



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Logo Specifications

V1.0 December 2020



These specifications govern the use of the logo and protect the integrity of the logo. Compliance with these specifications is mandatory. Master artwork is available.



Introduction

At Munster Technological University, MTU, our mission is to lead change and, through education, empower people for a successful future in a globalised world.

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.

Logo



The design reimagines the colours and elements from the existing marks, taking inspiration from:

- The golden crowns, from the Munster crest. This is a modern representation of the three crowns and is 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 logo for MTU.



Logo

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

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

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

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



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



Colour Palette

A set of colours have been selected for MTU logos. These colours must be used when reproducing the logos in colour. See numeric references below.



Print **CMYK:** 100 / 69 / 0 / 30

Pantone: 294

Web **Hex:** 003e7d

Office **RGB:** 0 / 62 / 125



Print **CMYK:** 86 / 8 / 0 / 0

Pantone: 299

Web **Hex:** 00a2e1

Office **RGB:** 0 / 162 / 225



Print **CMYK:** 0 / 100 / 85 / 6

Pantone: 186

Web **Hex:** d90725

Office **RGB:** 217 / 7 / 37



Print **CMYK:** 0 / 32 / 100 / 5

Pantone: 130

Web **Hex:** f0af00

Office **RGB:** 240 / 175 / 0

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

Coláiste Ealaíne is Deartha Crawford
Crawford College of Art and Design

MTU Crawford College of Art and Design Logo Colour

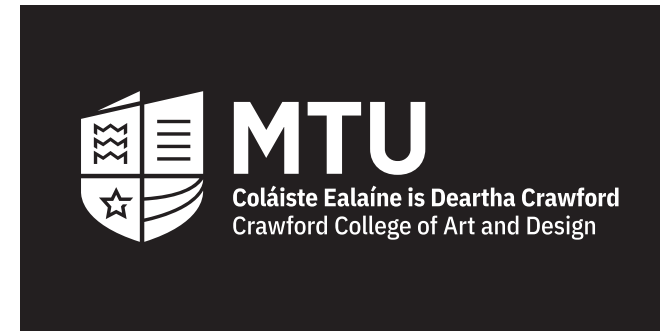
The MTU Crawford College of Art and Design logo must only be reproduced in the MTU colours, black or white. No other colours can be used. Master artwork is available.



Colour Version



Black Version

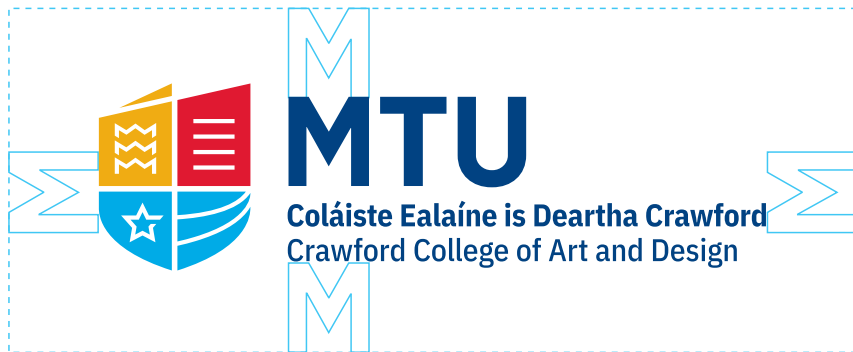


White Version

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.

Clear Zone



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.

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

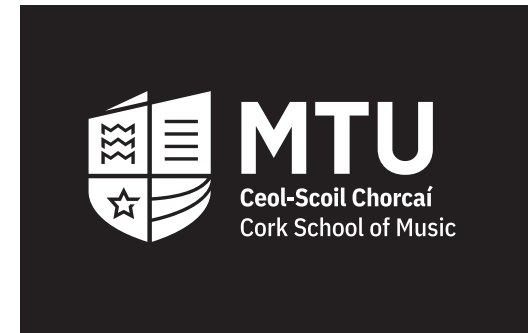
The MTU Cork School of Music Logo must only be reproduced in the MTU colours, black or white. No other colours can be used. Master artwork is available.



Colour Version



Black Version

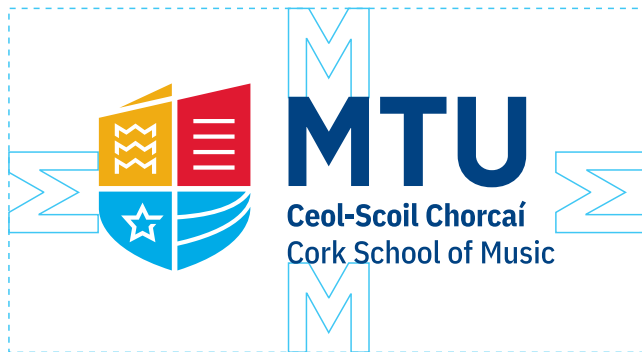


White Version

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

