

**SE
TU**

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Brand Guidelines

Version 1 / May 2022

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Brand Essence

Creating a
better future

Brand Positioning

We act as catalysts and partners when it comes to knowledge creation; through our research, developing our programmes and courses, our delivery models and our methods of teaching. And as we impart knowledge, we also learn constantly from those whom we're privileged to work with.

We face the future with flexibility, nimbleness, resilience and a willingness to face challenges not yet known or imagined. In doing so, we draw on international best practice, but are not constrained by any model and believe in continuous development and improvement, and continuous re-imagining of what's possible.

As an integral part of the South East, we are also a vibrant contributor to our national and international communities, welcoming the participation of all as we take our next major step on a journey of lifelong learning.

Our Tagline

**INSPIRING
FUTURES**

Brand Personality

We are...

Open

We are welcoming, approachable and accessible to all. We are inclusive in reaching out to the multiple communities that we serve.

Empowering

We look to unlock the full potential in our students, our staff, our partners and our region.

Principled

The student is at the heart of everything we do, and we never waiver from our goal of transforming lives and re-defining what excellence looks like.

Proactive

We create new and better ways to challenge ourselves and our students in the pursuit of next generation knowledge creation.

A leader

We are proactive catalysts for achievement and progress, and we adopt a strong leadership role in creating a local, national and international reputation for performance.

Our Voice

The world is changing fast. We want to ensure that people have the skills and characteristics needed to secure well-paid, exciting careers in emerging fields.

South East Technological University is a place for people who want to learn these skills. SETU combines high-quality teaching with research and industry engagement, for the benefit of both students and the region itself.

While SETU is not the first technological university in Ireland, we will need to be clear about how we distinguish it from other educational options at this level. Part of this will involve stating – with evidence – how it differs, and how everyone benefits. Another big part will be in how we talk about SETU, and the tone we adopt.

SETU is ambitious, welcoming, adaptable, forward-thinking, innovative, and confident. The aim is to make those qualities stand out in everything we say.

Our Voice is

Confident, but not boastful

SETU is built on experience, and expertise. It combines the teaching pedigree of two established education institutions. It is built on a strong sense of purpose, and has ambitious aims to build a better future for the region and its people through education.

We are not afraid to talk about our ambitions, and how we intend to achieve them. We are enthusiastic about our approach to teaching, our focus on research, our commitment to our region, and our global collaboration.

When people question what makes a Technological University special and exciting, it is an opportunity to explain this approach to education, and how it can inspire so many to achieve more.

However, while we believe we have a bright future ahead of us, we are also grounded. We do not simply boast that we are “exceptional”. We celebrate where we excel, but justify these statements with evidence. We are clear and honest about why we are the right choice for students and staff, so that they trust what we say.

How we do this:

- We celebrate what makes us special, but we back it up with evidence (data, case studies, etc)
- We do not rely on big language (such as “world-class” or “unparalleled”) without explaining why this is the case
- We do not speak negatively about - or look down on - other approaches or institutions
- We clearly explain the approach we are taking, and how it makes our Technological University different

Our Voice is

Different, but not exclusive

The technological university represents a new way of thinking about education. In an era of rapid technological and industrial change, it aims to prepare its students to embrace the future and secure interesting and rewarding jobs.

In many ways, it may be different to other institutions in Ireland and beyond. However, it must always feel accessible. The way we talk about SETU should not give people the impression that it is “out of reach” or “not for them”.

SETU has been created as a catalyst for change, both for people and for the region. It should feel like a place that is welcoming to all, regardless of age and background. In this way, we’ll achieve the best results for the region as a whole.

How we do this:

- When talking about the quality of students, stress what they’ve achieved rather than their status at recruitment (eg. Try to avoid phrases such as “only the finest students come here” and opt instead for “our approach to education prepares students for exciting, innovative careers”)
- Keep language accessible and understandable
- Use plain English
- Stress the broad range of opportunities for learning in many different careers, so it feels open to people with many different ambitions and skillsets
- Note the approach to education which caters for people with different learning styles, and the focus around the student in all types of learning
- Do not assume that all students are teenagers. We welcome students of all different ages and experiences
- We are an inclusive and welcoming university. We should always consider equality, diversity and inclusion when showcasing our community through imagery, case studies and other forms of promotion

Our Voice is

Optimistic, but aware

Companies in many different industries are calling for employees with the skills and insights to help them respond to change, particularly in fields such as engineering and ICT. Technological universities are in an ideal position to respond to this demand.

SETU strives to be fully aware of the realities of today's workplaces. We collaborate and partner with industries and organisations, help them to respond to changes, and spark new ideas and innovation. We work with employers to ensure that our graduates are prepared for the world, and the world to come.

We also help our students understand both the positive and negative impacts of certain changes, so they can make sustainable and ethical decisions in future.

Our role is to inspire and empower our students, and encourage them to approach their career with confidence.

How we do this:

- Talk to students about the opportunity to find a career that suits them and inspires them in a changing world
- Stress that SETU collaborates with industry to ensure graduates learn what they need to be workplace-ready
- Required skills (such as programming languages) change rapidly, so also stress the importance of learning skills such as adaptability, teamwork, communication and leadership
- Mention work and placement opportunities where possible

Our Voice is

Transformative, but always listening

The ultimate goal of SETU is to transform the lives of the people who go there, and in turn create more career-ready graduates, innovative companies, and a stronger region. We must be clear about how we plan to go about this.

A technological university combines high-quality teaching, close collaboration with industry, impactful research, and close links with our local communities.

However, we should also stress that all of this is not set in stone. Our teaching is centred around the student. We recognise that everyone learns differently, and that students make a valuable contribution to how subjects are taught.

Our research and industry work is informed by those who are creating businesses, or building solutions to society's biggest problems. Only by working together can we achieve meaningful results.

Also, our commitment to the region is shaped by what the region needs. We should always aim to tackle its challenges, but also build on its strengths. This is done through constant dialogue with stakeholders at all levels.

In short, our approach doesn't merely involve arriving with a single, predetermined way of doing things. Our greatest work is done in collaboration with partners, and by pooling our enthusiasm and expertise to achieve a shared goal.

How we do this:

- Be clear about what is being done, rather than just offering up vague statements
- Be open about the partners we engage with, and how they help us
- Stress our student-centred approach to education, and our industry-focused approach to collaboration
- Be open in praising others for their contribution, and what it has helped us achieve together
- Share opportunities to influence or partner, particularly formal arrangements such as boards, panels and committees. Mention the impact they have made where appropriate

Our Voice is

Technical, but not unintelligible

Our technological university will help people learn the skills they need to secure careers in very technical fields. Some of these courses will require students to master challenging concepts, full of tricky terminology.

However, our teaching staff will endeavour to explain these concepts in a clear and accessible way, so that the meaning becomes clear. We should do the same in talking about SETU to our audiences.

We should avoid using terminology that our audiences do not understand, particularly when explaining what SETU is, and what it does. We should not assume that prospective students are immediately familiar with all the concepts that they may encounter in industry.

We should remember that people may have different ways of learning, and recognise that many of our students may have difficulties seeing, hearing or otherwise processing certain information. We should also be aware that some students may not speak English as a first language, and attempt to make our communication as accessible as possible.

How we do this:

- Avoid jargon and complicated language, particularly on top-level pages
- When explaining courses, try to be clear in explaining the concepts that will be taught, and minimise technical terms where possible
- When using acronyms, explain what they mean in the first instance
- Provide hyperlinks to explanations of difficult concepts where appropriate

Our Voice is

Welcoming, but not “chatty”

SETU is a welcoming environment, where people from different backgrounds (and at different points in their careers) learn the skills they need to take their next step. We offer a multi-campus environment that feels like “home”, and provides students with friends, and new experiences.

We want to assure them that - while learning may often be challenging - we will offer any support they need. We will help them through any difficulties they have, whether they need support with their studies, their living situation or any other issues. We will also be a community, full of activities, events and gatherings.

However, we are also a professional institution. So we should be approachable, without being too bubbly or colloquial. We should avoid using a tone which is too over-familiar.

How we do this:

- Use the second-person (our/we) in talking to our audiences
- Avoid exclamation marks, slang and emojis in official communications

Our Voice is

Focused on the region, but also on the world

A crucial part of the mission of SETU is to act as a catalyst for growth in the south east of Ireland. This involves empowering our citizens to learn exciting new skills, and ensuring they have exciting new careers to match. It involves working with policymakers and businesses to make sure that they are innovating and recruiting, and collectively raising the fortunes of our region.

However, we also want our students to look further. We want to ensure that students graduate with skills that are in demand all over the world. We want our regional businesses to be able to compete and succeed globally. We want our teaching to respond to new approaches and insights from all over, rather than just from here.

We should be proud to talk about the work we are doing with partners to inspire growth and change in our region. But we should also be able to talk about how we are responding to global trends, and reaching out to learn and collaborate with people beyond our shores.

How we do this:

- Talk about our longstanding and emerging local partnerships, and what they aim to achieve
- Discuss the impact of quality education to the region, economically and culturally
- Stress that the standards for innovation and education are not local standards, but global ones, and that SETU aims to draw on best practice worldwide
- Talk up international partnerships, collaborations and multi-disciplinary research, and explain how this benefits the region

Our Logo

Our logo represents pathways and connections, into education and far beyond.

The 'U' symbol is also shorthand for 'your' university, expressing our student-centric philosophy.

Master Logo

This is our master logo. It is full colour and should be used on all SETU communications where possible.

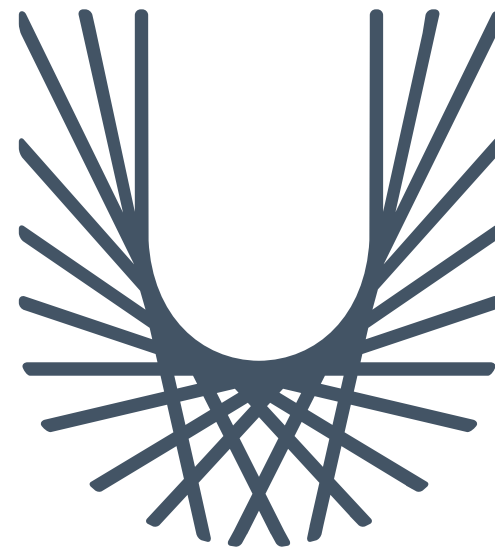


Reverse logo



Mono logo

Symbol



Acronym

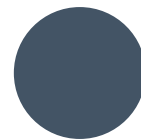


Descriptor

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

SETU master logo




C:77 M:60 Y:44 K:25
R:67 G:84 B:101
#435465
Pantone 7547

Logo colour


Master Logo

Logo Usage




 Try to ensure good contrast between the logo and its background



 Do not change the elements of the logo or use different typefaces




 Do not change the colour of the master logo



 Do not place logo on colour where contrast and legibility is compromised



 Do not place logo on an image where contrast and legibility is compromised

Master Logo

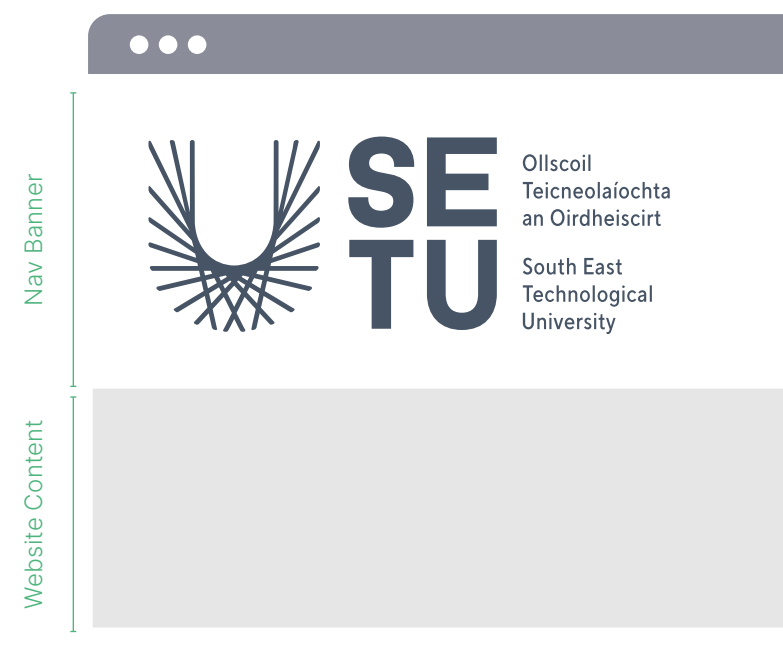
Clearance & Minimum Size

Our logo needs room to breathe. Use the uppercase 'U' of the SETU acronym to ensure it always has enough space.

When our master logo needs to be reproduced at smaller sizes, the minimum recommended size ensures legibility.



Logo clearance



Digital master logo example



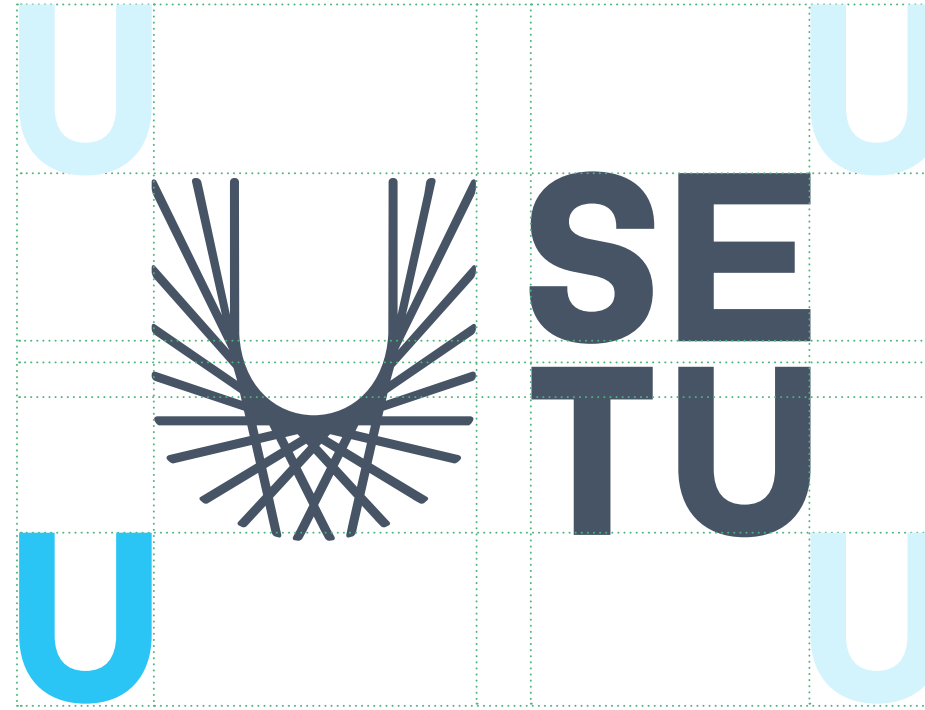
Print/Screen minimum size

Logo Variants

SETU Abridged Logo

The abridged logo may be used on applications once either the full SETU descriptor/Master Logo or web address appears elsewhere on the same application. It may also be used when Master Logo may not be suitable due to space limitations – for example on merchandise.

Permission must be granted for use of this logo by either the brand manager or marketing and communications team.



Logo clearance



Print/Screen minimum size

Logo Variants

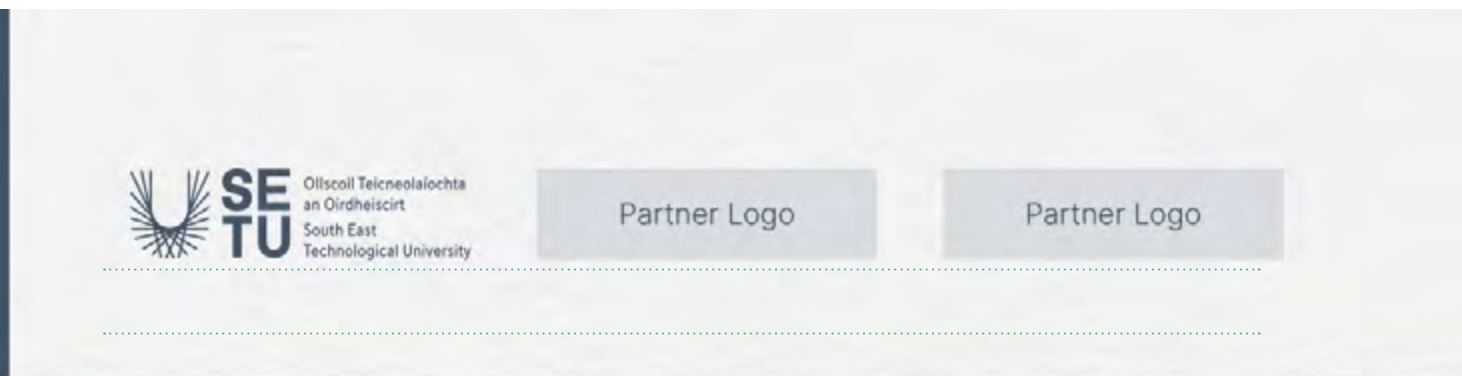
SETU Partner Logo

When the SETU logo is required to sit alongside partner logos at a small size, the SETU partner logo may be used. The descriptor has been enlarged to increase legibility.

Permission must be granted for use of this logo by either the brand manager or marketing and communications team.



Logo clearance



The Partner logo should align with the height of the other partner logos.



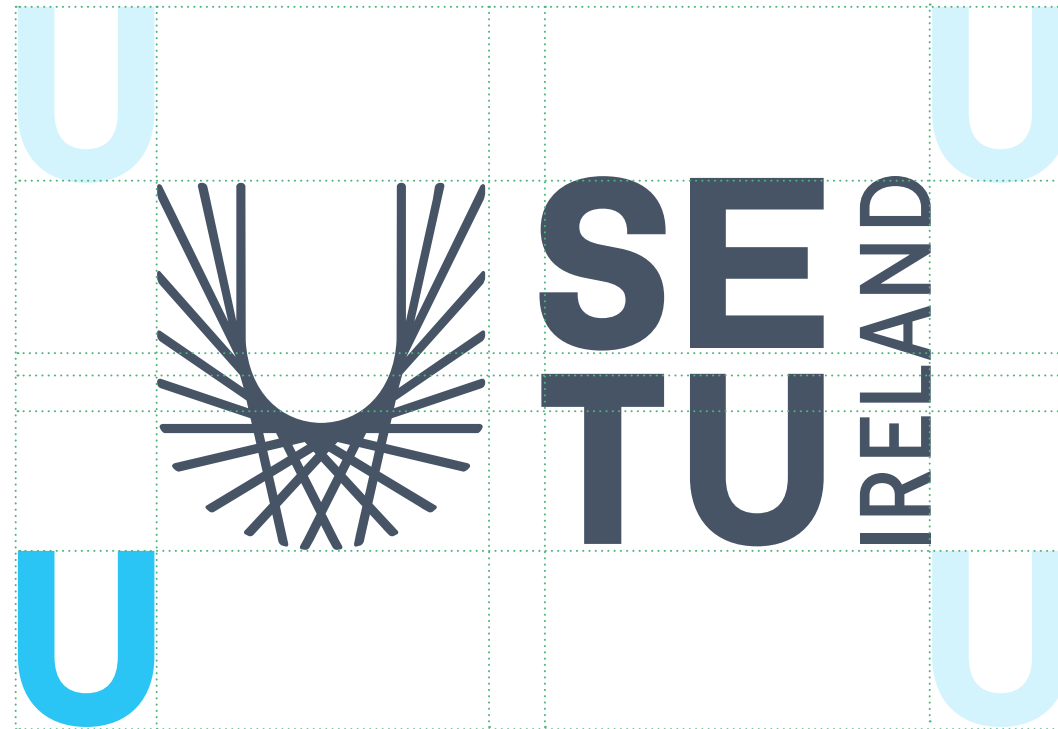
Print/Screen minimum size

Logo Variants

SETU International Logo

The SETU International logo is for use only in internationally-facing communications.

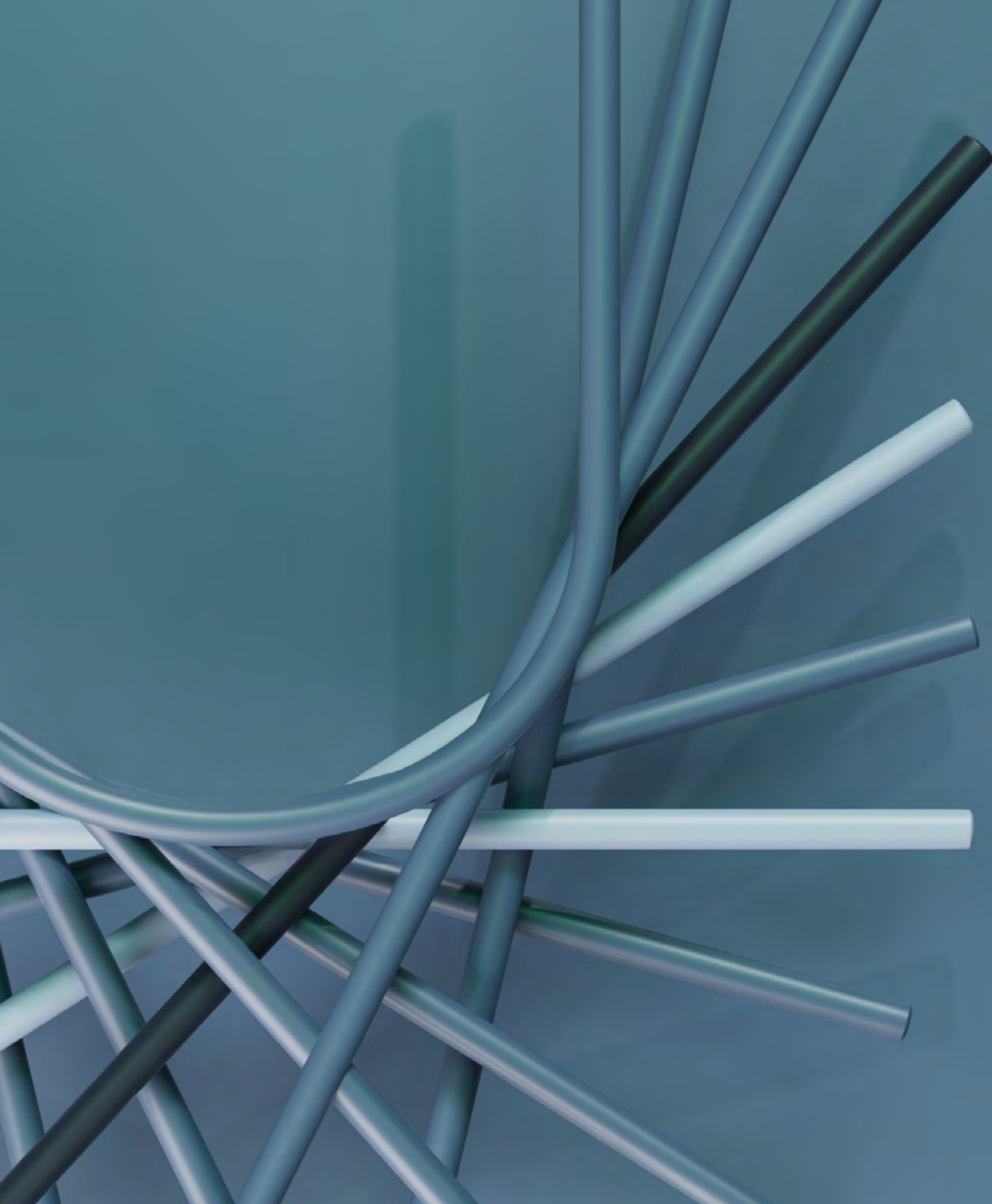
Permission must be granted for use of this logo by either the brand manager or marketing and communications team.



Logo clearance



Print/Screen minimum size



Brand Toolkit

Colour

Primary & Secondary Colours

Our brand’s primary colour is Slate grey. It is an integral part of the identity system and should appear on all our communications.

It is supported by a palette of vibrant and muted complementary secondary colours.

Slate is used for body copy.

We use our Secondary palette as accents colours to add vibrancy and impact to designs.

Primary Colour

Slate Grey

C:77 M:60 Y:44 K:25
R:67 G:84 B:101
#435465
Pantone 7547

85%

50%

15%

Secondary Colours

Sunset Red

C:0 M:84 Y:58 K:0
R:231 G:71 B:81
#E74751

80%

50%

20%

Clover Pink

C:37 M:81 Y:0 K:0
R:167 G:82 B:160
#A752A0

80%

50%

20%

Heather Purple

C:73 M:73 Y:0 K:0
R:95 G:90 B:168
#5F5AA8

80%

50%

20%

Grass Green

C:69 M:4 Y:68 K:0
R:78 G:180 B:125
#4EB47D

80%

50%

20%

Sunrise Yellow

C:1 M:22 Y:83 K:0
R:252 G:202 B:58
#FCCA3A

80%

50%

20%

Suir Blue

C:64 M:0 Y:0 K:0
R:42 G:197 B:244
#2AC5F4

80%

50%

20%

Barrow Blue

C:99 M:64 Y:0 K:0
R:0 G:98 B:175
#0062AF

80%

50%

20%

Sea Green

C:78 M:28 Y:50 K:5
R:55 G:139 B:132
#378B84

80%

50%

20%

Colour

Suggested colour Combinations.

Always include our slate grey alongside our secondary colours.

Colour Combination Examples

Backgrounds



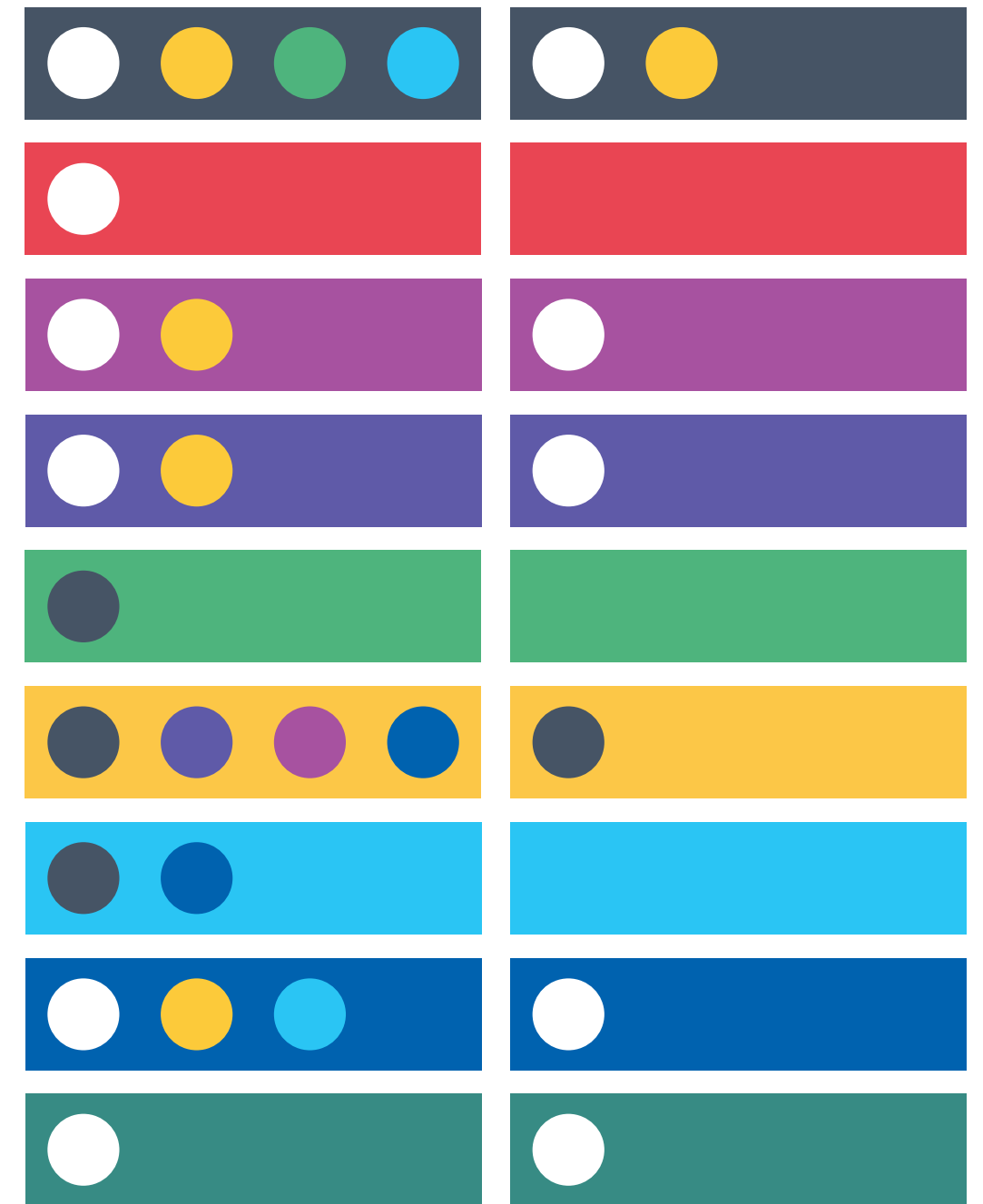
Tonal Palettes



Vibrant Palettes

Colour Accessibility

Typography



✓ Large Type
>18pt regular >14pt bold

✓ Small Type
<18pt regular <14pt bold

Colour

Gradients

We have used our secondary colours to create a suite of gradient textures. These may be used on applications for added impact.



✗ Don't add more colours



✗ Don't change or mix colours



Blueberry



Summer Fruits



Meadow



Bloom



Sun Rays



Golden Hour



Spring Haze

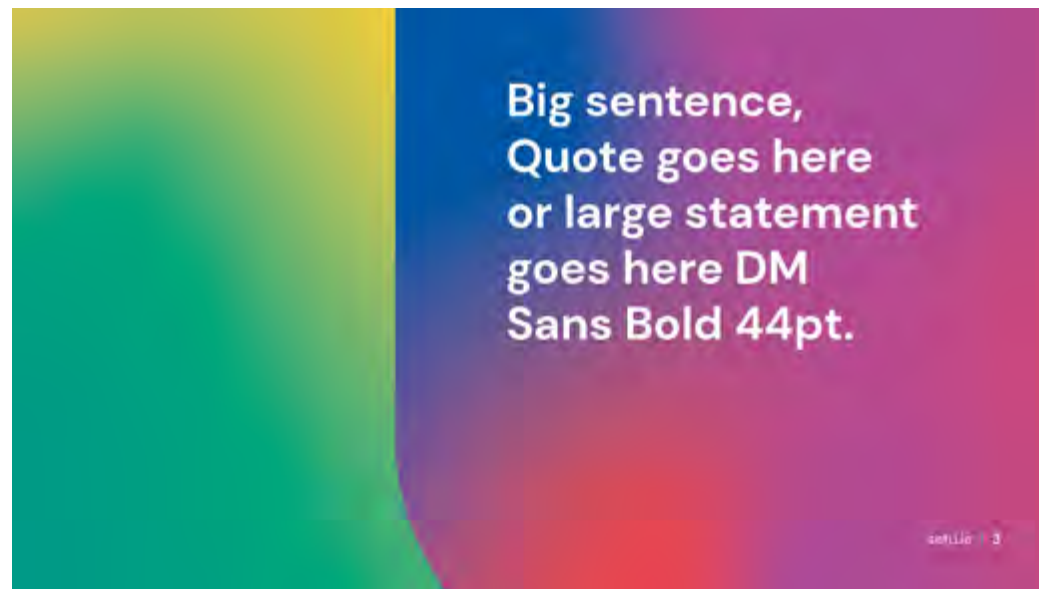


Ocean Blues

Colour

Gradients in use

Use our gradients alongside our primary grey or white. Avoid multiple gradients in one area.

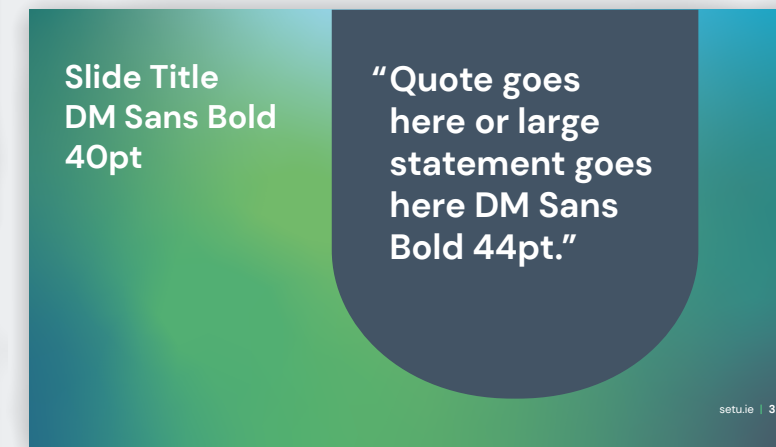
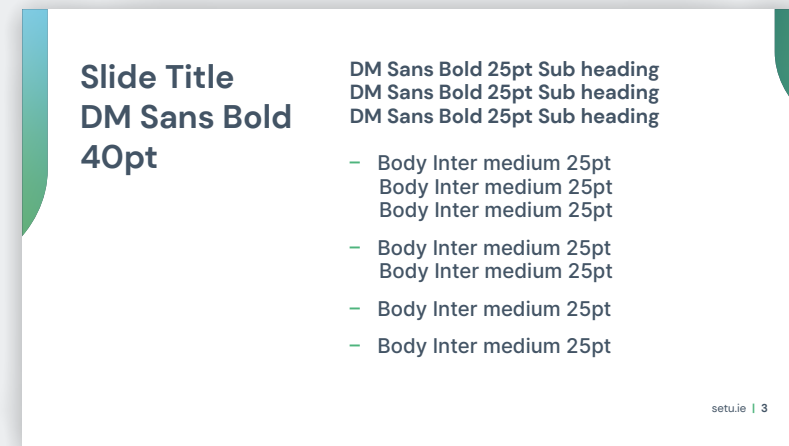


✘ Don't mix multiple gradients in one application



✘ Don't change or mix colours

✘ Don't add more colours



Typography

We use a variety of brand fonts to express our open, confident personality.

The world is changing fast. We want to ensure that people have the skills and characteristics needed to secure well-paid, exciting careers in emerging fields.

South East Technological University is a place for people who want to learn these skills. SETU combines high-quality teaching with research and industry engagement, for the benefit of both students and the region itself.

While SETU is not the first technological university in Ireland, we will need to be clear about how we distinguish it from other educational options at this level. Part of this will involve stating – with evidence – how it differs, and how everyone benefits. Another big part will be in how we talk about SETU, and the tone we adopt.

SETU is ambitious, welcoming, adaptable, forward-thinking, innovative, and confident. The aim is to make those qualities stand out in everything we say.

INSPIRING

FUTURES

We are welcoming

approachable and

accessible to all.

Typography

Heading Font

DM Sans Bold is a free and open source font family.

**DM Sans Bold
is our headline
font for short
headings.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!&

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!&

DM Sans Regular

Typography

Body Copy Font

Inter is a free and open source font family. Inter is a typeface specially designed for user interfaces with a focus on high legibility of small-to-medium sized text on computer screens. The family features a tall x-height to aid in readability of mixed-case and lower-case text.

Inter is our font
for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,?!&

Inter Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,?!&*

Inter Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,?!&

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,?!&

Inter Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,?!&**

Inter SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,?!&**

Inter Bold

Typography

Campaign/Tagline Font

**Compressa
Condensed Black
is our campaign font**

A B C D E F G H I J

a b c d e f g h i j k

0 1 2 3 4 5 6 7 8 9

Typography

Fonts in Use

Campaign Headlines

Compressa Condensed Black

Short Headlines

DM Sans Bold

Paragraph header and Body copy

Inter (variety of weights)

Justified type compromises accessibility so we always try to **left align** our copy

CTA's

DM Sans Bold

Tagline

Compressa Condensed

A PLACE FOR YOU

SETU Open Days

Officimet erum ventota tincte omnimet eatus

Officimet erum ventota tincte omnimet eatus alis ex ea andeles dolo est eosti oditias digenda estrum litiossum idelis solupta tatur, sundisci niant laborer ibusto omnihitatur sum ex eos con nonse sit, omnit ut eum, occatio rumqui im et volent illende ndament verupta tiatis pediant esenis cusdam aut ab id quam re in por seceat aut alis ute cum etur, ut remoluptas eostem cus es et aut ut ex expe doluptati utectotat lit verferrum voluptam.

setu.ie

INSPIRING FUTURES

Graphic Elements

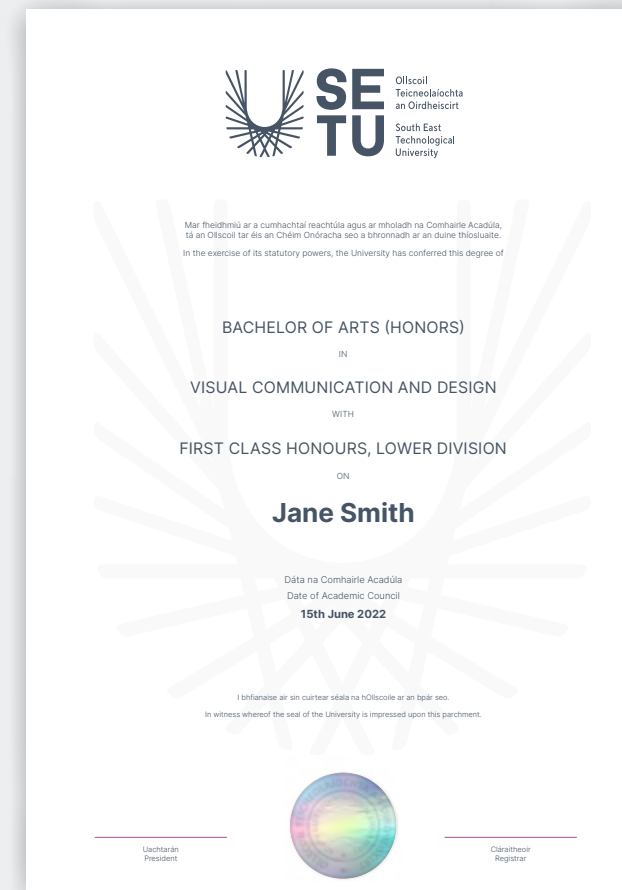
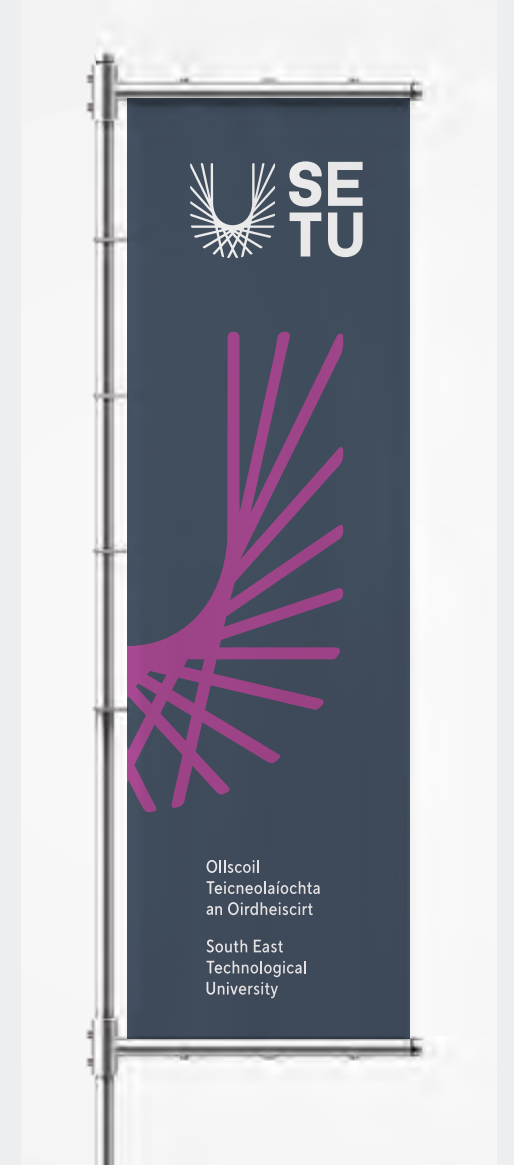
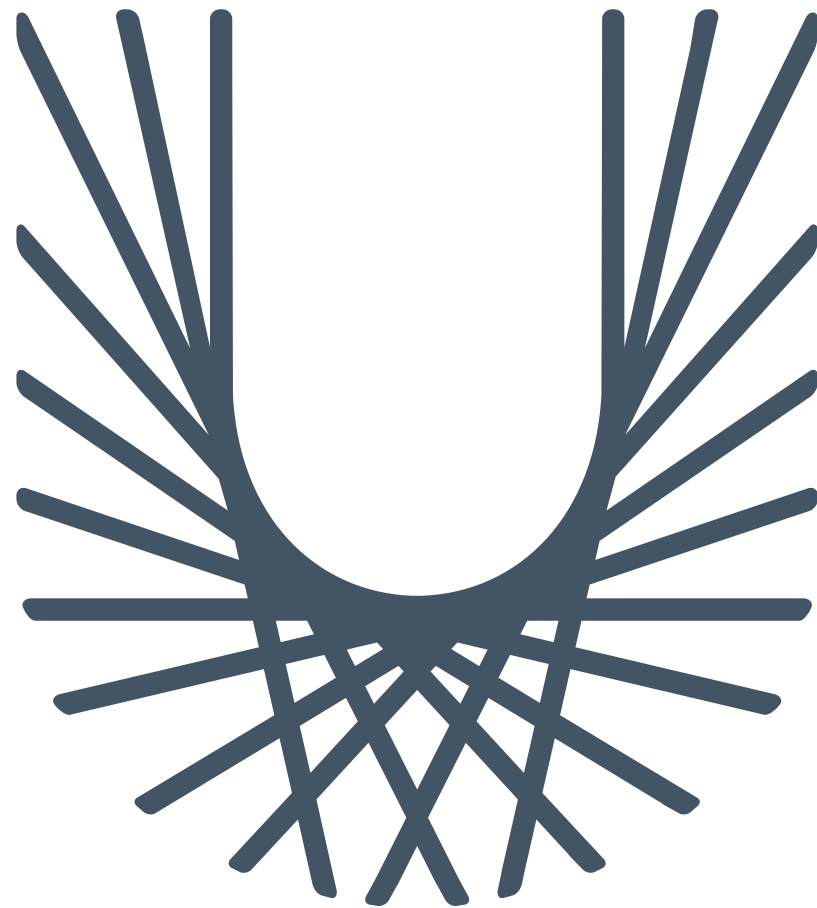
We use a variety graphic elements, inspired by our logo, to create a rich visual language.



Graphic Elements

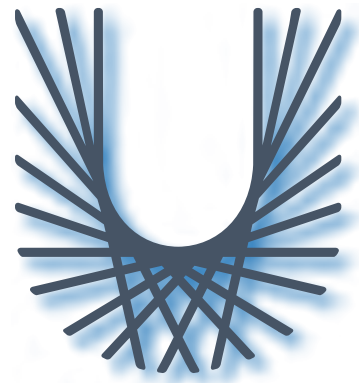
Crest Symbol

We use our logo crest symbol alone as a graphic device. It can be cropped in a variety of ways and used at various sizes. It can be used in any of our brand colours.

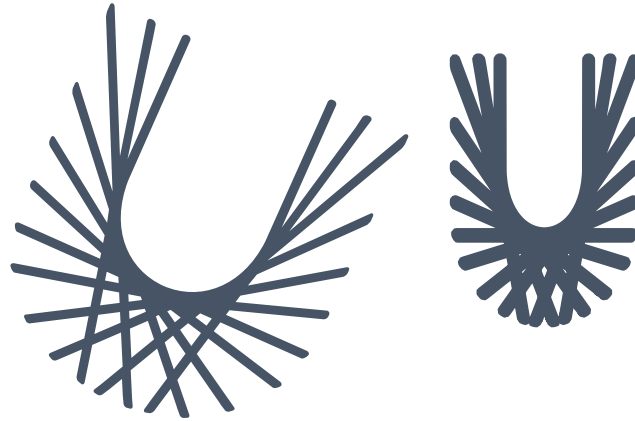


Graphic Elements

Crest Symbol – Do’s and Dont’s



❌ Do not add a drop shadow



❌ Do not rotate or distort



❌ Do not create patterns

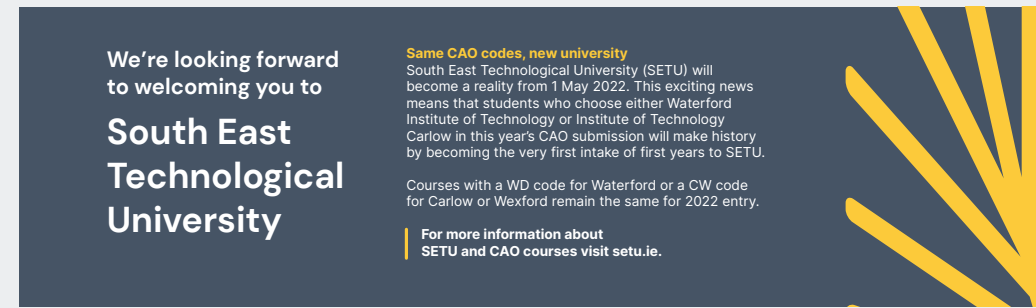


❌ Do not use multiple symbols in one area



✅ Crop vertically in half

✅ Crop into sections to add details

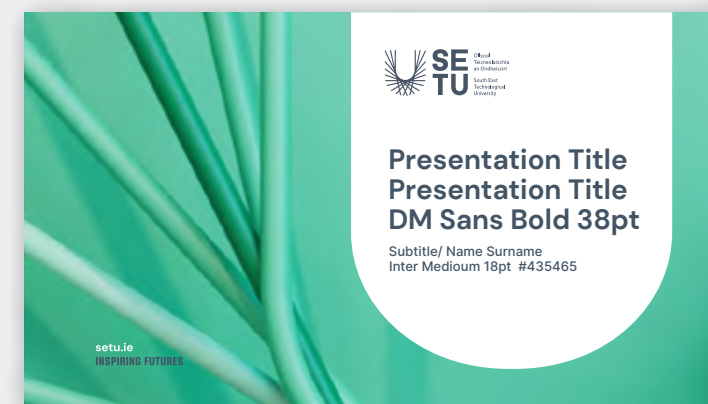
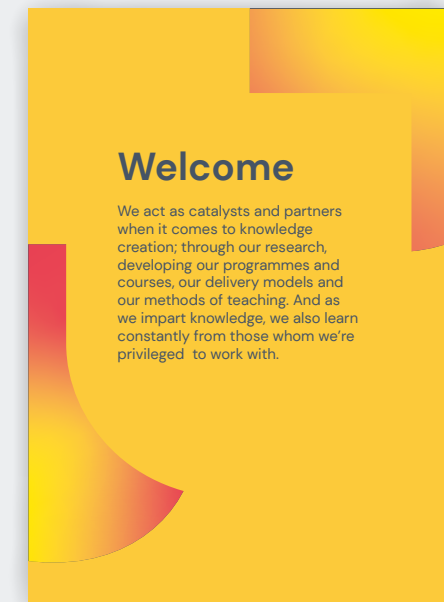
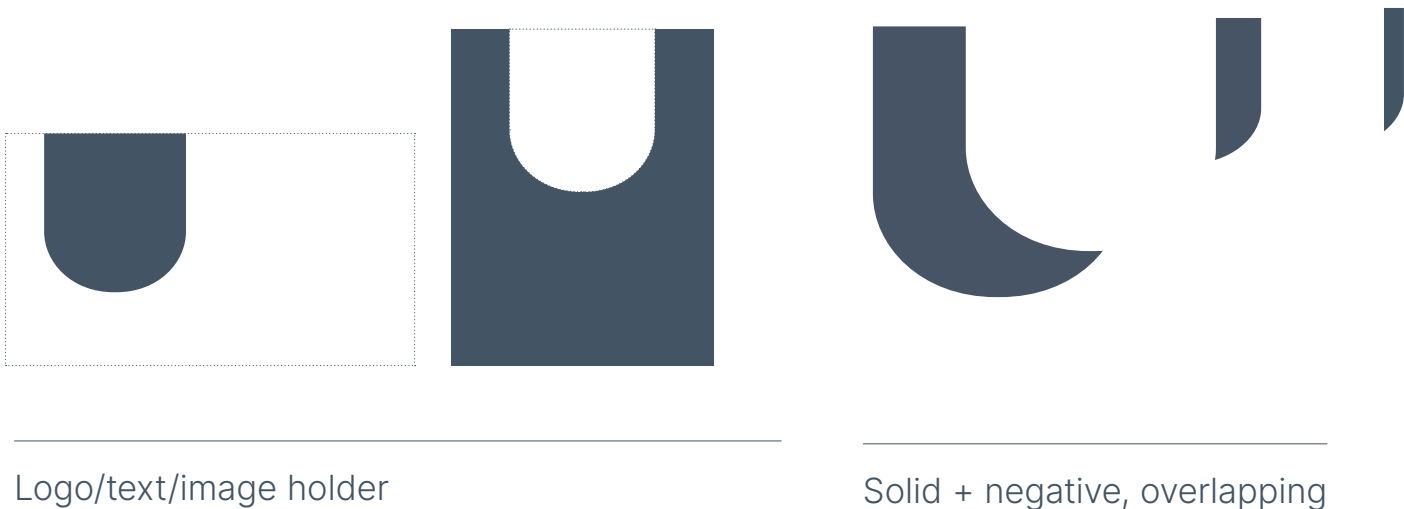
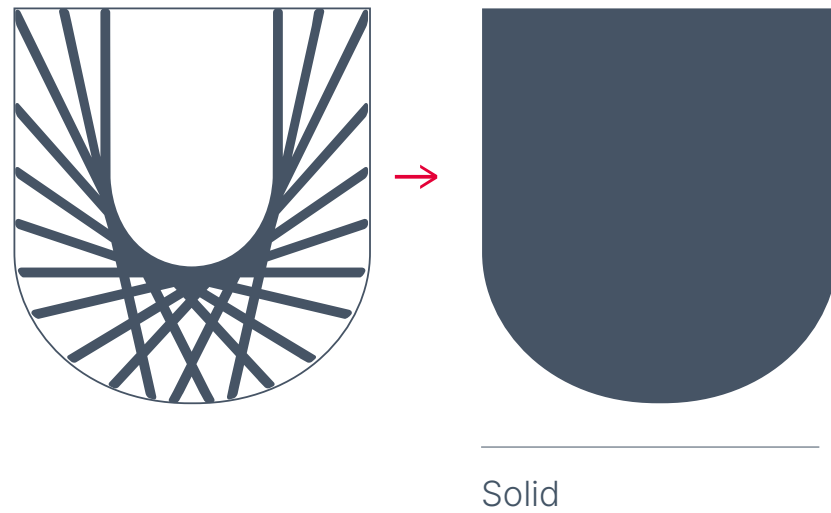


✅ Crop into sections to add small details

Graphic Elements

'U' Shape

The outline of our crest symbol creates a 'U' shape which we can use to house type and imagery.



Graphic Elements

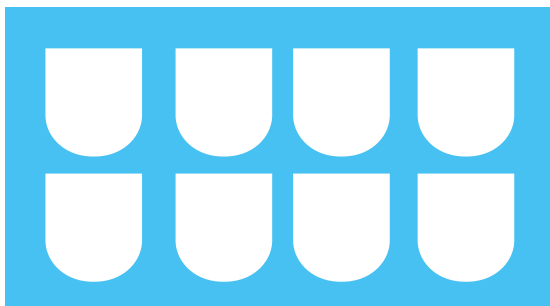
'U' shape – Do's and Dont's



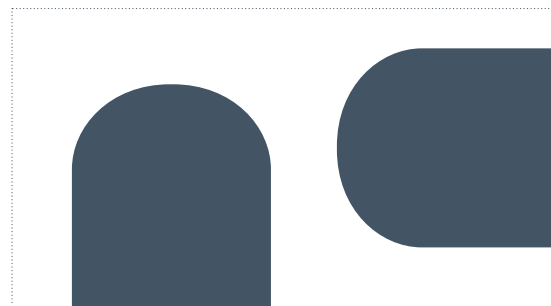
✘ Do not stretch or distort the U shape



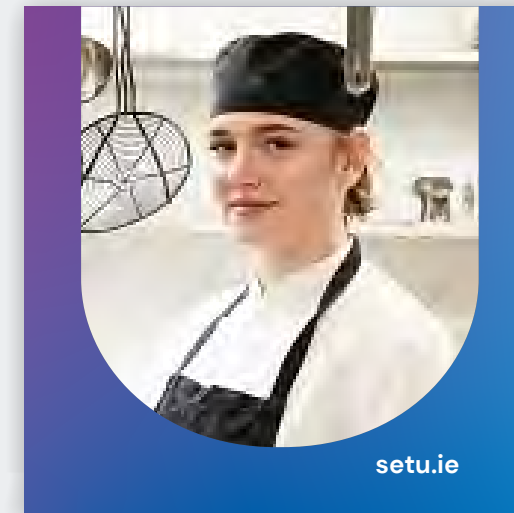
✘ Do not use the U shape floating in an area



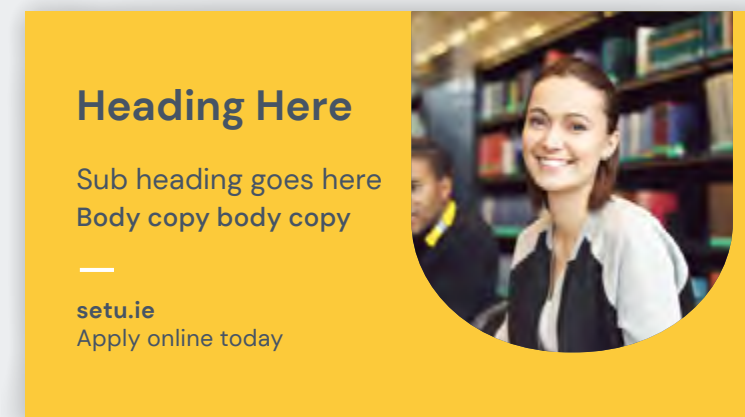
✘ Do not create patterns



✘ Do not rotate the U shape



✔ Anchor the U shape to the top of the area



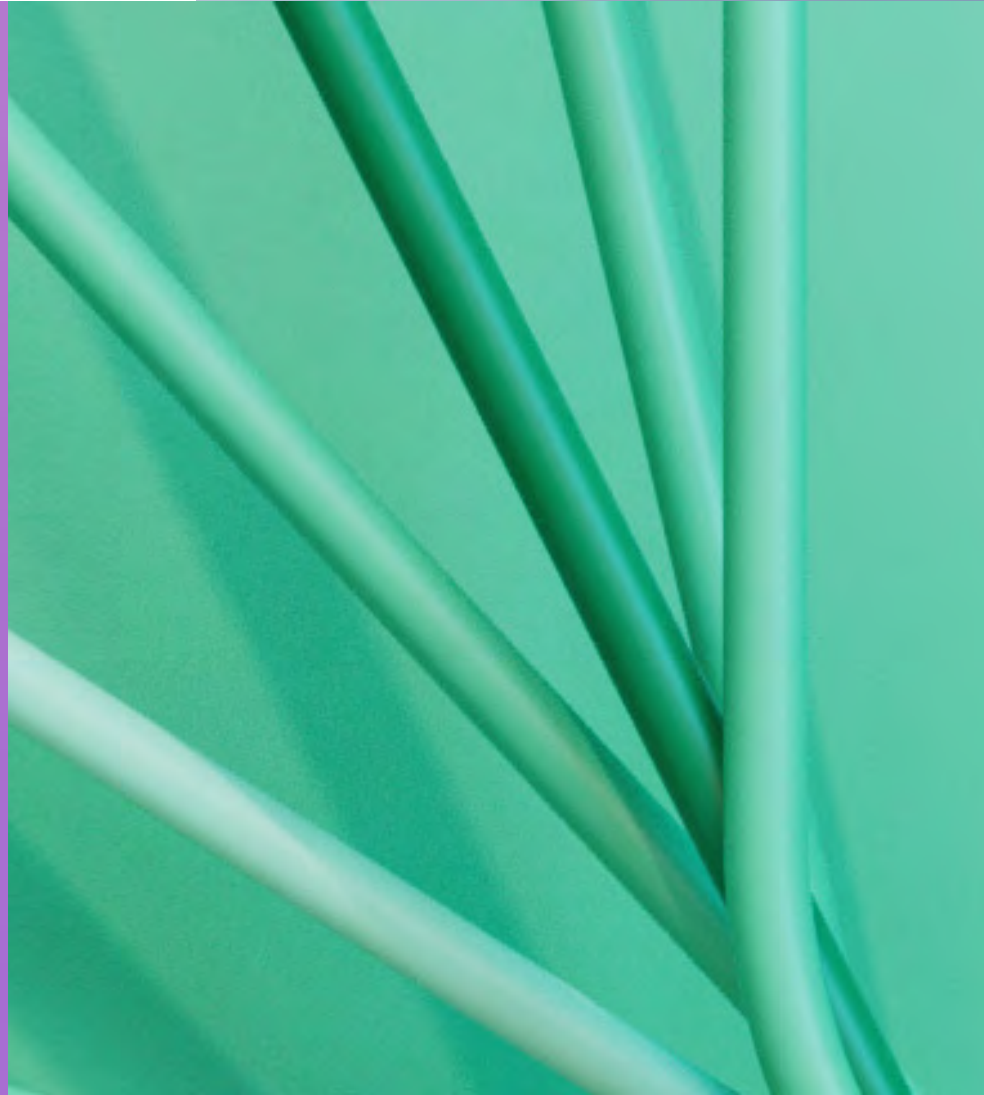
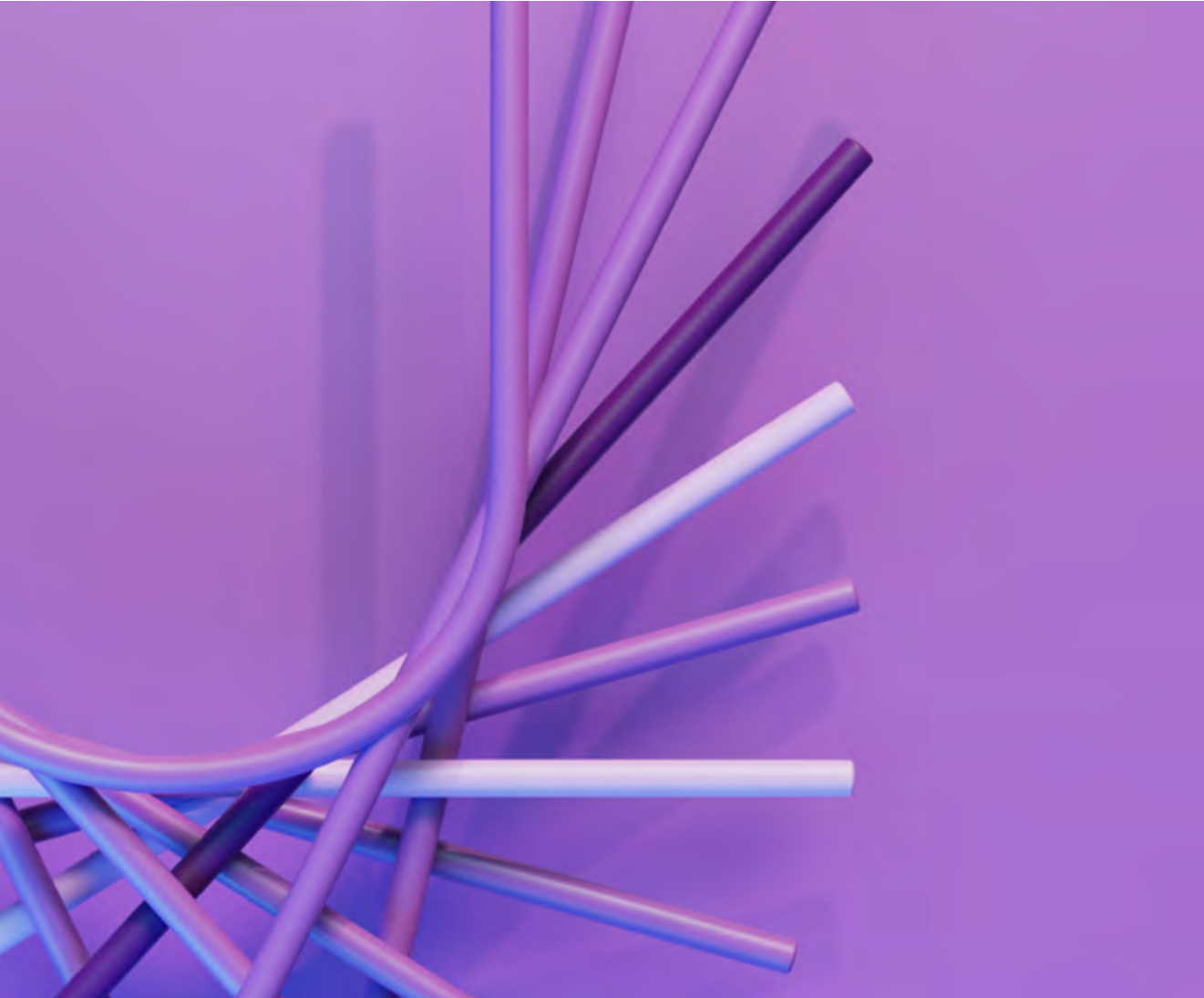
✔ Use the U shape in its correct proportions

Graphic Elements

3D Symbol

A 3D version of our symbol, in various colourways has been created for use as a textured background.

Suggested crops



Photography

A young woman with long dark hair and glasses is smiling warmly at a laptop screen. She is wearing a white jacket with red accents on the sleeves. The background is a blurred indoor setting, possibly a library or study area, with wooden pillars and a blue wall. The overall mood is positive and engaged.

Our images bring SETU to life. They tell our story. They are a powerful tool to express both our personality and values.

Photography

Building a Better Future

Showcasing our range of courses and facilities.

Documenting our hands-on, collaborative approach to shared learning experiences.



Photography

A Day in the Life

Capturing authentic, shared moments of campus life – inclusive, diverse, welcoming.



Photography

Our People

Natural, environmental portraits.



Photography

A Sense of Place

Showcase our campuses, facilities, technology



Photography

Attention to Detail

We use close-up details of course materials/tools/output to convey craftsmanship/expertise, attention to detail and a practical, hands-on approach.

These images can be paired with student course photography on specific course materials or when student photography is not available.

They can also help add texture to material with no specific imagery.



Photography

Photography Styling

Aim for:

- Shallow Depth of Field – soft focus elements in the foreground and background and with the subject/person of interest in focus.
- High Contrast - well exposed shots with solid blacks and highlights not over exposed
- Soft and natural lighting
- Strong colour saturation
- Relaxed, natural poses. Avoid obvious staging.

Consider crops:

To ensure a flexible image bank consider shooting both portrait (good for mobile, some social media – Instagram) and landscape.

- Wide to capture a particular location/setting
- Mid best for portraits
- Close to capture materials/tools/details

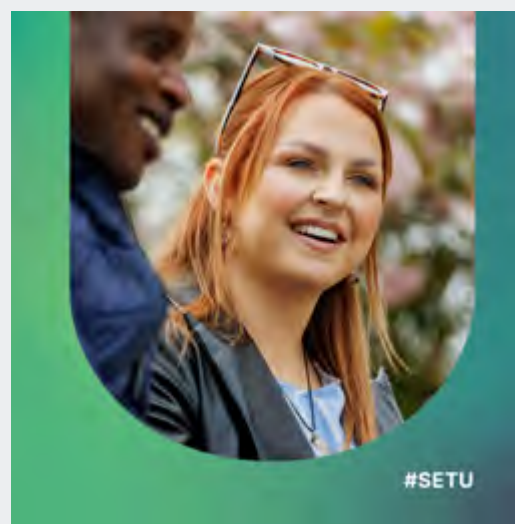
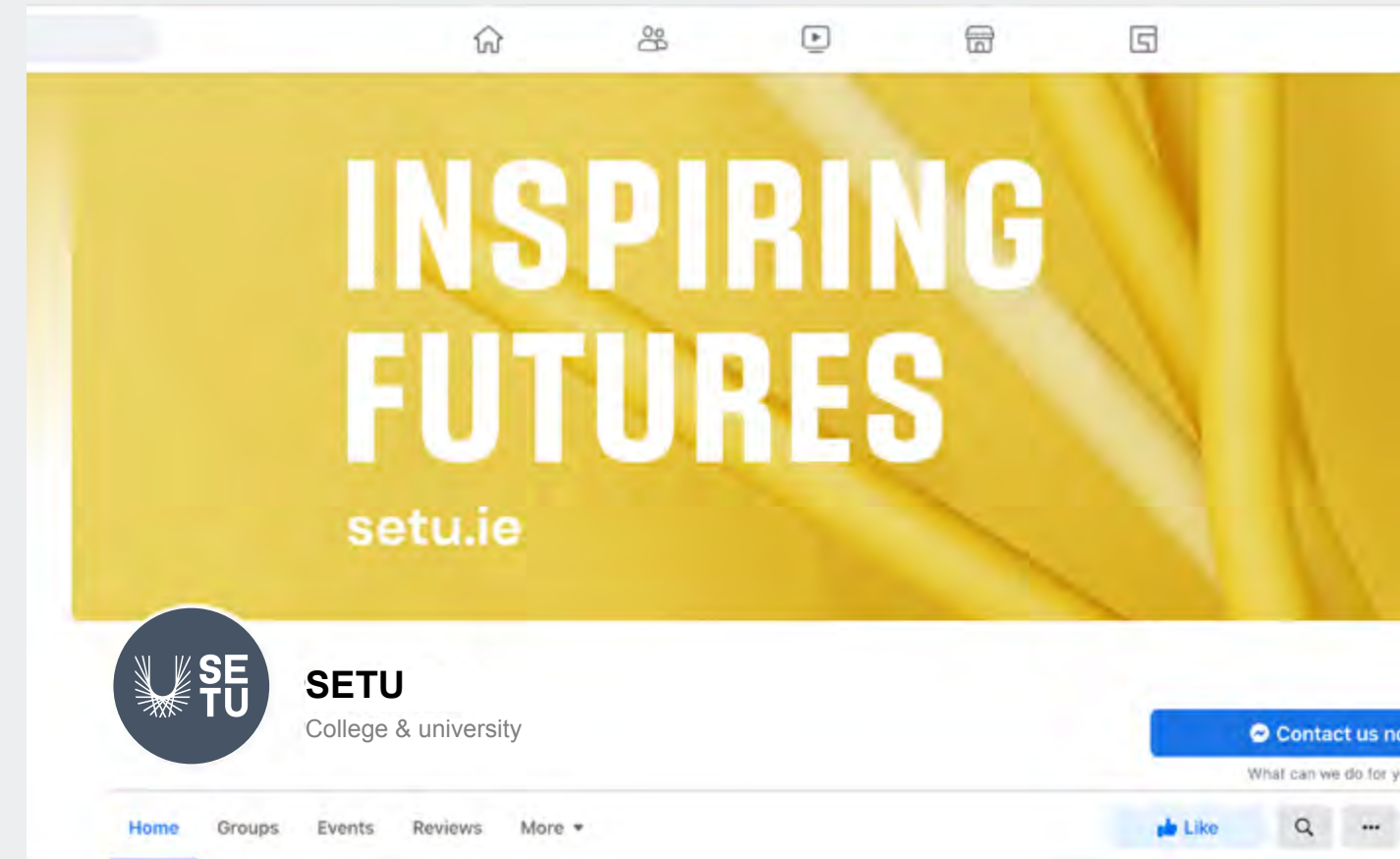
Avoid shooting clothing/materials with obvious branding.





Brand in Action

Sample
SM Posts

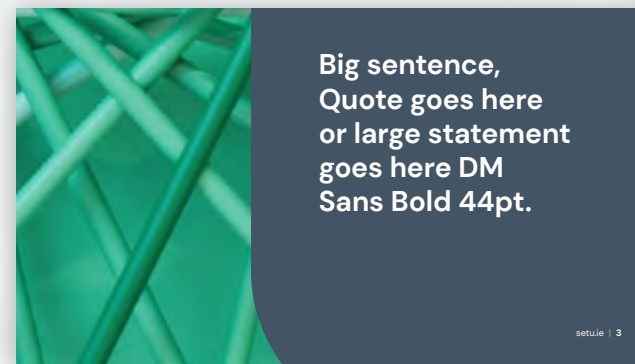
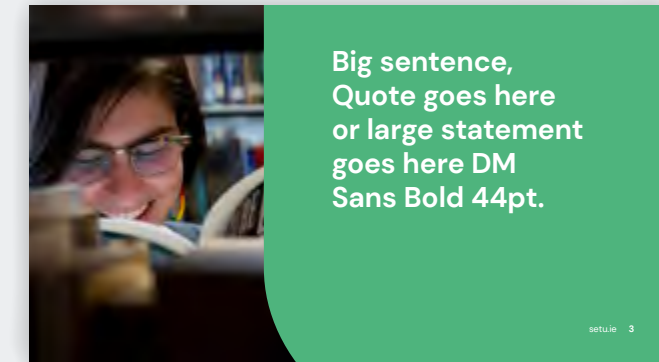
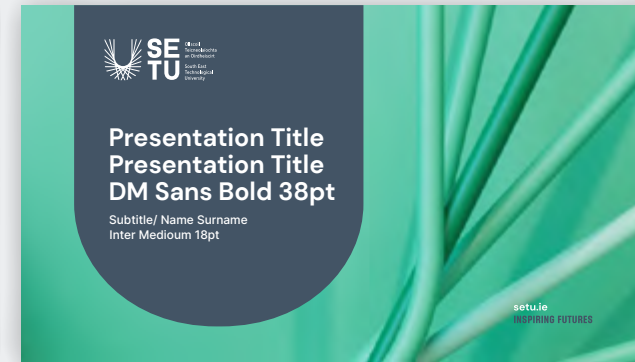
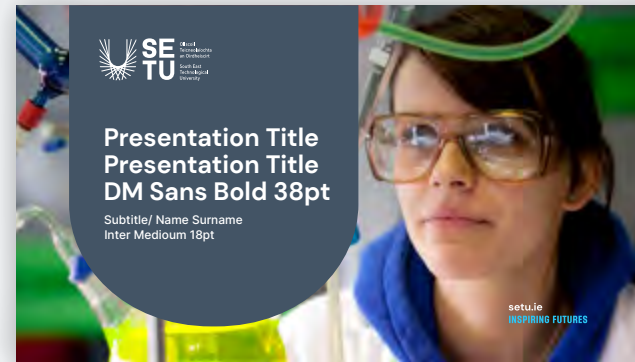


Sample Publications

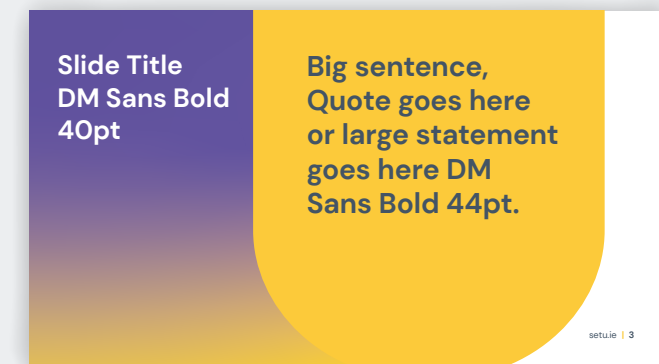
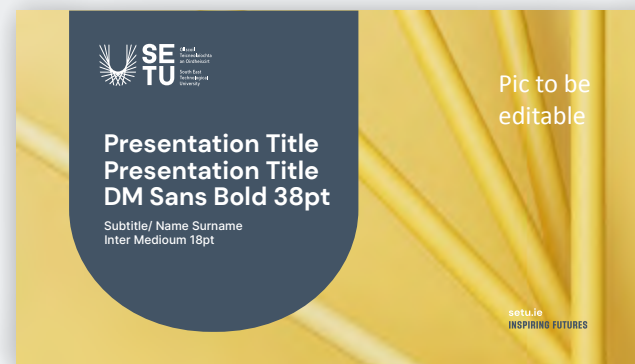


Sample PPT

Tonal



Vibrant



Sample Signage



**If you have any questions on the
SETU Brand, please contact:**

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This document will be updated and
more comprehensive guidelines
will be available in September.



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INSPIRING FUTURES