



OLLSCOIL NA GAILLIMHÉ
UNIVERSITY OF GALWAY

Building our new brand





Welcome to a *new way forward.*

We are enormously proud of what we have achieved together as an institution. We are now looking to the future, and in doing so have rebranded with a new name and a unique look and feel that will reinvigorate the University's identity to better reflect our individuality, strengths and ambitions. This is done through our visual brand identity, use of imagery, colour palette, language, messaging and values. It is an opportunity for the University to present itself onto a global stage with clarity and confidence of who we are and where our strengths lie.

As a valued member of our community, we have produced this short guide to introduce you to the new University of Galway identity and help inspire your future communications. It should not be seen as a manual on how to design, but rather a visual aid to spark creativity and ensure consistency and clarity across all our brand outputs.

Please use the main brand guidelines for further clarifications.

Our Brand Vision

We are a global university, committed to outstanding students and staff, working in world-class facilities, conducting leading edge education and research. We will be a driver of transformational change for our people, our region and our world, harnessing our distinctive strengths and creative energy to deliver significant, sustainable societal impact.

Underpinned by our values-based culture of respect, openness, sustainability and excellence.

Our Values

Respect

Our actions will reflect our commitment to engaging respectfully with our diverse communities.

- A culture of respect
- Health and well-being
- Equality and diversity

Sustainability

Our actions will reflect our commitment to lead the transition to a sustainable future.

- Living positive change on campus
- Leading positive change beyond our university

Openness

Our actions will reflect our commitment to accessibility, inclusivity and engaging openly with the world.

- Access and inclusion
- Collaboration
- Partnerships

Excellence

Our actions will reflect our commitment to drive and support excellence across our university mission.

- People
- Teaching and research
- Impact and reputation

Brand Narrative & Positioning

Set in one of the world's most iconic locations, we are a world-class, Irish university with a deep commitment to every student, driven by an open and vibrant community of creative thinkers and thought leaders, who are all connected by a shared spirit of social, economic and environmental good.

This is...

Your space & place to *thrive*.

Core Brand Themes

These themes are our key characteristics and how we want to be perceived. They were developed as part of the rebrand process, through our internal and external consultation, and build upon those in the **University Strategy - Shared Vision, Shaped By Values 2020-25**.

Location

Our place in the world is unique and we are deeply embedded within it – we need to use that to our advantage and showcase the city and region as one of the best places in the world to study and work. Culturally vibrant, creative and famous for its welcome and friendly atmosphere, we hold dear the community spirit that has the University at its heart. Surrounded by stunning landscapes on the edge of Europe, our location is one of our biggest strengths and we are deeply embedded within it.

Belief in the Future

We are a world-leading university in Sustainability, Law, MedTech and other areas and have an impact on the world that we are proud of but don't shout about enough. Our challenger mindset is the core driver that continually pushes us forward to achieve progress and inspire action. We set our ambitions high and are always prepared to take the bold steps needed to break through.

Irish Identity

We are not afraid to do things differently. Reflecting Galway's artistic and creative heritage, we challenge convention, combining disparate strengths to generate creative solutions. We invite everyone to be part of our vibrant and diverse community, to think beyond natural parameters and step outside of their comfort zone in the safe belief that others will step outside with you.

Student-Centric

We are welcoming and open to all, with an unstinting commitment to our students of all backgrounds to prioritise their education and welfare. Our staff go above and beyond to support our students. We believe education is for everyone and we endeavour to widen participation across all of our subjects, collaborate with our students to advance teaching methods and design their future pathways to success.

Our Brand Identity



OLLSCOIL NA GAILLIMHÉ UNIVERSITY OF GALWAY

Our new visual identity combines both traditional and modern elements, capturing our rich heritage whilst elevating our future goals. The new brand crest has been carefully crafted to capture the University's Quadrangle building from an open and welcoming perspective, reflecting our core values.

Complementing the crest is a bespoke and carefully considered word mark that is integral to our brand identity. The use of a strong serif typeface underpins the University's merit of quality and excellence, whilst the addition of

contemporary details, such as the forward pointing crossbar lines, modernises the logo and visually represents our progressive vision.

By the inclusion of both our Irish and English name throughout the logo, we are playing on our greatest strengths — our bilingual status and unique location, reinforcing the fact that it is a great place to live, work and study and speaks of our heritage, identity and beautiful surroundings. To note, in any marketing or communications when referring to the University name, use Ollscoil na Gaillimhe when using the Irish language and University of Galway when in the English language.

Building our brand to set our *future* course.

Our entire visual language is built on a block structure, which enables us to create highly consistent and endlessly creative brand communications. This system allows for the multiple facets that make the University of Galway unique. Whether it is our ornate architecture, stunning location, world class facilities or our modern, diverse student population, this system allows us to showcase the best of who we truly are.



Primary Colour Palette

We have taken ownership of the Galway maroon colour which is intrinsically linked to who we are and where we come from. We have brightened it to give it a more modern and confident feel that reflects the ambitions of the University. The perfect complement to Galway Maroon, Galway Deep Maroon adds a richness to the colour palette, establishing the brand heritage.

Used as an accent colour, magenta adds a splash of vibrancy and energy to all design in which it is used — reflecting our vision of progression, accelerated innovation and forward thinking.

Galway Maroon	Galway Deep Maroon	Magenta
HEX #a80050	HEX #84003d	HEX #e6007e
CMYK 0 100 20 35	CMYK 0 100 20 55	CMYK 0 100 0 0
PANTONE 220 C	PANTONE 222 C	PANTONE 213 C

Secondary Colour Palette

Our secondary colour palette complements our primary palette, by adding a range of new colours that can be utilised in communications that use accent colour. For example, diagrams, charts, tables, analytical data, way-finding, and navigation in large brochures.

Please refer to the full brand guidelines for secondary colour palette values.



Typography

Typography is a key graphic device, and is used to present key messaging and set the tone of communications.

Like all elements within our brand system, typography choices were carefully considered. Each typeface was chosen for a distinct purpose and use.

Headline Typeface | Spectral

Free-think the *future*

Spectral is a modern serif typeface. It was chosen as our headline font due to its traditional yet striking nature and bold characteristics. Highly diverse, Spectral can set the tone for high impact messaging, whilst staying elegant, appropriate and legible at all times.

Secondary Typeface | Inter

Designed to work in both digital and print formats, Inter is always accessible. This clean modern typeface is a great complement to Spectral.

Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,(/)?!@£&

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,(/)?!@£&

Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,(/)?!@£&

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,(/)?!@£&

Inter

abcdefghijklmnop
qrstuvwxyz AB
CDEFGHIJKLMN
OPQRSTUVWXYZ
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(/)?!@£&

Photography

Photography is one of our most influential brand assets. High-quality photos are crucial to create authenticity in our communications.

Photography can be taken from the University of Galway image library, a commissioned photoshoot or from a high-quality stock image website.

Our photography should always feel authentic and never staged.

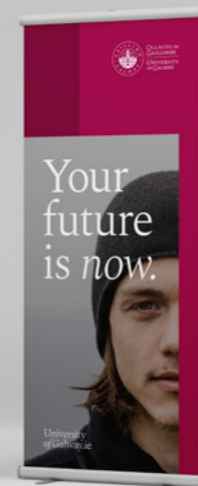
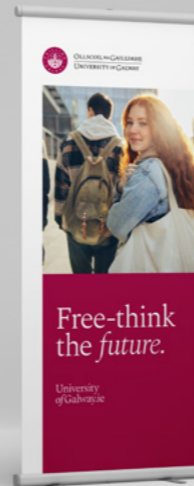
Where possible use imagery with a documentary realist tone, that captures real-life moments and experiences. Photography should encompass and capture:

- University Life**
- Academia, Teaching and Learning**
- Research**
- Innovation**
- Environment and Facilities**
- Location**
- People**

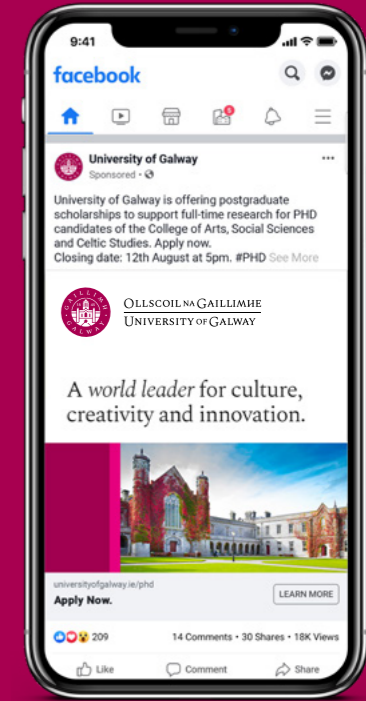


Visualisation











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