

Identity & Naming Conventions

South East Technological
University

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1. Key principles

The application of South East Technological University (SETU) naming conventions, logo and identity will ensure a clear and consistent sense of who we are as an organisation.

This is particularly important as we establish ourselves as a leading technological university and as we implement key initiatives for our learners, researchers, stakeholders, people and community as set out in the Strategic Plan 2023-2028: Connecting for Impact.

2. Legal name

The legal name of the university is South East Technological University. All formal documents and communications should include the legal name of the university.

3. Abbreviation

The correct abbreviation is SETU. SETU is pronounced by saying the individual initials rather than an acronym:

S <pause> E <pause> T <pause> U.

4. Using the name in writing

In writing the university will be referred to as South East Technological University (SETU) in the first instance and abbreviated to SETU when mentioned subsequently.

"South East" in South East Technological University is two standalone words with no hyphenation.

SETU is how you should write the abbreviated version. There are no dots or full stops in the abbreviation.

5. Naming conventions

South East Technological University (SETU) operates eleven campuses across five locations in the south east region of Ireland. Detailed below are a series of naming conventions for campuses, buildings, academic, administrative and research functions.

Standardisation of naming conventions and strict adherence are important to achieve the below objectives:

1. Assist staff, students and stakeholders to locate university campus locations.
2. Provide a unique sense of identity for each campus location.
3. Ensure postal services to/from university campus locations operate effectively i.e., return addresses, franking machines, university stamps etc.
4. Create awareness of South East Technological University and the full brand name.
5. Avoid confusion where multiple campus locations exist in the same townland/urban area e.g., Carlow (two campuses), Waterford (five campuses).
6. Assist with clear and accurate external, internal and wayfinding signage.

The purpose of the naming convention standards is to ensure uniqueness and facilitate easy recognition of SETU assets and functions.

5.1. Campuses

For external audiences, spell out the complete name of the University and campus the first time you refer to it, unless the context and nature of the document require an abbreviation (for example, in an advertisement).

Using the approved university abbreviation on first reference is acceptable for internal audiences when the context allows.

The campus name should be capitalised in all uses and preceded by the name of the University on first reference.

For example:

South East Technological University, Cork Road Campus
South East Technological University, Kilkenny Road Campus
South East Technological University, Summerhill Road Campus

The location name should be capitalised in all uses and preceded by the University and campus name.

For example:

South East Technological University, Cork Road Campus, Waterford
 South East Technological University, Kilkenny Road Campus, Carlow
 South East Technological University, Summerhill Road Campus, Wexford

The abbreviation “SETU” should not be used with a location only when referring to a campus location e.g. SETU Waterford, SETU Carlow. The full name of the University should be used, followed by the campus name, and then location (as above).

As the abbreviation SETU may not be recognisable to all audiences, descriptor text is therefore a requirement. Using the abbreviation and location alone may cause confusion where multiple campuses exist in one location.

Approved campus names and locations:

Campus Name (English)	Campus Location (English)	Campus Name (Irish)	Campus Location (Irish)
Cork Road Campus	Waterford	Campas Bhóthar Chorcaí	Port Láirge
College Street Campus	Waterford	Campas Shráid an Choláiste	Port Láirge
Granary Campus	Waterford	Campas na Gráinsí	Port Láirge
Applied Technology Campus	Waterford	Campas na Teicneolaíochta Feidhmí	Port Láirge
West Campus	Waterford	An Campas Thiar	Port Láirge
Kilkenny Campus	Kilkenny	Campas Chill Chainnigh	Cill Chainnigh
Wicklow County Campus	Wicklow	Campas Chontae Chill Mhantáin	Cill Mhantáin
Summerhill Road Campus	Wexford	Campas Bhóthar Chnoc an tSamhraidh	Loch Garman
Hill Street Campus	Wexford	Campas Shráid an Chnoic	Loch Garman
Kilkenny Road Campus	Carlow	Campas Bhóthar Chill Chainnigh	Ceatharlach
South Sports Campus	Carlow	Campas Spóirt Theas	Ceatharlach

Campus names and locations should be preceded by South East Technological University.

5.2. Buildings

When referencing one of SETU's campus buildings please ensure to capitalise and spell out the building and room, and to always use numerals for room numbers.

For example:

Luke Wadding Library, Room 191
Dargan Building, Room 122
ArcLabs Research and Innovation Centre, Room 201

5.3. Schools, faculties and departments

When referencing academic schools, faculties and departments capitalise only complete and official names of such functions. The full name of such units should be preceded by South East Technological University.

For example:

South East Technological University, School of Engineering
South East Technological University, Faculty of Business and Humanities
South East Technological University, Department of Science

5.4. Functional units, research centres and institutes

When referencing functional units, research centres and institutes capitalise only complete and official names. The full name of such units should be preceded by South East Technological University.

For example:

South East Technological University, Office of the President
South East Technological University, Centre for Enterprise Development and Regional Economy
South East Technological University, Walton Institute

5.5. Sports teams and athletes

Individual athletes and teams should compete using the name South East Technological University. In instances where two teams are fielded in a particular sport or competition an exemption can be applied where the use of SETU plus the campus location can be used e.g. SETU Waterford, SETU Carlow, SETU Wexford.

5.6. Press releases and print publications

For press releases and print publications, the approved university abbreviation may be used in headlines.

For example:

An Taoiseach visits SETU to discuss future plans for the University
Five reasons to study an MBA at SETU

For body copy spell out the complete name of the University and campus the first time you refer to it. Thereafter, the approved university abbreviation "SETU" may be used.

The abbreviation "SETU" should not be used in headline or body copy with a location only when referring to a campus location e.g. SETU Waterford, SETU Carlow. Every effort should be made to reference specific campus locations (see Section 5.1 above). If it is necessary to reference an urban/townland location the approved university abbreviation should be separated from the location.

For example:

SETU in Waterford
SETU's campus in Carlow

5.7. Radio

For the purpose of radio mentions, interviews and advertisements the same guidelines apply as outlined in Section 5.6.

The complete name of the University should be spoken the first time you refer to it. The abbreviation "SETU" should not be used with a location only when referring to a campus location e.g. SETU Waterford, SETU Carlow. References should be made as below.

For example:

South East Technological University in Waterford
SETU in Wexford
SETU's postgraduate open evening in Waterford
SETU's Kilkenny Road Campus in Carlow

5.8. Social media

For the purpose of social media postings and advertisements the same guidelines apply as outlined in Section 5.6.

6. Identity

6.1. SETU Logo

The correct version of the SETU logo is supplied below. Referred to as the master logo, this version includes three elements (symbol, acronym and descriptor text in Irish and English).



The master logo is full colour and should be used on all SETU communications where possible. The logo should not be edited, cropped or stretched. For more information on how to use the SETU logo please go to www.setu.ie/brand.

6.2. Alternative logo versions

6.2.1. Abridged logo

The abridged logo may be used on applications once either the full SETU descriptor, master logo or web address appear elsewhere on the same application.



The abridged logo may also be used with the master logo may not be suitable due to space limitations. Permission must be granted for use of the abridged logo by either the SETU Brand Manager or marketing and communications team.

6.2.2. Partner, International and Chinese logos

When the SETU logo is required to sit alongside partner logos at a small size, the SETU partner logo may be used. For the partner logo version, the descriptor text in both Irish and English has been enlarged to increase legibility.

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

The SETU Chinese logo is for use only in internationally facing communications in Chinese markets.

For permission and to request the partner, international and Chinese logo versions please contact the SETU Brand Manager or marketing and communications team.

6.3. Department, function and centre logos

Some departments, functions and centres have developed their own logos. This makes recognition of South East Technological University more complex and can cause confusion to external audiences in particular.

All departments, functions and centres should now use the master logo version.

Under no circumstances should any department, faculty, school, discipline, course or internal service create their own bespoke logo. Internal brand 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 by emailing John.Power@setu.ie.

Approval by this committee is a requirement before use.

For more information in relation to co-branding and labelling please go to www.setu.ie/brand.

6.4. Logo lock-up requests

A logo lock-up is a tool that allow for instances where two brands or logos should be displayed together. For instance, a research centre and the SETU logo. Guidelines have been developed to ensure consistent application when co-branding.

To request a logo lock-up please complete the online form at www.setu.ie/logolockup.

6.5. How do we refer to ourselves?

All internal services: academic departments, schools, faculties, administrative and support functions, research centres, groups, will put 'South East Technological University' before their name.

For example:

South East Technological University School of Business
South East Technological University Teaching and Learning Centre
South East Technological University Access Office

6.6. How do I introduce myself?

You should introduce yourself as being from South East Technological University, or from South East Technological University Department of [insert name].

When introducing yourself you should not make reference to a specific campus location unless it pertains to the function/work you undertake.

6.7. When do I use South East Technological University and SETU?

In general, you should refer to yourself as being from South East Technological University. Referencing the full legal name of the University is important as we grow recognition and use of the name.

In less formal settings and when interacting on campus with staff and students it is appropriate to use the abbreviation SETU.

6.8. What is our postal address?

The administrative postal address for the University is:

South East Technological University	Ollscoil Teicneolaíochta an Oirdheiscirt
Cork Road	Bóthar Chorcaí
Waterford	Port Láirge
X91 KOEK	X91 KOEK
Ireland	Éire

Campus specific postal addresses for the University are listed below.

The postal address for Waterford:

South East Technological University	Ollscoil Teicneolaíochta an Oirdheiscirt
Cork Road	Bóthar Chorcaí
Waterford	Port Láirge
X91 KOEK	X91 KOEK
Ireland	Éire

The postal address for Carlow is:

South East Technological University	Ollscoil Teicneolaíochta an Oirdheiscirt
Kilkenny Road	Bóthar Chill Chainnigh
Carlow	Ceatharlach
R93 V960	R93 V960
Ireland	Éire

The postal address for Wexford is:

South East Technological University	Ollscoil Teicneolaíochta an Oirdheiscirt
Summerhill Road	Bóthar Chnoc an tSamhraidh
Wexford	Loch Garman
Y35 KA07	Y35 KA07
Ireland	Éire

The postal address for specific campus locations should be labelled as below:

South East Technological University	Ollscoil Teicneolaíochta an Oirdheiscirt
[Campus Name]	[Ainm an Champais]
[Address Line 1 - Road]	[Seoladh Líne 1 – Bóthar]
[Address Line 2 – Town/City]	[Seoladh Líne 2 – Baile/Cathair]
[Eircode]	[Éirchód]
Ireland	Éire

6.9. What is our web address?

The web address for South East Technological University is www.setu.ie. The web address for all internal services: academic departments, schools, faculties, administrative and support functions, research centres etc. will take the format [www.setu.ie/\[insertname\]](http://www.setu.ie/[insertname]).

For example:

www.setu.ie/business

www.setu.ie/international

www.setu.ie/engcore

The development of a new website for SETU is currently underway. Short URLs will only be provided on a needs basis until the new website is fully operational.

6.9.1. Short URL requests

To request a short URL for your functional area please contact the marketing and communications team with the requested short URL title and the current URL destination.

6.10. Email signature

SETU branded email signature are available to all staff by [clicking here](#). Please complete the online form and follow the instructions below.

Instructions:

1. Open the link above in Google Chrome.
2. Type in your details to the form.
3. Click 'Get your signature'.
4. Then, select all (CTRL + A), copy it (CTRL + C)
5. Next, open up your email client (Outlook).
6. Go to settings and signature.
7. Paste (CTRL + V) your signature in here and hit save.

6.11. Affiliated social media accounts

6.11.1. Existing and legacy affiliated social media accounts

Some departments, functions and centres have well established social media accounts to engage with stakeholders. Affiliated social media accounts should now be renamed in accordance with SETU.

Guidelines have been developed to assist with renaming and rebranding legacy social media accounts. For more information, please visit www.setu.ie/brand.

6.11.2. Setting up new affiliated social media accounts

When establishing new affiliated social media accounts, the preference is to follow the format below keeping in mind there are character limits on some social platforms so account names and handles should use limited characters.

Facebook:

[www.facebook.com/SETU\[insertname\]](http://www.facebook.com/SETU[insertname])

www.facebook.com/SETUengcore

www.facebook.com/SETULibraries

Twitter/Instagram:

@SETU[insertname]

@SETUGlobal

@SETU_President

Please liaise with SETU Brand Manager or the marketing and communication team to clarify any questions regarding social media account naming and handles.

6.12. Signage

SETU branded replacement signage has now been installed on all campuses. The next phase of signage will focus on a comprehensive wayfinding system including identification signage, accessibility signage and campus maps.

If you are planning any signage in your area, 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.

Please note that all building names and directional signage must include both Irish and English text, set at the same point size using font Inter light. Irish and English text can be divided using one standard em dash.

External building signage should only include the approved building name in Irish and English text. Faculty, department, function, centre or unit name should not be displayed.

6.13. Stationery

6.13.1. SETU branded stationery

A full suite of SETU branded stationery has been designed and circulated to all academic and administrative offices including letterhead (administrative and campus specific), compliment slips and envelopes. SETU branded stationery should be used for all external communications.

6.13.2. Business cards

Business cards can be ordered by completing the online request form at www.setu.ie/businesscard. Orders must be approved by your budget holder before a request can be made. The current cost is €70 + VAT for design, print and delivery of 200 cards using the approved SETU template.

6.13.3. Ordering stationery

SETU branded stationery and business card orders should be made through the University's approved stationery supplier and printer.

6.13.4. Electronic templates

Digital templates (MS Word format) for letterhead have been circulated to all staff by email and should be saved locally.

6.13.5. Personalised stationery

Personalised stationery will not be available. Academic and administrative offices should use official SETU branded stationery and electronic templates only.

6.14. Marketing materials

All marketing material must follow the University's brand guidelines. To reference the SETU brand guidelines please go to www.setu.ie/brand. If you have specific queries in relation to application of the brand guidelines, co-branding or labelling, please contact John.Power@setu.ie

6.15. SETU Brand Centre

The SETU Brand Centre is available at www.setu.ie/brand. Staff are encouraged to familiarise themselves with the resources available and to share this information with any third-party suppliers or organisations you may be working in collaboration with.

Downloadable resources available include templates for PowerPoint presentations, digital backgrounds for Microsoft Teams and Zoom, branded academic and research poster templates, branded report templates, social media assets and graphics, brand guidelines and email signature tools.

The guidelines and resources available through the SETU Brand Centre are provided to support staff, students and external stakeholders who wish to access and champion the SETU brand.

NOTES: