



# 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](mailto:anne.looney@mtu.ie)

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

The background features a photograph of a multi-story brick building with a series of windows, viewed from a low angle. The image is overlaid with a semi-transparent blue rectangle on the left side and a vertical red bar on the right side. The text is white and positioned on the blue area.

**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 background of the slide is a composite image. It features three vertical stripes: a light blue stripe on the left, a black stripe in the center, and a red stripe on the right. The blue stripe contains a semi-transparent image of a modern building with people walking. The red stripe contains a semi-transparent image of a person working at a desk in a laboratory or office setting. The text is centered over these stripes.

**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



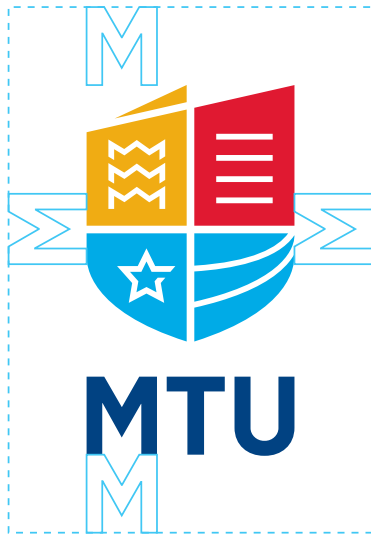
White Version

# 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

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**

**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



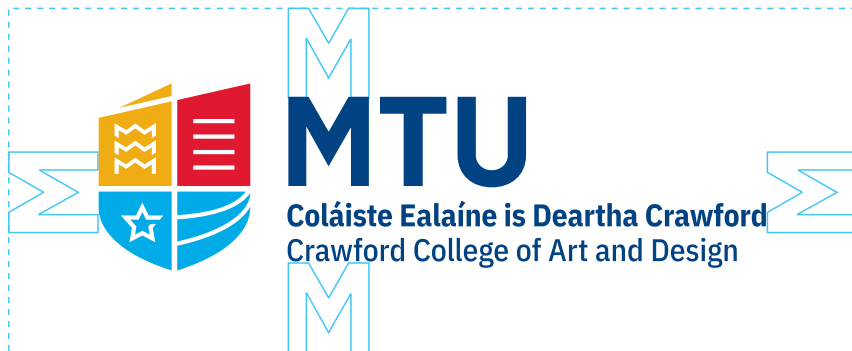
White Version



# 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



# 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

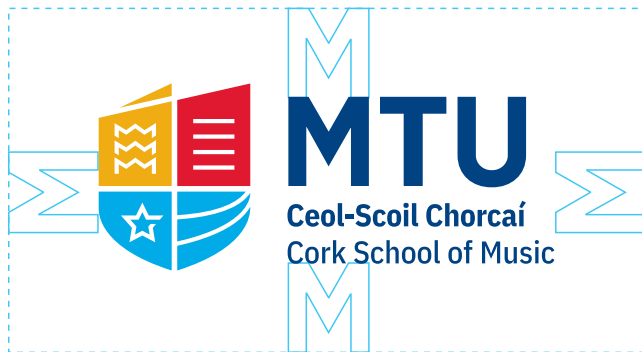


White Version

# 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 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 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](http://www.mtu.ie)

To find out about our MTU Kerry campus visit [www.mtu.ie](http://www.mtu.ie)

To find out about MTU's Cork campus visit [www.mtu.ie](http://www.mtu.ie)

To find out about our MTU's Kerry campus visit [www.mtu.ie](http://www.mtu.ie)

To find out more about MTU Cork School of Music visit [www.mtu.ie](http://www.mtu.ie)

To find out more about MTU Crawford College of Art and Design, visit [www.mtu.ie](http://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](http://www.mtu.ie)

To find out more about Crawford College of Art and Design visit [www.mtu.ie](http://www.mtu.ie)

# Partnerships

5

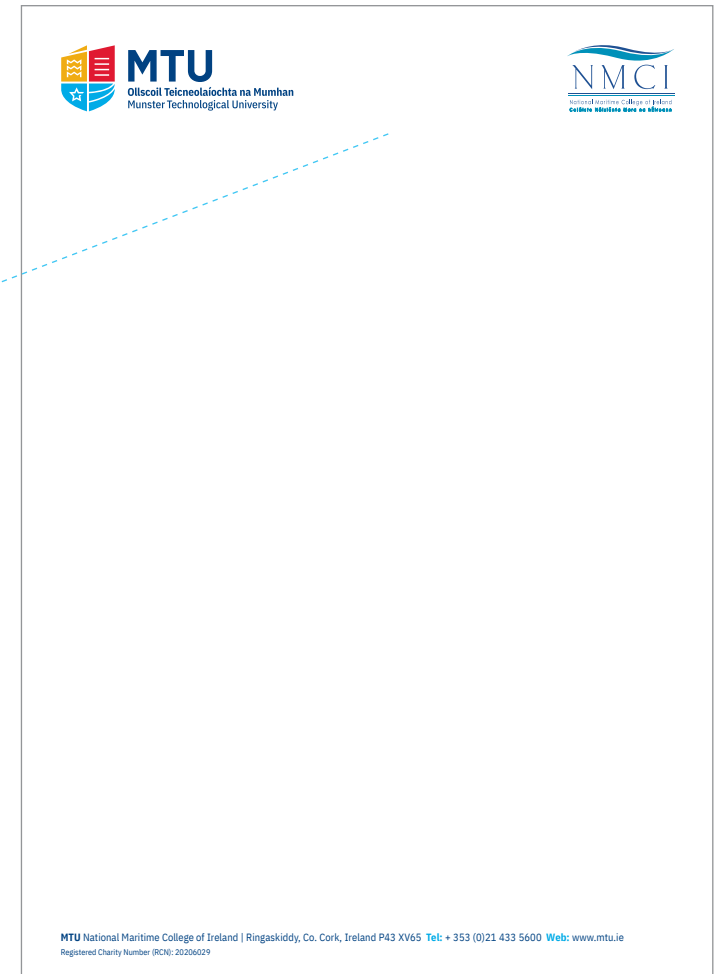


# MTU Logo + Partners' Logos

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.



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](http://www.mtu.ie)  
CAO Application Deadline: 5.15pm Monday 1st Feb.



NMCI  
National Maritime College of Ireland  
Coláiste Náisiúnta Mara sa tSírreán



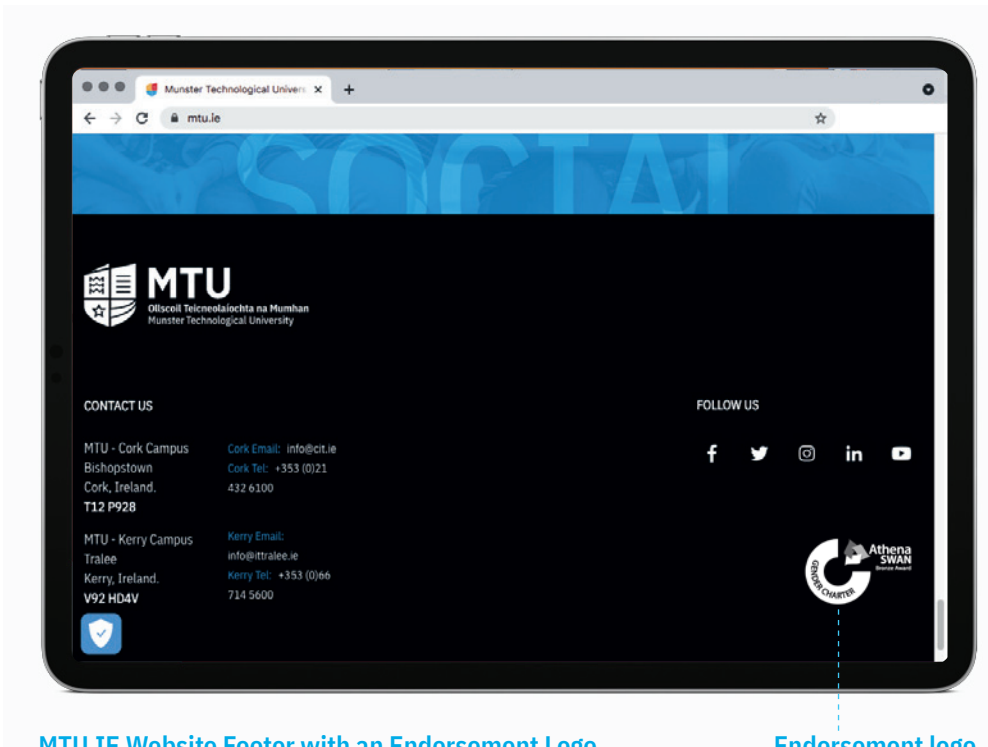
NMCI Press Ad

# MTU Logo + Endorsements

6

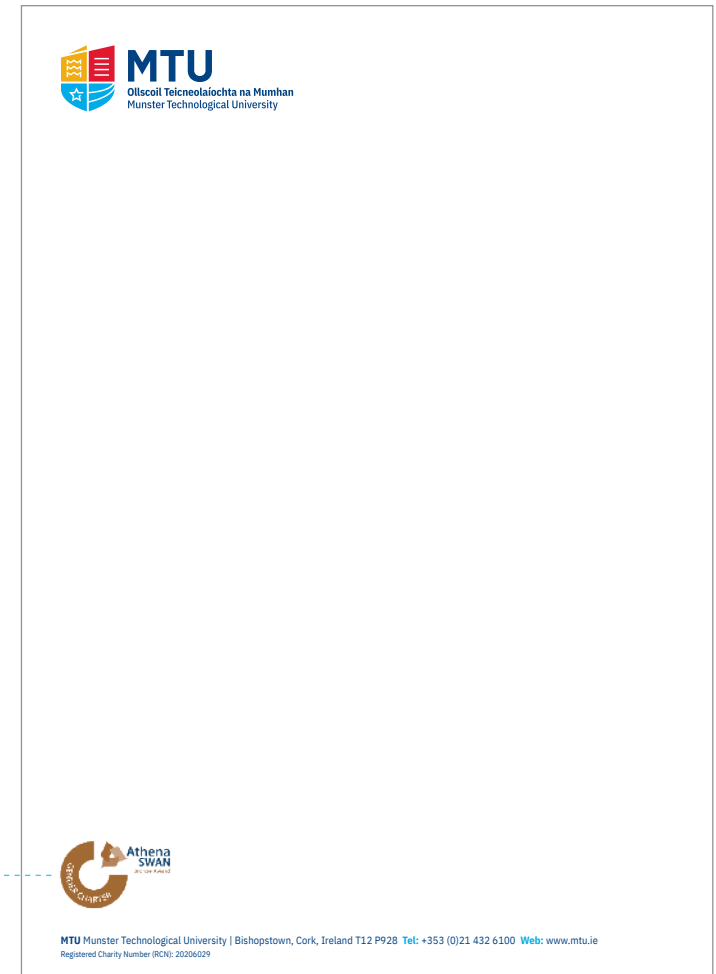
# MTU Logo + Endorsements

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

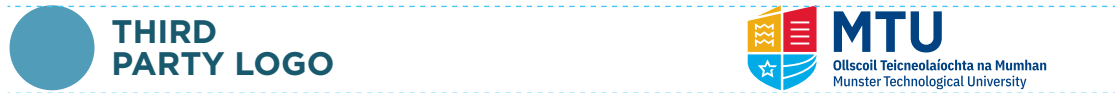
# MTU Logo + Third Party Applications

7

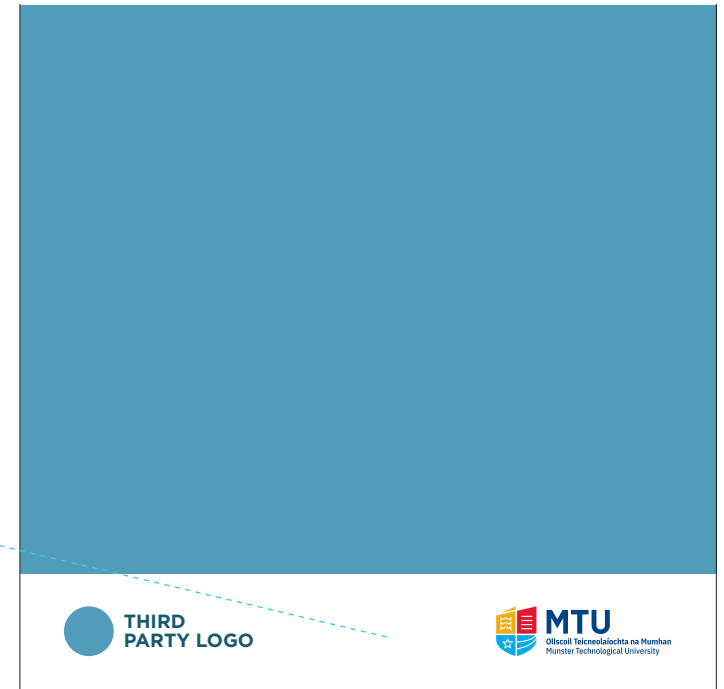
# MTU Logo + Third Party Applications

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





# 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>
<b>Bold</b>	<b><i>Bold Italic</i></b>

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>
<b>Bold</b>	<b><i>Bold Italic</i></b>



# 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.

---

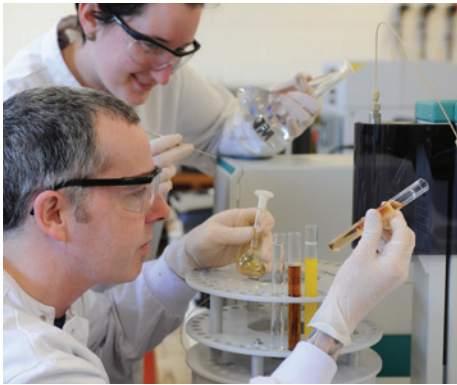
## People photography examples



# Photography – People Cont.

---

## People photography examples



# Photography – People Cont.

---

## People photography examples





# Photography – People Cont.

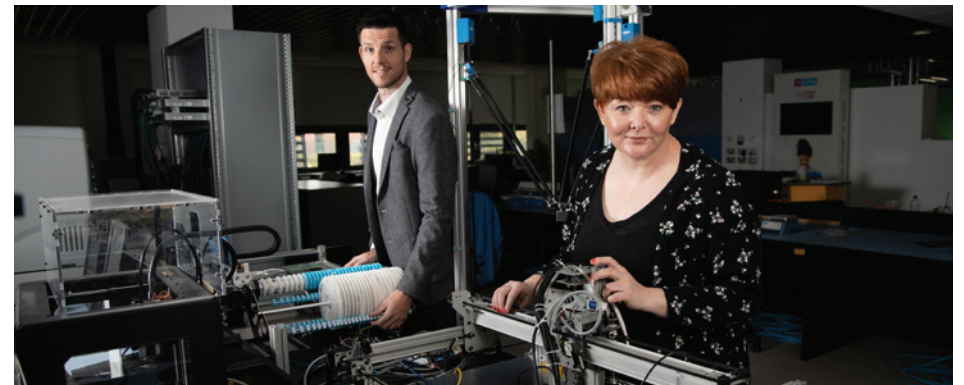
---

## 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

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

Light Weight

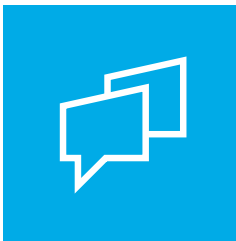
# Iconography Cont.

---

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.

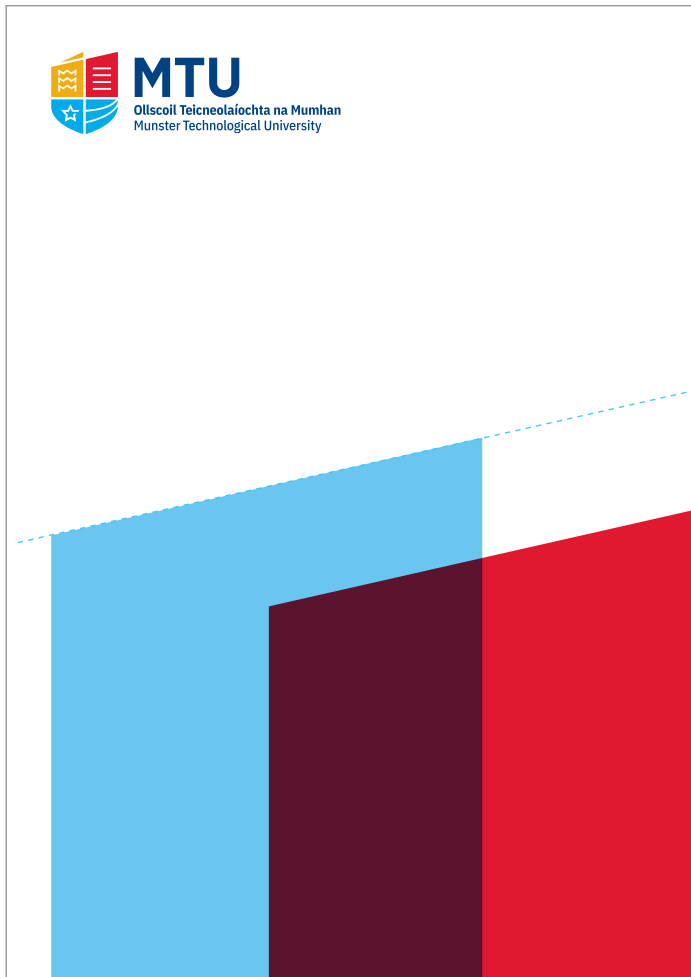




# MTU Brand Device

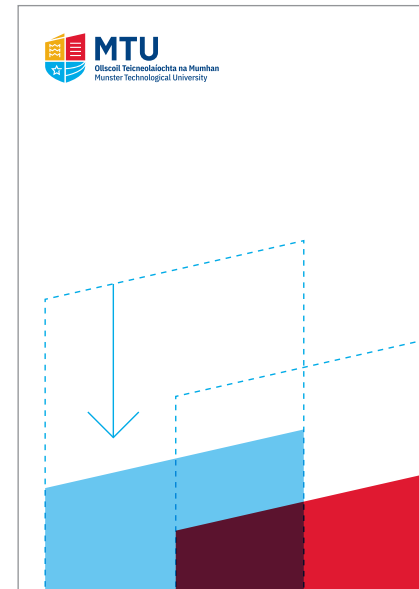
10

# MTU Brand Device

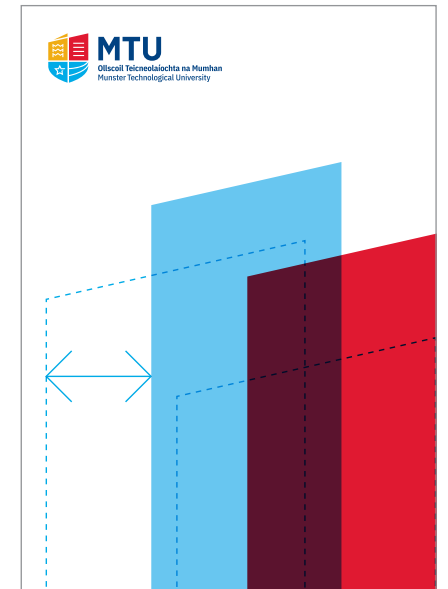


The angle of the brand device is derived from the MTU logo.

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.



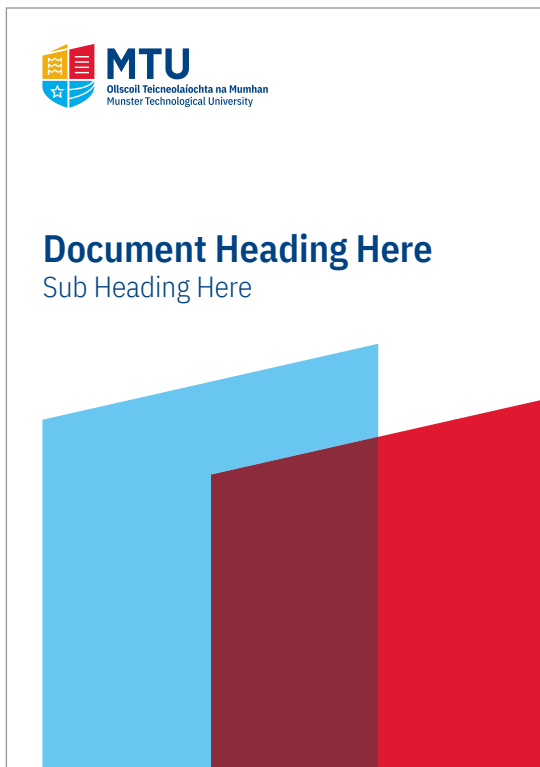
The brand device can move up or down



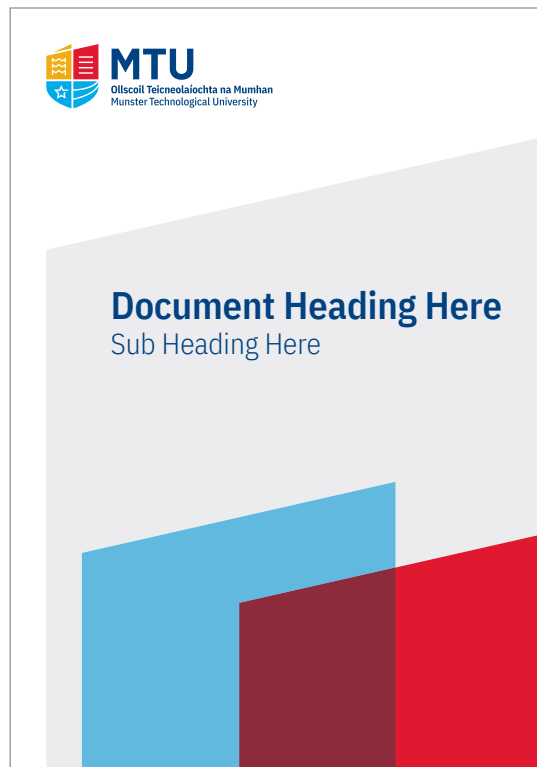
The brand device can move horizontally

# MTU Brand Device Cont.

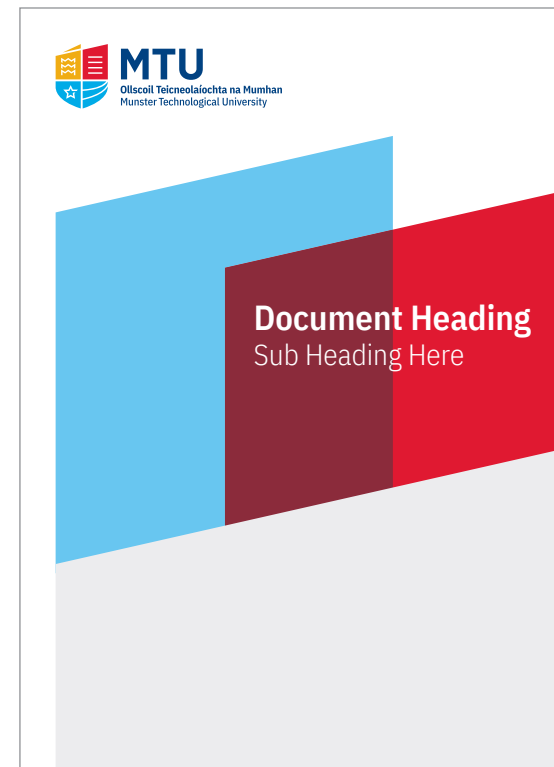
The brand device can be used on a variety of applications such as ads, brochure covers, reports and leaflets. Templates are available in A4, A5, DL, Square, portrait and landscape formats. See below and on the following pages.



A4 Portrait Example 1



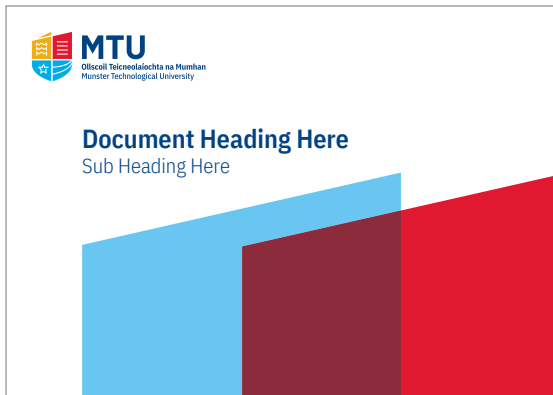
A4 Portrait Example 2



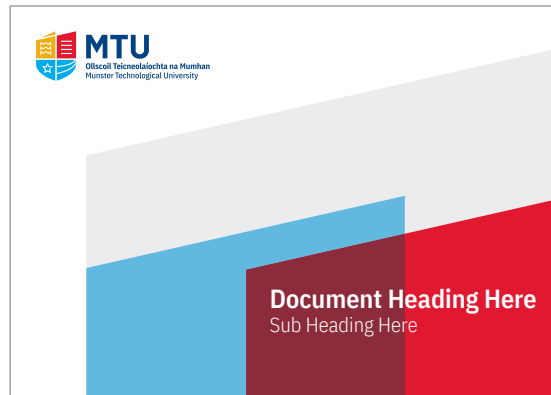
A4 Portrait Example 3

# MTU Brand Device Cont.

---



A5 Landscape Example 1



A5 Landscape Example 2



A5 Landscape Example 3

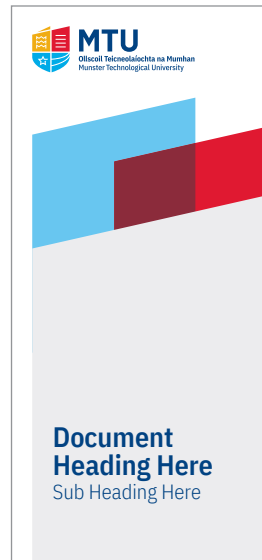
# MTU Brand Device Cont.



DL Portrait Example 1

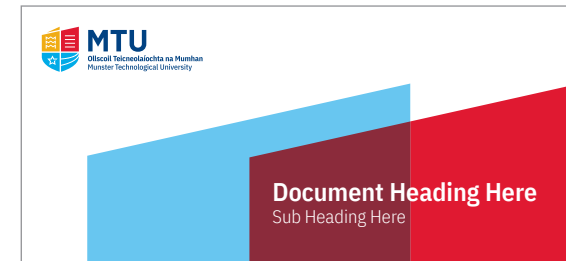


DL Portrait Example 2



DL Portrait Example 3

DL Landscape Example 1



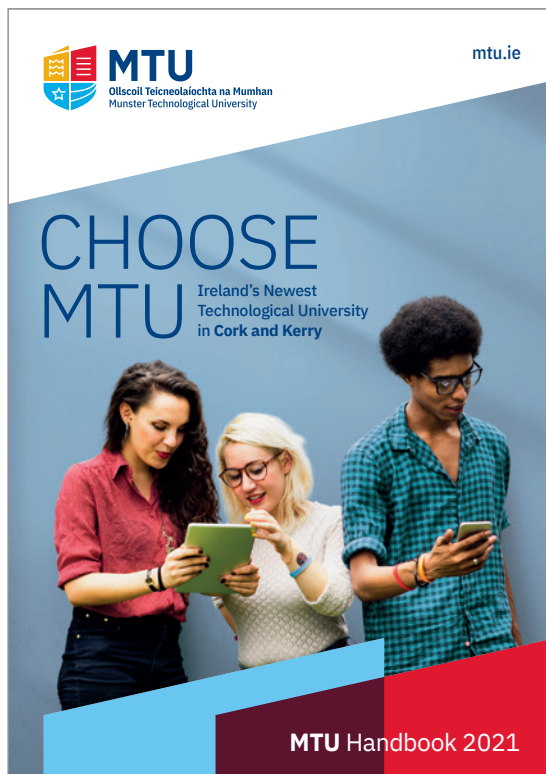
DL Landscape Example 2

# 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

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

Information on courses visit [mtu.ie](http://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

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

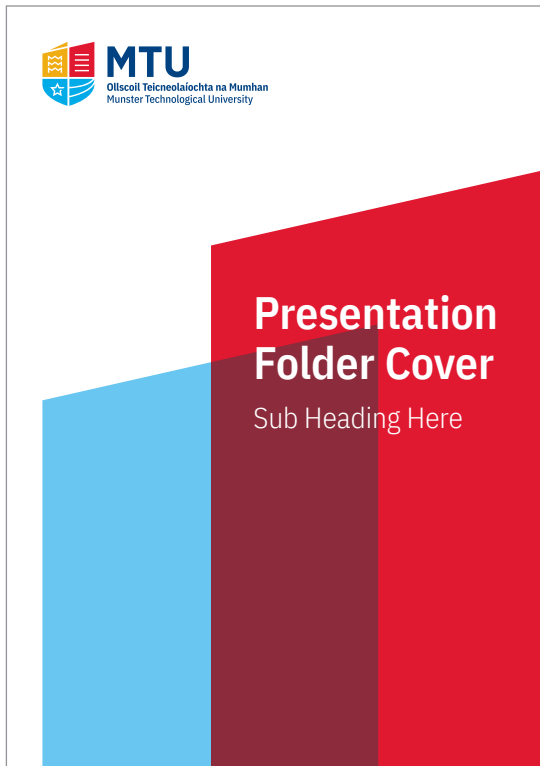
Information on courses visit [mtu.ie](http://mtu.ie)

3/4 Page Ad

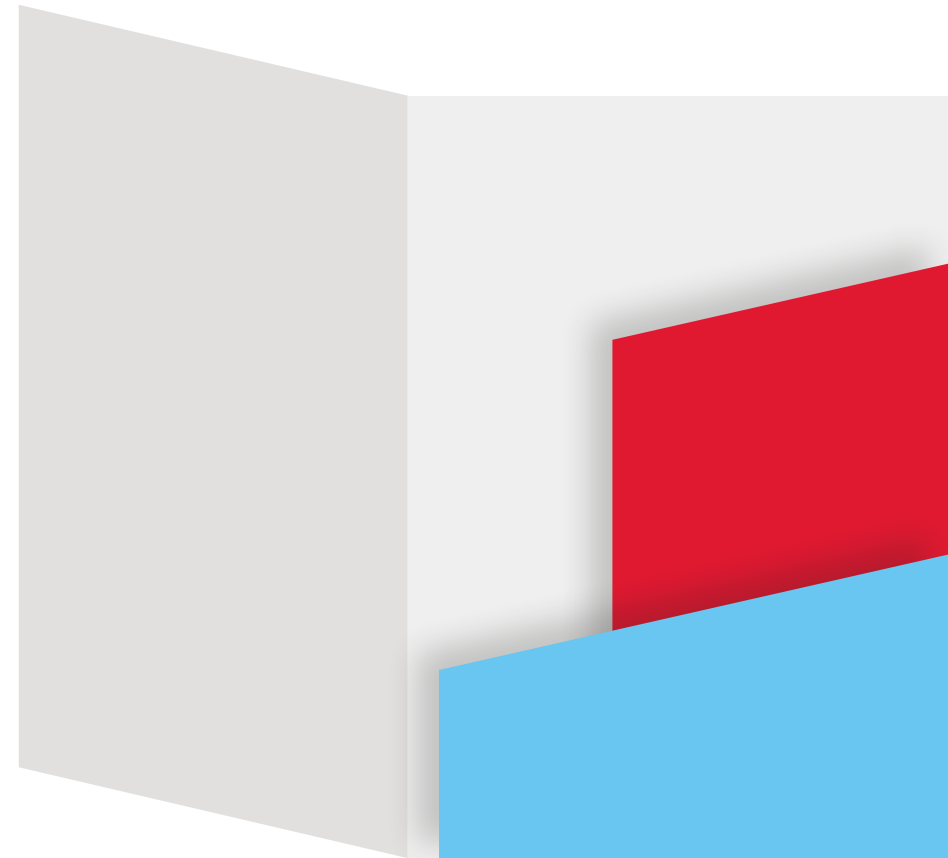


# MTU Brand Device Applications Cont.

---



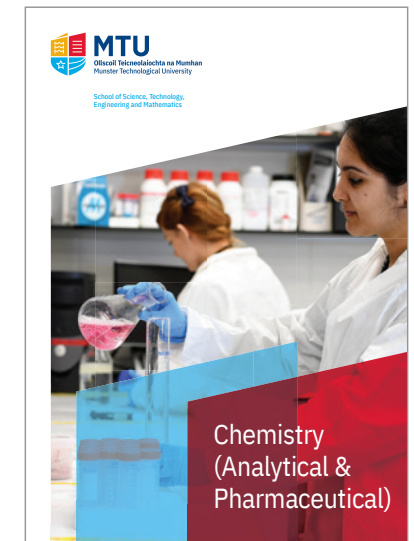
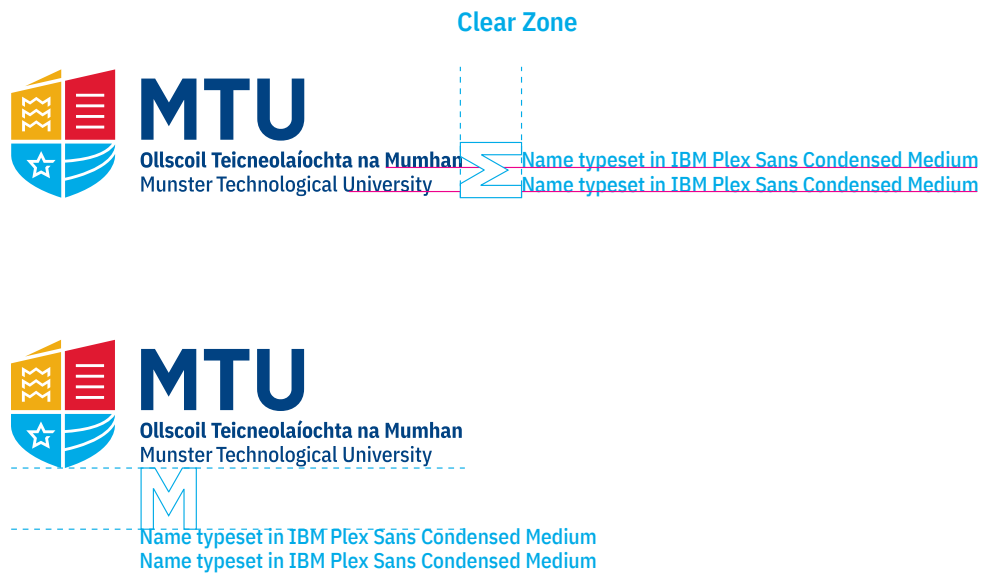
Folder Cover



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 featuring the university logo at the top left. 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. The central image 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 CAO Application Deadline (5.15pm Monday 1st Feb. WWW.MTU.IE) are at the bottom.

2 Column Ad

A full-page advertisement for MTU with the university logo at the top left. The headline "CHOOSE MTU" is prominently displayed in large white letters, with "MUNSTER TECHNOLOGICAL UNIVERSITY CORK AND KERRY" to the right and "SUCCEEDING TOGETHER" below. The central image features three individuals: a male student, a female student, and a female staff member, each in a white-bordered frame. Below the frames, a white box lists statistics: 6 Campuses across the South-West Region, 140+ Courses & Programmes, 120+ Links with leading colleges worldwide, and 18,000+ Learners, with a sub-note "2,000+ Staff developing & supporting learners". Social media icons and the 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. The first panel shows a man and a woman looking at a tablet, with statistics '6' and '140+'. The second panel shows a man and a woman, with statistics '18,000+' and '2,000+'. The third panel shows two men looking at a phone, with statistics '120+' and '100+'. The fourth panel shows a woman, with social media icons and the text 'FOLLOW US'. At the bottom right, a blue banner 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

**FOLLOW US**

**CAO Application Deadline**  
5.15pm Monday 1st Feb. [WWW.MTU.IE](http://WWW.MTU.IE)

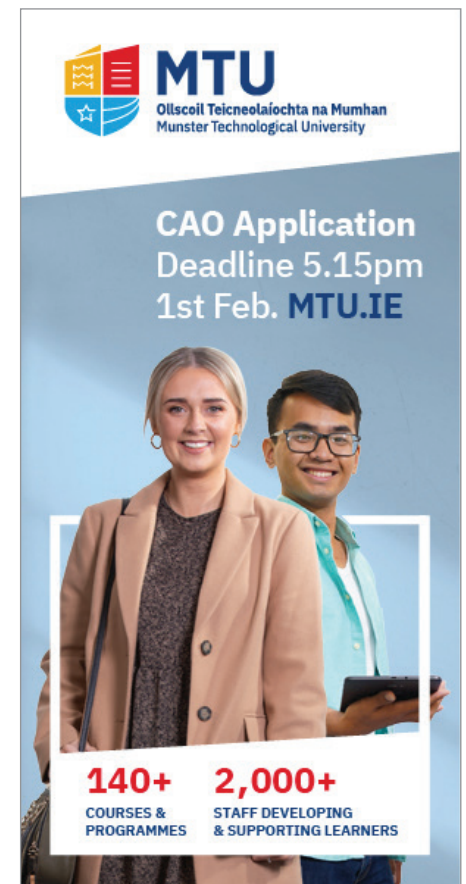
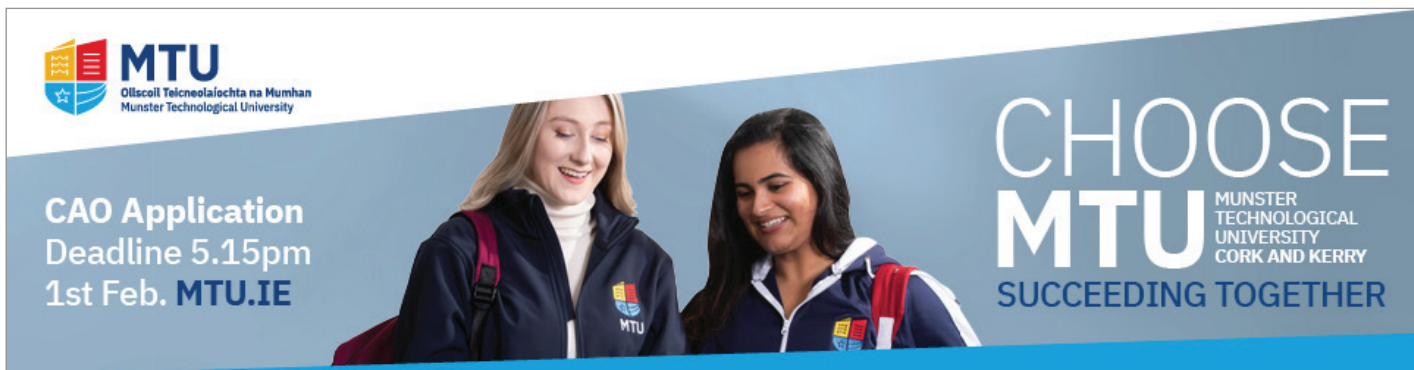
48 Sheet Billboard

# 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

12

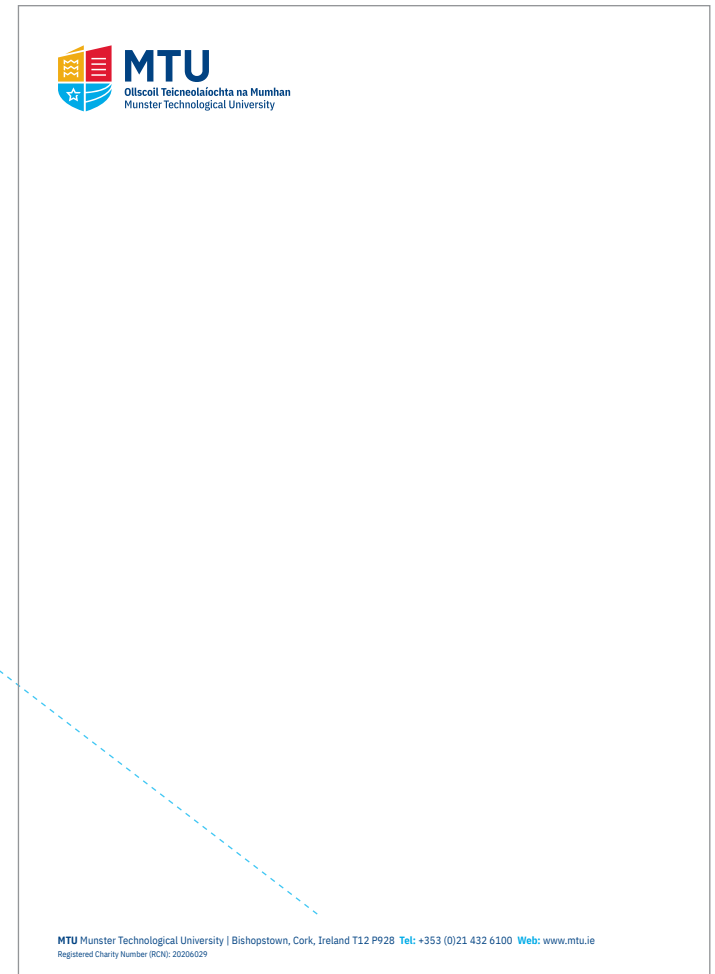
# Letterheads

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](http://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](http://www.mtu.ie)  
Registered Charity Number (RCN): 20206029

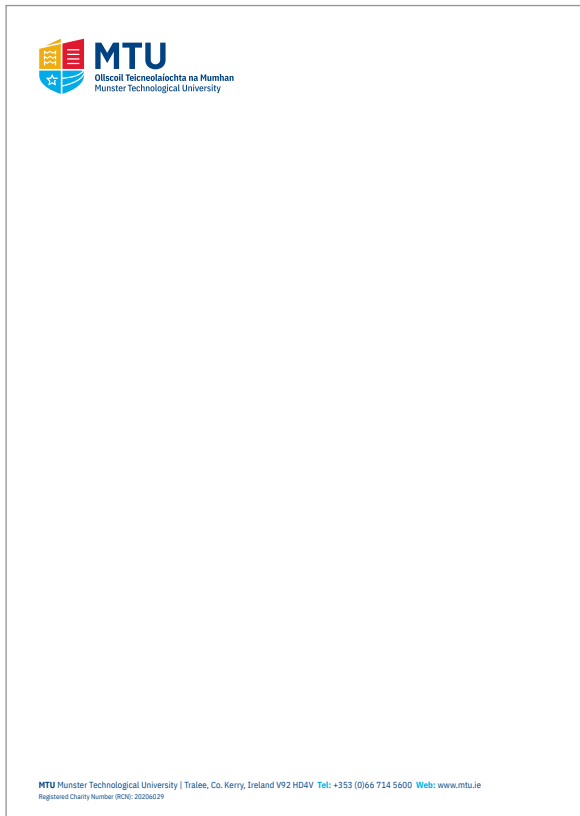
**Address information identifies campus location**



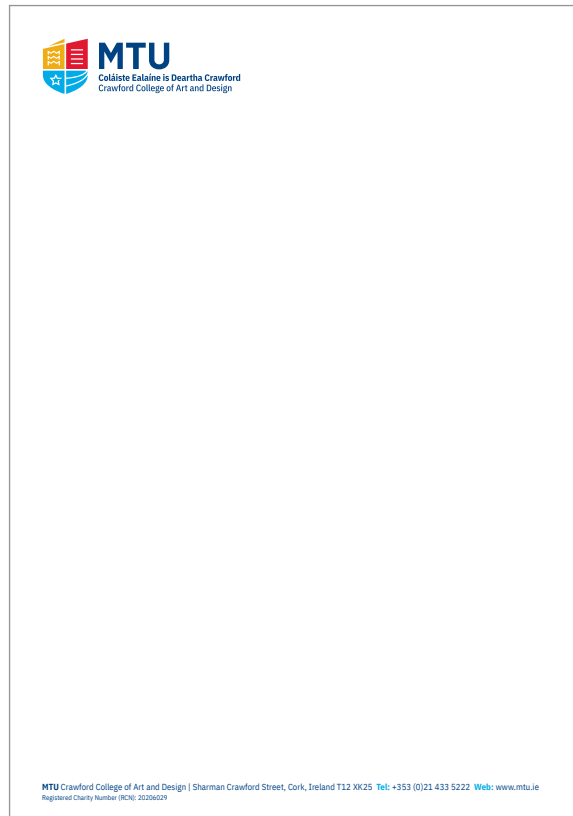
**Cork Campus Letterhead**

# Letterheads Cont.

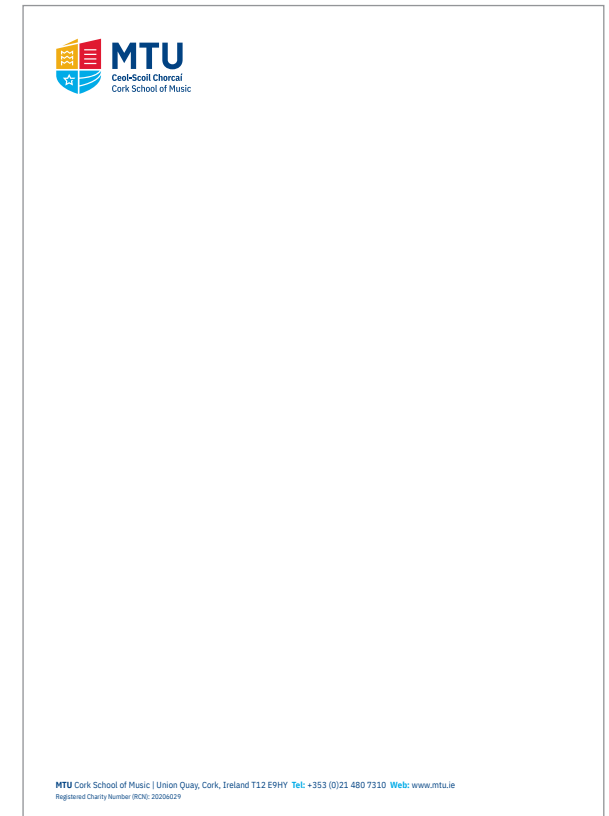
## University letterhead examples



Kerry Campus Letterhead



MTU Crawford College of Art and Design



MTU Cork School of Music

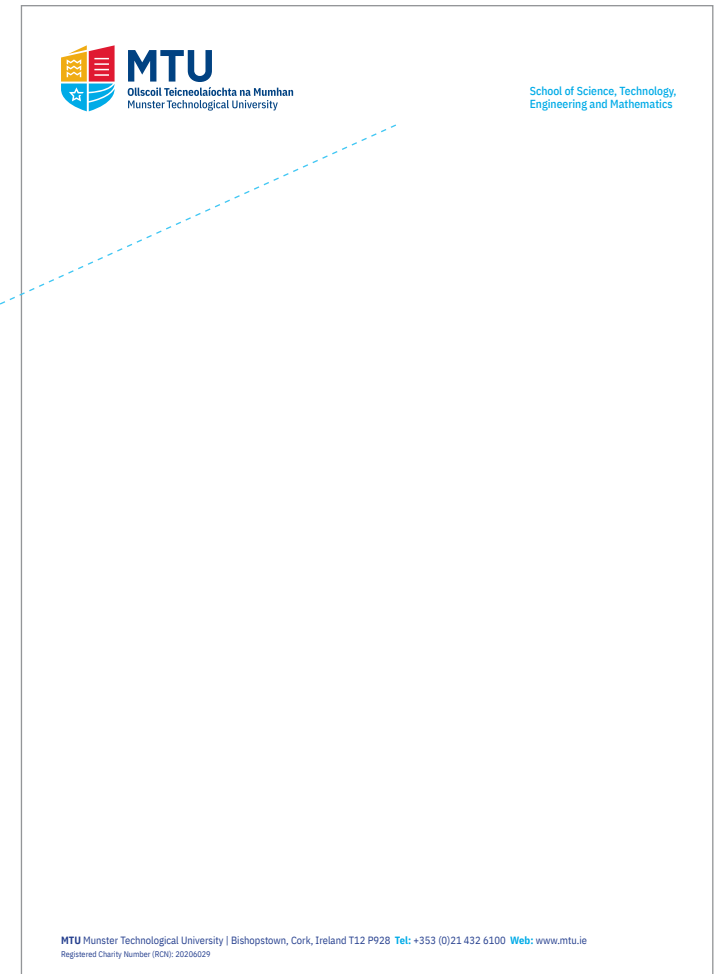
# Department, Schools and Faculty Letterheads

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

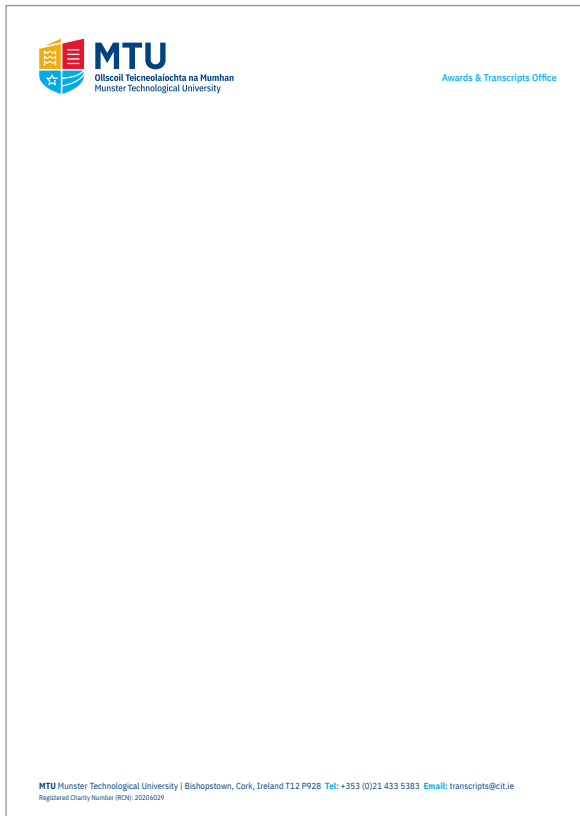
Example shows Department name typeset over two lines  
in equal size to the full MTU title.



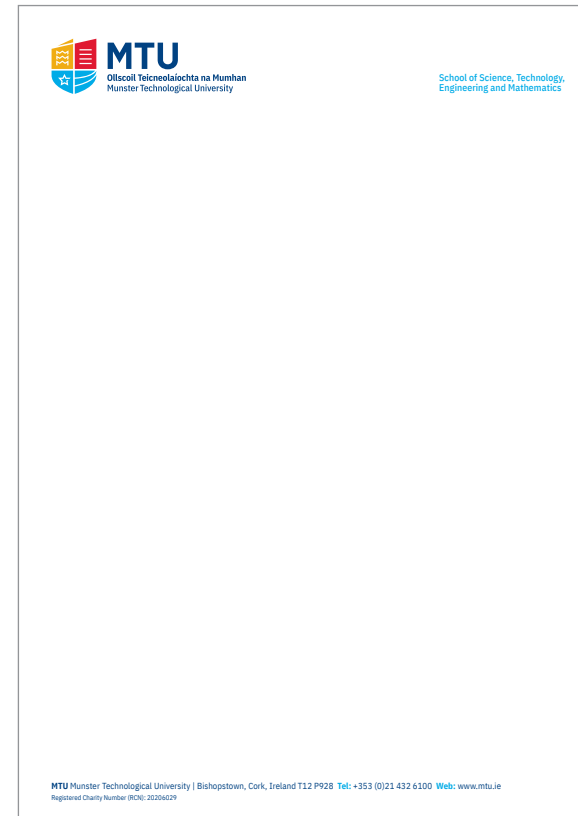
Department Letterhead

# Department, Schools and Faculty Letterheads

## University Department, School and Faculty letterhead examples



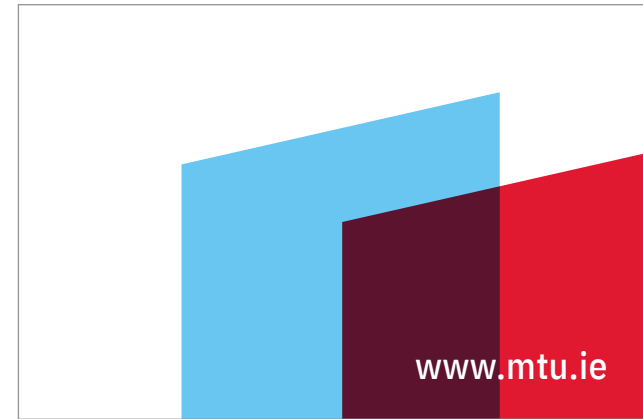
Awards & Transcripts Office



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

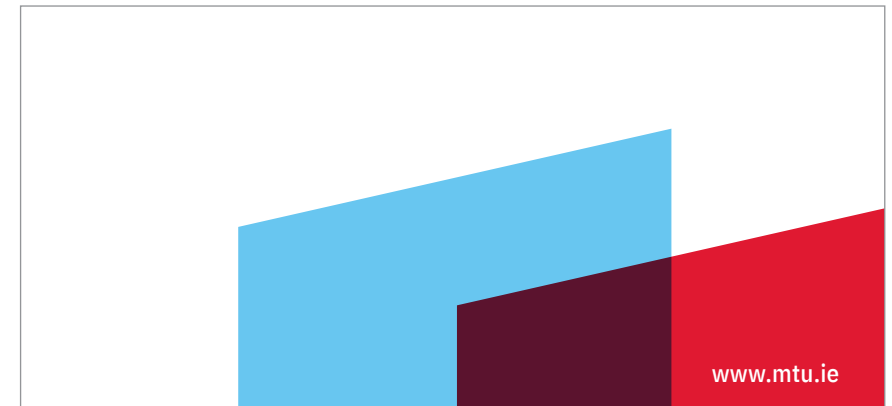
A layout has been developed for the MTU compliment slip.



Compliment Slip Front



Master artwork is available.



Compliment Slip Back

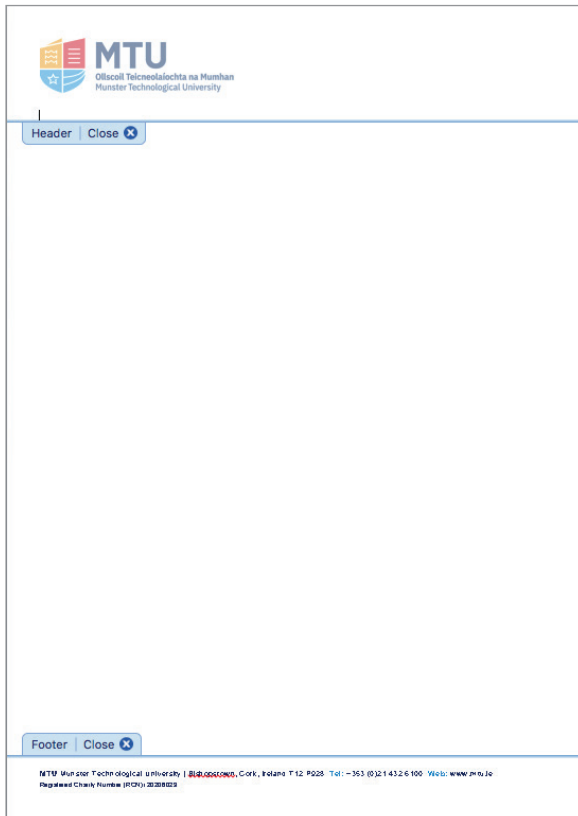
# Digital Applications

13

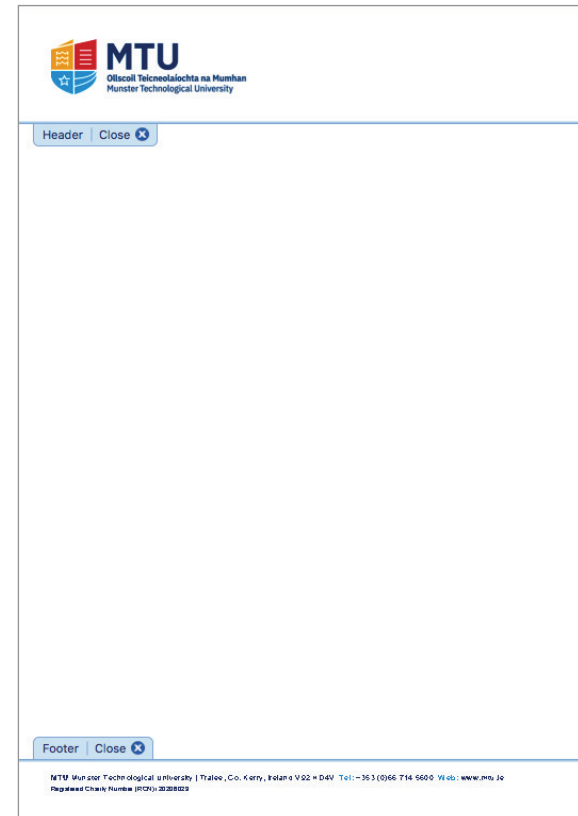


# Word Letterheads

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

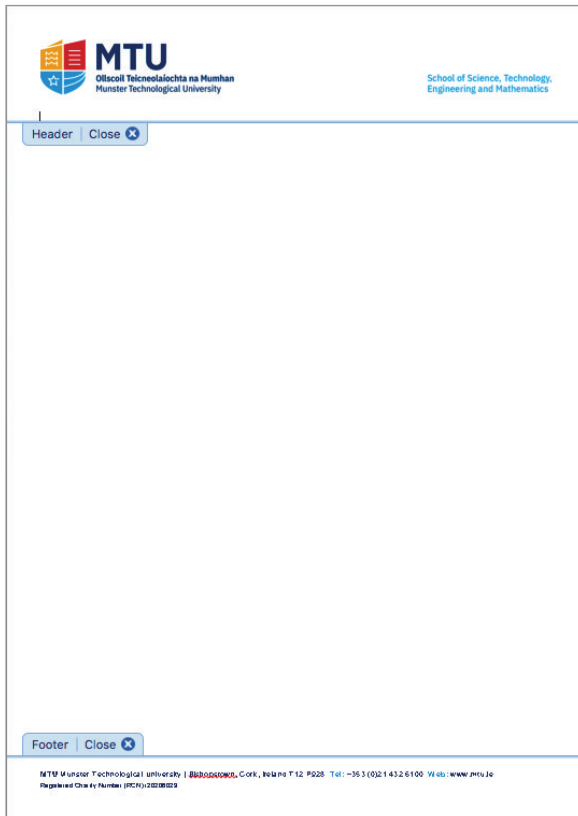


Cork Campus Word Letterhead

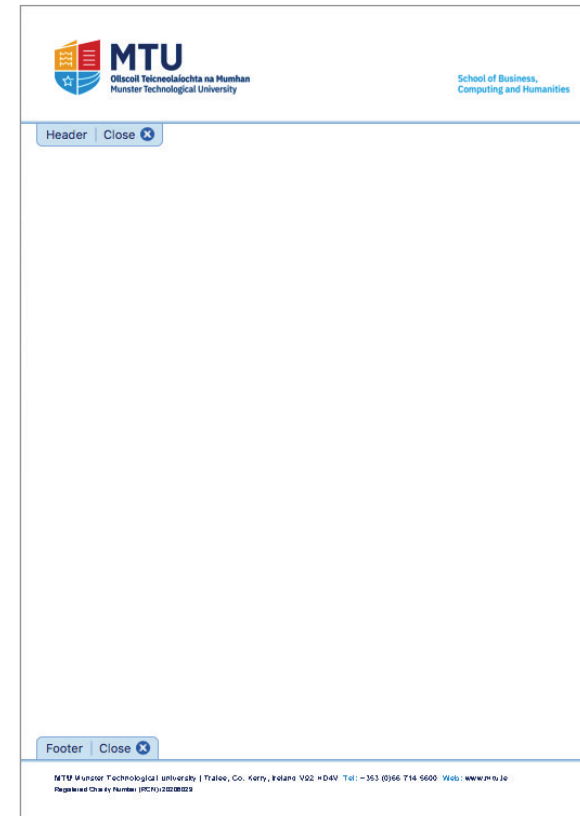


Kerry Campus Word Letterhead

# 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**  
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/57f

**Disclaimer:** <https://www.mtu.ie/emaildisclaimer>

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 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**  
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

**Disclaimer:** <https://www.mtu.ie/emaildisclaimer>

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 A

# Email Signature B

Email Signature B includes the tagline Succeeding Together.

**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/575

**Succeeding Together**

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

Kerry Campus Email Signature B

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

**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

**Succeeding Together**

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

Cork Campus Email Signature B

10pt Arial Bold

10pt Arial Reg

2 LINE SPACE

MTU LOGO PNG

2 LINE SPACE

10pt Arial Bold

10pt Arial Reg

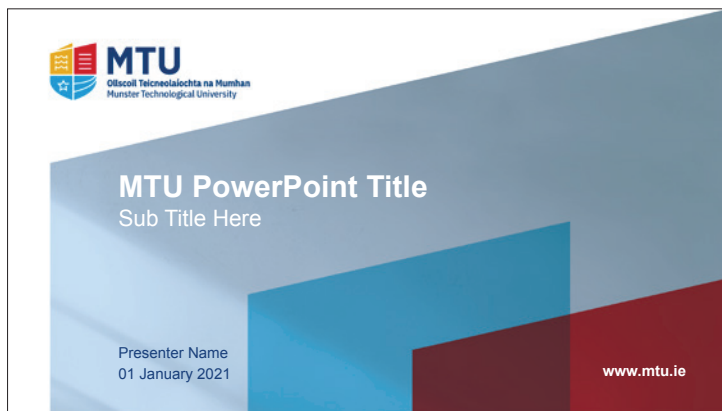
2 LINE SPACE

MTU BAR B PNG

9pt Arial Bold

# 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.**

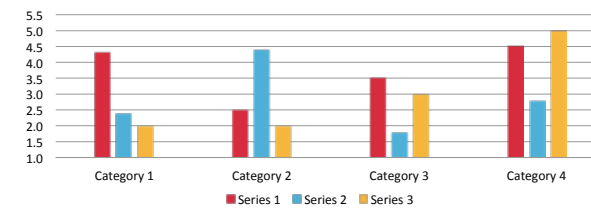
- Don't use too many lines or words. State your point!
- Avoid big chunks of text.
- Use styles and themes provided in this template.
- Avoid using more than two levels of bullets.



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](http://www.mtu.ie)

## Divider Slide Type A



## Divider Slide Type B




**Thank You!**

For more information, please email [hello@mtu.ie](mailto:hello@mtu.ie)

Presenter Name  
01 January 2021

[www.mtu.ie](http://www.mtu.ie)

# PowerPoint Template Cont.




MTU  
Ollscoil Technological na Mumba  
Munster Technological University

## MTU PowerPoint Title

Subtitle

Presenter Name  
01 January 2021

[www.mtu.ie](http://www.mtu.ie)



MTU  
Ollscoil Technological na Mumba  
Munster Technological University

## 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](http://www.mtu.ie)




MTU  
Ollscoil Technological na Mumba  
Munster Technological University

## 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](http://www.mtu.ie)



MTU  
Ollscoil Technological na Mumba  
Munster Technological University

## 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](http://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

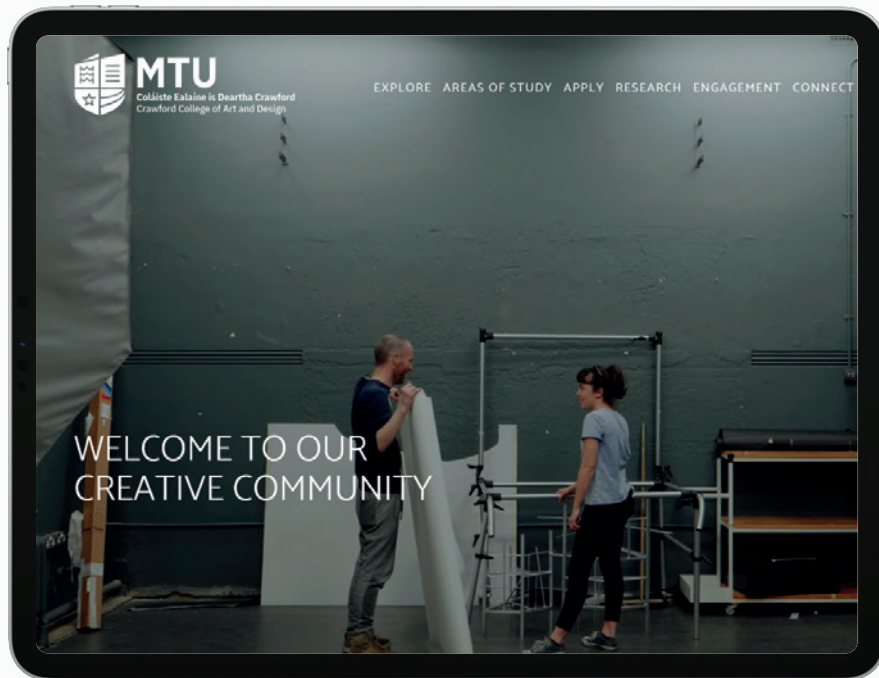


Full colour version of the logo used on white background.  
Brand typeface maintains consistency on websites

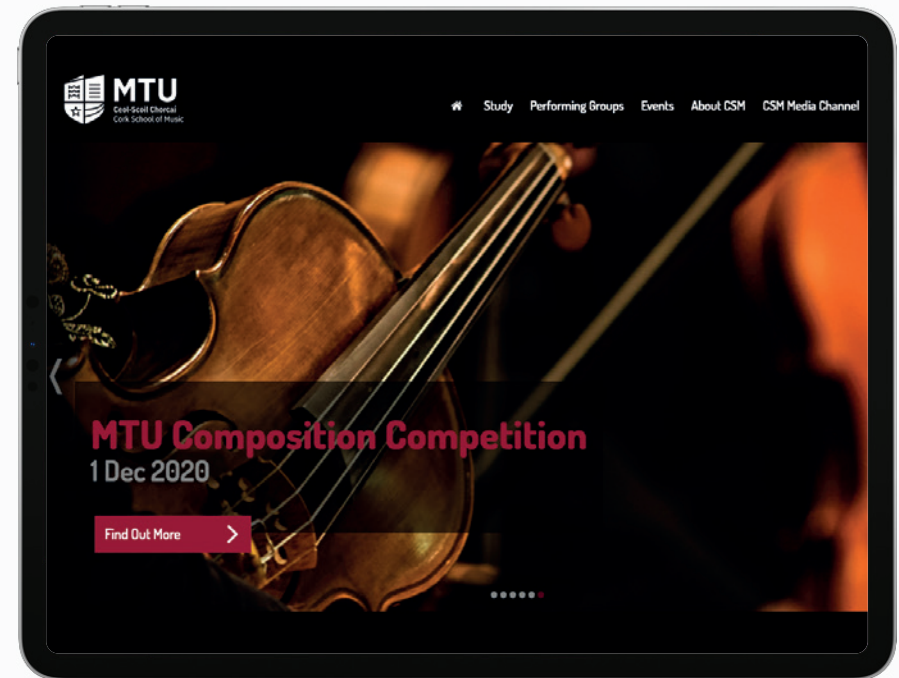


# Websites Cont.

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

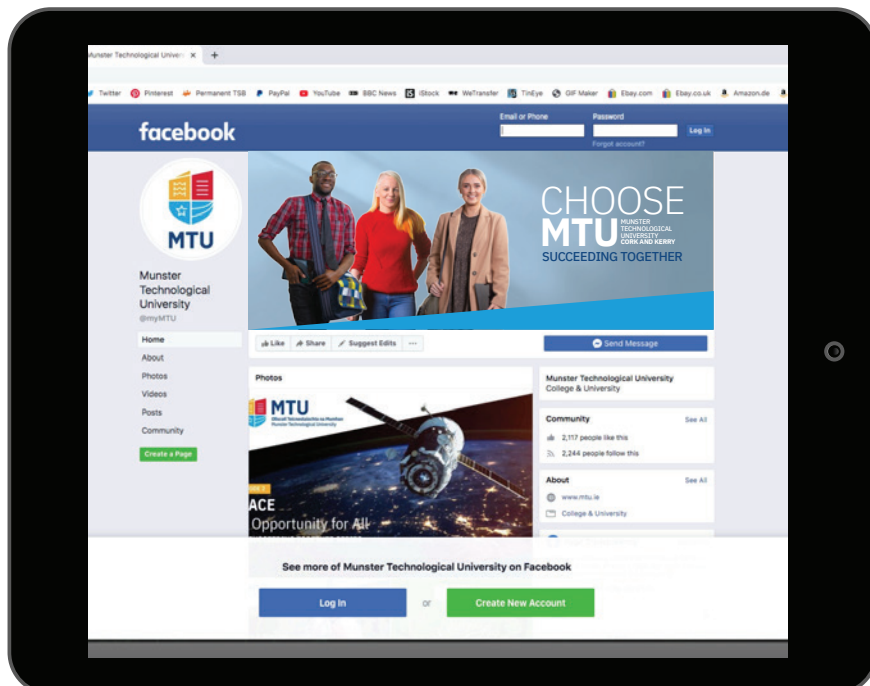
When developing ads, video or animations for use on websites and social media platforms ensure the MTU logo is prominent and the call to action has impact. The examples below and on the following pages are part of the 2021 CAO Campaign.



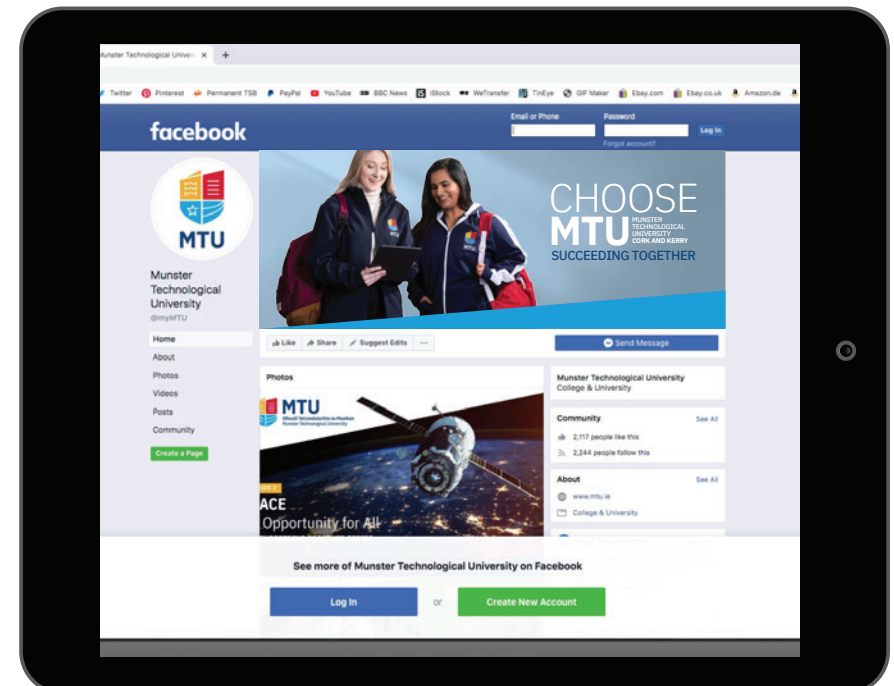
Example of an opening, middle and end frame animation storyboard

# 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.

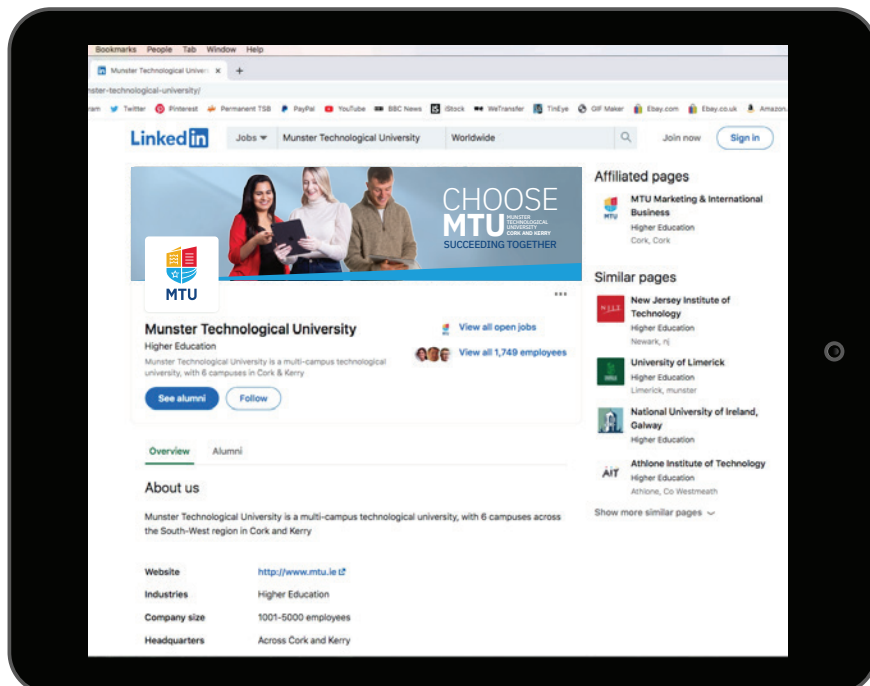


Facebook

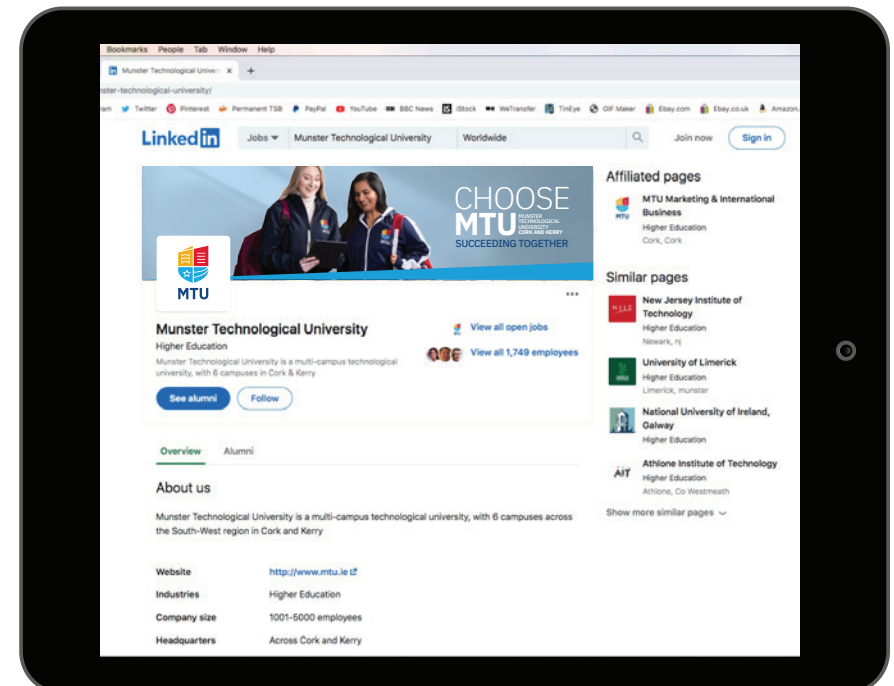


Facebook

# Digital / Social Media Cont.

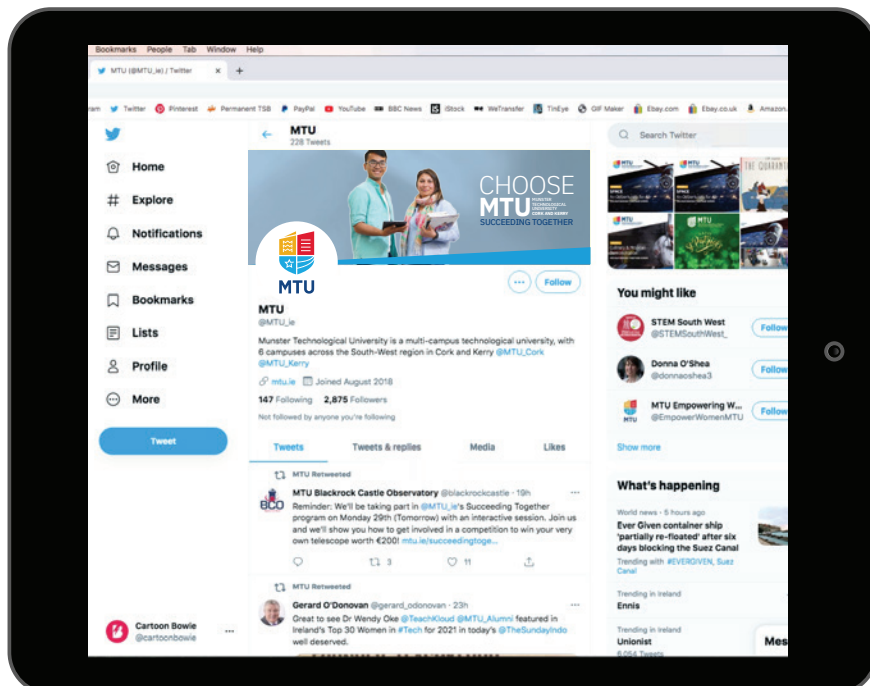


LinkedIn

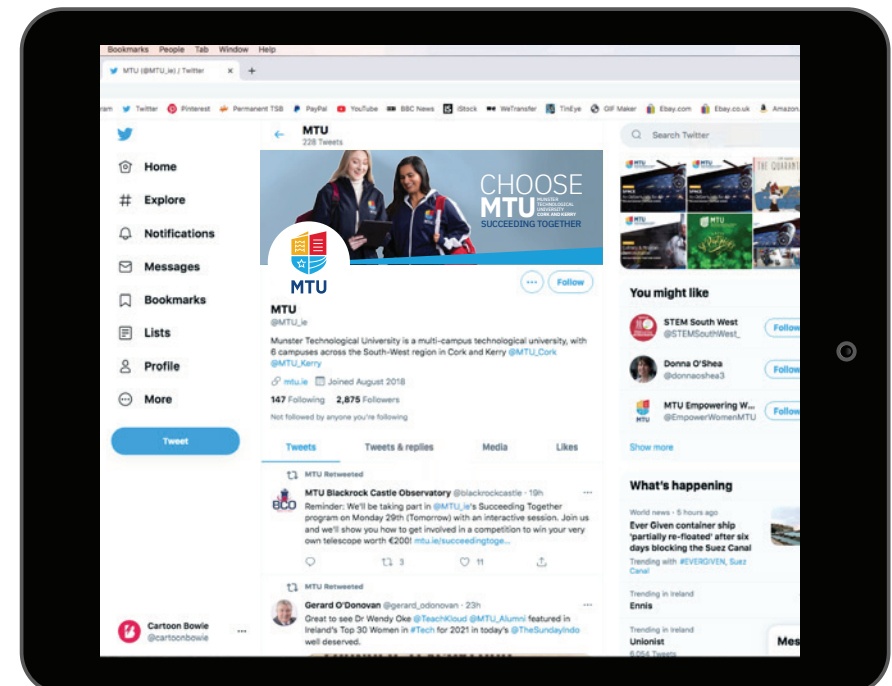


LinkedIn

# Digital / Social Media Cont.



Twitter



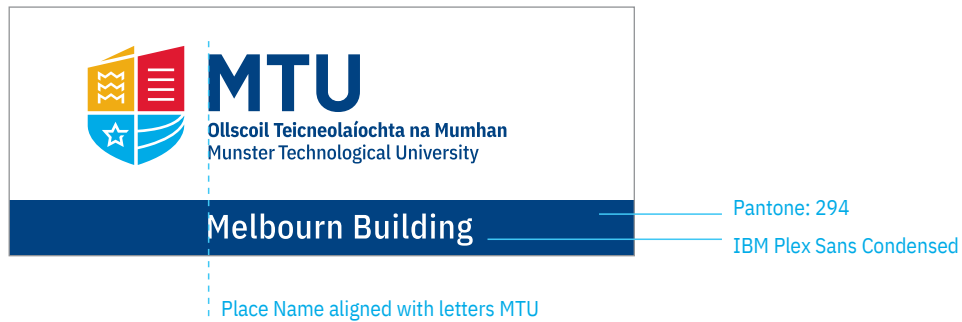
Twitter

# 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

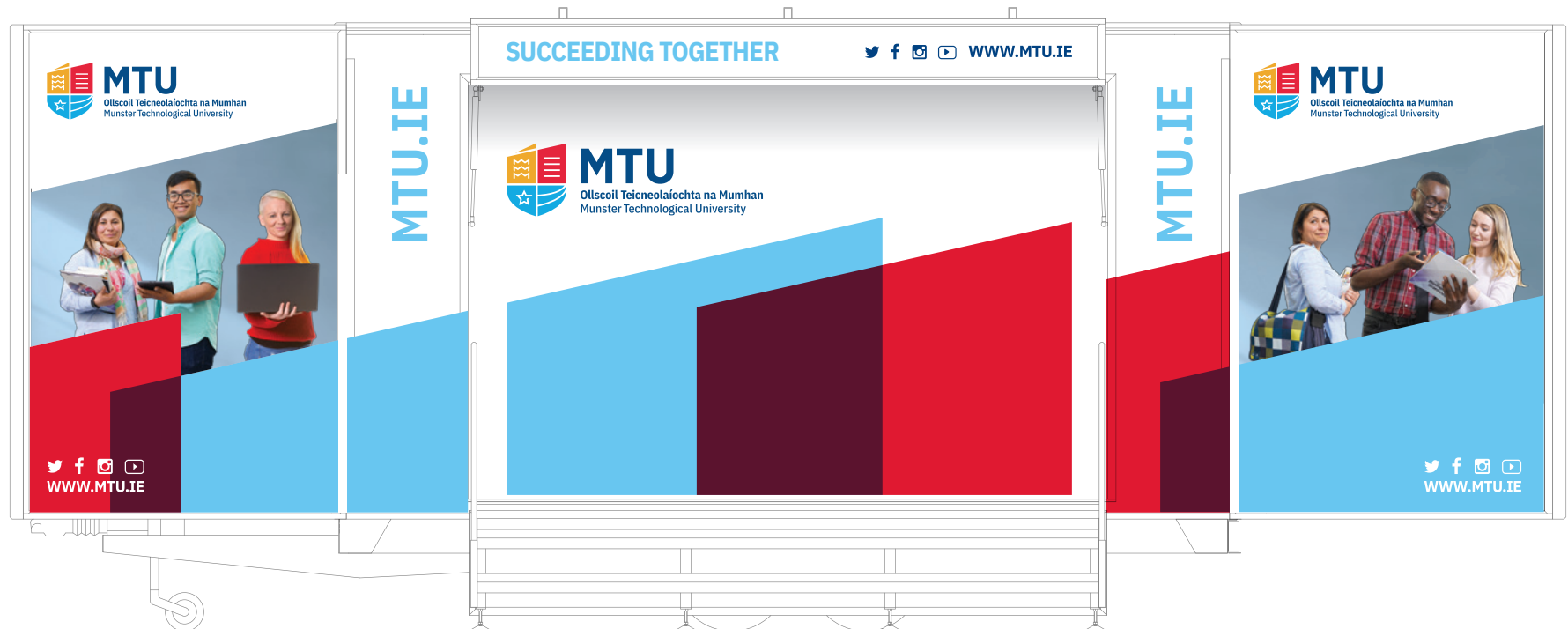
# Vehicles Cont.

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)

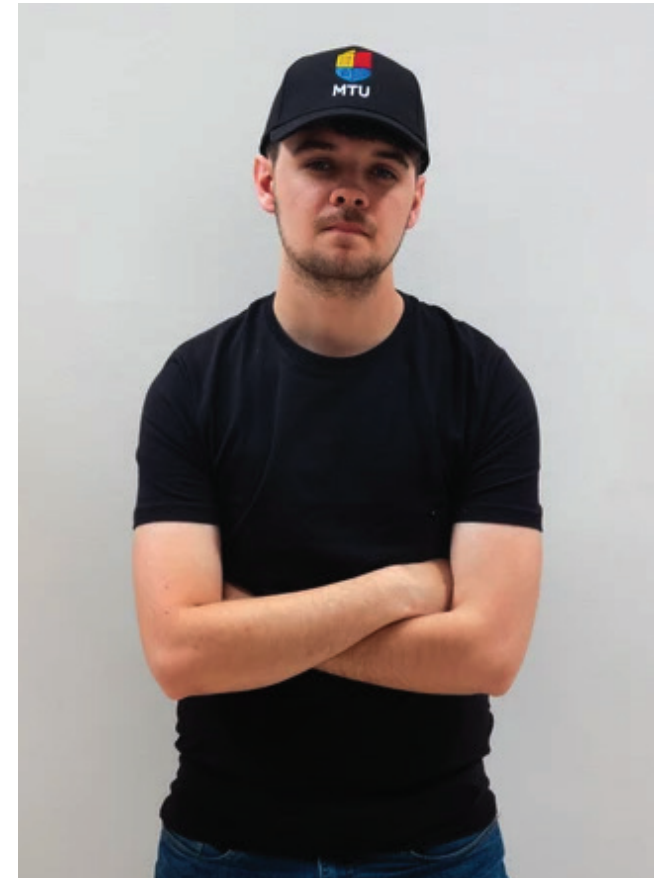


**Incorrect use of the MTU Stacked Logo**  
(not enough contrast between background & logo)



# Caps / Hats

---



MTU Hoodies and Caps

# Hoodies

---





# Hoodies Cont.

---



MTU Hoodies

