

# Mary Immaculate College

## Promotional Material **BRAND IDENTITY GUIDELINES**



This document contains the MIC Brand Guidelines and communicates the values and identity of the MIC brand.

These  
guidelines  
contain the  
visual elements  
necessary to  
work within the  
brand identity.

**MIC**

# **THE COLLEGE**

Founded in 1898 Mary Immaculate College (MIC) is a distinctive and inclusive, university-level, College of Education and the Liberal Arts, offering higher level opportunities and research of outstanding quality.

Serving the needs of a growing and diverse student population of over 3,600 students, MIC is recognised and appreciated for its excellence in teaching, learning and research and its essential contribution to the continuum of academic provision in effective and productive collaboration with its partners in the higher education sector.

MIC presents a beautiful and inviting civic space situated at the heart of Limerick city and has made a positive and tangible difference to equity and to the creation of a just society through active promotion of educational inclusion and through the contribution of its excellent graduates.

# **MIC** **THE BRAND**

## **GROWTH IS AT THE HEART OF THE MIC BRAND.**

We have grown from our established position as a teacher training college to offer a broader choice of courses to a more diverse group of students.

We have grown beyond our home on the South Circular Road to open a new facility in Thurles. Our Limerick campus too has expanded to a new facility across the South Circular Road.

We foster growth in our students by nurturing their curiosity and sharing in their experiences.

In turn our graduates will inspire growth in those they share their knowledge with.

We continue to grow and develop our connections with the wider community through an inclusive and open approach.

# BRAND IDENTITY GUIDELINES

01	MIC logo
02	Logo rules
03	Colour palette
04	Typography
05	Grid
06	Brand elements
07	Imagery
09	Video
10	Tone of voice
11	Ad templates
14	Applications. Editorial
16	Applications. Flyer Template
17	Applications. Billboard
18	Applications. Social media
19	Applications. Powerpoint
20	Commissioned campaigns

# MIC LOGO

This is the official Mary Immaculate College Logo.

For promotional campaigns it is mainly used in **white with orange flames** reversed out of a dark colour background. It appears **fully white** when appearing against a medium colour background or when appearing on a white or light background it must always appear in **full colour**.



White with orange flames



Fully white



Full colour

# MIC

# LOGO

# RULES

A minimum clear space equivalent to the width of the crest stripes is required for the Mary Immaculate College Logo.

The minimum size the logo should appear at for the sake of legibility is 20mm width.



20mm

# MIC COLOUR PALETTE

MIC's 3 core brand colours have been expanded out to create 3 extra sub-colours for each one.

Designers should identify the most suitable colour combinations for their own specific communications.

Blue 1, Orange 1 and Grey 1 are the primary colours and the sub colours should work in conjunction with these.



MIC Blue 1  
C80 M56 Y12 K0

MIC Blue 2  
C80 M76 Y30 K27

MIC Blue 3  
C80 M64 Y12 K8

MIC Blue 4  
C64 M0 Y8 K0

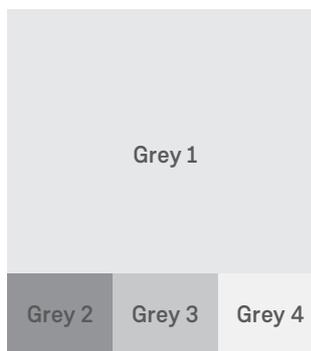


MIC Orange 1  
C0 M41 Y70 K0

MIC Orange 2  
C0 M69 Y78 K0

MIC Orange 3  
C0 M52 Y80 K0

MIC Orange 4  
C0 M18 Y63 K0



MIC Grey 1  
C0 M0 Y0 K8

MIC Grey 2  
C0 M0 Y0 K40

MIC Grey 3  
C0 M0 Y0 K20

MIC Grey 4  
C0 M0 Y0 K4

# MIC TYPOGRAPHY

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890!@€%&\*-=+

Weissenhof is the main font and is used at a variety of sizes and weights.

## Weissenhof Grotesk

Light	Medium
<i>Light Italic</i>	<i>Medium Italic</i>
Regular	<b>Bold</b>
<i>Regular Italic</i>	<b><i>Bold Italic</i></b>

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890!@€%&\*-=+

Roboto Slab is the secondary font and is used generally for subheaders or preheaders.

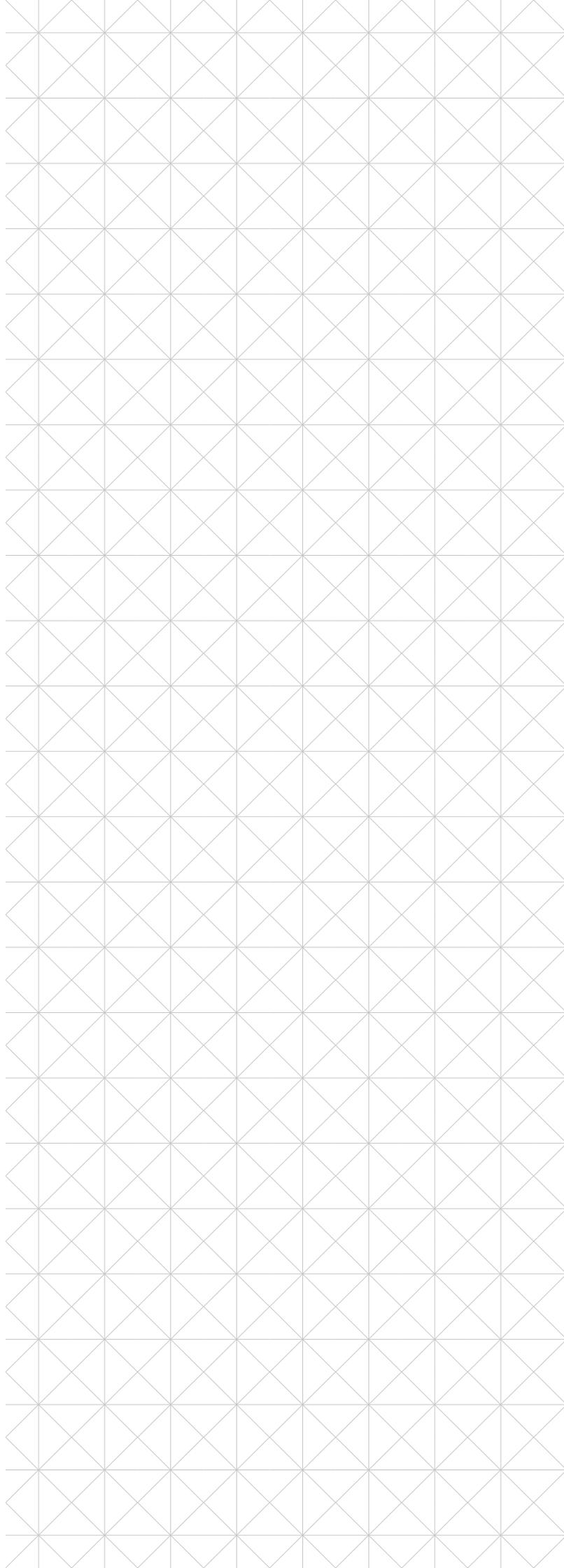
## Roboto Slab

Thin	Regular
Light	<b>Bold</b>

# MIC GRID

The MIC Grid is a basic geometric pattern that acts as the building blocks for MIC's brand identity.

The intersecting lines create a grid that allows us endless possibilities to create dynamic communications.



# MIC BRAND ELEMENTS

Using the grid as a starting point we are able to lay over colours, linear graphics, typography, photography and imagery to create a huge variety of brand elements.

## CREATING THE MIC MESSAGE BOX:

- Step 1.** Create a box on top of the grid.
- Step 2.** Select a colour for the box and set to 100% opacity.
- Step 3.** Cut 1 corner at 45 degrees.
- Step 4.** Create a secondary box on the grid and place in the background of the cut corner.
- Step 5.** Select colour of the secondary box and change transparency to suit.
- Step 6.** Match the colour of the stripe under the box to secondary box.
- Step 7.** You may wish to follow the angle of the cut with an opaque background shape.
- Step 8.** Overlay your typographic message in the box.

The MIC Message Box



Brand elements interacting with photography

## USING IMAGERY

The imagery we use for MIC is of real people actively engaged with college life, whether it be through study, active learning, sports, or relaxing around campus.

The photography is not staged and captures a moment in time which underpins the dynamism of the brand concept.



# CREATING IMAGERY

When deemed suitable the photographer will give more room to one side of the subject which affords us space to include branding and messaging.

Natural angles within the frame are exploited in some images such as architecture or natural forms which compliment the brand and give a sense of dynamic movement.



# MIC VIDEO

The video content focuses on real people. There are many stories to tell on the MIC campus, be they of current or past students, teachers, staff members or associates.

The videos should portray individuals or groups that have an interesting story to tell that relates to MIC's core values.

Any graphic treatment to the videos such as titles or motion graphics should align with the brand guidelines in terms of typography, colour and graphic elements.

The end screen should contain the logo, url and #HelloMIC.



## MIC

# tone of voice

The tone of voice is direct, clear and positive.

The headlines should contain an aspirational message that highlights MIC's unique selling points and grabs the viewers attention. The subheader gives context to the header.

The rest of text should have clear detailed information and a call to action about where to go and what to do.

CHALLENGE  
YOURSELF  
AT OUR CITY  
CAMPUS

Open Day **12.11.17**

Enroll now at [mic.ie/opendays](http://mic.ie/opendays)



EXPLORE A  
CAREER IN  
EDUCATION

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FIND YOUR  
VOCATION

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# AD TEMPLATES FULL PAGE

**LOREM IPSUM DOLOR SIT AMET**  
01/01/2018

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Enroll now at [mic.ie/opendays](http://mic.ie/opendays)



More image

**OPEN DAY 2017**  
LAETHANTA OSCAILTE 2017  
Saturday 14th January, 2017  
11.00am - 1.00pm



**OPEN DAY 2017**  
LAETHANTA OSCAILTE 2017  
Saturday 14th January, 2017  
11.00am - 1.00pm



More text

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ELIT.**

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS SED COMMODO MAGNA**

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**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS SED COMMODO MAGNA**

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# AD TEMPLATES HALF PAGE TALL

More image

More text

**LOREM  
IPSUM  
SIT AMET**  
01/01/2018

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Enroll now at  
[mic.ie/opendays](http://mic.ie/opendays)




**OPEN DAY  
2017**  
LAETHANTA  
OSCAILTE 2017

Saturday 14th  
January, 2017  
11.00am - 1.00pm




**OPEN DAY  
2017**  
LAETHANTA  
OSCAILTE 2017

Saturday 14th  
January, 2017  
11.00am - 1.00pm




**LOREM  
IPSUM**  
LOREM IPSUM DOLOR  
SIT AMET, CONSECTETUR

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**LOREM  
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# AD TEMPLATES HALF PAGE WIDE

More image



**OPEN DAY**  
2017  
LAETHANTA  
OSCAILTE 2017

Saturday 14th  
January, 2017  
11.00am - 1.00pm




**OPEN DAY**  
2017  
LAETHANTA  
OSCAILTE 2017

Saturday 14th  
January, 2017  
11.00am - 1.00pm




**LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR ELIT.**

**LOREM IPSUM  
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CONSECTETUR  
ADIPISCING ELIT.**

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More text



**LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR ELIT.**

**LOREM IPSUM  
SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.**

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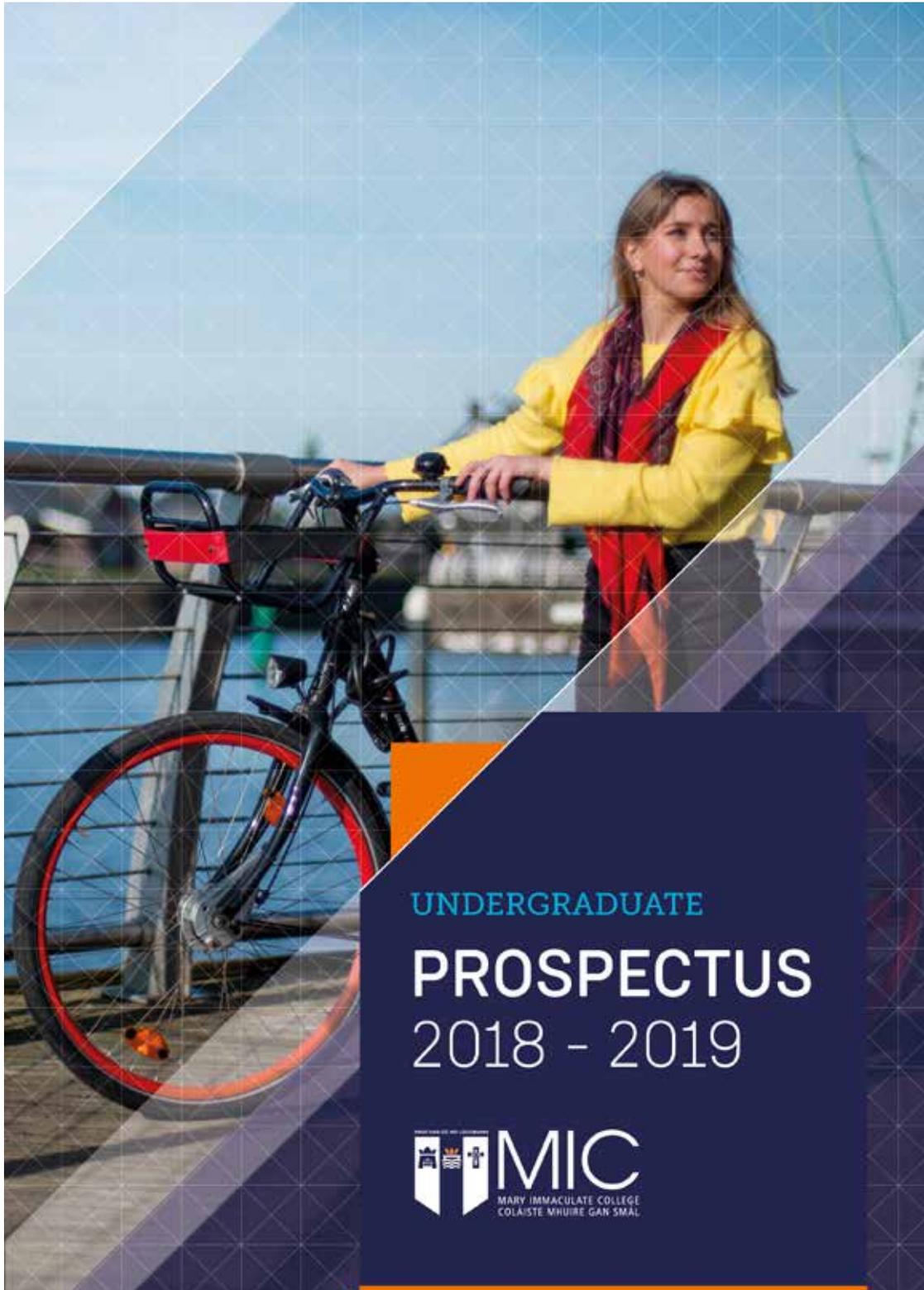

**LOREM IPSUM  
SIT AMET 01/01/2018**

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Enroll now at  
[mic.ie/opendays](http://mic.ie/opendays)



# APPLICATIONS EDITORIAL



UNDERGRADUATE

**PROSPECTUS**

2018 - 2019





# APPLICATIONS

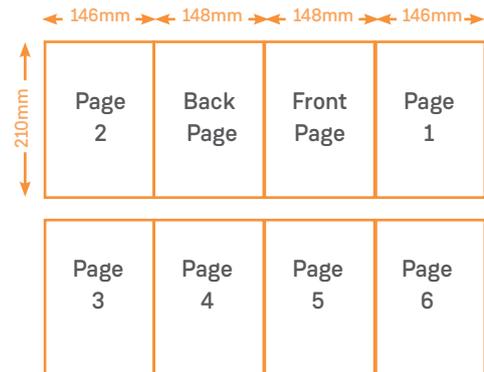
# FLYER

# TEMPLATE

The format of the MIC flyers are an A5 gate fold. They are to be printed on 300gsm matte stock. Aim to have no more than 300 words per page to ensure legibility.

The front page will be dominated by a large image relating to the course. The title of the course, course code and MIC logo will appear in the 'MIC message box' which sits over the image. The top left corner will have a colour coded tab for ease of recognition.

## A5 GATE FOLD



## TAB SYSTEM

	Bachelor of Arts
	B.A. in Contemporary & Applied Theatre Studies
	B.A. in Early Childhood Care and Education
	B.Ed. in Education and Psychology
	Bachelor of Education
	B.A. in Education, Business Studies and Accounting
	B.A. in Education, Business Studies and Religious Studies
	B.A. in Education, Irish and Religious Studies
	B.A. in Education, Irish and Business Studies

# APPLICATIONS BILLBOARDS



EXPLORE A  
CAREER IN  
EDUCATION

Open Day **12.11.17**  
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COME  
EXPLORE  
OUR CITY  
CAMPUS

Open Day **12.11.17**  
Enroll now at [mic.ie/opensdays](http://mic.ie/opensdays)



## APPLICATIONS

# SOCIAL MEDIA

Social media requires image based assets.

Text is minimized and branding is maximised with imagery having a very clear focal point for viewing at smaller sizes.

Where possible image and text should play off each other to provide the reader with a deeper or implied meaning.



# APPLICATIONS

# POWERPOINT

Use the system font Segoe UI for powerpoint.

Intro slide



Text slide

MARY IMMACULATE COLLEGE 31/03/17

## Mary Immaculate College Limerick City

- 10 minutes walk from the city centre
- Easy access to all cultural and social amenities, as well as the main rail and bus terminals
- With three institutions of higher education & a combined student population of almost 20,000, Limerick is a bustling, vibrant and exciting city!
- Limerick was Ireland's first **'National City of Culture'** in 2014

Text and image slide

MARY IMMACULATE COLLEGE 31/03/17

## MIDAS

- Very active drama society, produces plays & musicals
- Organises workshops, cabarets and social events.
- Participates in the Irish Student Drama Awards (ISDA)
- Recent MIDAS productions include: Cats, Grease, The Wedding Singer & House of Fun

**MIC**

# COMMISSIONED CAMPAIGNS

Using the brand elements  
we can also commission  
campaigns with a specific  
message.



DEVELOPING



THEATRE STUDIES

