

**Student
Survey.ie**

BRAND VISUAL IDENTITY

Usage & Guidelines





CONTENTS

Our Logo	4
Master Logo	5
Logo Variations	6
Logo Isolation Area	10
Logo Misuse	11
Colours	12
Typeface	13
Graphic Device	14
Backgrounds	18
Presentation Layouts	20
Social Media Layouts	21
Document Covers	22
Example Layouts	
- Portait	24
- Square	26
- Landscape	27
- With Stakeholder Logos	28
- Web Banners	30
- Pull-Up Stands	31
Photography	32

Introduction

The StudentSurvey.ie stands as a cornerstone in Ireland’s higher education landscape, providing invaluable insights into the lived experiences of students across the country’s universities and institutes of technology.

We have developed a bold, powerful and meaningful visual identity which encapsulates our values and key objectives. Our visual communications have been designed to appeal to students, while also maintaining the necessary gravitas to engage staff, faculty and senior institutional leaders. Our brand identity aims to be recognisable and professional, yet accessible and relatable - striking a balance that reflects the diversity of the higher education community.

These Guidelines

This document has been created as a guide for those producing communications material for the StudentSurvey.ie brand with type, colour and correct logo usage, both in print and online.

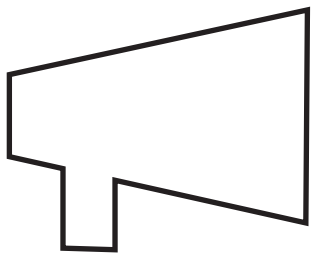
This document is a guide for best design practice in order to best maintain the StudentSurvey.ie brand identity. While they should not be seen to restrict creativity, these guidelines will help in design decisions and is a useful resource to refer to. Ensuring design consistency across all brand communications will help strengthen the brand.

OUR LOGO

Our logo is made up of two elements: the symbol and the logotype.

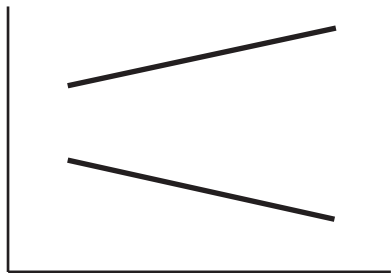
Symbol

Our symbol was inspired by the following icons:



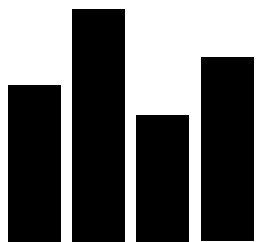
Megaphone

Using the existing iconography of the megaphone as a visual connection to the existing brand.



Growth / Decline

Conveying the changes over time of different issues/aspects that affect student lives. Tracking progress, development and impact.



Data

Representation of results and data in a bar chart format.

MASTER LOGO

Logotype

Our logotype is fresh and distinctive. It should only be re-produced from approved artwork files. The logo should be presented in **monochrome only as white or black** in combination with the specific colourways outlined on the following pages.



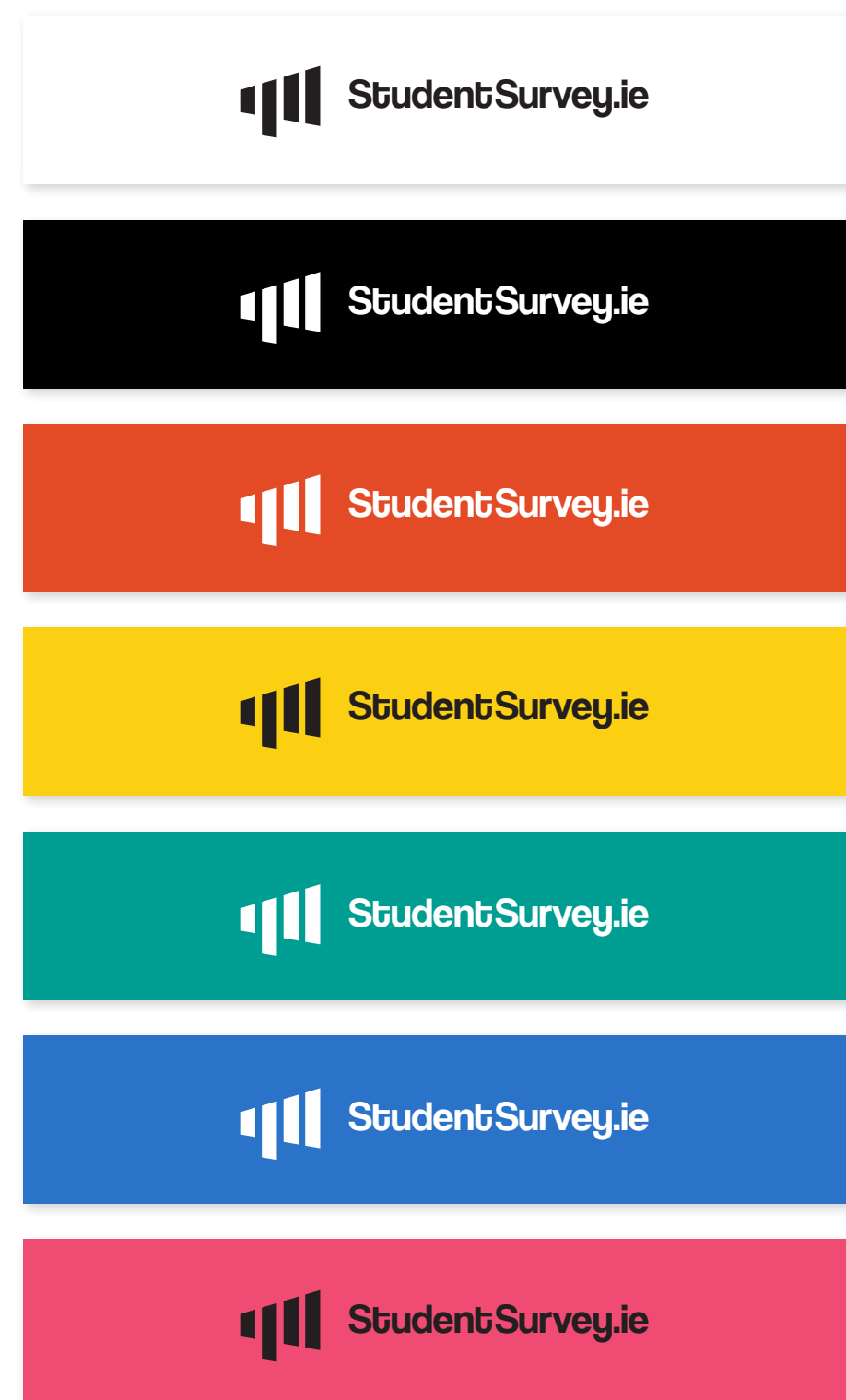
LOGO VARIATIONS

The logo should be presented in **monochrome only as white or black** in combination with the specific colourways outlined on the following pages.

VERTICAL ARRANGEMENT



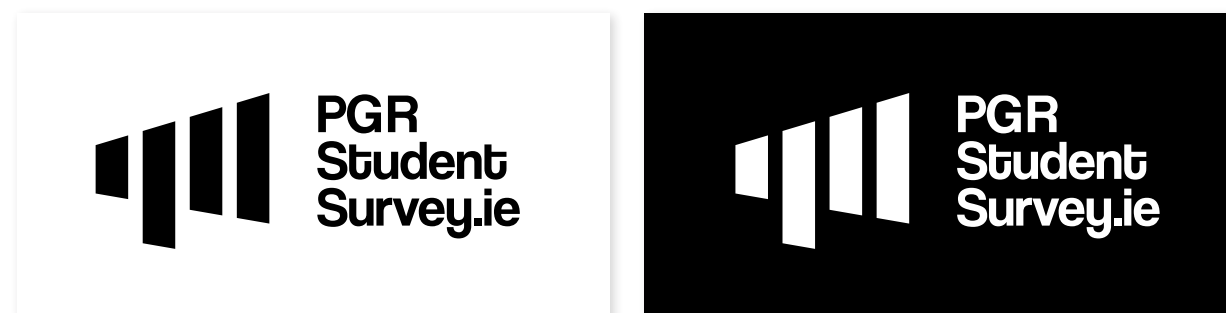
HORIZONTAL ARRANGEMENT



PGR LOGO VARIATIONS

The logo should be presented in **monochrome only as white or black** in combination with the specific colourways outlined on the following pages.

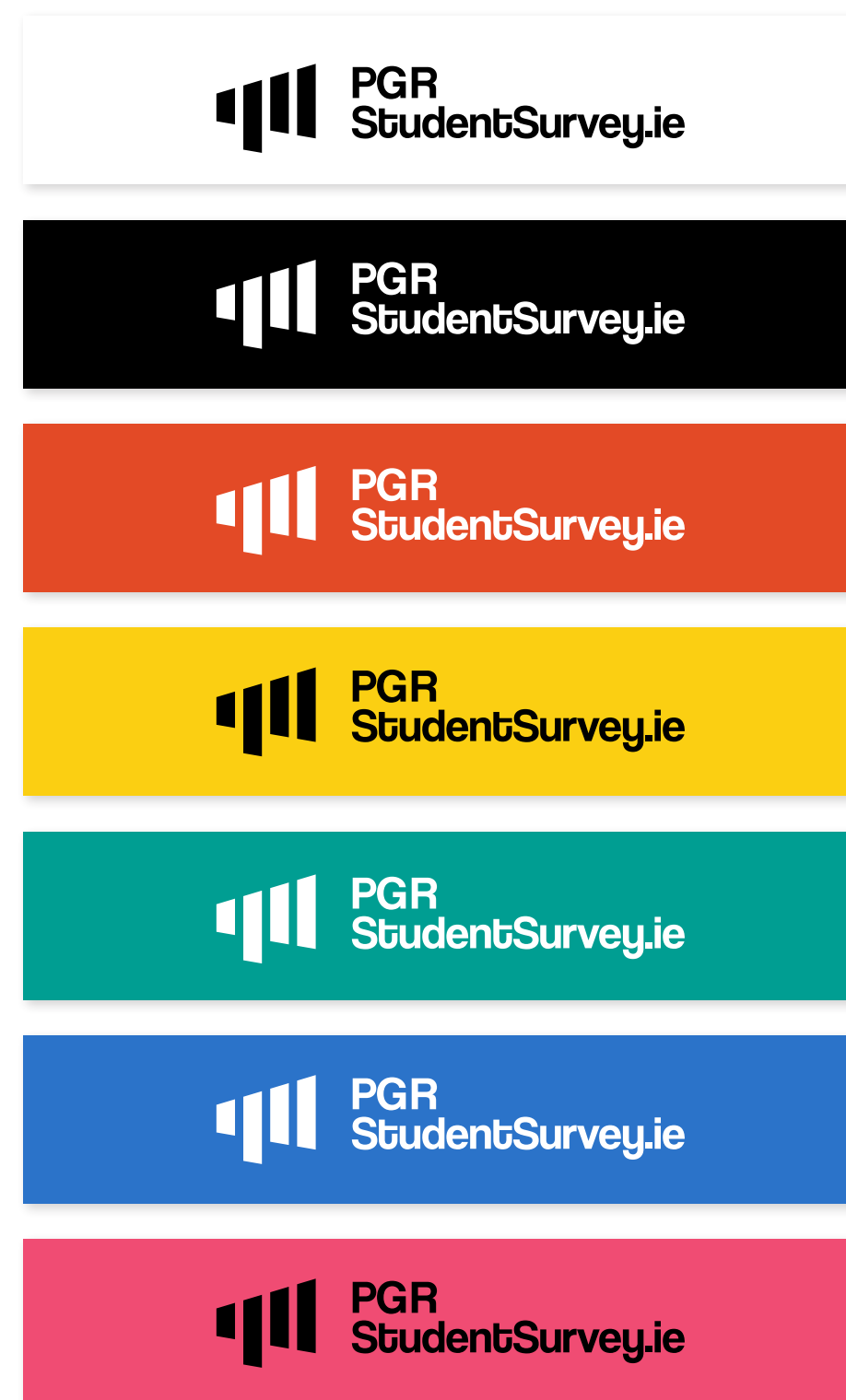
VERTICAL ARRANGEMENT



VERTICAL ARRANGEMENT



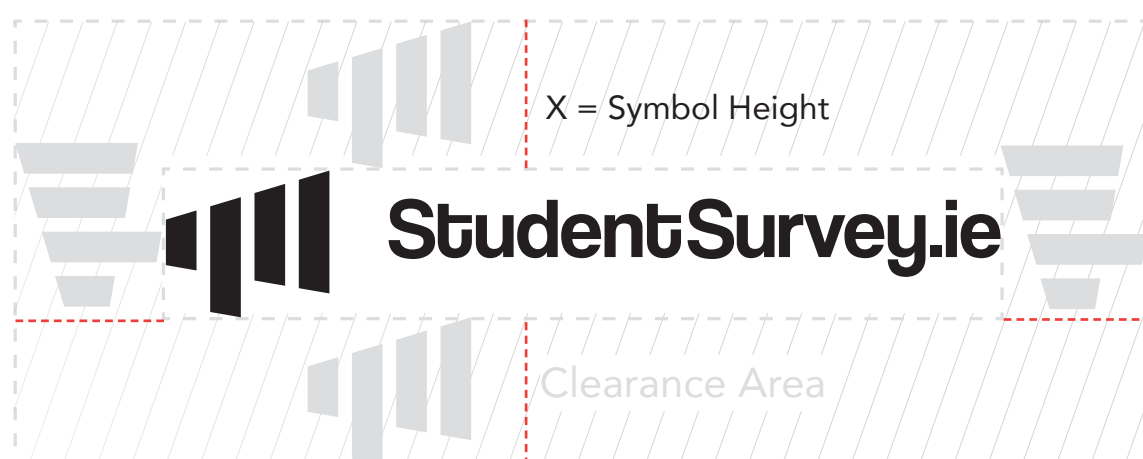
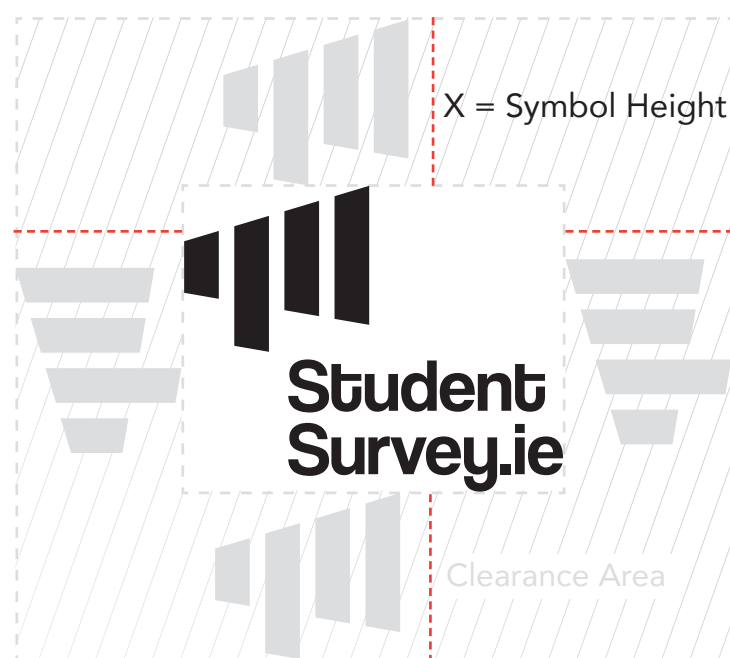
HORIZONTAL ARRANGEMENT



LOGO ISOLATION AREA

To maintain the integrity of the logo and avoid visual clutter, care should be taken to adhere to these “clear zone” guidelines.

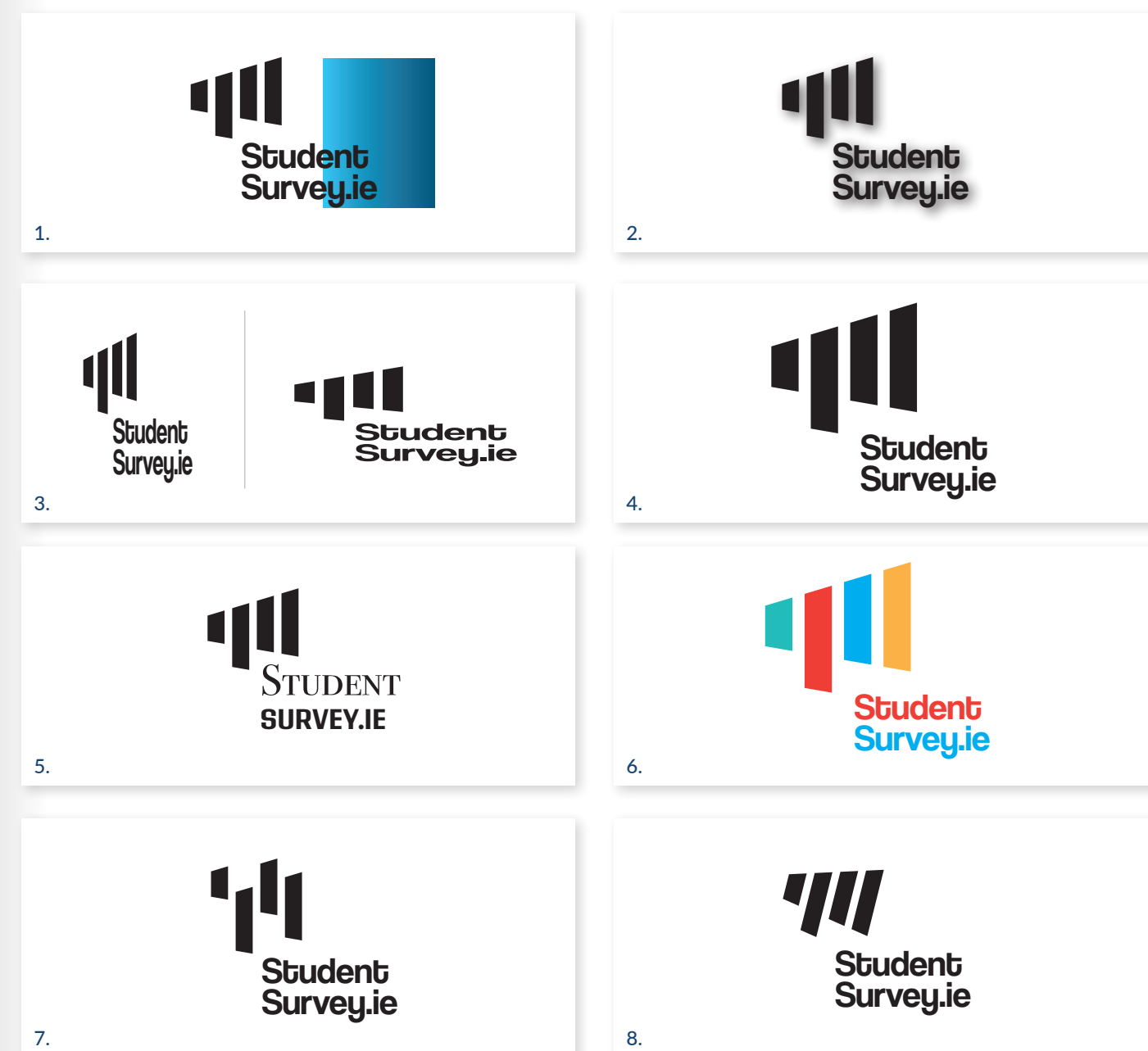
It is important to maintain the “clear zone” defined as the shaded area indicated in the logotype here:



Clearance Area: No copy, images or other graphic elements should infringe in this clearance area.

LOGO MISUSE

To ensure the identity's strongest impact, our logo must not be modified or distorted in any way. The uses shown here are all unacceptable treatments of the logo.



1. Do not obstruct the logo with any other image.
2. Do not add a drop shadow to the logo.
3. Do not disproportionately scale the logo.
4. Do not change the size or shape of elements in relation to the type.
5. Do not change the font.
6. Do not make the type or the elements **in the logo** any colour other than those provided. Logo should always appear in either black or white only.
7. Do not rearrange any logo elements.
8. Do use the logo at an angle.

COLOURS

Heavy Black
#2b72c9
R43 G115 B201
C75 M68 Y67 K100

80%

60%

40%

20%

Maple
#009e92
R0 G158 B146
C81 M15 Y49 K1

80%

60%

40%

20%

Blush
#ef4e73
R239 G78 B115
C0 M85 Y36 K0

80%

60%

40%

20%

Cornflower
#2b72c9
R43 G115 B201
C81 M53 Y0 K0

80%

60%

40%

20%

Flame
#e34a26
R227 G74 B38
C6 M86 Y99 K1

80%

60%

40%

20%

Sunflower
#fccf13
R252 G207 B19
C2 M17 Y98 K0

80%

60%

40%

20%

TYPEFACE

PRINT

It can be downloaded here:
<https://www.dafont.com/coolvetica.font>

or added as an Adobe Font here:
<https://fonts.adobe.com/fonts/coolvetica>

Coolvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WEB & IN-HOUSE

Where Coolvetica is not available, use Arial.

FOR HEADINGS USE:

Arial Bold

FOR MAIN BODY TEXT USE:

Arial Regular

EXAMPLE:

H1 - Coolvetica Bold >>

Heading Text

H2 - Arial Bold >>

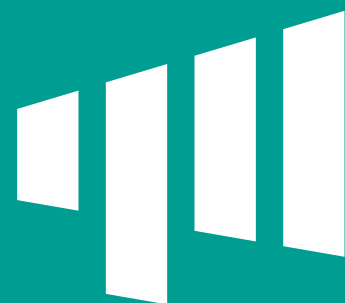
Sub-Heading

Body - Arial Regular >>

Body text

GRAPHIC DEVICE

This graphic device can be used in multiple ways to create visual interest to create different layouts/designs. It can be useful for presentations, posters, internal messages, social media posts and any other communications.



GRAPHIC DEVICE

APPLICATION EXAMPLES

Following are some examples of the logo, colour, font, imagery and graphic device in use. More examples of usage are shown in this document.



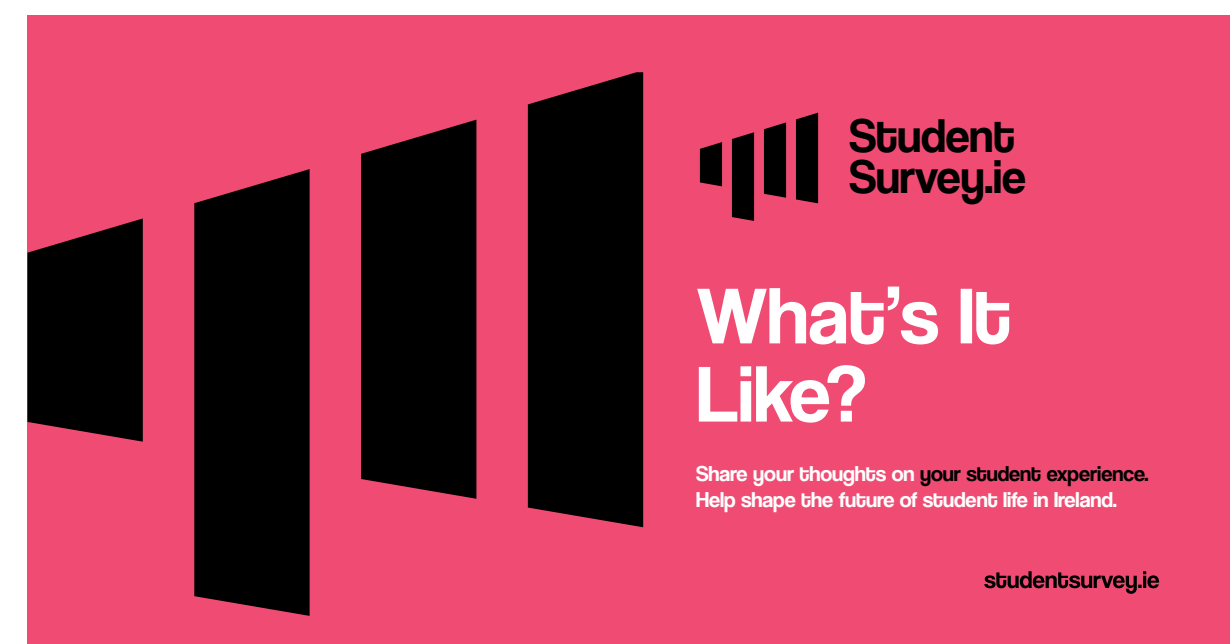
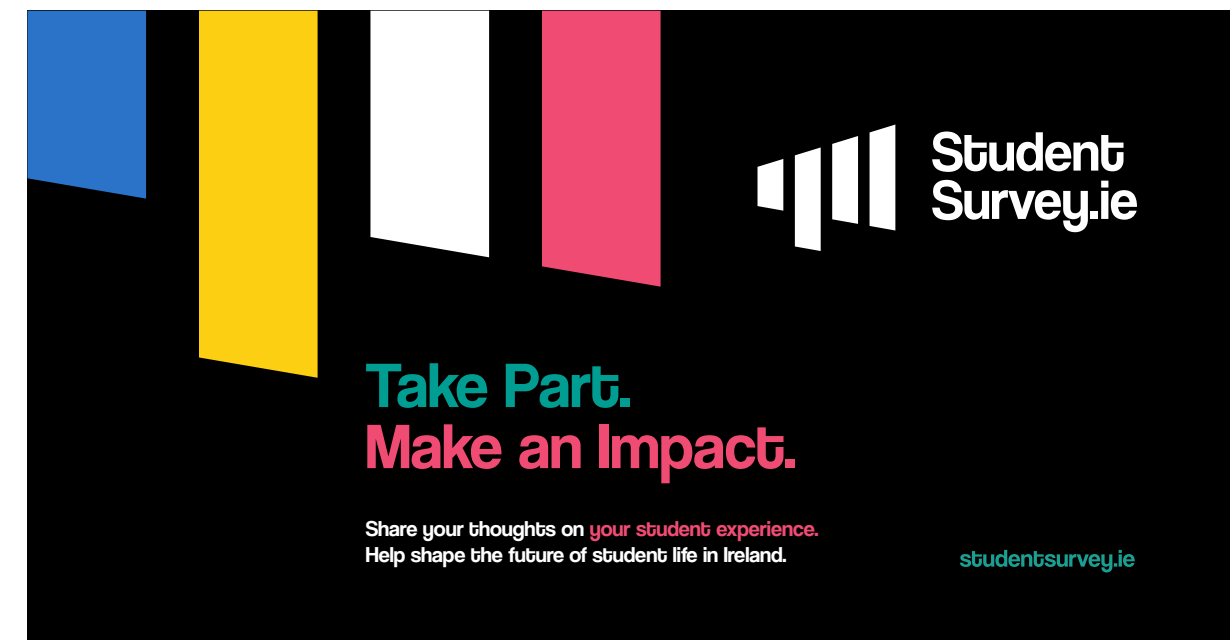
GRAPHIC DEVICE

Examples of Correct Usage



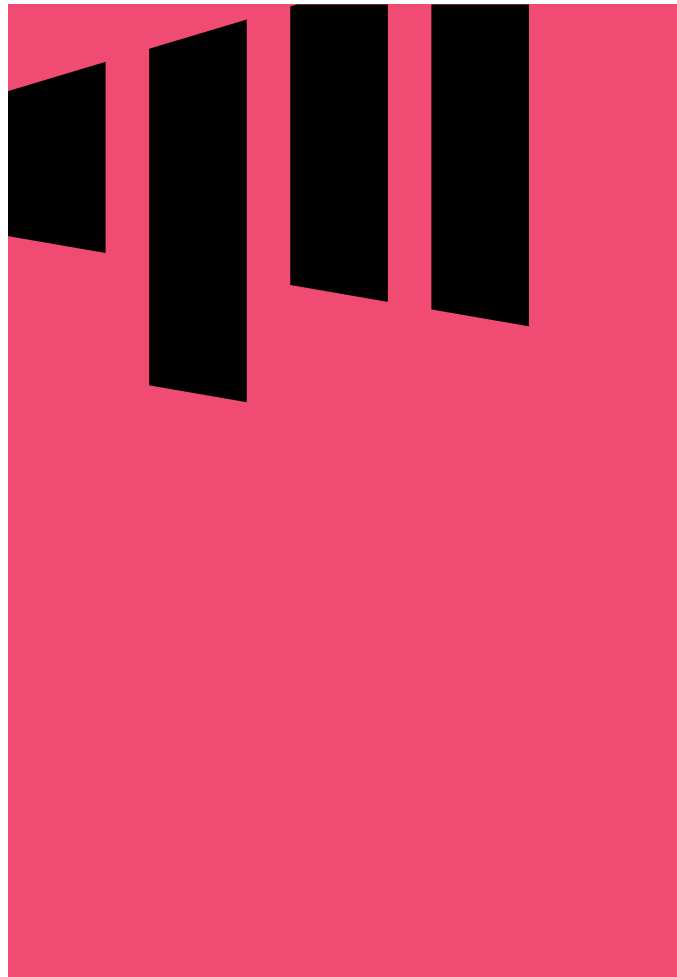
GRAPHIC DEVICE

Examples of Correct Usage

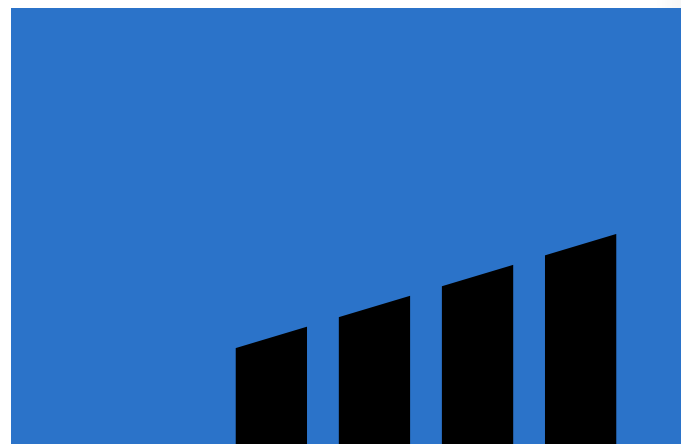


BACKGROUNDS - EXAMPLES

PORTRAIT

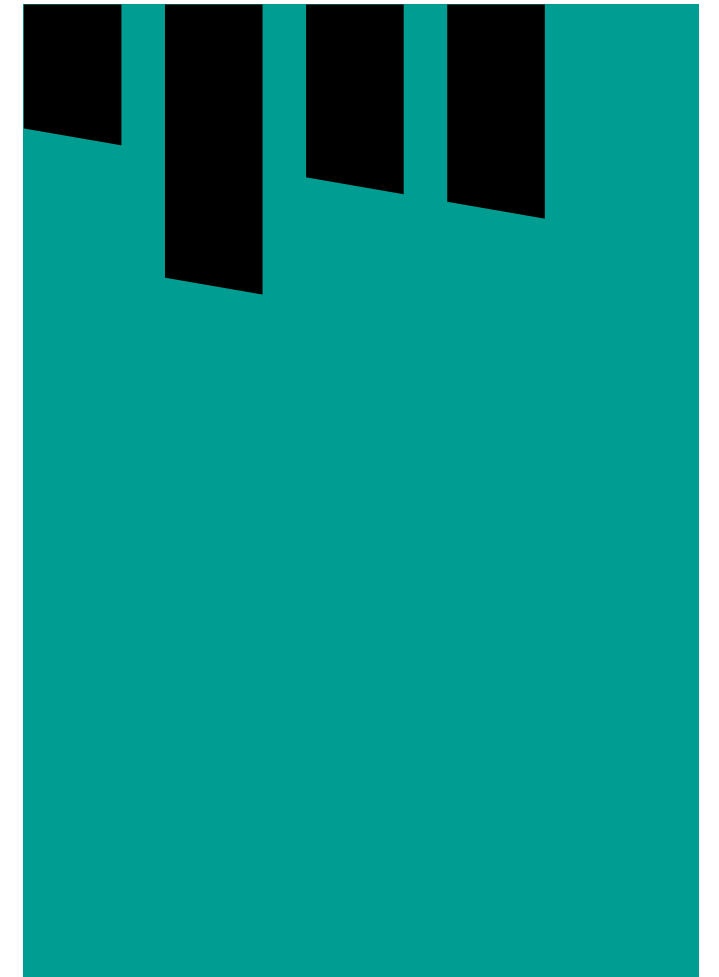


LANDSCAPE

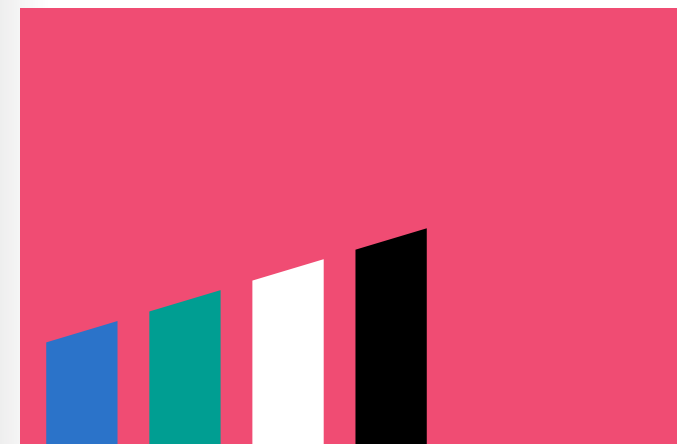


BACKGROUNDS - EXAMPLES

PORTRAIT



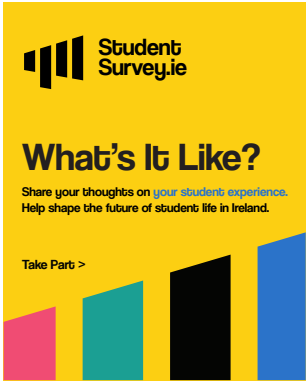
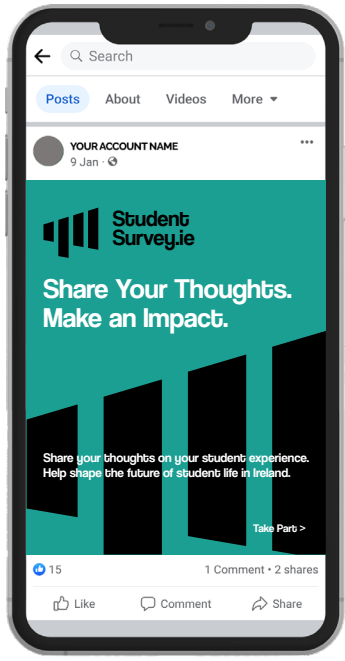
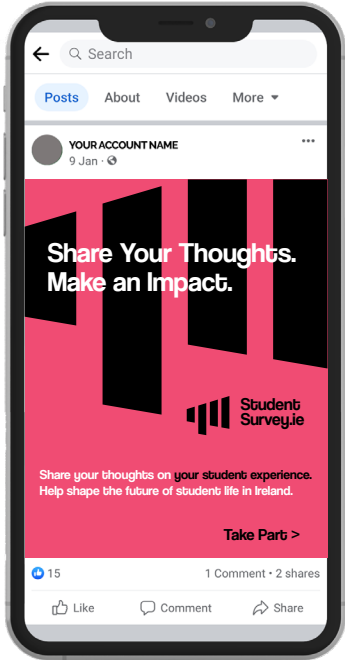
LANDSCAPE



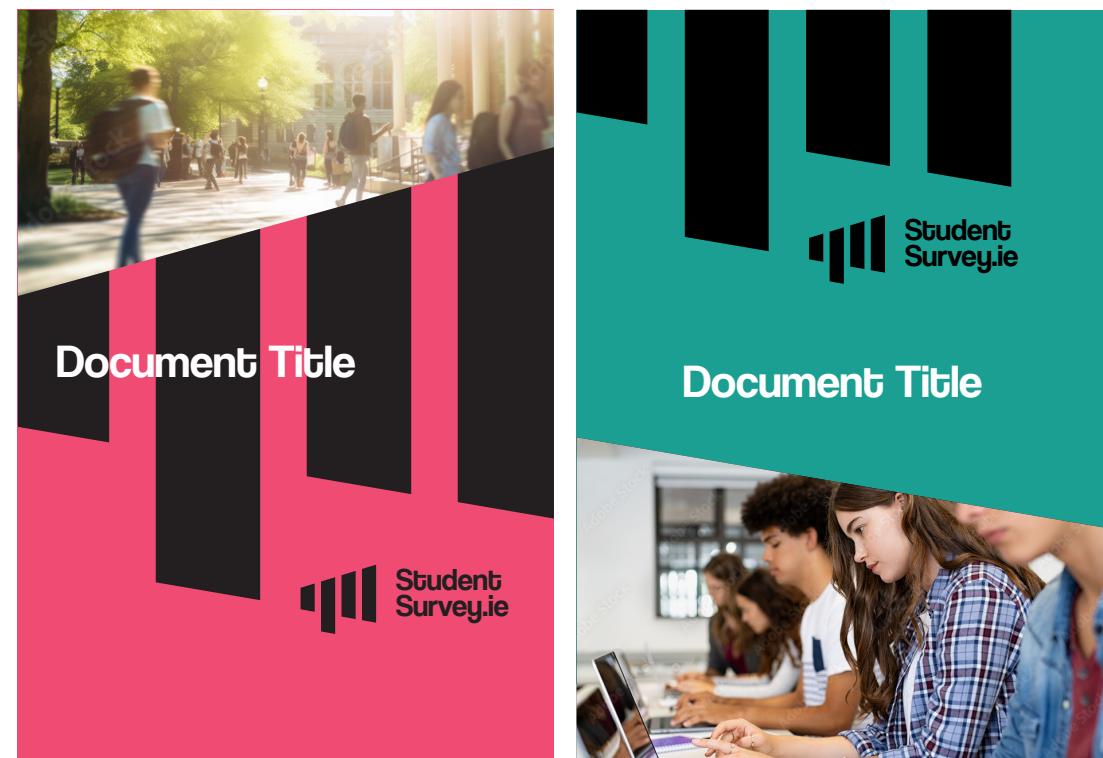
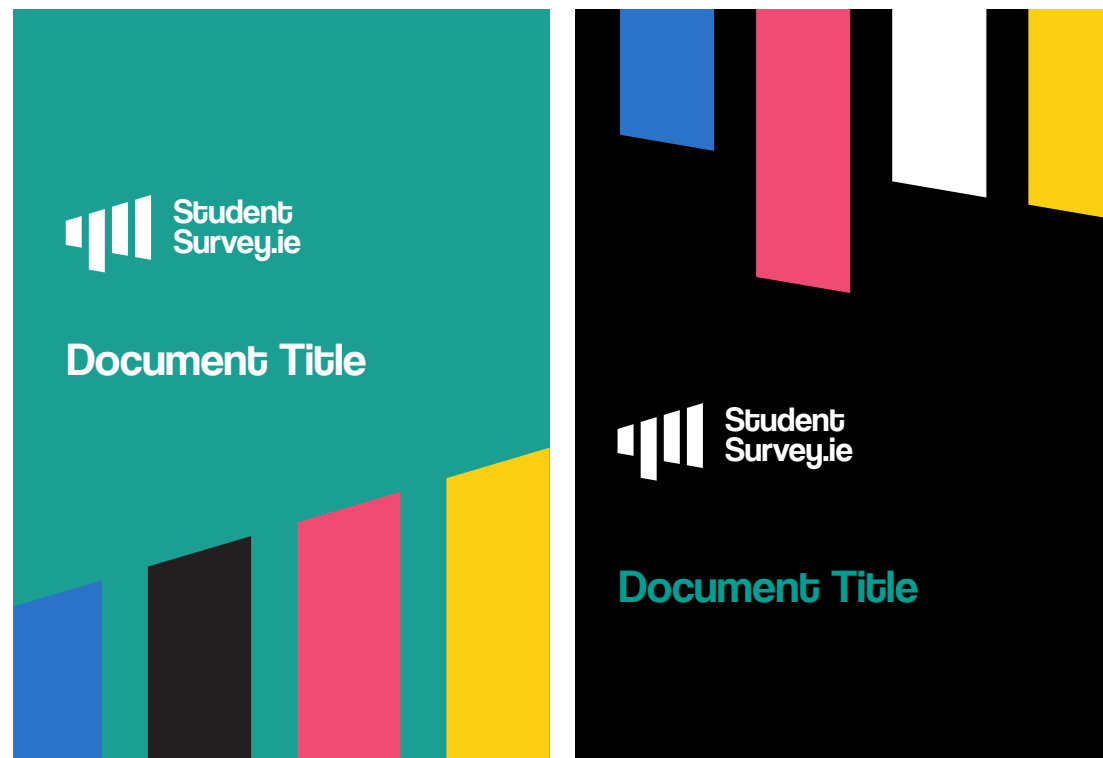
PRESENTATION LAYOUTS



SOCIAL MEDIA LAYOUTS



DOCUMENT COVERS



DOCUMENT COVERS



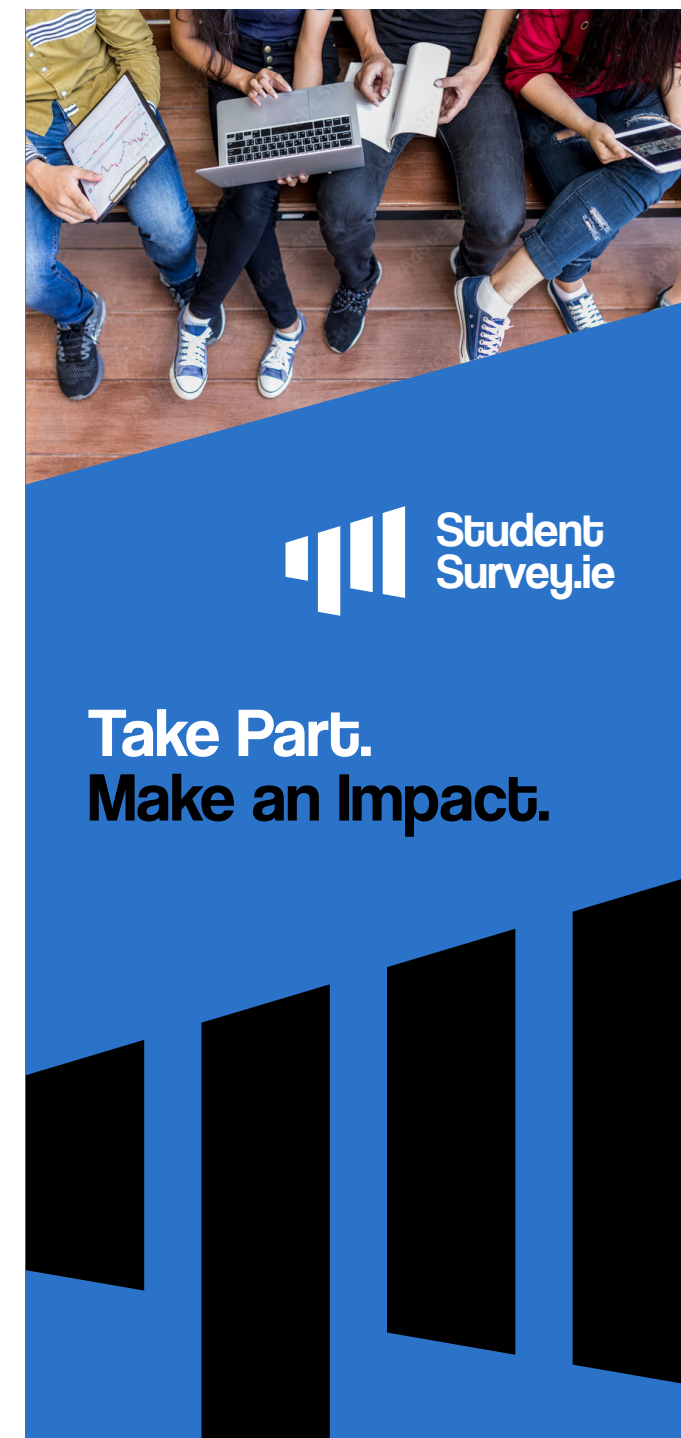
EXAMPLE LAYOUTS

PORTRAIT



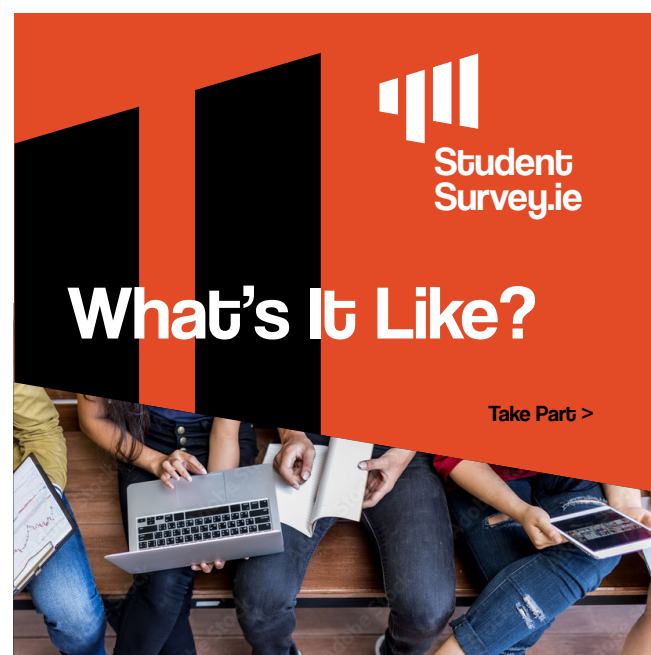
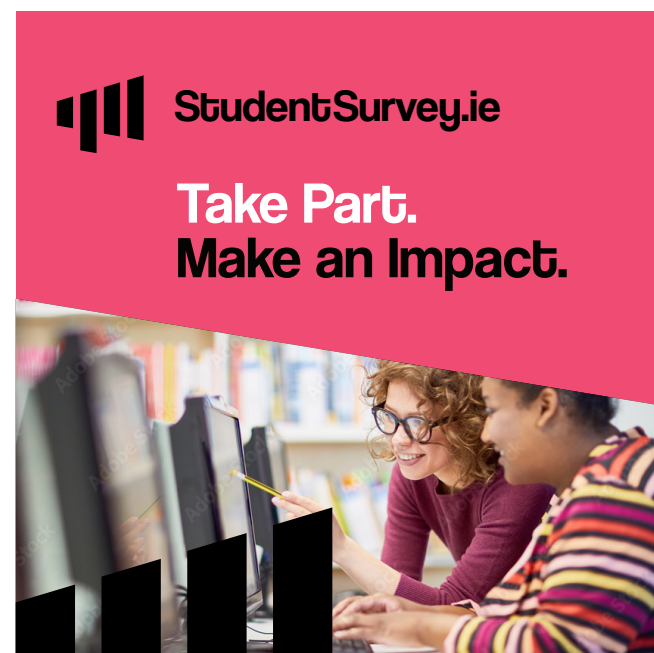
EXAMPLE LAYOUTS

PORTRAIT



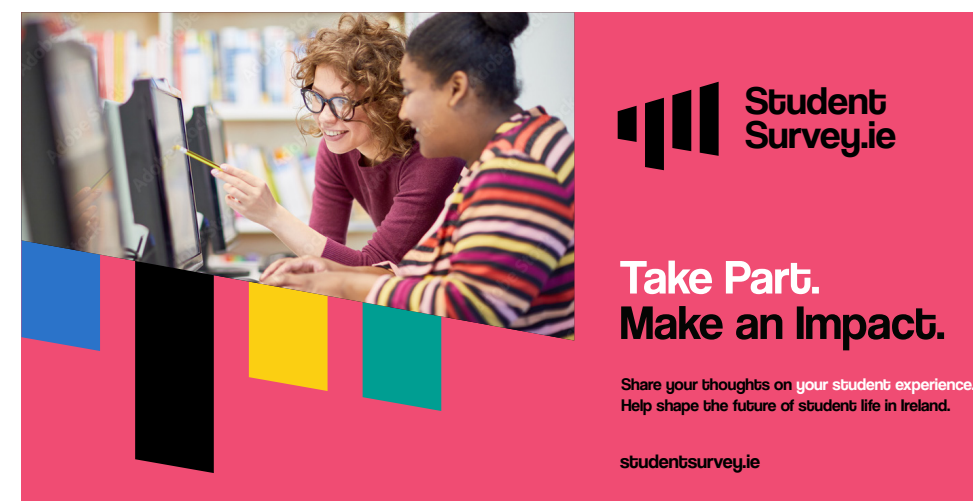
EXAMPLE LAYOUTS

SQUARE



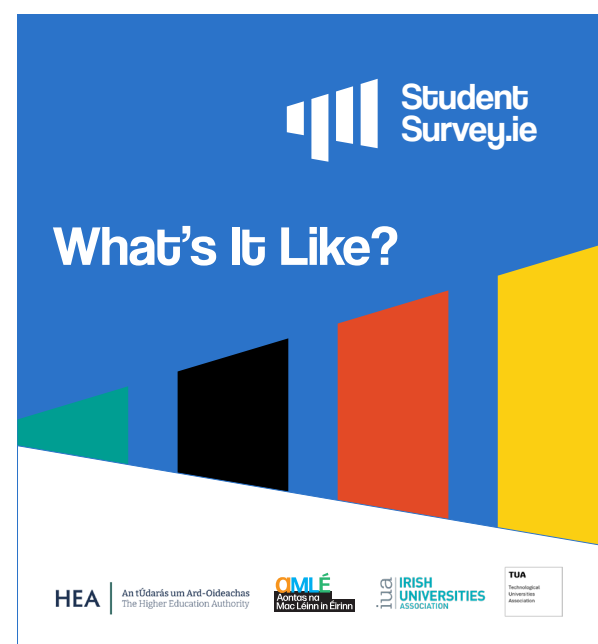
EXAMPLE LAYOUTS

LANDSCAPE



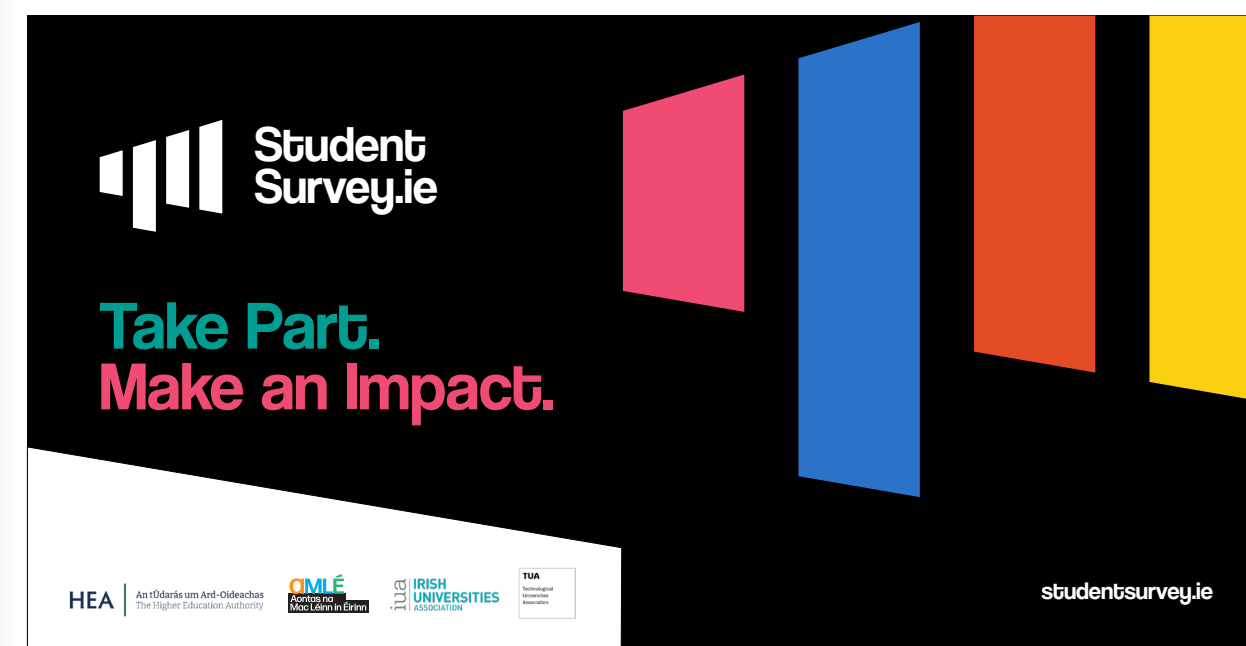
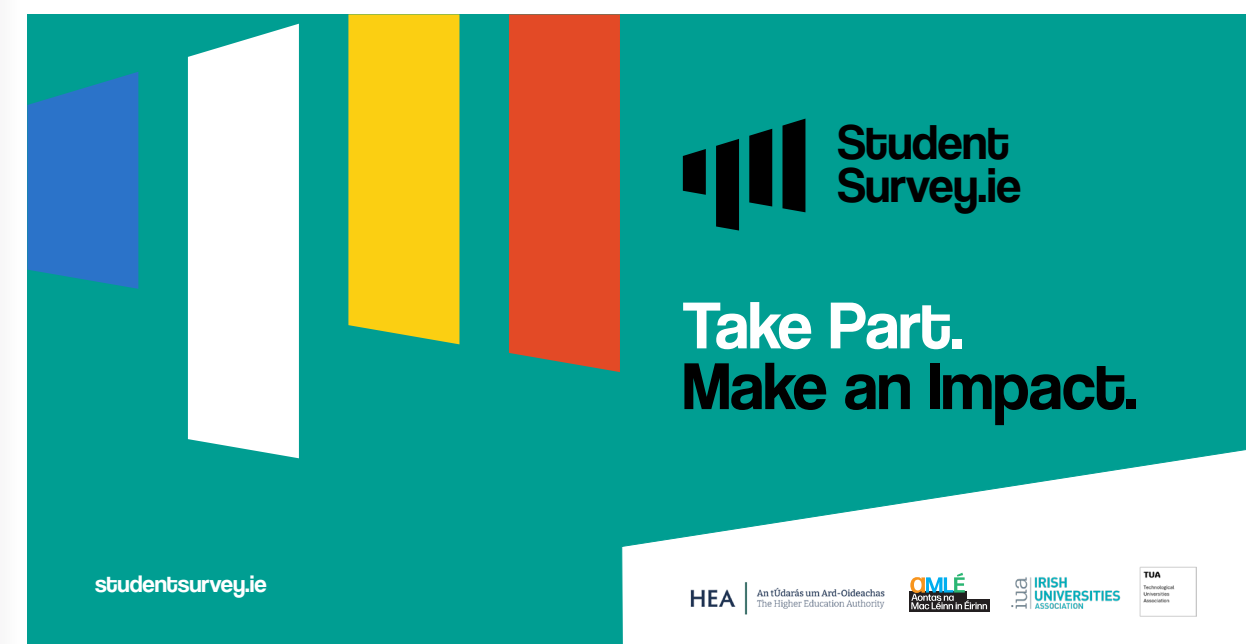
EXAMPLE LAYOUTS

WITH STAKEHOLDER LOGOS



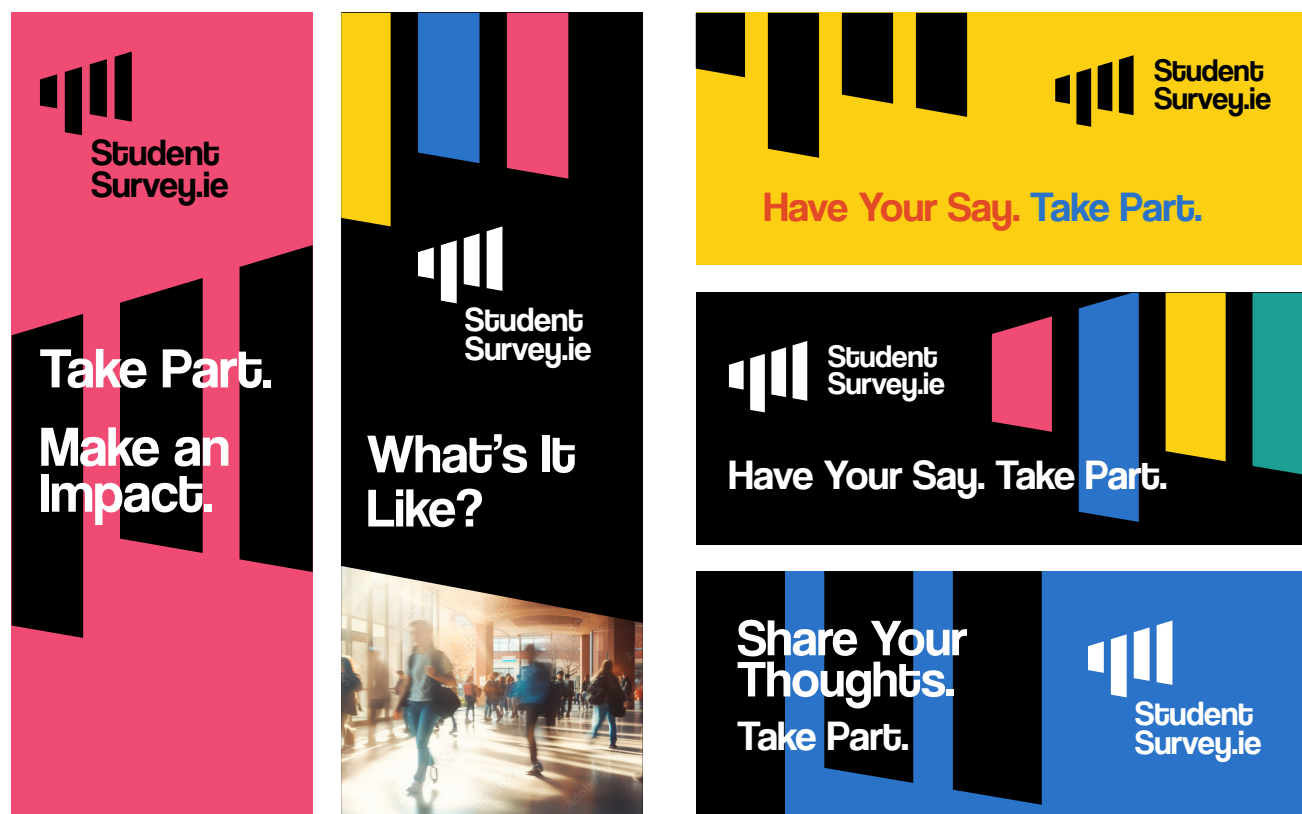
EXAMPLE LAYOUTS

WITH STAKEHOLDER LOGOS



EXAMPLE LAYOUTS

WEB BANNERS



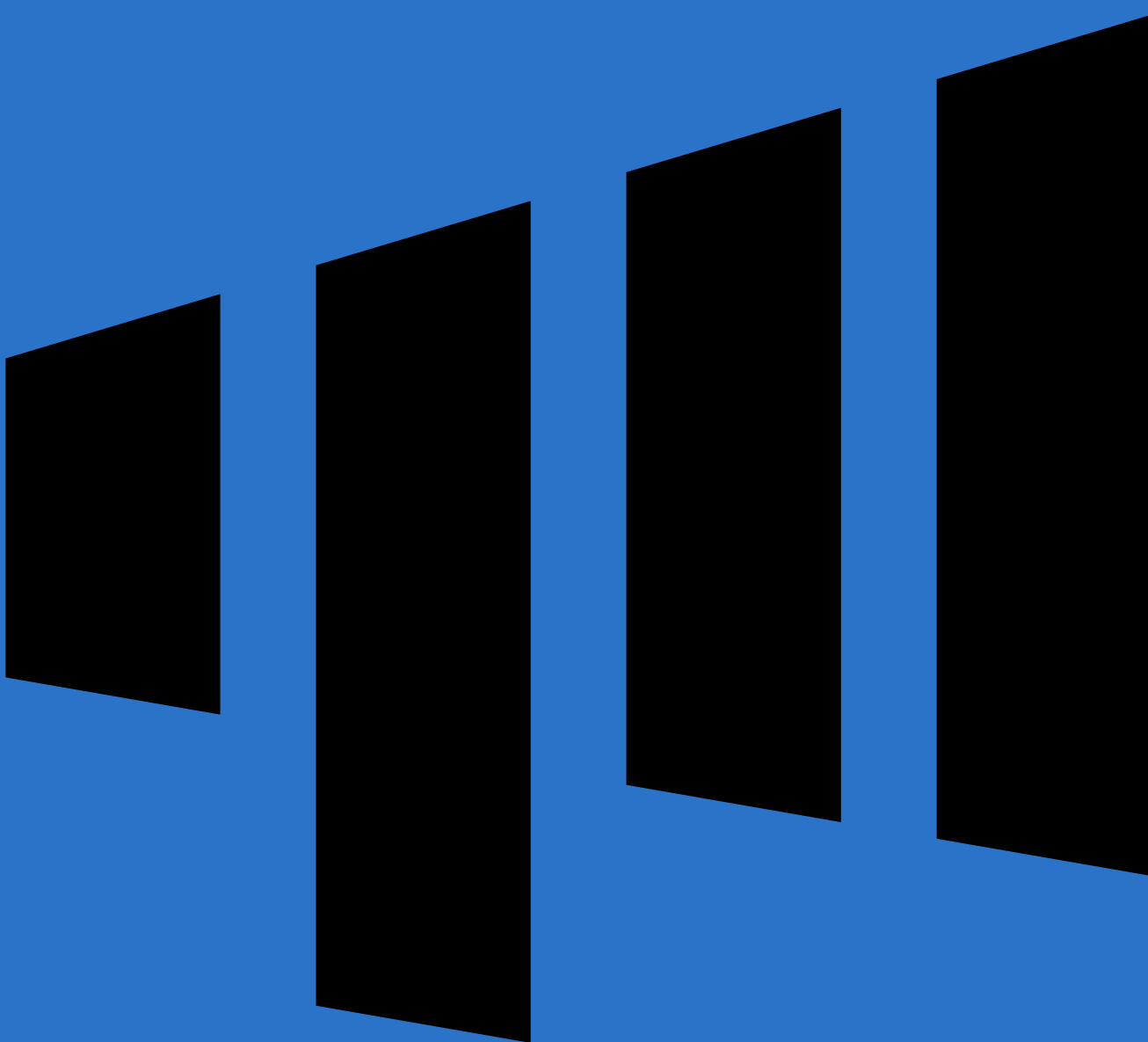
EXAMPLE LAYOUTS

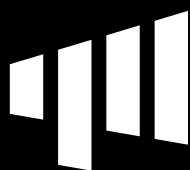
PULL UP STANDS



PHOTOGRAPHY

Our photographic style is energetic, genuine and compelling, and should tell emotive and interesting stories that feel natural. Each photo should capture a moment in time, reflecting different aspects of student life, campus, staff, etc..





Student
Survey.ie

