



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Brand Guidelines

V3.0 August 2024

Contents

INTRODUCTION

Our Mission, Vision & Values	5
Our Strategic Focus Areas	6
Our Key Messages	7
MTU Key Facts	9

1. LOGO MARK

MTU Crest	12
MTU Logo Mark	13
MTU Logo Colour	14
MTU Clear Zone & Minimum Size	15
MTU Stacked Logo	17
MTU Stacked Logo Colour	18
MTU Stacked Logo Clear Zone & Minimum Size	19
Exceptional Treatment of Logo	20

2. BRAND ARCHITECTURE

MTU Brand Architecture	22
------------------------	----

3. MTU SUB-BRANDS

MTU CCAD Logo	24
MTU CCAD Logo Colour	25

MTU CCAD Logo Clear Zone & Minimum Size	26
---	----

MTU CSM Logo	27
--------------	----

MTU CSM Logo Colour	28
---------------------	----

MTU CSM Logo Clear Zone & Minimum Size	29
--	----

MTU Sub-brand Template	30
------------------------	----

MTU - Additional Branding	31
---------------------------	----

4. MTU MUNSTER TECHNOLOGICAL UNIVERSITY NAME

MTU Munster Technological University Name	33
---	----

5. PARTNERSHIPS

MTU Logo + Partners' Logos	35
----------------------------	----

6. MTU LOGO + ENDORSEMENTS

MTU Logo + Endorsements	38
-------------------------	----

7. MTU LOGO + THIRD PARTY APPLICATIONS

MTU Logo + Third Party Applications	40
-------------------------------------	----

8. COLOUR & TYPOGRAPHY

Primary Colour Palette	42
------------------------	----

Fonts Print & Screen	43
----------------------	----

Fonts Office Applications	44
---------------------------	----

9. PHOTOGRAPHY & ICONOGRAPHY

Photography: People/Places/Activities	46
---------------------------------------	----

Iconography	57
-------------	----

10. MTU BRAND DEVICE

MTU Brand Device	60
------------------	----

MTU Brand Device / Portrait A4	61
--------------------------------	----

MTU Brand Device / Landscape A5	62
---------------------------------	----

MTU Brand Device / DL	63
-----------------------	----

11. APPLICATIONS

Brand Device / Cover and Spread	65
---------------------------------	----

Brand Device / Ad	66
-------------------	----

Brand Device / Folder	67
-----------------------	----

Department, School and Faculty Names + Brand Device	68
---	----

Campaigns	71
-----------	----

12. STATIONERY

Letterheads	76
-------------	----

Department, School and Faculty Letterheads	78
--	----

Business Cards	80
----------------	----

Compliment Slip	81
-----------------	----

13. DIGITAL APPLICATIONS

Word Letterhead	83
-----------------	----

Email Signature	85
-----------------	----

Powerpoint Template	87
---------------------	----

Websites	90
----------	----

Digital / Banners Ads	92
-----------------------	----

Digital / Social Media	93
------------------------	----

14. SIGNAGE & VEHICLES

Signage	98
---------	----

Hanging Banners	102
-----------------	-----

Vehicles	103
----------	-----

15. PROMOTIONAL ITEMS

Bag / Bottle	107
--------------	-----

Memory Key / Pen / Umbrella	108
-----------------------------	-----

Drawstring Bag / Tote	109
-----------------------	-----

Notebook / Diary / Mug	110
------------------------	-----

Sportswear	111
------------	-----

Caps / Hats	112
-------------	-----

Hoodies	113
---------	-----



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
marketing@mtu.ie

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

The background of the slide features a photograph of a multi-story university building with a brick facade and several windows. The image is overlaid with a semi-transparent blue layer on the left side and a vertical red bar on the right side. The text is white and positioned on the blue background.

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.



MTU Strategic Focus Areas

1. Provision of Education for All
2. MTU's Continuous Innovation in Education
3. Research and Innovation with Impact
4. Entrepreneurship and Intrapreneurship
5. Ongoing and Ambitious Capital Development
6. Regional, National, and International Leadership
7. Sustainability
8. Alumni Pride and Identity in MTU
9. Commitment to Equality, Diversity and Inclusion

Our Key Messages

Together We

PROVIDE EDUCATION FOR ALL

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.

ENTREPRENEURSHIP AND INTRAPRENEURSHIP

We 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.

REGIONAL, NATIONAL AND INTERNATIONAL LEADERSHIP

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

→ **CREATE A WORLD OF OPPORTUNITIES IN EVERY CAMPUS THROUGH ONGOING AND AMBITIOUS CAPITAL DEVELOPMENT.**

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.

COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION.

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

multiple research centres of excellence

100+ clubs and societies

Partnering industry with dynamic cross-sector relationships with start-ups, innovators and industry leading companies

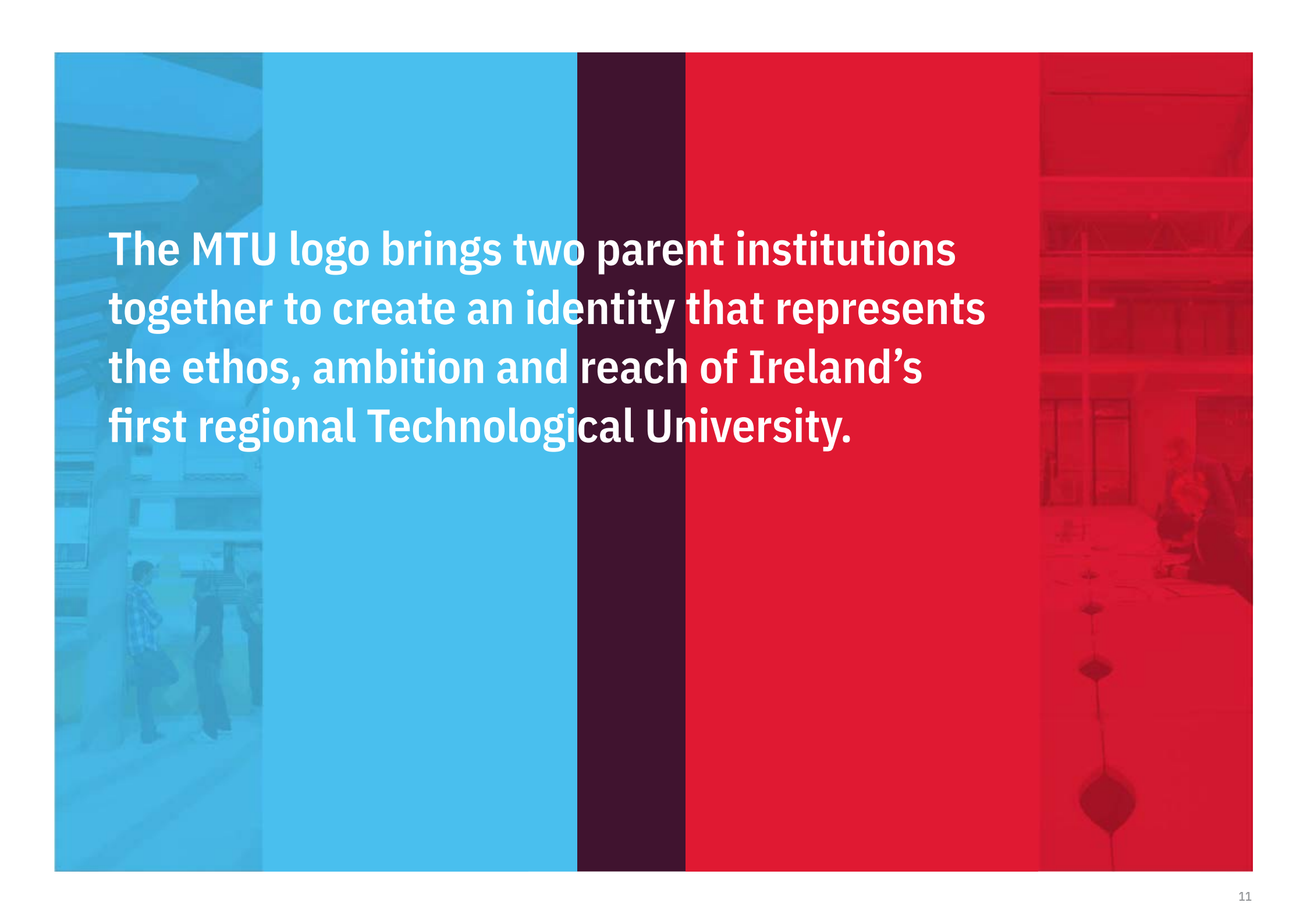
Leading research by developing multi-disciplinary, industry-focused research programmes with national and international partners

Investing in the future with state-of-the-art research, education, enterprise, cultural and sports facilities 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 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

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

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

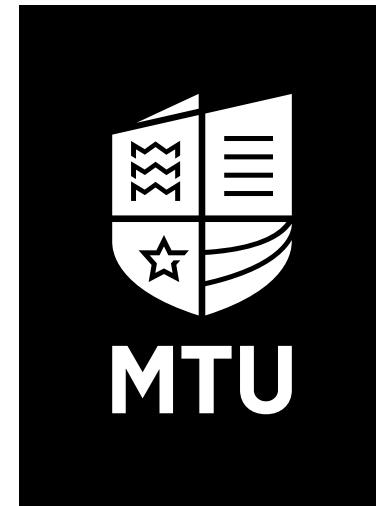
The logo must only be reproduced in the MTU colours, black or white.
No other colours can be used. Master artwork is available.



Colour Version



Black Version



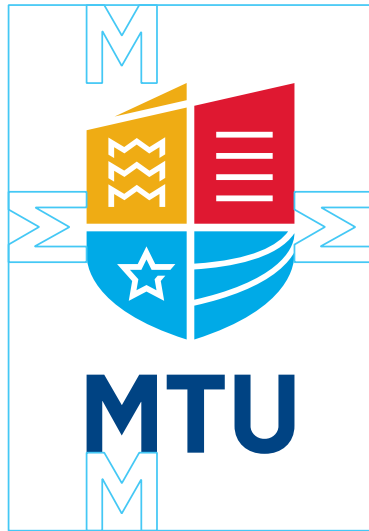
White Version

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.

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.

Clear Zone



Minimum Size



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



Colleges,
Schools
& Academies



Institutes
& Centres



MTU Sub-brands

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

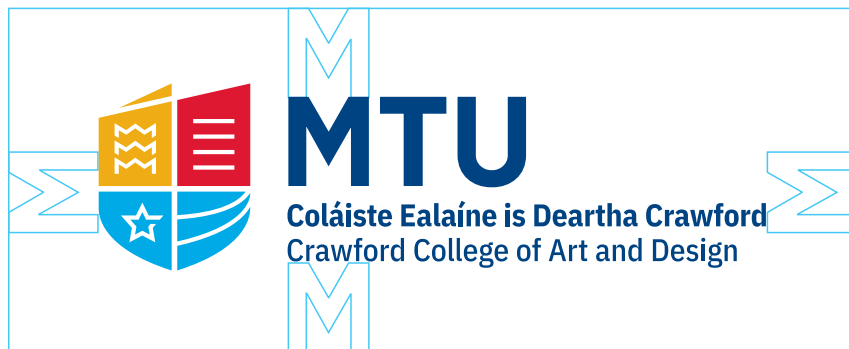


White Version

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.

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



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

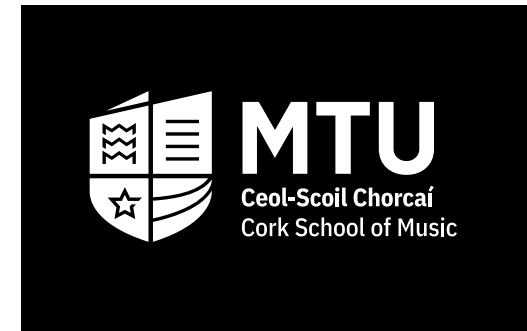
The MTU Cork School of Music logo must only be reproduced in the MTU colours, black or white. No other colours can be used. Master artwork is available.



Colour Version



Black Version

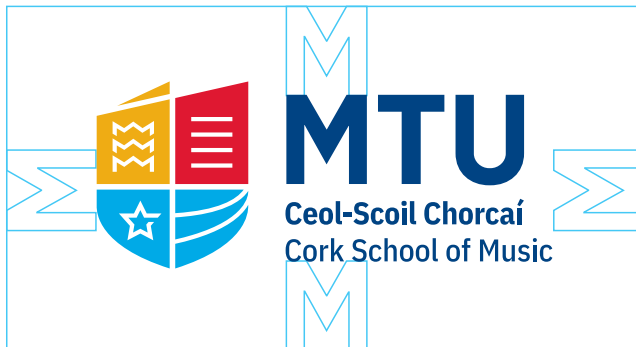


White Version

MTU Cork School of Music Logo Clear Zone & Minimum

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 minimum 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 Sub-brand Template - additional branding

Additional branding can be designed for specific initiatives, programmes or marketing campaigns. The branding should follow the MTU key brand mark, using the same colour palette, font and mimicking the layout where possible. An example is provided below.

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.

FIXED DESIGN ELEMENTS CANNOT BE ALTERED



MTU Munster Technological University Name





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

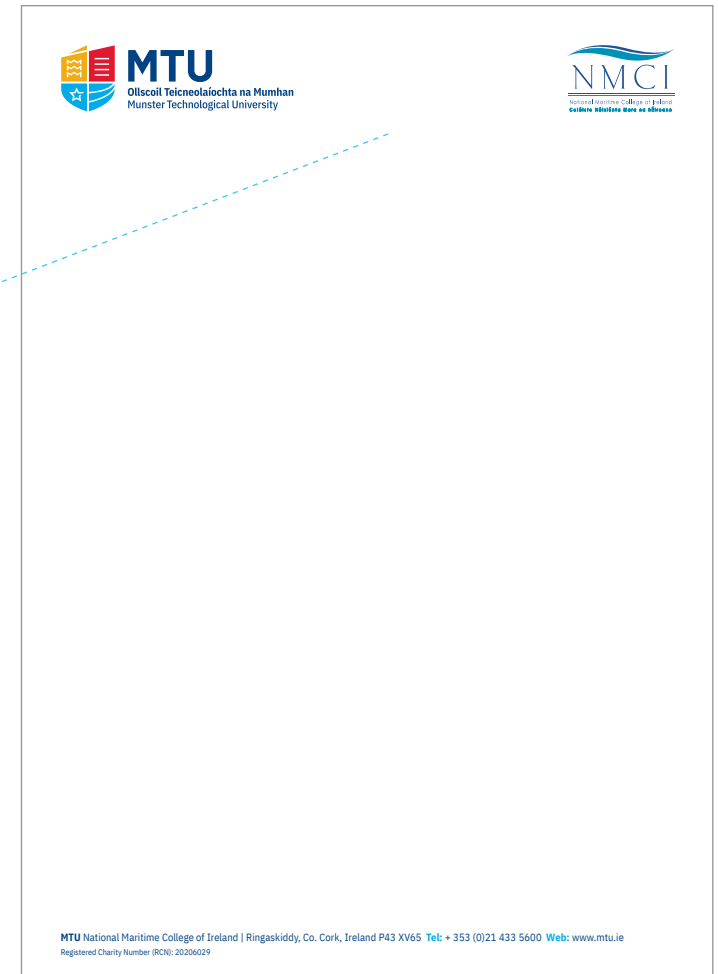
5

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.



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.



MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

Looking for a career that is
**UNIQUE,
EXCITING &
REWARDING?**

**START YOUR MARITIME CAREER
AT THE NATIONAL MARITIME COLLEGE
OF IRELAND – NMCI.**

Our CAO Courses include:
- CR 094 Nautical Science (Level 7)
- CR 095 Marine Engineering (Level 7)
- CR 805 Marine Electrotechnology (Level 7)
NMCI is a constituent college of MTU.

For more information visit www.mtu.ie
CAO Application Deadline: 5.15pm Monday 1st Feb.



NMCI
National Maritime College of Ireland
Coláiste Náisiúnta Mara na hÉireann



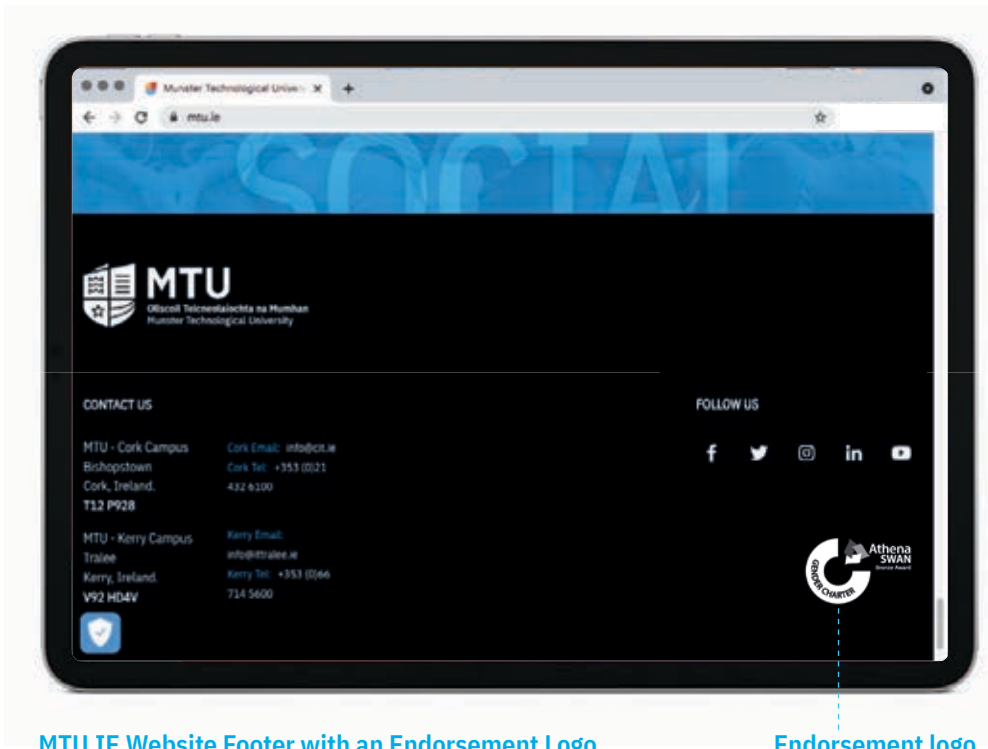
NMCI Press Ad

MTU Logo + Endorsements

6

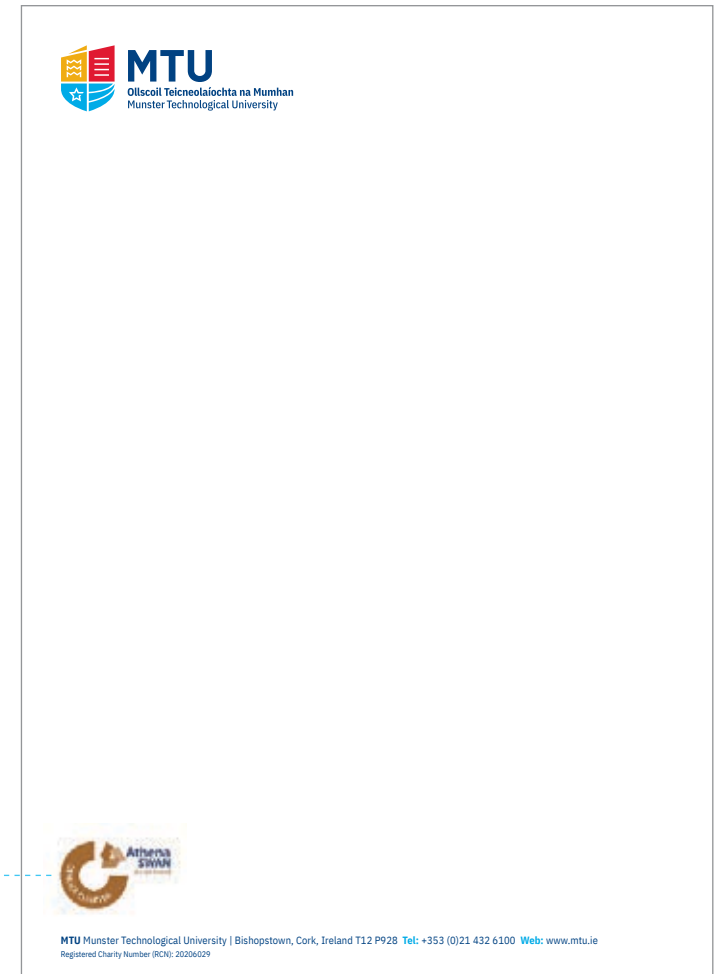
MTU Logo + Endorsements

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

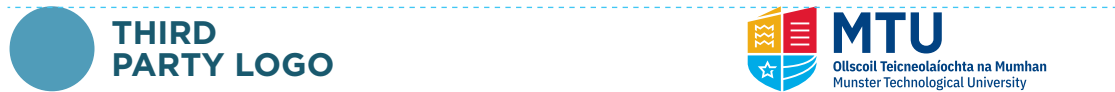
MTU Logo + Third Party Applications

7

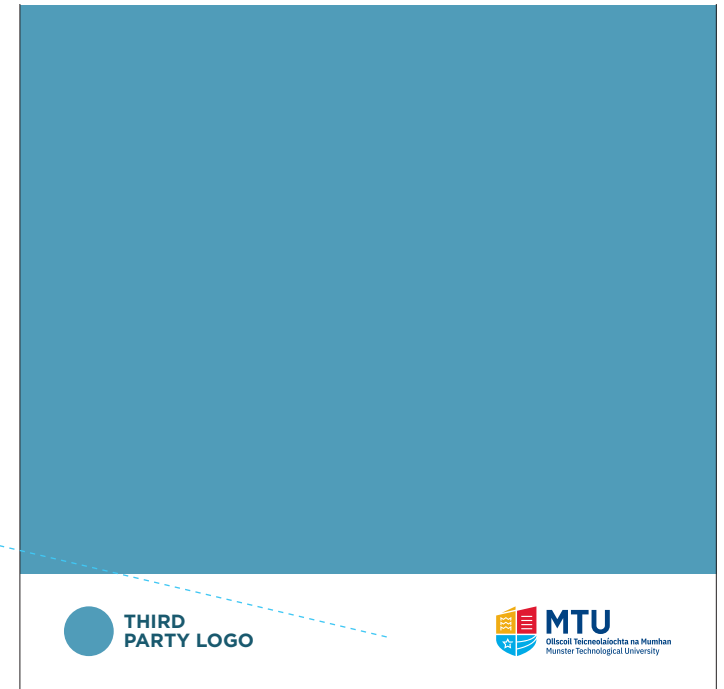
MTU Logo + Third Party Applications

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

The image features a solid blue background. In the upper left, the text 'Colour & Typography' is written in a white, sans-serif font. Below the text, there are several overlapping white geometric shapes. A large white trapezoid is positioned on the left side. To its right and slightly lower, there is a white rectangle. Further to the right and lower, there is another white trapezoid. The shapes are arranged in a way that suggests depth and layering, with some overlapping others.



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.

A b c &

IBM Plex Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!€&*

Thin	<i>Thin Italic</i>
Extra Light	<i>Extra Light Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>

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

1 2 3 *

IBM Plex Sans Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:@!€&*

Thin	<i>Thin Italic</i>
Extra Light	<i>Extra Light Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>



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

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890;:@!€&*

Regular
Bold

Regular Italic
Bold Italic

Arial Bold

abcdefghijklmnopqrstvwxyz
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



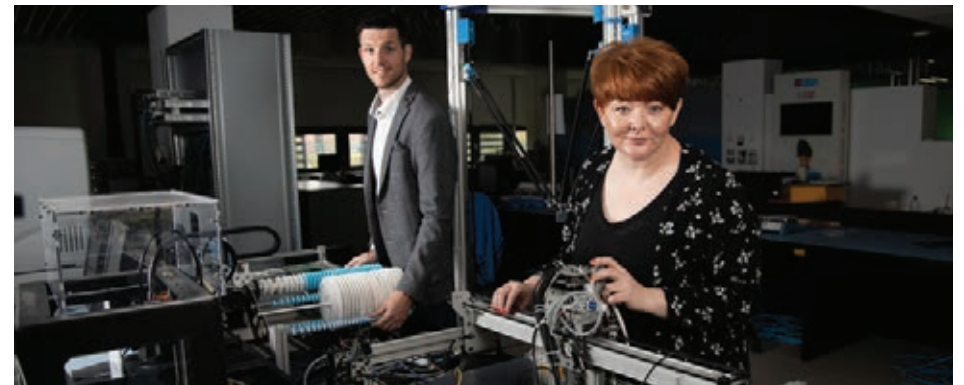
Photography – People Cont.

People photography examples



Photography – People Cont.

People photography examples



Photography – People Cont.

People photography examples



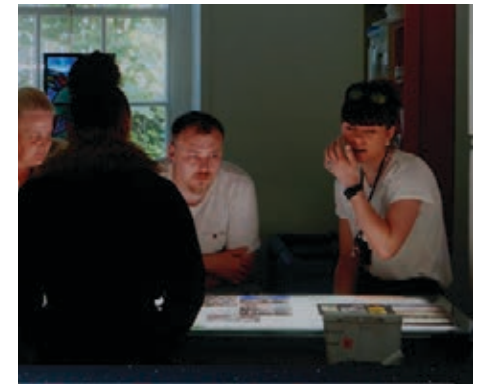
Photography – Places

Location photography examples



Photography – Activities

Activities and teaching photography examples



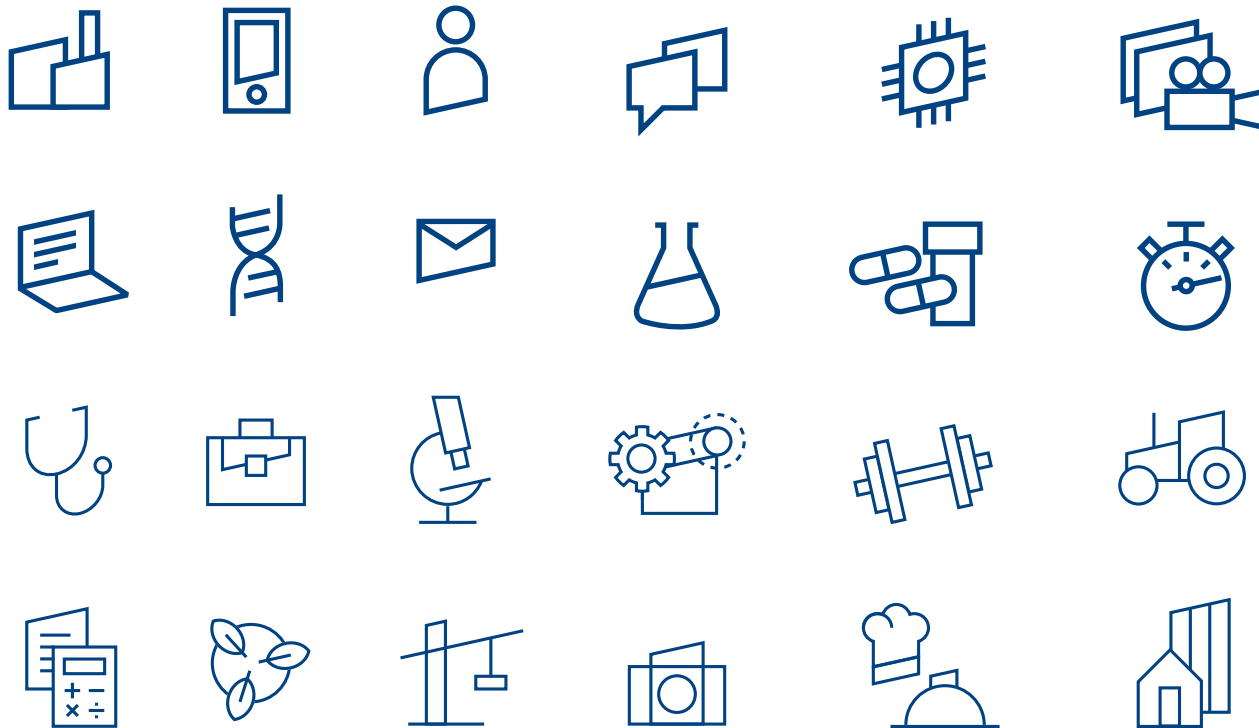
Photography – Activities Cont.

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

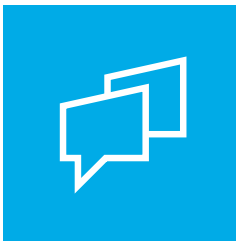
The icons are available in two weights, bold and light, to accommodate different reproduction sizes.

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.



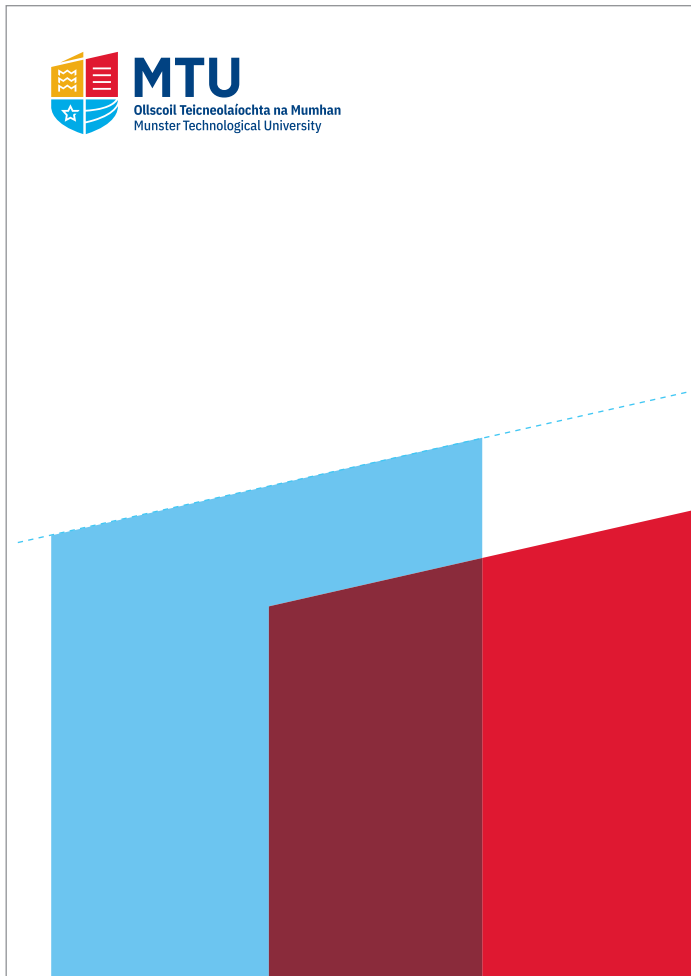
Icons reproduced in white reversed out of the MTU primary colours.



MTU Brand Device

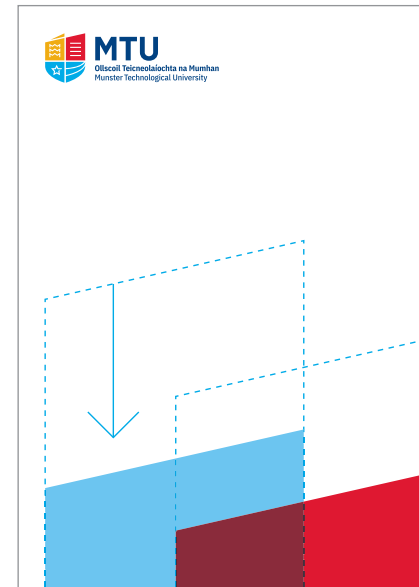
10

MTU Brand Device

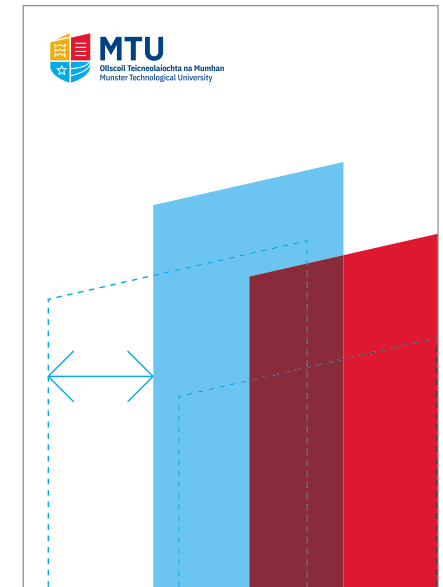


The angle of the brand device is derived from the MTU logo.

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.



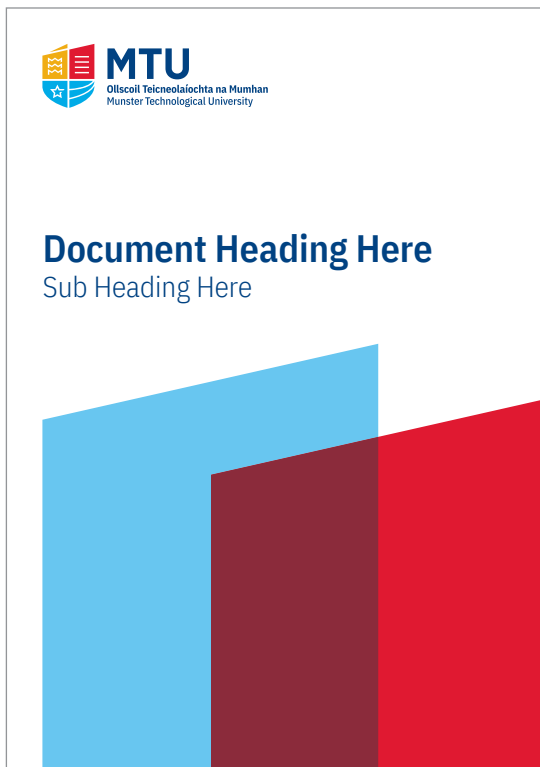
The brand device can move up or down



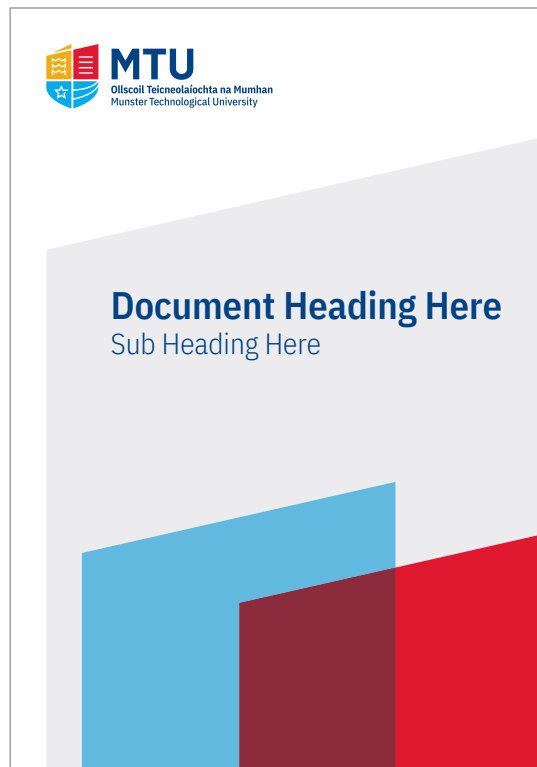
The brand device can move horizontally

MTU Brand Device Cont.

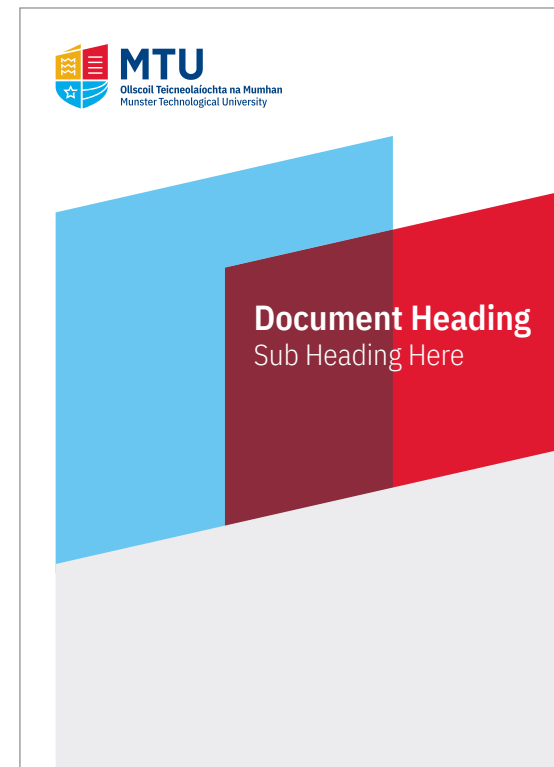
The brand device can be used on a variety of applications such as ads, brochure covers, reports and leaflets. Templates are available in A4, A5, DL, Square, portrait and landscape formats. See below and on the following pages.



A4 Portrait Example 1

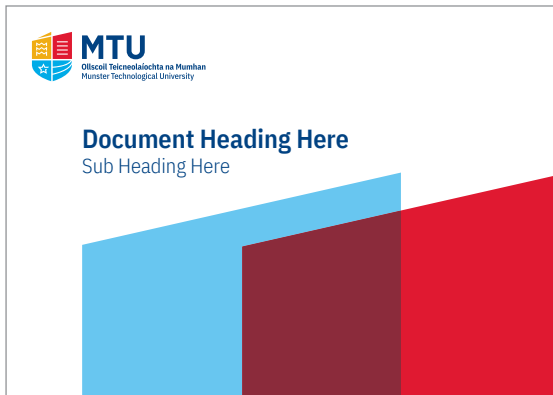


A4 Portrait Example 2



A4 Portrait Example 3

MTU Brand Device Cont.



A5 Landscape Example 1



A5 Landscape Example 2



A5 Landscape Example 3

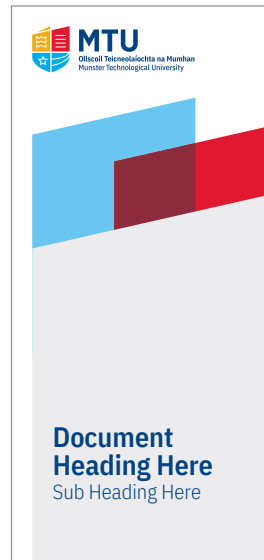
MTU Brand Device Cont.



DL Portrait Example 1

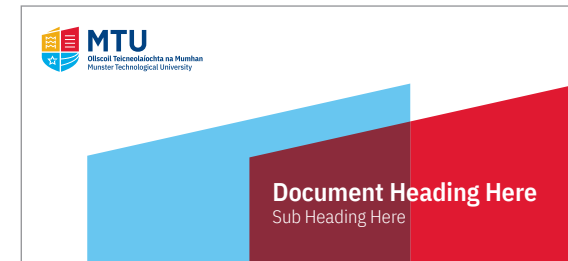


DL Portrait Example 2



DL Portrait Example 3

DL Landscape Example 1



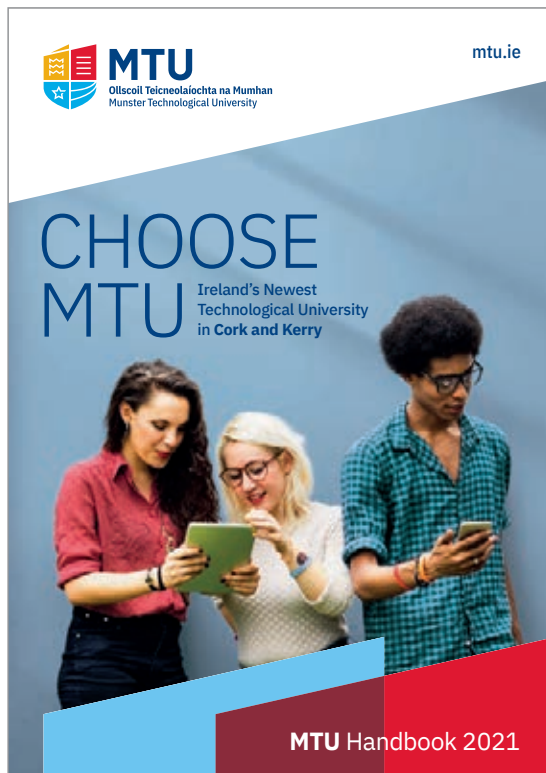
DL Landscape Example 2

Applications

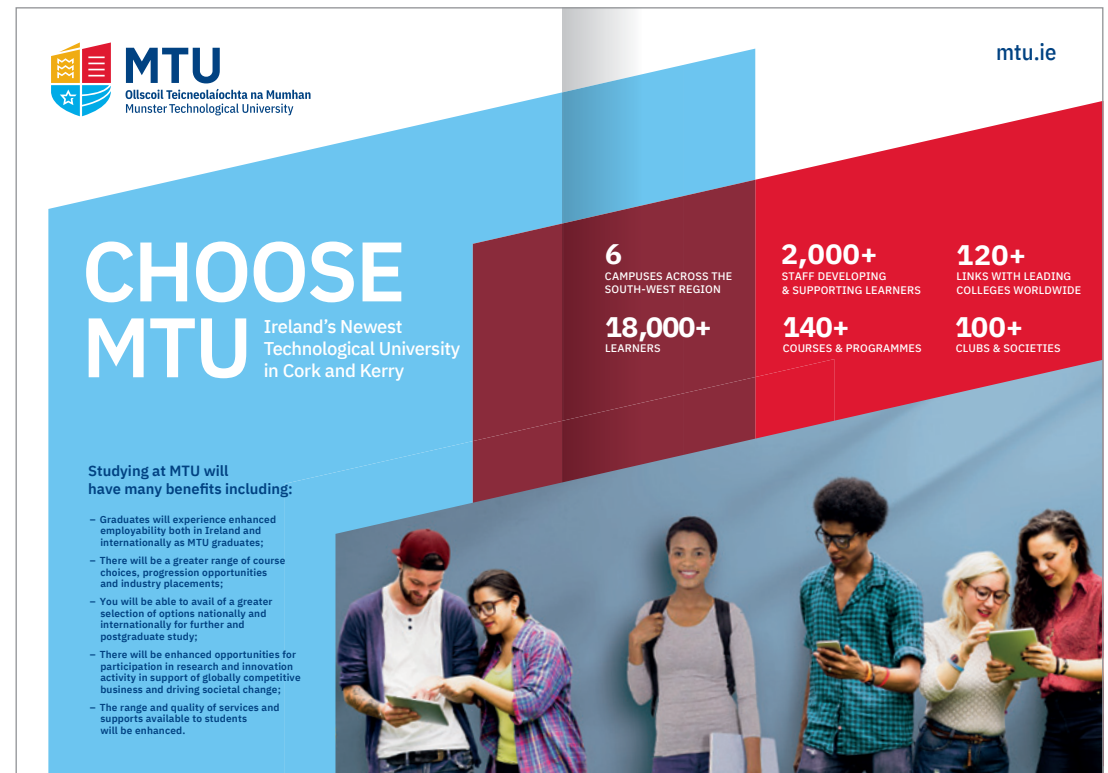
11

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.

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

mtu.ie

INTRODUCING MTU

Ireland's Newest
Technological University
in Cork and Kerry

6 Reasons to Recommend MTU To Your Students

- 6** CAMPUSES ACROSS THE SOUTH-WEST REGION
- 18,000+** LEARNERS
- 120+** LINKS WITH LEADING COLLEGES WORLDWIDE
- 2,000+** STAFF DEVELOPING & SUPPORTING LEARNERS
- 140+** COURSES & PROGRAMMES
- 100+** CLUBS & SOCIETIES

Information on courses visit mtu.ie

Full Page Ad

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

mtu.ie

INTRODUCING MTU

Ireland's Newest
Technological University
in Cork and Kerry

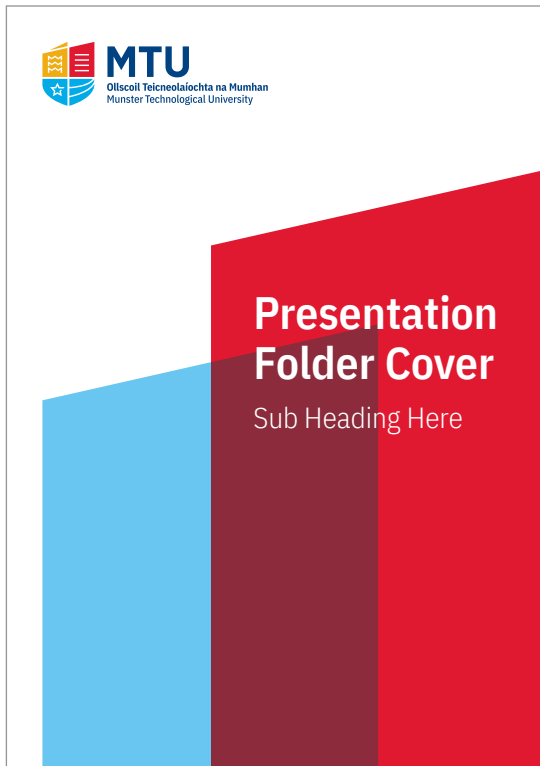
6 Reasons to Recommend MTU To Your Students

- 6** CAMPUSES ACROSS THE SOUTH-WEST REGION
- 18,000+** LEARNERS
- 2,000+** STAFF DEVELOPING & SUPPORTING LEARNERS
- 120+** LINKS WITH LEADING COLLEGES WORLDWIDE
- 140+** COURSES & PROGRAMMES
- 100+** CLUBS & SOCIETIES

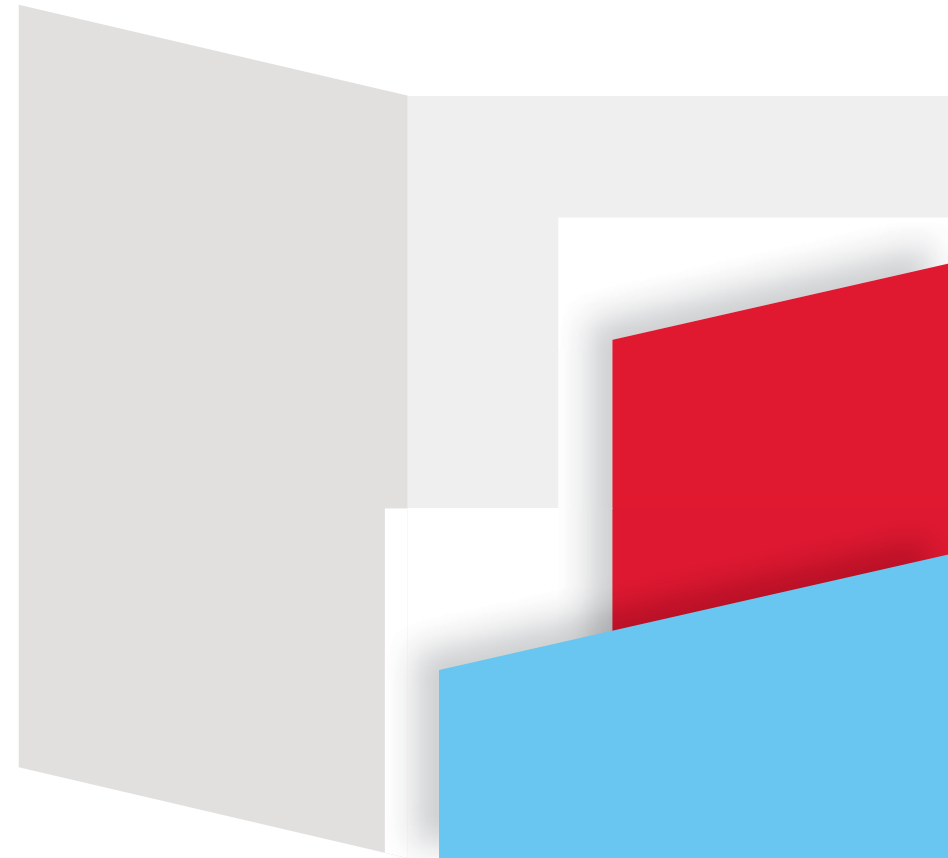
Information on courses visit mtu.ie

3/4 Page Ad

MTU Brand Device Applications Cont.



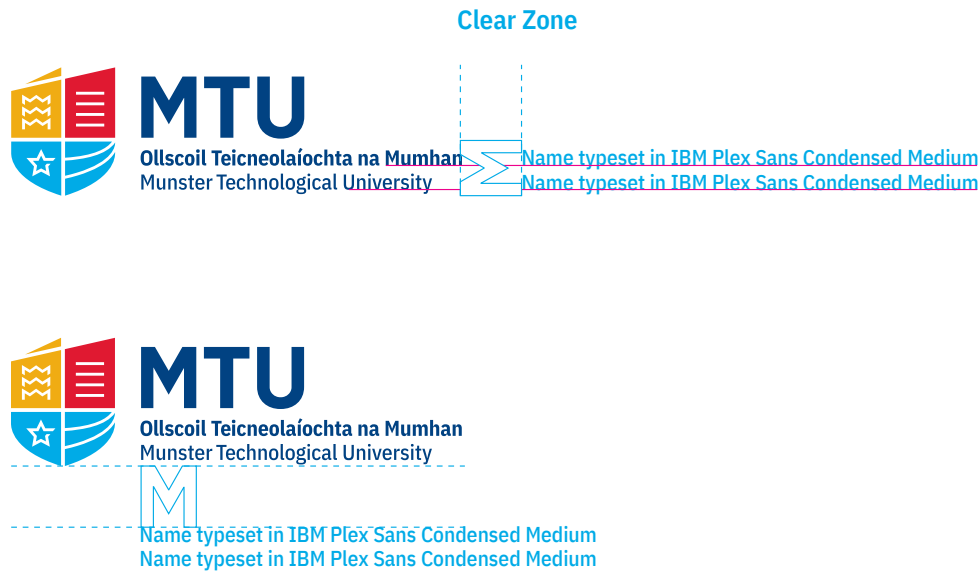
Folder Cover



Folder Interior

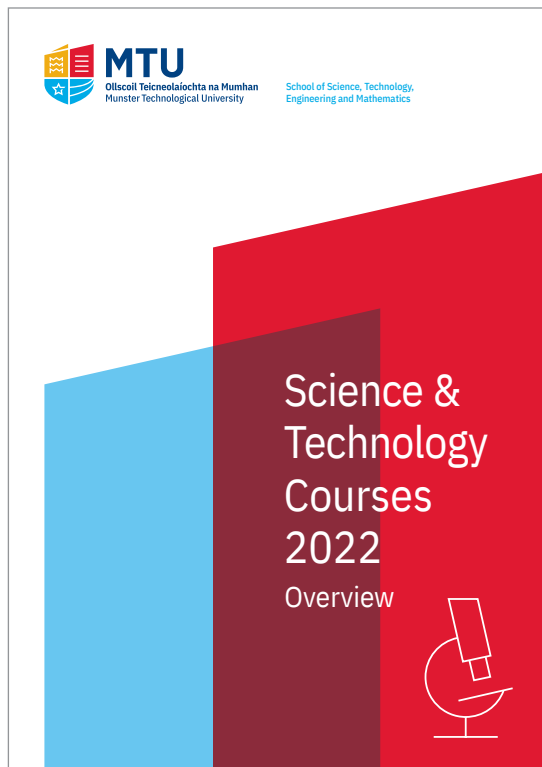
Department, School and Faculty Names and the Brand Device

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.

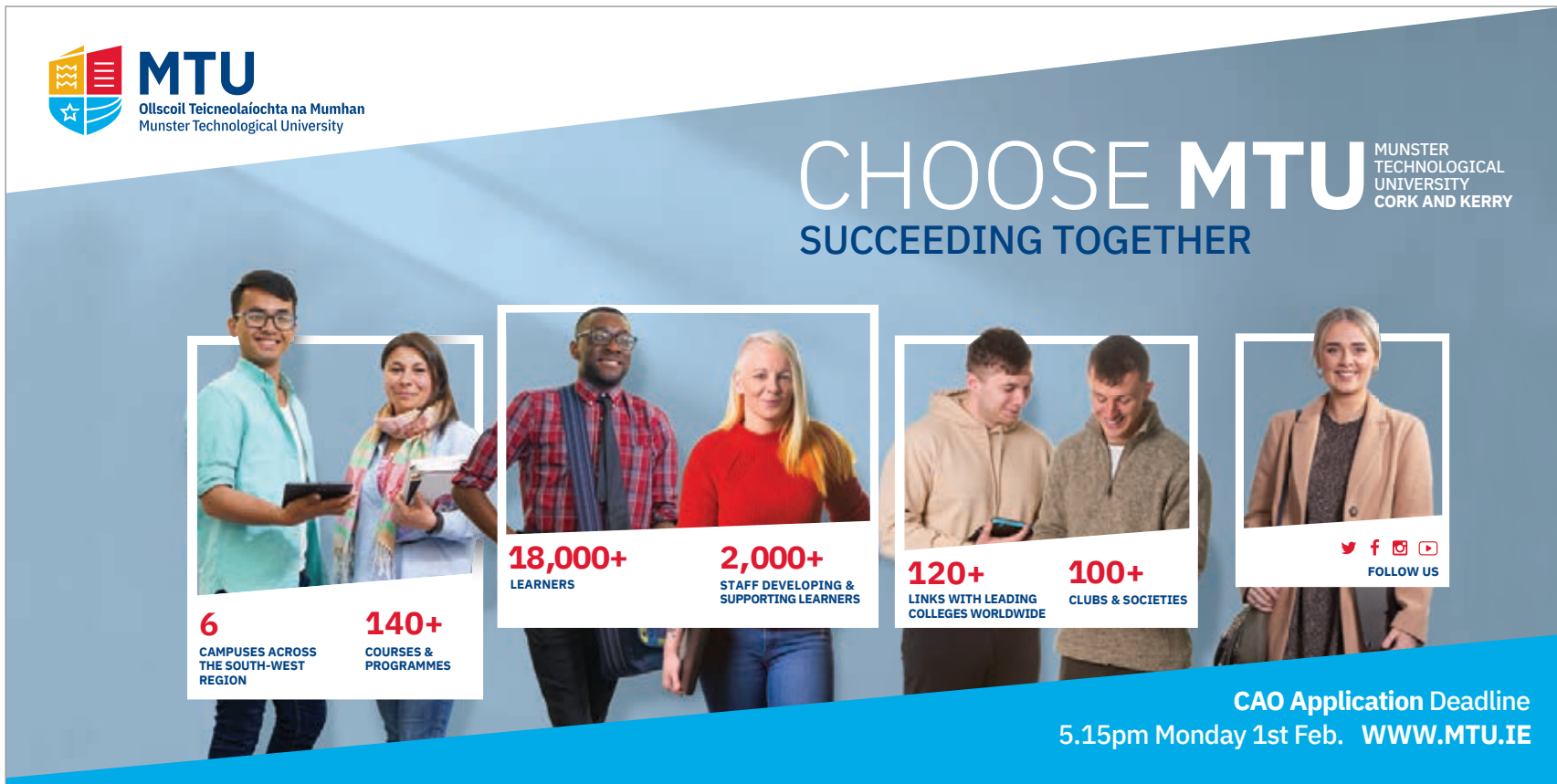
A vertical advertisement for MTU. At the top left is the MTU logo with the text 'Ollscoil Teicneolaíochta na Mumhan' and 'Munster Technological University'. The main headline reads 'CHOOSE MTU' in large white letters, with 'MUNSTER TECHNOLOGICAL UNIVERSITY CORK AND KERRY' in smaller text to the right, and 'SUCCEEDING TOGETHER' below. A photograph shows two female students in blue MTU jackets looking at a tablet. At the bottom, a white box contains five statistics: '6 CAMPUSES ACROSS THE SOUTH-WEST REGION', '140+ COURSES & PROGRAMMES', '120+ LINKS WITH LEADING COLLEGES WORLDWIDE', '2,000+ STAFF DEVELOPING & SUPPORTING LEARNERS', and '18,000+ LEARNERS'. Social media icons and the text 'CAO Application Deadline 5.15pm Monday 1st Feb. WWW.MTU.IE' are at the very bottom.

2 Column Ad

A full-page advertisement for MTU. It features the MTU logo at the top left. The headline 'CHOOSE MTU' is prominently displayed in large white letters, with 'MUNSTER TECHNOLOGICAL UNIVERSITY CORK AND KERRY' and 'SUCCEEDING TOGETHER' below it. The background is a light blue gradient. A photograph shows three people: a man in a light blue shirt, a woman in a white shirt and colorful scarf, and another woman in a tan jacket. Below the photo, a white box lists statistics: '6 CAMPUSES ACROSS THE SOUTH-WEST REGION', '140+ COURSES & PROGRAMMES', '120+ LINKS WITH LEADING COLLEGES WORLDWIDE', '18,000+ LEARNERS', and '2,000+ STAFF DEVELOPING & SUPPORTING LEARNERS'. Social media icons and the text 'CAO Application Deadline 5.15pm Monday 1st Feb. WWW.MTU.IE' are at the bottom.

Full Page Ad

Campaigns Cont.



The billboard features the MTU logo in the top left corner, with the text 'Ollscoil Teicneolaíochta na Mumhan' and 'Munster Technological University'. The main headline reads 'CHOOSE MTU' in large white letters, with 'MUNSTER TECHNOLOGICAL UNIVERSITY CORK AND KERRY' in smaller text to the right. Below the headline, the tagline 'SUCCEEDING TOGETHER' is written in blue. The billboard is divided into four photo panels, each with a white border and a white text box at the bottom. The first panel shows two people looking at a tablet, with '6' and '140+' below. The second panel shows two people, with '18,000+' and '2,000+' below. The third panel shows two people looking at a phone, with '120+' and '100+' below. The fourth panel shows a single person, with social media icons and 'FOLLOW US' below. A blue banner at the bottom right contains the text 'CAO Application Deadline 5.15pm Monday 1st Feb. WWW.MTU.IE'.

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

CHOOSE MTU MUNSTER TECHNOLOGICAL UNIVERSITY CORK AND KERRY
SUCCEEDING TOGETHER

6 CAMPUSES ACROSS THE SOUTH-WEST REGION
140+ COURSES & PROGRAMMES

18,000+ LEARNERS
2,000+ STAFF DEVELOPING & SUPPORTING LEARNERS

120+ LINKS WITH LEADING COLLEGES WORLDWIDE
100+ CLUBS & SOCIETIES

[Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#)
FOLLOW US

CAO Application Deadline
5.15pm Monday 1st Feb. WWW.MTU.IE

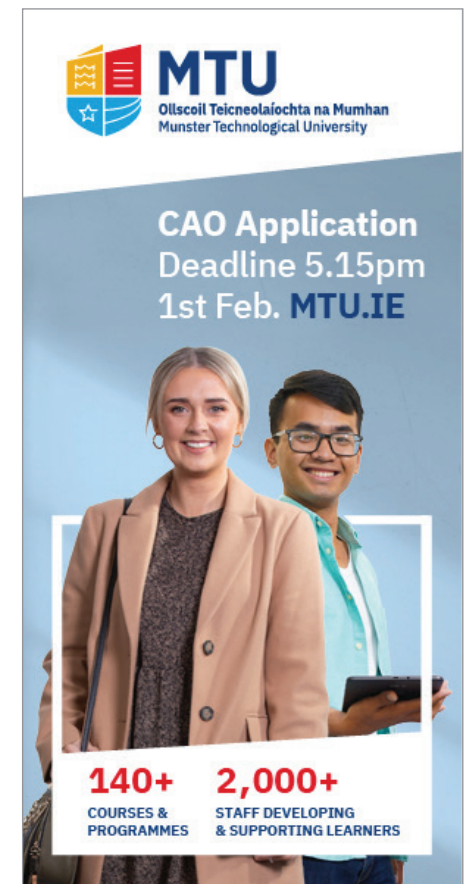
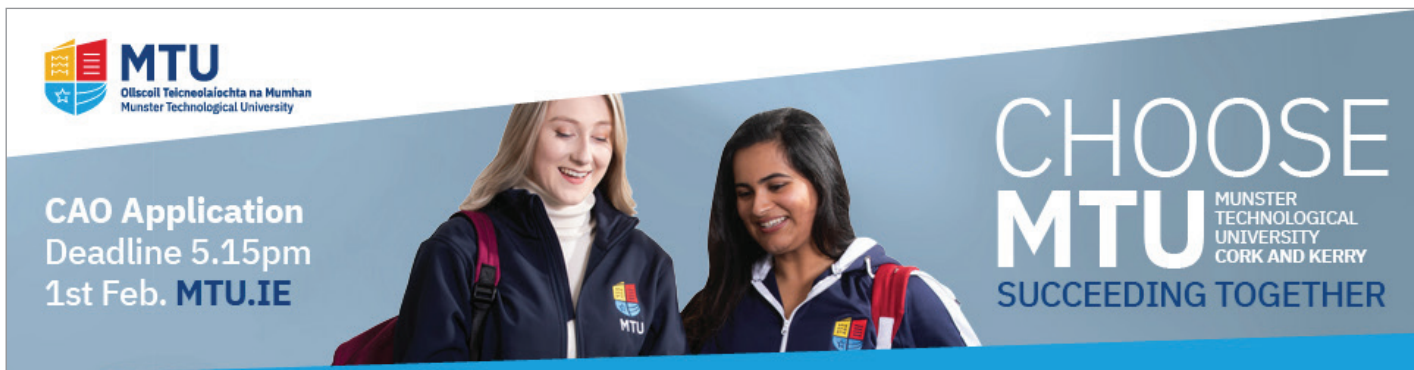
48 Sheet Billboard

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



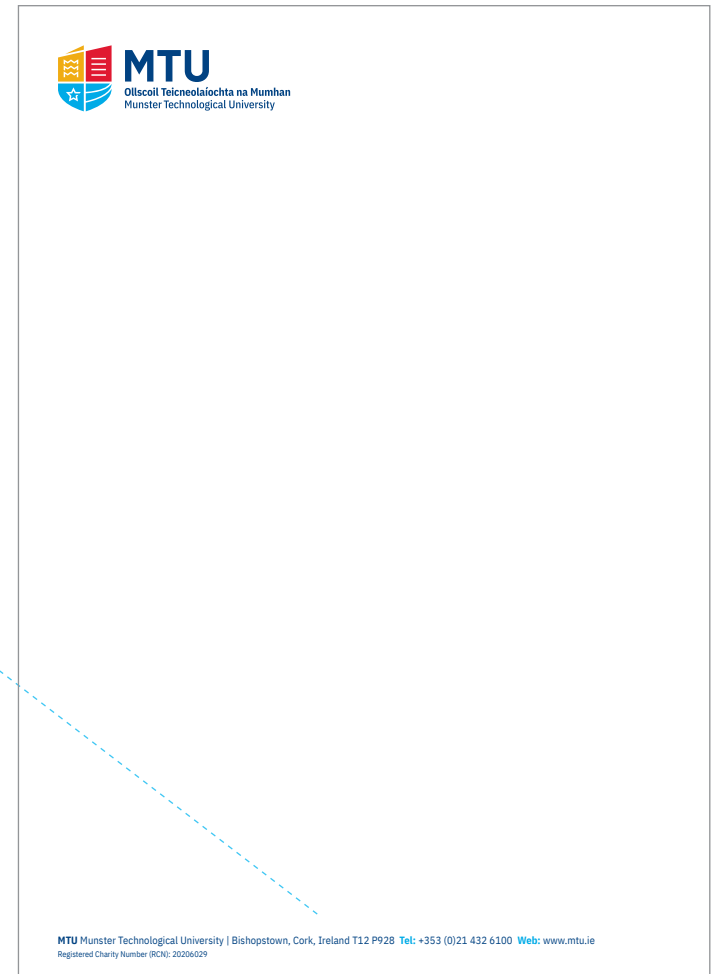
Letterheads

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

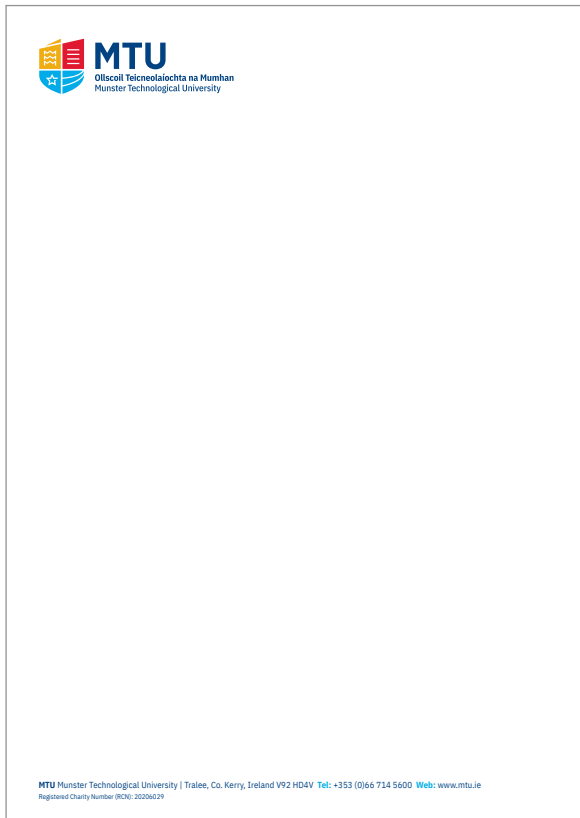
Address information identifies campus location



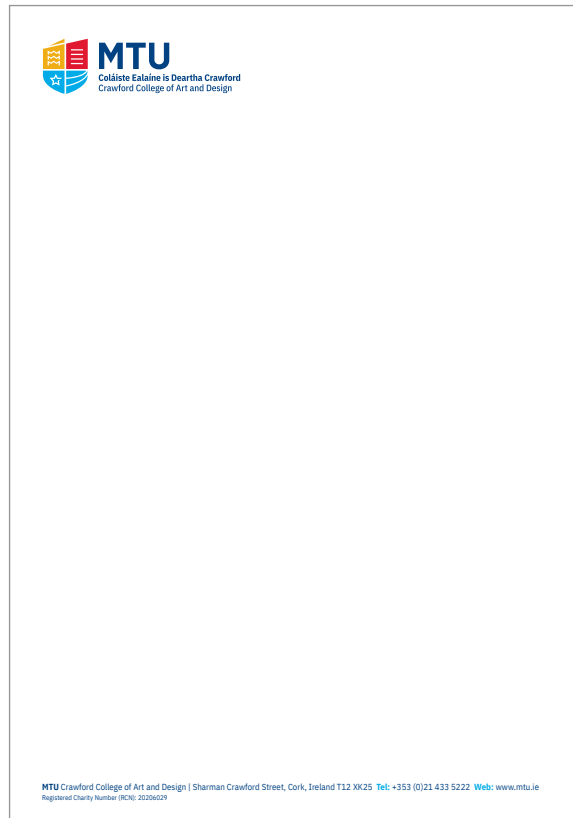
Cork Campus Letterhead

Letterheads Cont.

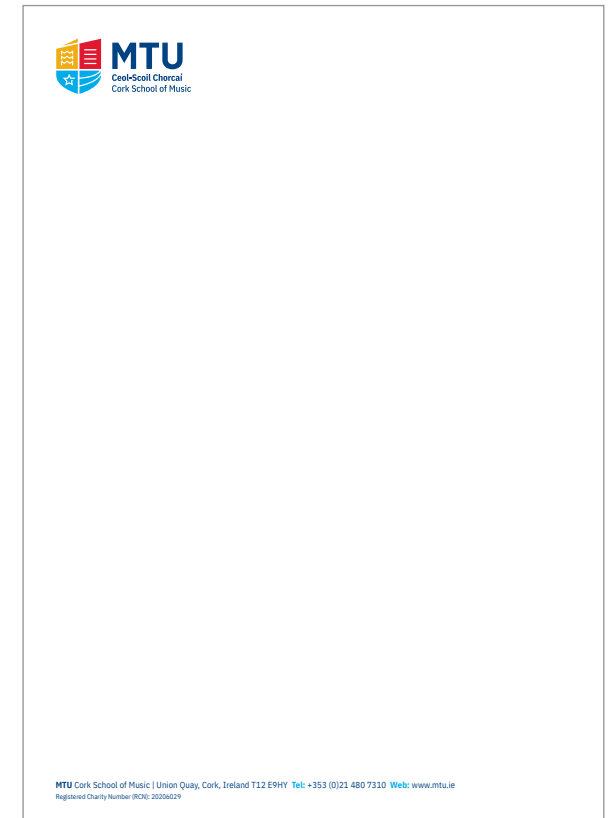
University letterhead examples



Kerry Campus Letterhead



MTU Crawford College of Art and Design



MTU Cork School of Music

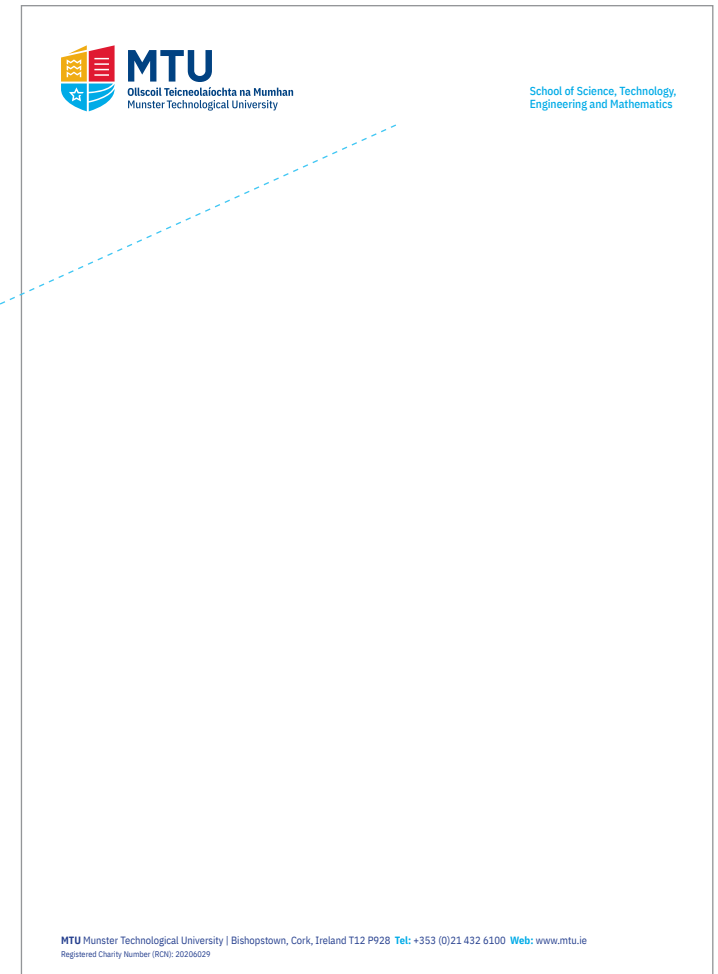
Department, Schools and Faculty Letterheads

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.



School of Science, Technology,
Engineering and Mathematics

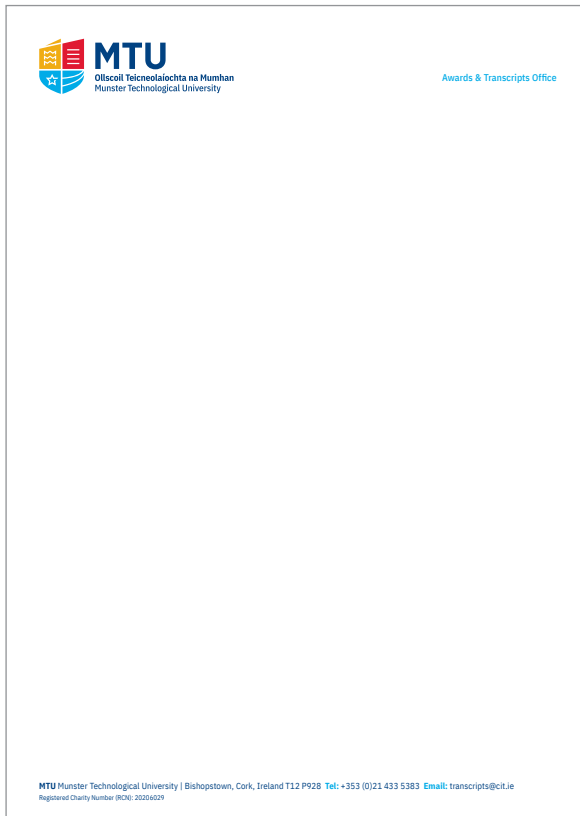
Example shows Department name typeset over two lines
in equal size to the full MTU title.



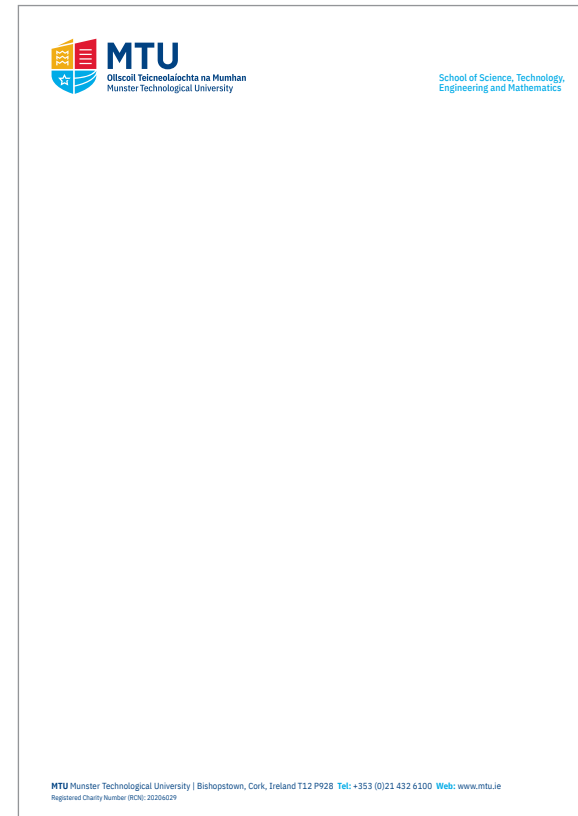
Department Letterhead

Department, Schools and Faculty Letterheads

University Department, School and Faculty letterhead examples



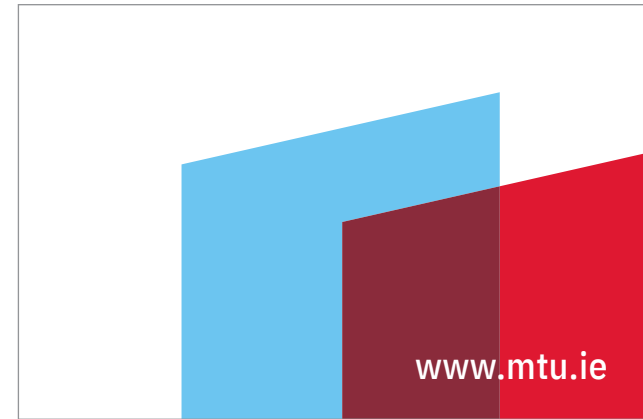
Awards & Transcripts Office



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



Cork Campus
Business Card



Kerry Campus
Business Card

Compliment Slip

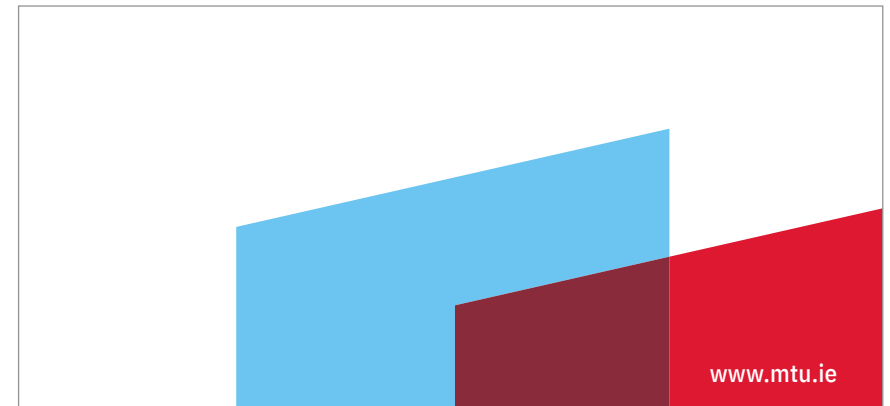
A layout has been developed for the MTU compliment slip.



Compliment Slip Front



Master artwork is available.



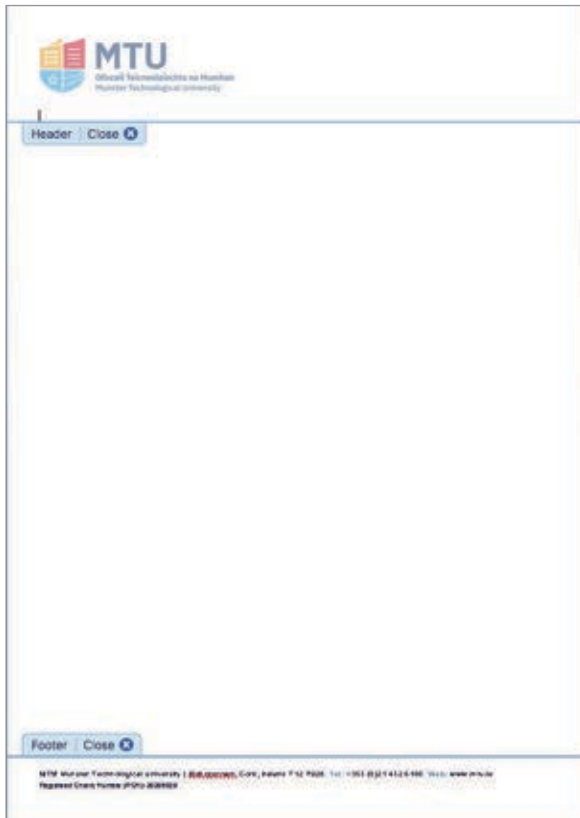
Compliment Slip Back

Digital Applications

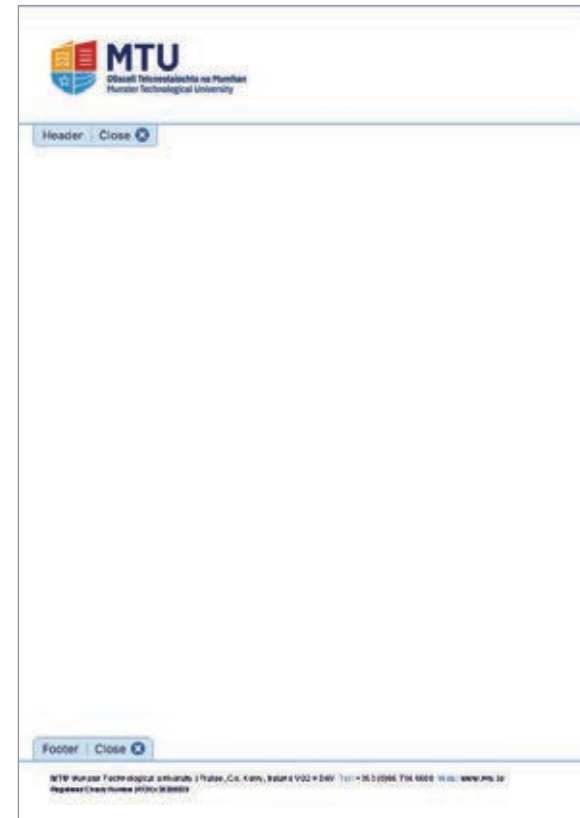
13

Word Letterheads

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

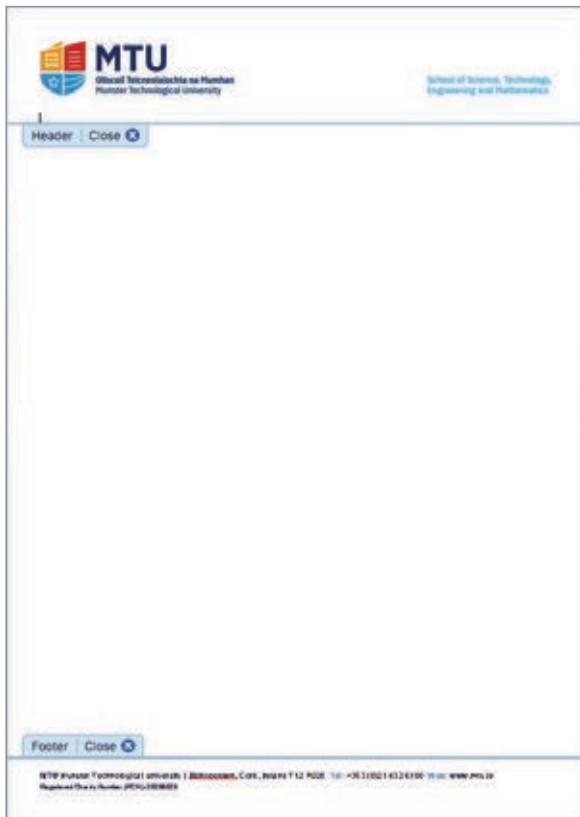


Cork Campus Word Letterhead

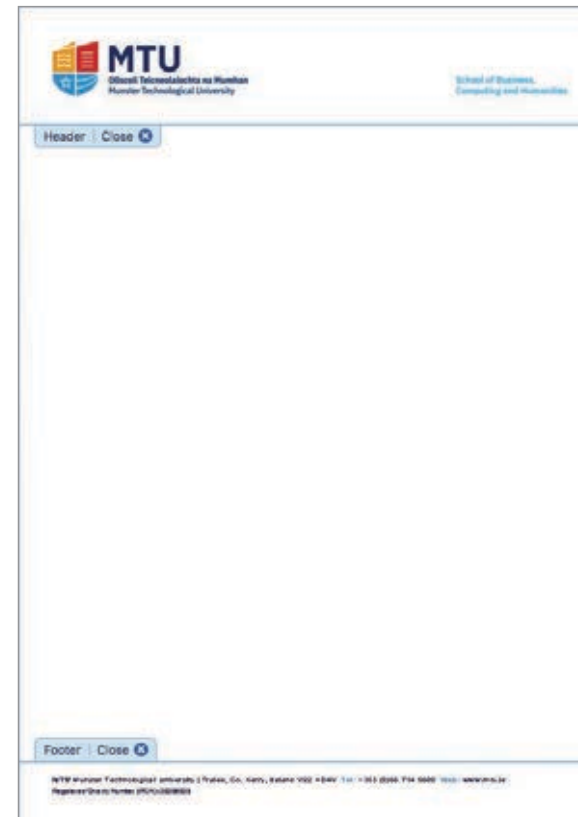


Kerry Campus Word Letterhead

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.

Anne Looney MBA
Communications and Change Management Project Leader



MTU Munster Technological University | Tralee, Co. Kerry, Ireland V92 HD4V
Tel: +353 (0)66 714 5600 **Mob:** +353 (0)87 123 4567 **Web:** www.mtu.ie
Email: Anne.Looney@staff.ittralee.ie **LinkedIn:** ie.linkedin.com/pub/anne-looney/b/57f

Disclaimer: <https://www.mtu.ie/emailexclaimer>

Kerry Campus Email Signature A

There are two email signatures available for use:

- Email Signature A (no tagline)
- Email Signature B (with tagline: Succeeding Together)

Michael Loftus MEngSc
Vice President for External Affairs



MTU Munster Technological University | Bishopstown, Cork, Ireland T12 P928
Tel: +353 (0)21 433 5305 **Mob:** +353 (0)87 123 4567 **Web:** www.mtu.ie
Email: Michael.Loftus@cit.ie **LinkedIn:** ie.linkedin.com/in/mgloftus


Disclaimer: <https://www.mtu.ie/emailexclaimer>

Cork Campus Email Signature A

Email Signature B

Email Signature B includes the tagline Succeeding Together.

Anne Looney MBA
Communications and Change Management Project Leader

 **MTU**
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

MTU Munster Technological University | Tralee, Co. Kerry, Ireland V92 HD4V
Tel: +353 (0)66 714 5600 **Mob:** +353 (0)87 123 4567 **Web:** www.mtu.ie
Email: Anne.Looney@staff.ittralee.ie **LinkedIn:** ie.linkedin.com/pub/anne-looney/b/579


Succeeding Together

Disclaimer: <https://www.mtu.ie/emaildisclaimer>
Registered Charity Number (RCN): 20206029

10pt Arial Bold
10pt Arial Reg
2 LINE SPACE
MTU LOGO PNG
2 LINE SPACE
10pt Arial Bold
10pt Arial Reg
2 LINE SPACE
MTU BAR B PNG
9pt Arial Bold

Kerry Campus Email Signature B

Michael Loftus MEngSc
Vice President for External Affairs

 **MTU**
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

MTU Munster Technological University | Bishopstown, Cork, Ireland T12 P928
Tel: +353 (0)21 433 5305 **Mob:** +353 (0)87 123 4567 **Web:** www.mtu.ie
Email: Michael.Loftus@cit.ie **LinkedIn:** ie.linkedin.com/in/mgloftus

Succeeding Together

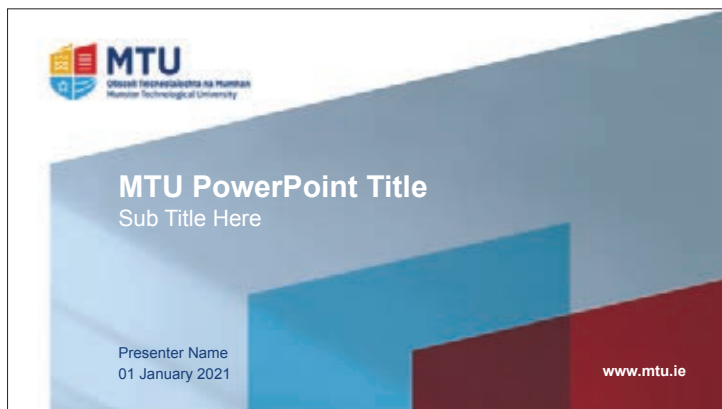
Disclaimer: <https://www.mtu.ie/emaildisclaimer>
Registered Charity Number (RCN): 20206029

10pt Arial Bold
10pt Arial Reg
2 LINE SPACE
MTU LOGO PNG
2 LINE SPACE
10pt Arial Bold
10pt Arial Reg
2 LINE SPACE
MTU BAR B PNG
9pt Arial Bold

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.



Main Heading

BASIC SLIDE TEMPLATE. KEEP IT SIMPLE.

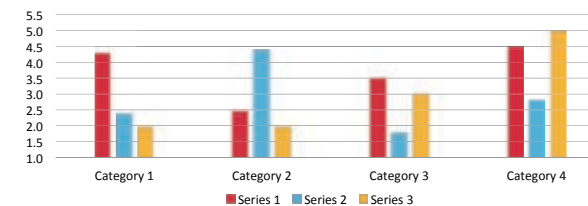
- Don't use too many lines or words. State your point!
- Avoid big chunks of text.
- Use styles and themes provided in this template.
- Avoid using more than two levels of bullets.



www.mtu.ie

Bar Chart Sample Layout

RIGHT CLICK TO EDIT CHART DATA IN MICROSOFT EXCEL



www.mtu.ie

PowerPoint Template Cont.

Sample Photo Layout

You can replace the image by right clicking the photo and selecting change picture or by selecting a new photo slide template layout in the menu.



www.mtu.ie

Divider Slide Type A



Divider Slide Type B



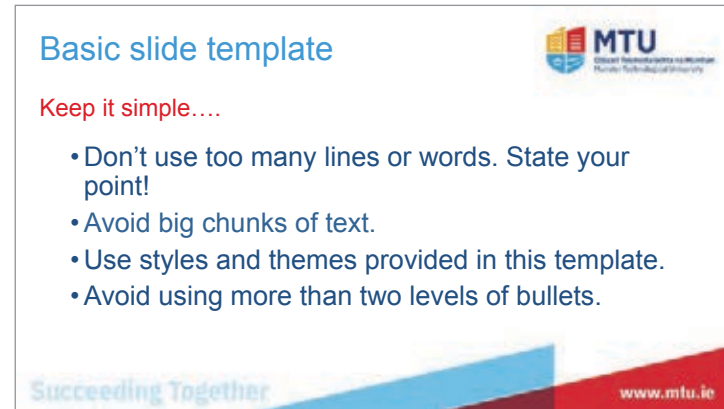
Thank You!

For more information, please email hello@mtu.ie

Presenter Name
01 January 2021

www.mtu.ie

PowerPoint Template Cont.



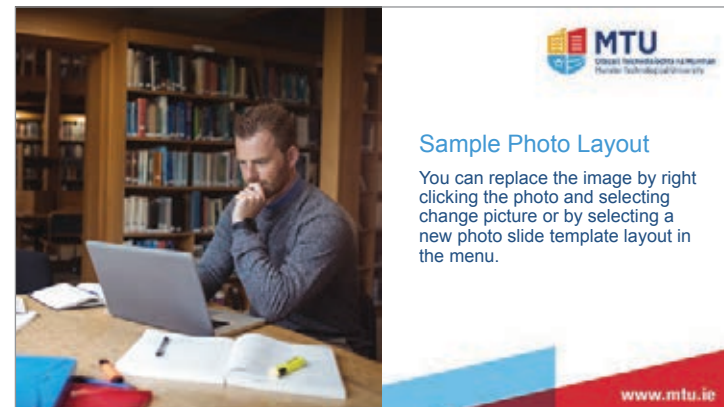
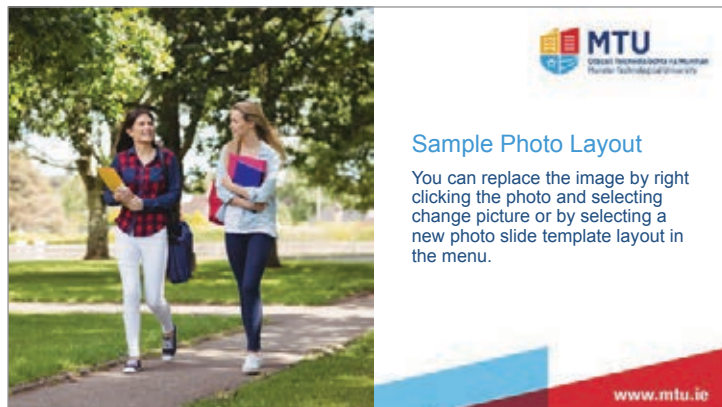
Basic slide template

Keep it simple....

- Don't use too many lines or words. State your point!
- Avoid big chunks of text.
- Use styles and themes provided in this template.
- Avoid using more than two levels of bullets.

Succeeding Together

www.mtu.ie



Websites

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



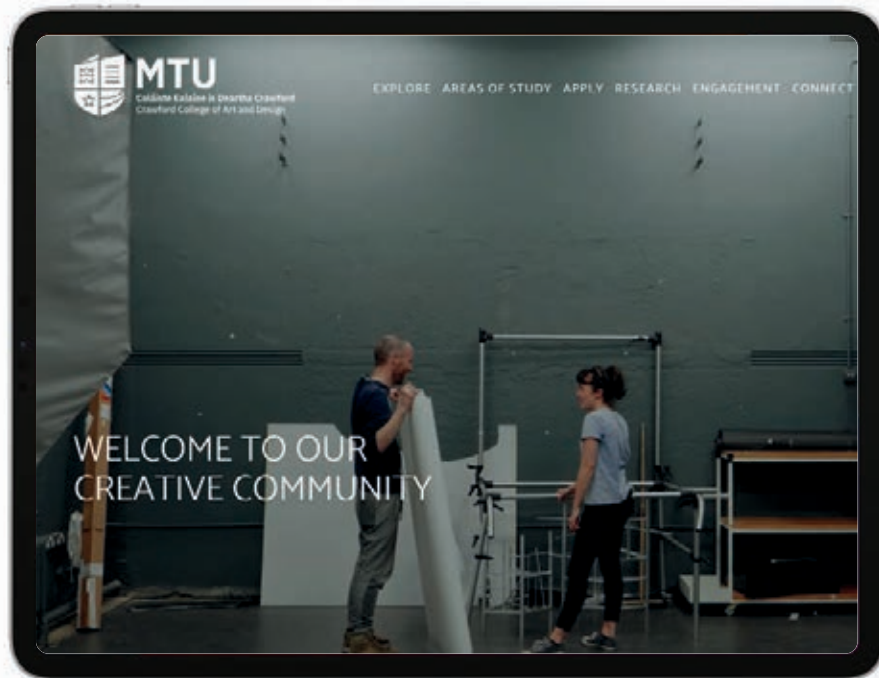
White version of the logo used on photographic background.
Brand device reinforces primary brand colours



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

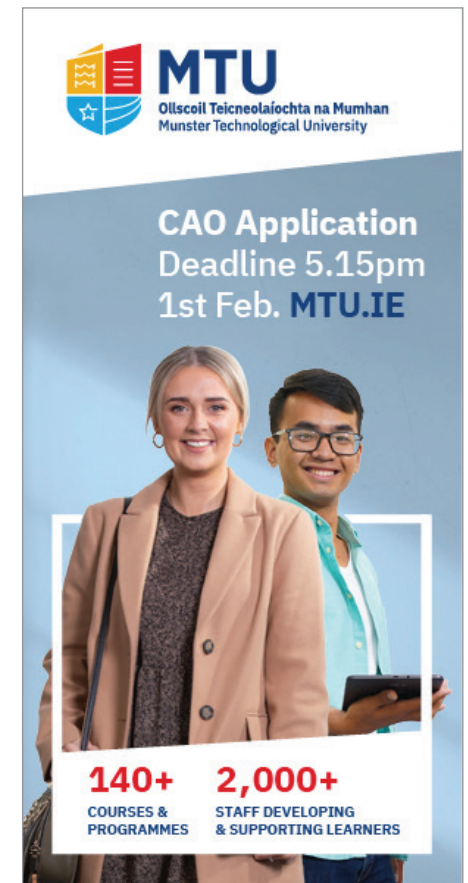
Examples of banner ads displayed on third party websites.



MPU Ad



Billboard Ad



Double MPU Ad

Digital / Social Media

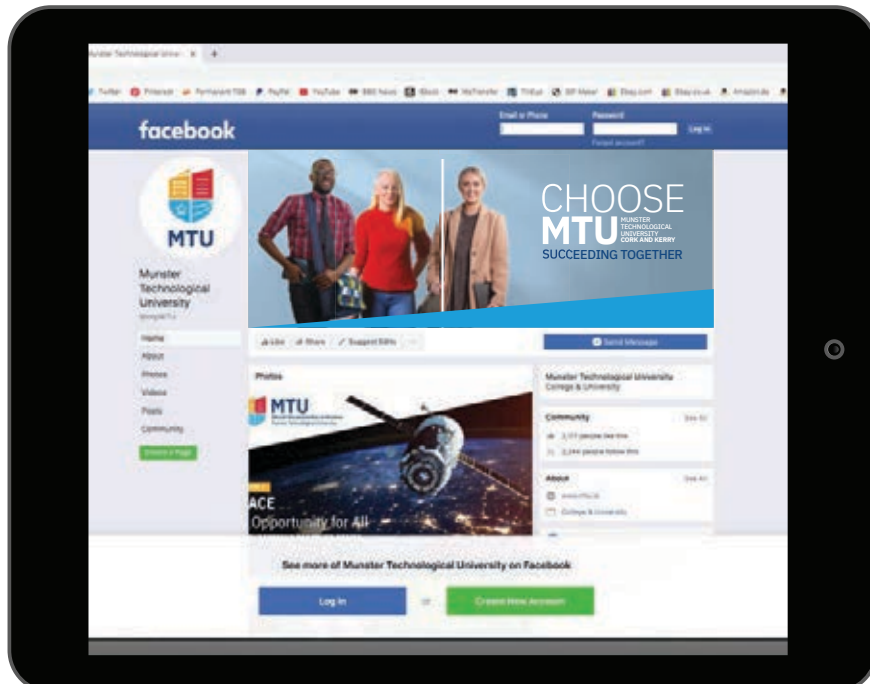
When developing ads, video or animations for use on websites and social media platforms ensure the MTU logo is prominent and the call to action has impact. The examples below and on the following pages are part of the 2021 CAO Campaign.



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.

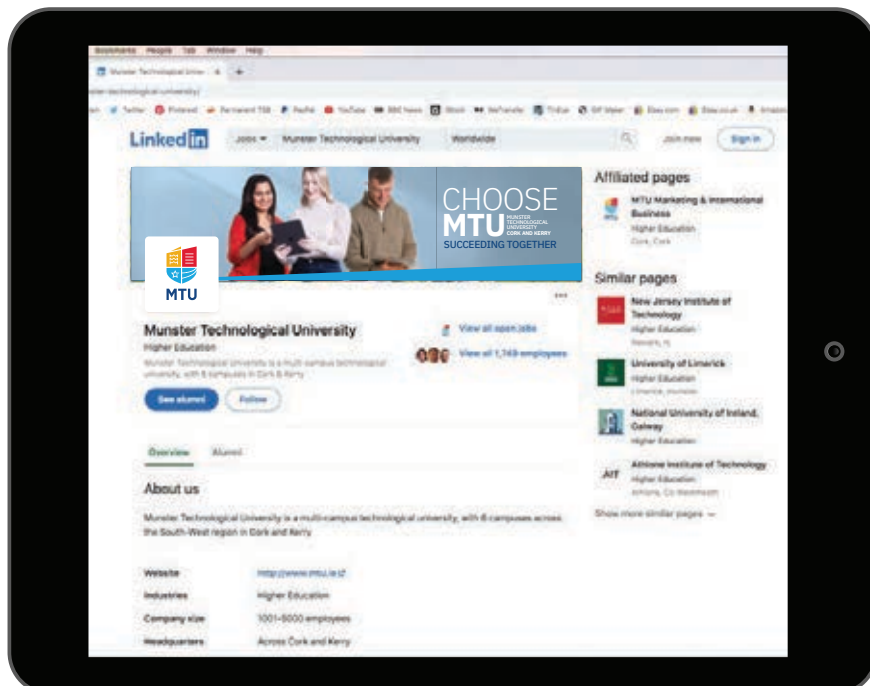


Facebook

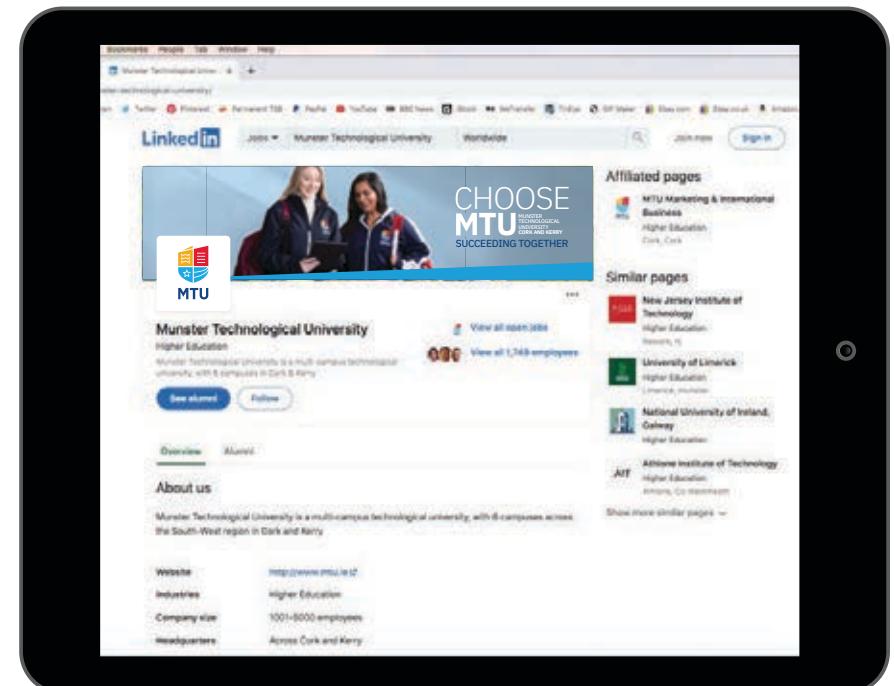


Facebook

Digital / Social Media Cont.

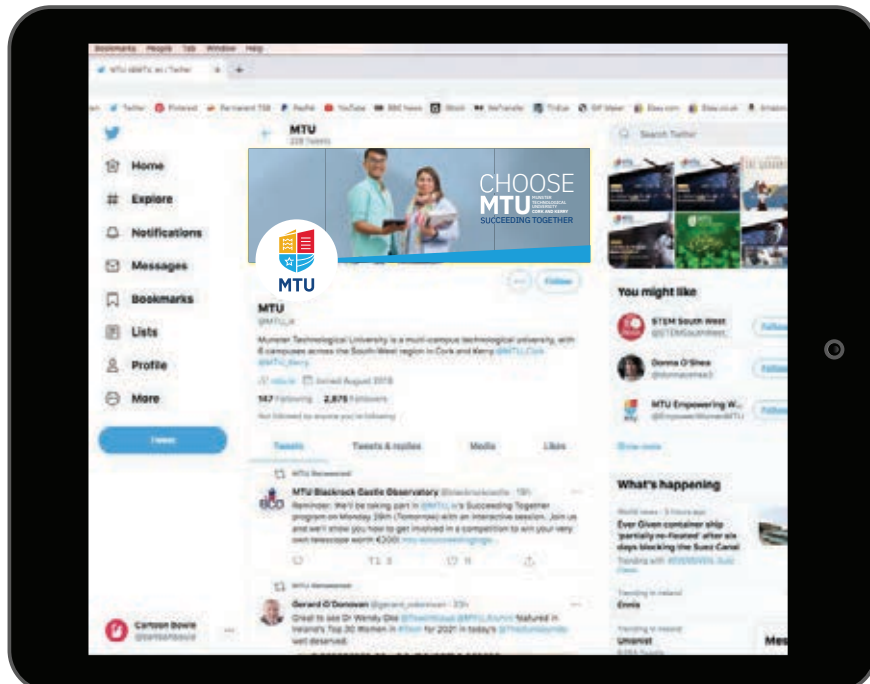


LinkedIn

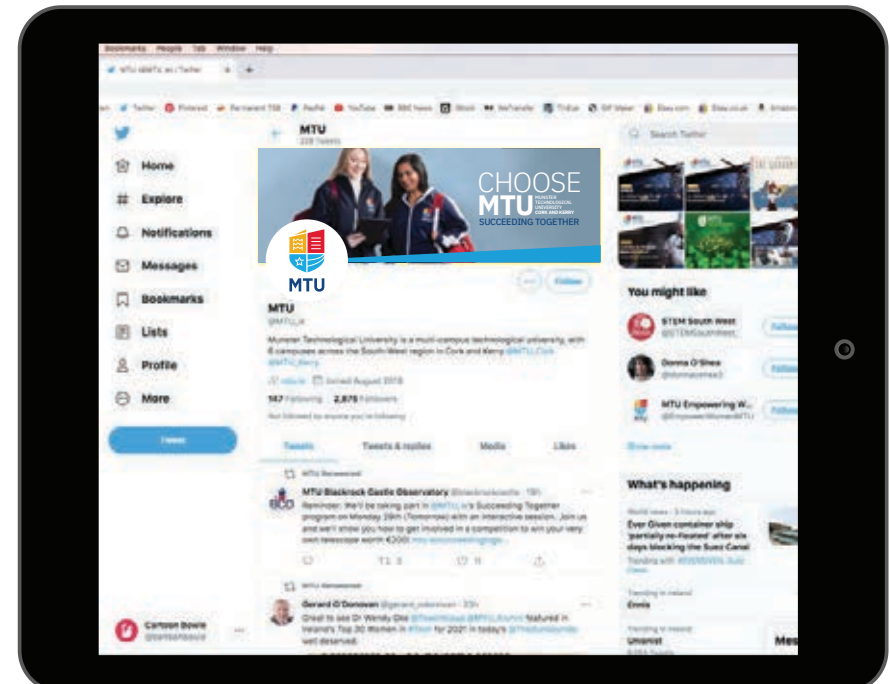


LinkedIn

Digital / Social Media Cont.



Twitter



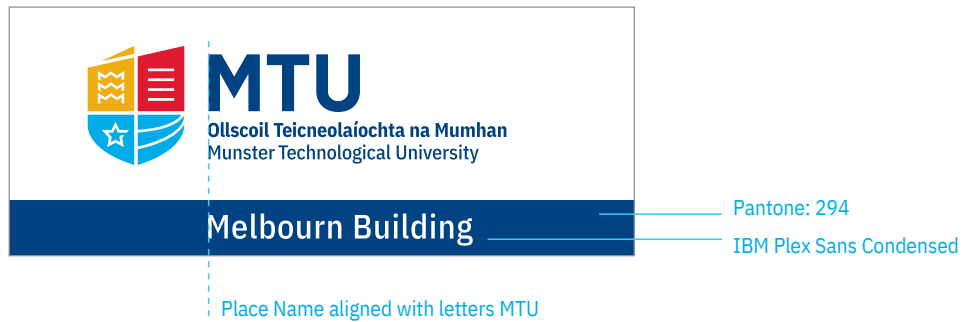
Twitter

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



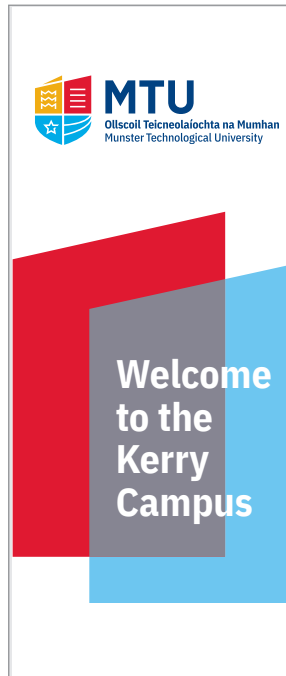
MTU Brushed Steel No Smoking Sign



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

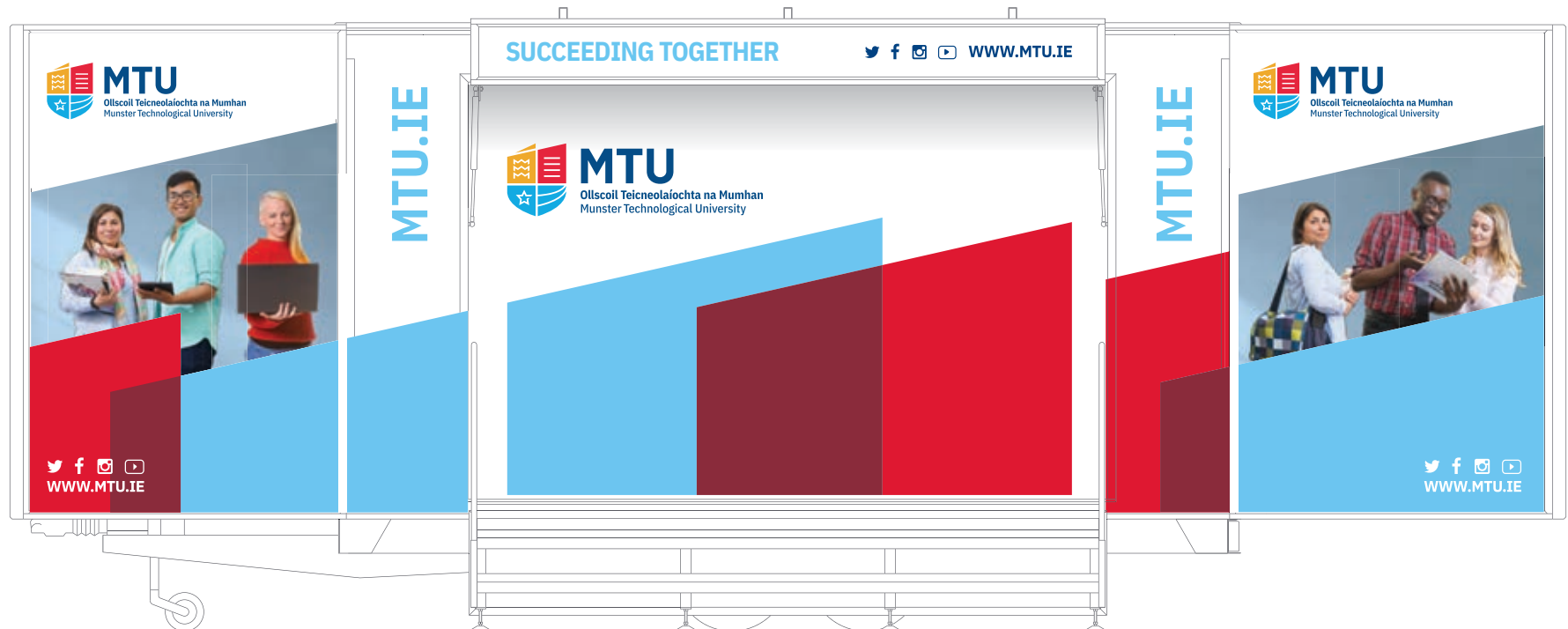
Vehicles Cont.

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.

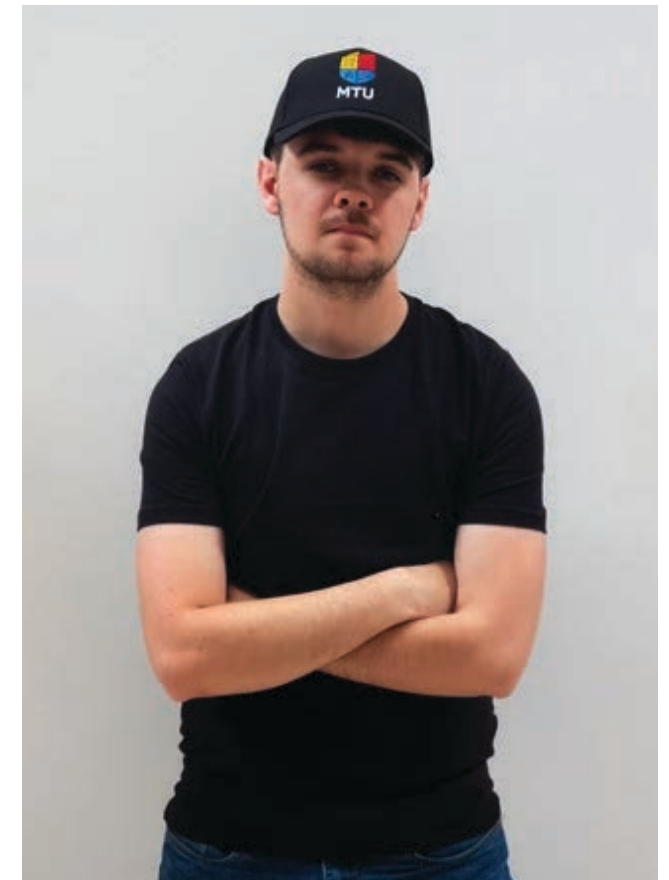
Prior to ordering any new merchandise, the Marketing & Communications Office should be forwarded drafts for approval.



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

