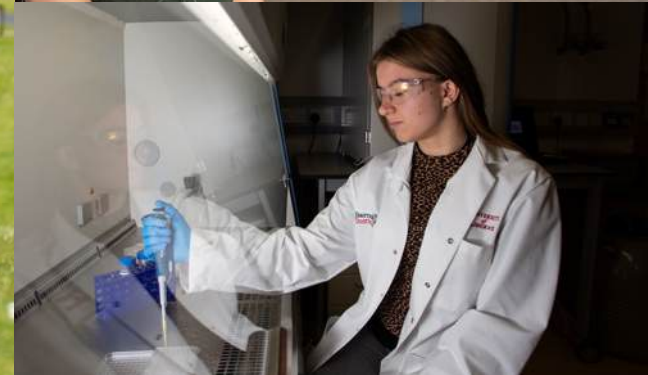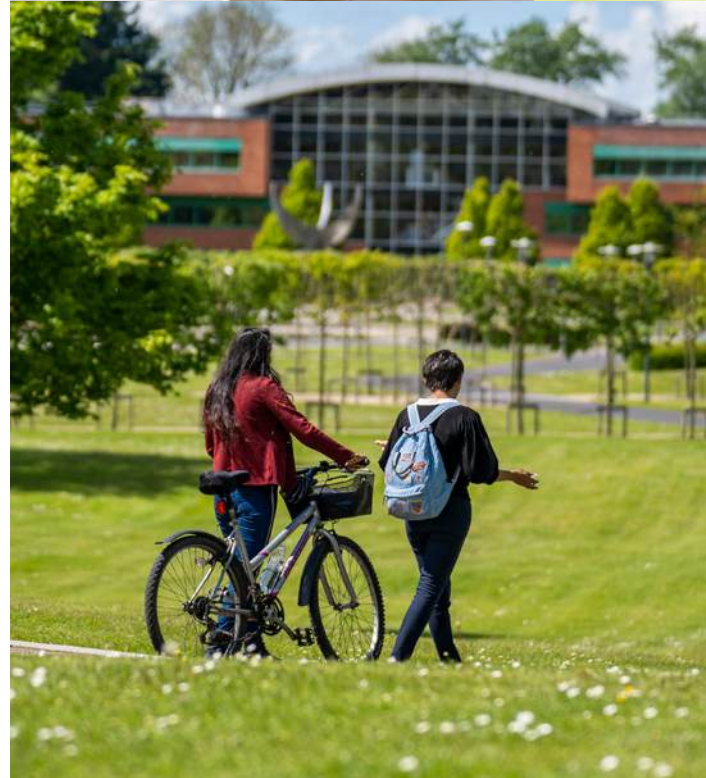
University Moments

Green Campus

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

Stock Photography

When stock photography is required, the following steps will provide guidance on choosing the right stock photography for UL. Stock is a last resort - only when the college image library is not suitable.

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
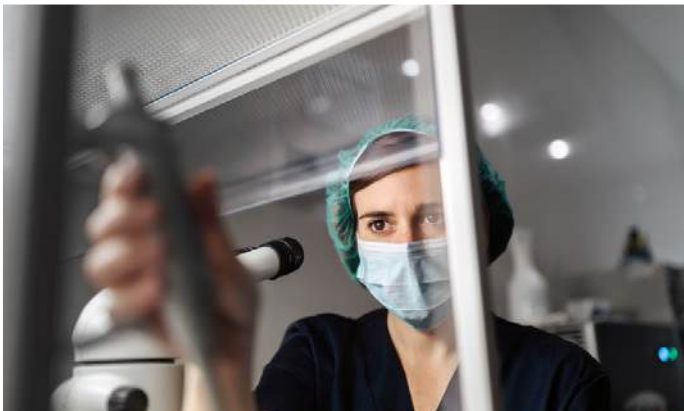
Brand in Action

06

UL Pull Up Banners

UL Merchandise

UL Collateral Overview

Posters

Brochures

Flyers

DL

UL Flyers & Covers

For further information on our
branding please contact:

Niamh Browne
Brand Officer

E: branding@ul.ie

ul.ie

For further information on our Irish
Language requirements please visit:

ul.ie/corporatesecretary

E: ATO@ul.ie