



ATU Brand Book
Version 1.0
Spring 2022

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.

Togetherness, Optimism, Excellence, Consideration

Togetherness

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 Sligo 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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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.



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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

The Small version of the logo has 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.



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Sub Brands and Organisational Units

All faculties, departments and groups within the university must use the Full Logo where possible. The Full Logo can be used in conjunction with a faculty, department, unit or research centre name, as illustrated, using a lock-up approach.

There are a small number of approved sub brand logos. You should never try to reproduce a logo type yourself.

NB: Any proposal for new sub-brands must follow the same format and will require the approval of the Executive.



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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

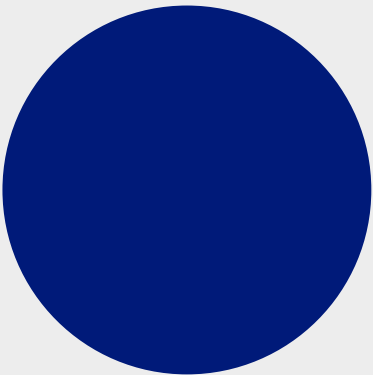
Primary Palette

Our primary colour palette is drawn from nature – from the ocean, shore, flora and land. It consists of two darks of Navy and Dark Green, with a strong Teal. Alongside these are a neutral Sand and a strong Orange. These colours are the first choice in most applications, used in combination for text and backgrounds, along with black and white.

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.

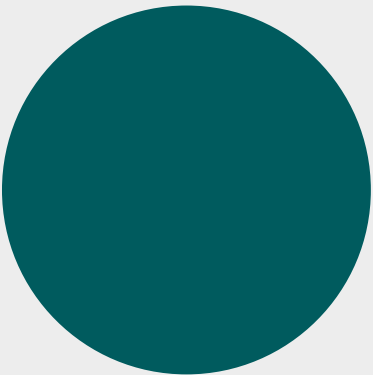
Visual Identity



Navy
CMYK 100/92/51/0
RGB 0/26/121
#001a79
Pantone Blue 287 U



Teal
CMYK 50/12/16/0
RGB 123/185/203
#7bb9cb
Pantone 7458 U



Green
CMYK 100/68/63/0
RGB 0/91/94
#005b5e
Pantone 328 U



Sand
CMYK 0/10/15/0
RGB 255/232/212
#ffe8d4
Pantone 7604 U



Orange
CMYK 0/65/100/0
RGB 255/121/30
#ff791e
Pantone 151 U

Secondary Palette

The secondary palette supports the primary colours and can be used to extend the palette when needed; for example in statistical graphs or illustrations. These should always be used as an accent colour rather than a dominant tone.



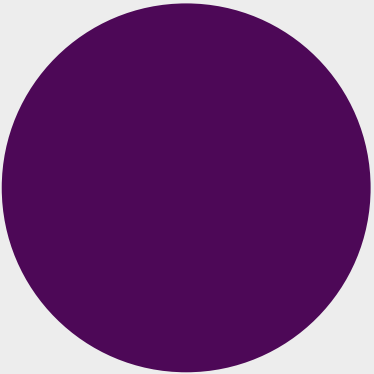
Yellow
CMYK 0/0/42/0
RGB 248/255/142
#f8ff8e



Light Green
CMYK 30/0/36/0
RGB 172/245/189
#acf5bd



Warm Grey
CMYK 22/22/22/0
RGB 200/190/191
#c8bebf



Purple
CMYK 82/100/51/0
RGB 77/8/87
#4d0857

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.

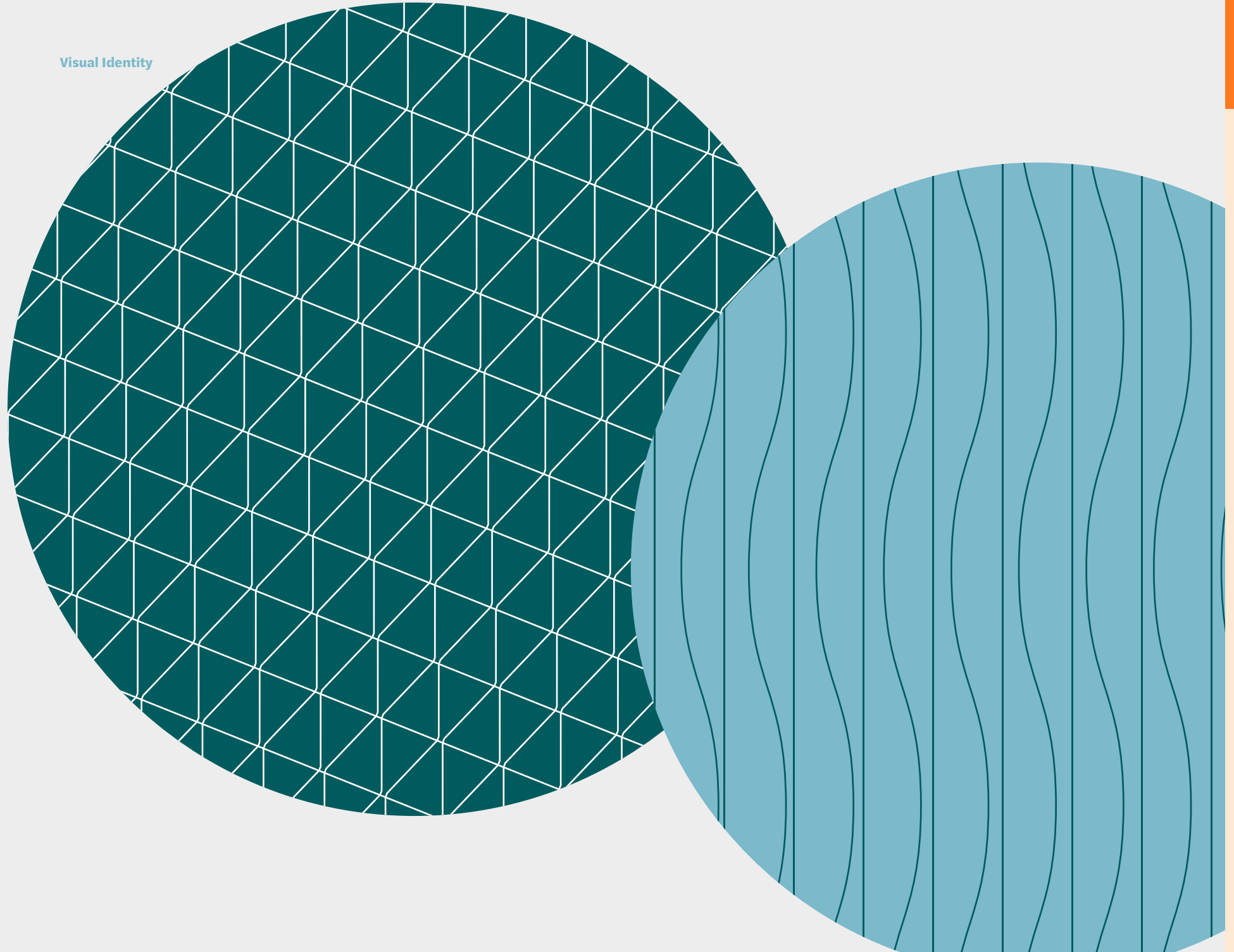
These are not logos for the various campuses or fields of study. Their role is for use within documents to help signal and identify a campus or field of study, or for use in an infographic. They should not appear on document covers.

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.



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.

In the ATU visual identity, layout grids can also be made visible on the page – further emphasising 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.



Logo in Motion

An animated version of the logo has been created for use at the end of video on social media and other contexts. Where it is used, the animation should be allowed to play in full, resolving with the logo at the centre of the frame. The animation can be used on a flat colour background or overlaid on video, provided there is enough contrast for it to be read clearly.

A .mov file with an alpha channel (transparency), and a number of worked examples are in the Brand Assets folder.



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.



Brand in Application

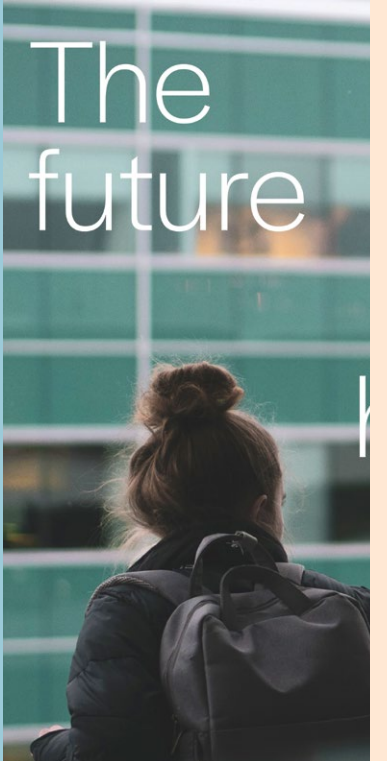
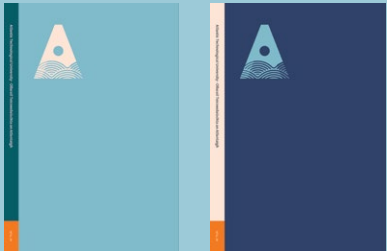
These sample treatments demonstrate how the ideas and assets can combine in application. Each serves a set of requirements unique to its context, but linked to the overall brand through the correct use of the brand positioning and assets.

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

Artwork and Templates

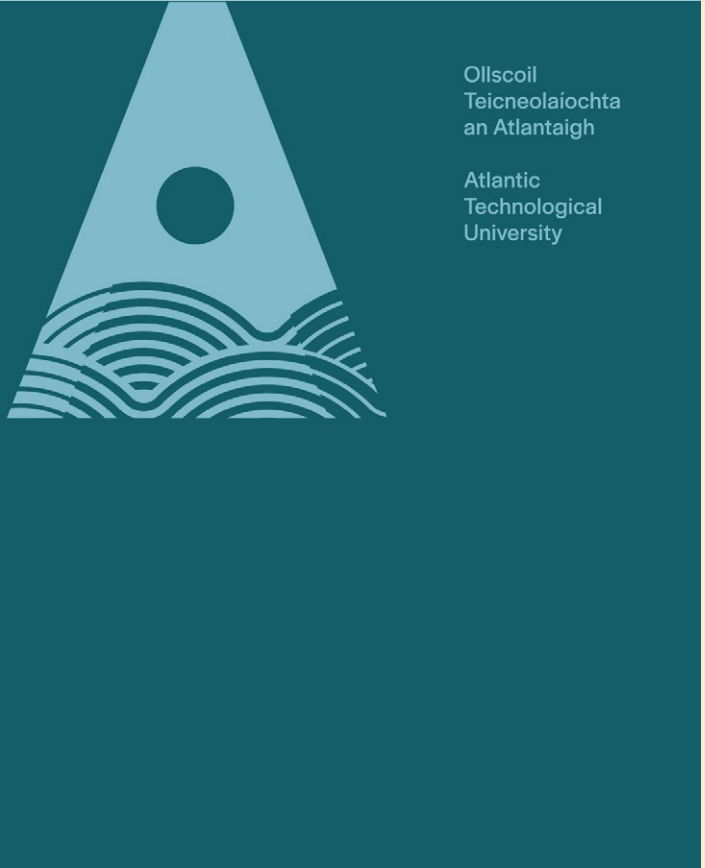
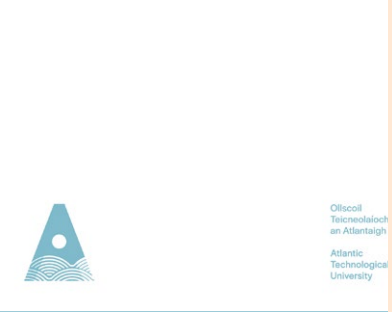
Stationery Artwork

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.



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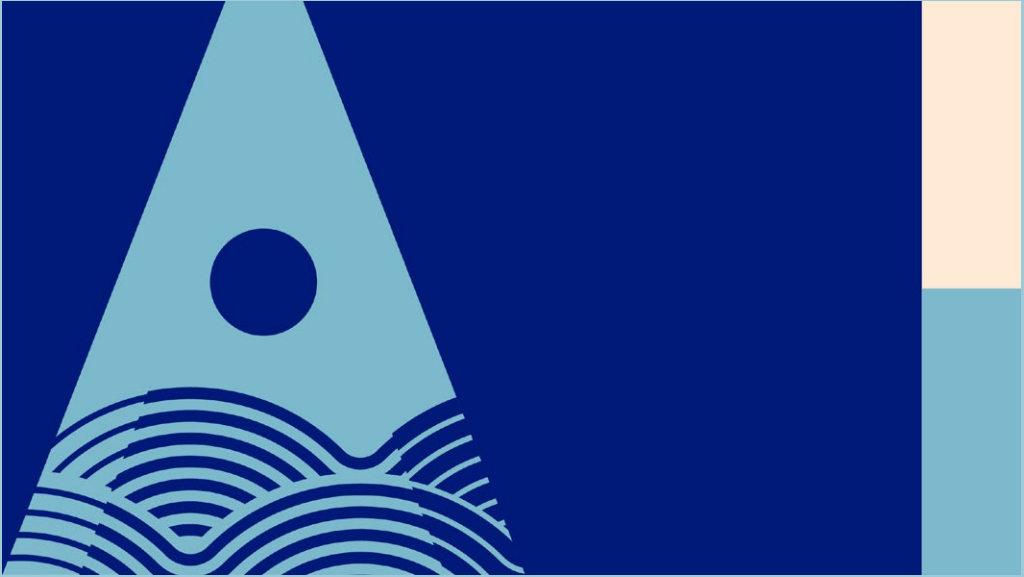


Brand in Application

Stationery Templates

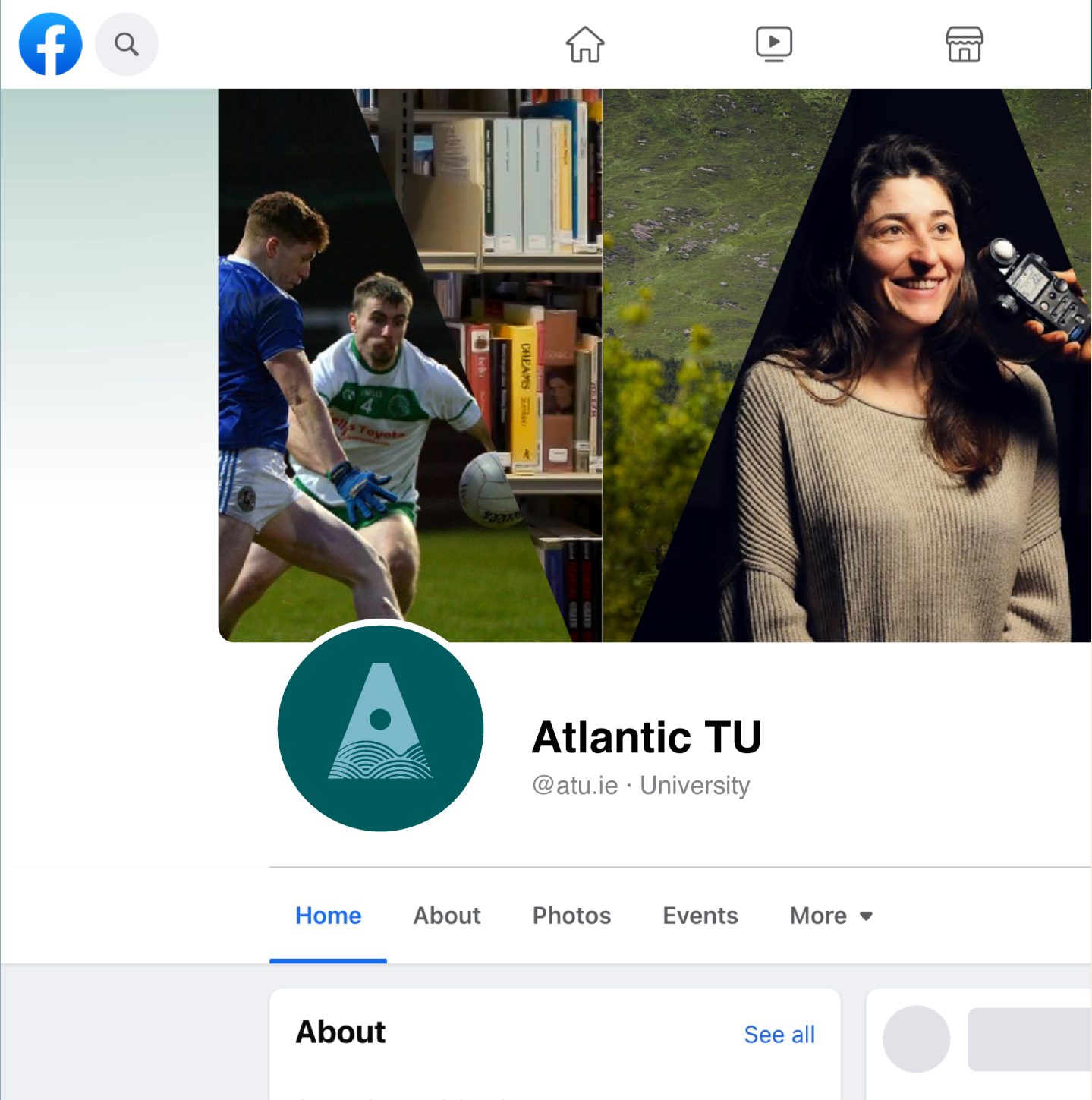
Along with the document templates supplied, a Powerpoint presentation template has been created. To complement this, there is a set of Teams/Zoom background files.

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.



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.

Main Page Title here.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



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Main Post Title Here



Main Post Title Here



Main Post Title Here



Main Post Title Here



Main Page Title here.

Secondary Subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



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Main Page Title here.



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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.



Travel Cup

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



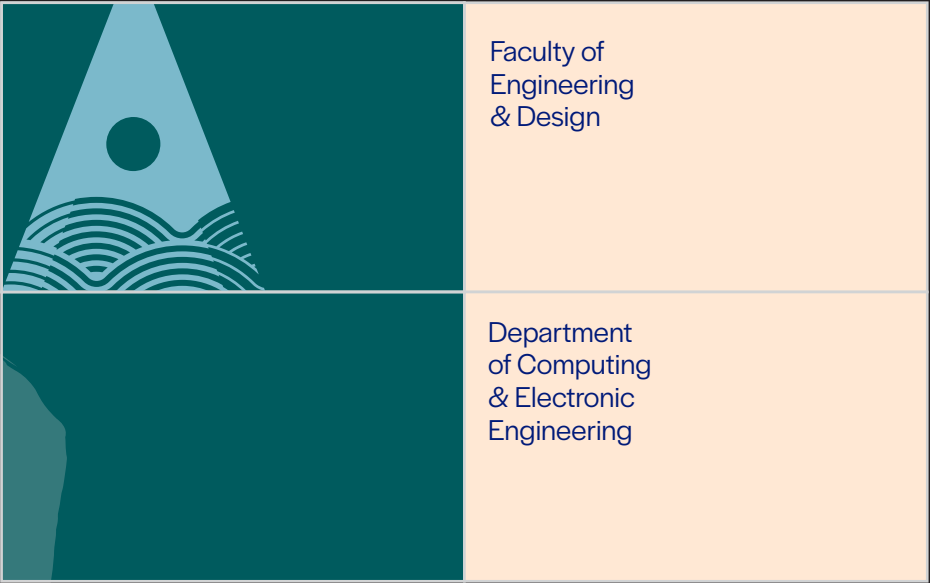
Sports Bottle

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



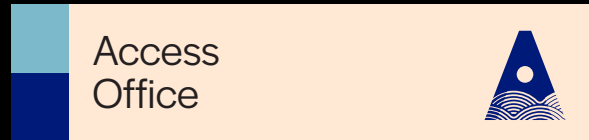
Location - Faculty

On campus location signage uses the icon version of the logo alongside a refined type treatment. The colour blocking here – visualised as being divided by material seams – echoes that used in layouts.



Location - Door Sign

A simple door sign uses the ATU icon and a refined colour and type treatment.

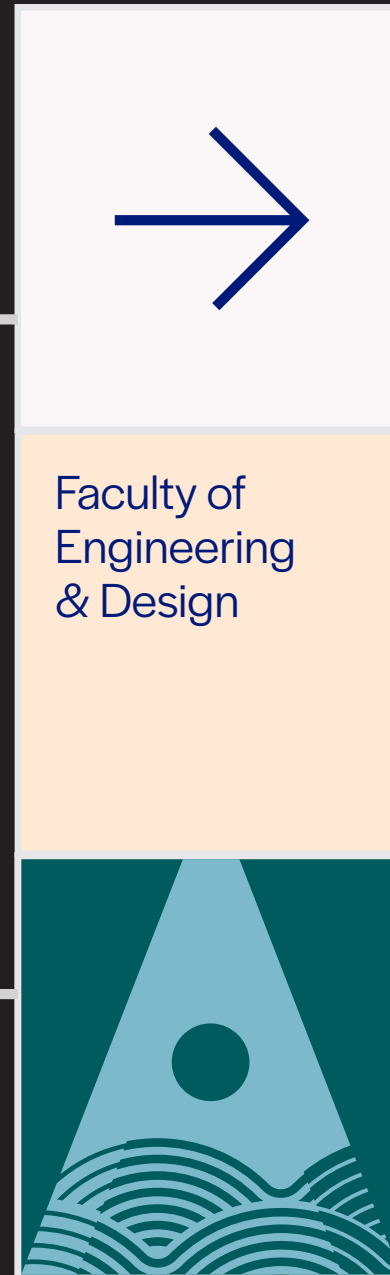


Brand in Application

Signage

Directional

Directional signage uses the icon version of the logo alongside a refined type treatment. The colour blocking here – visualised as being divided by material seams – echoes that used in layouts.



Way finding

Way finding prioritises simple bilingual messaging and is supported by the ATU logo.



Podium

The podium offers a refined treatment within the identity, presenting the Icon at the top to help it being showed in photos of a speaker.



Entrance Monolith

The entrance monolith has space to accommodate the campus name with the ATU Icon show large at the base.

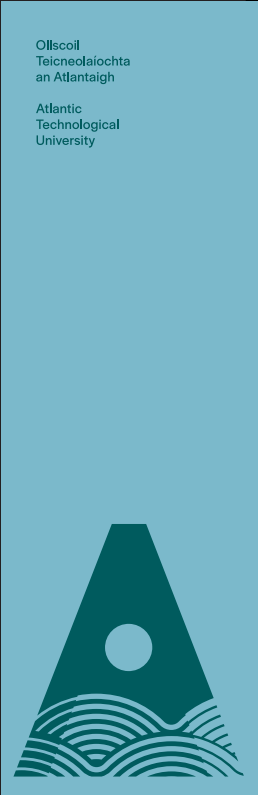
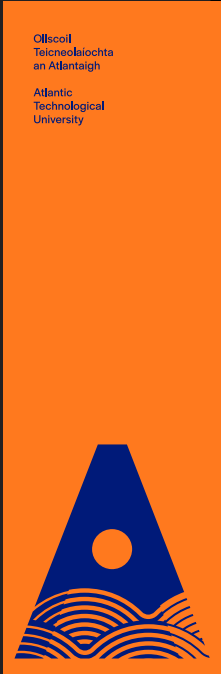


Brand in Application

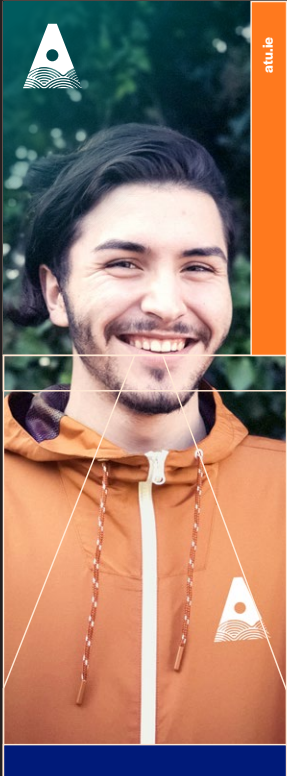
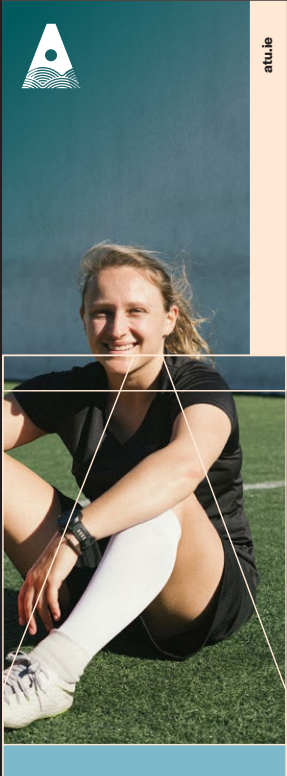
Entrance/Perimeter Flags

Perimeter flags show the Layout logo (Icon and Bilingual name) in a variety of combinations of the primary brand colours.

Signage



Pull-Up Banner
Pull up banners showing a combination of brand, text and image.



Brand in Application

Special Event
Banners for specific uses can highlight a partnership or an event.

Signage



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



Spring 2022

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

Design by McCann Dublin