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.
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.
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 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 straightforward 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

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone 2995</th>
<th>Pantone 647</th>
<th>Pantone 186</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C81 M12 Y1 B0 R0 G167 B224</td>
<td>C91 M63 Y20 B3 R35 G96 B147</td>
<td>C15 M100 Y90 B0 R210 G25 B51</td>
</tr>
</tbody>
</table>

Secondary Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone 570</th>
<th>Pantone 7486</th>
<th>Pantone 7545</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C60 M0 Y35 B0 R92 C195 B182</td>
<td>C31 M0 Y53 B0 R180 C217 B151</td>
<td>C73 M55 Y47 B23 R73 C92 B101</td>
</tr>
</tbody>
</table>

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

Like any signature it provides the colour palette with distinction and authority.
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).
Hypatia Sans Pro Light is a clean font, ideal for body copy in brochures, leaflets, reports, press ads and online campaigns.

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

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
Powerpoint templates

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
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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