USI

Union of Students in Ireland

Aontas na Mac Léinn in Éirinn

BrandGuidlines

INTRODUCTION

Welcome to the Union of Students in Ireland (USI) bran guidelines. The following guide has been created to assist anyone producing brand communications for USI or with USI.

These guidelines set out the terms for best design practice. However, as they are guidelines, it is advised that they are adhered to and used as an important reference when designing. Branding identity embodies and communicates attributes that characterise the unique positioning of USI. That branding guidelines represent an indispensable investment in USI's future, and like any investment it requires careful management to protect it and to allow it to grow in value.

Branding guidelines ensure that all elements of identity are used in a consistent, considered and coherent way.

Daniel Waugh

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Vice President for Campaigns with responsibility for Union Development

2015/2016

CONDITIONS OF USE

The USI Logo may only be used without the express permission of USI and available from www.usi.ie. Where permission is granted for the use of the logo, the logo may only be used for the purpose given and must be approved by a member of USI Officer board.

USI reserves the right to refuse permission for use of the logo.

IMPORTANCE OF VISUAL IDENTITY

Visual identity is the overall visual representation of an organisation that is recognised by internal members and external stakeholders through branded materials such as, but not limited to, letterheads, brochures, newsletters, advertising, campaign materials, posters, attire and so on.

The logo forms a key part of the overall visual identity. Consistent use of the correct visual elements creates a distinct and clearly recognisable brand. Through correct management and use of a brand and logotype, USI benefits as a branded entity. These include: cohesion and identity for members and staff, differentiates from other organisations, builds reputation and credibility, facilitates consistency in design from internal and external bodies and ultimately acts as a pillar of unity, strength and pride.

The USI Brand Guidelines will Preserve the quality of the brand mark and to be adhered to by USI. The USI Brand Guidelines will be made accessible on www.usi.ie for internal and external stakeholders to readily download.

The USI logo was designed by Christian Swartz.

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LOGO

Standard Logo (fig 1.1)

The Standard USI Logo consists of three parts: the name, the graphic and the tag line. The precise position and proportions of these elements are fixed and under no circumstances should these parts be altered.

Due to the transparency of the logo where the slanted ovals meet, it is recommended that the USI logo be converted to white with the transparent aspect of the logo filled in (fig 1.1.2). This is the case when the background is not white.
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Simplified Logo (fig 1.2)

Only in certain circumstances, and with consent from USI, should the Standard USI Logo be altered. Circumstances may include where space on a material does not allow for the use of the Standard USI Logo. This can be the logo in two parts: the name and the graphic.

However, the designer should always favour the Standard USI Logo over the Simplified Logo.

Monotone Logo (fig 1.3)

Where printing only allows for black and white or monotone printing, the designer should use the Monotone USI Logo. All

Single Coloured Logos (fig 1.4)

Every effort should be made to use the full versions of the USI logo. However, it is permissible to use variant colours of the USI logo when appropriate.
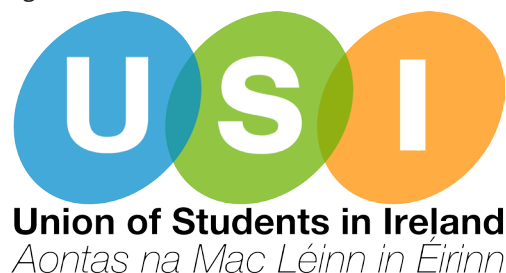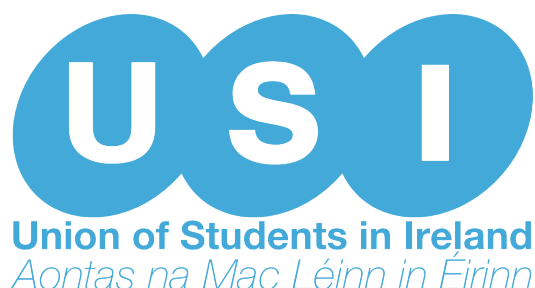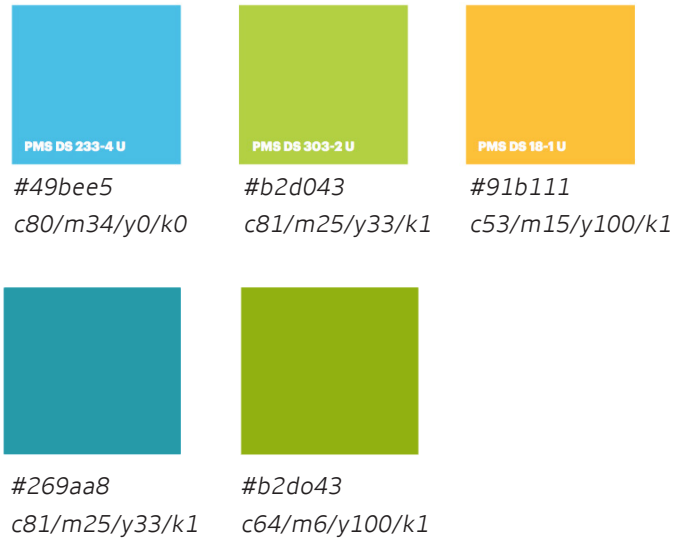
fig 1.1

fig 1.2

fig 1.3

fig 1.4

COLOURS

Primary Palette (fig 2.1)

There are three colours in the USI Primary Palette; Light Blue (PMS DS 233-4 U), Light Green (PMS DS 303-2 U) and Light Orange (PMS DS 18-1 U). These primary colours were selected as they complement each other. Fig 2.1 also includes the two colours that appear in the intersection of the graphics.

fig 2.1

PMS DS 233-4 U   PMS DS 303-2 U   PMS DS 18-1 U

#49bee5
c80/m34/y0/k0

#b2d043
c81/m25/y33/k1

#91b111
c53/m15/y100/k1

#269aa8
c81/m25/y33/k1

#b2do43
c64/m6/y100/k1

TYPE

Primary Font (fig 3.1)

Union of Students in Ireland is of the Helvetica family has been selected as the primary font for USI. Like many neo-grotesque designs, Helvetica has narrow apertures, which limit its legibility onscreen and at small print sizes. It also has no visible difference between I (upper-case i) and l (lower-case L). It is a timeless font type.

Helvetica Bold is the chosen font.

Secondary Font (3.2)

The Aontas na Mac Leinn in Eirinn font is Helvetica font size 26 in ultra lighter italic.

Both the Primary Font and Secondary Font must be used when using the USI Logo.

fig 3.1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a v c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9

fig 3.2

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a v c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9

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