MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

MTU Sub-brand Identity

www.mtu.ie

Introduction

MTU is committed to maintaining a strong, consistent, and recognisable brand identity that reflects our values, vision, and reputation across all communications relating to the University

As part of this commitment, a sub-brand identity has been designed to distinguish a faculty, department, service or administrative unit, while maintaining a visual connection to the MTU master brand.

When used appropriately and consistently, the sub-brand identity reinforces the broader MTU identity while supporting the visibility of key internal entities.

The clear zone and minimium size of new sub-brands is to follow the formula of existing ones. All new sub-brands require the approval and written permission of the University President before proceeding. To begin the sub-brand approval process, please contact the local marketing office or email **marketing@mtu.ie**.

Sub-brand Identity

MTU's official logo should be used for all front-facing/external material. In instances when there is a clear need to distinguish a particular university unit, the sub-brand identity can be used.

The MTU sub-brand identity is created using the flag element of the MTU Primary Logo and name of the University Unit alongside the MTU Primary logo. The positioning of the logo and names in relation to each other creates a sense of ownership.

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Munster Technological University

Oifig an Uachtaráin
Office of the President

MTU Sub-brand

Future MTU sub-brands must be created using the predefined MTU sub-brand template available with the brand assets supplied. Fixed design elements cannot be altered, the editable text can be used to typeset the name of the entity as shown.

The text should alway be MTU Navy. The only acceptable alternative is white text, which may be used exclusively when placed on a navy blue background or another dark, approved brand-colour background to ensure sufficient contrast and readability.

A consistent, defined amount of negative space should be maintained horizontally between the icon and the start of the text to ensure they do not feel cramped or disconnected. The vertical midpoint of the icon should align with the vertical midpoint of the text for a clean, cohesive design where all elements appear balanced.



Seirbhísí Corparáideacha
Corporate Services

IBM Plex Condensed Sans Bold

IBM Plex Condensed Sans Medium

Implementation

There are 3 distinct colours to represent the different university units:

MTU Gold: President and Vice Presidents' Offices
MTU Red: Faculties, departments and courses
MTU Light Blue: Student services and administrative units

Leas-Uachtarán
Gnóthaí Acadúla agus Cláraitheoir
Vice President
Academic Affairs and Registrar

Faculty of Creative and Performing Arts and Media

Marketing Unit

Implementation

There will be 2 distinct uses for the MTU Sub-brand Identity

- Dual Language Version
- English Version

The MTU Primary Logo must be displayed on the top left of a document and the sub-brand device on the top right. If it can't be placed it the top right it can appear in the bottom right.

It must be the same height as the MTU primary logo and there must always be a clear distance between the MTU Primary Logo and the sub-device which is equal to the width of the MTU text in the primary logo.

A minimum clear zone, height of the M in the primary logo, surrounding the Primary logo and sub-brand identity.

Where it isn't possible to display the MTU primary logo and sub-brand identity together, such as merchandise, the sub-brand device must appear on the opposite side i.e on the back of the item.

The sub-brand device must never appear on its own/without the MTU Primary Logo.

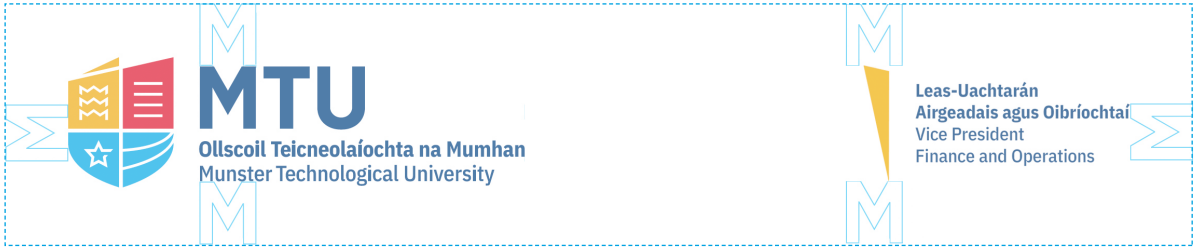
Example shows logos with equal status / equal height



Example shows logos with minimum wording distance



Example shows logos with minimum clear zone



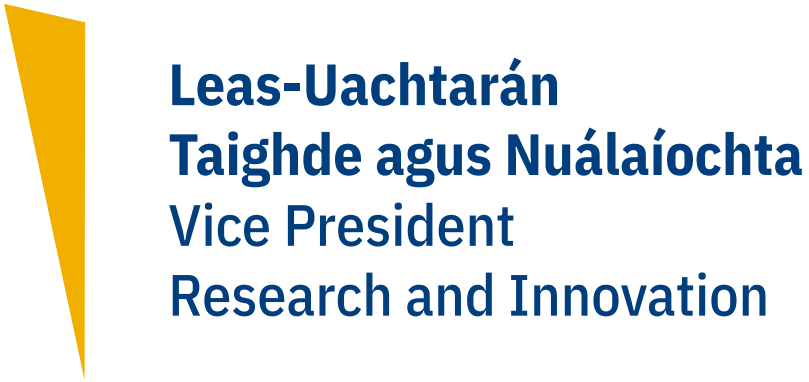
Dual Language Sub-brand

The dual language version of the sub-brand identity has been designed for use by for the Office of the President, University VPs and Faculties. It is to be used in an official capacity.

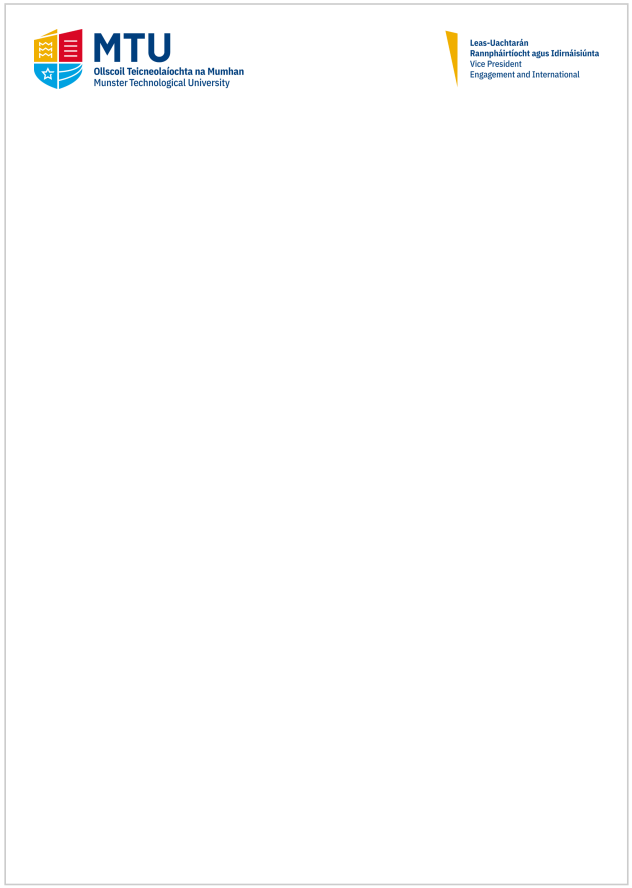
The Irish must come before the English and always be set in a bolder weight. All branding text must be set in IBM Plex Sans Bold (Irish) and Regular (English).

The dual-language sub-brand device can be applied to (but not limited to):

- Letterheads
- Email Signatures
- Business Cards
- PowerPoint Presentations

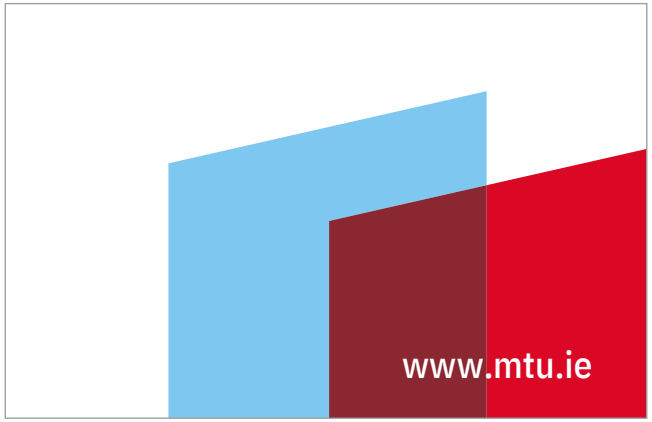


Dual Language Sub-brand



Letterhead

Business Card



Reverse of Business Card

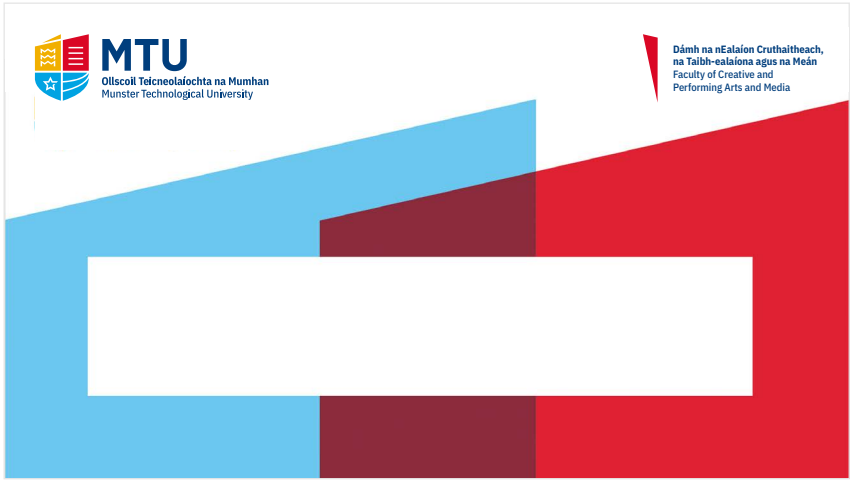


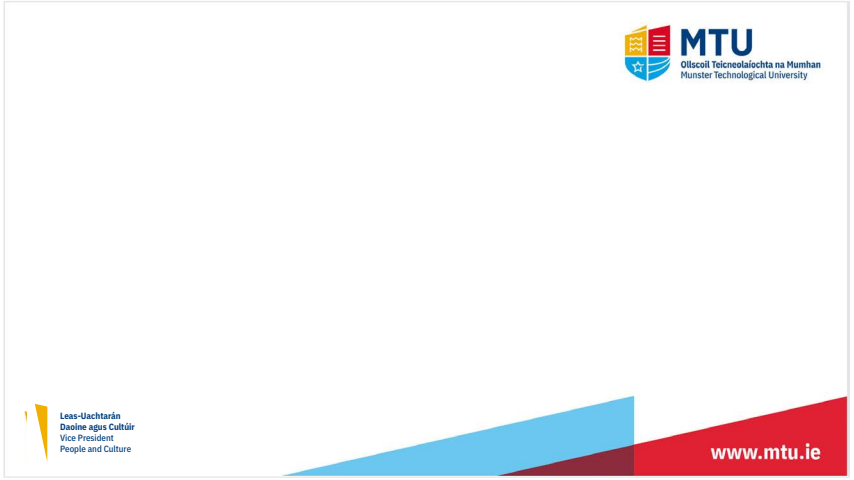
Cork Campus Business Card

Dual Language Sub-brand

PowerPoint Presentation Examples

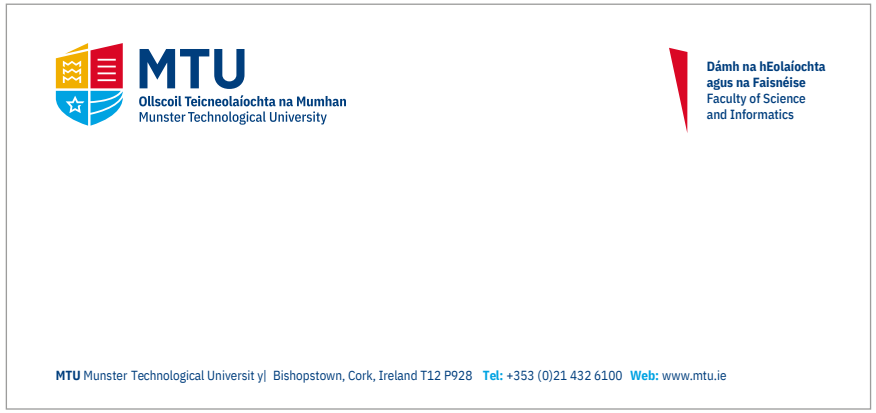




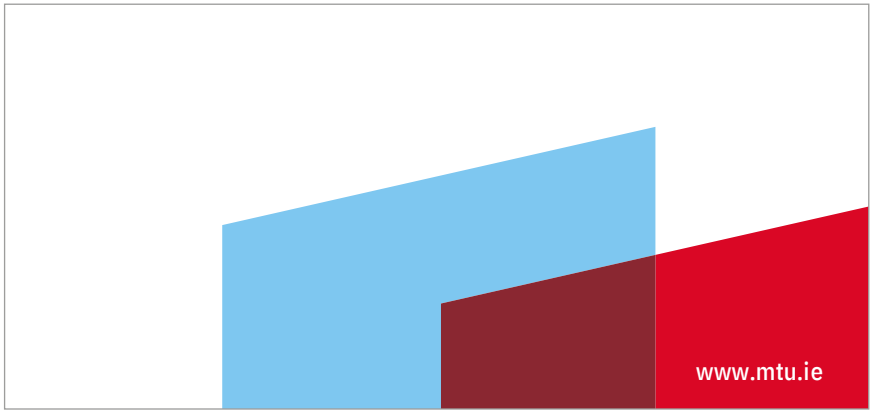


Dual Language Sub-brand

Compliment Slip



Compliment Slip Front



Compliment Slip Back

Email Signature



English Sub-brand

For internal and external use (other than official use), the sub-brand device can be displayed in English only. The design of the external sub-brand device is handled in the same way as the dual language sub-brand device.

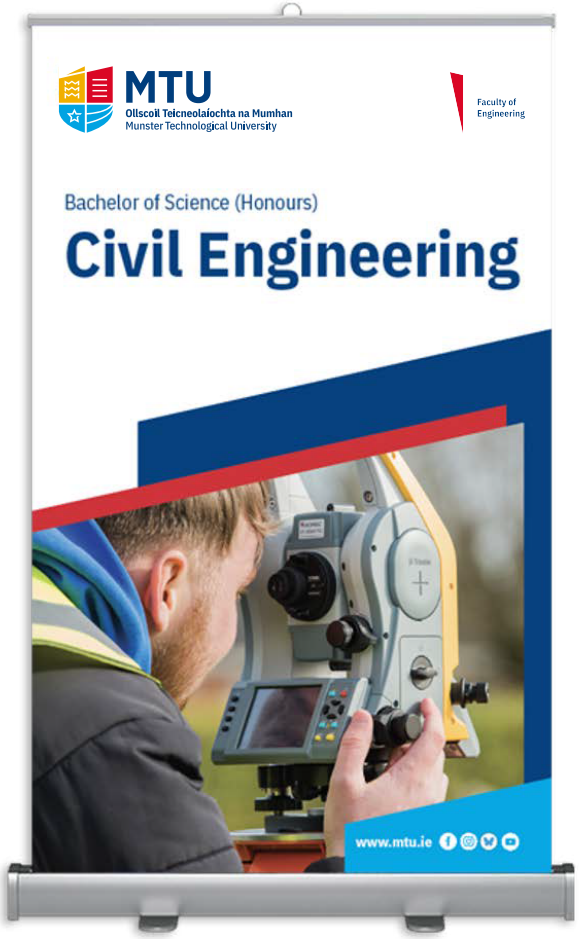
The English sub-brand device can be applied to (but not limited to):

- Posters & Flyers
- Pull-up Banners, Exhibition Signage, Displays
- Social Media Graphics (excluding profile icons)
- Merchandise
- Email Signatures
- Powerpoint Presentations



English Sub-brand

Pull up Banners



English Sub-brand

Social Media / Digital







English Sub-brand

Merch



Tote bag
Front



Tote bag
Back

English Sub-brand

Merch



Hoodie

Keep Cup



Front



Back

Sub-brand Misuse

The following are examples of inappropriate usage of the sub-brand elements.

No

Do not change text colour outside of MTU Navy



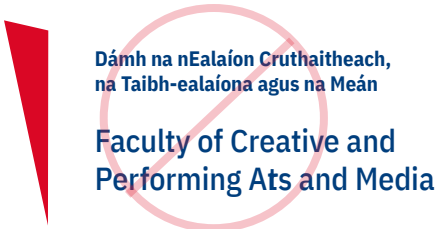
No

Dual language logos should always be consistant in text size. One should never be larger than the other



No

Dual language logos should always be consistant in text size. One should never be larger than the other



No

Logo must not be rotated, streched or distorted



Initiatives and Projects

One off sub-brand identities can be created for various MTU initiatives and projects



Green Campus



Equality, Diversity & Inclusion Office
Pride Month



International Women's Day

MTU

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