

Mary Immaculate College

LOGO GUIDELINES



AUGUST 2018

THE COLLEGE

Founded in 1898, Mary Immaculate College (MIC) is a university-level College of Education and the Liberal Arts, academically linked with the University of Limerick.

Following the incorporation of St Patrick's College Thurles in 2016, MIC is now a multi-campus institution with a student population of close to 5,000, offering ten undergraduate degree programmes in Education, the Liberal Arts, Early Childcare and Education and Theatre Studies, in addition to numerous postgraduate opportunities to Masters and PhD level. MIC also offers Continuing Professional Development (CPD) courses and is committed to improving access to higher education for adults with a range of tailored programmes and supports that make the journey for adult learners as easy as possible.

THE STORY OF OUR LOGO



In 1973, the College's Director of Art Education at the time, Evan Morrissey, designed a new insignia to commemorate the 75th anniversary of the founding of the College. The three panels of the insignia represent the three elements symbolising the identity of the College. On the left, an extract from the coat of arms of the historic city of Limerick represents the location of the College within the city. The central panel portrays the flame of learning embodied in the hosts of teachers who have cherished and educated multitudes of children in many lands. On the right, the Mercy symbol represents the founding Sisters of Mercy whose spirit has permeated the life of the College through the years. The insignia is crowned by the words of the Psalmist chosen as the College motto "Briathar Dé mo Lóchrann" ("The Word of God, a lamp for my steps", ps.118).

Following the incorporation of MIC, St Patrick's Campus, Thurles and the consequent expansion of the suite of programmes on offer at MIC, a new corporate logo was approved by *An Bord Rialaithe* in 2016 in order to enhance the integrity of MIC's unique identity.

HOW TO USE THIS GUIDE

The MIC Logo Guidelines document has been developed to inform and assist MIC personnel and external organisations in correctly applying the MIC branding and logo. It is the goal of this document to ensure that the MIC brand is applied in a consistent and appropriate manner. It is therefore essential that the requirements set out in this document are adhered to at all times.

This guide is divided into key sections dealing with the brand itself which includes: the allowed colours, size and the placement of the logo. We hope that we have provided solutions for most eventualities. However, we realise that certain applications may fall outside of this Guide and in those instances we ask that you contact the [Corporate Communications & Marketing \(CCM\) Office](#) for advice.

All of the images displayed in the guideline sections are used for display and explanatory purposes only. DO NOT use this guide as a visual reference point for matching colour as natural fading may occur and printing it digitally from your own desktop printer will distort colours. Use ONLY the Pantone, CMYK and Websafe specifications outlined on page 3.

All material carrying the MIC branding MUST be approved by the CCM to ensure adherence to these guidelines.

Further Information

Ciara Ní Shúilleabháin
Director of Corporate Communications & Marketing
Mary Immaculate College
South Circular Road
Limerick

T: + 353 061 204595

E: Ciara.NiShuilleabhain@mic.ul.ie

THE PRIMARY LOGO



The College has made both the English language version and the Irish language version of the logo available. Users should have due regard to the specific audiences when applying the identity.

THE COLOURS

The two key colours for Mary Immaculate Colours are as follows:

BLUE	Pantone 2748
ORANGE	Pantone Orange 021

The colour breakdowns are as follows:

	C	M	Y	K	R	G	B
Pantone 2748	100	76	0	18	0	69	141
Pantone Orange 021	0	51	87	0	247	146	57

Wherever possible the logo should be applied using these colours. To facilitate single colour printing, and acknowledging the wide application requirements for this brand identity, a series of logos are available that should cover all eventualities. These logos are shown on the next page.

The web colour for the MIC Blue is #004488
The web colour for the MIC Orange is #f58c4b

LOGO APPLICATIONS

Solid Logo Application



- Wherever possible the logo should be applied using all colours in its form shown on the top line above.
- If a single colour application the middle logo above should be used.
- If a black and white application is required the logo on the bottom should be used.

Reverse Logo Application



- If the logo is to be applied to a dark coloured background, wherever possible the logo should be applied using all colours in its form shown on the top line above.
- If a single colour application the middle logo above should be used.
- If a black and white application is required the logo on the bottom should be used.

PLEASE DO NOT...

The logo may not be altered, stretched or reduced smaller than 15 mm in height. You must not add or subtract anything from the logo or split up the various elements. The logo corporate colours must not be altered.



...change the colours



...distort or rotate



... squash or stretch



... change the text position



... use Crest without text



... create custom logos



... separate the logo elements



...outline or apply effects to logo

LOGO SIZE



Minimum size to display logo is to be 15mm from the top of the fadas to the bottom of the points on the crest.

PROPORTIONAL SIZES

The following is a guide to the minimum proportional size according to formats.

DL	15 mm High
A5	17 mm High
A4	23 mm High
A3	31 mm High
A2	40 mm High
A1	60 mm High
A0	78 mm High
Larger formats	160+mm High

FONT USAGE

While the MIC logo uses a bespoke typeface based on classic fonts, when designing & printing brochures, flyers etc for promotional purposes, the preferred accompanying font to use is the **Weissenhof** Family of fonts; Weissenhof is an extensive font family. It is available in an exhaustive variety of weights and can be easily sourced from any supplier of typefaces. **Roboto Slab** is the secondary font and is used generally for subheaders or preheaders.

Weissenhof Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weissenhof Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weissenhof Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

For internal memos, notices and letters, the preferred font to use is the **Calibri Family** of fonts. It is available in an exhaustive variety of weights and is usually a native font on all Microsoft based platforms.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri

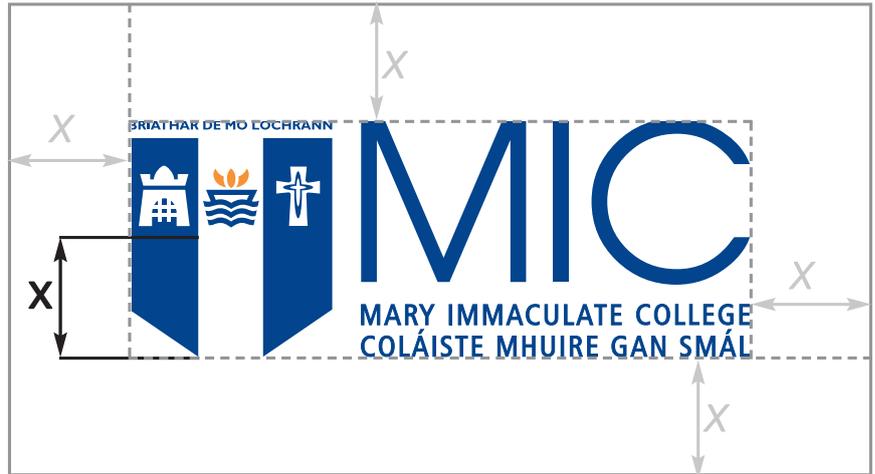
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

EXCLUSION SPACE

To ensure that the MIC logo makes its own statement and stands out, an **exclusion space** around the logo is required. This **exclusion space** should be approximately half the height of the logo as shown below.



USE OF LOGO ON PHOTOGRAPHIC, PATTERNED OR SHADED BACKGROUND

While it is possible to use the logo on a photographic or patterned background, please ensure that it has enough contrast for the logo to work and be read correctly. Some good and bad examples are shown below:

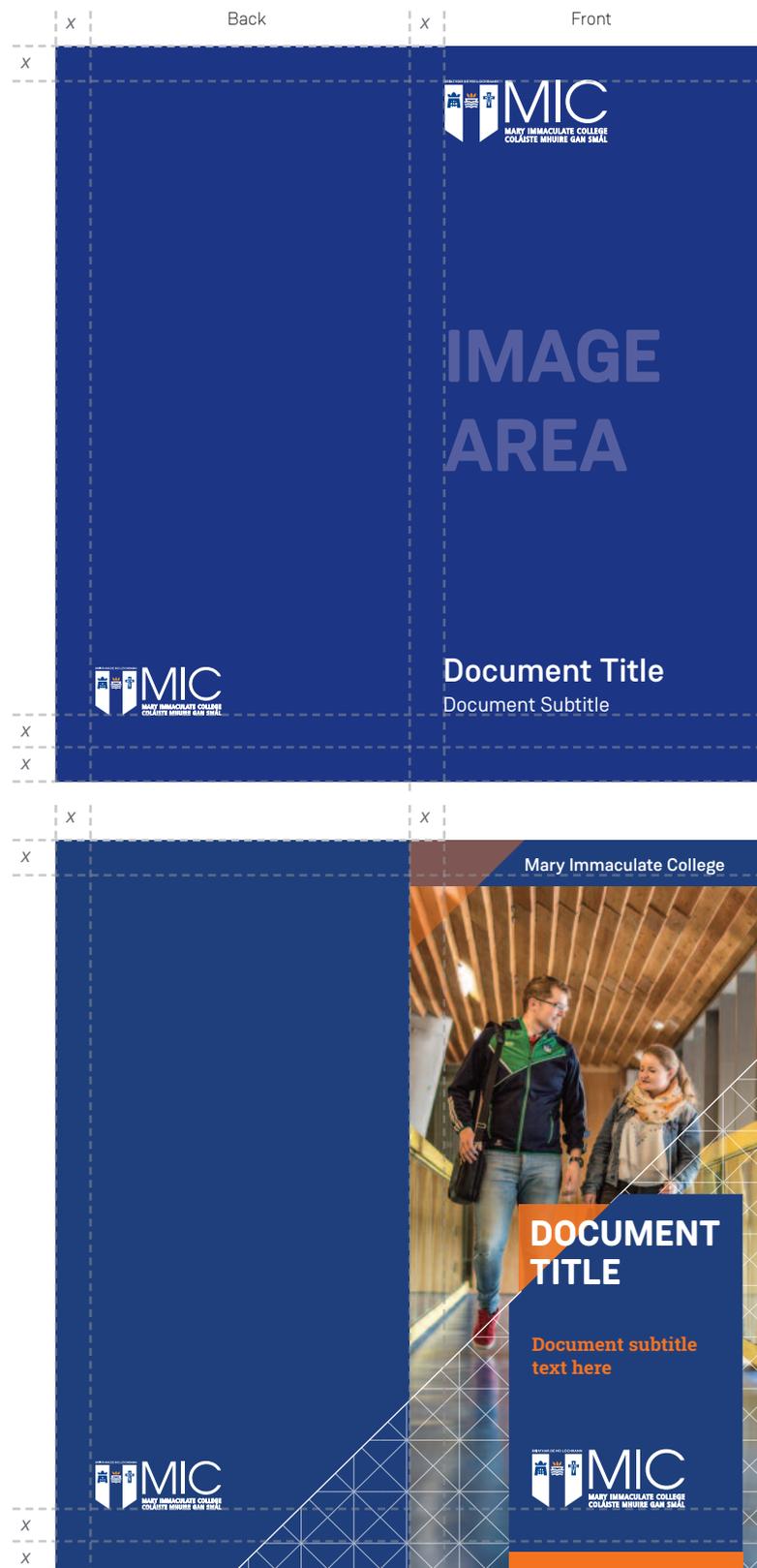


Ideally, the logo should appear out of a solid blue or white background as shown on page 4.

PLACING THE LOGO ON DOCUMENTS

DL FLYERS

When placing the logo on DL document covers, the logo should be at least 40mm in width, and the **exclusion space** principle is to apply, left flush with the **exclusion space** and double **exclusion space** from the bottom of the page.



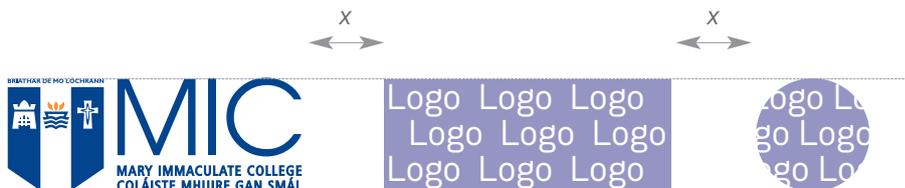
PLACING THE LOGO ON DOCUMENTS CONT'D

A FORMAT DOCUMENTS

When placing the logo on documents of “A” formats (this applies to A1, A2, A3, A4 and A5), the logo should be at least 40mm in width, and the **exclusion space** principle is to apply, left flush with the **exclusion space** and double **exclusion space** from the bottom of the page.



USE WITH OTHER LOGOS



- If MIC is the lead partner/stakeholder then the MIC logo must always appear first and be the most prominent logo displayed. All other logos must be a maximum of 15mm in height in relation to the logo.
- When using the MIC logo in conjunction with other logos please ensure that it has the same prominence and is sized appropriately to match the shape and size of the other logos displayed.
- The logos must be at least the x (exclusion space) distance from the edge of the page. (Left and bottom)
- If the other logos appear in colour versions, the MIC logo must also be displayed in colour.



CO-BRANDING

When the MIC logo is used on third party applications it should:

- Adhere to the Exclusion Space and Position of logos guidelines outlined on page 7 of this document.
- Always appear in a horizontal array with the other logos.
- Never be rendered smaller than any other logo placed in the same field of vision.
- Appear in colour or black & white in accordance with the other logos

Are you aged 22 years or over and interested in progressing on to third-level education? Consider the options below, one of which may suit YOU....

The infographic features a central grey circle with the text "ACCESS COURSES FOR MATURE STUDENTS TO THIRD-LEVEL EDUCATION". Surrounding this are five colored segments, each representing a different course:

- FOUNDATION CERTIFICATE FOR MATURE STUDENTS** (Purple): Limerick Institute of Technology. Part Time, 12 weeks, 1 week.
- FOUNDATION CERTIFICATE FOR MATURE STUDENTS** (Pink): Mary Immaculate College. Part Time, 4 weeks.
- PRE-UNIVERSITY PROGRAMME (PUP)** (Orange): Mary Immaculate College (MIC) in partnership with local city and county Educational Centres. 40 hrs, 2 evenings a week.
- PRE-UNIVERSITY PROGRAMME (PUP)** (Green): Mary Immaculate College in partnership with the Limerick and Clare Education and Training Board, Adult Education Service. Part Time, 7 evenings and 1 day a week.
- PRE-UNIVERSITY PROGRAMME (PUP)** (Blue): University of Limerick. Part Time, one year course.

At the bottom, contact information is provided for Mary Immaculate College Admissions Office, University of Limerick Mature Student Office, and Limerick Institute of Technology Flexible Learning.

MULTIMEDIA

Where the MIC logo is used in association with other logos for Multimedia display, the following rules apply:

- The MIC logo must always be first in a horizontal array or on top of a vertical array.
- The MIC logo **must never** be rendered smaller than any other logo placed in the same field of vision.
- The MIC logo should have the same 'screen time' as any other logo it accompanies.

POWERPOINT (OR SIMILAR) PRESENTATIONS

MIC Presentations

When making a presentation on behalf of the College, please use one of the sample Powerpoint templates (available to download from the MIC Staff Portal).



Affiliate Presentations

When making a presentation that uses the MIC logo please follow these points:

The MIC logo should:

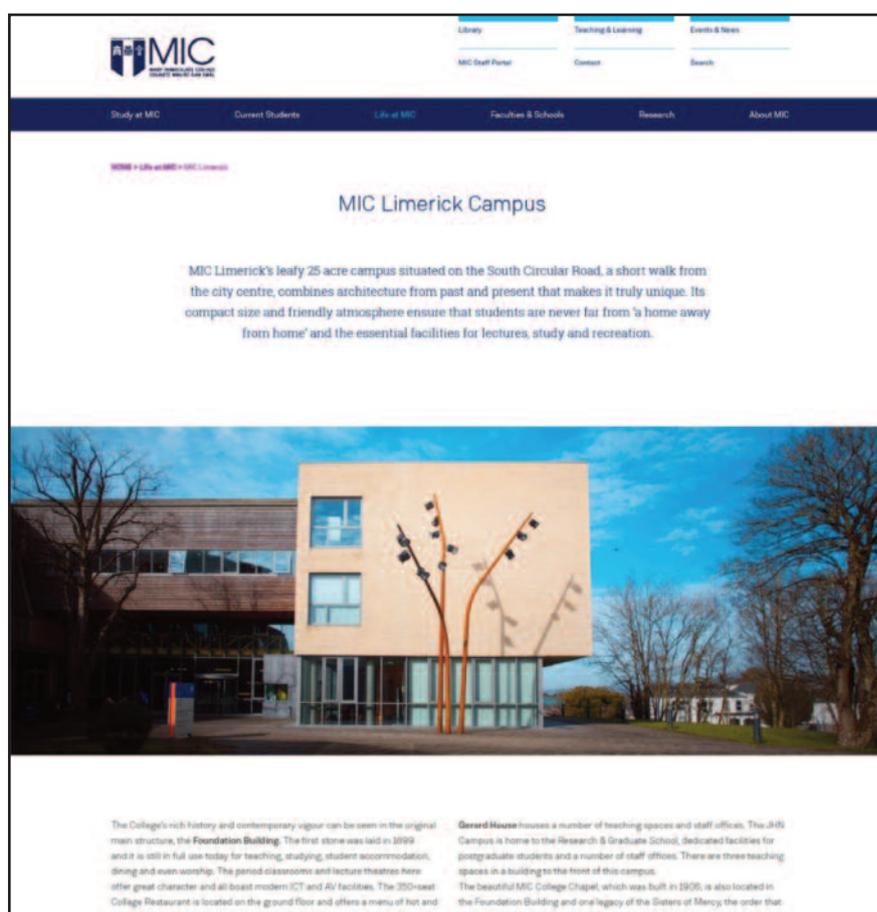
- Ideally be placed bottom right, not be smaller than 15mm in height, and at a screen resolution of at least 120 pixels per inch.
- Adhere to the **Exclusion Space** and **Positioning of Logo** guidelines outlined on page 7 of this document.
- Always appear first in a horizontal array with other logos.
- **Never** be rendered smaller than any other logo placed in the same field of vision.

USE OF LOGO ON MIC WEBSITES AND WEB PAGES

For official MIC websites or web pages the logo should:

- Appear on the top of the lefthand corner.
- Appear at 95 pixels in height.
- Where possible, the solid blue logo version should be used
- The web colour for the MIC Blue is #0044488.
- The web colour for the MIC Orange is #f58c4b.

Always use **Web Versions** of the logo (available to download from the MIC Staff Portal or by request from the **CCM Office**). Where possible the **Exclusion Space** guidelines as outlined on the previous pages should be used here also.



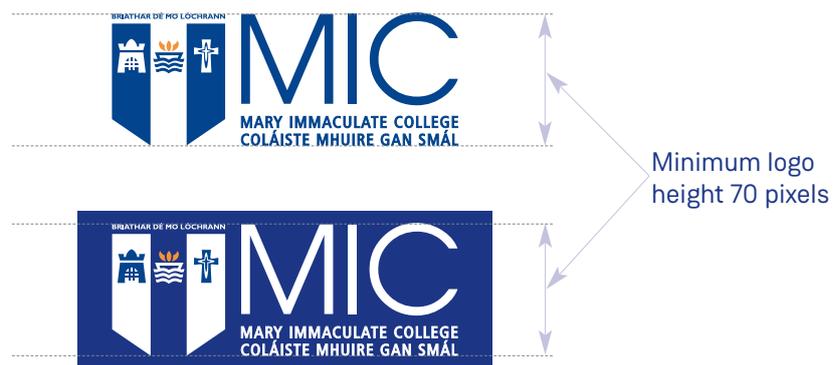
The logo should hyper-link to the **mic.ie** homepage

USE OF LOGO ON 3RD PARTY WEBSITES

If you, or your organisation, has a website that you wish to link to MIC, and have received permission from MIC to do so, the suitable MIC logo must appear on the home page and be positioned so the user does not have to scroll down the screen to see it. It must be clearly visible, a minimum of 70 pixels in height. We also require you to include a link to our website www.mic.ul.ie. Where possible the **Exclusion Space** guide-lines as outlined on the previous pages should be used here also.

The same guidelines should be adhered to when using the MIC logo on social media sites such as Facebook, Twitter, LinkedIn etc.

Always use the web versions of the MIC logo (available to download from the MIC Staff Portal or by request from the [CCM Office](#)).



The logo should hyper-link to the mic.ie website.

LOGOS

MIC logos are available in the following formats:

Vector: Adobe Illustrator EPS (CC2015) (Spot colour & CMYK)
 Adobe Illustrator PDF (Spot colour & CMYK)

Pictorial: JPEG & PNG (CMYK & RGB 300dpi for print)
 JPEG & PNG (RGB 72dpi for web)

MIC logos are available to download from the MIC Staff Portal or by request from the CCM Office.

FURTHER INFORMATION

Ciara Ní Shúilleabháin

Director of Corporate Communications & Marketing
Mary Immaculate College
South Circular Road
Limerick

T: + 353 061 204595

E: Ciara.NiShuilleabhain@mic.ul.ie

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