MTU

Ollscoil Teicneolaíochta na Mumhan

Munster Technological University

Brand Guidelines

V2.0 June 2021

Contents

INTRODUCTION

Our Mission, Vision & Values 5
Our Key Messages 6
MTU Key Facts 8

1. LOGO MARK

MTU Crest 11
MTU Logo Mark 12
MTU Logo Colour 13
MTU Clear Zone & Minimum Size 14
MTU Stacked Logo 16
MTU Stacked Logo Colour 17
MTU Stacked Logo Clear Zone & Minimum Size 18
Exceptional Treatment of Logo 19

2. BRAND ARCHITECTURE

MTU Brand Architecture 21

3. MTU SUB-BRANDS

MTU CCAD Logo 23
MTU CCAD Logo Colour 24
MTU CCAD Logo Clear Zone & Minimum Size 25
MTU CSM Logo 26
MTU CSM Logo Colour 27
MTU CSM Logo Clear Zone & Minimum Size 28
MTU Sub-brand Template 29

4. MTU MUNSTER TECHNOLOGICAL UNIVERSITY NAME

MTU Munster Technological University Name 31

5. PARTNERSHIPS

MTU Logo + Partners' Logos 33

6. MTU LOGO + ENDORSEMENTS

MTU Logo + Endorsements 36

7. MTU LOGO + THIRD PARTY APPLICATIONS

MTU Logo + Third Party Applications 38

8. COLOUR & TYPOGRAPHY

Primary Colour Palette 40
Fonts Print & Screen 41
Fonts Office Applications 42

9. PHOTOGRAPHY & ICONOGRAPHY

Photography: People / Places / Activities 44
Iconography 55

10. MTU BRAND DEVICE

MTU Brand Device 58
MTU Brand Device / Portrait A4 59
MTU Brand Device / Landscape A5 60
MTU Brand Device / DL 61

11. APPLICATIONS

Brand Device / Cover and Spread 63
Brand Device / Ad 64
Brand Device / Folder 65
Department, School and Faculty Names + Brand Device 66
Campaigns 69

12. STATIONERY

Letterheads 74
Department, School and Faculty Letterheads 76
Business Cards 78
Compliment Slip 79

13. DIGITAL APPLICATIONS

Word Letterhead 81
Email Signature 83
Powerpoint Template 85
Websites 88
Digital / Banners Ads 90
Digital / Social Media 91

14. SIGNAGE & VEHICLES

Signage 96
Hanging Banners 100
Vehicles 101

15. PROMOTIONAL ITEMS

Bag / Bottle 105
Memory Key / Pen / Umbrella 106
Drawstring Bag / Tote 107
Notebook / Diary / Mug 108
Sportswear 109
Caps / Hats 111
Hoodies 112

These guidelines protect and enhance the integrity of our brand. Compliance with these specifications is mandatory. Master artwork is available.

If you have any queries, please contact the
Local Marketing Communication Department
or
anne.looney@mtu.ie

® Munster Technological University, MTU and its logos are registered trademarks.

Munster Technological University is a multi-campus technological university, contributing to the region through the provision of academic programmes that support student development and opportunities, education and research.
MTU has an extensive and impressive regional footprint with six campuses across the South-West region in Cork and Kerry, and a student body of 18,000.

Our Mission

To lead change and, through education, empower people for a successful future in a globalised world.

MTU VISION
To lead transformation through education.

MTU VALUES
We are inclusive, engaging, dynamic and bold.

MTU is distinctive through regional empowerment.

Our Key Messages

Together We

PROVIDE EDUCATION AND RESEARCH OPPORTUNITIES FOR CAREER-FOCUSED LEARNERS

MTU is a centre of excellence in education, research and engagement for career-focused learners seeking enterprise and community-ready qualifications and experiences. The entrepreneurial focus of MTU opens a world of opportunities for its stakeholders.

DEVELOP LONGTERM PARTNERSHIPS WITH INDUSTRY AND COMMUNITY

MTU seeks out dynamic cross-sector relationships with start-ups, innovators and industry leading companies. MTU continues to invest in the future with state-of-the-art research, education, enterprise, cultural and sports facilities.

EXPAND OUR REACH REGIONALLY, NATIONALLY AND INTERNATIONALLY

MTU has an extensive regional footprint with six campuses across the South-West region providing programmes and delivering leading research with multi-disciplinary, industry-focused research with national and international partners.

Our Key Message Cont.

Together We

FOSTER ENTERPRISE AND INNOVATION FOR A STRONGER ECONOMY
Creating a strong economy depends on creating places that can foster enterprise and innovation and attract investment and talent. MTU, working closely with its many stakeholders, is a key driver in ensuring the South-West region leverages the potential of its location.

CREATE A WORLD OF OPPORTUNITIES IN EVERY CAMPUS
MTU provides significant opportunities for multi-disciplinary collaboration across the multi-campus, regionally-based, technological university. These opportunities deliver additionality for the South-West region and nationally across the areas of teaching and learning, research, innovation and engagement supporting the economic, social and cultural fabric of the region.

OPEN DOORS FOR EVERY ONE
MTU fosters a culture for success by preserving the warm, welcoming, entrepreneurial, innovative, people-oriented culture and community CIT and ITT are known for. We maintain our commitment to being good to do business with and continue to be the preferred partner of industry leaders.

MTU Key Facts

- 6 campuses across Cork & Kerry
- 18,000+ learners
- 140+ courses and programmes
- 2,000+ staff developing and supporting learners
- 120+ links with leading colleges worldwide
- Six research centres of excellence
- 100+ clubs and societies
- Partnering industry with dynamic cross-sector relationships with start-ups, innovators and industry leading companies
- Leading research by developing multi-disciplinary, industry-focused research programmes with national and international partners
- Investing in the future with state-of-the-art research, education, enterprise, cultural and sports facilities

Logo Mark

1

The MTU logo brings two parent institutions together to create an identity that represents the ethos, ambition and reach of Ireland's first regional Technological University.

MTU Crest

The MTU crest reimagines the elements from the previous marks, taking inspiration from:

- The golden crowns, from the Munster crest, represent the region. These modern illustrative crowns are housed in an open door
- The book from the CIT crest, represents learning
- The star from the IT Tralee logo, represents how far we can reach
- The bow of the boat from the IT Tralee logo represents voyages of personal growth
- The traditional CIT crest, comprising of four quadrants, has become a contemporary crest for MTU.

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

MTU Logo Mark

The logo comprises of a crest, the name MTU and the full university title in Irish and English. The relationship between these elements is fixed and cannot be altered in any way. Master artwork is available.

MTU Logo Colour

The logo must only be reproduced in the MTU colours, black or white.
No other colours can be used. Master artwork is available.

Colour Version

Black Version

White Version

MTU Logo Clear Zone

There is a clear zone for the logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by the height of the letter M in the letters of MTU. See example below.

Clear Zone

MTU Logo Minimum Size

To ensure the logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the width of the logo which is 25mm. See example below.

Minimum Size

25mm

MTU Stacked Logo

The MTU stacked logo comprises of a crest and the name MTU. The relationship between these elements is fixed and cannot be altered in any way. **The MTU stacked logo mark is used on social media and merchandise applications only.** It may be used where space is limited or due to reproduction parameters but permission must be sought from the MTU marketing department in advance.

MTU Stacked Logo Colour

The logo must only be reproduced in the MTU colours, black or white.
No other colours can be used. Master artwork is available.

Colour Version

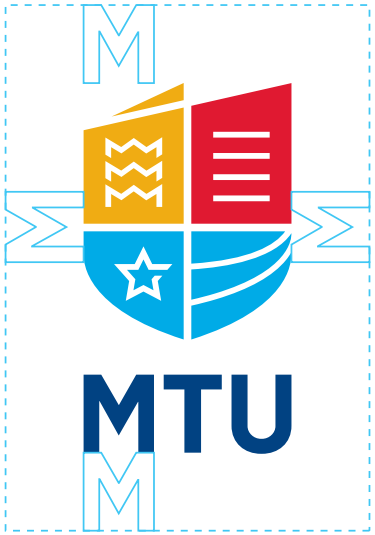
Black Version

White Version

MTU Stacked Logo Clear Zone & Minimum Size

There is a clear zone for the MTU stacked logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by the height of the letter M in the letters of MTU. See example below.

Clear Zone



To ensure the MTU stacked logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the width of the logo which is 10mm. See example below.

Minimum Size

10mm

Exceptional Treatment of Logo

Exceptional treatments of the MTU logo may be allowed when aligned with significant global events, such as LGBTQ Pride Month or International Women's Day. Treatments must only involve a change in colour. All other fixed design elements must remain unaltered.

Any treatment of the MTU logo requires the approval and written permission from the University President before proceeding.

LGBTQ Pride Month Example

International Women's Day Example

Brand Architecture

2

MTU Brand Architecture Framework

The brand architecture shown demonstrates the framework principle for sub-brands, when required. It is subject to review once the organisation structure has been finalised. **The MTU main logo mark is the preferred mark for use on material.**

MTU Main Logo Mark

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Colleges, Schools & Academies

MTU
Coláiste Ealaíne is Deartha Crawford
Crawford College of Art and Design

MTU
Ceol-Scoil Chorcaí
Cork School of Music

Institutes & Centres

MTU
Ionad Taighde Nimbus
Nimbus Research Centre

MTU
Geata Teicneolaíochta IMaR
IMaR Technology Gateway

MTU Sub-brands

3

MTU Crawford College of Art and Design Logo

The MTU Crawford College of Art and Design logo comprises of a crest, the name MTU and the title Crawford College of Art and Design in Irish and English. The relationship between these elements is fixed and cannot be altered in any way. Master artwork is available.

MTU Crawford College of Art and Design Logo Colour

The MTU Crawford College of Art and Design logo must only be reproduced in the MTU colours, black or white. No other colours can be used. Master artwork is available.

Colour Version

Black Version

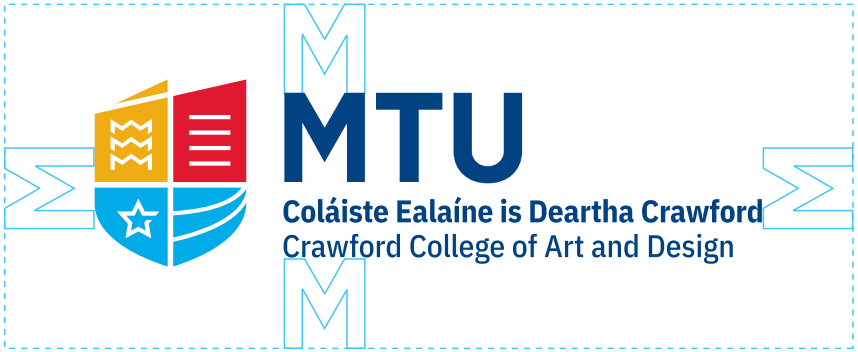
White Version

MTU Crawford College of Art and Design Logo Clear Zone & Minimum Size

There is a clear zone for the MTU Crawford College of Art and Design logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by the height of the letter M in the letters of MTU. See example below.

To ensure the MTU Crawford College of Art and Design logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the width of the logo which is 25mm. See example below.

Clear Zone



Minimum Size

25mm

MTU Cork School of Music Logo

The MTU Cork School of Music logo comprises of a crest, the name MTU and the title Cork School of Music in Irish and English. The relationship between these elements is fixed and cannot be altered in any way. Master artwork is available.

MTU Cork School of Music Logo Colour

The MTU Cork School of Music logo must only be reproduced in the MTU colours, black or white. No other colours can be used. Master artwork is available.

Colour Version

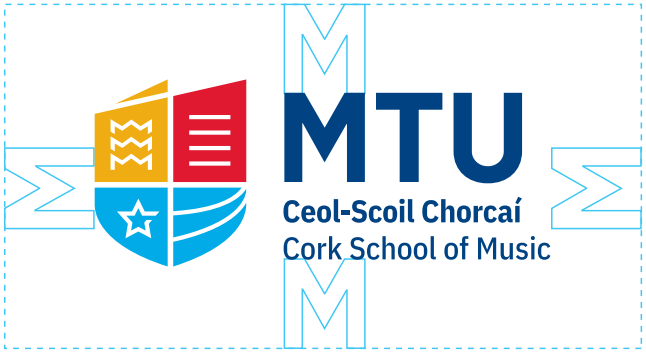
Black Version

White Version

MTU Cork School of Music Logo Clear Zone & Minimum Size

There is a clear zone for the MTU Cork School of Music logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by the height of the letter M in the letters of MTU. See example below.

Clear Zone



To ensure the MTU Cork School of Music logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the width of the logo which is 18mm. See example below.

Minimum Size

18mm

MTU Sub-brand Template

Future MTU sub-brands must be created using the predefined MTU sub-brand template available with the brand assets supplied. Fixed design elements cannot be altered, the editable text can be used to typeset the name of the entity as shown.

The clear zone and minimium size of new sub-brands is to follow the formula of existing ones. **All new sub-brands require the approval and written permission of the University President before proceeding. To begin the sub-brand approval process, please contact the local marketing office.**

MTU Munster Technological University Name

4

MTU Munster Technological University Name

Communication and copy can only use one of the three approved name types.
These are:

1. The name and full title – MTU, Munster Technological University
2. The name only – MTU
3. An approved sub-brand name such as MTU Cork School of Music, MTU Crawford College of Art and Design.

If it is important to identify a specific location or campus, the location information becomes part of the copy. See examples below.

We say:

To find out about our MTU Cork campus locations visit www.mtu.ie

To find out about our MTU Kerry campus visit www.mtu.ie

To find out about MTU's Cork campus visit www.mtu.ie

To find out about our MTU's Kerry campus visit www.mtu.ie

To find out more about MTU Cork School of Music visit www.mtu.ie

To find out more about MTU Crawford College of Art and Design, visit www.mtu.ie

Names cannot be altered in any way and the name "MTU" cannot be used with a location only, for example MTU Cork or MTU Kerry. See examples below.

We never say:

To find out more visit MTU Cork

To find out more visit MTU Kerry

Visit MTU Cork

Visit MTU Kerry

To find out more about Cork School of Music visit www.mtu.ie

To find out more about Crawford College of Art and Design visit www.mtu.ie

Partnerships

5

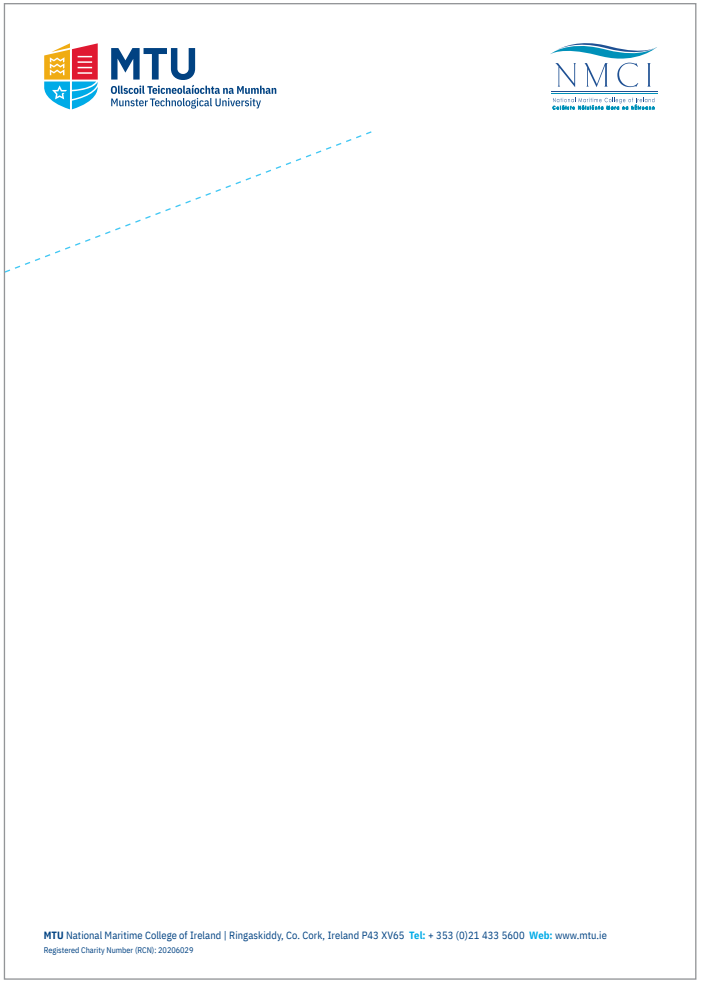
MTU Logo + Partners' Logos

When the MTU logo is used in conjunction with a Partner's logo, each logo is given equal status. This can be determined by the vertical height of the logos as demonstrated. If in any doubt contact your local marketing communications department.

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

NMCI
National Maritime College of Ireland
Coláiste Náisiúnta Mara na hÉireann

Example shows logos with equal status / equal height



NMCI Letterhead

MTU Logo + Partners' Logos

Press advertisement demonstrating use of both MTU logo and Partner logo.

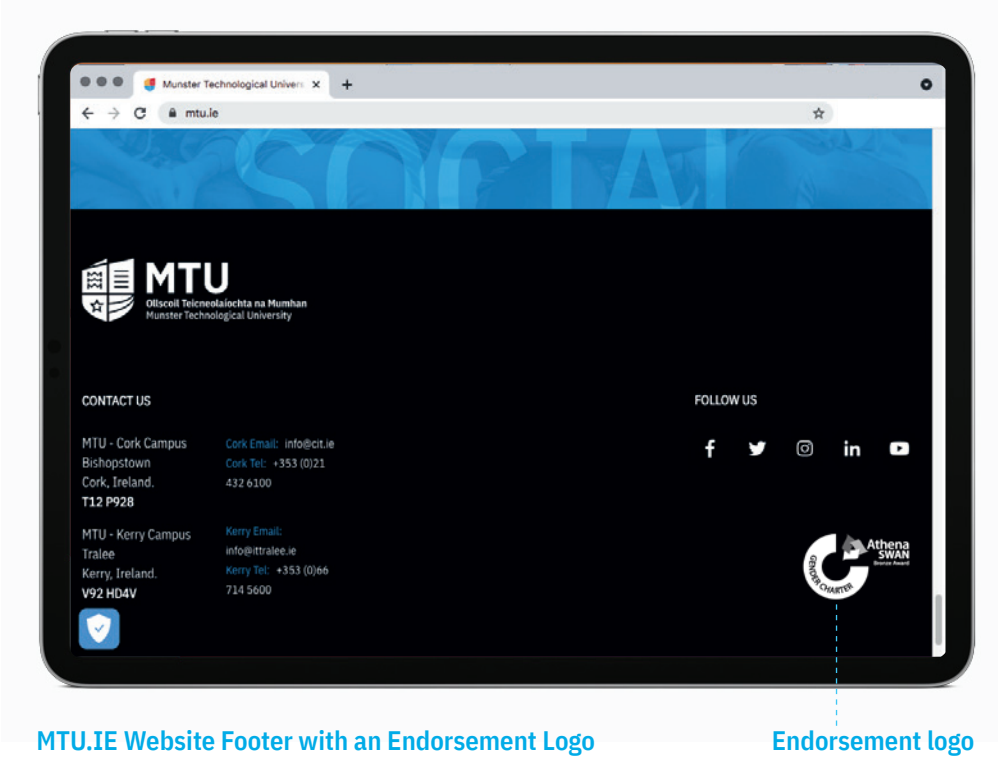
NMCI Press Ad

MTU Logo + Endorsements

6

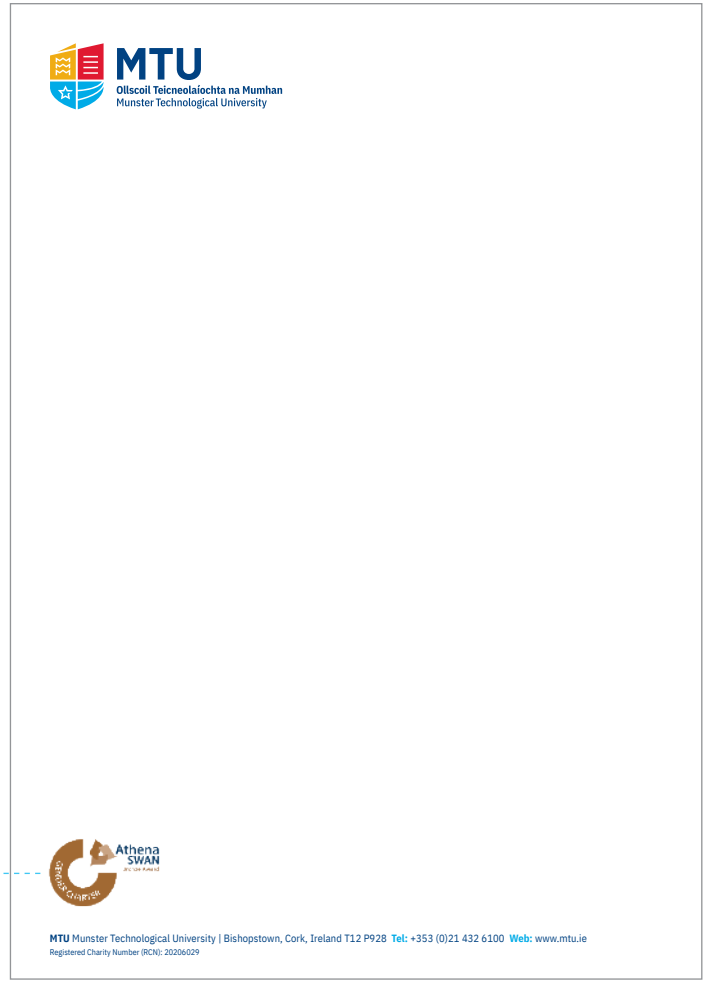
MTU Logo + Endorsements

When the MTU logo is used in conjunction with an endorsement logo it should be the lead logo. The endorsement logo should appear on footers or back covers of applications. See examples below. If in any doubt contact your local marketing communications department.



MTU.IE Website Footer with an Endorsement Logo

Endorsement logo



Endorsement logo

MTU Letterhead with an Endorsement Logo

MTU Logo + Third Party Applications

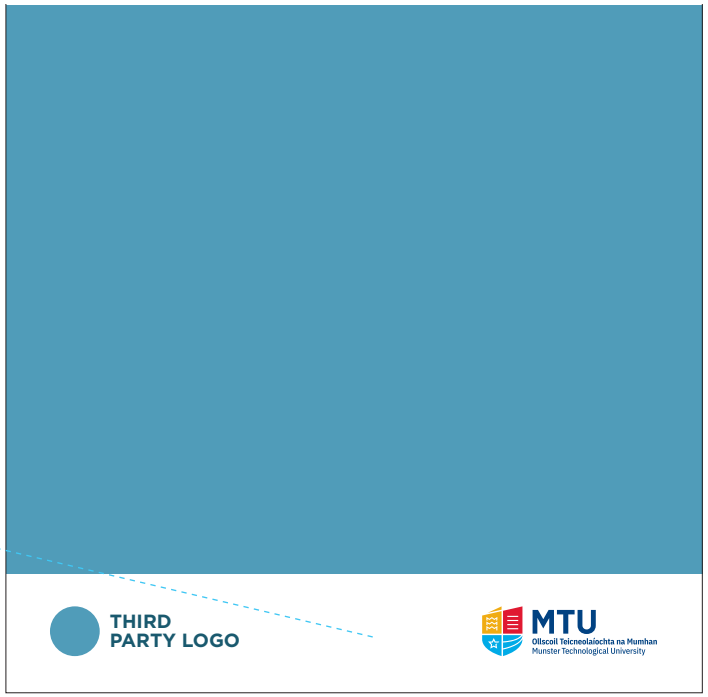
7

MTU Logo + Third Party Applications

When applying the MTU logo to third party applications, such as brochure covers and reports, the preferred solution is horizontally align the MTU logo with the third party logo and for the logos to be equal in height.

The MTU logo should only be used on third party applications when there is a mutual or joint relationship/venture. If in any doubt contact your local marketing communications department.

Example shows logos with equal status / equal height



Third Party Brochure Cover

Colour & Typography

8

Primary Colour Palette

A set of colours have been selected for the MTU logos. The colours represent our heritage and future. They must be used when reproducing the logos in colour. They are the preferred colour palette for use in applications and graphics. See numeric references below.

MTU NAVY

Print	**CMYK:** 100 / 69 / 0 / 30
	Pantone: 294
Web	**Hex:** 003e7d
Office	**RGB:** 0 / 62 / 125

MTU BLUE

Print	**CMYK:** 86 / 8 / 0 / 0
	Pantone: 299
Web	**Hex:** 00a2e1
Office	**RGB:** 0 / 162 / 225

MTU RED

Print	**CMYK:** 0 / 100 / 85 / 6
	Pantone: 186
Web	**Hex:** d90725
Office	**RGB:** 217 / 7 / 37

MTU GOLD

Print	**CMYK:** 0 / 32 / 100 / 5
	Pantone: 130
Web	**Hex:** f0af00
Office	**RGB:** 240 / 175 / 0

Fonts for Print and Screen

The font IBM Plex Sans has been selected for use on MTU print and screen applications. It has been selected for its legibility both on and off screen as well as its range of weights allowing for greater flexibility in layout.

IBM Plex Sans is a Google Font which is available as a free download at:
https://fonts.google.com/specimen/IBM+Plex+Sans

Abc&

123*

IBM Plex Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!€&*

Thin	*Thin Italic*
Extra Light	*Extra Light Italic*
Light	*Light Italic*
Regular	*Regular Italic*
Medium	***Medium Italic***
Semibold	***Semibold Italic***
Bold	***Bold Italic***

IBM Plex Sans Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!€&*

Thin	*Thin Italic*
Extra Light	*Extra Light Italic*
Light	*Light Italic*
Regular	*Regular Italic*
Medium	***Medium Italic***
Semibold	***Semibold Italic***
Bold	***Bold Italic***

Fonts for Office Applications

The font Arial has been selected for use on all MTU office applications, such as Word Documents and Powerpoint presentations.

abc: 123%*

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!€&*

Regular *Regular Italic*
Bold ***Bold Italic***

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!€&*

Photography and Iconography

9

Photography – People

Photography is the preferred visual in applications. When selecting images ensure they are real life and not stock, where possible commissioned. Images should be engaging and natural. A selection of images have been collated to showcase the broad spectrum of MTU activities.

People photography examples

Photography – People Cont.

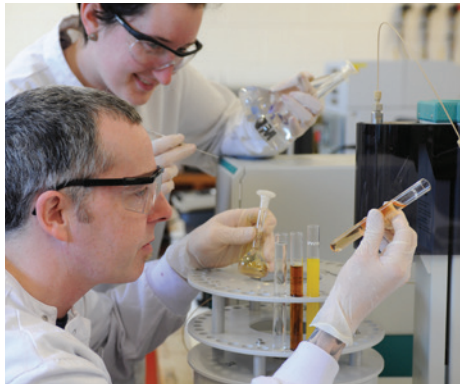
People photography examples

Photography – People Cont.

People photography examples

Photography – People Cont.

People photography examples



Photography – People Cont.

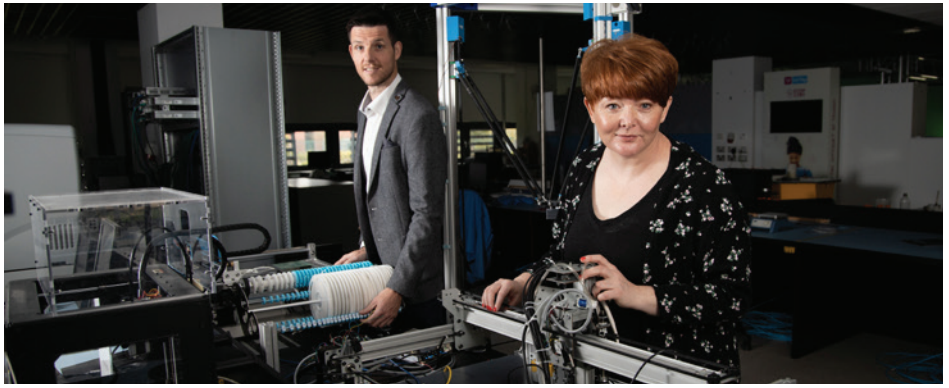
People photography examples

Photography – People Cont.

People photography examples

Photography – People Cont.

People photography examples



Photography – People Cont.

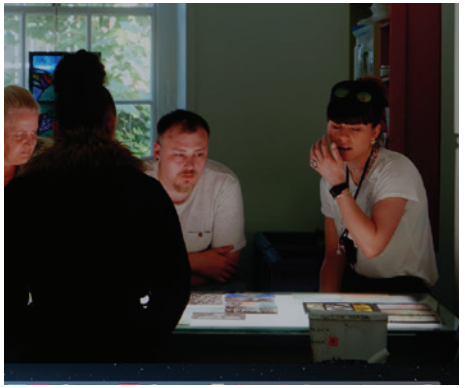
People photography examples

Photography – Places

Location photography examples

Photography – Activities

Activities and teaching photography examples



Photography – Activities Cont.

Activities and teaching photography examples

Iconography

A series of icons have been developed for use in MTU applications. These icons are unique to MTU, each icon reflecting the upward movement angle in the MTU crest. They can be used in conjunction with photography.

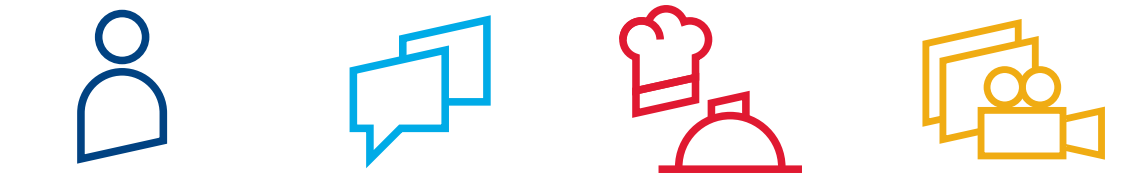
Bold Weight

Light Weight

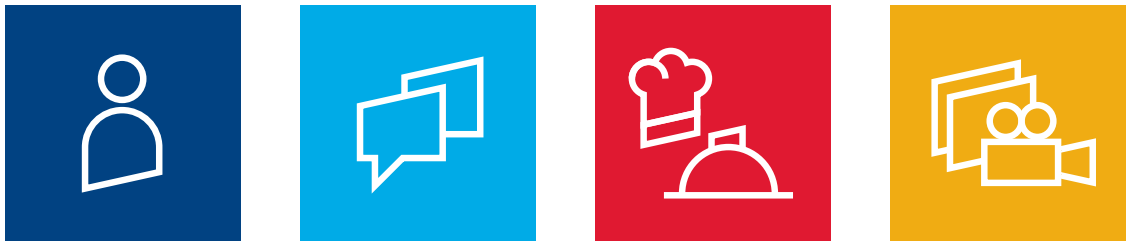
The icons are available in two weights, bold and light, to accommodate different reproduction sizes.

Iconography Cont.

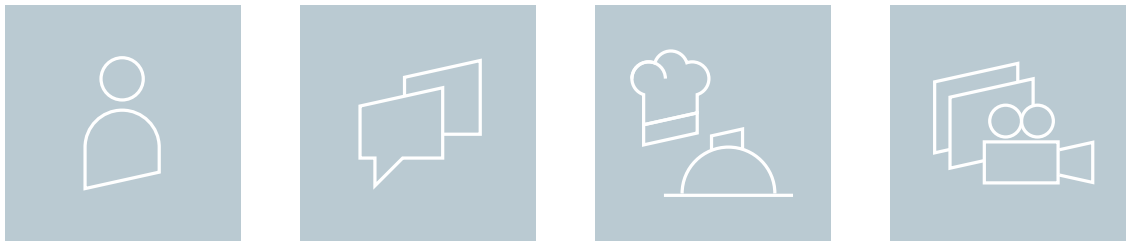
To allow for greater flexibility and adaptability the icons can be reproduced in any of the designated MTU primary colours.



Icons reproduced in the MTU primary colours.



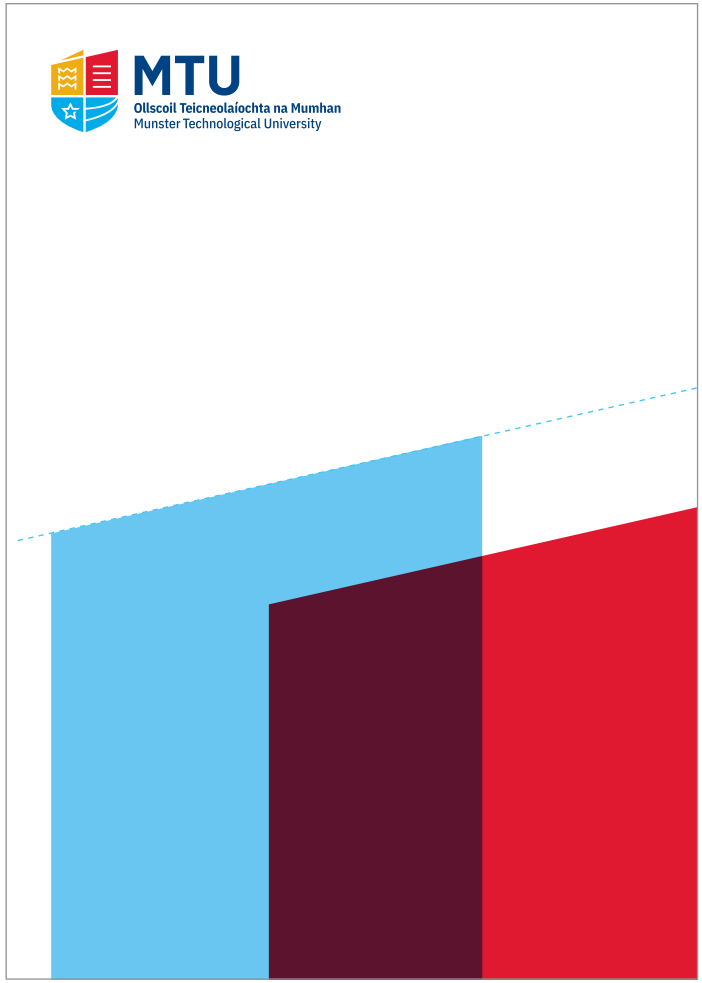
Icons reproduced in white reversed out of the MTU primary colours.



MTU Brand Device

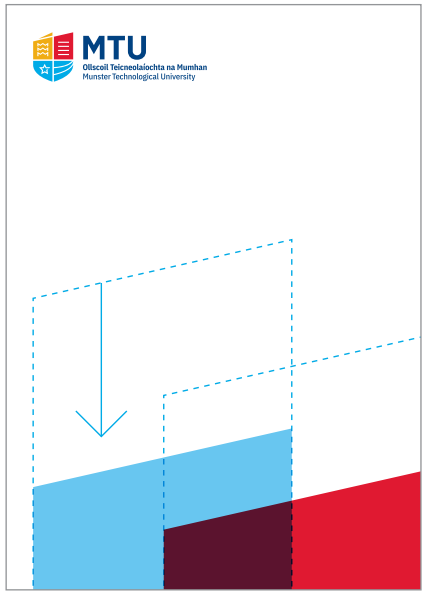
10

MTU Brand Device

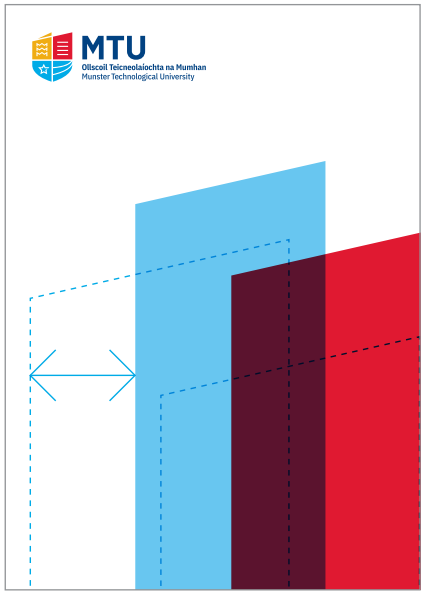


The angle of the brand device is derived from the MTU logo.

MTU has a brand device that can be used on applications. It is created using the angle of the top of the MTU crest and the MTU blue and red colours as a multiply. On applications the brand device can be positioned at the base. It is flexible, moving up, down and horizontally. It can be used in a variety of configurations. See examples below and on the following pages.



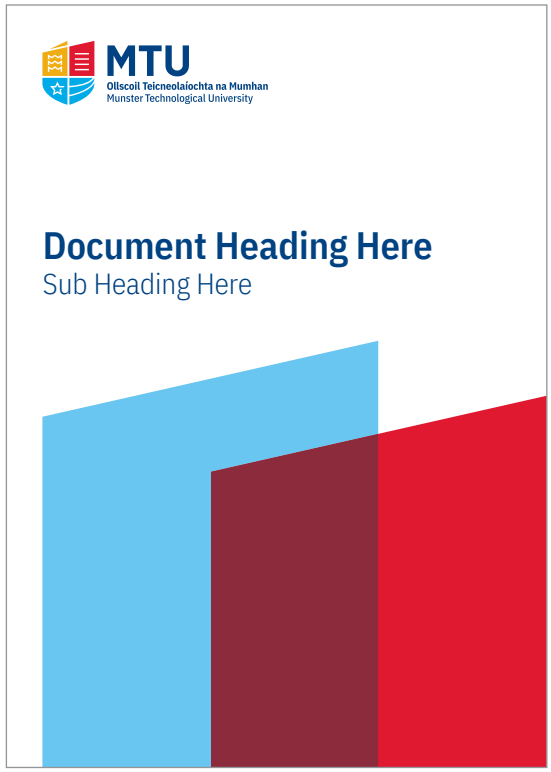
The brand device can move up or down



The brand device can move horizontally

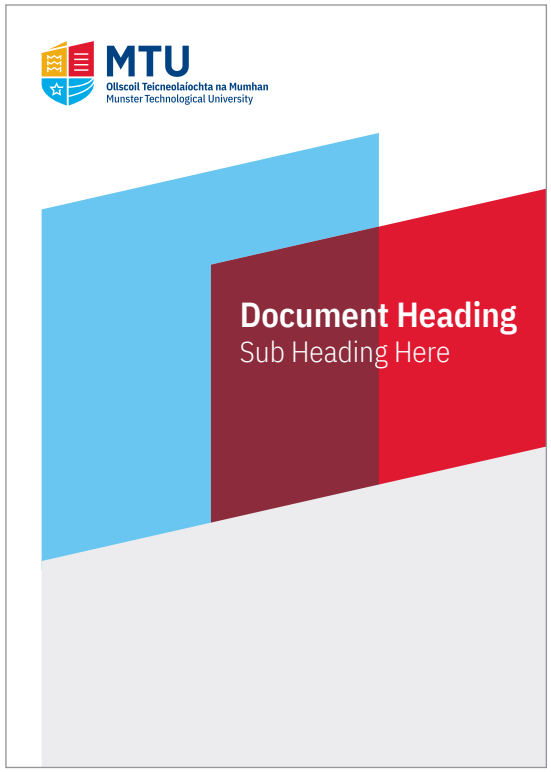
MTU Brand Device Cont.

The brand device can be used on a variety of applications such as ads, brochure covers, reports and leaflets. Templates are available in A4, A5, DL, Square, portrait and landscape formats. See below and on the following pages.



A4 Portrait Example 1

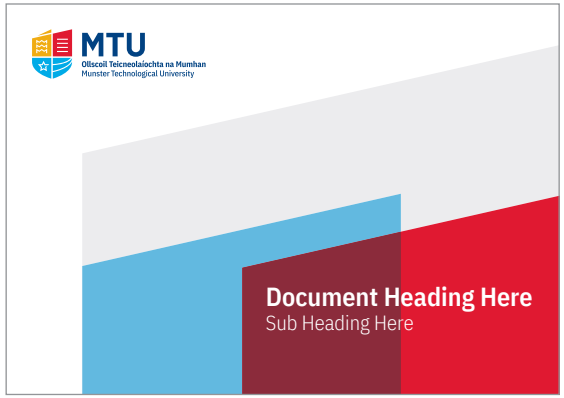
A4 Portrait Example 2



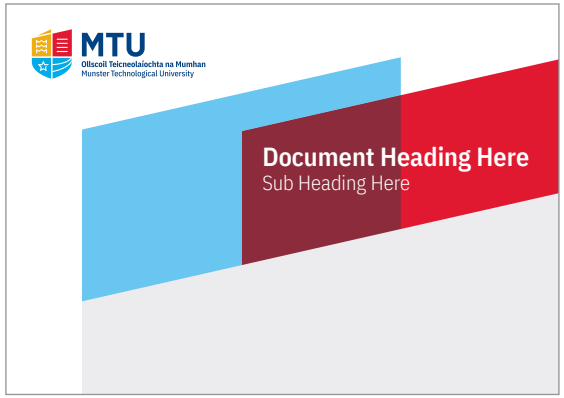
A4 Portrait Example 3

MTU Brand Device Cont.

A5 Landscape Example 1



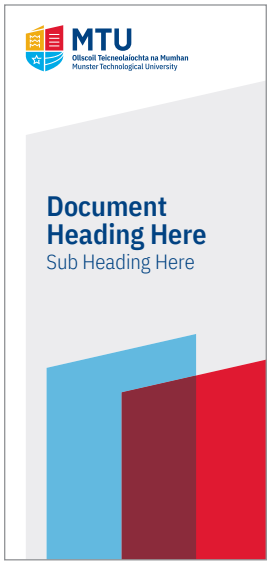
A5 Landscape Example 2



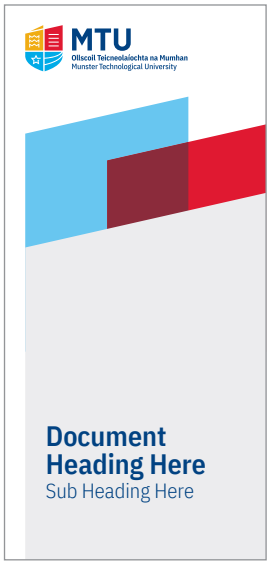
A5 Landscape Example 3

MTU Brand Device Cont.

DL Portrait Example 1

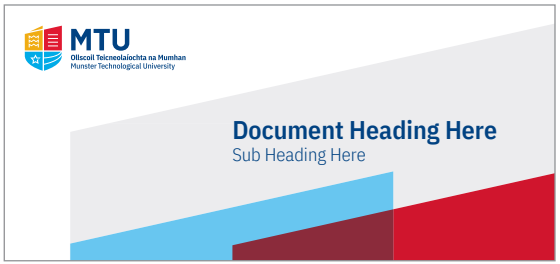


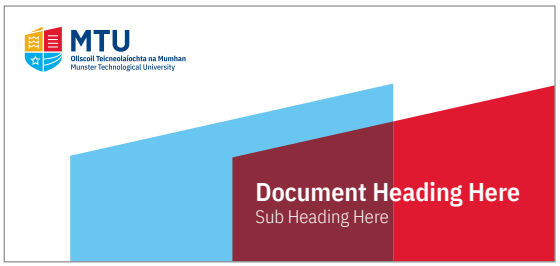
DL Portrait Example 2



DL Portrait Example 3

DL Landscape Example 1





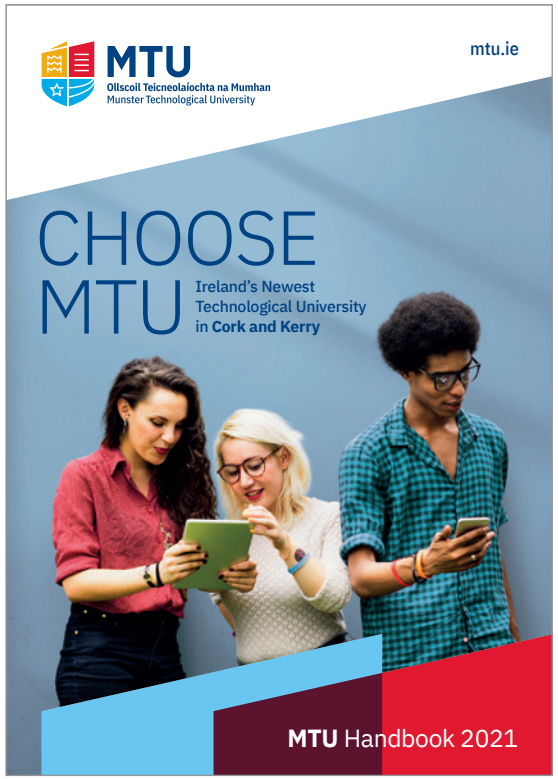
DL Landscape Example 2

Applications

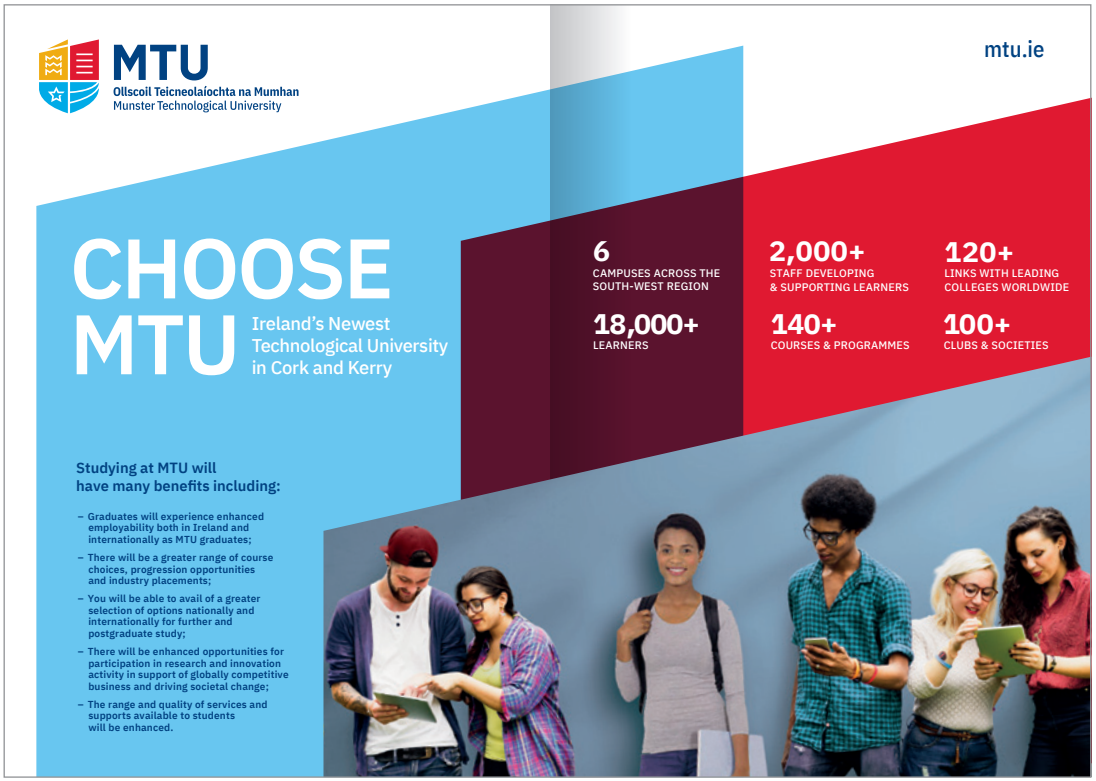
11

MTU Brand Device Applications

This page and the following pages show examples of the MTU brand device on applications.

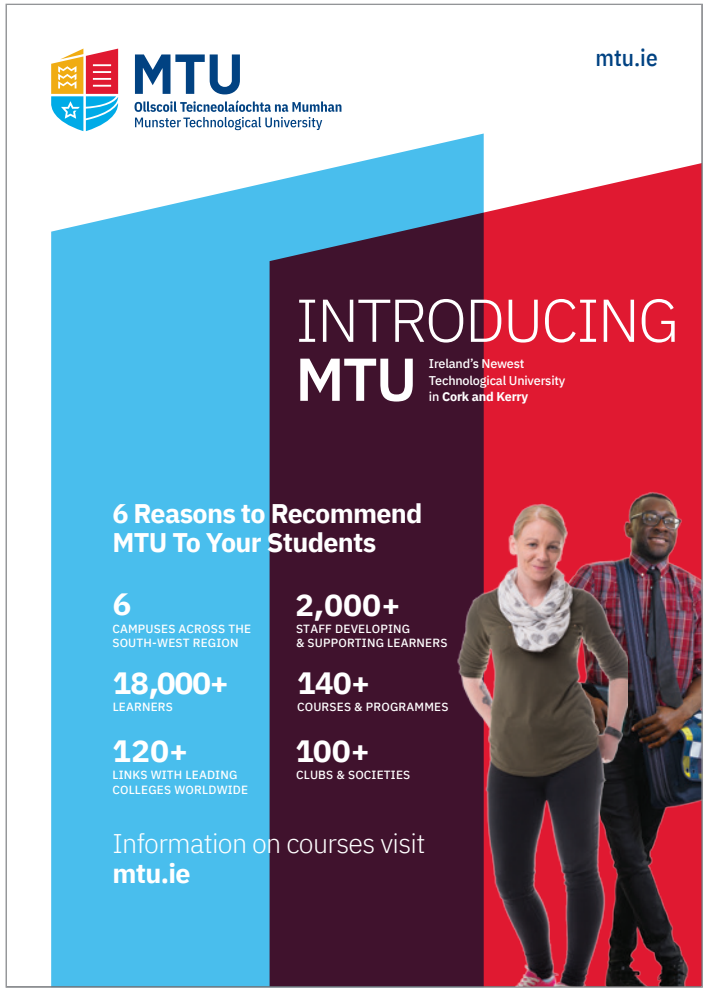


Brochure Cover



Double Page Spread

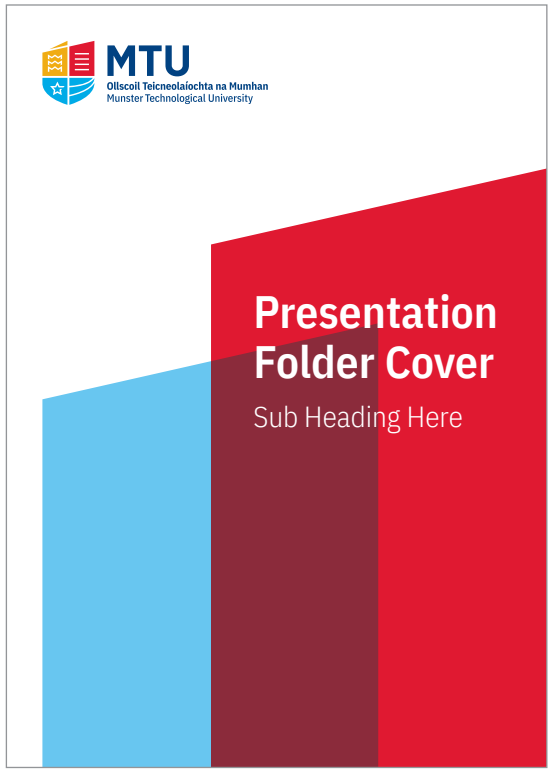
MTU Brand Device Applications Cont.



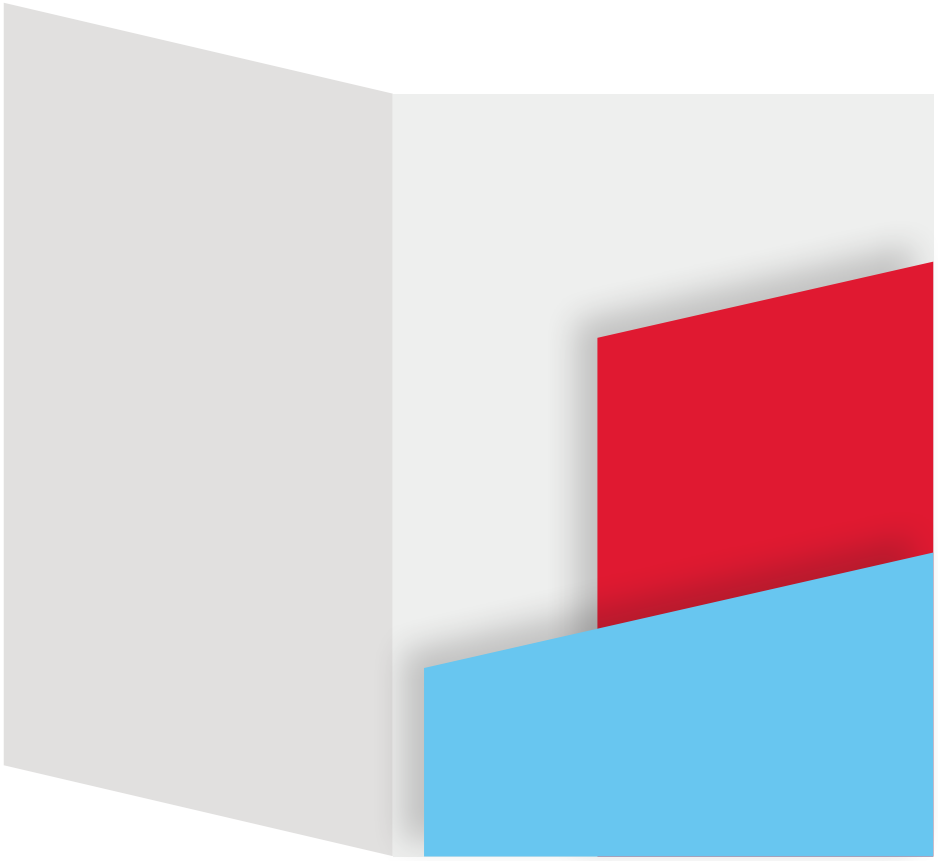
Full Page Ad

3/4 Page Ad

MTU Brand Device Applications Cont.



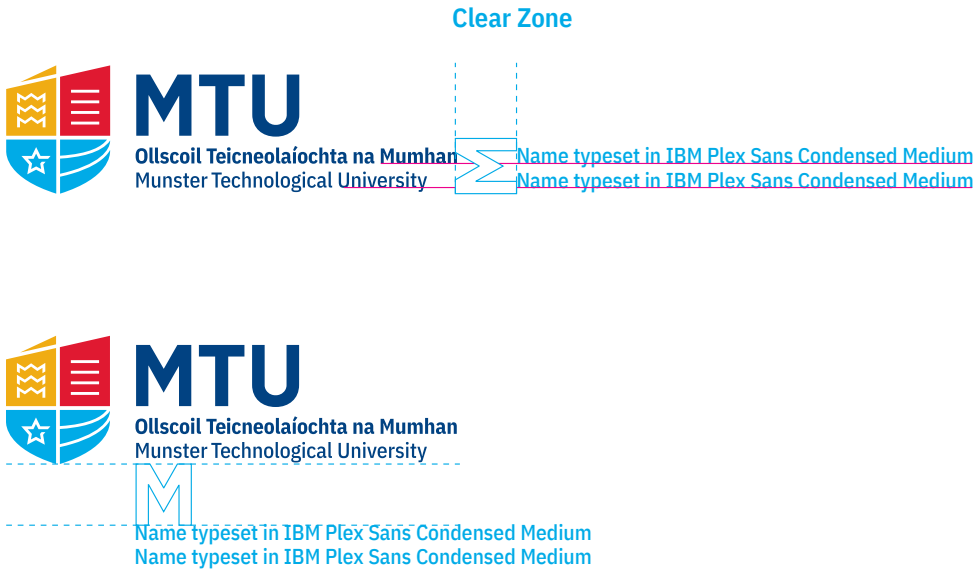
Folder Cover



Folder Interior

Department, School and Faculty Names and the Brand Device

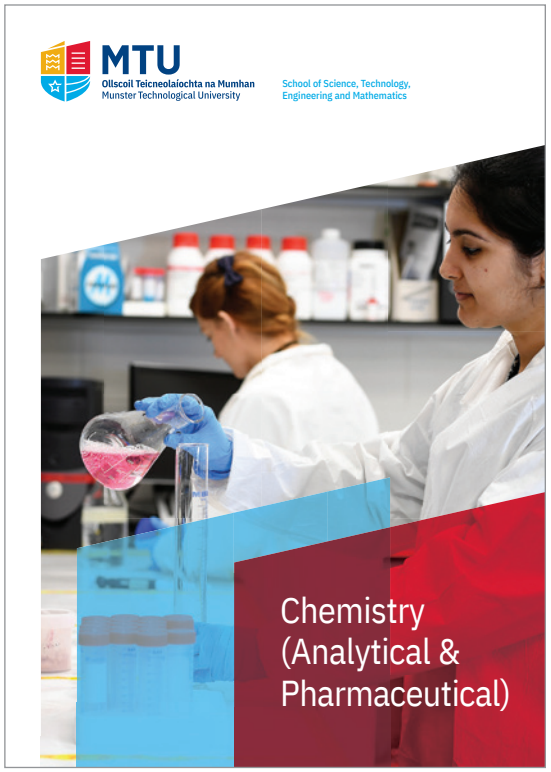
When the MTU logo is used in conjunction with the name of a Department, School, Faculty or similar, the name is to be aligned horizontally with the logo or under the logo. The text should be equal in size to the full MTU title, adhere to the clear zone and be coloured the MTU blue. Master template artwork is available.



Examples of Department names on brochure covers

MTU Department Names and Brand Device on Applications Cont.

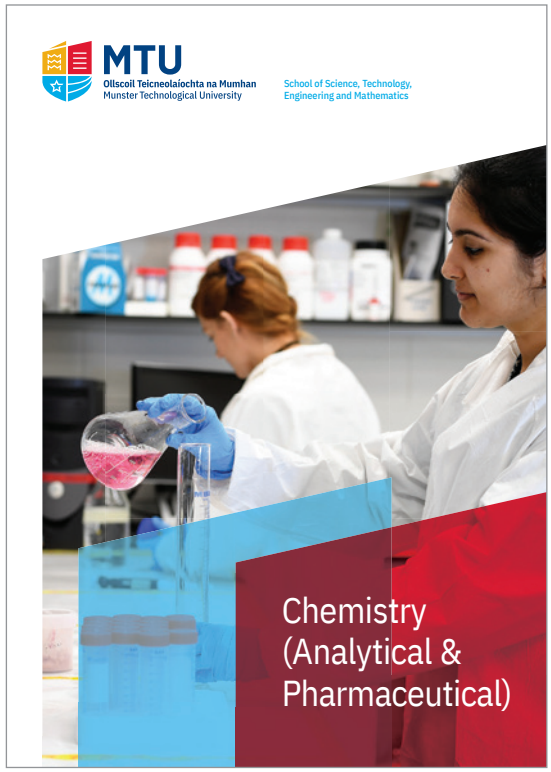
Department Cover



Course Brochure Cover

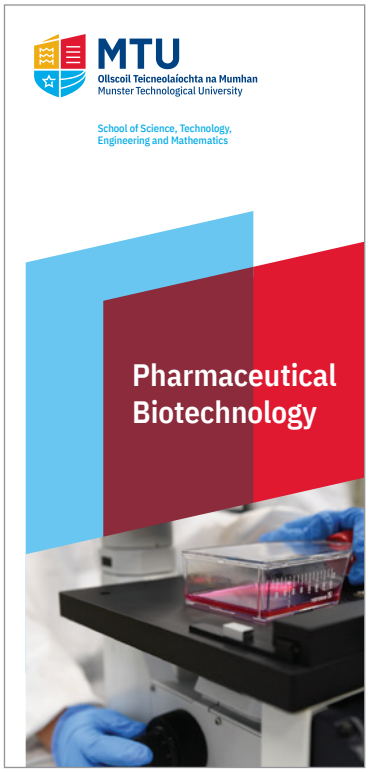
Course Brochure Cover

MTU Department Names and Brand Device on Applications Cont.



A4 Course Brochure Cover

DL Department Cover



DL Course Brochure Cover

Campaigns

Campaigns can use the MTU brand device or have a unique look and feel. When creating a bespoke campaign try to incorporate the angle of the brand device. See examples below and on the following pages of the 2021 CAO Campaign across a range of media.

2 Column Ad

Full Page Ad

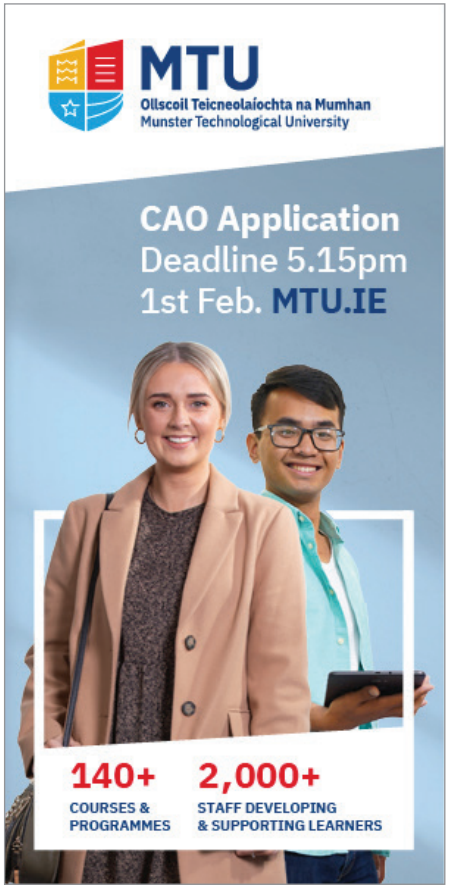
Campaigns Cont.

48 Sheet Billboard

Campaigns Cont.

Examples of banner ads displayed on third party websites.

MPU Ad



Double MPU Ad

Campaigns Cont.

When developing ads or animations for use on third party websites and social media platforms ensure the MTU logo is prominent and the call to action has impact.

Example of an opening, middle and end frame animation storyboard

Stationery

12

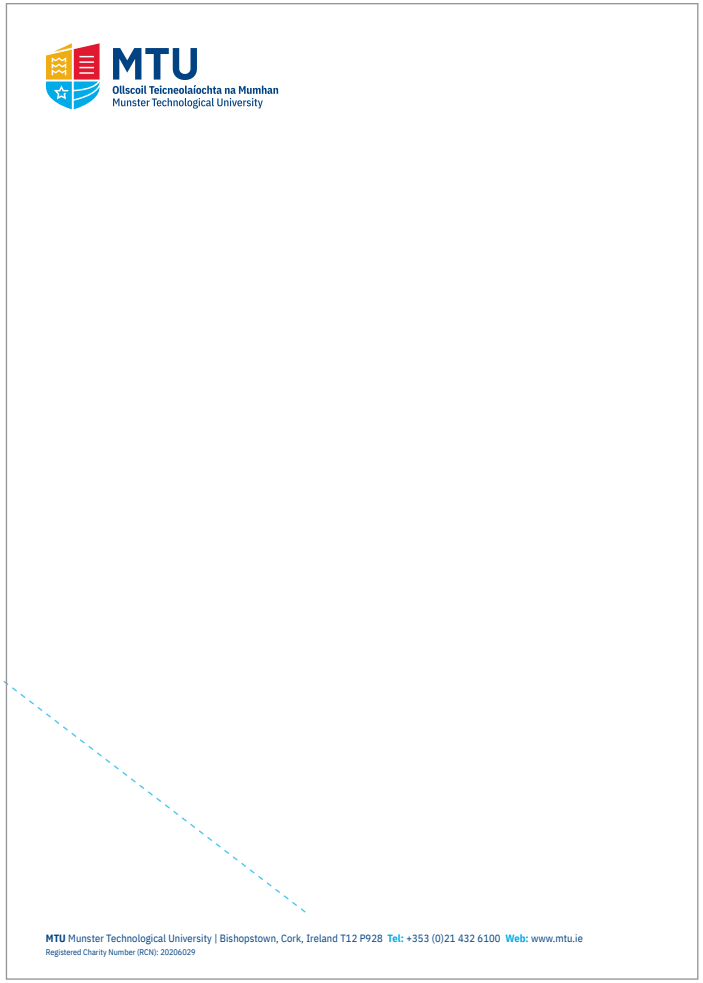
Letterheads

A layout has been developed for MTU stationery. See examples below and on the following pages. Master artwork is available.

MTU Munster Technological University | Bishopstown, Cork, Ireland T12 P928 **Tel:** +353 (0)21 432 6100 **Web:** www.mtu.ie
Registered Charity Number (RCN): 20206029

MTU Munster Technological University | Tralee, Co. Kerry, Ireland V92 HD4V **Tel:** +353 (0)66 714 5600 **Web:** www.mtu.ie
Registered Charity Number (RCN): 20206029

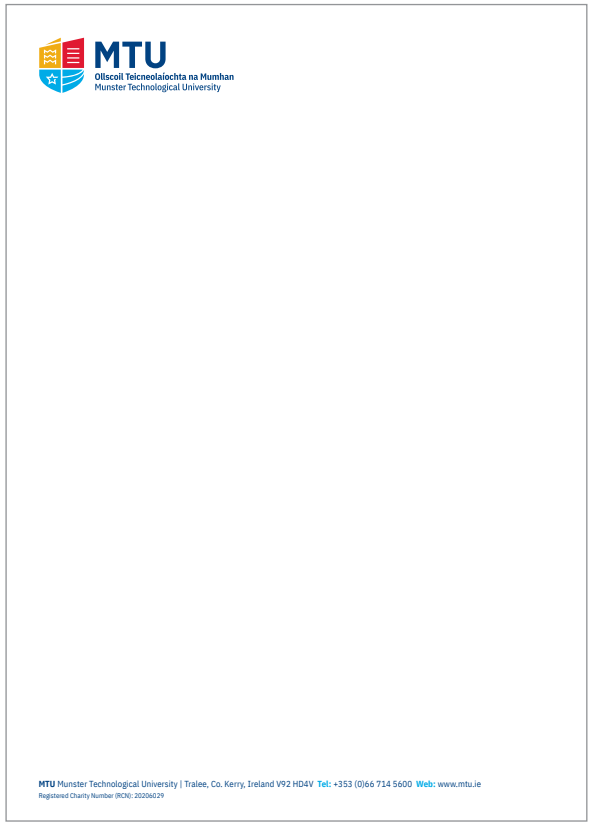
Address information identifies campus location



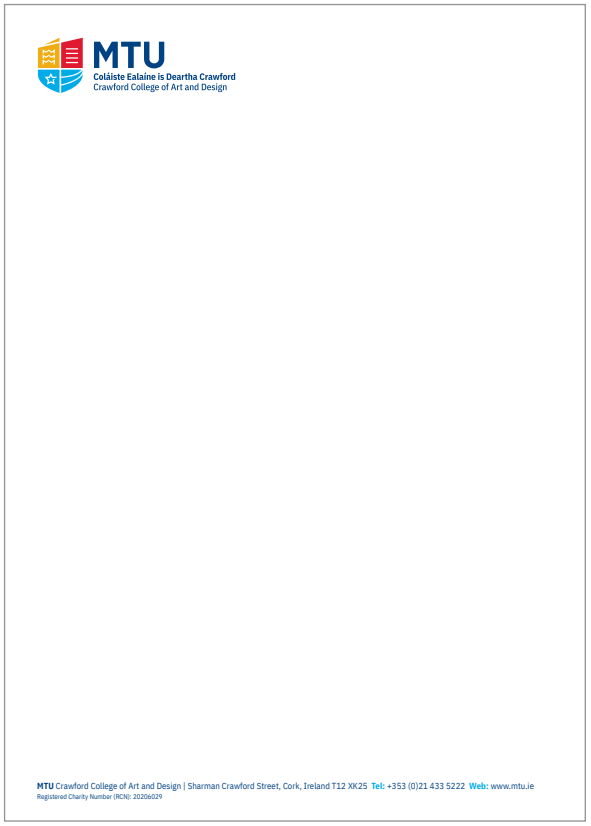
Cork Campus Letterhead

Letterheads Cont.

University letterhead examples



Kerry Campus Letterhead



MTU Crawford College of Art and Design

MTU Cork School of Music

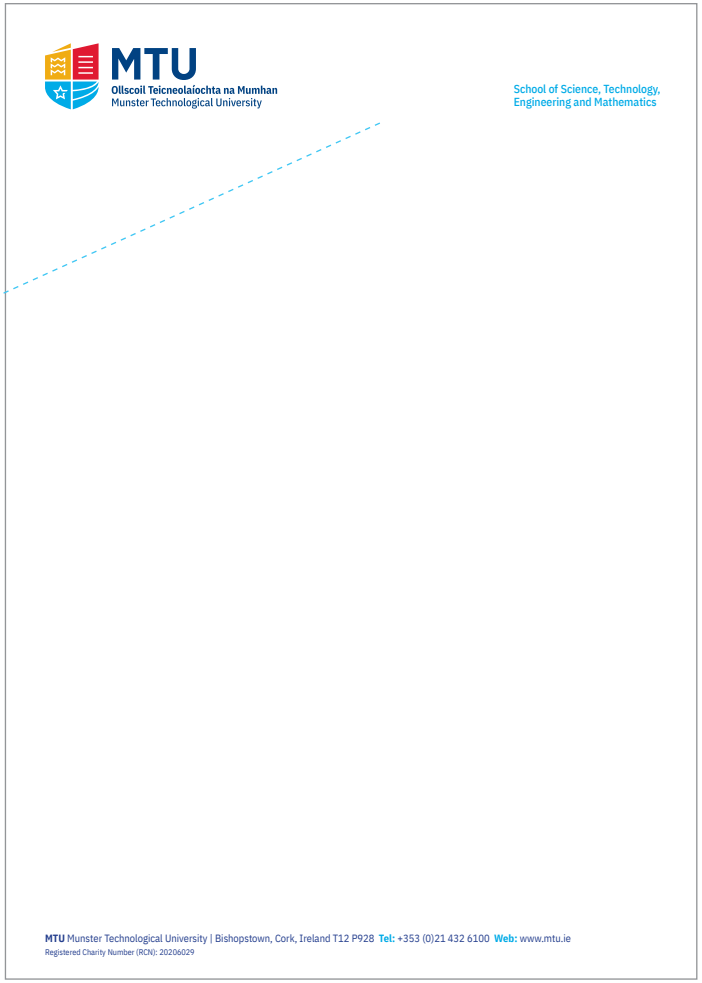
Department, Schools and Faculty Letterheads

When the MTU logo is used in conjunction with the name of a Department, School, Faculty or similar, the name is to be aligned horizontally with the logo. The text should be equal in size to the full MTU title and be coloured the MTU blue. Master template artwork is available.

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

School of Science, Technology, Engineering and Mathematics

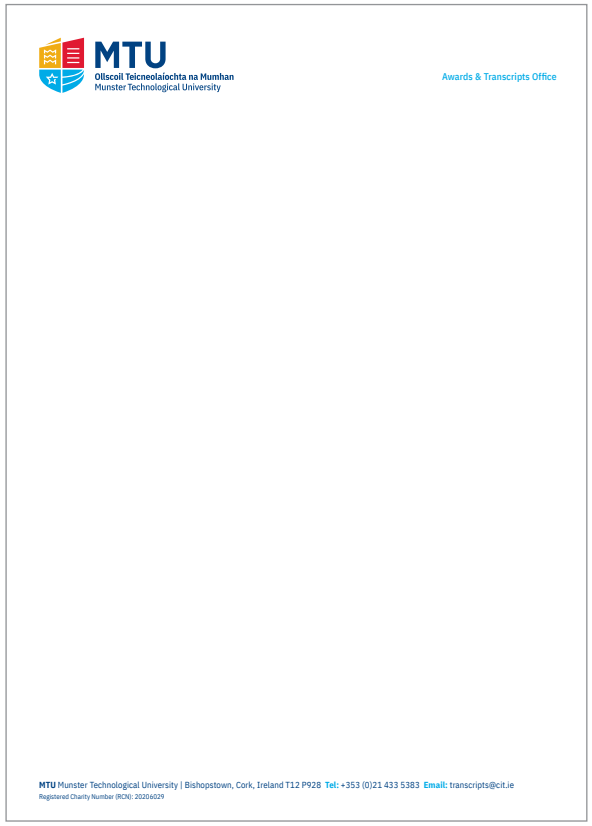
Example shows Department name typeset over two lines in equal size to the full MTU title.



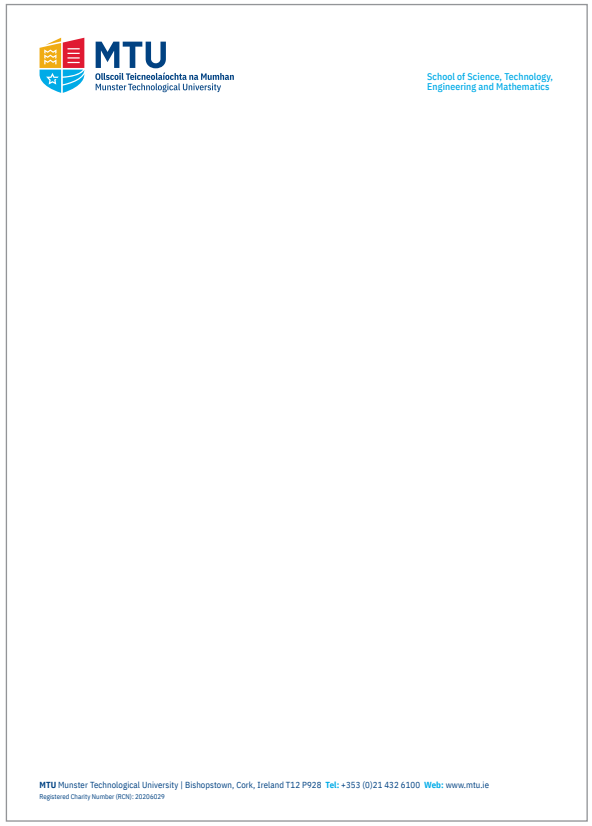
Department Letterhead

Department, Schools and Faculty Letterheads

University Department, School and Faculty letterhead examples



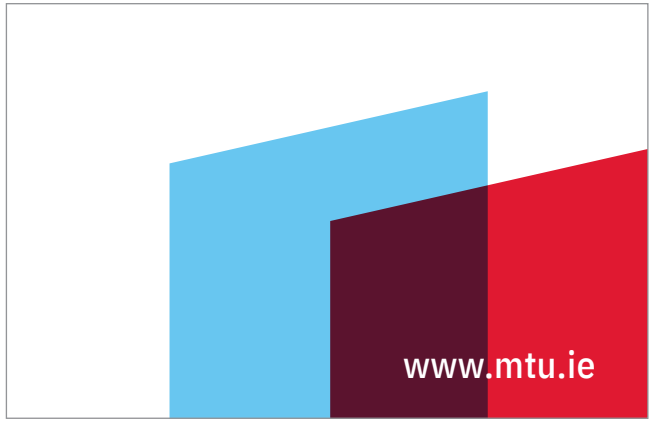
Awards & Transcripts Office



School of Science, Technology, Engineering and Mathematics

Business Cards

A layout has been developed for MTU business cards. See examples below.
Master template artwork is available



Reverse of
Business Card

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Firstname Surname BEng, PhD
Lecturer, Electronic Engineering

MTU Munster Technological University
Bishopstown, Cork, Ireland T12 P928
Mob: +353 (0)86 123 1234 **Tel:** +353 (0)21 432 6100
Email: firstname.surname@mtu.ie

Cork Campus
Business Card

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Firstname Surname BEng, PhD
Lecturer, Health & Leisure

MTU Munster Technological University
Tralee, Co. Kerry, Ireland V92 HD4V
Mob: +353 (0)86 123 1234 **Tel:** +353 (0)66 714 5600
Email: firstname.surname@mtu.ie

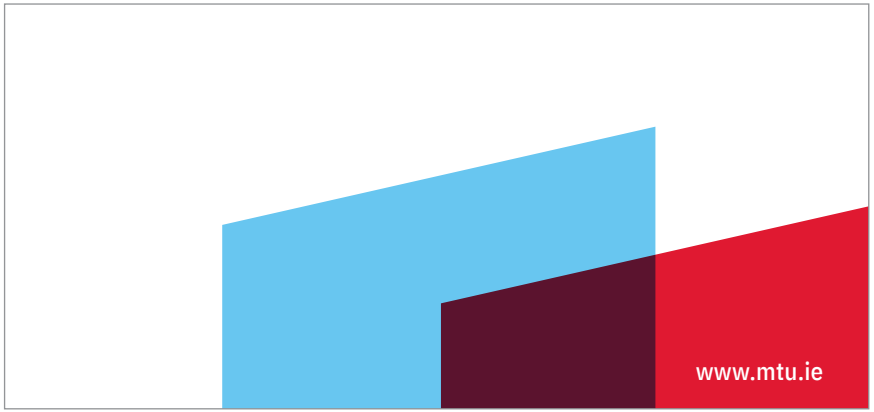
Kerry Campus
Business Card

Compliment Slip

A layout has been developed for the MTU compliment slip.

Master artwork is available.

Compliment Slip Front



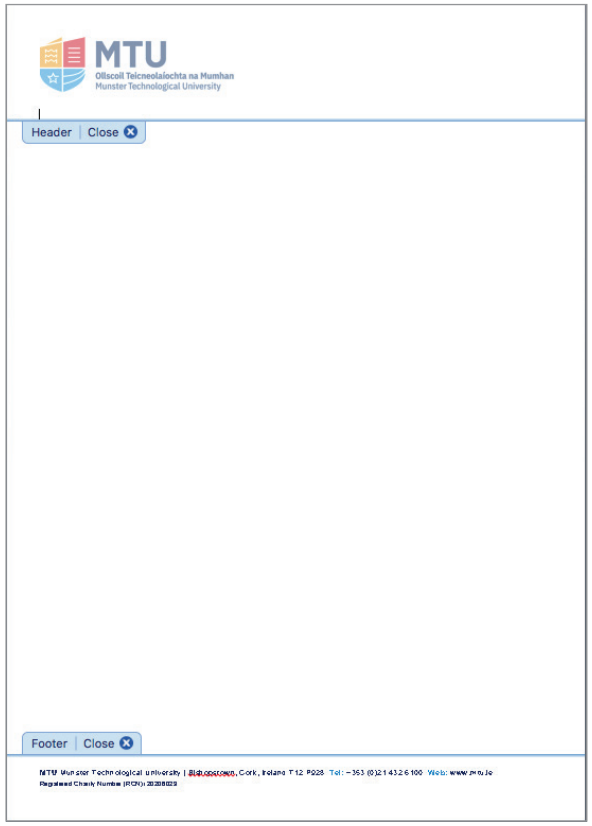
Compliment Slip Back

Digital Applications

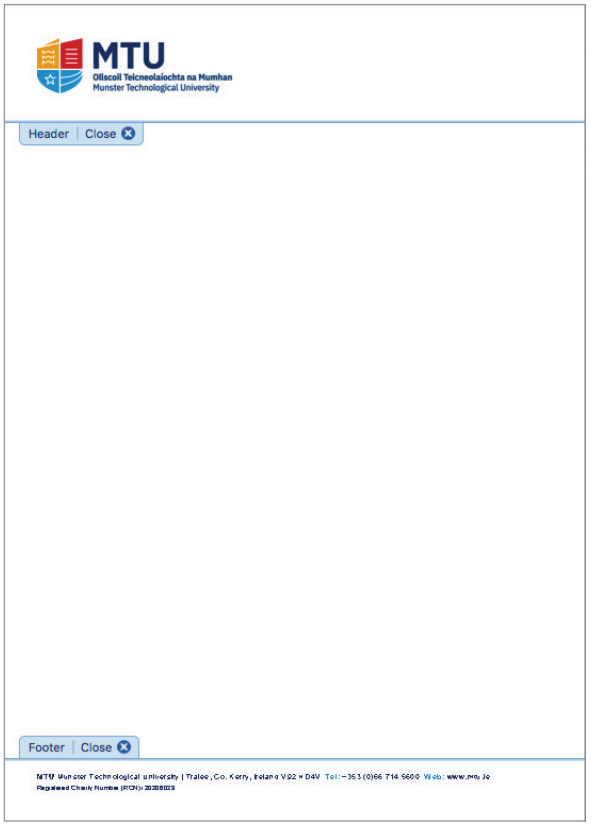
13

Word Letterheads

Word letterhead templates are available for both Cork and Kerry campuses. The typeface Arial is used in office documents.

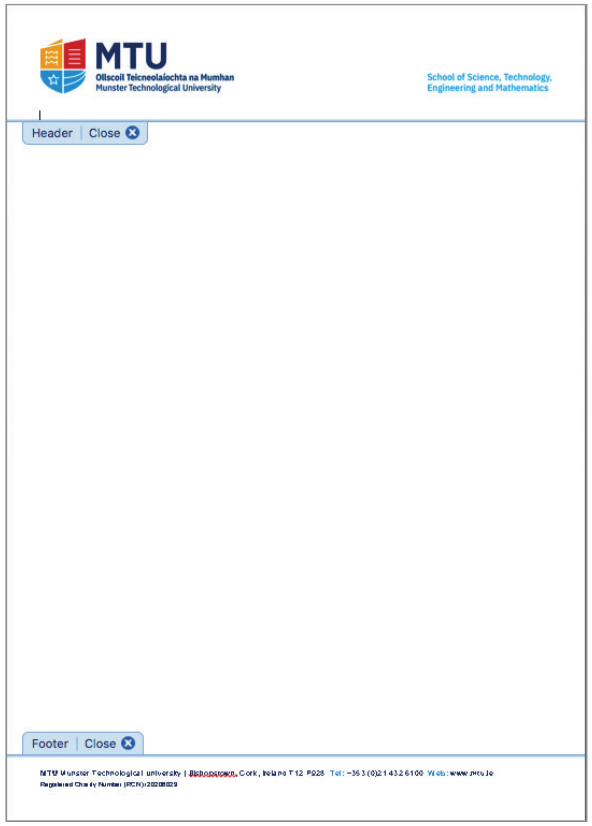


Cork Campus Word Letterhead

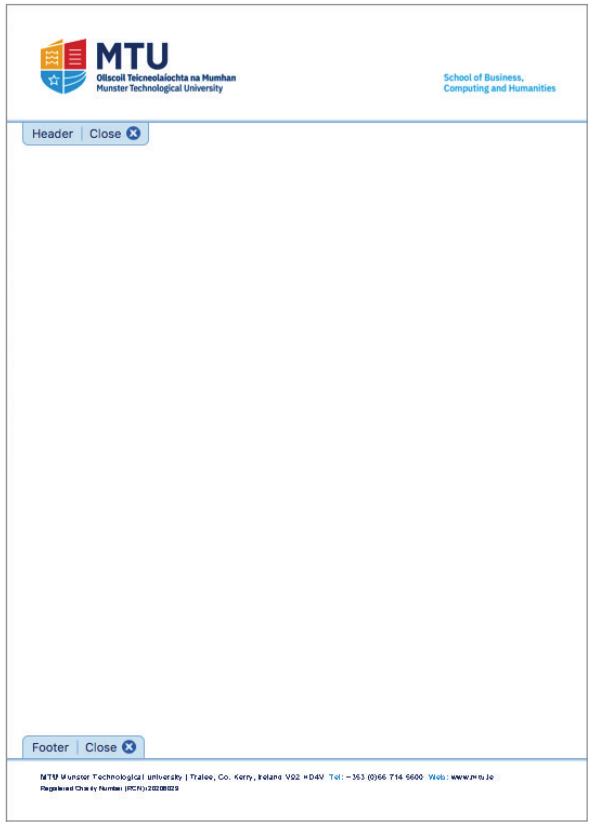


Kerry Campus Word Letterhead

Word Letterheads Cont.



School of Science, Technology, Engineering and Mathematics Word Letterhead



School of Business, Computing and Humanities Word Letterhead

Email Signature A

There is a style for MTU email signatures. It consists of the person's name, title, MTU logo, contact details, MTU brand bar, tagline (optional) and disclaimer. Inclusion of mobile number and qualifications are optional. Artwork and guide is available.

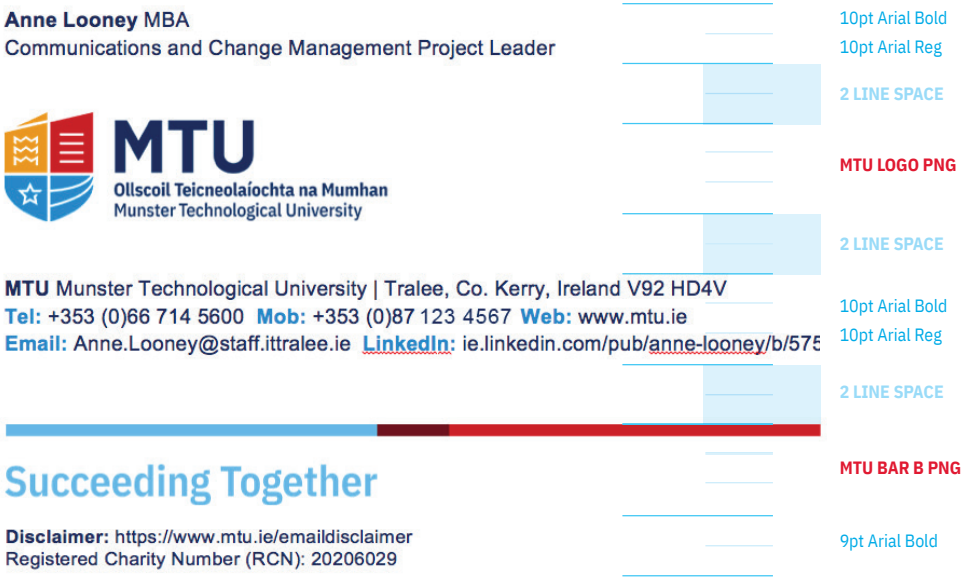
There are two email signatures available for use:
– Email Signature A (no tagline)
– Email Signature B (with tagline: Succeeding Together)

Kerry Campus Email Signature A

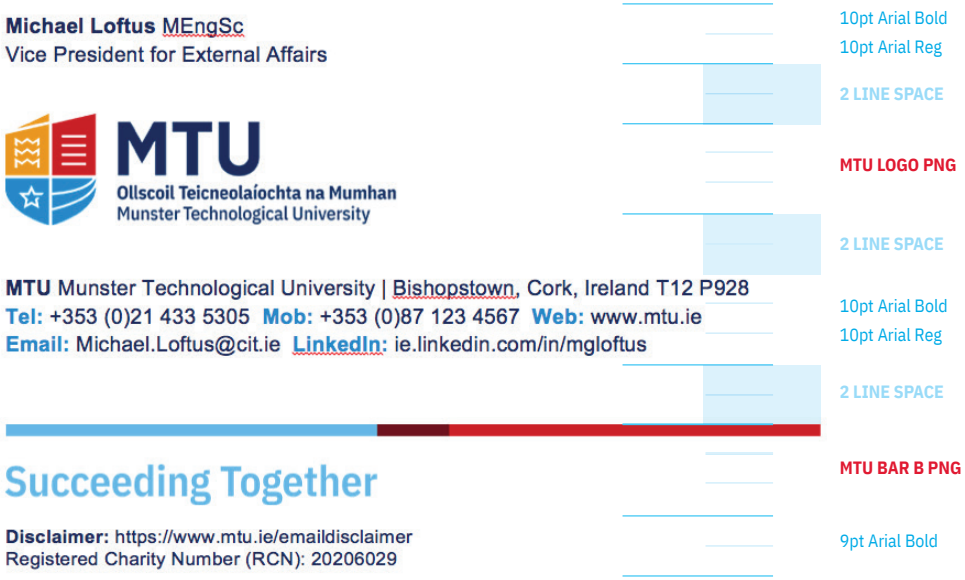
Cork Campus Email Signature A

Email Signature B

Email Signature B includes the tagline Succeeding Together.



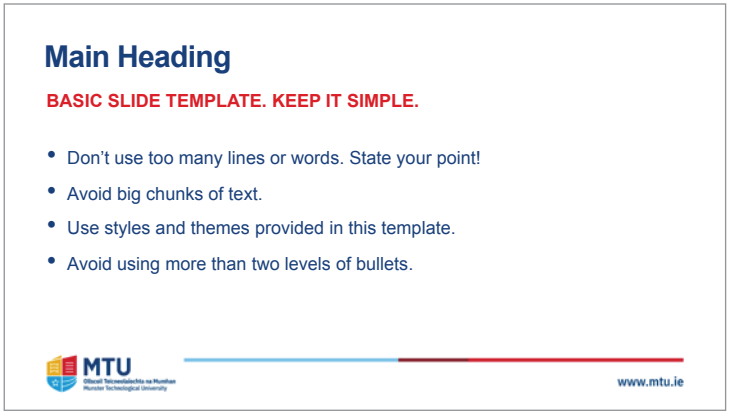
Kerry Campus Email Signature B

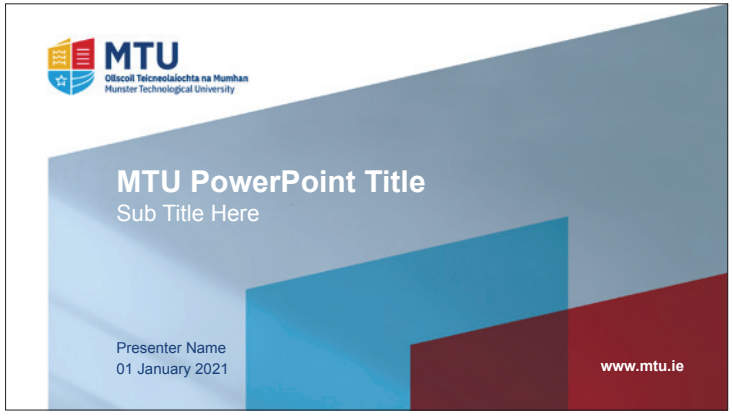


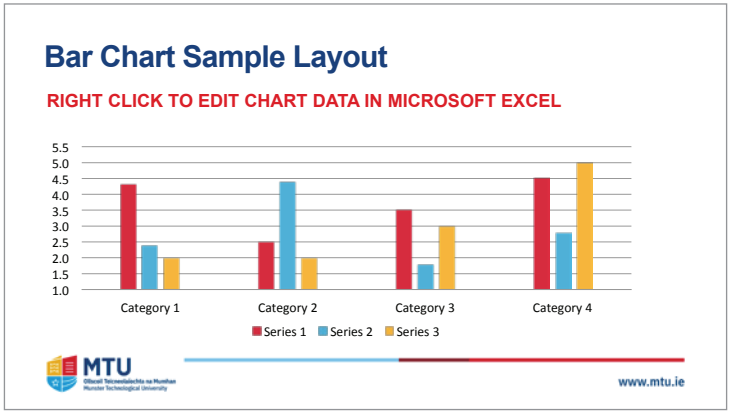
Cork Campus Email Signature B

PowerPoint Template

Two PowerPoint templates are available in 16.9 format. They include templates, tips and images. The typeface Arial is used in all PowerPoint presentations. See examples below.

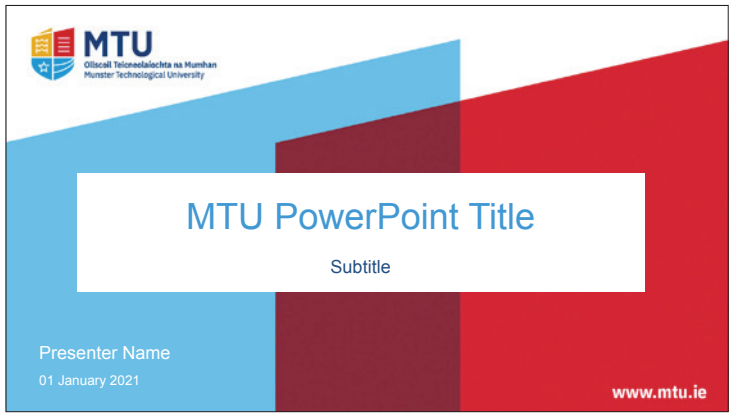






PowerPoint Template Cont.

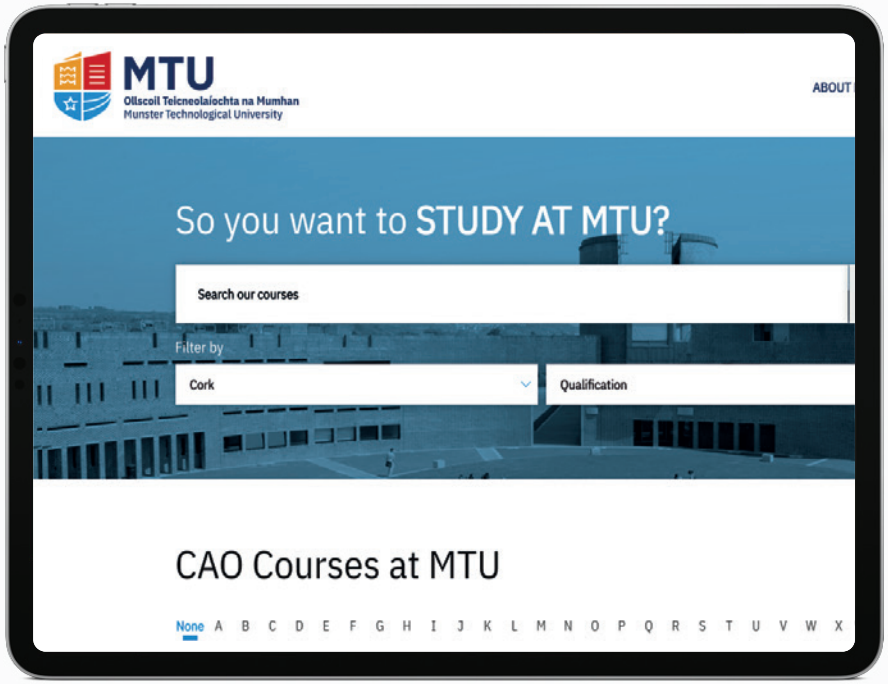
PowerPoint Template Cont.



Websites

The examples below and on the following pages demonstrate how the MTU logo and brand device can be used on website applications.

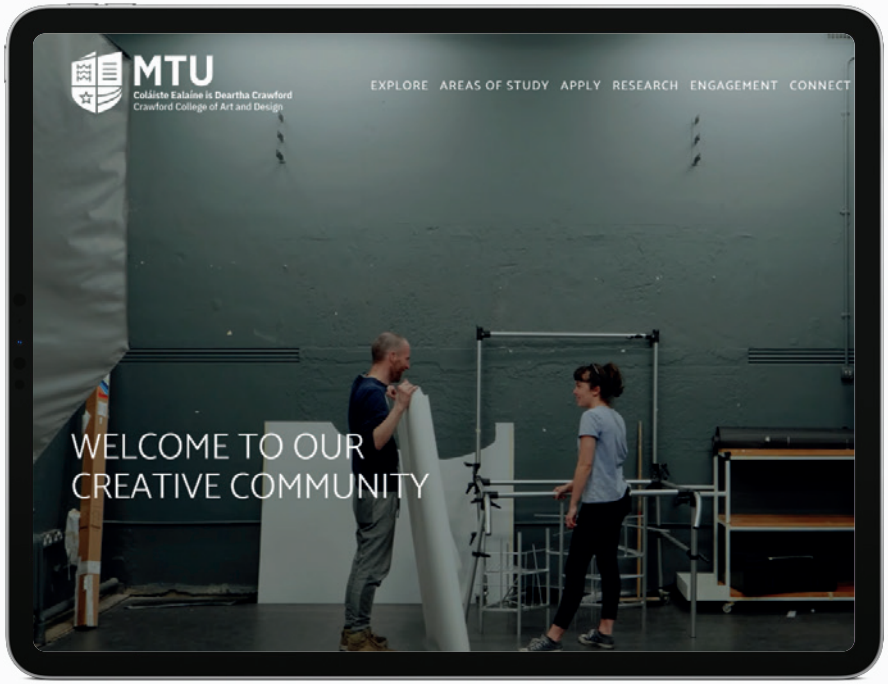
White version of the logo used on photographic background.
Brand device reinforces primary brand colours



Full colour version of the logo used on white background.
Brand typeface maintains consistency on websites

Websites Cont.

MTU Crawford School of Art and Design and MTU Cork School of Music examples.



MTU Crawford School of Art and Design

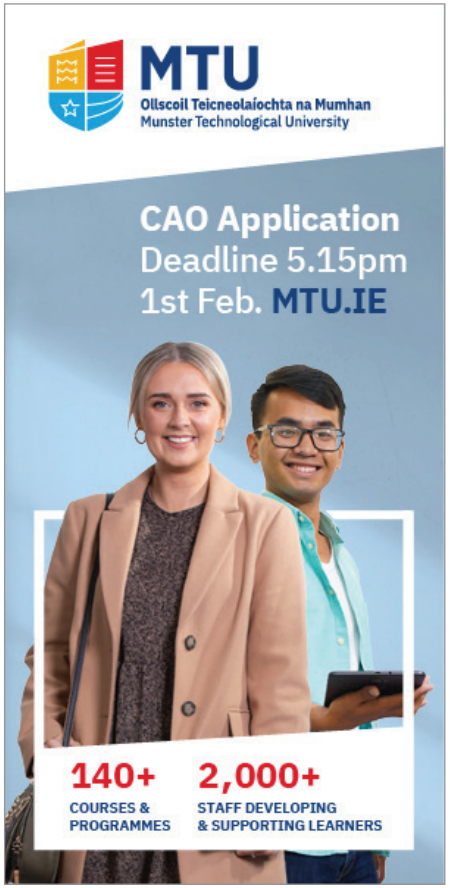
MTU Cork School of Music

Digital / Banners

Examples of banner ads displayed on third party websites.

MPU Ad

Billboard Ad



Double MPU Ad

Digital / Social Media

When developing ads, video or animations for use on websites and social media platforms ensure the MTU logo is prominent and the call to action has impact. The examples below and on the following pages are part of the 2021 CAO Campaign.

Example of an opening, middle and end frame animation storyboard

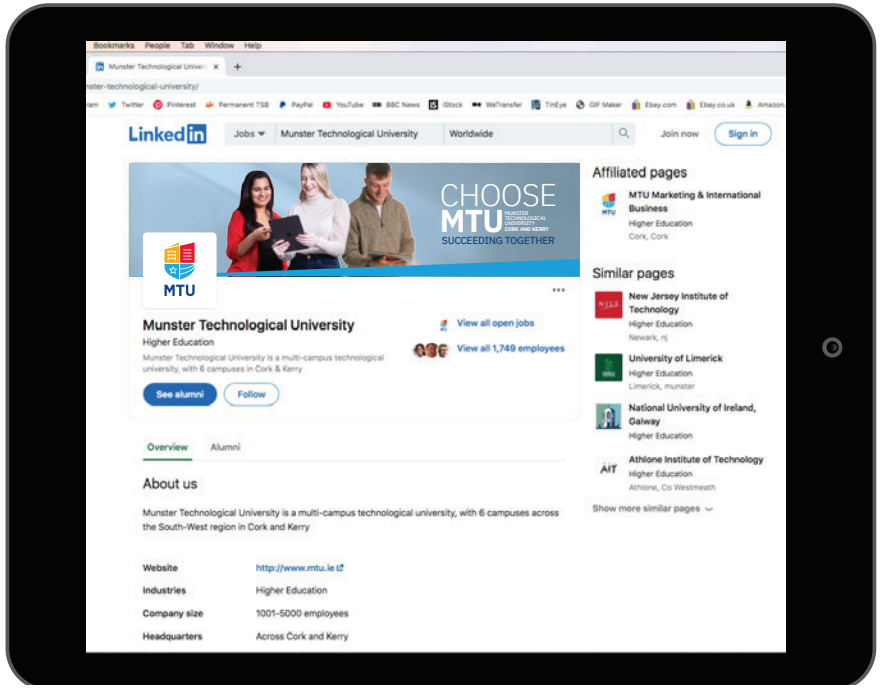
Digital / Social Media Cont.

The MTU stacked logo is used on social media. See examples below and on the following pages. Master artwork is available.

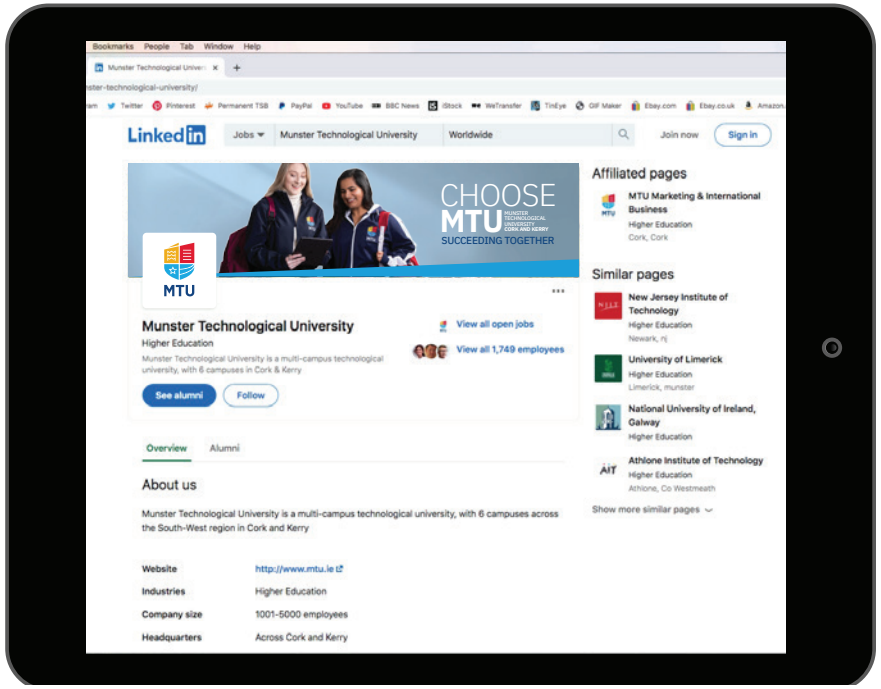
Facebook

Facebook

Digital / Social Media Cont.

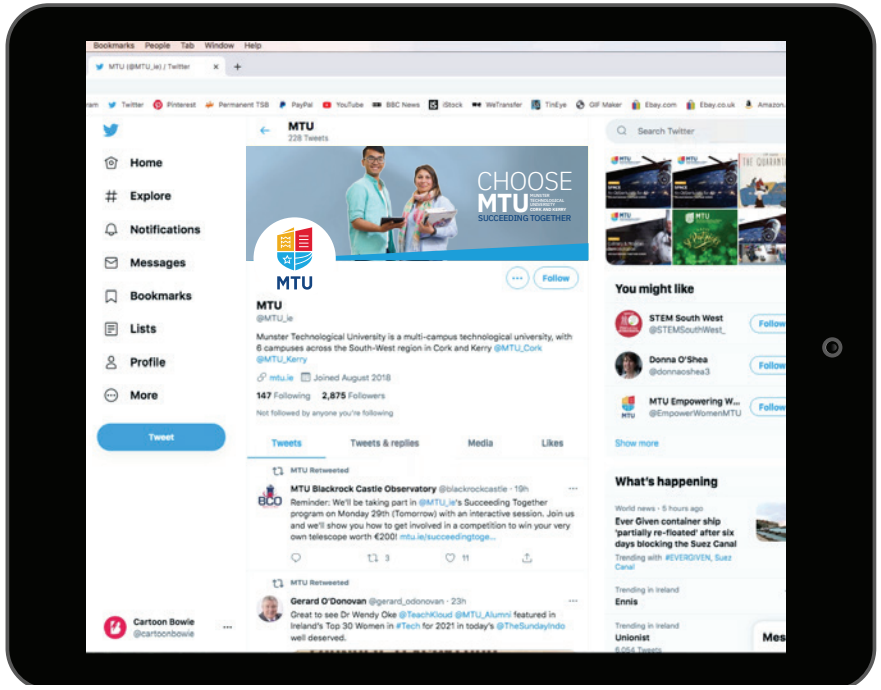


LinkedIn

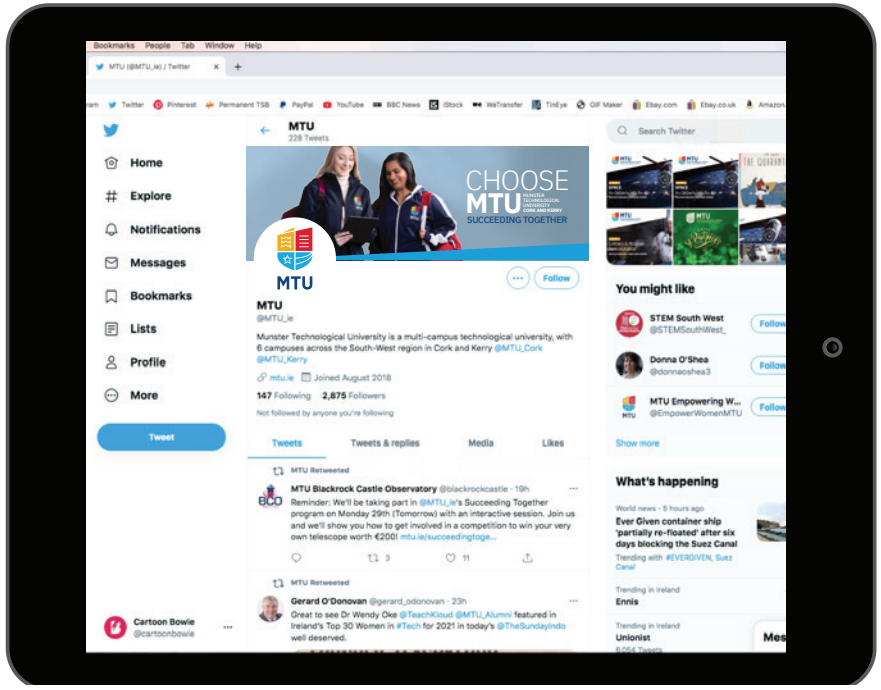


LinkedIn

Digital / Social Media Cont.



Twitter



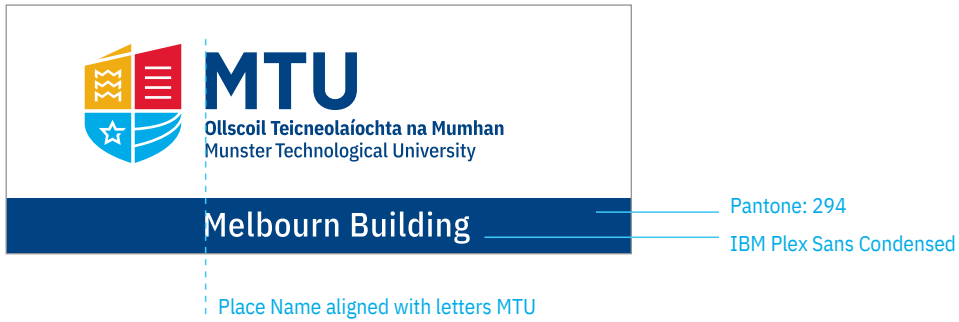
Twitter

Signage & Vehicles

14

Signage

On outdoor signage the MTU logo should be reproduced in full colour wherever possible. The logo may be reproduced in white or brushed steel where appropriate. A system for MTU place name signage has been developed. Master template artwork is available.



MTU Place Name Signage

MTU Monolith Information Signage

Signage Cont.

MTU Tralee Campus Signage Example

MTU Bishopstown Campus Placename Signage

Signage Cont.

MTU Brushed Steel Wall Signage

MTU Brushed Steel Free Standing Signage

Signage Cont.

MTU No Smoking Sign

MTU Brushed Steel No Smoking Sign

MTU No Smoking Sign & Notice

Hanging Banners

Below shows examples of promotional banners. Master artwork is available.

Example of Hanging Banner in Concourse

Vehicles

If branded vehicles are required, the brand device can be used to add impact.

Passenger Van

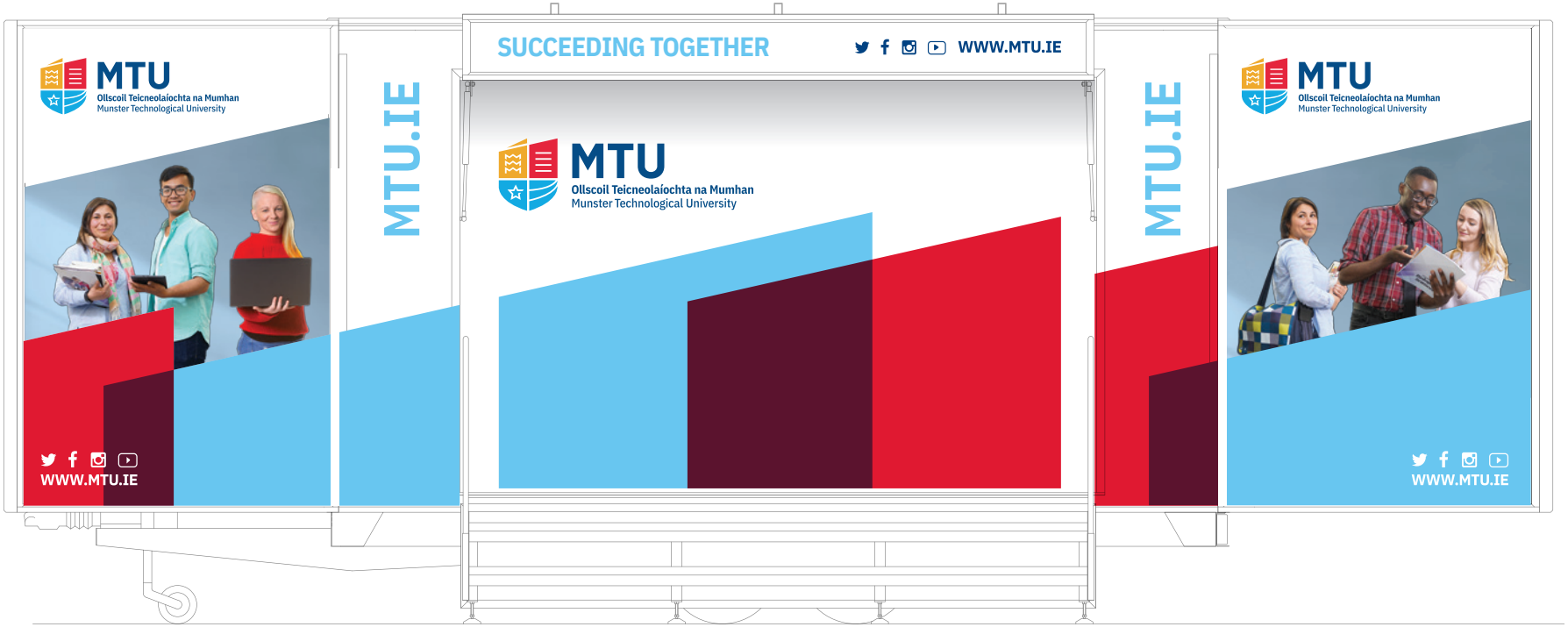
Utility Van

Vehicles Cont.

The following pages show examples of the MTU logo and brand device on an event mobile display unit exterior and interior.

MTU Event Mobile Display Unit Exterior

Vehicles Cont.



MTU Event Mobile Display Unit Interior

Promotional Items

15

Bag / Bottle

The MTU stacked logo is the preferred logo on promotional items as it can be used on wide variety of materials and is suitable for reproduction using embroidery. The main logo can also be used. See examples below and on the following pages.

MTU Bag

MTU Silver Water Bottle

MTU White Water Bottle

Memory Key / Pen / Umbrella

Below shows examples of the MTU stacked logo in use on a variety of merchandise.

MTU Memory Key

MTU Pen

MTU Umbrella

Drawstring Bag / Tote

MTU Drawstring Bags

MTU Tote

Notebook / Diary / Mug

MTU Notebook

MTU Diary

MTU Mug

Sportswear

Below shows examples of promotional sportswear where the stacked logo has been embroidered. When embroidery is used always match the thread colours to the brand colours. When reproducing the stacked logo a height of 85mm is recommended.

MTU Poloshirt

MTU T-shirt

MTU Tracksuit

Sportswear Cont.

Where the MTU stacked logo is being printed or embroidered onto colours similar in tone to the MTU red, blue, or gold, the white version of the logo should be used. The logo should not be modified with additional stroke or outlines.

Prior to ordering any new merchandise, the Marketing & Communications Office should be forwarded drafts for approval.

Correct use of the MTU Stacked Logo
(good contrast between background & logo)

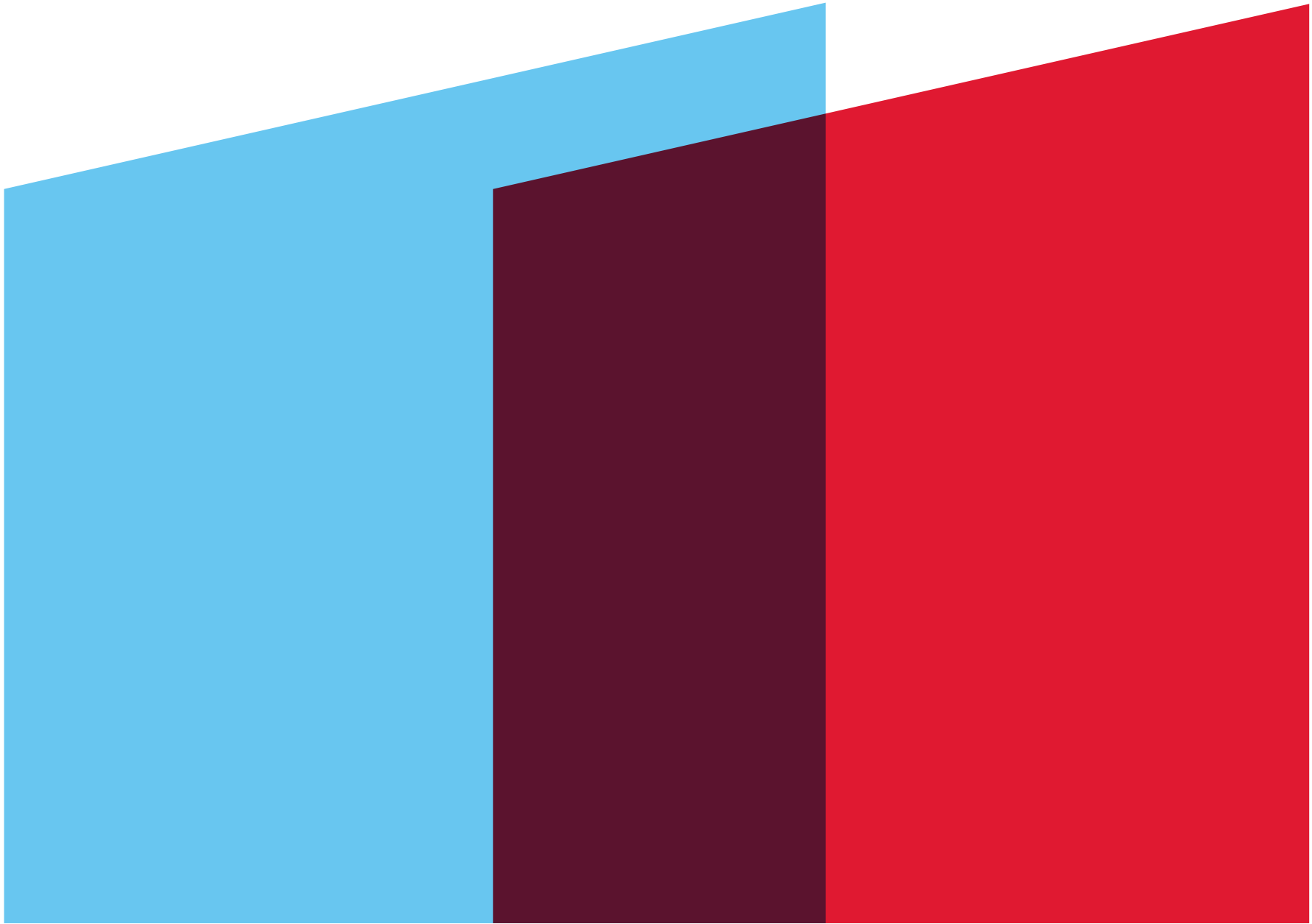
Incorrect use of the MTU Stacked Logo
(not enough contrast between background & logo)

Caps / Hats

MTU Hoodies and Caps

Hoodies

MTU Hoodies

Hoodies Cont.

MTU Hoodies