



ATU Brand Book
Version 2.0
June 2023

The aim of this brand book is to serve the functional and conceptual communication needs of Atlantic Technological University. On the functional side, this book contains a guide to the use of brand assets, with examples of them in use across a broad range of applications. The conceptual needs are reflected in the brand positioning and usage guides. These reflect the intent of the broad alliance that has come together to make ATU a reality. In combination, these create a platform that will serve the university's communication needs into the future. The system is designed to be flexible — encouraging creativity across all communications.

Brand Positioning

The outlook and intent captured here should help inform all creative and communication outputs. Creative work should be aligned to the brand positioning, which can also serve as a means to evaluate the suitability of creative treatments and concepts.

Atlantic TU will educate
and inspire in the West and
North-West region, and
deliver impact far beyond it.

At Atlantic TU we serve a diverse group of learners, staff, communities and organisations from our region and further afield. We offer a rich combination of academic and research excellence, quality of life and opportunity – all of which can be experienced in the most beautiful part of Ireland.

Our collaborative, considered approach ensures that we deliver practice-orientated study, and research that seeks to address major challenges facing society and the world.

As a northern and western multi-campus technological university, we are dedicated to enabling sustainable economic, social and cultural development; connected to our region and with a mindset that reaches far beyond it.

Brand values offer a shorthand that helps to align operational aspiration and communication output. They are a distilled representation of the values underpinning the university, and guide our choice of medium and messaging – how the brand behaves.

Togetherhness, Optimism, Excellence, Consideration

Togetherhness

We work as a community, thriving on the strength of our connections. Everyone is welcome to join us on this journey. Through collaboration and interdependence we will achieve great things together.

Optimism

We believe in the transformative power of education. We are ambitious, energetic and engaged in our interactions. We look forward, and our work creates real opportunity for the region and beyond it.

Excellence

We are tenacious in pursuing high standards. We celebrate our achievements, both individual and shared. We are open to change and challenges because they are opportunities to learn.

Consideration

We act with high regard for personal well-being and advancement. We value each individual and treat them with respect and an open mind. We are thoughtful in our interactions with others.

Brand personality is a set of attributes that characterise the brand in the minds of our audience. If the brand was a person, what would their temperament be, and how might they act? Brand personality traits guide tonality and style, and are a useful to sense-check the tone of communication and creative work – what the brand is known for.

Is:	Engaged Interdependent Connected	Collaborative	Is not:	Exclusive Inaccessible Demanding
Is:	Open Involved Responsive	Genuine	Is not:	Vague Dishonest Uptight
Is:	Forward-thinking Ambitious Always learning	Driven	Is not:	Resigned Know-it-all Defeatist
Is:	Welcoming Warm Trustworthy	Empathetic	Is not:	Close-minded Unforgiving Harsh

The future is here

The **future** is not a distant place, it unfolds before us with every passing moment. ATU presents an immense opportunity to shape a future starting now and extending before us.

We celebrate the fact that ATU could only happen as it has **here** in the west and north-west. We highlight the advantage and opportunity that the technological university brings to the region.

Brand Assets

Brand assets have been created for both the language and visual aspects of the identity. Each is supplied with an explanation of its role, guide to intended use, and where needed, advice on what should be avoided in its use. The desired outcome is a nuanced and flexible brand, which remains consistent across a variety of applications without ever becoming monotonous.

Our **language identity** facilitates the delivery of compelling, relevant, strategy-aligned messaging across the university's communications.

Messaging

Messaging is the substance of what we say, working in harmony with tone of voice to create clarity and distinction in written and spoken communication. Our messaging includes specific guidance around naming, alongside a variety of content points. These include messages for any audience, as well messaging for specific audiences.

Tone of Voice

Tone of voice is the manner and style in which we write and speak, informing how the brand personality comes through in communication. Our tone of voice guides the level of formality or familiarity in our verbal communication, which informs word choice and structure.

University Name

The designation of ATU in April 2022 marks the end of LYIT, GMIT, and IT Sligo. With that in mind, the institute names should not be used in any context from then onward.

Atlantic Technological University
Ollscoil Teicneolaíochta an Atlantaigh

Full Name

This is the official name of the university. Used in writing, a single-language usage is acceptable.

Atlantic Technological University Ireland

Full Name (International Context)

This version of the full name (with Ireland appended to the English-language version) is for use only in internationally-facing communications.

ATU / OTA / Atlantic TU

Initials / Familiar Version

Used where context provides clarity, where space is limited, and in less formal settings the initialised versions and familiar versions of the university name can be used.

Campus Names

ATU exists across nine campuses. With the change from the alignment to three institutes, all programmes are to be listed on a campus basis. The imperative is to clearly show where programmes are offered or based.

ATU Connemara formerly GMIT Letterfrack

ATU Donegal Letterkenny formerly LYIT Letterkenny

ATU Donegal Killybegs formerly LYIT Killybegs

ATU Galway City formerly GMIT Galway and GMIT Cluain Mhuire

ATU Mayo formerly GMIT Mayo

ATU Mountbellew formerly GMIT Mountbellew

ATU Sligo formerly IT Sligo

ATU St Angela's formerly St. Angela's College, Sligo

Pillars and Audience

Our messages are organised around four pillars. They provide starting points and talking points for communication about and for ATU. Beyond universal resonance, it may be useful to consider specific audiences in selecting where the focus lies.

Recruitment Audience

Clarity and differentiation in communication ensures that prospective students are aware of programmes and informed of their advantages. Clear messaging also has an impact in attracting and retaining strong candidates for academic, research and non-academic roles.

Stakeholder Audience

The need for awareness and understanding extends to partners in academia, alumni, national and international funding and research organisations, the media, and government. It is also important in our interactions and communication with communities in the northern and western regions.

Think Big

ATU campuses extend across a large geographical area, and having ATU in the region brings new opportunity to school leavers and other prospective learners, from the region and further afield.

The creation of a new university for the region is a massive, once in a generation event that will impact the lives of very many students, staff, communities, alumni and partner organisations.

These quantifiably large aspects of Atlantic TU are underpinned by the scale of ambition and drive that has brought the process to this point.

Celebrate Place

The western and north-western regions are well known for their exceptional natural beauty; largely defined by the expanse of the Atlantic close by. The land is shaped by the elements and a people that respect and understand the place they inhabit.

These conditions demand resilience, helping to foster close community and cooperation.

Proximity to place also serves as a reminder of our responsibility to act with sustainability in mind.

Highlight Distinction

While Atlantic TU brings together a large number of groups and individuals under one university banner, it will not homogenise their identity or experience.

ATU will be a celebration of the diverse identities and proud traditions of staff, students and the communities around them.

ATU is a technological university of true distinction and excellence.

Borders between viewpoints and counties can act as meeting points for collaboration and shared benefit. This will stimulate innovation and ideas to be provoked, challenged and shared.

Make a Connection

The university has well-established connections to industry and enterprise, as well as to local communities.

The university staff have an emphasis on community, and high regard for student well-being and advancement.

Connections that start at university grow into partnerships, lifelong friendships, collaborations and enterprises. They are made possible by the respectful, collaborative and inclusive college environment.

Tag Lines

Tag lines are more explicitly aligned to audiences with one for universal use and two more for more targeted messaging. Audience-aligned tag lines are intentionally flexible. Pivoting from the concepts of future and here in the brand idea, they can be adapted to many differing contexts.

The future is here

Tag Line

Here for ...

Recruitment Tag Line

Examples: Here for you / Here for opportunity / Here for the journey / Here for what's next

Here in ...

Stakeholder Tag Line

Examples: Here in the West and Northwest / Here in our ambition / Here in our achievement

Personality and Tone

We use the brand personality as a way to capture the desired tone in written and spoken communication.

Collaborative

Do

Celebrate shared achievements

We achieve great things together, so when we talk about our achievements, make sure to enthusiastically credit those who made them possible.

Invite Dialogue

The university is a place for community, criticality, personal growth and engagement with social values. In language, through direct or rhetorical questions, we show our openness and curiosity.

Don't

- Rely on comparisons to look good
- Hide our passion and energy

Genuine

Do

Write as you would speak

Recognising that some communication is more formal by necessity, we aim to use language in a natural way. Cadence should be flowing, sentence length should be reasonably short, and jargon should be avoided.

Be direct and frank

We are entitled to a position and to opinions, and should be direct and frank, while remaining cordial and respectful. In headlines and introductions, we can use bold statements that command attention and show that our point of view is grounded in experience.

Don't

- Over-embellish
- Make unsupported claims

Driven

Do

Communicate with passion

We use powerful words to communicate our energy drive and passion. Inventive word choice should always trump heavy use of adverbs that distract from the point, such as “truly” and “very.”

Invite others to join us

We close with an optimistic idea or call to action, adding language to our message and a sense of momentum to our communication.

Don't

- Over-do enthusiasm
- End on a down beat

Empathetic

Do

Centre individual experience

Our communication should invite people to imagine their part in that community. We care about the individuals experience and knowledge and centre it in our writing.

Use inclusive language

We have a global mindset so our writing avoids language that could alienate readers. We seek to be as clear as possible, without losing the energy that makes us who we are.

Don't

- Remove individuals from the story
- Exclude groups or individuals with careless word choice

Our visual identity comprises a selection of elements, and the correct application of each is equally important. Every execution is an opportunity to do things right, and best represent who we are and what we do.

Full Logo

The ATU logo is a central part of the visual identity, providing a memory trigger for what ATU represents. It consists of two parts: an icon made up of an abstract letter A, and lettering to show the university name. The abstract letter A depicts the waves of the Atlantic ocean with the sun overhead. The logo comes in a number of versions, designed to suit a range of applications.

The most commonly applied version is the Full Logo. This is the only version of the logo which can be supplied to third parties.



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an Atlantaigh

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University

Icon Logo

The Icon version of the logo is used where the context shows the ATU name (for example online) or where the application benefits from a more distilled treatment (for example on merchandise).



Layout Logo

The layout version of the logo establishes a clear relationship between the icon and the bilingual name. It responds to context in application, with flexibility in colour and the placement of the bilingual name.

The size and placement of the bilingual name should relate to other elements in the layout. It is available as an outlined artwork asset.

NB: the bilingual name should never be set in an alternative weight of Halyard or in another typeface. The overall height of the bilingual name should never be taller than the height of the icon.



Initial Logo

The Initial version of the logo uses the Icon as the letter A in the initials ATU or OTA. It can be used in applications where there is less explanatory context (in related information or in situation) as to what ATU is. It can also be used on merchandise, in which case the full bilingual name need not always be used.



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Word Logo

The Word version of the logo uses the Icon as the letter A in the word Atlantic. It can be used in applications where there is less explanatory context (in related information or in situation) as to what ATU is. It can also be used on merchandise.



Atlantic

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International Logo

The international version of the logo shows only the English language name, with 'Ireland' added for clarity. It can be used in contexts where the audience is international.



Atlantic Technological University Ireland

Small Logo

Small versions of the logo have been prepared for use at very small sizes. It shows the ATU Icon with the university name alongside it.

The Small Logo is treated in a single language, so versions of it have been prepared in Irish and English.

The small version of the international logo features the ATU initialised logo and with word "Ireland" underneath. It can be used in overseas marketing contexts where using the full international logo is not practical.

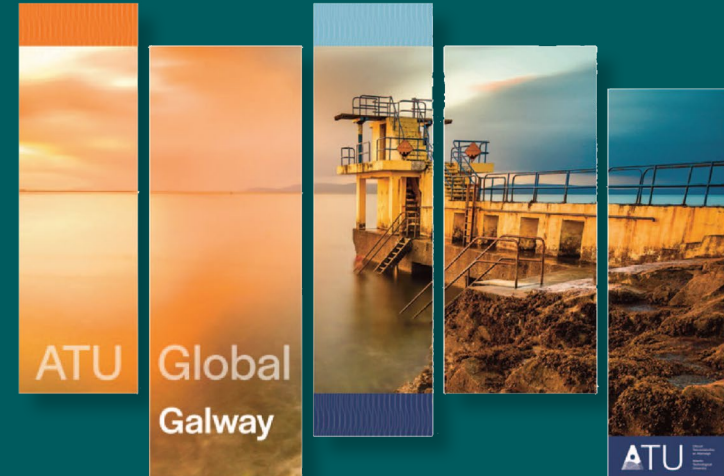


ATU Global

ATU Global is the identity adopted by the international function across all ATU campuses. It is a name/descriptor, not a logo, and should be used alongside the international logo. ATU Global should be written using font Halyard Display Regular.

ATU Global

Artwork and Templates



Sub Brands

A style has been created for University sub brands that takes its lead from the overarching ATU logo. A wide range of sub brands have already been created with varying lengths and any future sub brands should follow the same approach. Sub brands have not been colour coded, they can utilise any of the approved colours shown in the pattern beside the typography.



Faculty of
Science



Department of
Life Science



Department of
Business



**Yeats
Library**



**Knocknarea
Arena**



**Innovation
Centre**



Faculty of
**Engineering
and Design**



Yeats Academy of
**Art, Design
and Architecture**



Department of
**Environmental
Science**



**Research,
Engagement
and Innovation**



**McKeown Library
and Academic
Writing Centre**



**Registrar
& Academic
Affairs**



Department of
**Computing
and Electronic
Engineering**



Department of
**Mechanical and
Manufacturing
Engineering**



Department of
**Marketing,
Sport and
Tourism**

Approved Variations



Department of
**Environmental
Science**



Department of
**Environmental
Science**



Department of
**Environmental
Science**

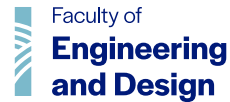


Department of
**Environmental
Science**

Sub Brands

When the sub brands sit on a light or white background, the name of the sub brand should use the approved navy from the base colours palette. Sub brands have not been colour coded, they can utilise any of the approved colours shown in the pattern beside the typography.

Visual Identity



Approved Variations



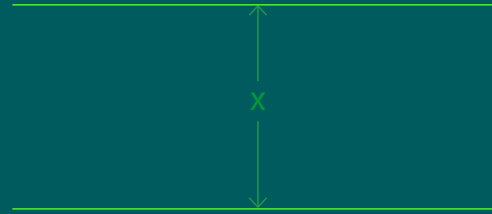
Sub Brands and Sizing

Clear guidance has been provided when sizing the sub brand to the ATU main logo. The height of the 'A' within the main logo should be equal to the height of a four-lined sub brand. And any sub brands with less lines of typography should be sized consistently to that.



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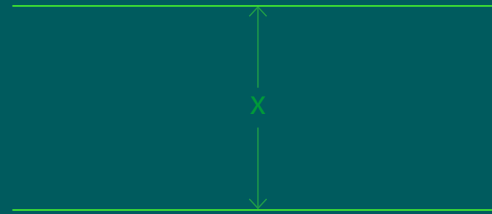


Department of
**Mechanical and
Manufacturing
Engineering**



Ollscoil
Teicneolaíochta
an Atlantaigh

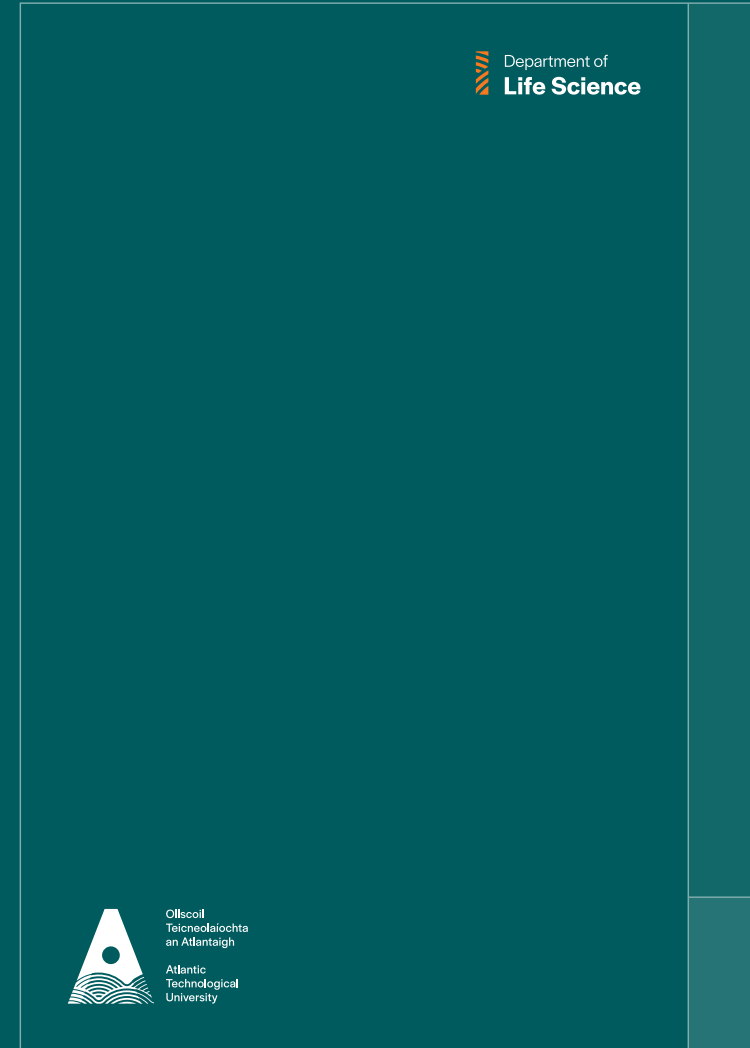
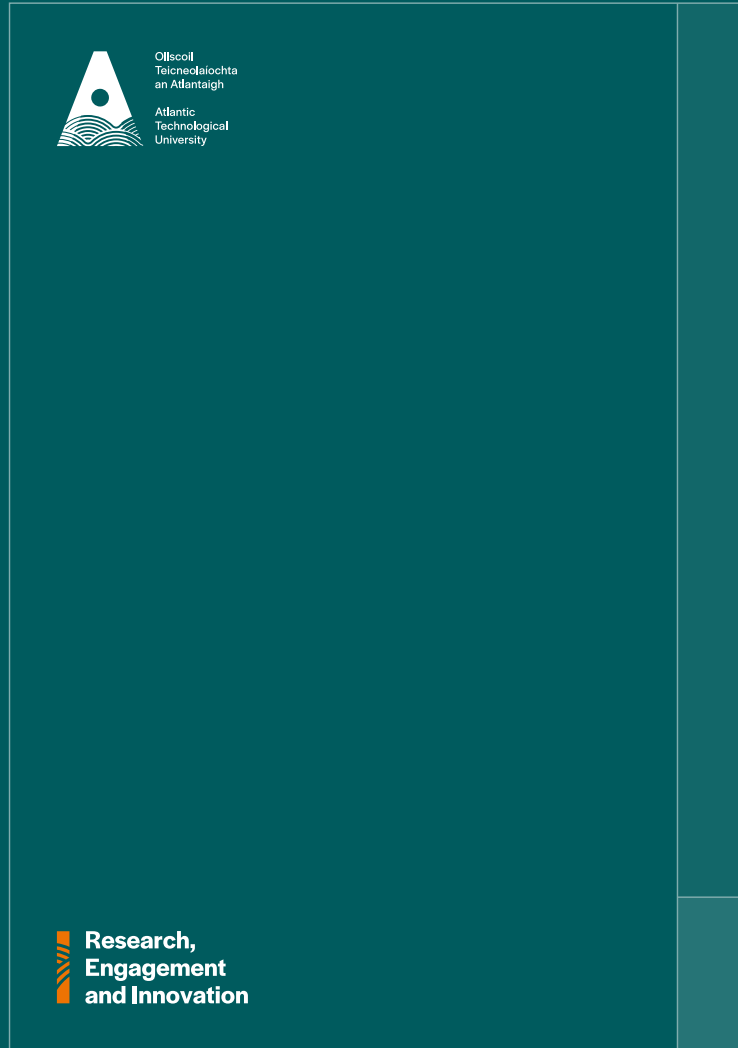
Atlantic
Technological
University



**Innovation
Centre**

Sub Brands and Placement

The simple rule for placement is that the ATU logo and the sub brand should be at the opposite end of the page in either corner. They should both sit equal distances from their respective corners of the document. Also where possible, these two elements should not be in horizontal alignment.



Sub Brands and the ATU logo

In some instances the sub-brand may need to be locked together with the master brand. In these cases, pattern beside the typography drops away and the sub and master brands are separated by a single line, middle aligned horizontally.



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**Mechanical and
Manufacturing
Engineering**



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Technological
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**Innovation
Centre**

Co-branding

When co-branding it is important to protect the ATU brand as much as possible. Therefore we have created a lock-up device with a line dividing the ATU and partner logo. Both logos take equal prominence and therefore are the equal in size visually.



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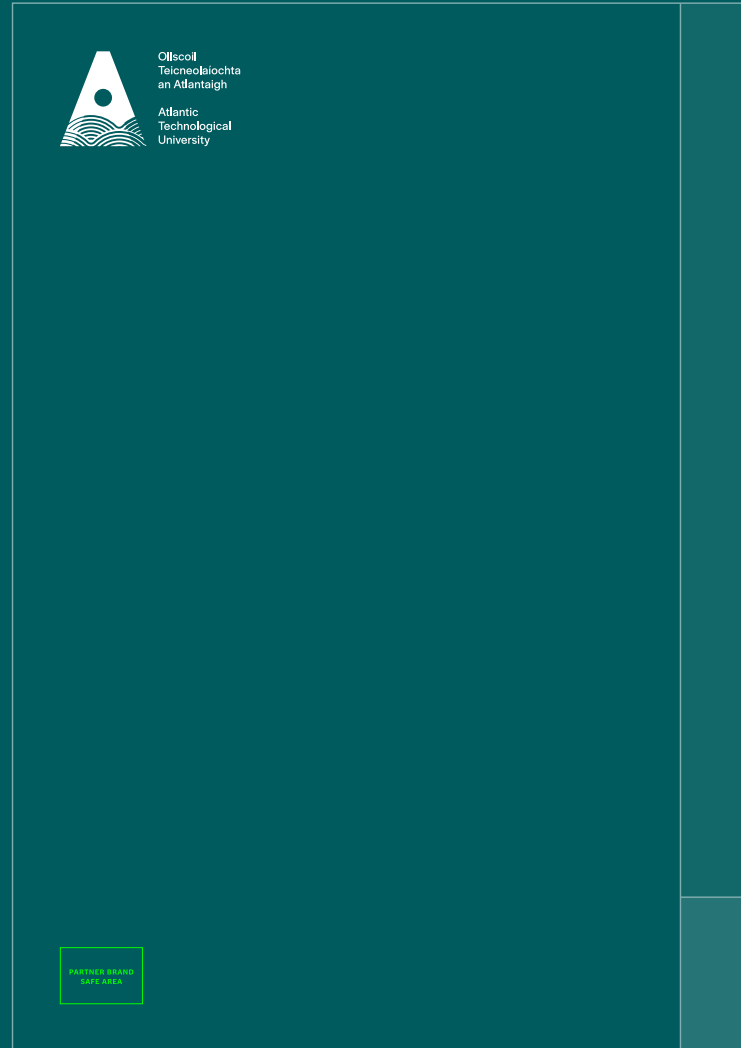
Co-branding

There will also be occasions when ATU will be the lead brand and therefore take the visual lead both in terms of logo size and brand graphics (01).

On other occasions ATU will underpin the partner brand. In this instance the partner logo and brand graphics should take the lead (02).

In each case the supporting logo will be approximately 60% of the size of the lead logo.

01.



02.



Clubs and Societies Co-branding

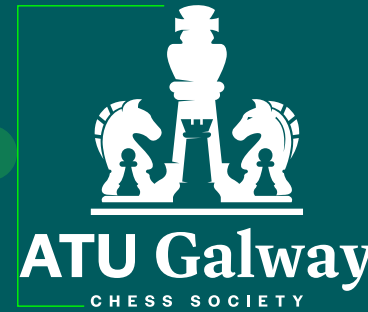
Our Societies are run voluntarily by students, for students. Any Club or Society using the ATU name should comply with brand guidelines. Clubs and Societies should use the same lock up style as the one developed for co-branding where possible. See examples right.

Alternatively, communications can lead with the Club or Society logo, and use the full ATU logo elsewhere on the visual.



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**CLUBS AND SOCIETIES
BRAND SAFE AREA**

Make co-brand the same height as the ATU logo and position right of the green safety area



Notes on using the Logo

Colour

The logo (all versions) can be used in White, Black, Navy, Dark Green or Teal.

The Icon can also be used in Orange.

Layout

The logo should act as an anchoring device in layouts and will typically have a clear relationship with the text on a page or surface.

The icon is drawn to work well at large sizes and to retain clarity when it is smaller.

Minimum Size

Minimum size for use of the logo is 20mm high. The ATU Icon and the ATU Small Logo can be used as small as they are needed, with special care taken with reproduction.

Do Not:

- Create your own version of any part of the logo, including the type
- Create a sub brand version without consulting the marketing team
- Show the logo in a different colour to the associated type – with the exception of the Layout Logo
- Rotate the logo in any layout
- Apply a background colour or tint to the logo
- Stretch or compress the logo artwork
- Place more than one Icon in a single layout or surface
- Use the logo to contain an image

Colour Palette

Our colour palette is drawn from nature – from the ocean, shore, flora and land. It consists of three tiers – base colours, accent colours and neutral / metallic colours. The base colours are designed to be used as the main colour in any piece of communication with the accent colours being used sparingly.

Colour should be used as a tool to differentiate rather than to identify. We recommend against using colours as an identifier for organisational units such as faculties.

NB: There may be some visible difference between the colours depending on the mode (Process / Spot / RGB) in which they are set up.

CMYK / Pantone: Print
RGB: Screen
RAL: Paint / Signage

Base

<p>Teal CMYK 100/68/63/0 RGB 0/91/94 #005b5e Pantone 328U</p>	<p>Navy CMYK 100/92/51/0 RGB 0/26/121 #001a79 Pantone 287U</p>	<p>Purple CMYK 82/100/51/0 RGB 77/8/87 #4d0857 Pantone 7652U</p>	<p>White CMYK 0/0/0/0 RGB 255/255/255 #ffffff</p>
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Accent

<p>Orange CMYK 0/65/100/0 RGB 255/121/30 #ff791e Pantone 151U</p>	<p>Light Blue CMYK 50/12/16/0 RGB 123/185/203 #7bb9cb Pantone 544U</p>	<p>Light Green CMYK 31/0/33/0 RGB 172/230/189 #ace6bd Pantone 572U</p>	<p>Sand CMYK 0/25/25/0 RGB 250/200/180 #fac8b4 Pantone 7605U</p>	<p>Yellow CMYK 11/0/84/0 RGB 237/240/65 #edf041 Pantone 395U</p>
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Neutral / Metallic

<p>Warm Grey CMYK 22/22/22/0 RGB 200/190/191 #c8bebf Pantone Metallic 877</p>	<p>Gold CMYK 16/27/73/0 RGB 215/180/99 #d7b463 Pantone Metallic 8383</p>
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Primary Typeface: Halyard

The Halyard superfamily is beautifully robust and lively, ready to work at any size. It has extensive language support.

ATU's visual identity uses the Display and Text versions of the typeface. Halyard Display is designed for elegance for shorter and bigger applications of type. It should not be used for longer or smaller applications – that is the role of Halyard Text. In a single layout, Halyard Display and Text should not be used at the same size.

The Halyard family has a range of stylistic alternates. In professionally-created layouts, a single-story 'g' should be used as the default for ATU. This can be enabled across a document by selecting Stylistic Set 6 in Adobe Illustrator or Adobe InDesign. In both cases this is found in the OpenType panel.

Halyard Display is designed by Joshua Darden. Halyard Text is designed by Joshua Darden, Eben Sorkin and Lucas Sharp.

Halyard Display

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz&

1234567890!@€#%*?

Halyard Text

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz&

1234567890!@€#%*?



Secondary Typeface: Dashiell

The Dashiell family of typefaces is elegant and designed to be read easily. Like Halyard it has extensive language support.

ATU's visual identity uses two cuts of Dashiell: Bright and Text. Their use should broadly map to the approach described for using Halyard Display and Halyard Text: the former being for shorter or larger applications and the latter for longer pieces of writing.

Dashiell plays a minor role in the ATU visual identity: it should be used very sparingly and almost all layouts can be created using Halyard only.

Dashiell is designed by Max Phillips of Signal Type Foundry.

Dashiell Bright

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz&
1234567890!@€#%*?**

Dashiell Text

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz&
1234567890!@€#%*?**

Notes on Typography

An emphasis on the correct use of type reflects the importance of language to us in how we communicate. A clear hierarchy, demonstrated by contrasting applications of type, reflects a clarity of vision and expression.

We should make type both legible and readable – not only should it be easy to read, our audience should want to read it. This means that we avoid squashing too much information into a small space, editing as much as we can. It also means that we never set paragraphs of type in all caps, italic, or bold, or use all caps or underlining for emphasis.

Using an economy of styles and elements forces us to be clear in what we hope to express through type. Establishing a clear hierarchy by reviewing content allows us to do this.

Left-aligned type (not justified) is preferred, a relatively short line length is encouraged, and title case (not all caps) should be used for titles.

Large areas of pure white can dazzle readers with certain visual impairments and the advice is to avoid these. For the same reason, paper should be uncoated or matte, not glossy.

Fall-back Typefaces

Arial and Georgia are our fall-back typefaces, for when our primary typefaces are not available, and in cases where a cascading stack of typefaces can be applied. When sending emails, Halyard and Dashiell should be avoided as recipients who do not have the font installed will not be able to view the mail as it is written. A system default such as Arial or Georgia should be used instead. Fall-backs should not be used for ATU's own website.

Icons

A set of icons has been created to represent the university campuses and fields of study, as a partner element to typography to provide clarity and differentiation.

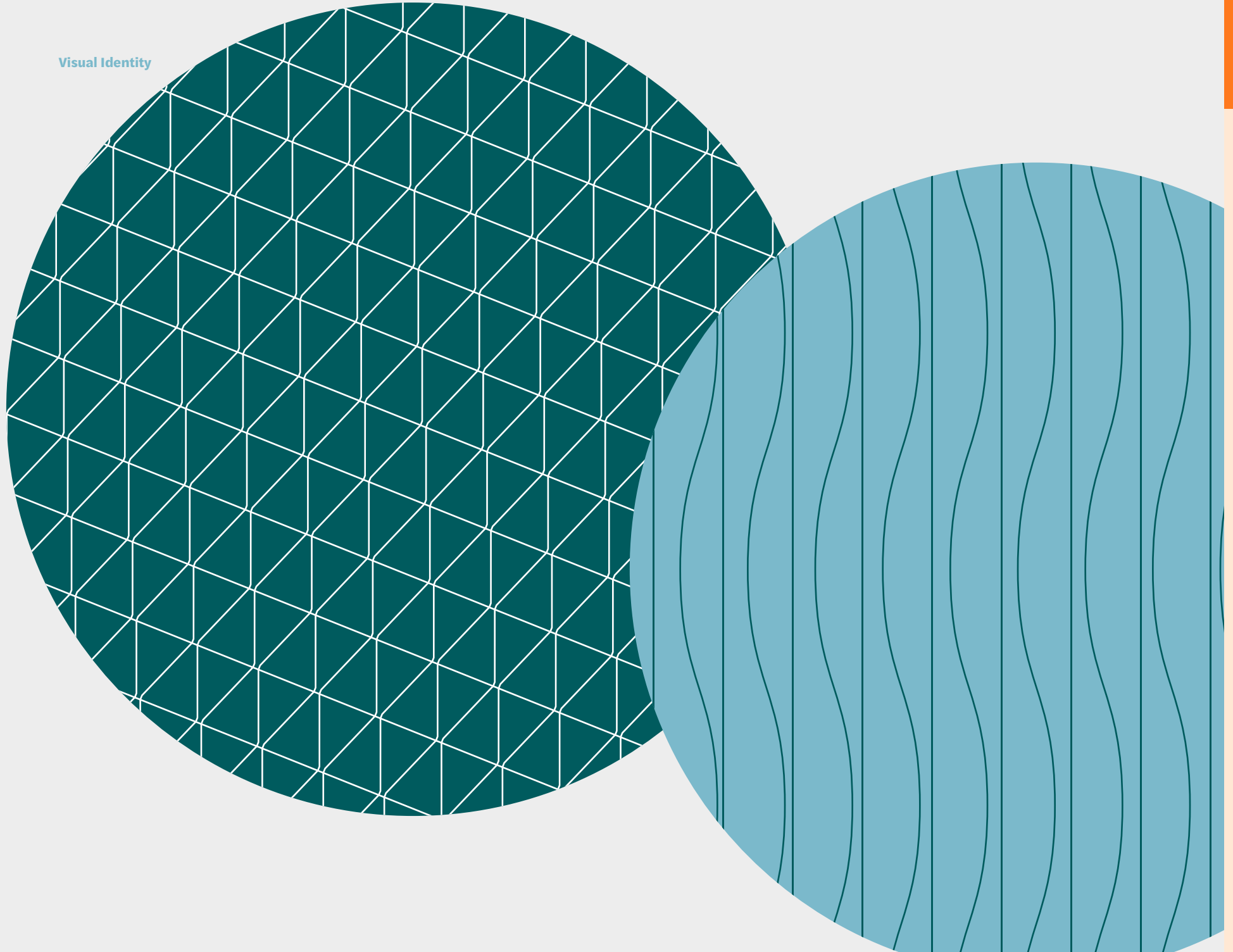
These are not logos for the various campuses or fields of study. Their role is for use within documents to help signal and identify a campus or field of study, or for use in an infographic. They should not appear on document covers.

Where icons are being used outside of this specific set, the recommended set from which they should be taken is Google Material Icons.



Pattern

Two patterns have been created for use in layout and as treatments that can appear on merchandise. Both connect with the logo, and indicate forward motion: an abstract wave treatment and an arrow based on the letter A. Patterns should not overlap each other or images.

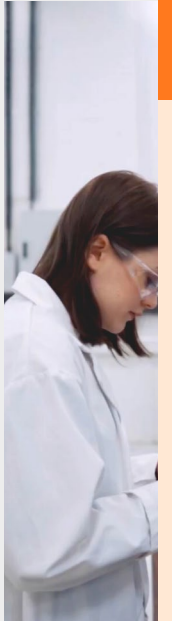


Photography: People

Images should be professionally taken and be high resolution, with plenty of extra space to allow for cropping. Photography of people should feel natural and un-posed. Aim to capture moments where staff and students are relaxed in their environments. Consider colour and composition when choosing a photo to create a contemporary and natural feeling. Backgrounds should imply a feeling of depth and space.

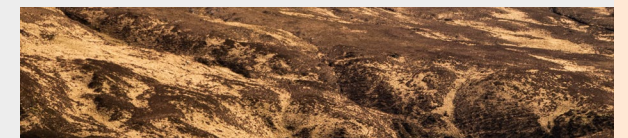
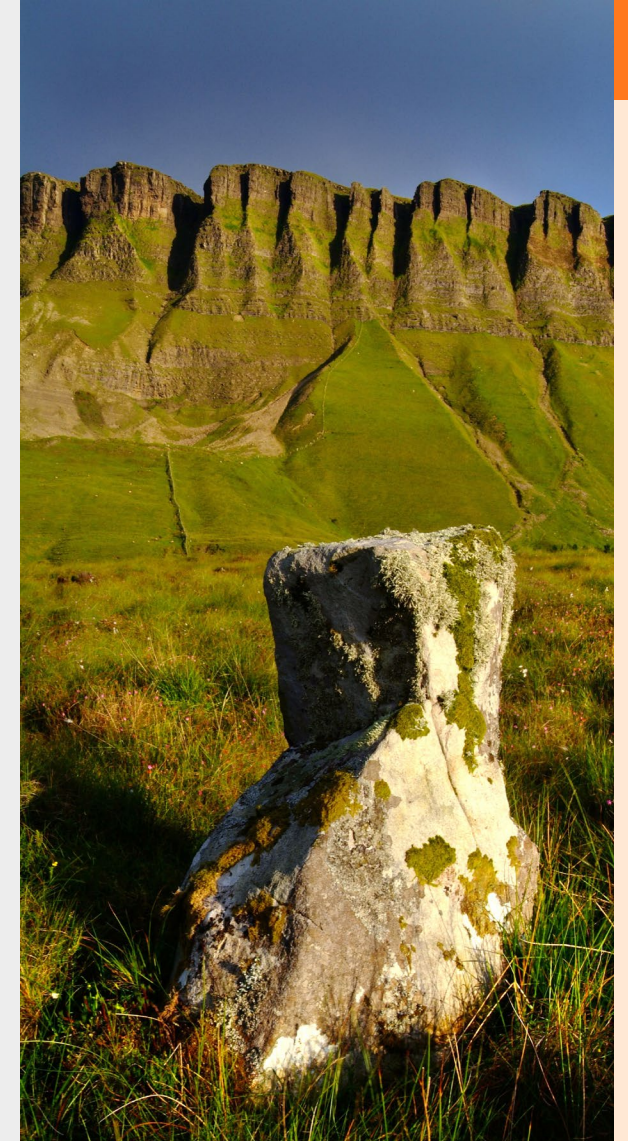
Portraits should be informal and friendly, and capture the energy and camaraderie of interaction. This approach should be extended to images of groups and events – images should depict natural moments and a lively atmosphere where possible.

Avoid overuse of props and gimmicks – these are fine in the context of Public Relations images but alternatives should be taken for use in other communication outputs. Wide angle shots that dramatically scale the spaces they show should be avoided.



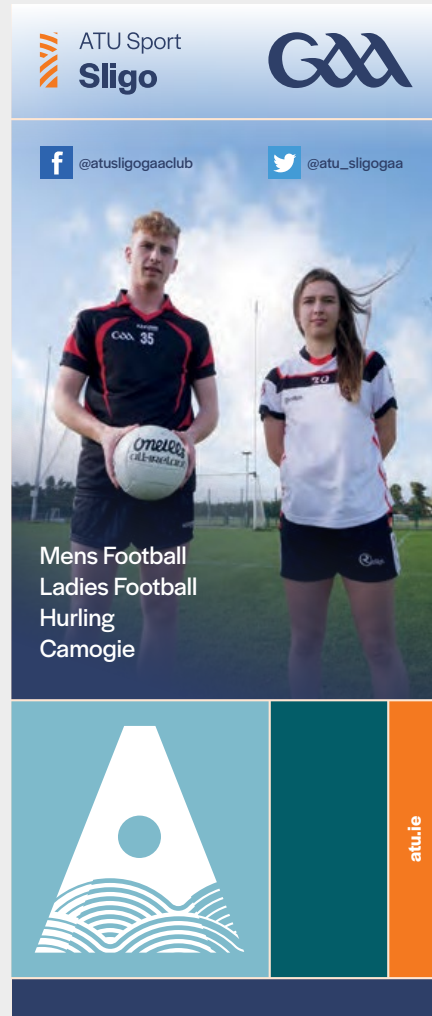
Photography: Landscape

The ATU campuses are situated in places of exceptional natural beauty, and it is important that imagery of landscapes and the Atlantic coast are part of treatments. That said, the role of landscape is as a framing device. It is less the focus of the visual output, instead acting as a background or supporting element. This can be in a single image, where people are shown in the context of landscape, or in layouts where the landscape image sits in the background behind a separate image of a student or staff member.



Photography: Usage

When using photography as part of the ATU brand it is important to use real images that convey what it is like to study here. Where possible, use one large image to create impact. Avoid using multiple images in a collage in an attempt to show variety, this can be done over multiple pieces of communications.



Brand Assets

Layout: Visible Grid

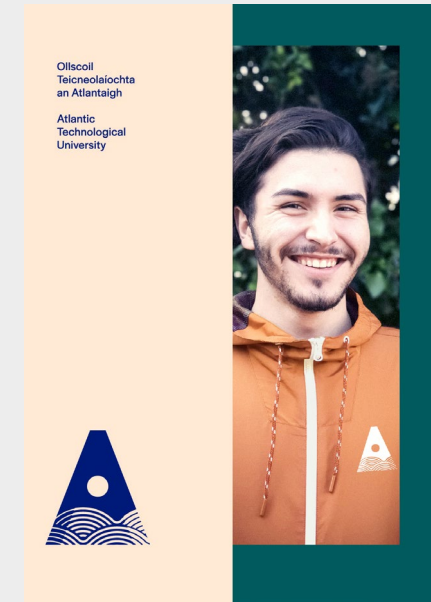
An underlying layout grid is a great way to bring order and balance to applications of the brand. Using a grid allows us to use the placement of elements as a way to indicate hierarchy or to express their relationship to each other.

Grids facilitate the use of a smaller number of type styles, and this more refined approach expresses a clear and confident outlook – it is more effective than a frenetic layout with very many styles. Where more impact is needed, choosing a single element (such as a headline or image) to ‘burst’ out of the grid provides a moment of interest in layout.

Visual Identity

In the ATU visual identity, layout grids can also be made visible on the page – further emphasizing a calm and ordered approach, and again giving something for a single element to cross over for emphasis. The grid can be made visible through the use of colour blocking, outline, image placement, pattern use, or a combination of these.

In all treatments that use a grid, the ATU Icon should sit on the grid and can be used as an anchoring element within it.



Cut-out Frame

The Cut-out Frame is based on the shape of the letter A. It can be used in layouts as a device into which images can be placed. A set of artwork assets has been created to support this.



Notes on Print Specification

Most items should be printed in four colour process, on a high-quality brilliant white uncoated paper.

Where two or less colours are used – for example in stationery – using Pantone Spot colours is recommended.

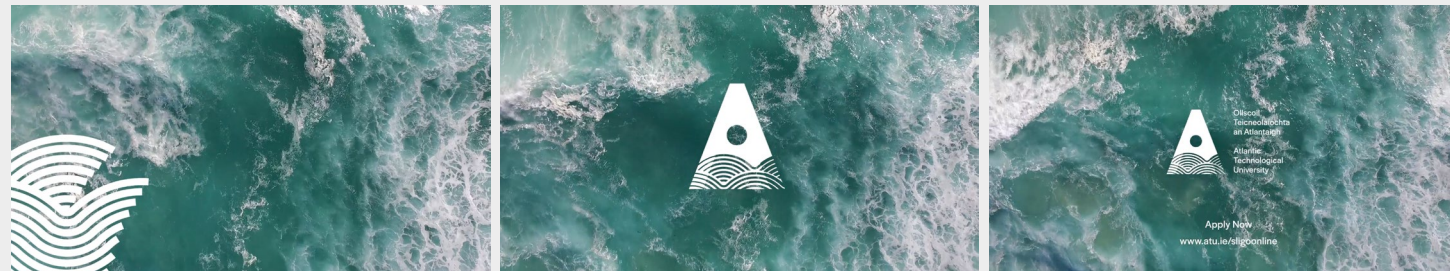
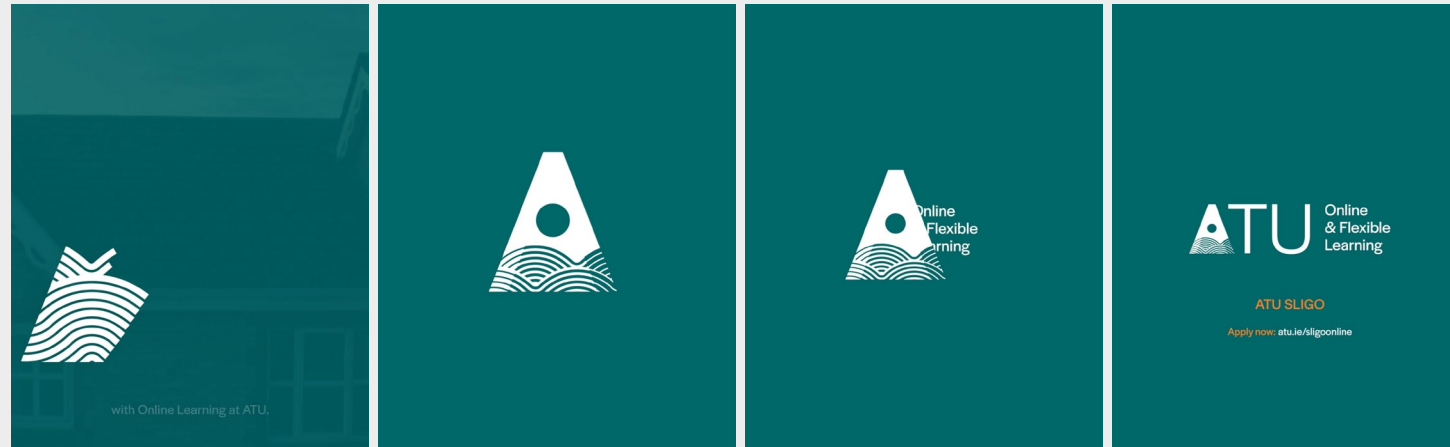
For all output, there is a preference for FSC certified and recycled paper. Paper should be uncoated. Varnishes or other high-gloss finishes should be avoided.

A separate print guidelines document has been created for further information.



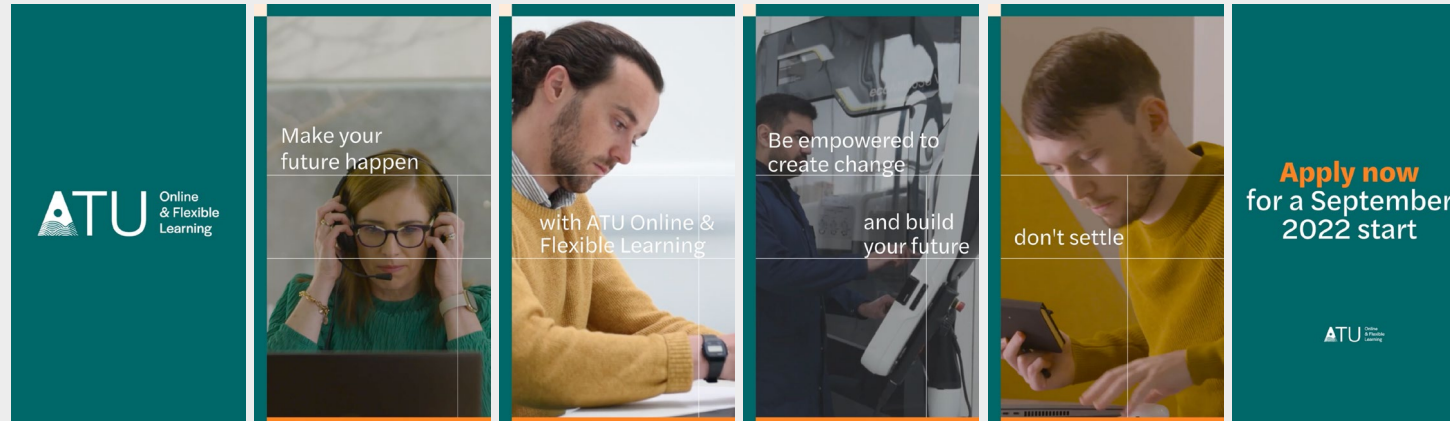
Motion Theory

An animation sequence using the ATU logo has been created for use at the beginning and/or end of videos. The sequence reflects the inspiration taken from nature and can be used on the approved base colours or on image with appropriate legibility.



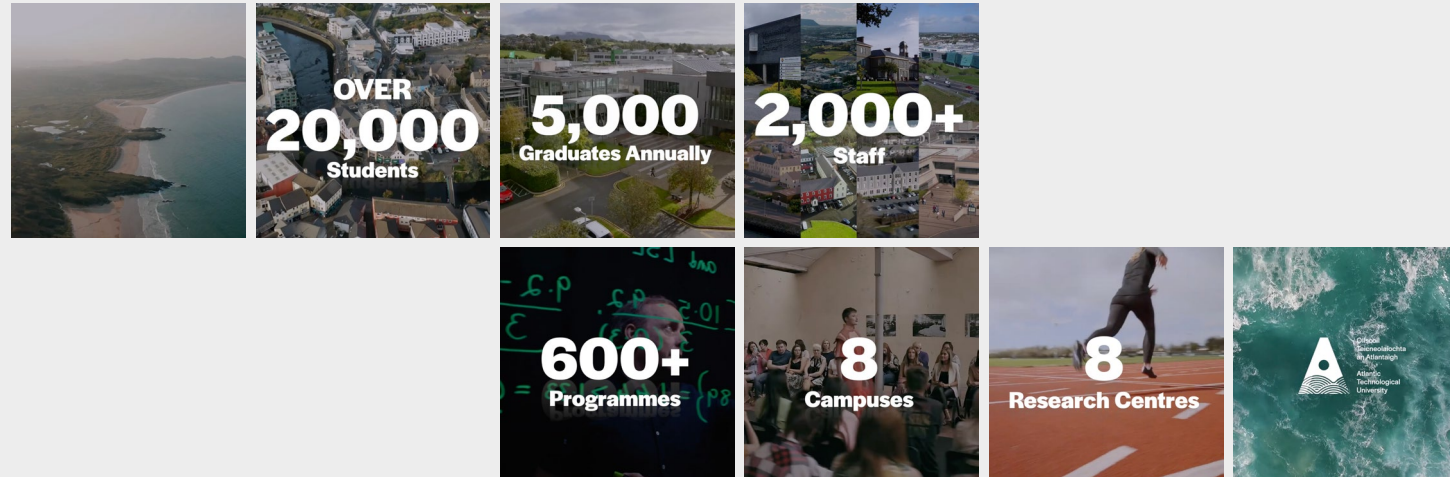
Motion Theory

A well executed animation will have multiple elements coming together to create a balanced and cohesive story. All motion within the ATU brand should be simple and smooth. It should move with a sense of purpose to create an energetic and dynamic feel – with care taken that any messaging is on screen long enough to read.



Motion Theory

Where possible, animated elements should move from left to right, giving a sense of progress. Avoid stillness and long pauses, you want to keep the viewer entertained.

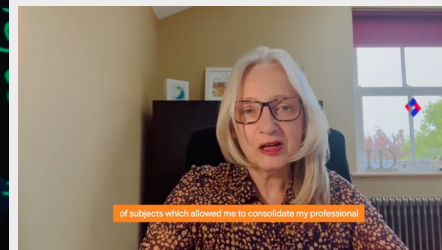
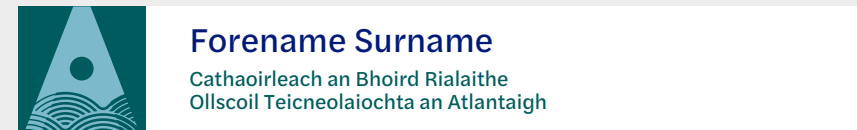
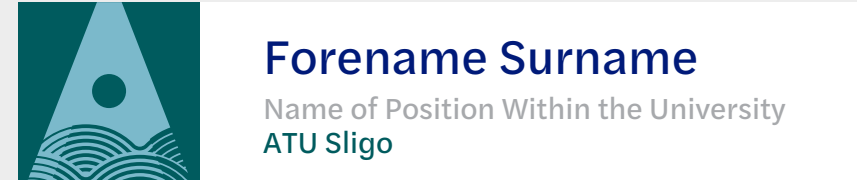
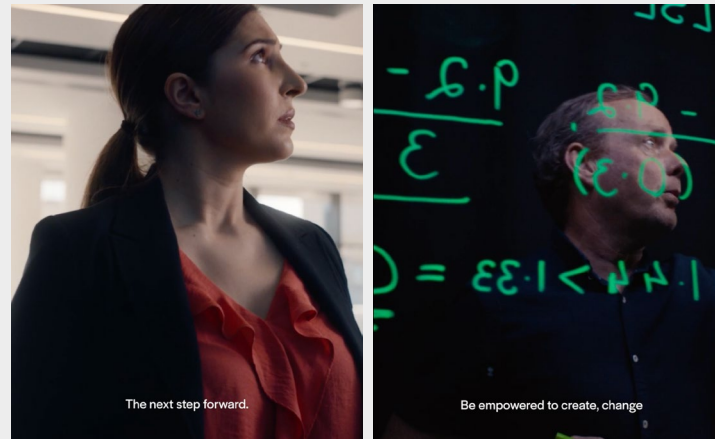


Motion Theory – Lower Thirds

Whenever you watch an interview or a promotional video, the lower third an opportunity to create consistency and take ownership of content. This area is used to give viewers more context as to what is going on, who is speaking, and the time and place.

Lower third name information should fade on and off subtly and stay on screen for approximately 6 seconds.

An animated sequence for naming has been developed that should always sit in the bottom left corner of the screen unless subtitles are on the screen at the same time, in which case it should sit top left. Subtitles can be used against the ATU colour palette or on top of imagery, with special attention given to legibility throughout.



Brand in Application

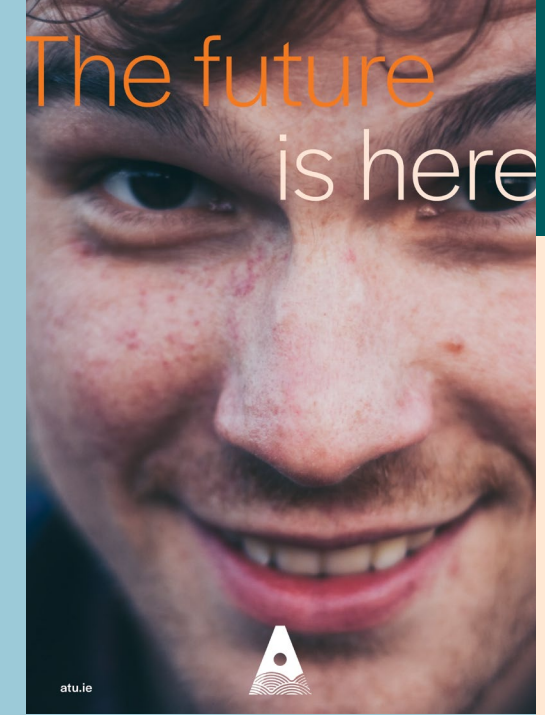
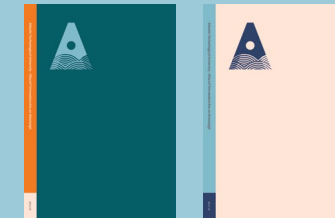
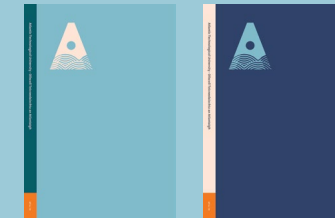
These sample treatments demonstrate how the ideas and assets can combine in application. Each serves a set of requirements unique to its context, but linked to the overall brand through the correct use of the brand positioning and assets.

Brand in Application

Print and Posters

An array of print assets have been created, including document covers, posters and a sample degree certificate.

Artwork and Templates

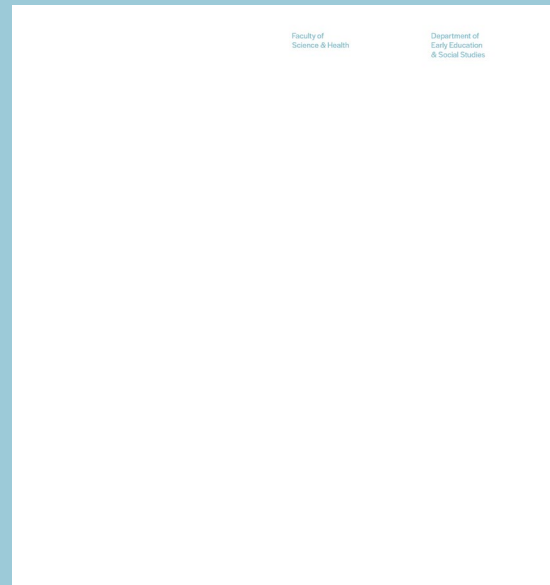
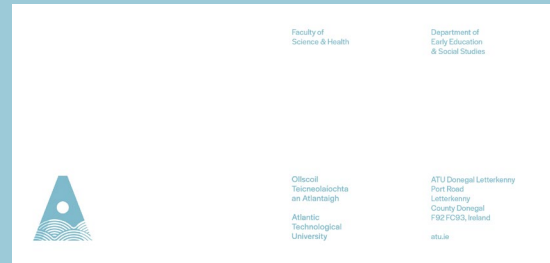


Brand in Application

Stationery Artwork

Print artwork files have been created for compliment slips, letterheads and business cards. These contain editable text fields for further roll-out across the university. A document and letter template have been supplied in Microsoft Word and Apple Pages.

Artwork and Templates

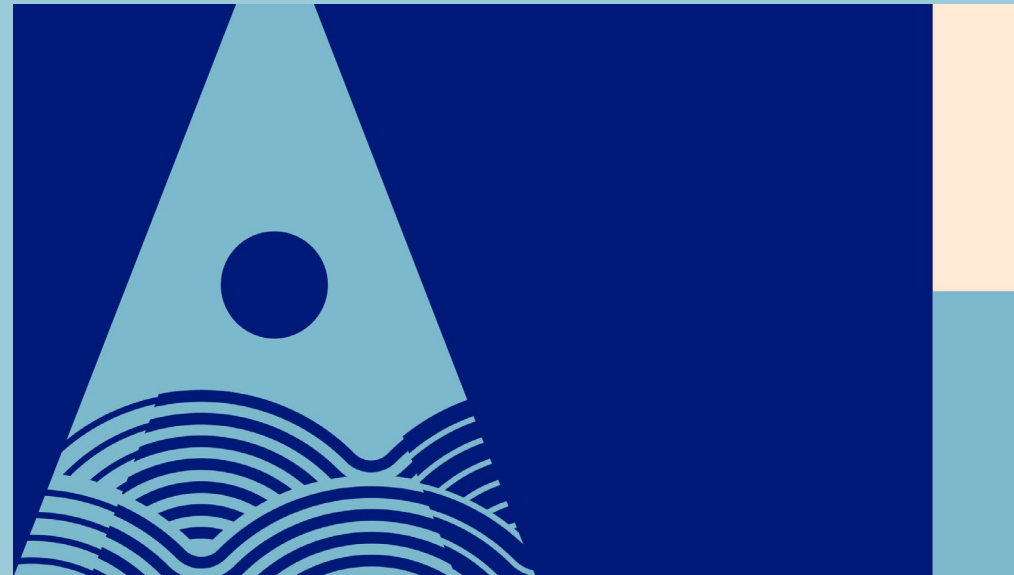
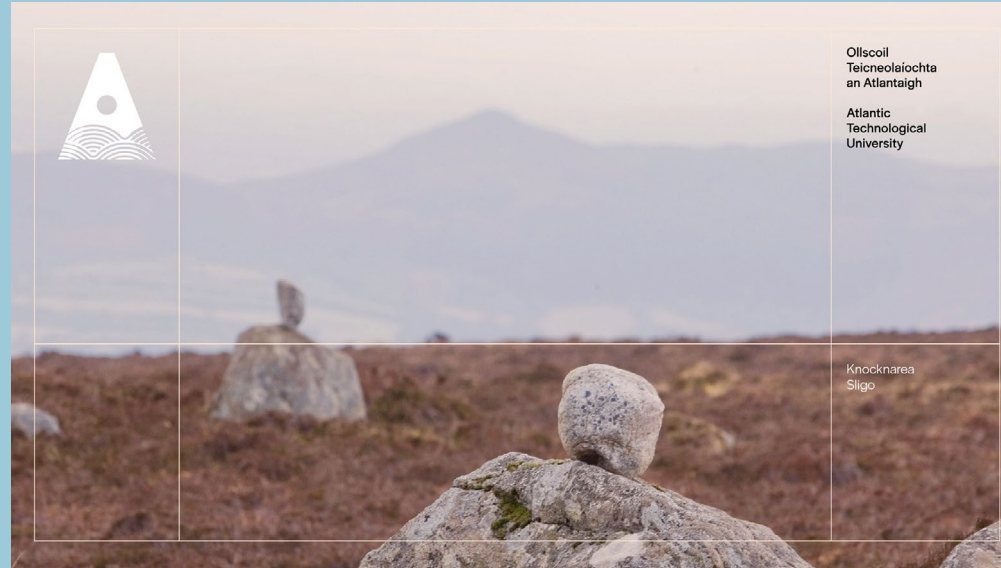


Brand in Application

Stationery Templates

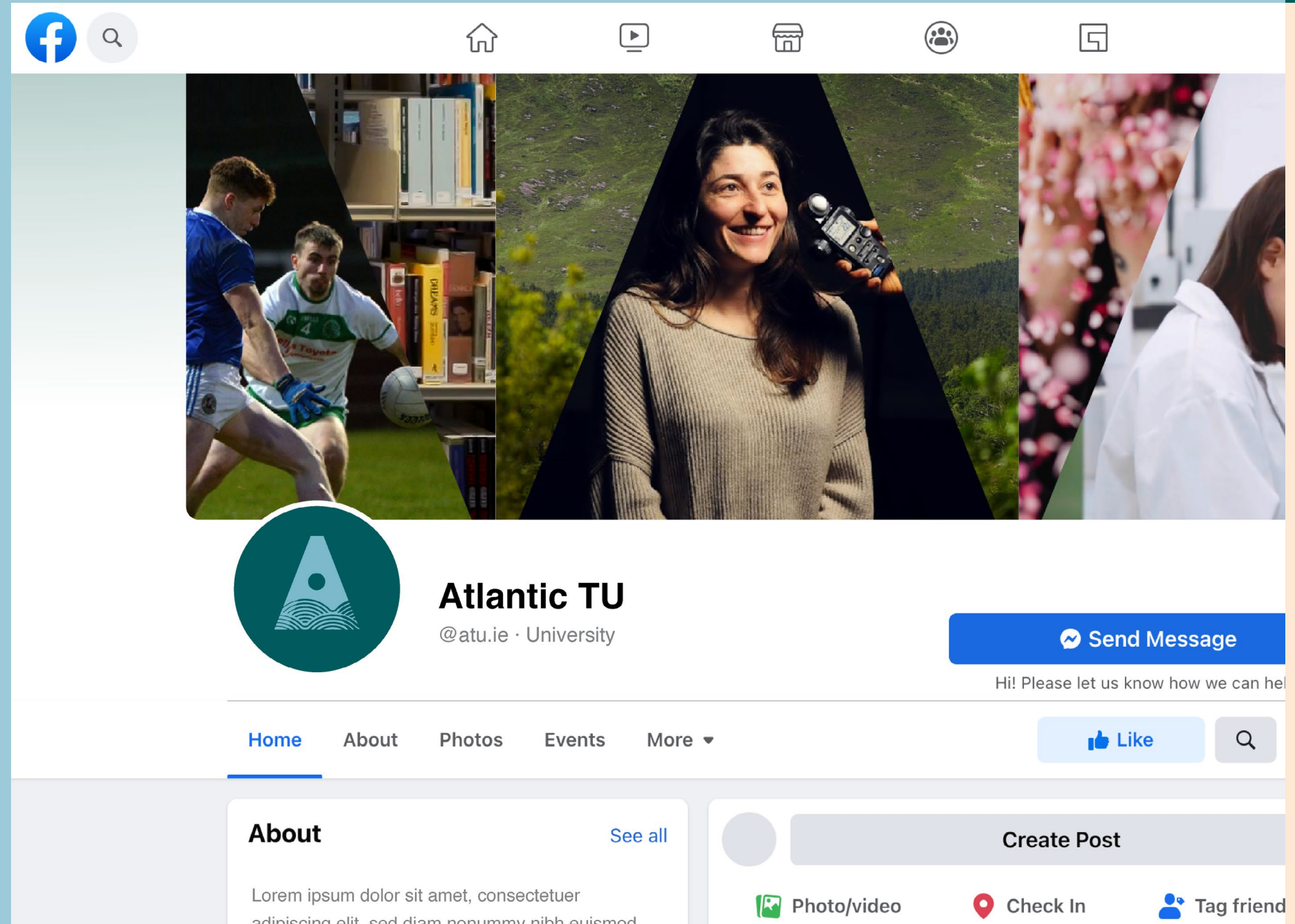
Along with the document templates supplied, a Powerpoint presentation template has been created. To complement this, there is a set of Teams/Zoom background files.

Artwork and Templates



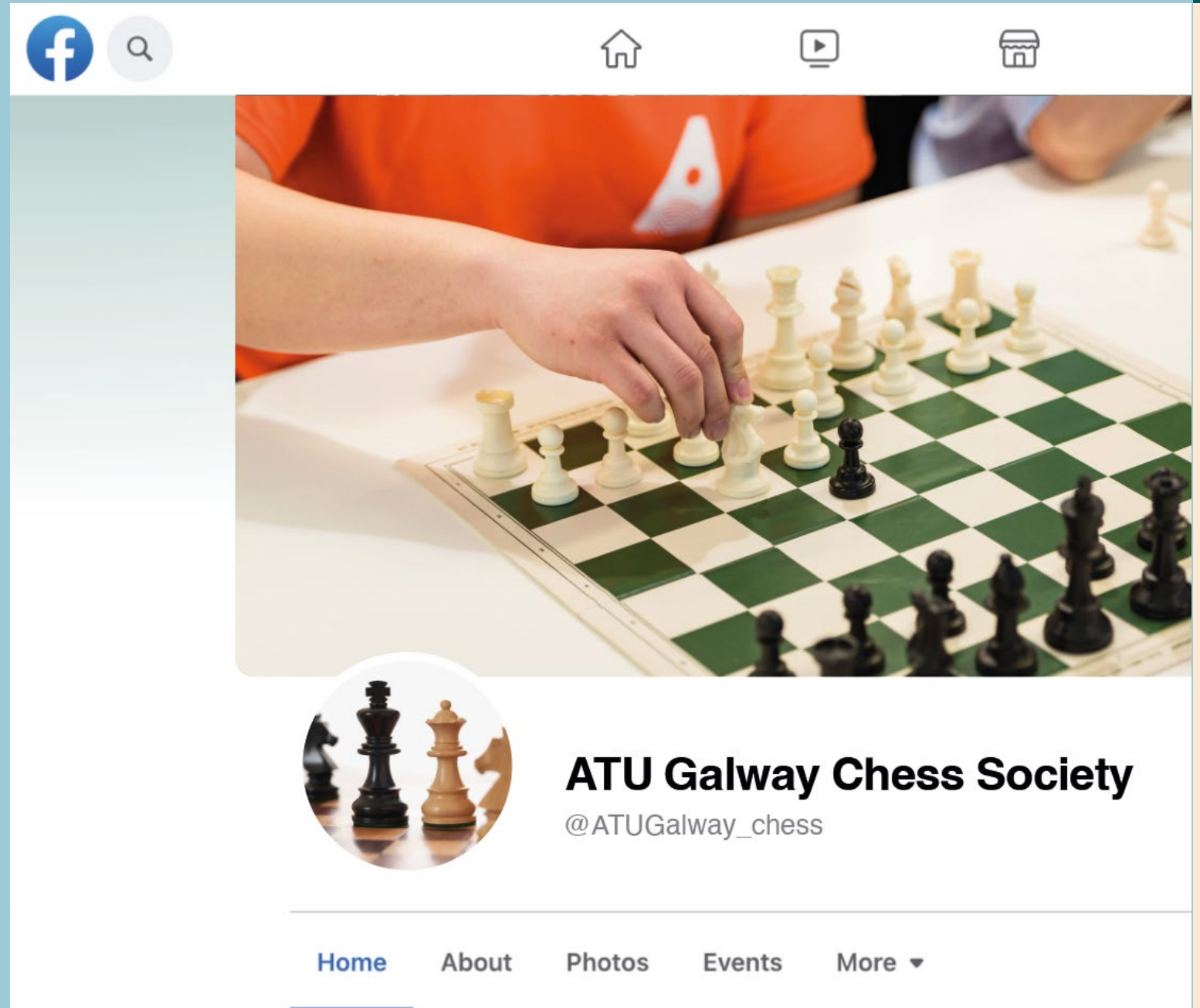
Social Profiles and Backgrounds

Profile icons and backgrounds have been created for use on social, supplied along with original files so that they can be developed further over time.



Clubs and Society Social Media Branding

On social media, names and handles can be used to identify the activity and location e.g.: ATU Galway Chess Society, @ATUGalway_chess. It is recommended that Clubs and Societies use a photo commonly associated with their activity as their Avatar/Profile Picture.



Brand in Application

Advertisements

A set of advertising templates for application in print and screen make up part of the core identity asset set. These are prepared to standard print and social post sizes.

Artwork and Templates



Exhibition Stand

This large exhibition stand shows the ATU International Logo in use, along with a map showing campus locations.



Content on Pull Up Banner Stands

To ensure that pull up banners maintain visual impact, text should be minimal.

Keep key message at eye level – it's important that key messages are at eye level with the ATU logo in the top third of the design.

Keep text and key information away from the bottom of the design.

Imagery – Make sure any imagery is high resolution enough to be printed at a large scale.



Sweatshirts

Sweatshirts appear in brand colours, with the ATU Icon and ATU Word logo on the front.



Brand in Application

Merchandise

Lanyard

This lanyard combines the arrow pattern with the ATU Icon. Note that the Icon has been orientated so that it will appear upright in the most typical view of the lanyard (worn around the neck).



Umbrella

This umbrella combines the ATU Icon and arrow pattern.



Brand in Application

Tote Bag

The tote bag combines the OTA and ATU treatments in a playful treatment, with some items sitting 'behind' them in the bag.

Merchandise



Sports Top

The sports tops use the arrow pattern to create a sense of movement and action.



Rain Jacket

The rain jacket uses colour blocking that echoes layout treatments, along with the ATU Icon.



T-shirts

T-shirts appear in brand colour, with the ATU Icon and ATU Word logo on the front.



Hat

This hat uses a reduced version of the ATU Initial Logo and the navy brand colour.



Mug

This simple mug shows the ATU
Icon at a generous size.



Keep Cup

The reusable coffee cup uses colour blocking that echoes layout treatments, along with the ATU Icon.



Brand in Application

Travel Cup

The travel cup uses colour blocking that echoes layout treatments, along with the ATU Icon and arrow pattern.

Merchandise



Brand in Application

Sports Bottle

The travel cup uses colour blocking that echoes layout treatments, along with the ATU Icon and arrow pattern.

Merchandise



Signage

Logos

There are various versions of the Atlantic Technological University that can be used when creating signage, these broadly fall into two categories. The bilingual university name should always be used in white on our approved green background for legibility purposes.

Primary Signage Logos

The 'Full Logo' is our primary logo and should be used where possible. There are multiple versions of this for usage in different formats.

Secondary Signage Logos

The 'Initial Version' of the logo is our secondary logo and should only be used when circumstances dictate the primary logo cannot be used. There are multiple versions of this for usage in different formats.

Primary Signage Logos



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

Secondary Signage Logos



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

Colour Palette – Signage

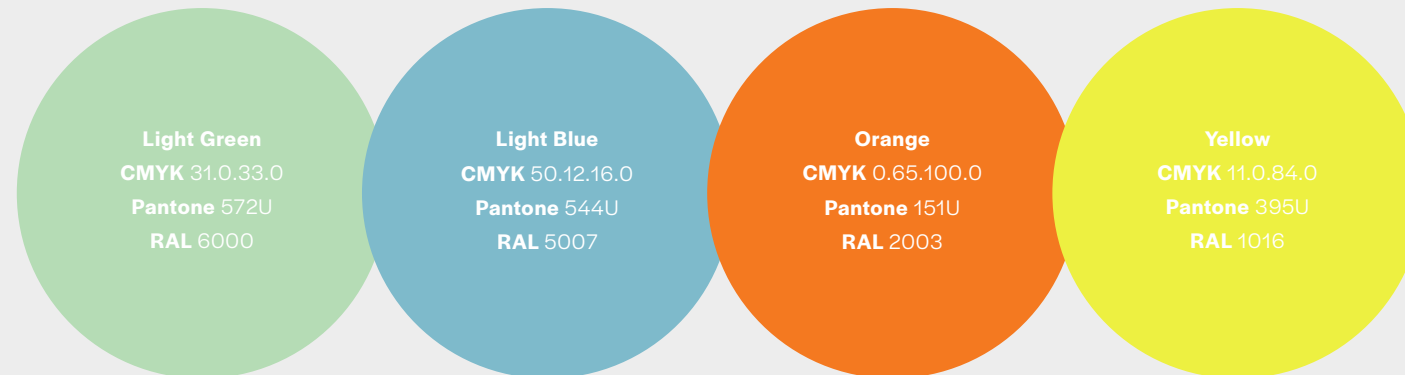
Our signage colour palette has been drawn from the overarching ATU palette. Our main base colour is the approved ATU green and most of the signage should be dominated by this colour.

We have selected four accent colours to complement our base colour. These are to be used to help differentiate information but should be used sparingly and complement not dominate.

Base Colour



Accent Colour



Typography

ATU's visual identity uses Halyard Display as its primary typeface. It is a highly legible family that works at any size and is perfect for use across all signage outputs. We have selected the 'SemiBold' and 'Book' cuts of Halyard Display to allow for information to be differentiated through hierarchy but the wider family can be used where necessary.

Halyard Display is an Adobe Font which is included as part of the Creative Cloud subscription.
<https://fonts.adobe.com>

Halyard Display SemiBold

AaBbCc123

Halyard Display Book

AaBbCc123

Logo Signage

External signage using the ATU identity can come in a range of shapes and sizes (as shown). Where possible, it is always preferable to use our primary (full) logo. The secondary (initial) logo should only be used when circumstances dictate the primary logo cannot be used. A tertiary application has been created where the Initial Logo is rotated vertically. It is important in this application that the bilingual university name is NOT rotated in any way.

Primary Signage Logo



Secondary Signage Logo



Tertiary Signage Logo

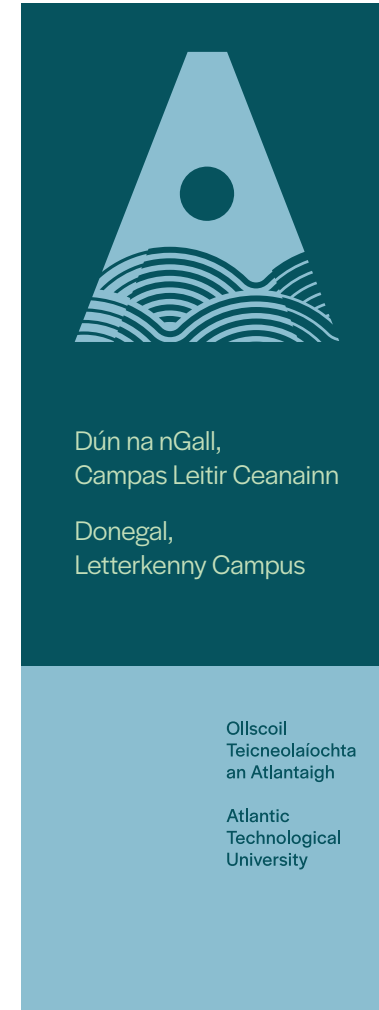
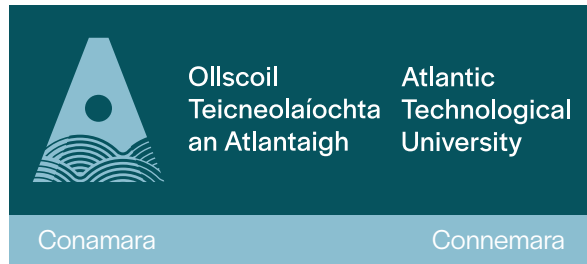


Campus Signage

For campus specific signage, it is important to use colour as a way of creating hierarchy. The campus should always be shown in both Irish and English. Where possible, it is always preferable to use our primary (full) logo.

Signage – External

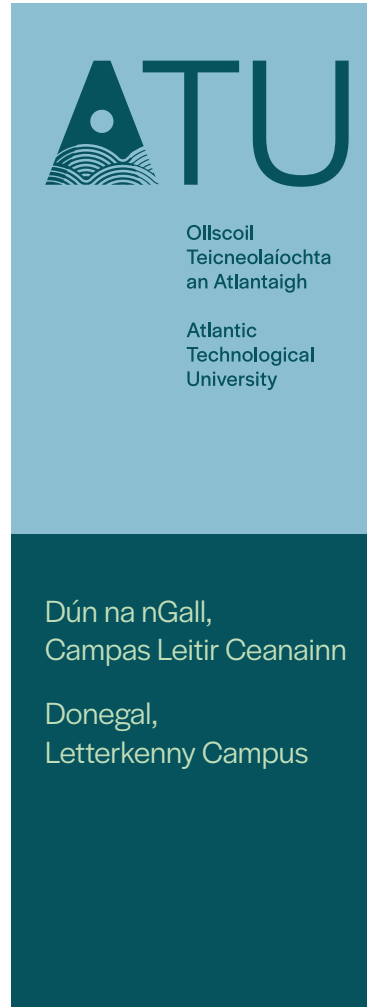
Primary Signage Logo



Campus Signage

The secondary (initial) logo should only be used when circumstances dictate the primary logo cannot be used. The campus should always be shown in both Irish and English. Where possible, it is always preferable to use our primary (full) logo.

Secondary Signage Logo



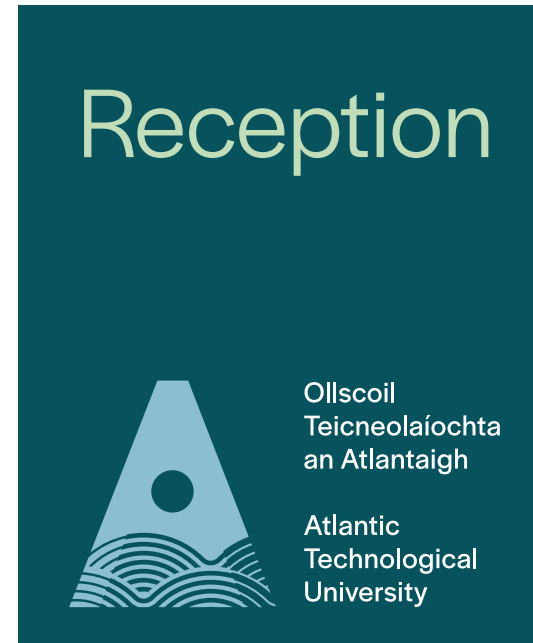
Directional Signage

For directional signage, it is important to use colour as a way of creating hierarchy. All directional arrows that are used should be aligned to the direction they are pointing.



Location Signage

For location signage, it is important to use colour as a way of creating hierarchy. The name of the location should always be set in our approved light green on our green background. The bilingual university name should always be used in white on our approved green background for legibility purposes.



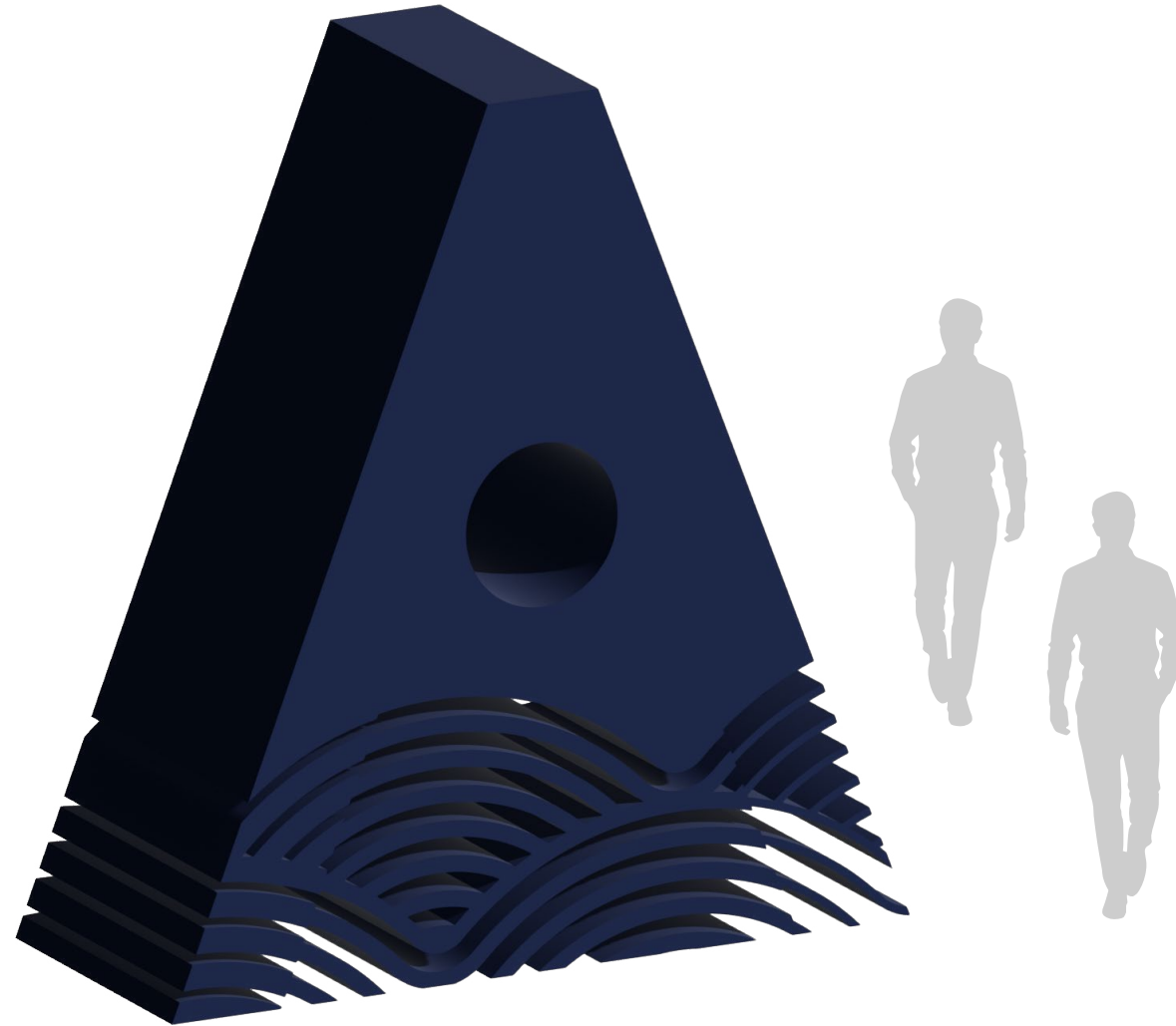
Large Signage

There may be opportunities to use our icon or initials logo on a large scale in certain circumstances. It is important in that instance that there is other context showing the ATU name.



Large 'A' Signage

There may be opportunities to use our icon or initials logo on a large scale in certain circumstances. It is important in that instance that there is other context showing the ATU name.



June 2023

This document will be updated as further applications of the brand are created.