



NUI Galway  
OÉ Gaillimh

# BRAND BOOK

YOUR GUIDE TO USING OUR BRAND IDENTITY

Version 2, January 2017

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# NUI Galway: Mission, Vision, Values

## Our Mission

**To foster a vibrant community of students and staff, where distinguished learning, impactful research, and creative thinking are shared with the world.**

We will fulfil this mission over the coming years with renewed vision, and with our eyes firmly on the opportunities and challenges ahead.

## Our Vision

**NUI Galway will be a leading global university, renowned for our distinctive areas of research, recognised as an institution of choice for our teaching and scholarship, celebrated for our outstanding engagement with wider society, and enriched by a dynamic network of partnerships.**

## Our Values

The activities and work of NUI Galway are underpinned by five core values:

- **Ambition** – we share a drive for excellence and leadership, working to a common purpose with confidence in our mission
- **Creativity** – inspired by our unique location, a distinctive spirit of creativity imbues everything we do
- **Impact** – our engagement and actions will make a meaningful difference in Galway, across the country, and around the world
- **Collaboration** – strong, mutually-beneficial partnerships are at the heart of our approach, as we engage locally and internationally
- **Integrity** – building on our rich heritage, we value openness, diversity and good citizenship

## NUI Galway brand marks

Our corporate identity communicates and embodies all the attributes that characterise the unique personality and positioning of NUI Galway.

Our identity is an investment in our future and, like any investment, it requires careful management to protect it and to allow it to grow in value. We have prepared these guidelines to ensure it is used in a considered and effective manner.



NUI Galway  
OÉ Gaillimh



OÉ Gaillimh  
NUI Galway

Our corporate identity system is composed of a toolkit of core elements working in concert. These core elements are our brand marks, our colour palettes and typefaces and our copy-style.

### Brand mark

Our brand marks identifies us and expresses our brand values and our corporate strategy.

### What is a brand mark?

‘Brand mark’ is the precise term we use to describe the combined form of our clock tower symbol and our logotype panel as they appear in a defined relationship.

### The clock tower symbol

Our strong and distinctive clock tower symbol is an expression of our market positioning.

### The logotype panel

The words NUI Galway and OÉ Gaillimh have been specially drawn and outlined in artwork. They should never be replaced by any other typeface.

### NUI Galway name

Our brand mark displays the names NUI Galway and OÉ Gaillimh. Our full legal name remains National University of Ireland Galway and Oilscoil na hÉireann Gaillimh and is still used in certain instances, refer to page 48 for further information. We have chosen to rationalise our name for general usage. This will clarify our message and assists us in establishing our brand nationally and internationally.



## NUI Galway brand marks and the NUI Galway crest

We use our brand mark for all marketing and communications purposes.

We limit the use of our coat of arms to certain formal purposes.



Use the NUI Galway brand mark on

- Student prospectus
- Promotional literature
- Website
- Stationery
- PowerPoint presentations
- Display stands
- Advertisements
- Campus signage
- Merchandise
- Research papers
- Reports & publications
- Other applications, as appropriate



Use the NUI Galway crest on

- Degrees and other parchments
- Ceremonial applications
- Formal university documents
- Formal regalia
- Formal personal invitations
- Formal recognition gifts
- Items for the President's Office
- Other applications, as appropriate

# NUI Galway brand mark

## Quality

Our brand mark has been specially created and, to ensure it continues to perform at its best, it must not be redrawn in any way.

In order to preserve the quality of our brand mark it should always be reproduced from digital master artwork supplied by the NUI Galway Marketing and Communications Office.

## Master artwork files

Master artworks are available for download from [www.nuigalway.ie/staff](http://www.nuigalway.ie/staff) or from Brid Seoige, Brand Officer at [brid.seoige@nuigalway.ie](mailto:brid.seoige@nuigalway.ie) / 091 494 144

Duplicating the brand mark by any other means will lead to an unacceptable deterioration in artwork quality.

## Construction and lock-up

The relationship between the clocktower symbol and the logotype in the NUI Galway brand mark is shown below.

## Minimum size

Do not reproduce the brand mark at sizes less than 15mm wide.

## Clearance zone

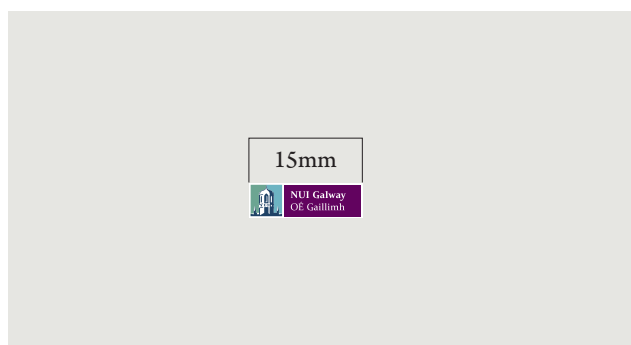
To ensure that nothing interferes with the brand mark's visibility in printed applications, we have created a protective clearance zone to set off the brand marks from type, photographs and illustrations. The rectangles shown below represent the minimum clearance zone.

## Preferred position in layouts

The brand mark should appear in the top left of the layout. It should be inset a distance at least equal to the height of the brand mark.



Naming and lock-up of elements of the brand mark.



Minimum size of the brand mark.



Clearance zone of the brand mark.



Construction reference of the brand mark.

# NUI Galway colour and monochrome brand mark master artworks

Master digital artworks for our brand mark is available from the NUI Galway Marketing and Communications Office. The brand mark may not be used without the express permission of NUI Galway.

## File formats

For high-end print applications Adobe Illustrator CS2 files are available in both AI and EPS file formats. For in-house use Windows compatible files are available in TIFF format for output to colour printers and in JPEG format for use on-screen.

## Note for Microsoft Word users

Word is unable to open EPS and AI format files. To place EPS files into Word documents use the *Insert – Picture – From File...* command.

## Special Irish First version

A version of the brand mark with the Irish language on top is available for use when required.

## Colour versions

These artworks have been created to print our brand marks using the four-colour process only. There are no spot Pantone colour artworks.

## Monochrome versions

These artworks have been created to print our brand marks in black on any lighter background.

*Our brand mark should never be reproduced in any colours other than those specified in this document. See page ten.*



NUI\_Galway\_BrandMark\_A\_Col.ai  
NUI\_Galway\_BrandMark\_A\_Col.eps  
NUI\_Galway\_BrandMark\_A\_Col.jpg  
NUI\_Galway\_BrandMark\_A\_Col.tif



NUI\_Galway\_BrandMark\_B\_Col.ai  
NUI\_Galway\_BrandMark\_B\_Col.eps  
NUI\_Galway\_BrandMark\_B\_Col.jpg  
NUI\_Galway\_BrandMark\_B\_Col.tif



NUI\_Galway\_BrandMark\_A\_K.ai  
NUI\_Galway\_BrandMark\_A\_K.eps  
NUI\_Galway\_BrandMark\_A\_K.jpg  
NUI\_Galway\_BrandMark\_A\_K.tif



NUI\_Galway\_BrandMark\_B\_K.ai  
NUI\_Galway\_BrandMark\_B\_K.eps  
NUI\_Galway\_BrandMark\_B\_K.jpg  
NUI\_Galway\_BrandMark\_B\_K.tif

## NUI Galway brand mark usage guidelines

There are precise standards for preserving the integrity of our brand marks. These standards exist to ensure that our brand marks' impact and recognition value will not be diluted through alteration.

It is important that we use our brand marks correctly ourselves and make sure that others authorised to use them also understand and practise proper use.



Do not alter the colours of the brand marks.



Do not create any alternate monochrome brand marks.



Do not replace the logotype text with any typeface.



Do not use the logotype panel without the clock tower panel.



Do not change the position or ratio of any elements within the brand marks.



Do not distort the brand marks. When placing the brand marks into MS Word ensure that they are not condensed along either axis.

## NUI Galway brand mark usage guidelines *continued*

In order to preserve the quality of our brand identity across all applications, please use our brand marks according to these guidelines.



Do not remove the white keyline around and between the clock tower panel and the logotype panel.



Do not add a stroke to the white keyline to make it visible on light-coloured backgrounds.



Do not remove the colour panel behind the logotype.



Do not combine the brand marks with other names in any manner other than those specified in these guidelines.



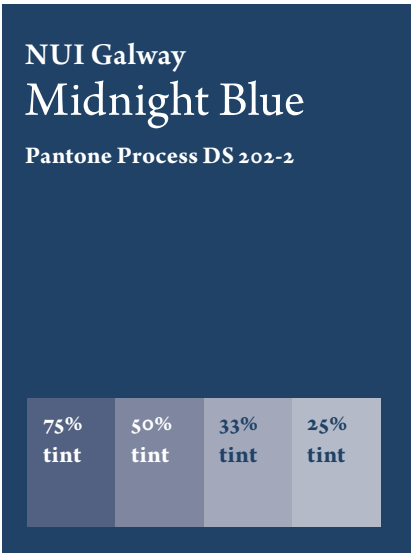
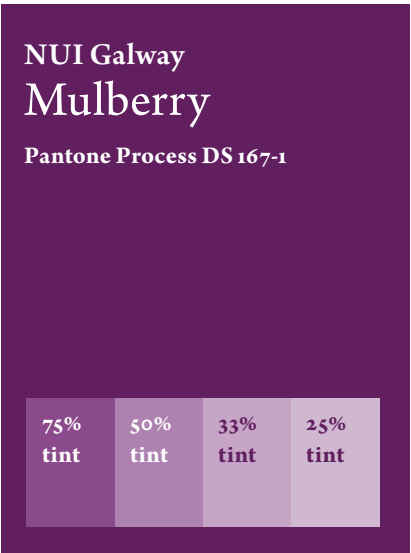
Do not create any sub-brand or variant marks incorporating any elements of the NUI Galway brand mark.



Do not create any sub-brand or variant marks incorporating any elements of the NUI Galway brand mark.

# NUI Galway primary colour palette

Our primary colour palette is composed of the four colours used in our brand mark. These colours are also used in our core branded applications including stationery.

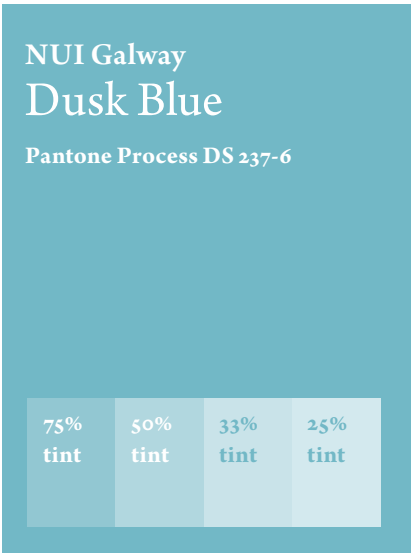
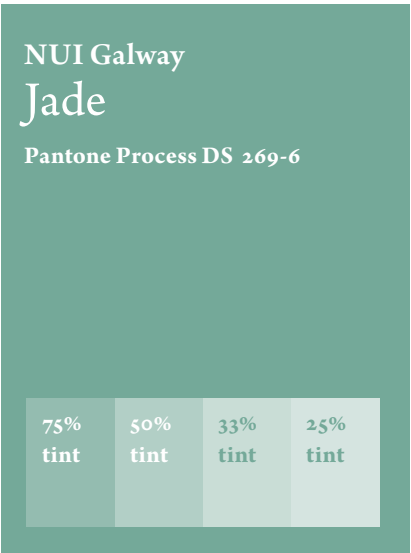


**NUI Galway Mulberry** can be achieved by matching the following four-colour process specification.

**Pantone DS 167-1:** C 50, M 100, Y 0, K 40.  
**RGB:** Red 104, Green 0, Blue 92.  
**Hex:** 67005b  
**RAL:** 4008

**NUI Galway Midnight Blue** can be achieved by matching the following four-colour process specification.

**Pantone DS 202-2:** C 90, M 70, Y 30, K 30.  
**RGB:** Red 44, Green 60, Blue 100.  
**Hex:** 2c3c63  
**RAL:** 5009



**NUI Galway Jade** can be achieved by matching the following four-colour process specification.

**Pantone DS 269-6:** C 45, M 0, Y 35, K 25.  
**RGB:** Red 126, Green 169, Blue 150.  
**Hex:** 7da995  
**RAL:** 6027

**NUI Dusk Blue** can be achieved by matching the following four-colour process specification.

**Pantone DS 237-6:** C 50, M 5, Y 15, K 10.  
**RGB:** Red 127, Green 186, Blue 201.  
**Hex:** 7ebac9  
**RAL:** 6034

The Pantone colour references are the definitive colour specifications. The nearest equivalent RGB and Hex references are also shown. Note that the rendering of these may vary depending on the colour settings of any particular monitor. RAL colours are to be used for signage only. There are far fewer colour specifications in the RAL range than in the Pantone system. The RAL colour specifications given above are approximate equivalents of the Pantone references only. These are acceptable for small or one-off signage projects. For large scale signage projects signage contractors should be instructed to have their paint suppliers prepare special colours to exactly match the specified Pantone colours.

All of the four-colour process values given here are from the Pantone Process Coated Swatch Library file in Adobe Illustrator CS2 (2005).

For accurate colour standards, please refer to the current edition of the Pantone colour formula guide. Pantone is a registered trademark of Pantone, Inc.

The colours shown on this page and throughout this document are not intended to match the Pantone colour standards. This PDF file displays in RGB colour values and cannot be considered accurate for colour

## NUI Galway secondary colour palettes

These secondary colours are used to add variety and to provide the flexibility needed in creating communications for all of our varied audiences.

These colours are used in our literature and online communications.

They are not intended to be associated with, or monopolised by, any individual unit or division.

The many combinations possible from these different colour groups provide more than enough scope for the range of communications that we produce.

These colours are not to be used in signage.

**Pantone Process 160-2**  
C 35, M 85, Y 00, K 00  
R 175, G 62, B 147

**Pantone Process 38-3**  
C 00, M 40, Y 70, K 20  
R 210, G 143, B 70

**Pantone Process 89-3**  
C 00, M 70, Y 65, K 35  
R 173, G 74, B 53

**Pantone Process 141-3**  
C 00, M 100, Y 10, K 00  
R 229, G 0, B 123

**Pantone Process 33-4**  
C 00, M 30, Y 60, K 05  
R 240, G 182, B 104

**Pantone Process 89-8**  
C 00, M 40, Y 35, K 20  
R 208, G 148, B 131

**Pantone Process 77-1**  
C 10, M 100, Y 100, K 00  
R 216, G 0, B 11

**Pantone Process 18-3**  
C 00, M 25, Y 95, K 00  
R 251, G 193, B 0

**Pantone Process 77-5**  
C 10, M 55, Y 55, K 00  
R 224, G 132, B 101

**Pantone Process 36-1**  
C 00, M 60, Y 100, K 00  
R 238, G 121, B 0

**Pantone Process 15-6**  
C 30, M 30, Y 60, K 00  
R 192, G 169, B 109

**Pantone Process 45-6**  
C 20, M 30, Y 40, K 25  
R 173, G 147, B 124

**Pantone Process 136-4**  
C 40, M 70, Y 40, K 10  
R 157, G 87, B 107

**Pantone Process 8-7**  
C 00, M 05, Y 25, K 25  
R 207, G 198, B 168

**Pantone Process 43-8**  
C 15, M 15, Y 20, K 00  
R 222, G 214, B 202

**Pantone Process 140-7**  
C 10, M 25, Y 10, K 20  
R 197, G 172, B 181

**Pantone Process 167-4**  
C 30, M 60, Y 00, K 30  
R 145, G 89, B 137

**Pantone Process 184-3**  
C 75, M 75, Y 00, K 00  
R 99, G 75, B 155

**Pantone Process 170-7**  
C 20, M 35, Y 00, K 10  
R 194, G 164, B 197

**Pantone Process 186-7**  
C 35, M 35, Y 00, K 10  
R 164, G 154, B 194

## NUI Galway secondary colour palettes *continued*

These secondary colours are used to add variety and to provide the flexibility needed in creating communications for all of our varied audiences.

These colours are used in our literature and online communications.

They are not intended to be associated with, or monopolised by, any individual unit or division.

The many combinations possible from these different colour groups provide more than enough scope for the range of communications that we produce.

These colours are not to be used in signage.

**Pantone Process 274-2**  
C 85, M 00, Y 85, K 00  
R 0, G 166, B 83

**Pantone Process 295-2**  
C 40, M 00, Y 80, K 10  
R 164, G 191, B 75

**Pantone Process 293-4**  
C 35, M 00, Y 60, K 30  
R 143, G 164, B 99

**Pantone Process 262-4**  
C 70, M 00, Y 50, K 00  
R 80, G 182, B 148

**Pantone Process 302-3**  
C 25, M 00, Y 95, K 00  
R 212, G 217, B 0

**Pantone Process 292-6**  
C 25, M 00, Y 40, K 15  
R 184, G 203, B 156

**Pantone Process 250-2**  
C 85, M 00, Y 35, K 00  
R 0, G 173, B 177

**Pantone Process 261-2**  
C 85, M 00, Y 50, K 35  
R 0, G 125, B 109

**Pantone Process 252-6**  
C 35, M 00, Y 15, K 15  
R 158, G 198, B 201

**Pantone Process 261-6**  
C 40, M 00, Y 25, K 25  
R 135, G 175, B 167

**Pantone Process 214-2**  
C 85, M 35, Y 00, K 00  
R 6, G 133, B 200

**Pantone Process 199-4**  
C 70, M 50, Y 00, K 30  
R 75, G 90, B 144

**Pantone Process 239-6**  
C 50, M 00, Y 05, K 00  
R 130, G 207, B 237

**Pantone Process 200-6**  
C 50, M 25, Y 10, K 00  
R 140, G 169, B 202

**Pantone Process 238-1**  
C 100, M 05, Y 20, K 30  
R 0, G 122, B 155

**Pantone Process 329-4**  
C 00, M 00, Y 20, K 70  
R 104, G 101, B 91

**Pantone Process 238-6**  
C 50, M 05, Y 15, K 25  
R 111, G 163, B 177

**Pantone Process 329-7**  
C 00, M 00, Y 10, K 40  
R 174, G 174, B 166



## Typeface for use by agencies

### Importance

The typeface used in creating documents is as important as the correct use of our brand mark, colour palette and tone-of-voice. The typeface contributes to the overall look and feel of our publications and helps create a distinctive NUI Galway appearance. The correct typeface should always be used.

### Creative use by agencies

The *Arno Pro* typeface family is to be used for our brand communications.

This typeface family includes a comprehensive suite of optical font weights, which have subtle design variants depending on the version selected.

The font sets are designed for use at different sizes and are labelled in increasing size order:

- *Caption* <8 point.
- *Small Text* 8–10 point.
- *Text* 10–14 point.
- *Subhead* 14–24 point.
- *Display* >24 point.

Arno Pro should be used for all brochures, leaflets, marketing material, advertising, pre-printed stationery, signage and other applications where design agencies, advertising agencies and printing companies may be involved.

Arno Pro is published by Adobe and it is included with Adobe Creative Suite CS2 or it can be purchased online at [www.adobe.com](http://www.adobe.com)

### Wayfinding signage

For on-campus wayfinding signage only Museo Sans may be used. This sans serif font may not be used for any other NUI Galway applications.

### Arno Pro Regular

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*:'<>\1234567890≤±≥VÅŒ

### Arno Pro Italic

*abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£*

### Arno Pro Semibold

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*:'<>\1234567890≤±≥VÅŒ**

### Arno Pro Semibold Italic

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!***

### Arno Pro Bold

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*:'<>1234567890≤±≥VÅŒ**

### Arno Pro Bold Italic

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!€***

### Arno Pro Display (only for use at large sizes)

abcdEFGHIJklmno

## Typeface for use in-house

The *Times New Roman* typeface family is the typeface for use on all communications produced in-house. Times New Roman is supplied with most standard Microsoft applications and is available on the majority of PCs.

It is the preferred typeface for the content of letters, memos, presentations and any other material generated within NUI Galway.

This typeface family has a minimal amount of weights and styles, making it efficient for everyone to use in standard applications.

Times New Roman should not be used in any of our marketing material, such as brochures and advertising. It should not be used on any other branded material, such as signage or merchandise.

### Times New Roman Regular

abcdefghijklmnopklmnopqrstuvwxyz

1234567890!@£%^&[\*:~;']¶

correspondence

### Times New Roman Italic

*abcdefghijklmnopklmnopqrstuvwxyz*

*1234567890!@£%^&[\*:~;']¶*

presentations

### Times New Roman Bold

**abcdefghijklmnopklmnopqrstuvwxyz**

**1234567890!@£%^&[\*:~;']¶**

information

### Times New Roman Bold Italic

***abcdefghijklmnopklmnopqrstuvwxyz***

***1234567890!@£%^&[\*:~;']¶***

## Relationship of unit names to brand marks on A4 covers

On A4 covers the brand mark should always appear in the top left corner. At A4 size it is 17mm high, inset 17mm from top and left edges.

**One-line names** are aligned through the centre line of the brand mark.

**Two-line names** are aligned with one line of text above and below the centre line of the brand mark.

**Three-line names** are aligned with their second line through the centre line of the brand mark.

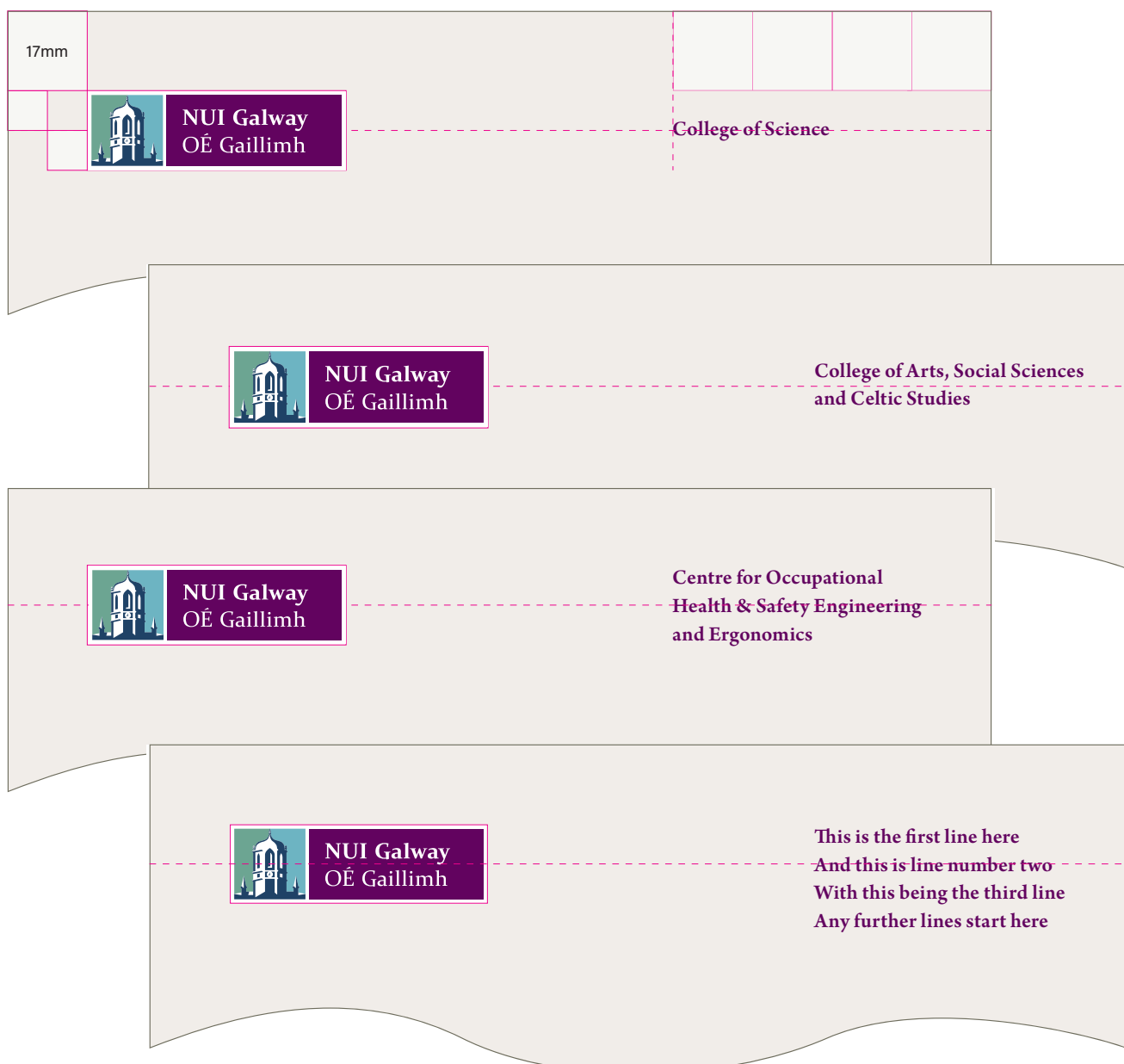
**Four-line names** are aligned so that their first three lines are in the same position as three-line names with all subsequent lines falling below (ie not two lines above and two lines below). This configuration keeps to the principle that no element of the unit name should appear above the brand mark.

**For names longer than four lines** use the same principle as four-line names.

### Unit name type specification

Arno Pro Semibold,  
13 point on 17 point line-spacing,  
with kerning set at optical +6.

Do not increase the size of the unit name beyond this size. This complete lock-up can be scaled proportionally for other A-sizes.



## Typesetting unit names

### Correct

Always typeset the unit names in upper and lower case letters in the Roman font sets within Arno Pro, our corporate typeface family.

JE Cairnes School of  
Business and Economics



### Incorrect

This incorrect example uses one of the Italic font sets within Arno Pro, our corporate typeface family.

*JE Cairnes School of  
Business and Economics*



### Incorrect

This incorrect example does not use Arno Pro, our corporate typeface family.

JE Cairnes School of  
Business and Economics



### Incorrect

This incorrect example is typeset in all upper case letters.

JE CAIRNES SCHOOL OF  
BUSINESS AND ECONOMICS



### Incorrect

This incorrect example is typeset in all lower case letters.

ignite



## Relationship of full legal name to the brand marks on A4 covers

On A4 covers using the full legal name of the university the brand marks should always appear in the top left corner. At A4 size it is 17mm high, inset 17mm from top and left edges.

This complete lock-up can be scaled proportionally for other A-sizes.

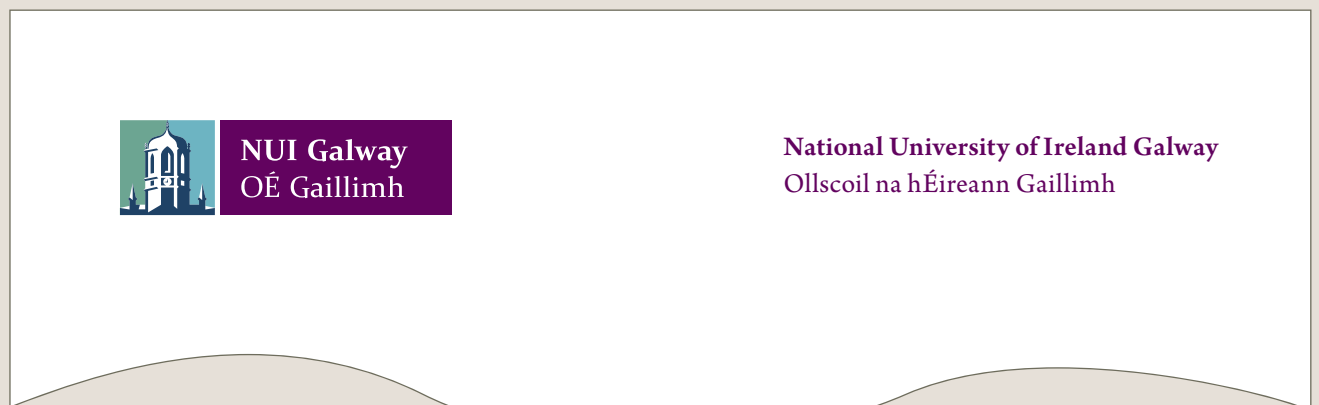
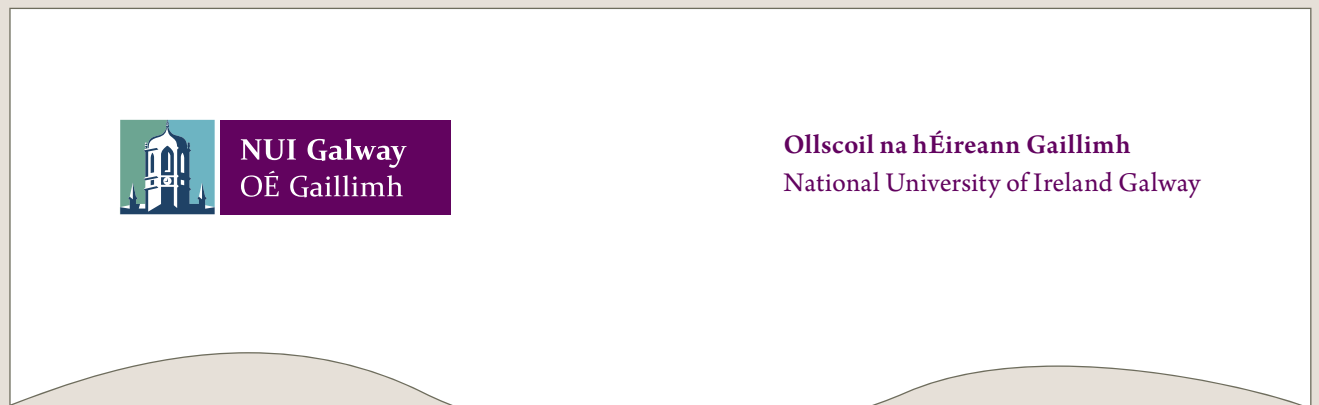
Do not increase the size of the full legal name beyond this size.

### First Name

Arno Pro Semibold, 13 point  
on 17 point line-spacing,  
with kerning set at optical +6.

### Second Name

Arno Pro Regular, 13 point  
on 17 point line-spacing,  
with kerning set at optical +6.



## Our research institute brand marks

### Construction and lock-up

The standard relationship between research institute brand marks and the NUI Galway brand mark is shown below. Many institute brand marks are derived from the proportions of the NUI Galway master brand mark. The two brand marks must always appear at the same size.

### Clearance zone

To ensure that nothing interferes with the brand marks' visibility, a protective clearance zone sets them off from any

type, photographs and illustrations. The rectangle shown below represents the minimum clearance zone for all of the research institute brand marks.

### Reproduction quality

In order to preserve the quality of all research institute brand marks, they must always be reproduced from the correct digital master artwork files.

Duplicating the research institute brand marks by any other means will lead to an

unacceptable deterioration in artwork quality.

### Research institute brand guidelines

Brand guidelines for individual research institutes are available from the Marketing and Communications Office.

Research institute brand marks share vertical proportions with the NUI Galway brand mark.



While the widths of the research institute brand marks do vary depending on the lengths of their names, the proportions of all of their square panels are always consistent.

Minimum clearance zone for research institute brand marks.



Research institute brand marks include an integral white keyline that must never be removed.

## Preferred relationship between research institute & NUI Galway brand marks on A4 publication covers

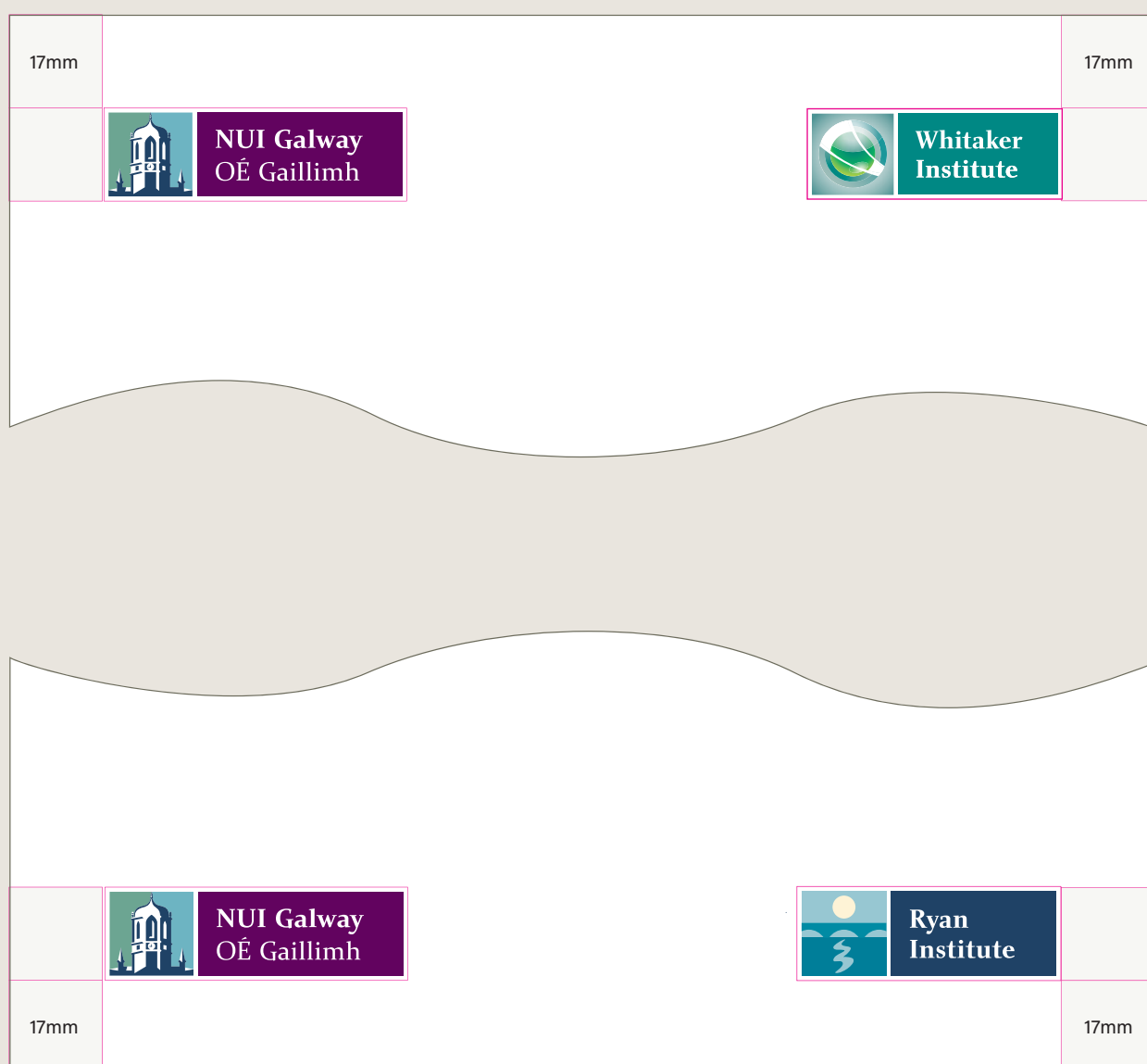
The preferred position for the research institute brand mark is the top right corner. On an A4-sized layout the brand mark is 17mm high, inset 17mm from the top and left edges. The university brand mark is then inset 17mm from the top and the right edges.

When the branding can only be accommodated at the base of an A4 layout, both brand marks should be positioned 17mm up from the base edge.

Do not increase the size of either of the brand marks beyond the agreed size of 17mm high on A4-size.

Whenever required, these complete lock-ups can also then be scaled proportionally for all other A-sizes,.

In the majority of printed applications, the research institute brand marks take the primary position on the left side and the university brand mark takes the endorsement position on the right side.



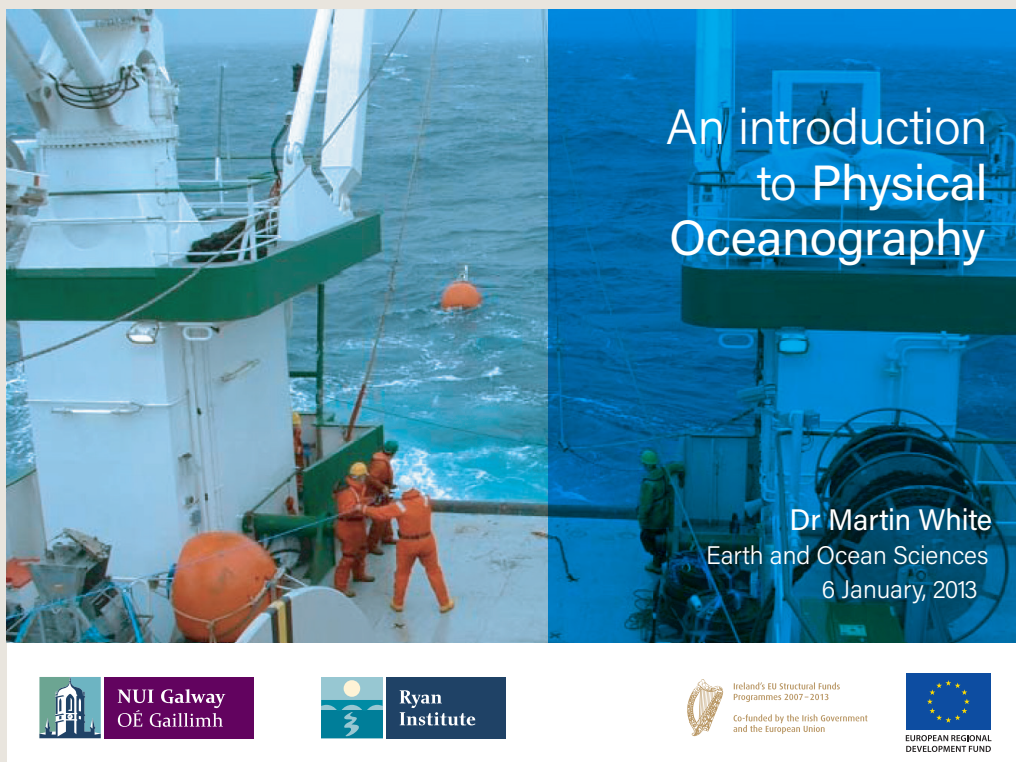
## Example branding relationship on A4 publication covers





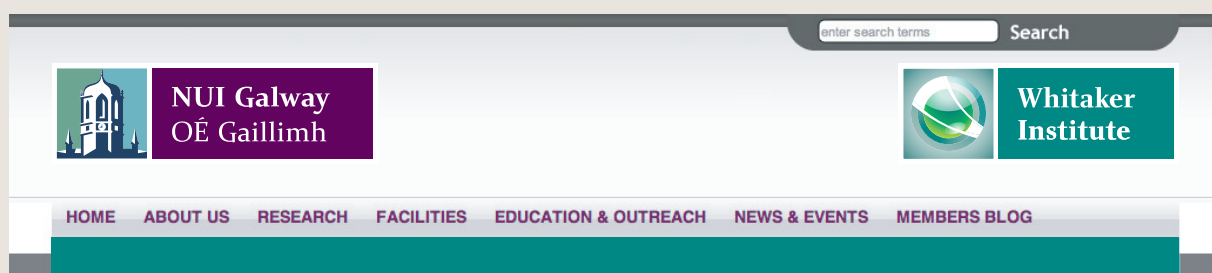
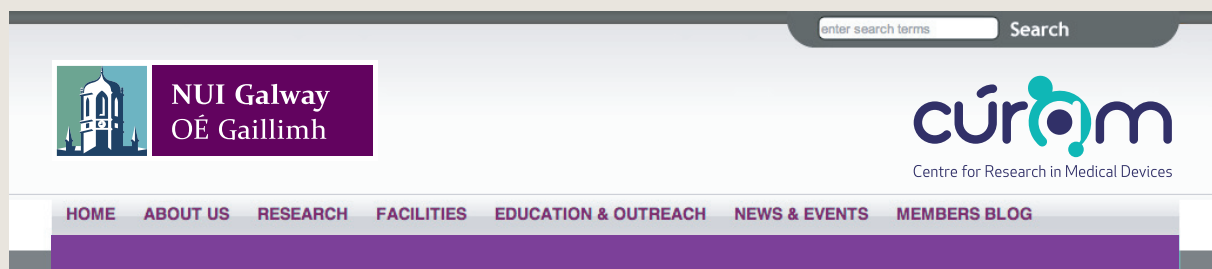
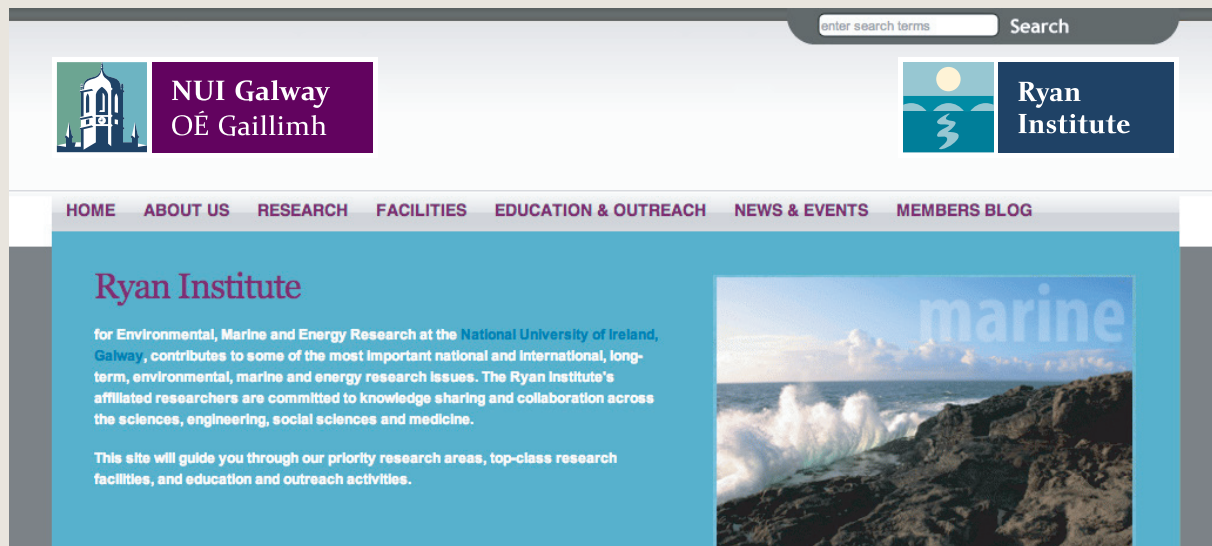
# Relationship between research institute & NUI Galway brand marks on title slides of presentations

These examples show how the brand marks can appear together on the title slides of PowerPoint presentations. When other brand marks are included it is preferable to keep our two brand marks adjacent to each other.



## Relationship between research institute & NUI Galway brand marks online

These examples show how the brand marks can appear together on research institute websites.



## Example research paper cover



NUI Galway  
OÉ Gaillimh

National University of Ireland, Galway

# Analysis of the implicit effects of catalysing photosynthetic agents on the propagation of viral marketing memes within a distributed social network.

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Marie Vahey, PhD

Patricia O'Flaherty, PhD

Evelyn Cagney, PhD

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ANALYSIS OF THE IMPLICIT EFFECTS OF CATALYSING PHOTOSYNTHETIC AGENTS ON THE PROPOGATION OF VIRAL MARKETING  
MEMES WITHIN A DISTRIBUTED SOCIAL NETWORK

2

This example is intended as a visual guide only,  
and not as a template for design.

# Standard literature layout system: master A4 layout grid

Our master grid for both A4 and 1/3 A4 sized documents allows us to achieve a level of coordination across many publications while retaining the flexibility to tailor each to its specific marketing brief.

The main aim of these layouts is to ensure that NUI Galway promotional literature is easy to read and accessible to the reader.

We recommend:

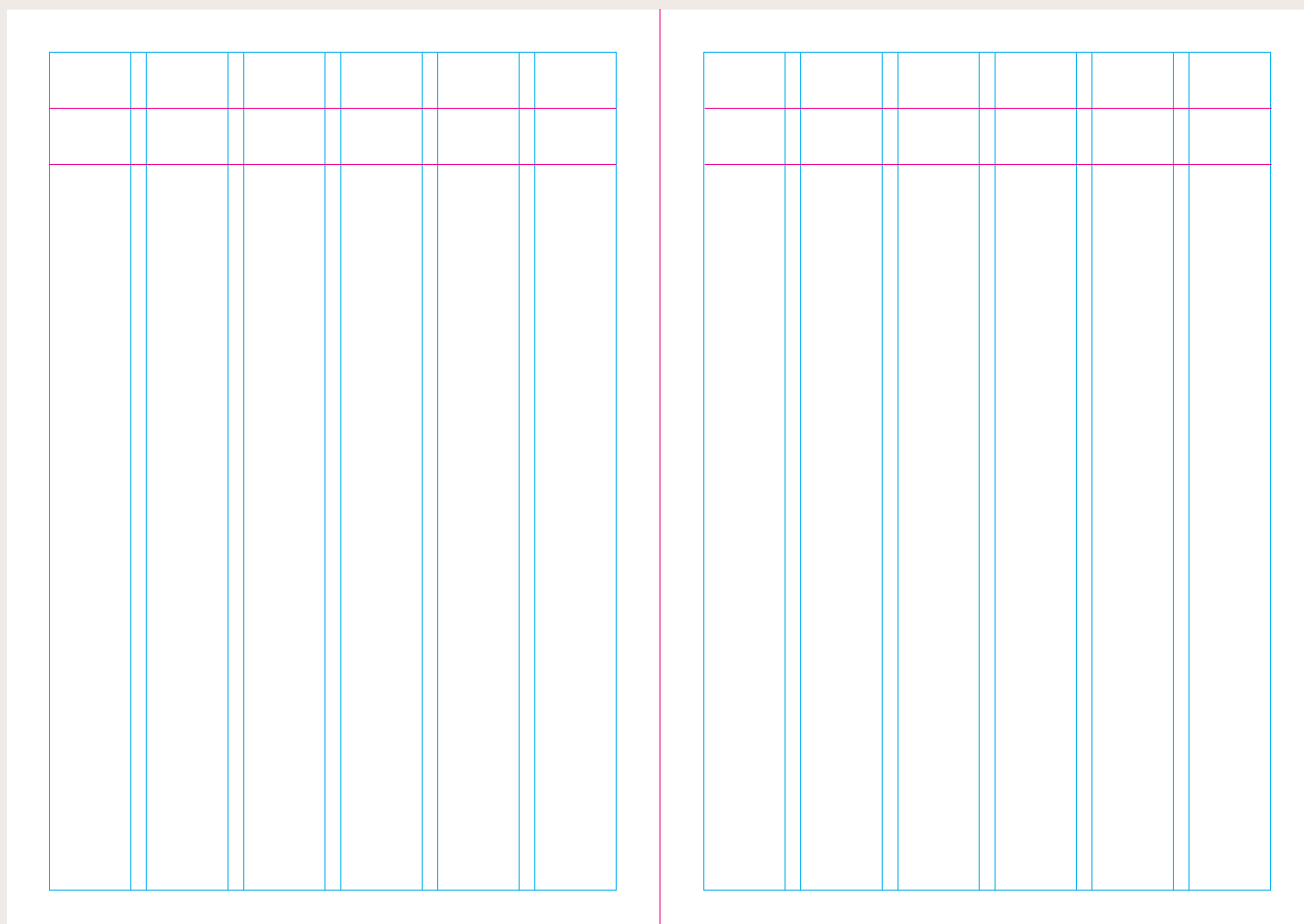
- clear separation of text and images
- using strong images to maximum effect,
- using blocks of colour to break up the text and highlight important points.

A4 and 1/3 A4 size (A4 folded into three) are preferred over A5 size when producing brochures and leaflets. A5 may be used for particular specialist items such as invitations.

Our six-column grid for A4 documents allows for maximum flexibility when preparing layouts.

It can easily be modified from one, two, three or four columns of text within the main frame to accommodate content.

The blue lines indicate the columns while the pink lines indicate where main headings can be positioned.



## Margins

Top: 14mm

Base: 14mm

Inner: 14mm

Outer: 14mm

Column gutter: 5mm

## A Body Text

The preferred type size is 10pt on 14pt leading Arno Pro Regular.

## B Text Heading

The preferred type size is 10pt on 14pt leading Arno Pro Bold Subhead.

## C Level 2 heading

The preferred type size is 10pt on 14pt leading Arno Pro Italic Caption.

Headings, introductions, running heads, captions and other styles are not specified and can vary depending on specific applications.



# Example three-column layout on the A4 grid

32 NUI Galway - Document Title

Document Title - NUI Galway 33

## Large heading for a spread which is over three lines of text

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A sample three-column grid on A4. This sample spread demonstrates large text heading running over three lines of text.

32 NUI Galway - Document Title

Document Title - NUI Galway 33

## Large heading for a spread which is over three lines of text

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# Example two-column layout on the A4 grid

NUI Galway Document Title

# ACHIEVE

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A sample two-column grid on A4. This sample spread demonstrates how the height of each column can be adjusted to accommodate extra content or photography as required.

NUI Galway Document Title

# ACHIEVE

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### Example one-column layout on the A<sub>4</sub> grid

# Report title heading set on two lines

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A sample one-column A4 layout that could be more suitable for reports.  
A narrow column can be reserved for photography or pull-out quotes.





### Example three column layout on the A4 grid



## Header: One line

Full title of Report/Article  
on two/three lines of text

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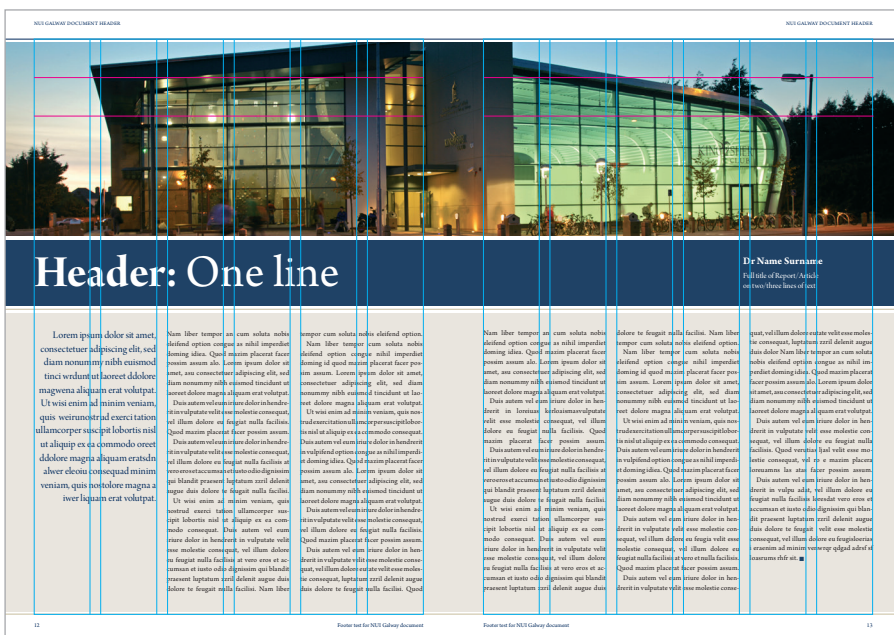
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A sample three-column grid on A<sub>4</sub>.



## Example three-column layout on the A4 grid



A sample three-column grid on A4. This sample spread demonstrates the flexibility of the column grid which can be adjusted to accommodate different editorial text.



# Example three-column layout on the A4 grid

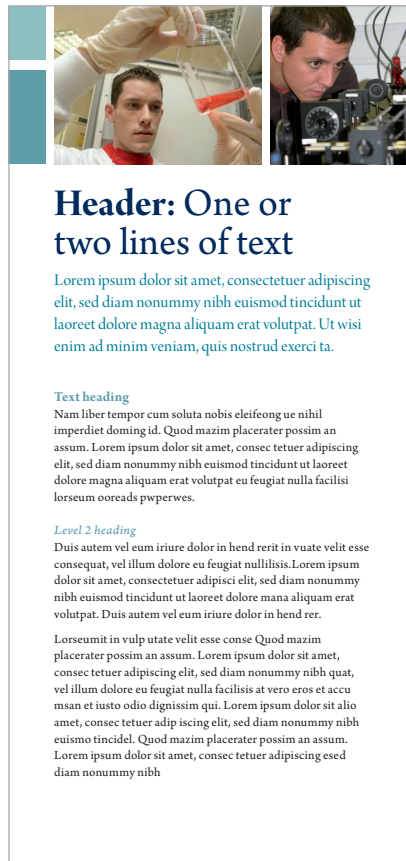
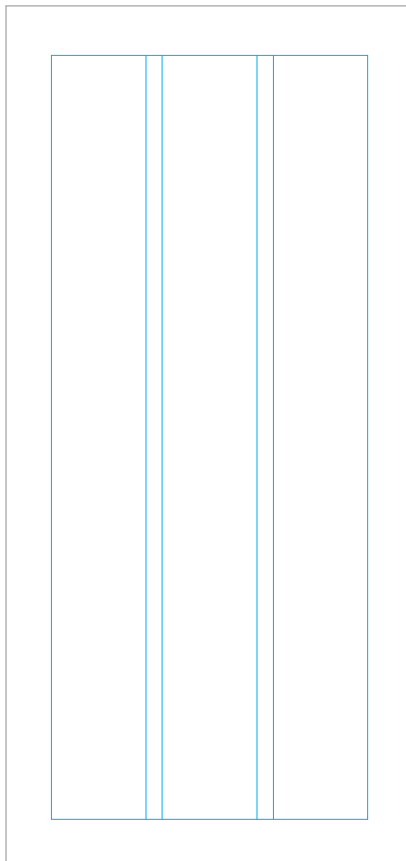


A sample three-column grid on A4. This sample spread demonstrates the flexibility of the column grid which can be adjusted to accommodate different editorial text.



# Master 1/3 A4 layout grid for standard literature

Our three-column grid for 1/3 A4 documents allows for maximum flexibility when preparing layouts. This diagram is not to size. The blue lines indicate the columns.



## Margins

Top: 11mm  
Base: 11mm  
Inner: 12mm  
Outer: 12mm  
Column gutter: 4mm

## A Body Text

The preferred type size is 9pt on 11.5pt leading Arno Pro Regular.

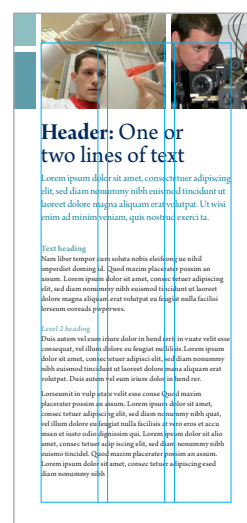
## B Text Heading

The preferred type size is 10pt on 13pt leading Arno Pro Bold Subhead.

## C Level 2 heading

The preferred type size is 9pt on 13pt leading Arno Pro Italic Caption.

Headings, introductions, running heads, captions and other styles are not specified and can vary depending on specific applications.



# Example 1/3 A4 layouts on the grid




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## B.Sc. in Physics with Medical Physics



*'I now lead a team of 100 researchers that includes physicists, chemists and biologists. The physics graduates play a particularly important role because they understand the basic constants across scientific disciplines. It's the versatility of a physics degree that's so valuable – it lends itself to so many application areas.'*

**Professor Brian MacCraith**, Director of Biomedical Diagnostics Institute, Dublin City University  
BSc 1978, PhD 1982 NUI Galway, PhD 2001 NUI Galway

**CAO Course Code GY316**  
Medical Physics is one of the fastest-growing areas of physics today, involving the application of physics and physical methods to problems in medicine. Medical physicists play an essential role in diagnostic imaging, radiotherapy, nuclear medicine and radiological safety. As medical technology advances, medical physicists are increasingly involved in almost every clinical discipline present in a modern hospital.

The School of Physics at NUI Galway offers its B.Sc. Degree in Physics with Medical Physics in conjunction with the Medical Physics and Bioengineering Department at Galway University Hospitals. The programme combines essential core physics modules with medical physics, chemistry, mathematical science, biology and anatomy.

**Course features and facilities**  
Students are given the opportunity to learn about cutting-edge clinical technology and the fundamental principles behind the technologies used to diagnose and treat cancer patients. Physics with Medical Physics students will work closely with staff from the Medical Physics and Bioengineering Department in Galway University Hospitals – many final year projects will be conducted in the hospital.




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# Pre-printed letterhead specifications

## Typesetting specifications for Adobe InDesign artwork files

We have a centralised print management and fulfilment system for all of our pre-printed stationery requirements.

### Printed stationery

All NUI Galway's official printed stationery, including letterheads, continuation sheets, headed notepaper, compliment slips, business cards, and printed envelopes should be ordered from the University's approved stationery print supplier.

### Other print

All other high-quality print including brochures, booklets, leaflets, posters, etc should be ordered from one of the University's three approved suppliers.

### Our printers

Details of and contact information for our approved printers is available on the procurement section of [www.nuigalway.ie](http://www.nuigalway.ie).

Only our approved printers may be used.

Contact our Marketing and Communications Office for any further information or clarification you may require about our stationery.

Detailed design layouts for all of our primary stationery items follow on pages 39 to 49.

### Standardised stationery layouts

Our stationery layouts have been created to accommodate all of the requirements of NUI Galway. However, like all other standardised layout systems, exceptional situations may sometimes arise where necessary content will not fit within the defined structure. (For example if a particularly unwieldy URL must be accommodated.) In such situations any one-off adjustments to the layout must be seen and approved by our Marketing and Communications Office.

### Letterhead size

210mm wide by 297mm high.

### Process colours

All letterheads print from four-colour process colours.

All text prints in NUI Galway Mulberry.

### 01 Unit Name LH PARAGRAPH STYLE SHEET

Arno Pro Semibold,  
9.25 point on 12 point line-spacing,  
with kerning set at optical +3.

### 02 Address LH PARAGRAPH STYLE SHEET

Arno Pro SmText,  
8.5 point on 10.25 point line-spacing,  
with kerning set at optical +3.

### 03 Contact Numbers LH PARAGRAPH STYLE SHEET

Arno Pro SmText,  
OpenType All Small Capitals,  
8.5 point on 10.25 point line-spacing,  
with kerning set at optical +15.

### Naming system for stationery

All of our stationery follows a standard layout. The relationship between the NUI Galway master brand and the names of all the various schools, institutes and centres is specified

- Schools have their own letterheads and compliments slips.
- Disciplines within Schools have their own letterheads and compliment slips which also reflect the School they reside in.
- Research Institutes and Centres have their own letterheads and compliments slips.
- Offices, University Management, Administration and Services units have their own letterheads and compliments slips, e.g. President's Office, Human Resources, etc.
- St Angela's College has its own letterhead and compliments slips.
- Shannon College of Hotel Management has its own letterhead and compliments slips.

Please note the following:

- Individuals no longer have personalised letterheads or compliments slips.

### Typesetting

Telephone numbers must always be set in non-aligning numerals, do not use the aligning numerals suite.

Telephone numbers must always include the international prefix +353.

Contact details should always be in the following sequence and use these prefixes:

Telephone: T

Direct telephone: D

Mobile: M

Email: (No prefix)

The address text box is set to base-alignment, as the last line of the address must always appear 6mm above the base edge of the letterhead.

Shown 70%  
of actual size.

Dimensions shown  
are in millimetres.



# Relationship of unit names to the brand marks on an example letterhead



**NUI Galway**  
**OÉ Gaillimh**

Scoil Ghnó agus  
Eacnamaíochta  
JE Cairnes

JE Cairnes School  
of Business and  
Economics

Mr Name Surname

Building Number

Street Name

County Name

Country Name

1 June 2009

Dear Mrs Surname

This is example overprinted letter text set using the typeface Times New Roman, at 11 point size on 16 point line-spacing, as specified in the NUI Galway corporate identity guidebook. The pre-printed NUI Galway letterhead base stock has bilingual unit names across the top of the page and bilingual contact information in a horizontal layout across the base of the page. In both cases the Irish language text comes before the English language text

Nam liber tempor et conscient to factor tum poen lefum odioque civiuda. Ettam in busda neque nonor et imper ned libiding ges epular et soluta nobis eligent optio conaue nihiln est im edit doming id quod maxim reliquard cupidat, quas nulla praid om undant. Improb parv minuit; los poitus inflammat ut coercent magis ad est dodec mendensse videantr. odioque civiuda. Et tam busdam neque nonor.

Nam liber tempor cum et conscient to factor tum poen lefum odioque civiuda. Et tamen in busdam nequem nonor et imper ned libiding ges epular et soluta nobis parv minuit; losb Nam liber tempor cum et conscient to factor tum poen lefum odioque civiuda. Eta wotam busdam neque nonor et imper ned libiding ges epular et soluta nobis eligent optiof coaue nihiln est imedit doming id quod maxim reliquard cupidat, quas nulla praid zomu undiant. Improb parv minuit; los poitus inflammat ut coercent magis and est dodecendensse.

Regards

**Name Surname**

*Job Title*

Name of Department

OÉ Gaillimh,  
Bóthar na hOllscoile,  
Gaillimh, Éire

NUI Galway,  
University Road,  
Galway, Ireland

T +353 91 524 411  
D +353 91 495 064

[www.nuigalway.ie/cairnes](http://www.nuigalway.ie/cairnes)

# Relationship of unit names to the brand marks on an example letterhead



**NUI Galway**  
**OÉ Gaillimh**

Oifig an Uachtaráin

Office of the President

Mr Name Surname

Building Number

Street Name

County Name

Country Name

1 June 2009

Dear Mrs Surname

This is example overprinted letter text set using the typeface Times New Roman, at 11 point size on 16 point line-spacing, as specified in the NUI Galway corporate identity guidebook. The pre-printed NUI Galway letterhead base stock has bilingual unit names across the top of the page and bilingual contact information in a horizontal layout across the base of the page. In both cases the Irish language text comes before the English language text

Nam liber tempor et conscient to factor tum poen lefum odioque civiuda. Ettam in busda neque nonor et imper ned libiding ges epular et soluta nobis eligent optio conaue nihln est im edit doming id quod maxim religuard cupidat, quas nulla praid om undant. Improb parv minuit; los poitus inflammat ut coercent magis ad est dodec mendensse videantr. odioque civiuda. Et tam busdam neque nonor.

Nam liber tempor cum et conscient to factor tum poen lefum odioque civiuda. Et tamen in busdam nequem nonor et imper ned libiding ges epular et soluta nobis parv minuit; losb Nam liber tempor cum et conscient to factor tum poen lefum odioque civiuda. Eta wotam busdam neque nonor et imper ned libiding ges epular et soluta nobis eligent optiof coaue nihln est imedit doming id quod maxim religuard cupidat, quas nulla praid zomu undiant. Improb parv minuit; los poitus inflammat ut coercent magis and est dodecendensse.

Regards

**Name Surname**

*Job Title*

Name of Department

OÉ Gaillimh,  
Bóthar na hOllscoile,  
Gaillimh, Éire


NUI Galway,  
University Road,  
Galway, Ireland

T +353 91 234 567

[www.nuigalway.ie](http://www.nuigalway.ie)

# Letterhead contents layout for Microsoft Word

This layout may be used with all classes of letterhead

45 mm	 <b>NUI Galway</b> <b>OÉ Gaillimh</b>	Unit name in Irish is positioned first	Unit name in English is positioned second	Shown 70% of actual size. Dimensions shown are in millimetres.
	Mr Name Surname Building Number Street Name County Name Country Name 1 June 2009 Dear Mrs Surname This example overprinted letter text is typeset using the typeface Times New Roman, and is set at 11 point size on 16 point line-spacing. The pre-printed NUI Galway letterhead base stock has bilingual unit names across the top of the page and bilingual contact information in a horizontal layout across the base of the page. In both cases the Irish language text comes before the English language text Nam liber tempor et conscient to factor tum poen lefum odioque civiuda. Ettam in busda neque nonor et imper ned libiding ges epular et soluta nobis eligent optio conaue nihln est im edit doming id quod maxim reliquard cupidat, quas nulla praid om undant. Improb parv minuit; los poitus inflammat ut coercent magis ad est dodec mendensse videantr. odioque civiuda. Et tam busdam neque nonor. Nam liber tempor cum et conscient to factor tum poen lefum odioque civiuda. Et tamen in busdam nequem nonor et imper ned libiding ges epular et soluta nobis parv minuit; losb Nam liber tempor cum et conscient to factor tum poen lefum odioque civiuda. Eta wotam busdam neque nonor et imper ned libiding ges epular et soluta nobis eligent optiof coaue nihln est imedit doming id quod maxim reliquard cupidat, quas nulla praid zomu undiant. Improb parv minuit; los poitus inflammat ut coercent magis and est dodecendensse. Regards Name Surname Job Title Name of Department			
25.5mm				40mm
30 mm	OÉ Gaillimh, Bóthar na hOllscoile, Gaillimh, Éire	NUI Galway, University Road, Galway, Ireland	T +353 91 234 567	www.nuigalway.ie

## Overprinted letter contents

Times New Roman, 11 point on 16 point line-spacing.

Do not use any typeface different to that specified here.


Please adapt your existing document files and templates to conform with these specifications and measurements.

Returns and other non-printing characters are shown in light blue.

All measurements are given in millimetres.

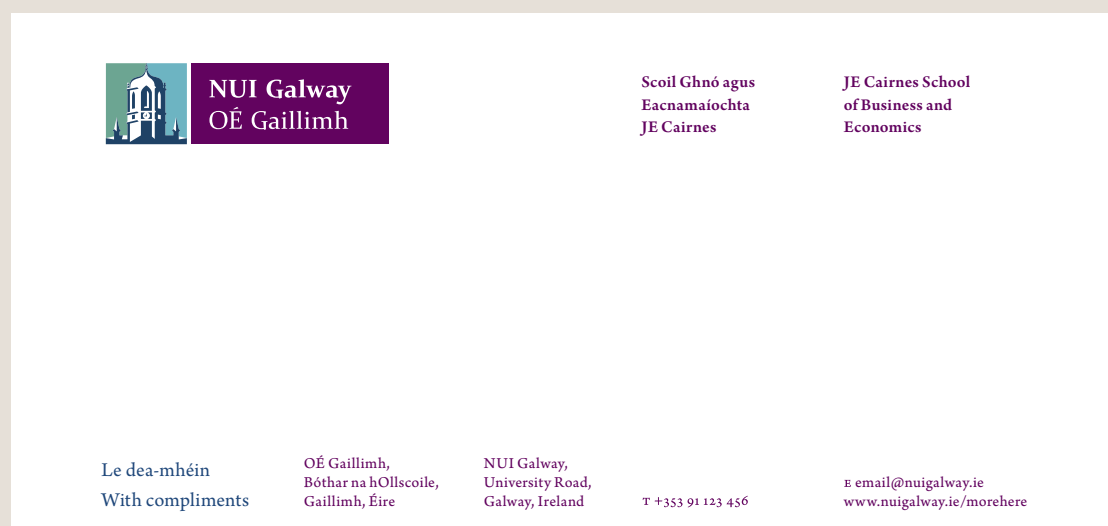
# Compliments slip

## Construction specification for Adobe InDesign artwork file, and example visual

8.5					
		<b>NUI Galway</b> <b>OÉ Gaillimh</b>		Unit name in Irish is positioned first	Unit name in English is positioned second
17mm					
	Le dea-mhéin With compliments	OÉ Gaillimh, Bóthar na hOllscoile, Gaillimh, Éire	NUI Galway, University Road, Galway, Ireland	T +353 91 123 456	E email@nuigalway.ie www.nuigalway.ie/morehere
6					

Shown 70% of actual size.  
Dimensions shown are in millimetres.

Shown 70% of actual size.



**Compliments slip size**  
210mm wide by 99mm high.

### Colours

All compliment slips print from four-colour process colours.

All text prints in NUI Galway Mulberry, except for 'With compliments'.

All contact numbers must always be set in non-aligning numerals, do not use the aligning numeral suite.

The address text box is set to base-alignment, as the last line of the address must always appear 6mm above the base edge of the compliment slip.

### 01 Unit Name CS PARAGRAPH STYLE SHEET

Arno Pro Semibold,  
11.5 point on 16 point line-spacing,  
with kerning set at optical +3.

### 02 Address CS PARAGRAPH STYLE SHEET

Arno Pro SmText,  
8.5 point on 10.25 point line-spacing,  
with kerning set at optical +3.

### 03 Contact Numbers CS PARAGRAPH STYLE SHEET

Arno Pro SmText,  
OpenType All Small Capitals,  
8.5 point on 10.25 point line-spacing,  
with kerning set at optical +15.


### 04 With Compliments CS PARAGRAPH STYLE SHEET

Arno Pro Regular,  
11.5 point on 16 point line-spacing,  
with kerning set at optical +3.  
Colour is Pantone DS 200-1.

## Relationship of unit names to the brand marks on example compliments slips

		<p>Oifig an Uachtaráin      Office of the President</p>	
<p>Le dea-mhéin      OÉ Gaillimh,      NUI Galway,      E email@nuigalway.ie</p> <p>With compliments      Bóthar na hOllscoile,      University Road,      www.nuigalway.ie</p> <p>                                 Gaillimh, Éire      Galway, Ireland      T +353 91 123 456</p>			

Example of a one-line unit name.

		<p>Institiúid de Móra      Moore Institute</p>	
<p>Le dea-mhéin      OÉ Gaillimh,      NUI Galway,      E mooreinstitute@nuigalway.ie</p> <p>With compliments      Bóthar na hOllscoile,      University Road,      www.nuigalway.ie/moore</p> <p>                                 Gaillimh, Éire      Galway, Ireland      T +353 91 493 906</p>			

Example of a two-line unit name.

		<p>Scoil Ghnó agus      JE Cairnes School</p> <p>Eacnamaíochta      of Business and</p> <p>JE Cairnes      Economics</p>	
<p>Le dea-mhéin      OÉ Gaillimh,      NUI Galway,      E email@nuigalway.ie</p> <p>With compliments      Bóthar na hOllscoile,      University Road,      www.nuigalway.ie/morehere</p> <p>                                 Gaillimh, Éire      Galway, Ireland      T +353 91 123 456</p>			

Example of a three-line unit name.

# Business card specification

## Construction specification for Adobe InDesign artwork file, and example visual



Standard business cards have English text on one side only.



Bilingual business cards have one language on either side.



### Business card size

85mm wide by 55mm high.

### Colours

All business cards print from four-colour process colours.

All text prints in NUI Galway Mulberry.

The address text box is set to base-alignment, as the last line of the address must always appear 4mm above the base edge of the business card.

All contact numbers must always be set in non-aligning numerals, do not use the aligning numeral suite.

Hard and soft returns and other non-printing characters are shown above in light blue for reference.

All measurements shown above are given in millimetres.

### 01 Name Surname BC

#### PARAGRAPH STYLE SHEET

Arno Pro Semibold SmText,  
9.25 point on 13 point line-spacing,  
with kerning set at optical +3.

### 02 Qualification: Second Line BC

#### PARAGRAPH STYLE SHEET

Arno Pro Semibold Caption,  
6.5 point on 9.25 point line-spacing,  
with kerning set at optical +3.

### 03 Job Title BC

#### PARAGRAPH STYLE SHEET

Arno Pro Caption,  
8 point on 8 point line-spacing,  
with kerning set at optical +70  
plus 1 point space before.

### 04 Unit Name BC

#### PARAGRAPH STYLE SHEET

Arno Pro Semibold SmText,  
8 point on 9.6 point line-spacing,  
with kerning set at optical +6.

### 05 Address BC

#### PARAGRAPH STYLE SHEET

Arno Pro SmText,  
8 point on 9.6 point line-spacing,

with kerning set at optical +3,  
plus 1.25 point space after.

### 06 Contact Numbers BC

#### PARAGRAPH STYLE SHEET

Arno Pro SmText,  
8 point on 9.6 point line-spacing,  
with kerning set at optical +15.

### 07 Email & Web Address BC

#### PARAGRAPH STYLE SHEET

Arno Pro SmText,  
8 point on 9.6 point line-spacing,  
with kerning set at optical +3.

### 08 Qualifications Small Caps BC

#### CHARACTER STYLE SHEET

Arno Pro Semi Bold SmText,  
OpenType All Small Capitals,  
6.5 point on 13 point line-spacing,  
with kerning set at optical +55.

### Secondary brand marks

Secondary brand marks, including those of research institutes, may be placed on the back of business cards.

## Relationship of unit names to the brand marks on example business cards

### Dr Name Surname

LECTURER, DEPARTMENT  
OF MARKETING



NUI Galway  
OÉ Gaillimh

### JE Cairnes School of Business and Economics

NUI Galway, University Road,  
Galway, Ireland

T +353 91 492 603

name.surname@nuigalway.ie

www.nuigalway.ie/marketing

### Name Surname

RESEARCH CO-ORDINATOR



NUI Galway  
OÉ Gaillimh

### Irish Centre for Social Gerontology

NUI Galway, University Road,  
Galway, Ireland

T +353 91 524 411 EXT 5458

D +353 91 495 458

name.surname@nuigalway.ie

www.nuigalway.ie/icsg

### Name Surname

DEPUTY LIBRARIAN



NUI Galway  
OÉ Gaillimh

### James Hardiman Library

NUI Galway, University Road,  
Galway, Ireland

T +353 91 493 712

name.surname@nuigalway.ie

www.nuigalway.ie/library

### Name Surname

DEVELOPMENT OFFICER



NUI Galway  
OÉ Gaillimh

### Centre for Innovation and Structural Change

NUI Galway, University Road,  
Galway, Ireland

T +353 91 492 817

name.surname@nuigalway.ie

www.nuigalway.ie/cisc

### Name Surname MBA

COMMERCIALISATION  
EXECUTIVE



NUI Galway  
OÉ Gaillimh

### Ignite Technology Transfer

NUI Galway, University Road,  
Galway, Ireland

T +353 91 495 821

M +353 87 123 4567

name.surname@nuigalway.ie

www.nuigalway.ie/tto

### Name Surname

DOCTORAL FELLOW



NUI Galway  
OÉ Gaillimh

### Child and Family Research Centre

NUI Galway, University Road,  
Galway, Ireland

T +353 91 495 792

name.surname@nuigalway.ie

www.nuigalway.ie/cfrc

### Name Surname

DEVELOPMENT MANAGER,  
MRI CARNA



NUI Galway  
OÉ Gaillimh

### Martin Ryan Institute

NUI Galway, University Road,  
Galway, Ireland

T +353 91 493 422 – MRI

T +353 95 32201 – MRI CARNA

name.surname@nuigalway.ie

www.nuigalway.ie/mri

### Professor Dr Name Surname

DIRECTOR, REMEDI



NUI Galway  
OÉ Gaillimh

### REMEDI Regenerative Medicine Institute

NUI Galway, University Road,  
Galway, Ireland

T +353 91 234 567

name.surname@remedi.ie

www.nuigalway.ie/remedi

# Email signatures

To provide simplicity and consistency across our email communications we have defined a standard format for email signatures for the university itself and for research institutes. The font used in the email signature is Arial. Note that Arial may be used only in email. Arial may not be used in any other circumstance.

## Example of research institute email signature (not to scale)

**Brid Seoige**  
Senior Marketing and Brand Officer | Oifigeach Sinsearach Margaíochta agus Brandáil  
Marketing & Communications Office | Oifig Margaíochta & Cumarsáide  
**NUI Galway | OÉ Gaillimh**  
+353 91 123 4567 | +353 87 123 4567 | [www.linkedin.com/in/bridseoige1234](http://www.linkedin.com/in/bridseoige1234)

**Top 2% of Global Universities |**  
Top 250 Times Higher Education (THE) World University Rankings 2016/2017  
**5 Star QS Rating |** Top 250 QS World University Rankings 2016/2017

**Dan Carey**  
Director | Stiúrthóir  
**Moore Institute | Institiúid de Móra**  
**NUI Galway | OÉ Gaillimh**  
+353 91 123 4567 | +353 87 123 4567 | [www.linkedin.com/in/dancarey1234](http://www.linkedin.com/in/dancarey1234)

**Top 2% of Global Universities |**  
Top 250 Times Higher Education (THE) World University Rankings 2016/2017  
**5 Star QS Rating |** Top 250 QS World University Rankings 2016/2017

### Note:

1. The order of English and Irish in lines 2, 3 and 4 is by personal choice
2. The information in line 5 is by personal choice but should not exceed two telephone numbers and one other piece of information, such as a LinkedIn address.
3. A vertical bar or pipe should be used as the break between pieces of information in any line, e.g. between English and Irish text or between telephone numbers.
4. Only messages approved by the Marketing and Communications Office may be included in Line 6 and following.
5. Only one such message may be inserted at a time.

## University email signatures

All our university email signatures are constructed as follows:

Line 1: Person's name only set in 9pt Arial Bold, 6pt leaded with hard return.

Line 2: Person's title in English and Irish set in 9pt Arial Regular, 6pt leaded with soft return.

Line 3: Unit name in English and Irish set in 9pt Arial Regular, 6pt leaded with hard return.

Line 4: University name in English and Irish set in 9pt Arial Bold, 6pt leaded with hard return.

Line 5: Telephone number(s) and LinkedIn address (if appropriate) set in 9pt Arial Regular, 6pt leaded with a double hard return

Line 6 and following: Approved University message(s) set in 9pt Arial Regular with key data highlighted in bold, no additional leading and soft return between each message component.

## Research institute email signatures

All our research institute email signatures are constructed as follows:

Line 1: Person's name only set in 9pt Arial Bold, 6pt leaded with hard return.

Line 2: Person's title in English and Irish set in 9pt Arial Regular, 6pt leaded with soft return.

Line 3: Unit name in English and Irish set in 9pt Arial Bold, 6pt leaded with soft return.

Line 4: University name in English and Irish set in 9pt Arial Bold, 6pt leaded with hard return.

Line 5: Telephone number(s) and LinkedIn address (if appropriate) set in 9pt Arial Regular, 6pt leaded with a double hard return

Line 6 and following: Approved University message(s) set in 9pt Arial Regular with key data highlighted in bold, no additional leading and soft return between each message component.



# Copywriting guidelines for promotional literature

In communicating our brand the way in which we address our target audiences and the language tone-of-voice we use is as important as our visual identity.

Our Values (see page 3) are the foundation of our identity as a university. The ideas driving those values should always be reflected in our messaging, whether in promotional literature, digital media or spoken communications.

These guidelines are intended to help you to develop promotional text targeted at external audiences.

Generic text about the University is available from the Marketing and Communications Office. You can incorporate this into your own material.

## Additional resources

For those seeking additional information or help with writing style two excellent and freely available resources are:

*The Guardian and Observer Style Guide*  
[www.theguardian.com/guardian-observer-style-guide-a](http://www.theguardian.com/guardian-observer-style-guide-a)

*The Economist Style Guide*  
[www.economist.com/styleguide/introduction](http://www.economist.com/styleguide/introduction)

For further information contact the Marketing and Communications office

## Tone of voice

Your tone of voice should change according to two elements: the audience that you are addressing and the purpose of your document.

For recruitment literature your tone should be informal, but not casual. Your language should be intelligent, but not arrogant. For example:

Choosing the right university and degree course is one of the most important decisions you will ever make. Your teachers, parents and friends can all offer you advice and support, but ultimately the decision is yours. You need to choose the university that feels right for you.

## Jargon

The use of jargon or specialist language is only appropriate if you are confident that your reader will easily understand it. Be cautious of using phrases that might be very familiar to you (such as 'undergraduate', 'semester' and 'modules') in promotional literature for undergraduate programmes. Question whether your reader will understand these terms.

— undergraduate?

— semester?

— modules?

## Clear and direct

In all communications, your text should be clear, concise and confident.

## Sentence lengths

Long sentences are difficult to understand in printed documents and more so on web pages. Too many clauses or sub-clauses obscure the meaning of a sentence.

If your sentence structure is limited to two, or occasionally three, clauses your readers will move through your text more swiftly. They will also retain more information.

Your average sentence length should be between 15 and 20 words. For variety you may include sentences that are longer and shorter than this, but this is a good average.

When writing for younger audiences avoid including long passages of text with several paragraphs. Find ways of breaking your text up by using design devices such as blocks of colour highlighting important points, bullet points, representing information pictorially through charts, diagrams and images, etc.

## Copywriting guidelines for promotional literature *continued*

### Adjectives and hyperbole

On its own, this sentence does not contain any meaningful information and leaves your reader with more questions than answers. If you make claims to greatness then you must be able to support them. The overuse of adjectives and hyperbole reduces the credibility of your text.

This world leading university offers excellent teaching and cutting-edge research set in a beautiful campus.

---

### Remove unnecessary words

Text can become cluttered with unnecessary words that add no information. Your reader wants to find the meaning within your text quickly.

Therefore, words that do not increase the understanding or meaning should be deleted. For example, there is no significant difference in meaning between these two sentences.

Sport contributes to academic life and this is very much the case at NUI Galway.

Sport is central to life at NUI Galway.

---

### Use confident Language

Overuse of words like 'more', 'most', 'very' and 'very much' to create emphasis reduces the confidence of the tone of voice. Question whether you need them at all.

— more?

— most?

— very much?

---

### Guard against stating the obvious

None of the information in this sentence on the right needs to appear within a promotional leaflet, as the purpose of such a leaflet is self-explanatory.

If the words add nothing new, delete them.

This leaflet has been designed to provide you with information about programmes of study in the School of...

---

### Accurate use of language

Beware of words and word combinations that have become clichés through overuse. For example 'world class', 'research-led', 'innovative', 'dynamic', 'unique' and 'state-of-the-art'.

Whenever you are tempted to use a stock phrase, question what it means. Consider re-working your text, either to explain your idea more clearly, or use more interesting language.

— world class?

— research-led?

— innovative?

— dynamic?

— state-of-the-art?

## Copywriting guidelines for promotional literature *continued*

### Provide evidence of claims

Whenever you make claims to promote the University, you need to provide evidence that will validate your claim.

This should be supported by then providing examples of our forward-thinking, global research like this.

Substantiated claims are more interesting and trusted than empty claims to greatness.

Research at NUI Galway is forward-thinking and global in scale.

Our Environmental Change Institute is conducting one of the world's largest studies into how marine plants may affect the earth's climate by decreasing climate change. NUI Galway is also home to the world's largest research institute devoted to developing the next generation of internet technology.

---

### Structure

Following a three-step structure when writing promotional literature can be useful.

Firstly, begin your text with something interesting that encourages your reader to think more about the subject matter and to engage with your document. Like the example shown here.

Secondly, substantiate and then expand on this engaging opening in the information that follows.

Finally, close with a call to action. This is a final paragraph that lets the reader know how they can continue the conversation. Who do they call, where can they get more information, is there something more specific you would like them to do?

Some people see daydreaming as an idle waste of time and students are often discouraged from dreaming.

At NUI Galway, we take a more enlightened view.

We believe that dreaming is at the very heart of innovation and invention.

---

### Additional points

The terms 'you' and 'we' are the preferred form for addressing our readers. They can be used wherever appropriate to the purpose of, and readership of, your publication. They create a welcoming and engaging tone of voice without becoming patronising. There will be certain highly formal publications where this usage is inappropriate, but these are likely to be in the minority.

Always read your text aloud. This enables you to identify places in the text where your language does not flow smoothly. Asking someone else to read your text also helps, as their perspective can clarify potential areas of confusion.

# Grammar, Spelling and Punctuation

This in-house Grammar and Punctuation Style Guide is intended primarily for the use of the Marketing and Communications Office staff, and those working with the office on promotional material, news releases, websites and other written documents.

We do not intend this to be an exhaustive compendium of grammar and punctuation, more of a quick guide to common examples.

In everything we write we try to use language that is as clear, simple, and accessible as possible.

The *Times New Roman* typeface family is the preferred typeface for use on all communications produced in-house.

*Times New Roman* is not used in any of our marketing material, such as brochures and advertising, nor branded material, such as signage or merchandise.

Specific style guides are also available from the Marketing and Communications Office on:

*Copywriting for Promotional Material*

*Writing a Press Release*

## Official title

The University's official title is:

National University of Ireland Galway, or Ollscoil na hÉireann Gaillimh.

The only official abbreviation is:

NUI Galway or OÉ Gaillimh.

## Contact details

Telephone numbers and email addresses should not appear on pre-printed letterheads but may be included in the signature content.

Telephone numbers must always include the international prefix +353.

Contact details should always be in the following sequence and use these prefixes:

Telephone: T

Direct telephone: D

Mobile: M

Email (no prefix)

Web address (no prefix)

## Personal Names, Titles and Qualifications

**Professor** not Prof (or even Prof.)

**Dr** not Dr. or Doctor

Avoid Ms and Mr where possible except in running text, where we spell out the name first time round and contraction thereafter:

John Smith (first mention), Mr Smith (thereafter)

For official use we refer to the

**President as Dr James J. Browne**

To simplify our style, we use

**PhD** not Ph.D.

**MA** not M.A.

**BA** not B.A.

## Spelling

Follow standard British usage, key words to watch out for include...

## Programme

not program

## Organisation, analyse

not organization or analyze

## Toward, while

not towards or whilst

Others to watch include...

practice (noun) / practise (verb)

licence (noun) / license (verb)

Use first year and second year except when adjectival:

*This is the first year that first-year students will have no exams.*

## Stops

Stops (. ? ! : ; ) are always followed by only a single (not a double) space before the next sentence or part of sentence.

## And

and is used, rather than &

## Quotation marks

Quotation marks are preferably smart ('...'), rather than straight ('...').

Use double quotation marks to signal direct speech and verbatim quotes, closing quotation marks after the full stop.

*Obama said "This is a great day for Ireland."*

If the quotation itself contains a concluding mark, such as an exclamation mark, "no full stop is required after!"

Use single quotation marks to identify words and phrases that are not themselves quotes but to which you wish to draw attention as 'lexical items'.

# Grammar, Spelling and Punctuation (*continued*)

## Colons and semi-colons

Colons (:) are most often used to indicate a list of items in running text. The part before the colon must be a full sentence in its own right but the second need not be.

Use a semicolon (;) rather than a comma to combine two sentences into one without a linking conjunction.

*The committee dealing with the question of commas agreed on a final text; however, the issue of semicolons was not considered.*

## Hyphens

Compounds may be written as two or more separate words, with hyphen (s), or as a single word.

Postgraduate and undergraduate do not use hyphens.

Use hyphens sparingly but to good purpose...

user-friendly software

two-day meeting

well-known problem

above-mentioned report

policy for the long term, but long-term effects

measures for flood control, but flood-control measures

## Abbreviations

The prime consideration when using abbreviations should be to help the reader. First, then, they should be easily understood.

So when an abbreviation that may not be familiar to readers first occurs, it is best to write out the full term followed by the abbreviation in brackets.

*The Global Science Project (GSP) should enable the Committee of Scientific Representatives (CSR) to broaden its membership. In recent discussions, a programme of initiatives was agreed between GSP and CSR.*

## Times, Dates and Years

Write out the month, preceded by a simple figure for the day, separated by a hard space comma and then all four digits referring to the year.

26 January, 2016 not 26th Jan '16

When referring to decades write the 1990s (no apostrophe).

The letters AD come before the year number (AD2000), whereas BC follows it (347 BC).

## Numbers, weights and measurements

As a general rule write low numbers (zero to nine inclusive) in words and larger numbers (10 and above) in figures.

Note that you should always use figures for statistics and votes:

*3 new officials were appointed in 2002, 6 in 2003 and ...*

*12 delegations were in favour, 7 against, and 6 abstained*

Always spell out units of measurement, avoiding symbols where possible.

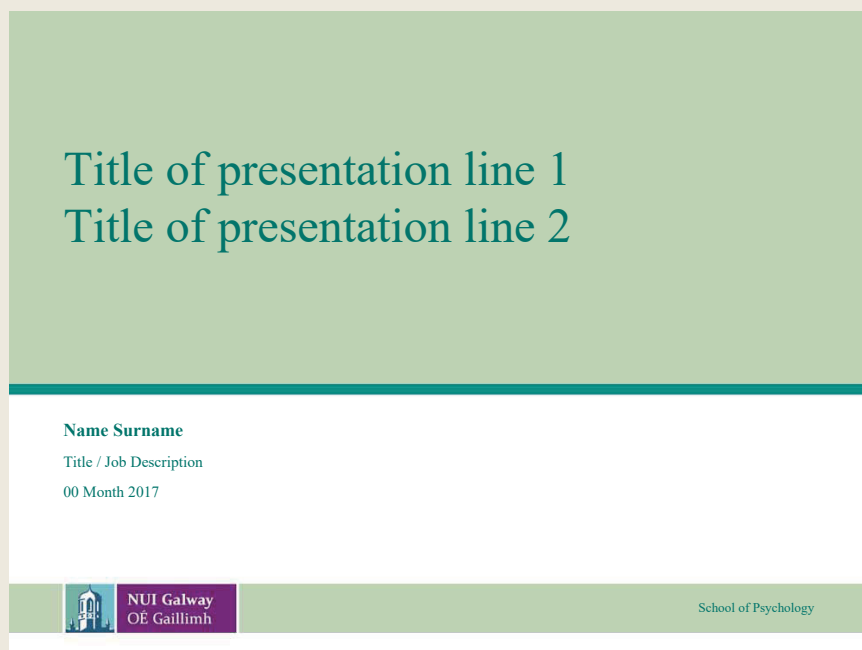
## PowerPoint presentations

We have two sorts of PowerPoint templates available in three colour schemes.

The first sort is more formal and is intended for use in lectures and other internal applications. This uses a minimalist layout with a strip of colour running along the base of each slide. This colour strip includes the NUI Galway brand mark and the relevant unit name.

Three colour variations are available for use as shown here: blue, green and slate.

This design is deliberately understated to draw attention to the content of the presentation.



Text-only title slide in green colour scheme.

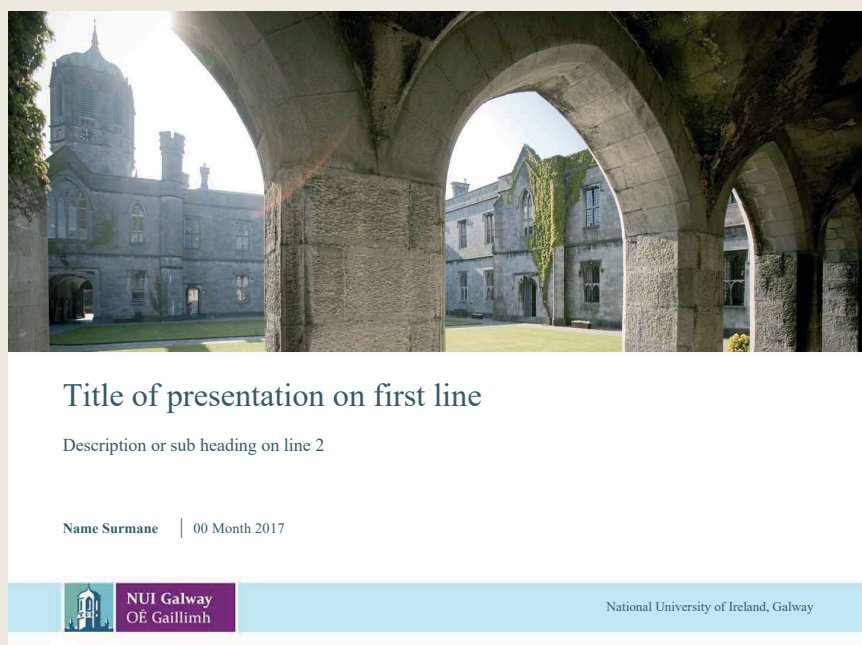


Image title slide in blue colour scheme. Template is editable to place in appropriate image.

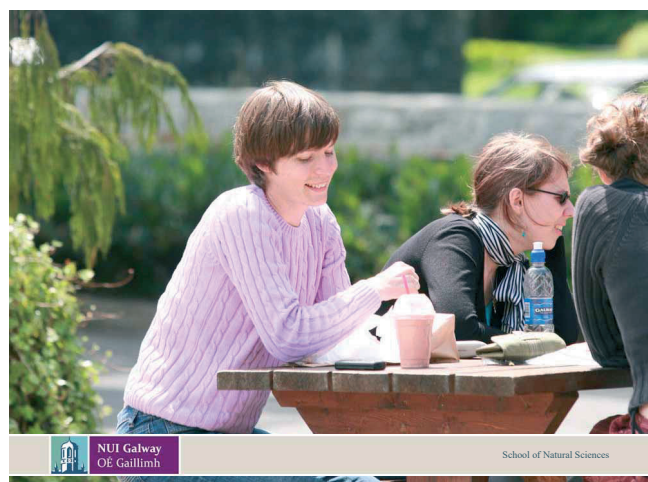
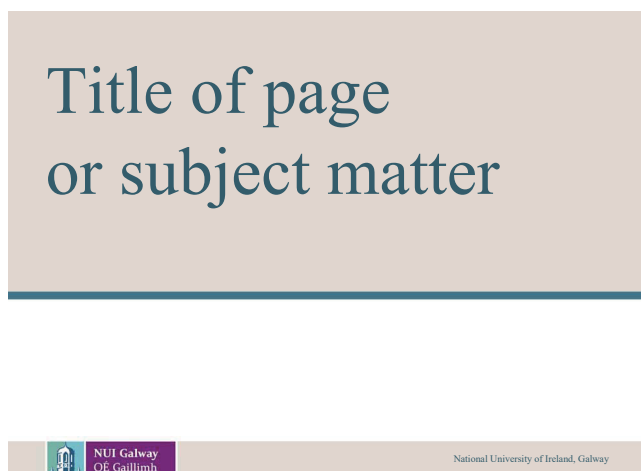
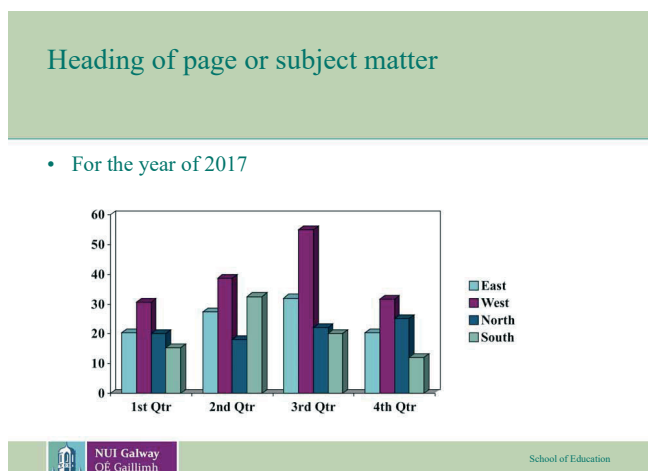
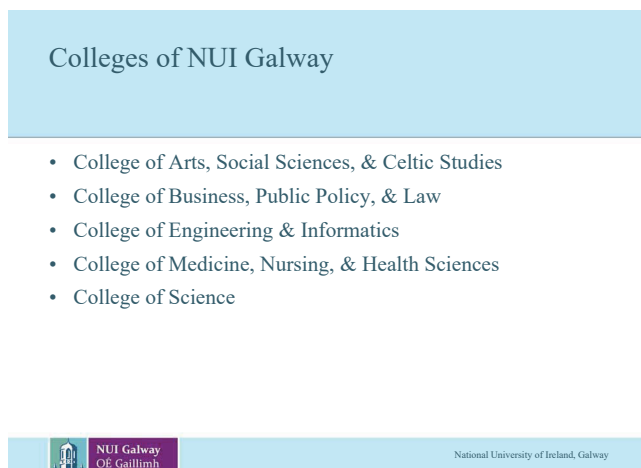
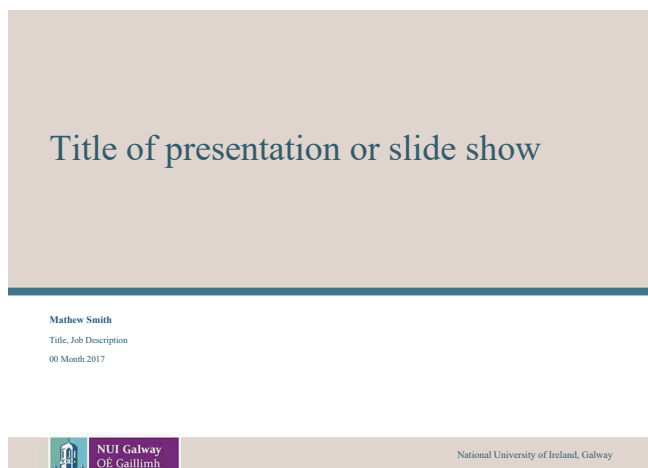


## PowerPoint presentations *continued*

The second template allows for an image to be incorporated into the title slide. Again this is available in three colour variations. The inner page of both sorts of template are the same.

A guideline presentation file is available from our Marketing and Communications Office and on the website showing how to use these templates most effectively.

[www.nuigalway.ie/TO COME](http://www.nuigalway.ie/TO COME)



Type-only title slide in slate colour scheme.

Text-only content slide in blue colour scheme.

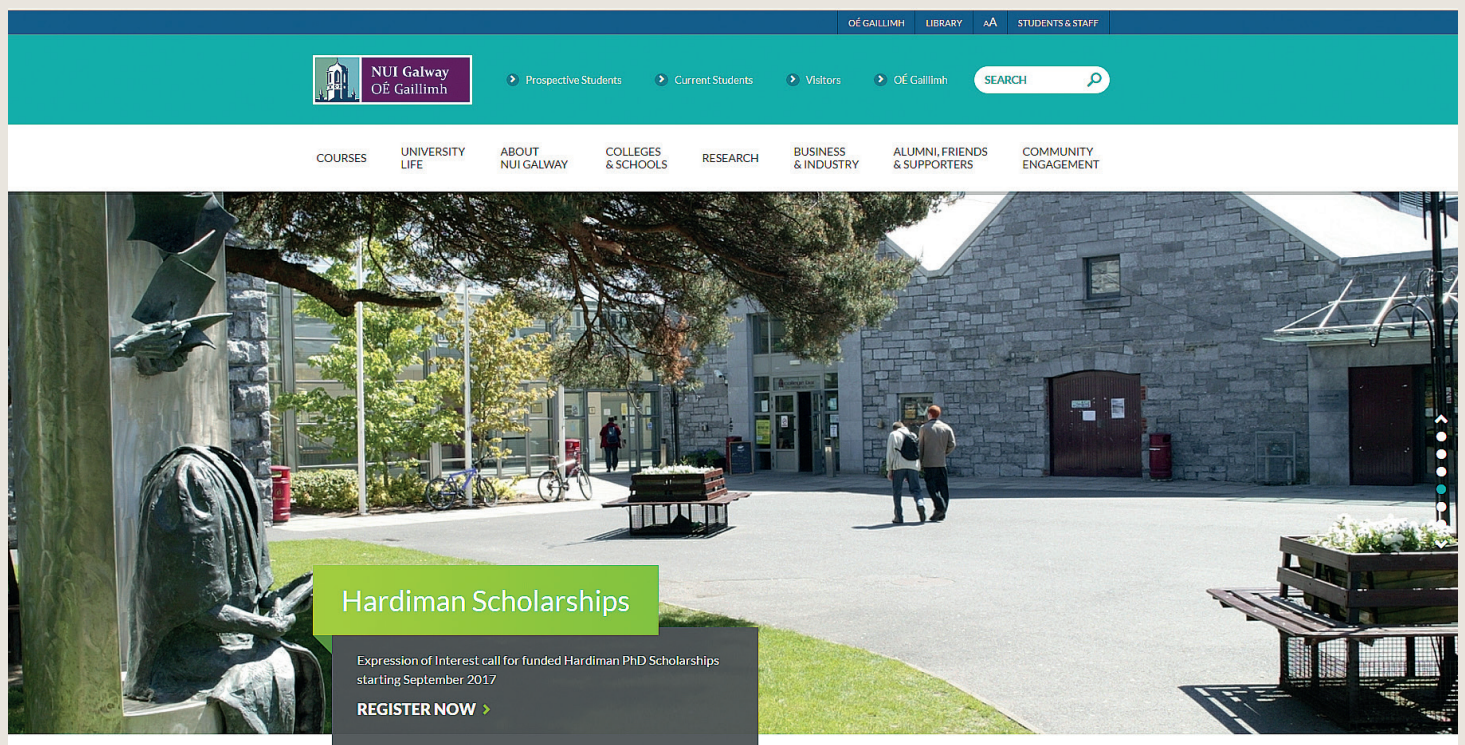
Graph content slide in green colour scheme.

Divider slide in slate colour scheme.

Full-screen image slide in slate colour scheme.



## Example brand mark application to website



Contact Marketing and Communications Office for information or guidance concerning our website

If you have any further queries about the NUI Galway brand and its implementation, or if you require any brand resources please contact  
Bride Seoige, Brand Officer, at our  
Marketing & Communications Office:  
[brid.seoige@nuigalway.ie](mailto:brid.seoige@nuigalway.ie) / 091 494 144

The University's approved panel of graphic designers and printers are fully briefed on the NUI Galway brand mark and its guidelines and will be able to answer any design or print queries you may have.

Please send proofs of all artwork that carries the NUI Galway brand mark to the Marketing and Communications office before printing to ensure that they are compliant with our brand guidelines.

The brand mark is available to download at:  
<http://www.nuigalway.ie>