

BRAND

Guidelines

visual management



Why create a brand

The Higher Education Authority serves important roles in allocating significant sums of State funding, advising the Government on higher education and research policy, leading change in the higher education sector and supporting the development of that sector. We serve the public and we must interact with a variety of different stakeholders.

In that regard, it is essential that we keep each of those stakeholders informed of what we do and how we are doing it as well as defending and promoting the Irish higher education system.

Our brand identity is central to our communications plan and through it we seek to bring a deeper sense of the National Strategy on Higher Education and its progress in building on Ireland's world class knowledge assets.



Key messages

What do we want to communicate

Higher Education can become a beacon for wider and positive change within Irish Society. In this regard The Higher Education Authority must have a clear brand identity, which will assist in establishing in the minds of stakeholders that an effective and reformed model of higher education is being delivered.

Our new brand sends a clear message of change underpinned by the following brand messages:

- Ireland has a world class higher education system that is coherent, efficient and adapts to change
- Higher education is playing its role in addressing economic and social problems
- The Irish higher education system is internationalising /internationalised and welcomes students and researchers from around the world
- The Irish higher education system helps Ireland attract and retain world-leading talent
- Our higher education system must be sustainable
- The Higher Education Authority is leading change based on detailed analysis and meaningful consultation.



rationale

What are the brand guidelines for

The HEA Brand is much more than the logo. It is the cornerstone of a visual management system, designed to make communications easier and more recognisable.

It will help us all to ensure that communications are consistent, accessible, clear, easy to understand and up to date. By connecting with each other we can seize the opportunity to build a thriving, vibrant higher education system.

The brand guidelines are important in this respect. They provide options for colour, typography and layout which combine to establish clear and specific communication tools.

The brand guidelines will not provide all the answers to the many communication challenges that HEA will encounter. It does however provide a design policy that should inform all of your communication solutions.

Positional & Spacial Considerations



Brand Logo

Our logo is the basis of our brand identity. Its component elements are constant and their relation to each other is fixed. Recognition is built through consistency and accuracy. This is how we build cumulative value and brand equity.

Proportions

The elements comprising the brand are fixed and should not be altered in proportion or shape.

Proportions

There is a minimum clear distance which should be maintained around the brand. The minimum required clear space is defined by the width and height of the letter A taken from HEA brand. The clear space area must be kept free of all other graphical and visual elements.

Positional & Spacial Considerations

As already outlined the relationship of the brand elements are fixed.

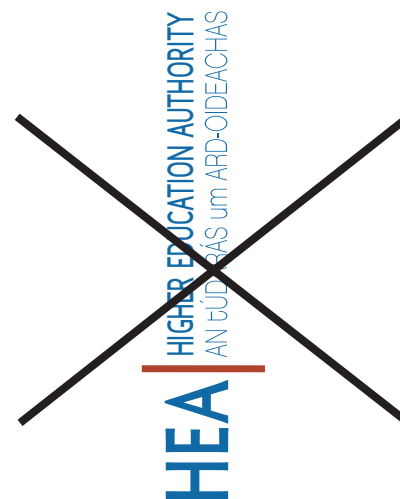
Please do not:

Change the relationship of the brand elements

Stretch or distort the brand in any way.

Do not use the letters HEA on their own

Do not rotate the brand



Colour

Colour

Colour is a central element of the visual management system helping to reinforce and build recognition. Through consistent application it helps key audiences engage with the HEA.

Maintaining colour consistency in print and screen is not always a straight forward one-to-one mapping. When a CMYK colour is converted to RGB, some information is lost. When you convert that RGB colour back to CMYK, you will in most cases get a different (but similar) colour. The colour values illustrated below aggregate these variances and provide a solid basis to ensure cross display colour consistency.

Primary Colours



Pantone 2995
C81 M12 Y1 B0
R0 G167 B224



Pantone 647
C91 M63 Y20 B3
R35 G96 B147



Pantone 186
C15 M100 Y90 B0
R210 G35 B51



Pantone 186 is a signature and defining colour in the HEA colour palette.

Secondary Colours



Pantone 570
C60 M0 Y35 B0
R92 G195 B182



Pantone 7486
C31 M0 Y53 B0
R180 G217 B151



Pantone 7545
C73 M55 Y47 B23
R73 G92 B101

Like any signature it provides the colour palette with distinction and authority.

Using the brand on photographs

Good Example



Bad Examples



When using the brand on a coloured or photographic background, maximum contrast is achieved by setting the brand within a white box (as shown above).

Black & White

HEA | HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

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Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;(!@£\$%^&*)

Hypatia Sans Pro Light is a clean font, ideal for body copy in brochures, leaflets, reports, press ads and online campaigns.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;(!@£\$%^&*)

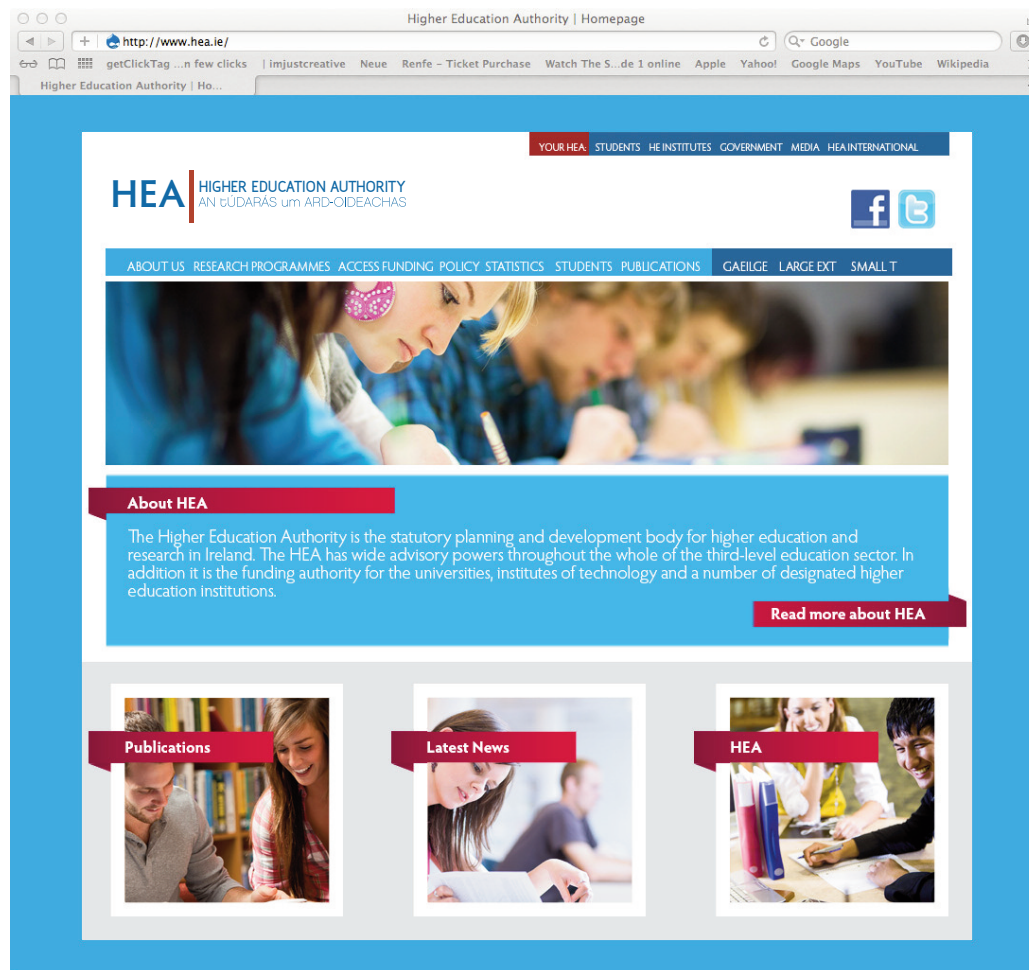
Hypatia Sans Pro gives weight to titles, headings, sub-headings and can be used to highlight key messages or words within body copy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;(!@£\$%^&*)

Hypatia Sans Pro Semibold is a headline font for print and on screen. It should only be used for large titles.

Here are some examples of the new brand in action.



Stationery templates

HEA | HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

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An tÚdarás um Ard-Oideachas | Teach Plasóg an tSruithín | Bóthar Siol mBrain | Baile Átha Cliath 4
Guthán: +353 1 231 7100 | Facs: +353 1 231 7172 | Iosghlao: 1890 200 637 | Ríomhphost: info@hea.ie | Gréasán: www.hea.ie
twitter.com/hea facebook.com/hea

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With compliments | Le dea - mhéin

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Title of presentation
Name of speaker

Title of slide

- Text or bullet point
- Text or bullet point
- Text or bullet point
- Text or bullet point





HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

We have created a brand to mark our confidence and pride in higher education in Ireland, and a foundation for how we show it off.

This creates a framework for all our communications; a common voice to project our ambition for the future. We all have a role in this. Embracing the visual language of the brand through the work you are doing will ensure that we can communicate effectively and consistently. In this way we can all be part of a bigger message.

For further information please contact

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your role

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