Dublin City University
Summary brand guidelines
2017

Brand positioning
Purposefully different, consistently excellent

Shortest brand narrative

At Dublin City University (DCU) we believe seeing and doing things differently produces the citizens today's ever changing world needs. It also ensures those people are prepared for a life rich with purpose. Whilst we dare to be different, our teaching, learning and research are always excellent. DCU is purposefully different, consistently excellent and today this has never mattered more.

Logo

Our logo always appears in the set colour combinations as shown here.

Where space is restricted we have a horizontal or small use logo, without the full University names. We also have an International logo, which does not include our name in Irish, for use outside the Republic of Ireland.

Level 1

Level 2

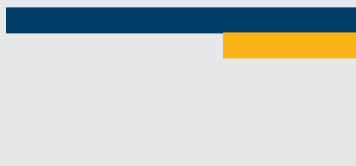Restricted space logos

International logo

Colour

Our colour palette is split into two to differentiate the two levels in our communications hierarchy.
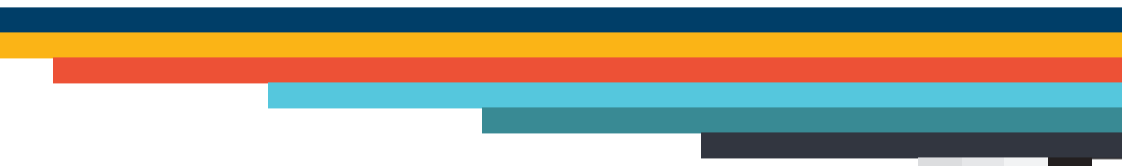
Level 1: Only use Slate Blue and Burnt Gold

Level 2: Use the full colour palette but never use Slate Blue and Burnt Gold exclusively. A maximum of 4 colours can be used at once (excluding black tints).

Level 1

Level 2

Slate Blue	Burnt Gold	Flame Red	Sea Blue	Teal	Charcoal	Black
PMS 7545	**PMS** 1235	**PMS** 7417	**PMS** 2198	**PMS** 5483	**PMS** Cool Grey 11	5%, 10%, 15% Black
CMYK 100/57/12/46	**CMYK** 0/32/100/0	**CMYK** 1/83/85/0	**CMYK** 58/0/12/0	**CMYK** 65/11/25/27	**CMYK** 44/34/22/77	100% White
RGB 26/60/102	**RGB** 255/167/0	**RGB** 237/83/56	**RGB** 74/201/227	**RGB** 79/134/142	**RGB** 83/86/90	

Typography

Our brand typeface is Objektiv Mk 2. This typeface should be used for all our communications where possible. Our system typefaces are Arial Regular and Arial Bold.

Primary font

System font

Objektiv Mk2

Arial Regular
Arial Bold

Light Regular **Medium** **Bold**

Iconography

Our icons are supporting elements that can be used to highlight key information such as facts and figures. Always use in flat tints of black with a small area of highlight colour.

Grid and layering system

Our adaptable layering system of blocks and bars is a key component of our visual identity. The blocks contain either colour or photography and are layered to create different tonal impressions

DCU
Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University

Undergraduate Prospectus

2018

PURPOSEFULLY DIFFERENT, CONSISTENTLY EXCELLENT

Photography

Our photography demonstrates our belief in seeing and doing things differently. Though it is varied, our photography is always:

– Human and accessible
– Looking at things in a different way
– Spirited and positive
– Based in the real world
– Representative of the gender and diversity balance at DCU

We always use a mix of coloured and black and white photos together.

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