



# Brand Guidelines

# Growing the education-enterprise partnership

## Why we need a brand identity



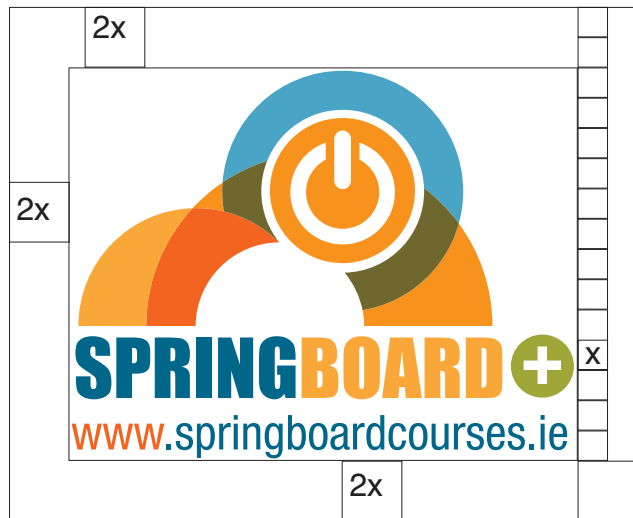
Ireland's future prosperity and success will be largely dependent on a pipeline of people who are creative, adaptable in a rapidly-changing environment, and have the abilities and skill-sets for twenty-first century enterprise.

Springboard+ aims to make a significant contribution to developing this pipeline. A Springboard+ brand is an important platform from which to build education value and encourage economic prosperity.

Your role in further developing the brand is essential. Reflecting the spirit of Springboard+ in your promotional work will ensure that Springboard+ values and objectives are communicated effectively.

Consistency leads to a multiplier effect on audiences: each message reinforces those that went before. We all have a part to play in doing this.

These guidelines are to help you represent Springboard+ and all of our efforts.



## 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.

The logo should always be reproduced on a white background. This creates a distinctive space around the logo and draws attention to the brand, creating a high-impact image. The white field also allows the logo to be used on institutional colours and photographic backgrounds.

## Proportions

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

There is a minimum clear distance which should be maintained around the brand. This can be calculated by measuring the x height. The x height is half the height of the capital letters. The clear distance should always be twice the x height.

## Tagline

Joined-up involvement and support from employers, enterprise and the 42 provider's of courses is core to the Springboard+ approach. It is essential to transmit this idea of mutual and reciprocal benefit in all forms of communication, from advertising to 'below the line' (BTL) materials.

In broadcast communications, always end with:

'Springboard+. Log on to Springboardcourses.ie or freephone 1800 303523 for details'

## Colour

The colour palette is an integral part of the brand toolkit. Through consistent application it helps key audiences engage with the Springboard+ offer and opportunity.

### Primary Colours



Pantone 1797  
C19 M100 Y100 B11



Pantone 165  
C0 M75 Y100 B0



Pantone 1375  
C0 M50 Y100 B0



Pantone 7469  
C100 M37 Y20 B25

### Secondary Colours



Pantone 7459  
C54 M0 Y0 B24



Pantone 5757  
C57 M50 Y100 B20



Pantone 7409  
C0 M40 Y100 B0

## Extending the brand toolkit

Springboard+ has also developed a range of marketing materials and templates that can be used by partner organisations. These include a "We Support" and "Freephone" badge.

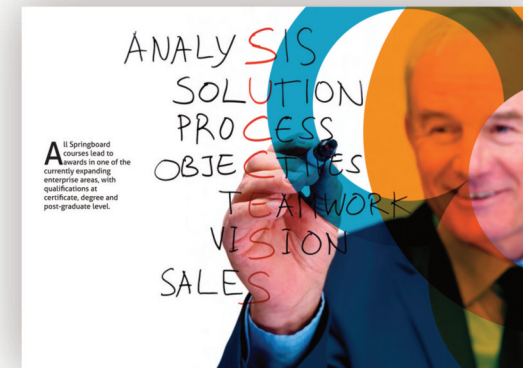
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