SETU
Ollscoil Teicneolaíochta an Oirdheiscirt

South East Technological University

Co-branding & Labelling

Version 1 / February 2023

Co-branding

Introduction

Partnerships and collaborative working is crucial to the success of SETU.

Co-branding refers to instances where our logo is being used in conjunction and displayed next to third party logos on various applications – e.g. posters, leaflets, websites, pull-up banners, etc. This should only be used when a real partnership/collaboration can be demonstrated between SETU and an external organisation.

Our co-branding can be categorised as follows:

- Sponsor partner
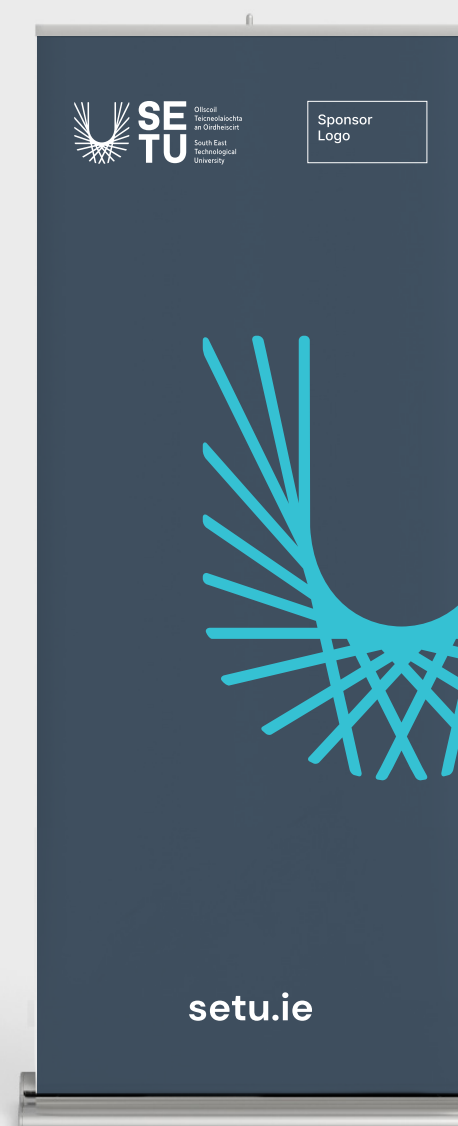- Industry partner
- Internal partner

See co-branding examples opposite.

All use of the SETU logo by sponsorship partners must be approved before use.

In limited circumstances, a sponsor may be granted permission to use the SETU logo but not without prior permission for such use. Sponsorship of a University activity or event itself does not automatically give the sponsor the right to use the SETU logo. Any request by a sponsor to use the SETU logo should be directed to the relevant authorised person(s).

If you have questions or require guidance in relation to co-branding, please contact Dr John Power, Brand Manager by emailing John.Power@setu.ie.

Sponsor partner:
Roll-up example

Industry partner:
Roll-up example
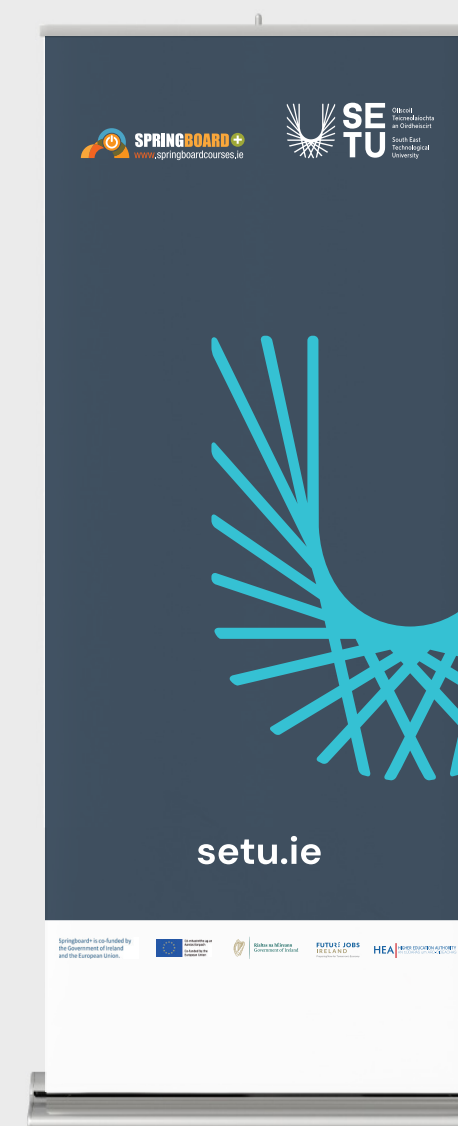
Internal partner:
Roll-up example

Co-branding

Sponsor Partner

The primary position for the SETU logo should be top right on all collateral, where possible. However, in a sponsor relationship the position of SETU and the partner logo will be determined by the sponsorship deal agreed.

Where SETU is an equal partner, the SETU brand and visual identity should prevail. This would include the use of colour, fonts, tagline and photography etc.

Our preference is that the master logo is used, but in some instances where the SETU logo is used at a small size the SETU partner logo maybe used. (See page 19 of the brand book for further details on how to use this version of our logo).

Permission must be granted by Brand Manager, Dr John Power on which version of the logo to use.
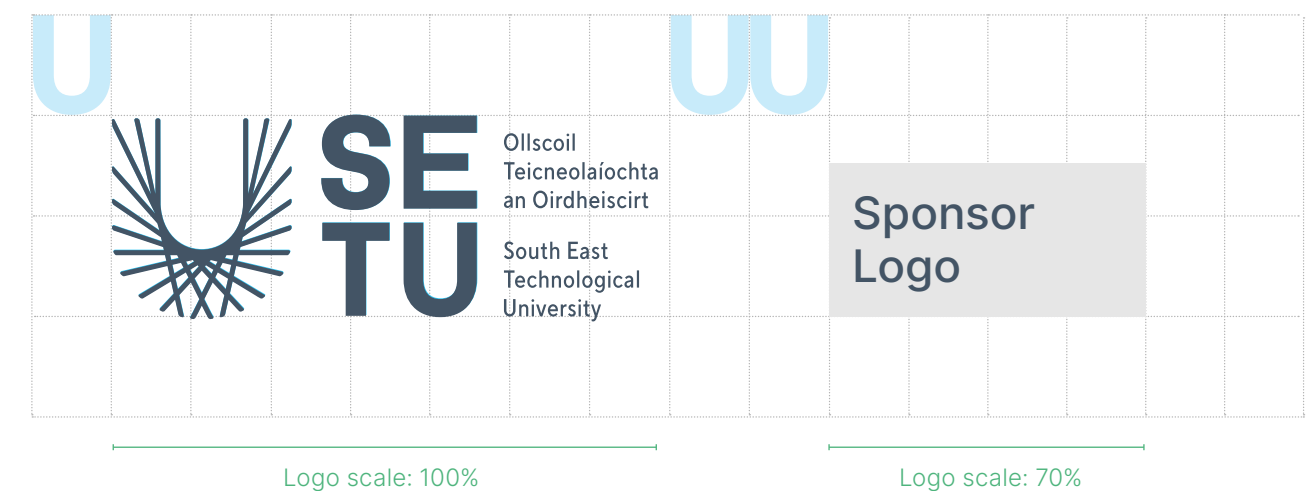
Where the sponsorship partnership is equal – the sponsor logo should sit within the same space as SETU. Discretion is required when positioning the logos, ensuring copy is legible and that the SETU logo and sponsor logo have the same prominence.

When the sponsorship deal sees SETU as the leading partner, other sponsor logos should be presented away from the SETU master logo to illustrate that SETU are the lead partner. The sponsor logos should be less prominent, our preference would be that the partner logo be at 70% scale/proportion of the SETU logo.
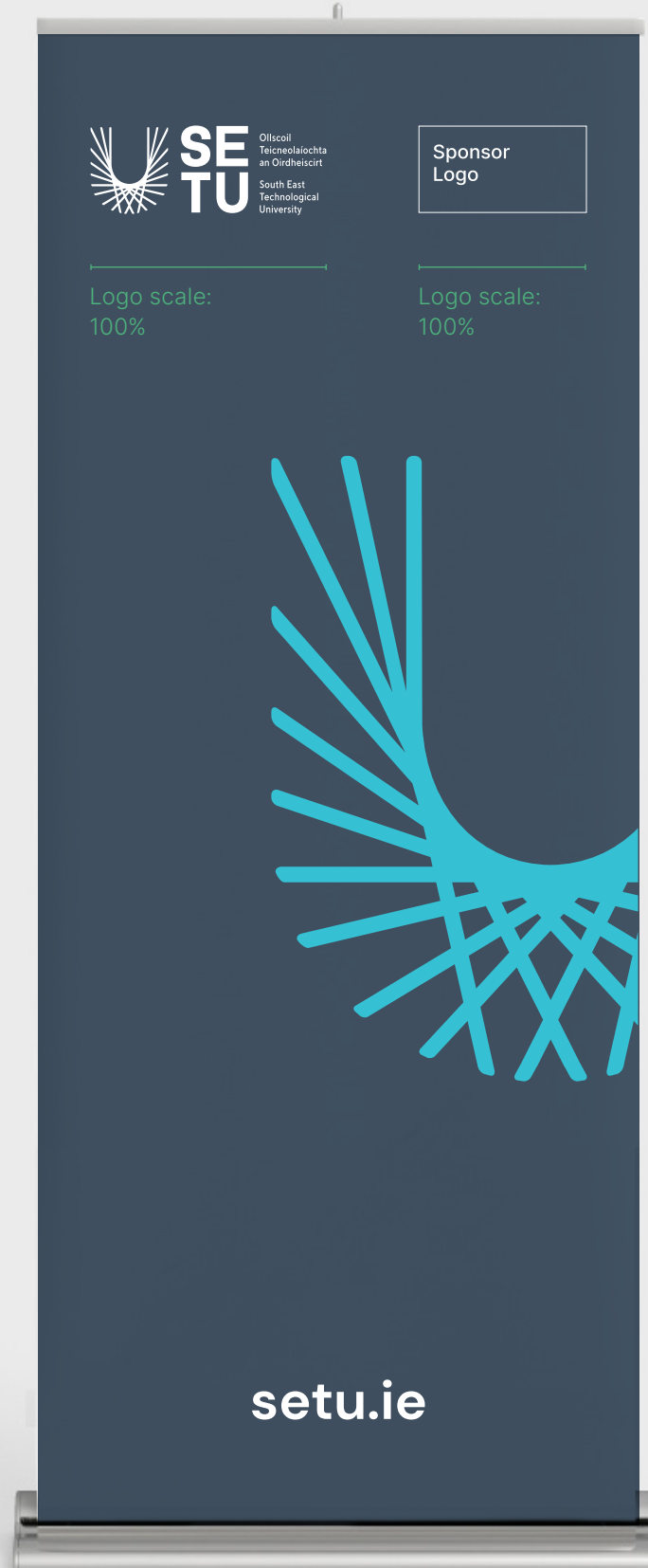
Equal sponsorhsip between SETU and Partner

Logo scale: 100%   Logo scale: 100%

SETU as Lead Sponsor

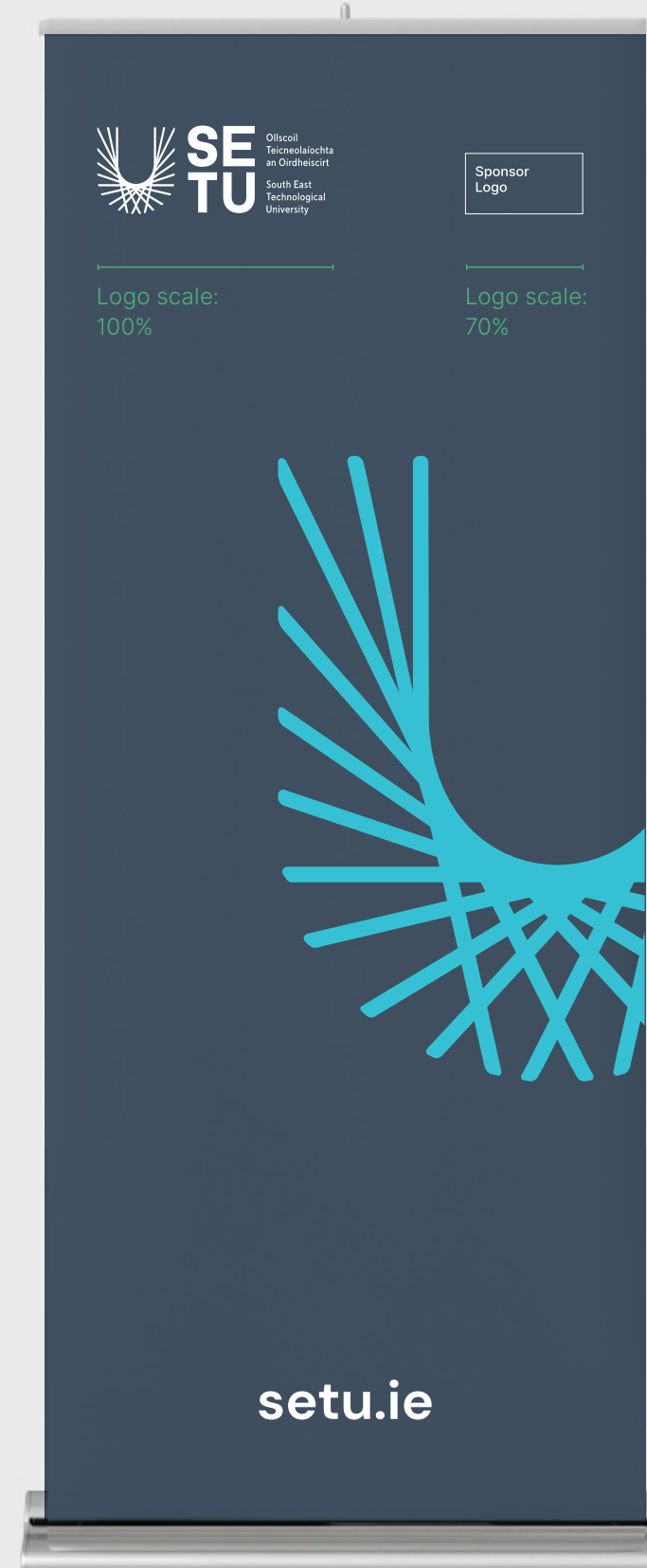Logo scale: 100%   Logo scale: 70%
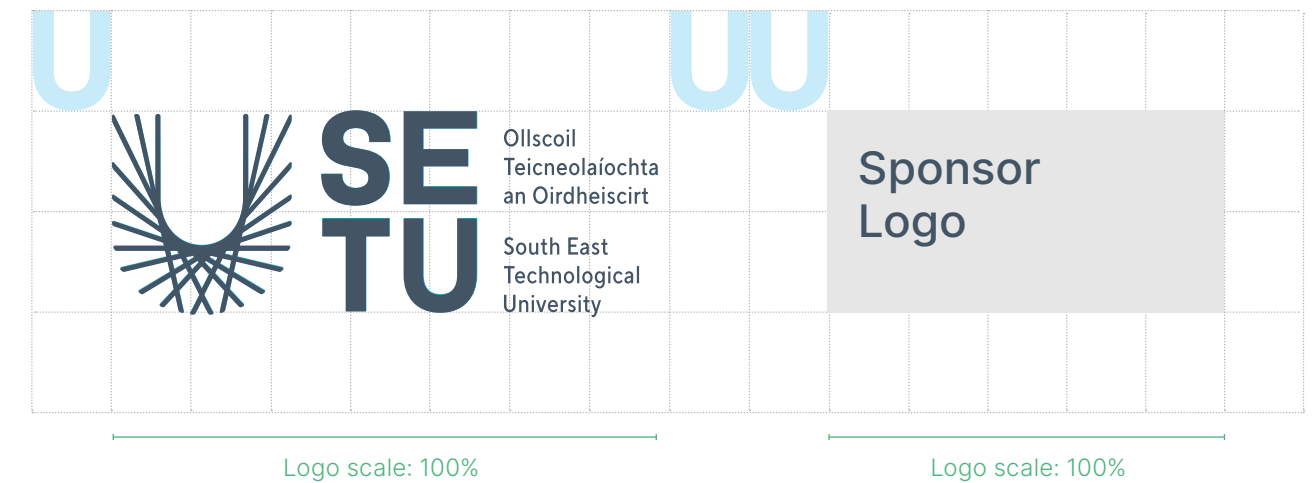
Co-branding
Sponsor Partner:
Roll-up examples
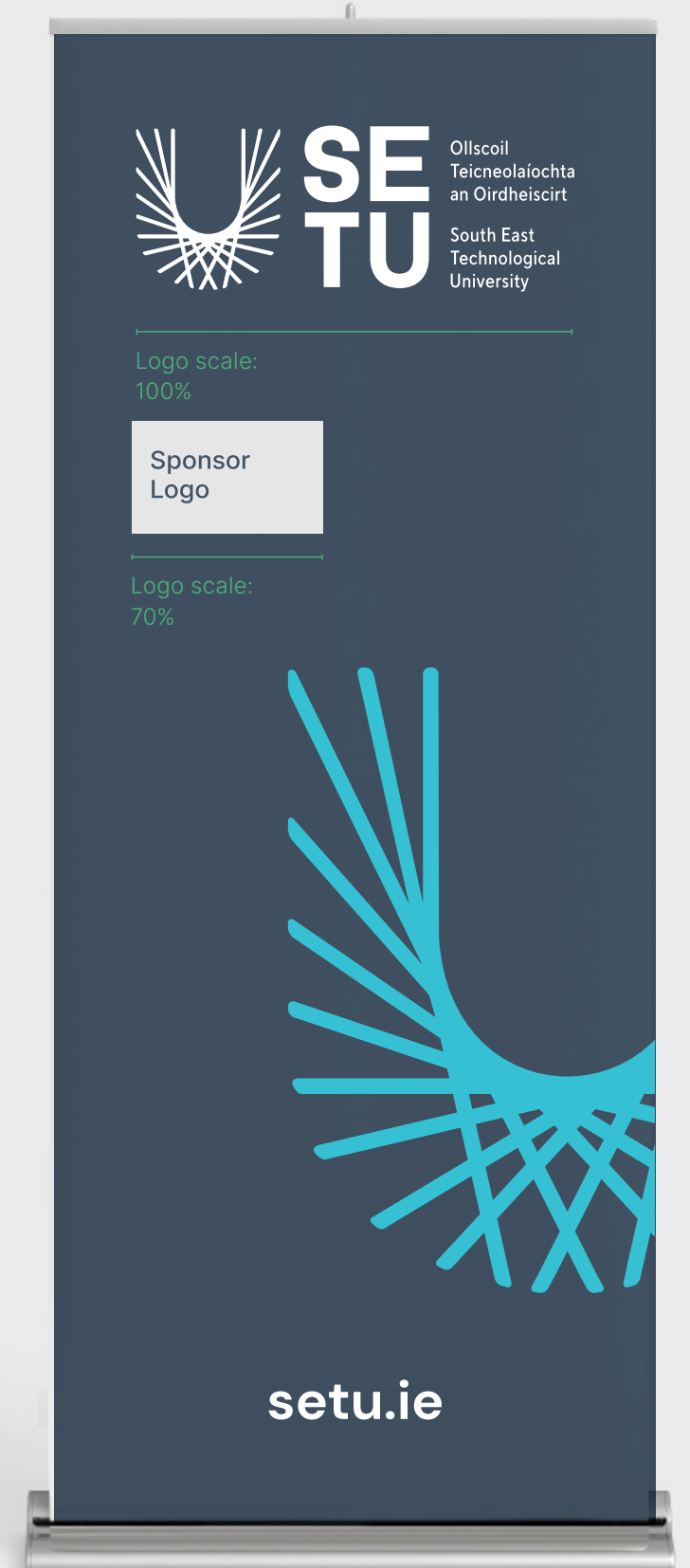
Equal sponsorhsip between
SETU and Partner

SETU as Lead Sponsor Layout A

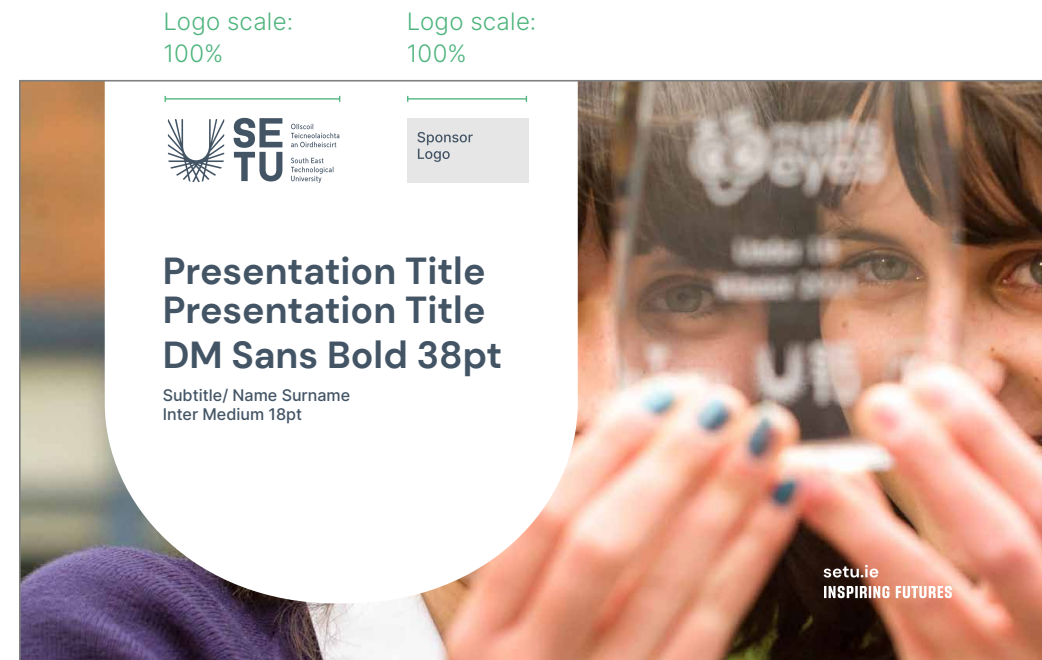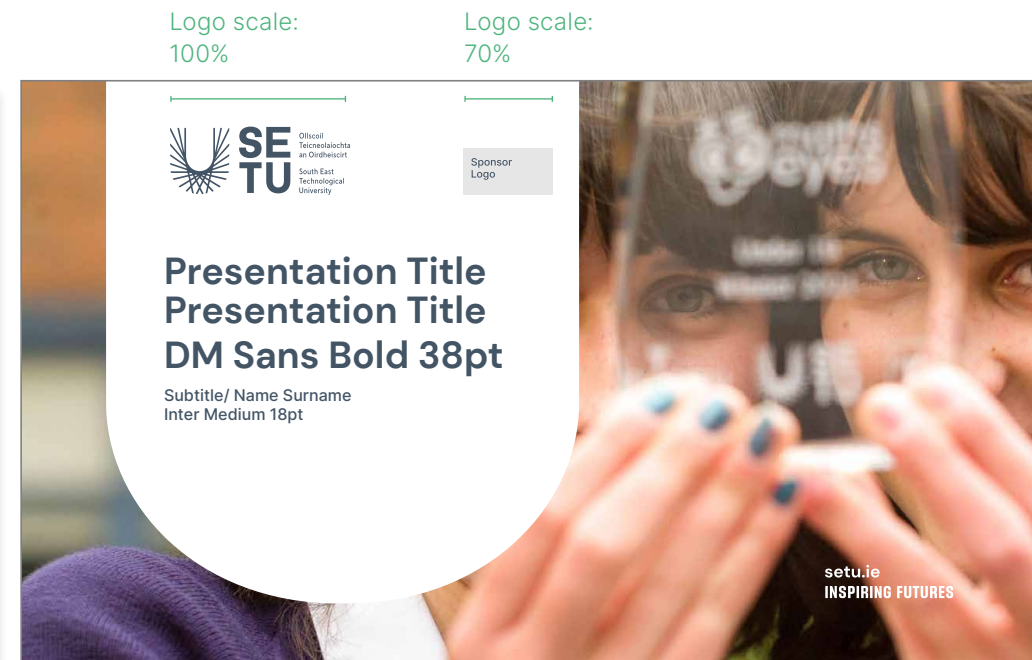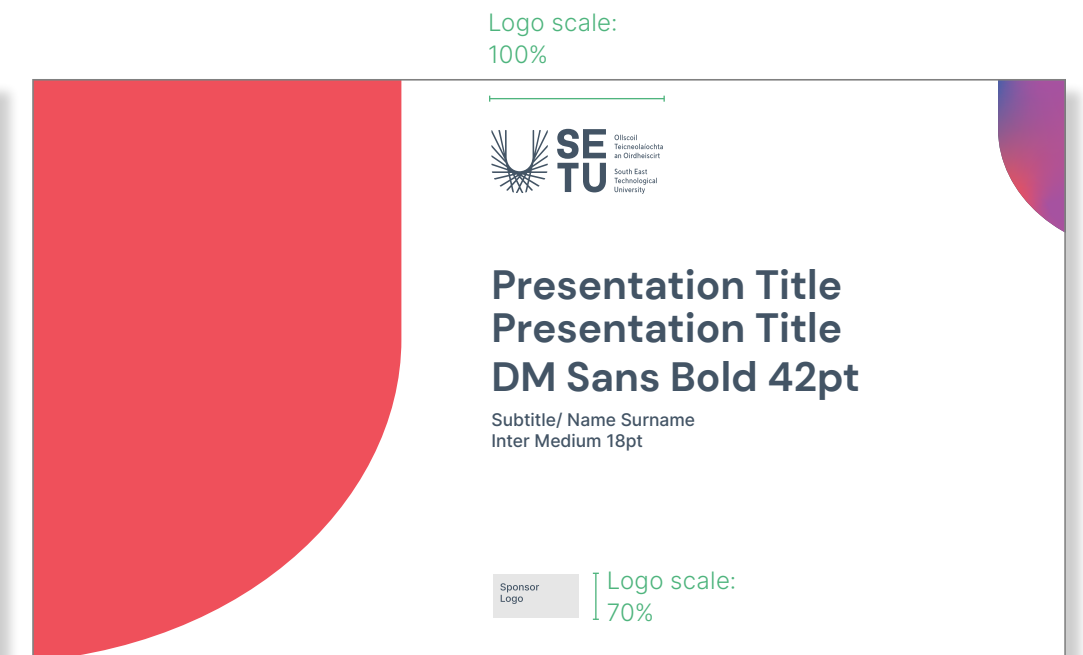SETU as Lead Sponsor Layout B

Sponsor
Logo

Logo scale:
100%

Logo scale:
100%

setu.ie

Sponsor
Logo

Logo scale:
100%

Logo scale:
70%

setu.ie

Logo scale:
100%

Sponsor
Logo

Logo scale:
70%

setu.ie

Co-branding

Sponsor Partner: Powerpoint examples

Equal sponsorhsip between SETU and Partner

Logo scale:
100%

Logo scale:
100%

Logo scale:
100%

Logo scale:
100%

SETU as Lead Sponsor Layout A

Logo scale:
100%

Logo scale:
70%

Logo scale:
100%

Logo scale:
70%

SETU as Lead Sponsor Layout B

Logo scale:
100%

Logo scale:
70%

Logo scale:
100%

Logo scale:
70%

Co-branding
Industry Partner

The SETU logo and the industry partner logo should be optically equal in size, proportional to one another and have equal prominence.

The logos should be presented side by side, separated by an exclusion zone of at least two 'U's and the SETU logo should be positioned top right.

Co-branding
Industry Partner

In instances where the Industry Partner logo has a suite of additional, associate or funder logos, they should be positioned a generous amount of space away from the SETU logo. See the Springboard partner logos position opposite as an example.

Logo clearance: 'U' x 2

South East Technological University

Springboard+ Prospectus
2022/23

Waterford

Industry Partner Logo + SETU master logo

Using the 'U' measurement, ensure there is ample space between SETU partner logo and external partner logos.

Springboard partner logos position

Co-branding

Industry Partner Application Examples

Industry partnership:
Roll-up example

Industry partnership:
Powerpoint example

Presentation Title
Presentation Title
DM Sans Bold 38pt

Subtitle/ Name Surname
Inter Medium 18pt

setu.ie
INSPIRING FUTURES

setu.ie

Presentation Title
Presentation Title
DM Sans Bold 42pt

Subtitle/ Name Surname
Inter Medium 18pt

Co–branding
Internal Partner

The size of the SETU logo should help determine the size of the internal partner logo.

Discretion is required when positioning the logos, ensuring copy is legible and that the SETU logo and the internal partner logo have the same prominence.

The SETU logo is positioned first in all internal partner lock-ups.

We use a line to separate the SETU logo and the internal partner logo. In the landscape lock-up, the line should be the height of the SETU logo. In the portrait lock-up, the line should be the width of the 'U' symbol. The line thickness should match the text within the SETU logo if possible, it is set at 0.5pt thickness in the examples to the right.
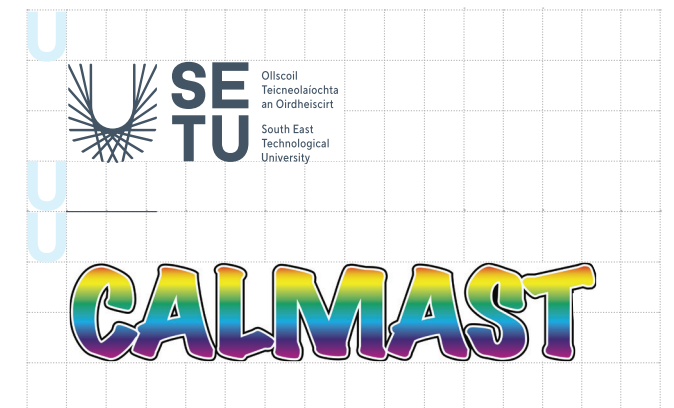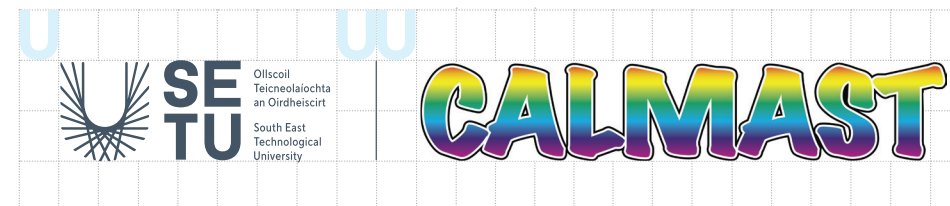
The default lock-up is the landscape version and the portrait version should only be used in limited circumstances.

For more guidance in relation to internal partner co-branding please contact Dr John Power, Brand Manager by emailing John.Power@setu.ie.
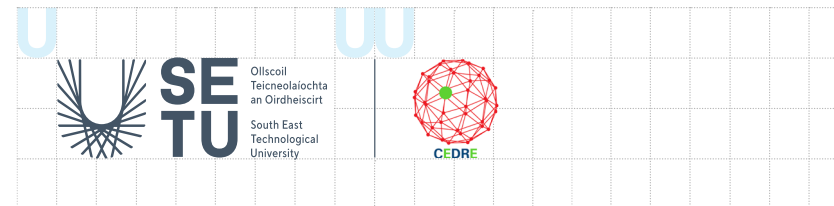
Internal Partner:
Landscape Version

Vertical separation line

Horizontal separation line

Internal Partner:
Portrait Version

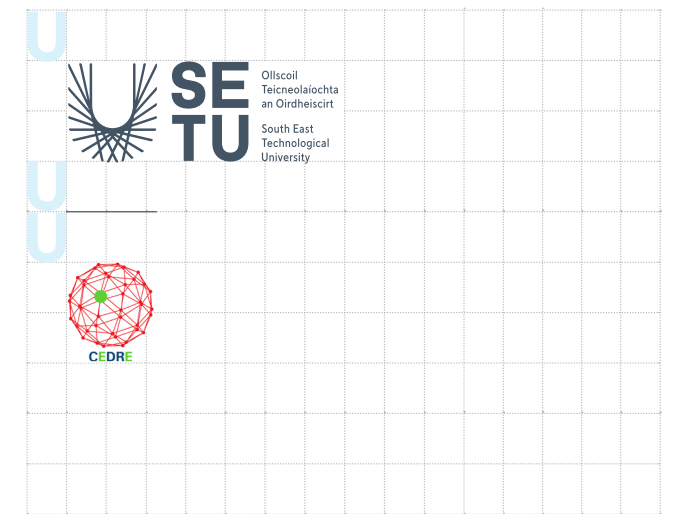# Co–branding

Internal Partner

The default lock-up is the landscape version and the portrait version should only be used in limited circumstances.

For more guidance in relation to internal partner co-branding please contact Dr John Power, Brand Manager by emailing John.Power@setu.ie.

Internal Partner:
Landscape Version

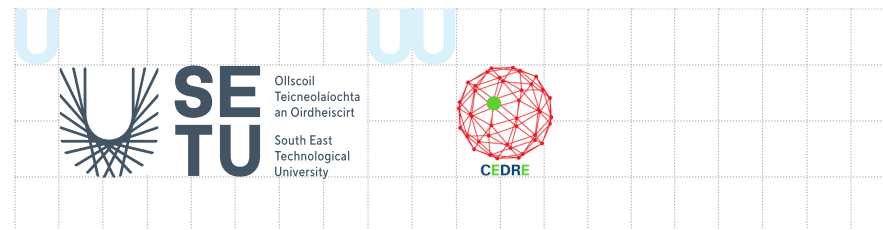**Internal Partner:**
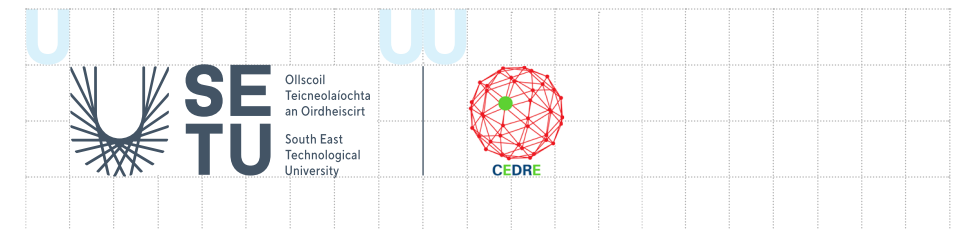Portrait Version

Co-branding
Internal Partner

❌ Do not place the logos too close together or too far apart.

✅ Try to ensure good balance in logo elements, paying close attention to font sizes and spacing between the logos.
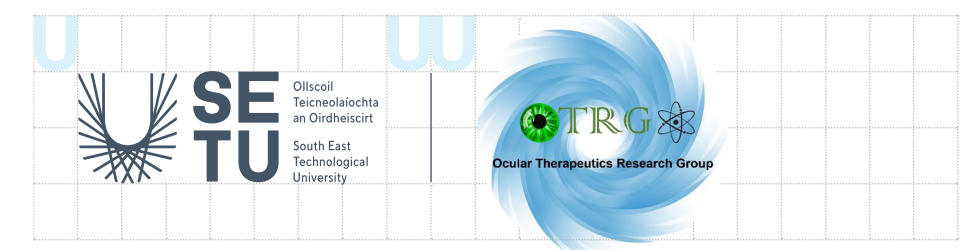

❌ Do not omit the line that should separate the SETU logo and internal partner logo.

✅ Try to align fonts and match font sizes where possible.

❌ Do not reduce partner logo to align with the SETU logo if it renders its descriptor text illegible.

✅ Try to align fonts and match font sizes where possible.

Co-branding

Internal Partner:
Powerpoint Examples

**Presentation Title
Presentation Title
DM Sans Bold 38pt**

Subtitle/ Name Surname
Inter Medium 18pt

setu.ie
INSPIRING FUTURES

**Presentation Title
Presentation Title
DM Sans Bold 42pt**

Subtitle/ Name Surname
Inter Medium 18pt

Co-branding

Internal Partner:
Roll-up examples

Internal partnership:
Portrait logo lock-up

Labelling

Introduction

To ensure our brand integrity remains, a consistent approach to the way we identify faculties, schools, departments, services, centres or institutes should be applied. Under no circumstances should any faculty, school, discipline, department, course or service create their own bespoke logo.

Internal brands and logos are considered SETU activities. The creation of new logos must be proposed, along with a strong justification to the Identity and Branding Committee. Approval by this committee is a requirement before use.

Faculties, schools, departments, services, centres or institutes should be clearly identified as being part of SETU. This is achieved by establishing a visual relationship between their names and the SETU logo.

The visual identity will be created through the size of type used for the names, and the positioning of the names in relation to one another.

Please note that it is a requirement that the Irish translation appears first and no less prominent than the English text.

Our labelling can be categorised as follows:

- External Services
- Internal Services
- Locations

External and Internal Services

This logo lock–up can be used by all SETU activities.
See next page for further details.

Locations

See page 20 for further details
on location labelling.

SETU

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Dámh na hInnealtóireachta
Faculty of Engineering

Roinn na hInnealtóireachta Aeraspáis,
Meicniúla agus Leictreonaí
Department of Aerospace,
Mechanical and Electronic Engineering

CEATHARLACH
CARLOW

CILL CHAINNIGH
KILKENNY

PORT LÁIRGE
WATERFORD

CILL MHANTÁIN
WICKLOW

LOCH GARMAN
WEXFORD

External and Internal Services

Logo Lock-up:

SETU Master Logo & SETU Service.

This format is used when an event or programme is connected to a SETU activity e.g. school, department, service etc.

We use font weights to differentate Irish and English text.

Font:
Faculty / School / Department / Centre / Unit
Irish text: Inter Medium

Faculty / School / Department / Centre / Unit
English text: Inter Regular

Colour:
Ensure optimal legibility by choosing high contrast colour pairings. Slate grey or white (on a dark background) is preferred.

USETU

Ollscoil Teicneolaíochta an Oirdheiscirt

South East Technological University X

A half 'U' measurement separates the logo descriptor, the divider line, and text department/faculty text

Dámh na hInnealtóireachta → Inter Medium
Faculty of Engineering → Inter Regular

Roinn na hInnealtóireachta Aeraspáis, Meicniúla agus Leictreonaí
Department of Aerospace, Mechanical and Electronic Engineering X

Type size matches the X height of the descriptor

External and Internal Services

Logo Lock-up:
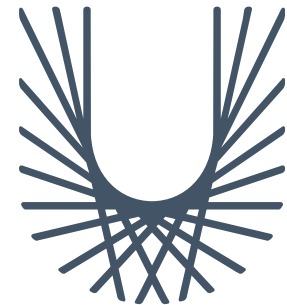
Line width recommendations.
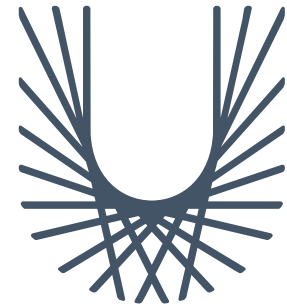
❌

USETU

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

UUUUU

If the line width is longer
than 5 'U' measurements,
paragraph breaks are
recommended.

Dámh na hInnealtóireachta
Faculty of Engineering

Roinn na hInnealtóireachta Aeraspáis, Meicniúla agus Leictreonaí
Department of Aerospace, Mechanical and Electronic Engineering

✓

USETU

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Dámh na hInnealtóireachta
Faculty of Engineering

Roinn na hInnealtóireachta Aeraspáis,
Meicniúla agus Leictreonaí
Department of Aerospace,
Mechanical and Electronic Engineering

External and Internal Services

Logo lock-up:

SETU Master Logo &
Faculty / School / Department

Internal Services

Logo lock-up:

SETU Logo
& Centre/Unit information

DRAFT
Document Title Here

Lorem ipsum dolor samet out, consectetur adipiscing elitsed do eiusmod tempor.

20 May 2022
Version 1.0

Ollscoil Teicneolaíochta an Oirdheiscirt
South East Technological University | Oifig an Uachtaráin
Office of the President

Ollscoil Teicneolaíochta an Oirdheiscirt
South East Technological University | An tIonad Leighis
Medical Centre

SETU activity always aligns to the bottom of the logo text

Ollscoil Teicneolaíochta an Oirdheiscirt
South East Technological University | Iontrálacha, Clárú agus Scrúduithe
Admissions, Registration and Examinations

setu.ie

Ollscoil Teicneolaíochta an Oirdheiscirt
South East Technological University | Iontrálacha, Clárú agus Scrúduithe
Admissions, Registration and Examinations

Locations

This format is used when an event or programme is connected to a specific location. These are the approved locations in Irish and English.
Irish is always first.

Locations (Irish)

- Inter Medium
- UPPER CASE

Locations (English)

- Inter Light
- UPPER CASE

Please note:
Locations can appear in secondary colours once the colour combination has sufficient contrast to ensure legibility.

CEATHARLACH CARLOW	**CEATHARLACH** CARLOW	**CEATHARLACH** → Inter Medium CARLOW → Inter Light
CILL CHAINNIGH KILKENNY	**CILL CHAINNIGH** KILKENNY	**CILL CHAINNIGH** KILKENNY
PORT LÁIRGE WATERFORD	**PORT LÁIRGE** WATERFORD	**PORT LÁIRGE** WATERFORD
CILL MHANTÁIN WICKLOW	**CILL MHANTÁIN** WICKLOW	**CILL MHANTÁIN** WICKLOW
LOCH GARMAN WEXFORD	**LOCH GARMAN** WEXFORD	**LOCH GARMAN** WEXFORD

Signage

If you are planning any signage, in the first instance please contact your relevant estates department on campus to discuss the brief to ensure all signage outputs are in compliance with SETU brand guidelines.

Building Names

For building names - this is the approved design. English and Irish text is set at the same point size in Inter light. Dividing line is one standard em dash.

Please note that external building signage should only include the approved building name in English and Irish text. Faculty, department, function, centre or unit names should not be displayed. Please contact your relevant estates department for guidance.

An Fheoir

—

Nore

Foirgneamh um
Sheirbhísí Mac Léinn

—

Student Services Building

Foirgneamh um Chothú
Fiontraíochta agus Taighde

—

Enterprise and Research
Incubation Building

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

Dr John Power
Brand Manager
E: John.Power@setu.ie

SETU

Ollscoil
Teicneolaíochta
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South East
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INSPIRING FUTURES