



TCDSU

BRAND GUIDELINES

2021





Contents

1	Introduction & Credits
2	Logo
3	Typeface
4	Primary Digital Colours
5	Primary Print Colours
6	Secondary Colour Palette
7	Supergraphics
8	Officer Graphics
9	What Not to Do!
10	Digital Graphics
11	Justified Text
12	Union Imagery
13	Campaign Weeks
15	Templates & Best Practice
16	Trinity Ents
17	Trinity Ball
18	Quick Reference



Introduction

TCDSU Brand Guidelines 2021 updates and iterates upon the previous *Trinity College Dublin Students' Union Branding Guidelines* that were originally designed by Glen Byrne in 2016 during his term as Communications and Marketing Officer.

This Brand Book proposes a new 'look' for the Union based on many elements familiar to the Union. This new look will be referred to as Union Style from now on.

The aims of Union Style are to offer a clear direction for the styling of all Union material and communicate in a variety of methods while prioritising three core principles: Legibility, Hierarchy and Accessibility. The result is a Brand Book that is equal parts stubborn and fickle; core Union Style is retained where it matters, but a lot of flexibility is offered and encouraged to ensure that Union output remains fresh, brash and eye-catching, and to allow each Communications Officer to bring an individuality to the Union during their term.

Union Style is a point of reference for anyone wanting to design materials using Union assets. Remember: the Communications and Marketing Officer is the Union brand owner and has a level of editorial control over all Union assets. Just as they are responsible for all Union channels, they are responsible for how the Union looks.

If you are not the Communications and Marketing Officer, defer to their expertise and advice; they have final say. Contact them on the following channels:

communications@tcdsu.org
tcdsu.org
@tcdsu

It is hoped that this brand book will keep the Union looking fresh and flexible for the foreseeable future.

Union Style was compiled and designed by Philly Holmes, Communications and Marketing Officer 20/21.

Credits

Ideation, Direction and Design - Philly Holmes (Communications and Marketing Officer 20/21)

Original Brand Guidelines - Glen Byrne (Communications and Marketing Officer 16/17)

Consulting, Design and Brand Insight - Dáire McNab (TCDSU Front Office Manager)

Logo

'The Trinity College Dublin Students' logo represents the home that TCDSU provides to all students of Trinity College. It also reflects the location of TCDSU on campus: House 6.' - Glen Byrne, TCDSU Brand Guidelines, 2016

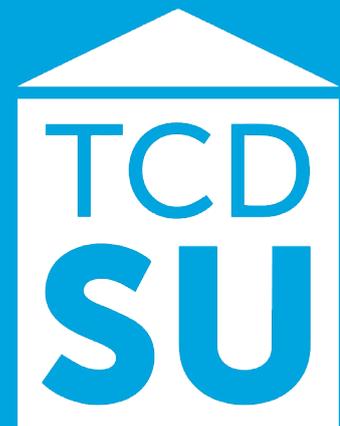
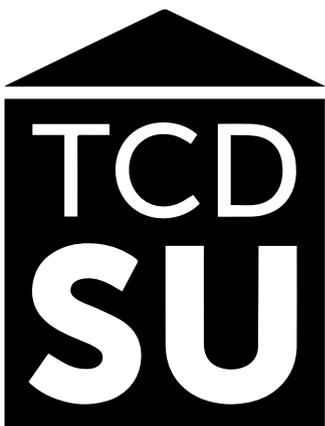
The logo is typeset in Whitney Medium for 'TCD' and Whitney Bold for 'SU'. Whitney is the Display Font in Union Style.

The logo can appear in black, white or 'SU Blue'. Decision on which colour to use should be based on accessibility requirements. Default to whatever is most legible against your chosen background colour.

To protect the clarity and visual integrity of the logo it has an exclusion zone. It must always appear legibly on a clear background.

The Whitney Bold 'U' provides a measurement for the exclusion zone around the logo, as pictured.

.svg and .png versions of this logo can be found under the heading 'SU_HOUSELOGO' in the brand assets folder.



Typeface

Display typeface Whitney

Whitney is the display font in Union Style. Use it for headers, headlines and titles. It also gets used often on TCDSU's social media graphics. Avoid using bold and black styles for body text.

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Body typeface Open Sans

Open Sans is the body typeface in Union Style. It is used for all 'set' text, for graphics with dense text and as the primary body font of statements and official Union documentation.

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
0123456789

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Primary Digital Colours

'SU Blue' is the primary colour in Union Style, but not the primary colour for all Union materials. Supergraphics, SU spaces, Front Office Branding, Refresh and partner branding should all use 'SU Blue'.

Social Media and Union produced materials can introduce variety via the other Primary Colours or any of the Secondary Colours.

Primary: 'SU Blue' Hex: #00a5df RGB: 0 165 223	Opacity: 100%
	Opacity: 70%
	Opacity: 40%
Primary: 'SU Dark' Hex: #002c4d RGB: 0 44 77	Opacity: 100%
	Opacity: 70%
	Opacity: 40%
Primary: 'SU Pink' Hex: #f096be RGB: 240 150 190	Opacity: 100%
	Opacity: 70%
	Opacity: 40%
Primary: Black Hex: #000000 RGB: 0 0 0	
Primary: White Hex: #ffffff RGB: 255 255 255	

Primary Print Colours

'SU Blue' is the primary colour in Union Style, but not the primary colour for all Union materials. Supergraphics, SU spaces, Front Office Branding, Refresh and partner branding should all use 'SU Blue'.

Print colours may vary slightly from digital colours due to the nature of print processes. Specify the below CMYK values or Pantone swatches for the most accurate replication.

<p>Primary: 'SU Blue' Pantone 2202 C CMYK: 91 0 0 0</p>	<p>Opacity: 100%</p> <p>Opacity: 70%</p> <p>Opacity: 40%</p>
<p>Primary: 'SU Dark' Pantone: 7463 C CMYK 100 53 0 72</p>	<p>Opacity: 100%</p> <p>Opacity: 70%</p> <p>Opacity: 40%</p>
<p>Primary: 'SU Pink' Pantone: 1905 CMYK: 0 47 2 0</p>	<p>Opacity: 100%</p> <p>Opacity: 70%</p> <p>Opacity: 40%</p>
<p>Primary: Black Hex: #000000 CMYK: 0 0 0 100</p>	<p>Primary: White Hex: #ffffff CMYK: 0 0 0 0</p>

Secondary Colour Palette

The secondary colour palette can be used to introduce contrast to graphics and SU materials. TCDSU does not have a set secondary colour scheme and Union Style can be achieved using a diversity of colour palettes. These colours work well to differentiate campaign week materials. The colours work best digitally but can be used for print occasionally.

Secondary: Yellow
Hex: #ffdc00 | RGB: 255 220 0
Pantone: Yellow C | CMYK: 0 8 100 0

Secondary: Light Yellow
Hex: #fff48f | RGB: 255 244 143
Pantone: 601 C | CMYK: 2 0 49 0

Secondary: Burnt Orange
Hex: #F87C56 | RGB: 248 124 86
Pantone: 2024 C | CMYK: 0 62 68 0

Secondary: Light Orange
Hex: #ffbe9f | RGB: 255 190 159
Pantone: 162 C | CMYK: 0 30 34 0

Secondary: Light Pink
Hex: #f4c3cc | RGB: 244 195 204
Pantone: 699 C | CMYK: 0 25 4 0

Secondary: Light Blue
Hex: #c5ebfe | RGB: 197 235 254
Pantone: 290 C | CMYK: 26 6 3 0

Secondary: Lime Green
Hex: #8de971 | RGB: 141 233 113
Pantone: 902 | CMYK: n/a

Secondary: Lavender
Hex: #b1a2ca | RGB: 177 162 202
Pantone: 2099 C | CMYK: 30 34 0 0

Supergraphics/Print

The Union has a variety of large-scale graphics, seen across House 6 and other SU spaces. Use the following guidelines to construct supergraphics and formal print materials. The guidelines set forth here apply primarily to printed material.

Logo Extensions

As with the TCDSU logo, the top line of all logo extensions is set in Whitney Medium and the bottom line is set in Whitney Bold.

Logo & Full Name



TRINITY COLLEGE DUBLIN
STUDENTS' UNION

Logo & Slogan



WE WORK FOR
YOU

Measurements and exclusion zone for all supergraphic logo extensions:



For bodies and organisations that fall under the purview of TCDSU, or miscellaneous usage, the operative word should be Whitney Bold and the other word Whitney Medium. If it is just one word, it should be in Whitney Bold.

The height of the extension is two 'U's horizontal.

Officer Graphics

Each officer has an icon associated with their role. These are versatile, can be used in any colour and have been designed to be flexible. They work as supergraphics, logos, icons, image/photo overlays, graphical motifs and more and can be used in a variety of ways to imply officer involvement in various things. They are as follows (in constitutional order):



.svg versions of these logos can be found in the brand assets folder.

*Note: the Ents graphic here is to be used in SU graphics pertaining to the Ents Officer, and not on graphics for Ents Events. The Ents plectrum logo remains the primary landmark for TCDSU Ents.

Each SU Office has a supergraphic with their role in English and Irish. These are made using the below measurements and exclusion zone:



Officer Supergraphics:



What Not to Do!

Avoid altering the colours.



Don't stretch or warp the logo in any way. (no squishing)



Don't rearrange logo extensions for physical material.



Don't outline the logo.



Don't replace the font.



Don't introduce other elements/holding shapes to a logo or logo extension.



Digital Graphics

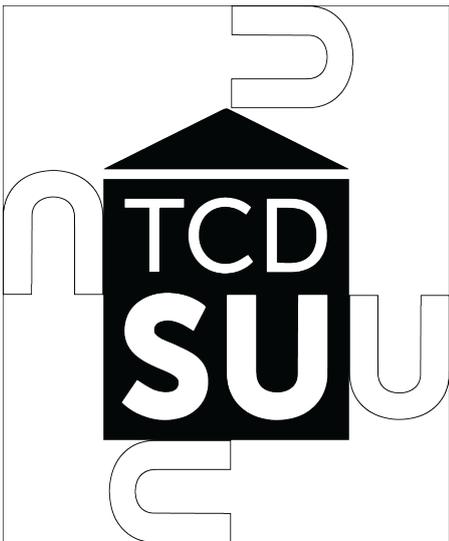
Digital graphics are now the primary medium for Union communications. Rules for digital graphics differ from print material. Union Style is more flexible here.

Logo & Extensions

TCDSU no longer uses the logo extension formats for digital material. The TCDSU House Logo should appear on it's own with the appropriate exclusion zone.

Avoid placing the logo in a holding shape - if the logo becomes illegible, try an alternative colour.

Digital exclusion zone guidelines for the TCDSU logo:



Regardless of size, the Whitney Bold 'U' should be used to measure the exclusion zone for any appearance of the TCDSU House Logo.

When the TCDSU House Logo appears alongside a suite of other logos, make sure that no one logo dominates the lineup. If the TCDSU logo takes prominence in a graphic, it's best to separate it from other logos i.e. TCDSU logo at the top and logo lineup at the bottom etc.

**WE USE
JUSTIFIED TEXT
TO ANNOUNCE
THINGS**

**FORMAT
TEXT IN A
SQUARE
TO AVOID
IT LOOKING
LIKE AN EYE TEST**

Justified Text

We use justified text to announce things. It creates a brash, contrasting and eye catching look that draws attention to itself on a social media feed and sits well on almost any colour background or background image.

This style is most useful for short, snappy announcements and cover images for longer-form announcements - it can be combined with non-justified text to further imply hierarchy and convey a more complicated message.

Text is set in Whitney Bold or Black, but Medium and Book weights can be used to impose hierarchy and highlight key terms and vital information.

When setting text in this form, ensure that the total **height of the text frame is no bigger than 1.5x the width**, this will retain a sense of proportionality and helps to avoid the 'eye test' look.

Adjust the leading of each line so that things appear condensed but remain legible and accessible.

Not all text has to be at full size, distribute words across lines to ensure that the key terms are clear. It's very easy to lose a sense of hierarchy with text set in this way, so it's crucial that all text is set with a view to creating clear, accessible hierarchy.

**USE THIS LOOK TO CONVEY
BIG IDEAS
AND TO DEMAND ATTENTION**

Union Imagery

TCDSU relies heavily on imagery as part of brand messaging. The Communications and Marketing Officer is responsible for managing a collection of appropriate stock photography to be deployed as part of Union graphics and messaging.

There are a few protocols that should be followed when choosing the right image for Union Style:

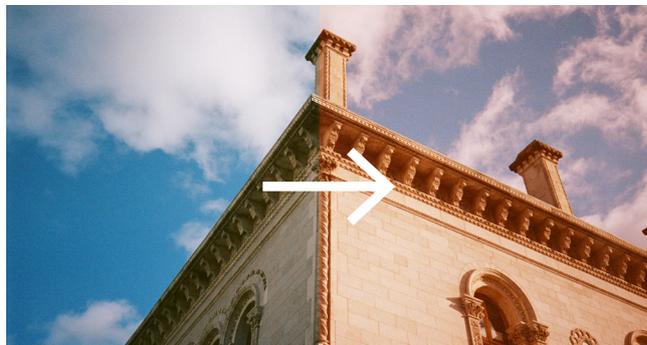
Avoid imagery with strong leading lines or a clear vanishing point. Images in single-point perspective draw the eyes away from copy and can cause accessibility issues.



Beware of highly contrasting foregrounds, backgrounds and horizon lines. The difference in colour can affect text legibility and cause accessibility issues.



Use the secondary colour palette as an overlay to create a gentle, pseudo-duotone effect. This helps to decrease contrast and increase legibility. There's no strict rule about how this should look. It can also be used to extend the life of stock imagery by introducing variety.



Remember: It's of utmost importance that you give appropriate credit to any non-Officer who contributes imagery or video of any kind to the Union. Imagery from royalty-free stock photography services such as Unsplash or Shutterstock require attribution in line with their terms of service.

Campaign Weeks

The TCDSU calendar revolves around campaign weeks, they are an opportunity for engagement, student involvement, activism and nights out.

Campaign weeks vary greatly year-to-year and so should their branding and marketing. Campaign weeks, for the most part, should be clearly differentiated from Union announcements and Union focused content - by differentiating their 'look' year-to-year we provide students opportunities to engage with the Union and lower the barriers to entry involved with taking part in a campaign.

The TCDSU 'House' Logo should be present in some form on all campaign week material.

TCDSU closely collaborates with societies and the college on Campaign Weeks, other parties may take responsibility to develop graphics. **Ensure that all collaborators are provided with the most up-to-date versions of all relevant Union Brand materials and guidelines.**

Certain campaign activities should remain more in line with Union Style than others.

It's vital that all **election advertising and election-related materials** stick to Union Style. It is a formal process core to the Union and requires a more formal treatment. Ensure that each election remains consistent to itself throughout the election process.

RAG Week branding falls under Trinity Ents brand guidelines and is typically handled by members of Trinity Ents or other RAG Week collaborators.

Éigse has its own logo (colloquially known as *MucDara*) and celtic-styled font treatment. This should be retained as the core of the Éigse look and iterated on alongside the campaign week collaborators.

Campaign weeks such as **Green Week** and **Health and Sports Week** often have branding completed by the college. There may be a need for Union-specific material for these weeks (email header, posters, event headers etc) - don't feel the need to imitate the materials provided by the college.



FRIDAY 6PM:
PANEL: A BRIGHTER FUTURE
WITHOUT DIRECT PROVISION

12/10-16/10
2020

TCD SU REFUGEE WEEK
SEACHTAIN NA DTEIFEACH
#400WELCOMES

ACADEMIC
INTEGRITY
WEEK

19 - 23 Octob

WOMEN'S
WEEK

SEACHTAIN
NA mBAN

29th Máirta - 2nd Albreán April 2021

BODY & SOUL
CORP & ANALYSIS
2021

GREEN WEEK
Feb 22-26 2021

TCDSU EMPOWERMENT WEEK 2020

LEADERSHIP RACE 2021/22
RÁS CEANNAIREACHTA 2021/22

REGISTER TO VOTE!

Seachtain na Feasachta
Disability Awareness

éigse
na Tríonóide

Iú - 5ú
Márta

LEADERSHIP RACE 2021/22
RÁS CEANNAIREACHTA 2021/22

LAST CHANCE TO VOTE!

TCDSU RAPID HIV
TESTING KITS

TCDSU EXTRAORDINARY
COUNCIL

16th April 7pm

TRINITY
festival
2021

9pm 23/04/21
online

Malaki
Ailbhe Reddy
Nealo

Big Sleep + Tertia
+ Ellie O'Neill +

#M
M

A Fun
Thos

QUEER SEX ED!

Templates & Best Practice

Included in the Union Style Brand Assets is a set of flexible templates in Union Style that can be deployed at short notice.

Templating is a vital part of how TCDSU can stay on top of messaging and it's recommended that any new graphical styles developed by anyone in the Union be retained templates for later use.

Templates shouldn't be shied away from. All SU personnel hold a variety of responsibilities, branding and marketing being just one of those. Expediency and efficiency can only be achieved through use of effective templating and efficient design practice - try not to get bogged down in the minutiae of graphic design when there are other responsibilities to attend to.

Best Practice/Tips

Display Text (Headlines, event titles etc) should be set with a minimum 5% document margin on all materials.

Body Text (copy, announcements, non-justified set text) should be set with a minimum 10% document margin on all materials.

Facebook Event Covers have a dead zone in the header and footer that gets cut off on different platforms, set your event covers with an appropriate top + bottom margin to account for this.

Twitter overcompresses medium-large .png images.

Ensure that all imagery used across social channels has appropriate Alt Tagging.

It's of utmost importance that you **give appropriate credit** to any non-Officer who contributes imagery or video of any kind to the Union.

Refer to the back page of this Brand Book for specific **aspect ratio requirements** across various social media platforms.

Legibility and Hierarchy are key to clear and accessible graphics - there may be occasions where these overrule **Union Style**.

Trinity Ents

Ents is the entertainment branch of TCDSU. Ents branding has a different set of rules and a unique colour scheme.

In order to keep events fresh and contemporary, the Ents 'look' is subject to change and shouldn't be bound to the guidelines set forth in this brand book. Over the year Ents has employed a variety of aesthetics and looks to convey strong event-oriented thematic branding and should be empowered to keep doing so. It's also a platform for student designers to platform their skills.

Logo



The Ents logo is referred to as the 'plectrum', a red plectrum holding shape with a punch-through Ents 'E'.

The logo can appear in black, white or 'Ents Red'. Decision on which colour to use should be based on accessibility requirements. Default to whatever is most legible against your chosen background colour. Unique logo colours can be employed for event specific branding. The punch-through 'E' can contain imagery if desired.

The Ents Plectrum doesn't have a defined exclusion zone, but to protect the clarity and visual integrity of the logo it must always appear legible on a clear background.

Primary 'Ents Red'
Hex: #dc1f26 | RGB: 220 31 38
Pantone: 485 C | CMYK: 7 100 100 1

Primary: Black
Hex: #000000 | RGB: 0 0 0
CMYK: 0 0 0 100

Trinity Ball

Trinity Ball is currently organised by MCD in partnership with Trinity's Capitated bodies. Marketing material for Trinity Ball is handled externally by MCD and therefore not beholden to any of the guidelines set forth in this brand book. Those in Trinity College Dublin responsible for Trinity Ball decide on a theme and may have input into the look and feel of the final T-Ball brand campaign.

The Communications Officer or other Union personnel may be required to adapt assets provided by MCD into a variety of formats.



Quick Reference - 2021

Facebook

Video:

16:9 or 9:16 aspect ratio
1080p/4k resolution

Imagery:

Profile Cover - 16:9 with a 10% margin
Event Cover - 16:9 with a 10% margin
Feed post - 1.91:1 | 1:1 | 4:5

Story:

1080x1920px - 9:16

Instagram

IGTV/Reels:

16:9 or 9:16 aspect ratio
1080p/4k resolution
Cover - 9:16 with a square safe zone.

Imagery:

Square - 1080x1080px
Landscape - 1080x566px
Portrait - 1080x1350px

Story (Video/Imagery):

1080x1920px - 9:16

Twitter

Video:

16:9 or 9:16 aspect ratio
1080p/4k resolution

Imagery:

Profile Cover - 3:1 (1500x500px)
(No crop) Feed post - 4:3 | 16:9

Mailchimp

Imagery:

Width: 1200px
Height: variable

Google Forms

Imagery:

Header - 1600x400px

