



# BRAND IDENTITY

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# Profile

Dublin Institute of Technology (DIT) is one of Ireland's largest, most innovative and comprehensive doctoral-awarding institutions.

Combining the academic excellence of a traditional university with professional, career-oriented learning, DIT prepares graduates for productive leadership roles, nationally and internationally. The core values reflected in its mission emphasize student-centred learning, useful knowledge, rigorous processes of discovery and critical enquiry, and support for entrepreneurship and diversity.

DIT has been an integral part of the Irish Higher Education system for more than a century.

In that time it has continually adapted and expanded its provision to reflect a changing society and the wider economic environment.

There are 20,000 students registered in DIT, and over 2000 members of staff. Nearly 20% of the student body comes from outside Ireland, creating a culturally diverse and stimulating teaching and research environment. The community of student and staff researchers are engaged in addressing 21st century challenges, ensuring that DIT plays a vital role in Ireland's transition to a smart society. Academics and students are committed to making a significant contribution to international knowledge and enhancing the Dublin region as Ireland's global gateway.

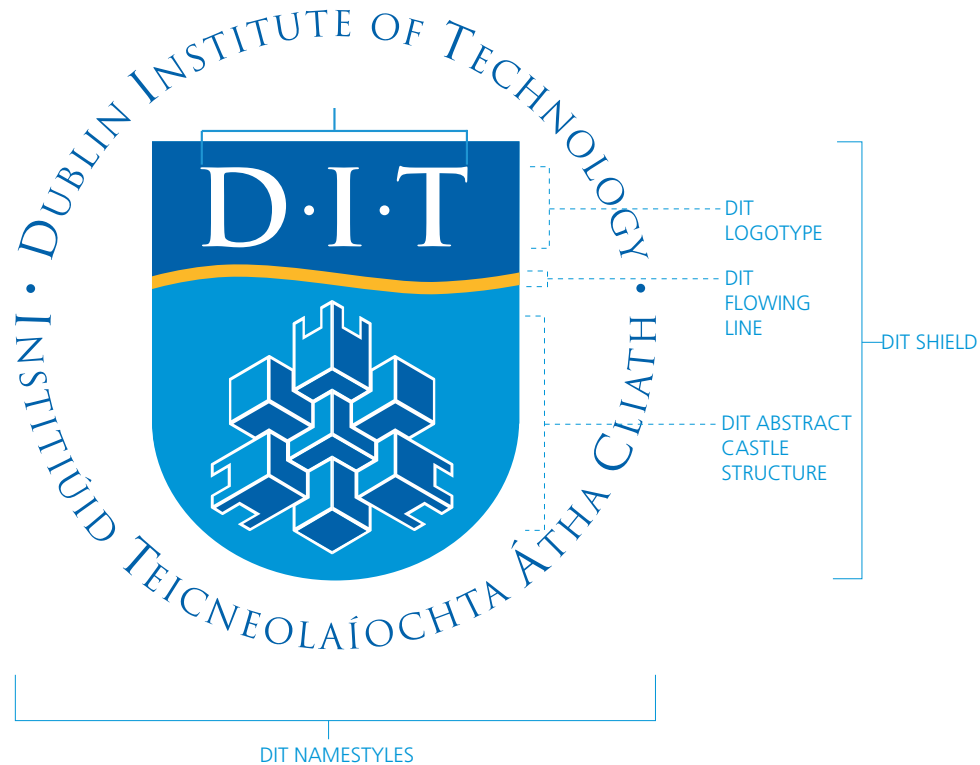
Dublin Institute of Technology offers a wide range of disciplines, research and activities across a number of campus locations in Dublin city. A strong visual identity is an important part of the DIT brand, connecting these various activities and consistency in its application ensures increased visibility and recognition. The following guidelines are provided to ensure compliance with the DIT brand and also with our obligations as a public body under the Official Languages Act. Your cooperation with these guidelines is appreciated.

# Logo

The logo for the Dublin Institute of Technology is comprised of the following elements:

- The shield containing the abbreviated Institute name, an abstract block structure which is a representation of the 3 castles of Dublin and a flowing line, which represents the river Liffey that flows through the heart of the city.
- A band of text encircling the shield containing the namestyle in both English and Irish

It is essential that these elements must always appear together in this exact configuration. **The logo must never be adjusted, re-drawn or modified in any way and should always be reproduced from master artwork.**



15.5mm

## Minimum size

The DIT logo should never be reproduced at less than 15.5mm in width as indicated here for print and no less than 80px for web.



## No Circling

Whenever possible please refrain from circling the logo. There are different formats of the logo available to deal with most eventualities



## Clearance zone

To ensure that nothing interferes with the impact and visibility of the logo, it is important not to crowd the logo with text or other graphic elements. There should always be a protective clearance zone around the logo shown to the left.

# Formats

The logo can be produced in the variations shown only. These master files can be obtained from the Public Affairs Office (tel: 353 1 402 7133) or downloaded from the DIT website at the following link: [www.dit.ie/about/ditlogo](http://www.dit.ie/about/ditlogo)

The files can be supplied in both Mac and PC formats: Mac format will be supplied in Adobe Illustrator eps files. These files will be for lithographic and other high definition reproduction processes. The files will have embedded DIT Pantone references to allow for both Spot and CMYK colour reproduction.

In cases where there is a coloured or dark background the reversed versions [(i) DIT\_logocolrv.eps and (iv) DIT\_logomono.eps] should be used. The file names are as follows:

- (i) DIT\_logocol.eps
- (ii) DIT\_logocolrv.eps
- (iii) DIT\_logomono.eps
- (iv) DIT\_logomono.eps

PC format will be supplied as RGB .jpg's. They will allow for on screen usage, as well as colour laser printing. The file names are as follows:

DIT\_logocol.jpg DIT\_logomono.jpg

Any queries in relation to these formats or their usage should be forwarded to Jill O'Callaghan the DIT Marketing Officer - Design and Visual Identity. (tel: 353 1 402 7133)



## MAKE SURE IT'S THE CORRECT LOGO

### Correct Logo



### Wrong Logos

- 'of' is in lower caps the f does not have a tail
- 'of' is in lowercase italics, the f has a tail
- text has upper & lower caps
- text is all the same height caps
- text is lighter & wider
- text is bolder & condensed



# Secondary Logos

Secondary logos refer to names of any activity that falls under the DIT umbrella brand. In order to establish a clear connection with DIT, the secondary brand will appear alongside the DIT logo, separated by a bar to identify the hierarchy of the logos – eg, DIT umbrella brand; activity name or brand. Please see examples

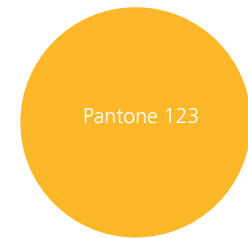
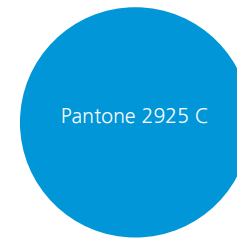
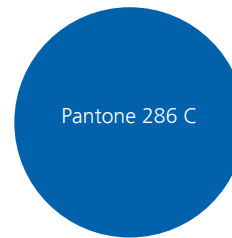
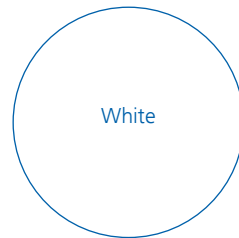


Coláiste an Ghnó  
College of Business

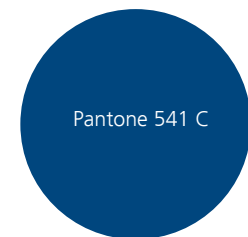
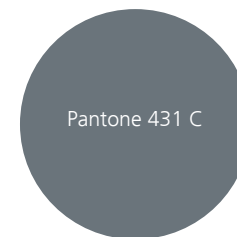
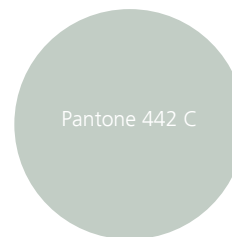
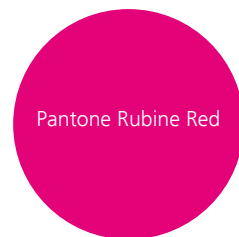
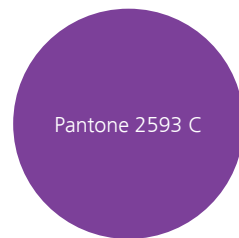
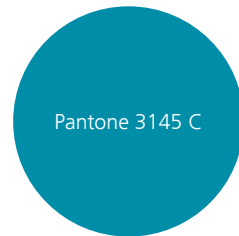


# Palettes

## Primary Colours



## Secondary Colours



### Primary Colours

The DIT primary colours are key to our branding, consistent use of these colours strengthens and establishes our identity within and outside the institute.

### Secondary Colours

Secondary colours are used to add variety and give flexibility when creating communications for our varied marketing platforms.

# Stationery

DIT stationery is designed to comply with legislation – ie, the Official Languages Act, which states that information must appear first in Irish and then in English, and that information in English should be in the same font size as (and not larger or bolder than) the information in Irish.

## Irish

TEIDEAL AN PHOIST - SCOIL nó ROINN ACADÚIL  
Ainm, Cáilocht msh. MSc, PhD



Coláiste nó Roinn  
Institiúid Teicneolaíochta Bhaile Átha Cliath  
Suíomh an Choláiste, Baile Átha Cliath 0, Éire  
t +353 1 402 0000 m 087 0000000  
● anim@dit.ie ● www.dit.ie

## English

JOB TITLE - NAME OF SCHOOL or ACADEMIC DEPARTMENT  
Name, Qualification ie MSc, PhD



Name of College or Academic Department  
Dublin Institute of Technology,  
College Location, Dublin 0, Ireland  
t +353 1 402 1000 m 087 000000  
● name@dit.ie ● www.dit.ie

## One Sided Business Card

TEIDEAL AN PHOIST - SCOIL nó ROINN ACADÚIL /  
JOB TITLE - SCHOOL or ACADEMIC DEPARTMENT  
Name



Institiúid Teicneolaíochta Bhaile Átha Cliath  
Suíomh an Choláiste, Baile Átha Cliath 0, Éire  
Dublin Institute of Technology,  
College Location, Dublin 0, Ireland  
t +353 1 402 0000 m 087 0000000  
● name@dit.ie ● www.dit.ie

## Back



## Standard Double Sided Business Card

The standard DIT business card is 88mm x 50mm. The following layouts rules apply to both English and Irish sides

- A 3mm horizontal blue band positioned across the top edge of the card
- 1st line to contain; job title - school or academic department  
(The title and department/school is to be separated by a hyphen pantone 2925 The font used should always be UPPER CASE and Fruitger 45 light - 7pt in pantone 286c)
- The next line contains the persons name and if they wish their qualifications  
(The name is to be written in Title Case Fruitger 55 Roman - 10pt in pantone 2925c and the qualification if required should follow after a comma using sentence case Fruitger 45 light - 8pt with the same pantone.)
- DIT logo is always placed in the bottom left hand corner, with the address and contact details to the right
- Internal web details must always start www.dit.ie
- An external web address can be accommodated on the line below but is not recommended
- No other external logos are permitted on the card. Social media contact details are written as stand alone text in the same format as other web contacts, see below

TEIDEAL AN PHOIST - SCOIL nó ROINN ACADÚIL  
Ainm



Scoil nó Roinn  
Institiúid Teicneolaíochta Bhaile Átha Cliath,  
Suíomh an Choláiste, Baile Átha Cliath 0, Éire  
t +353 1 402 0000 m 087 0000000  
● anim@dit.ie ● www.dit.ie  
● facebook.com/DITSocietiesoffice  
● @DITSocieties

## One Sided Business Card with additional logos

In the event that a logo other than the DIT logo is essential, the Irish and English information must appear, in that order, on one side of the card and the additional logo is then added on the reverse, with the DIT logo.



# DIT Official Services

The DIT branding guidelines are also applied to internal DIT services such as Student Services, Graduate Network, Oifig na Gaeilge, etc. This creates a uniformity across the brand that will encourage recognition and trust in the services.

Any new service established will also be treated in the same way .



**Líonra na gCéimithe**  
**Graduate Network**



**Oifig na Gaeilge**  
**Irish Office**



**Seirbhísí na Mac Léinn**  
**Student Services**

# DIT Signage

All DIT signage must follow the visual identity guidelines and must comply with the Official Languages Act. This requirement refers to temporary as well as permanent signage – eg, direction signage; facilities signage; event signage.

Permanent signage outside DIT buildings is restricted to the DIT shield.

Permanent signage inside DIT buildings will be agreed with Estates Manager and Public Affairs.

Temporary signage can be developed by individuals placing the signage but must follow the visual identity guidelines. Numerous layouts and templates for signs of different sizes and detail have been developed and these are available for you to adapt. Please see <http://www.dit.ie/intranet/publicaffairs/signage/> for examples, or request assistance.

For translation of names, events, facilities, etc. please contact [gaelige@dit.ie](mailto:gaelige@dit.ie) and these will be provided to you quickly.



## Seirbhísí na Mac Léinn Student Services

Stampáil Foirmeacha  
Stamping Forms

Daingniú Litreacha Clárúcháin  
Confirmation of Registration letters

Cártaí Aitheantais  
ID cards

Fiosrúcháin Clárúcháin & Táillí  
Registration & Fees queries



## An tIonad Scríbhneoireacht Acadúil Academic Writing Centre



## Ionad Tacaíochta Foghlama na Matamaitice Maths Learning Support Centre

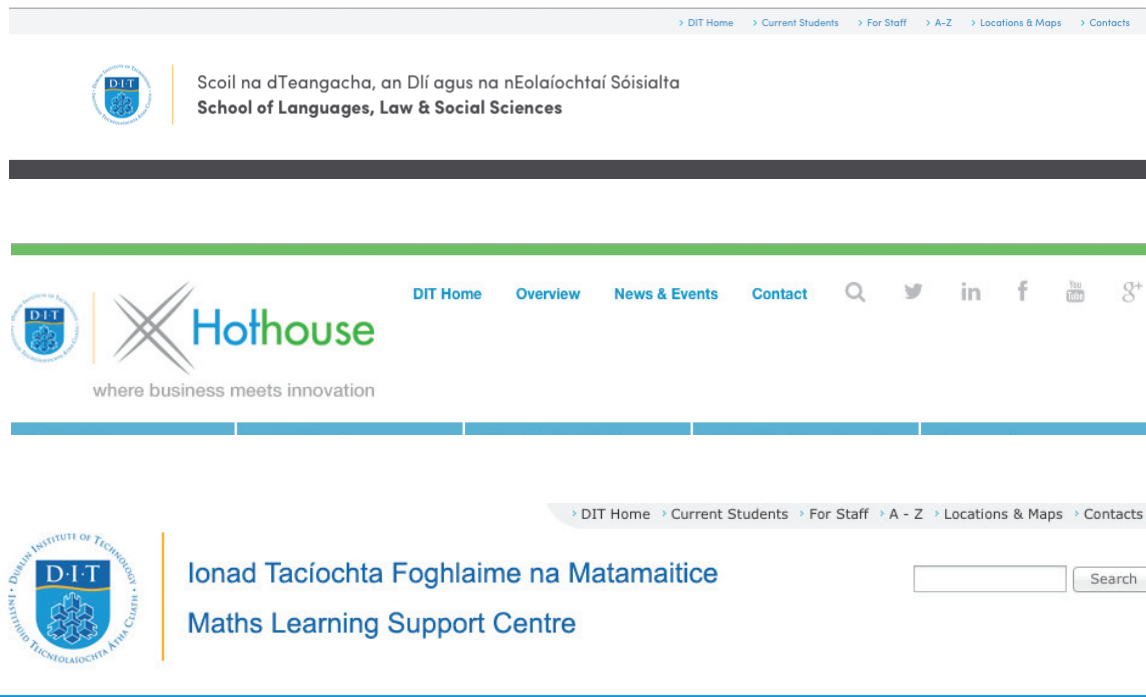


# WEB GUIDELINES

# DIT Utility Bar & Logo

Each webpage / website of DIT must have the utility bar along the top right of the page, the DIT logo in the top left corner hyperlinked to the DIT homepage and the name of the department / discipline to the right of the logo. Don't crowd the logo, give it plenty of room. See examples.

For use and placement of the DIT logo see pages 5 & 6



# DIT Webpage Footer

Preferred DIT style is to keep web page footers as simple as possible. The minimum elements of a typical page footer include:

- A copyright statement and current date for all web pages.
- An email contact link for feedback from your readers.
- A link to the DIT Privacy Policy page.

## Simple Footer



## More Detailed Footer

