



NUI Galway  
OÉ Gaillimh

# HERE IS WHERE

**WE KEEP THE  
GUIDELINES**

**CAMPAIGN  
GUIDELINES  
2019**



# HERE IS WHERE ~

## THE INTRODUCTION STARTS

The following shows the kit of parts that have been designed for the NUI Galway campaign of 2019.

These guidelines should be accompanied to guidelines for the master brand of NUI Galway and adhered to in parallel.

For questions and queries on any of the guidelines please contact the brand guardian, Bríd.

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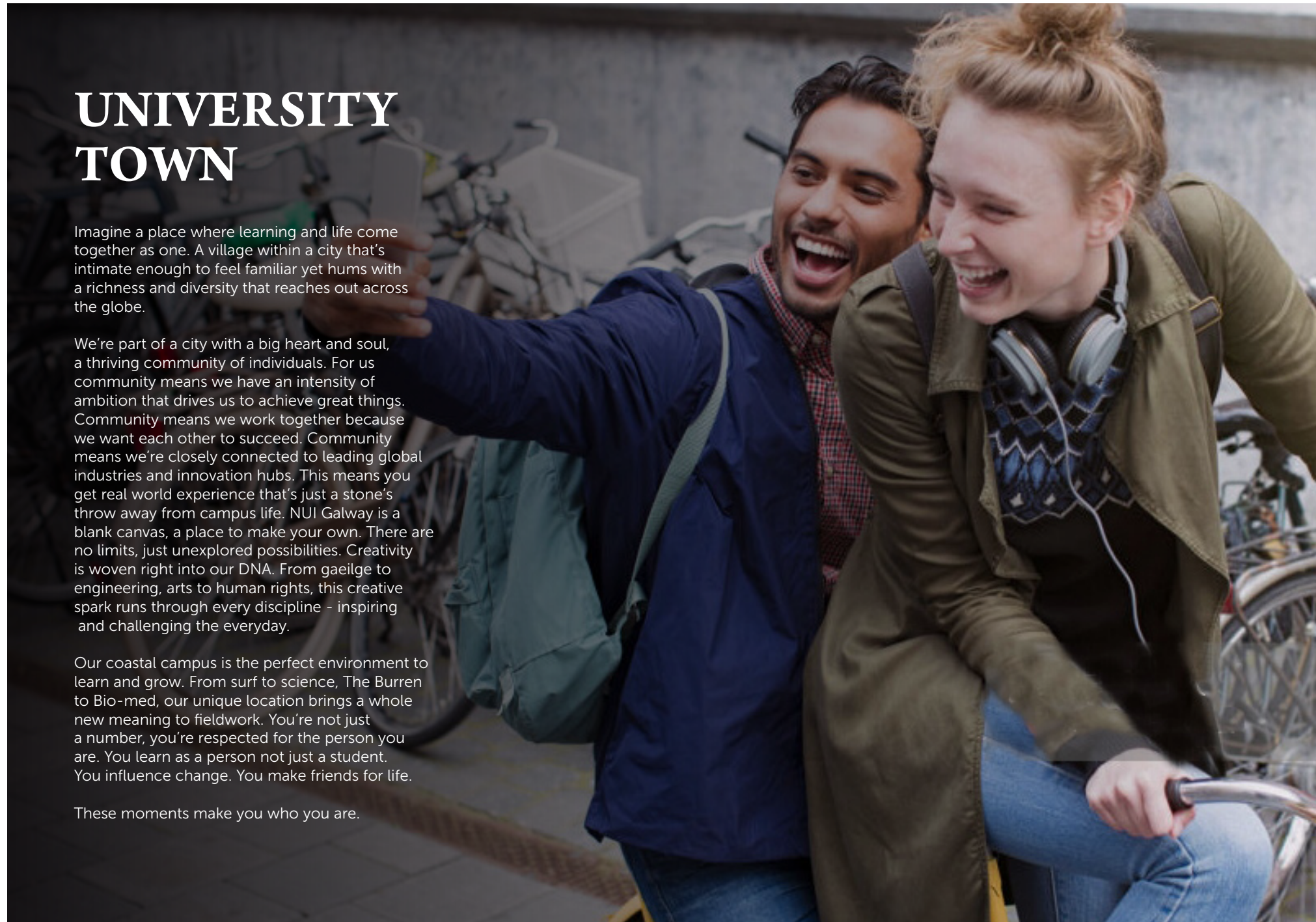
# UNIVERSITY TOWN

Imagine a place where learning and life come together as one. A village within a city that's intimate enough to feel familiar yet hums with a richness and diversity that reaches out across the globe.

We're part of a city with a big heart and soul, a thriving community of individuals. For us community means we have an intensity of ambition that drives us to achieve great things. Community means we work together because we want each other to succeed. Community means we're closely connected to leading global industries and innovation hubs. This means you get real world experience that's just a stone's throw away from campus life. NUI Galway is a blank canvas, a place to make your own. There are no limits, just unexplored possibilities. Creativity is woven right into our DNA. From gaeilge to engineering, arts to human rights, this creative spark runs through every discipline - inspiring and challenging the everyday.

Our coastal campus is the perfect environment to learn and grow. From surf to science, The Burren to Bio-med, our unique location brings a whole new meaning to fieldwork. You're not just a number, you're respected for the person you are. You learn as a person not just a student. You influence change. You make friends for life.

These moments make you who you are.





# HERE IS~ CAMPAIGN



NUI Galway is a university city that's alive with passion and pride. Here we celebrate the place, the people and the feeling of inclusivity that makes NUI Galway so unique. Here is where we give a true sense of the college through the voice of the people.

It captures the big celebrations and the firsts, but also the small moments that on the surface might not seem like much, but are in fact the moments that make you who you are. NUI Galway ignites a connection that stays with you for life.

**'HERE IS WHERE'**

We have created a graphic device for the campaign slogan. The concept behind this mark is to disrupt the traditional visuals of educational bodies and speak to the audience in a peer-to-peer vernacular.



**MINIMUM SIZE**

As this is a graphic device and not a landmark the minimum size is not as strict. However for legibility purposes we suggest you use this device no smaller than 10mm wide.

For specific use of the NUI Galway landmark please refer to the NUI Galway brand guidelines.



**DO'S & DON'TS**

DO USE COMPLIMENTING COLOURS

DO USE WHITE SPACE AROUND IMAGERY



DON'T WARP THE GRAPHIC

DON'T SQUEEZE THE GRAPHIC INTO SMALL SPACES



DON'T USE CLASHING COLOURS

DON'T OBSTRUCT THE IMAGE



DON'T CROP OUT OF FRAME

DON'T USE BOTH IRISH AND ENGLISH IN THE SAME PLACE



### PORTRAIT AND LANDSCAPE USE

The 'Here is where' graphic has been designed to be used on portrait formats in the portrait position. This is the primary use. The graphic should be used like this where possible.

However there are always exceptions. In cases where there are landscape formats with less space the use of a landscape graphic is acceptable. For example web banners, email signatures.

**Please resort to this layout only once it is absolutely clear a portrait composition will not work.**

### PORTRAIT USE A1/A2/A3/A4 Poster

Preferential use



### LANDSCAPE USE Web advert

Secondary use





## COLOUR VARIATIONS

The NUI Galway brand has a wide array of colours at its disposal.

However to maintain a stronger consistency throughout this campaign we have elected to use some of the bolder colours. This simplifies the colour usage, which is shown to the right.

The colours are not limited to this - The entire NUI Galway colour palette range may be used. However it is preferential you use the combinations shown, where possible.

The colours selected are to encourage a more youthful and contemporary visual aesthetic for the intended viewers of the campaign.

The use of NUI Galway mulberry is important to establish ownership and a consistent brand for this new campaign. As a result this is the primary colour used, as shown to the right.





## TYPEFACES

We use two typefaces throughout our brand.

The primary typeface is Arno. This is the typeface used within our brandmark and throughout all pieces of communication for headlines, body copy and so on.

We also have a secondary typeface; Museo Sans. This is a contemporary sans serif typeface used to accompany Arno where there is large amounts of body copy or sub information within posters etc.

Please note that "HERE IS WHERE" or "SEO Í AN ÁIT" are graphic devices and not typefaces.

### ARNO PRO

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### MUSEO PRO

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

## PHOTOGRAPHY

The 12 images to the right capture the aesthetic we wish to achieve for this campaign.

The imagery is a balance between life, work and play showing Galway City, the university campus and students at their best. Each image captures a moment. The subjects/ models are candid and enthusiastic. Selected imagery should be rich in tone and aspirational.

Where possible, imagery should include more than one person to highlight community and making friends for life.

Note: Please refrain from using stock photography of students holding books staring blankly into the camera. This sort of imagery is not emotive or descriptive enough for this campaign.





## DESIGN SYSTEM

We have marked up the cover of this undergraduate prospectus to show how space is appropriately proportioned and distributed for hierarchy.

Starting with the NUI Galway brand-mark - we create an invisible boarder using the X width.

Then placing the 'Here is where' graphic appointing 2/5ths of the width of the poster to it.

**Note:** The width of the 'W' in 'Here is where' is roughly the same with as the brandmark.

This leaves enough white-space for imagery underneath.

**This use of the design system is preferential when designing brochures, adverts, posters and so on.**

X @ 17mm

HERE IS WHERE  
GRAPHIC PLACEMENT  
3:2 RATIO SPLIT TO THE  
WIDTH OF AN A4 DOCUMENT  
\*NOT TO BE ALTERED

UNDERGRADUATE  
TONE OF VOICE  
CONVERSATIONAL

UNDERGRADUATE  
PLAYFUL INVITING IMAGERY





### Graphic Device

Using a full page/bleed image is not always possible for example when there is a lot of content or imagery is too busy. So we have created a diagonal device which interacts with the 'Here is where' graphic. This allows us to create a clear solid block of colour for clarity while also creating a dynamic and refreshing layout.

This use of the design system is secondary and should be used for more informational purposes when there is large amounts of copy. For example directional signage, articles or notices.

X @ 17mm

160 DEGREE LINE,  
FOLLOWING THE CREASE  
IN THE "HERE IS WHERE"  
GRAPHIC

160°



### Signage / Wayfinding

In the case of posters wayfinding we still use the diagonal device but remove imagery.

You will also notice the hierarchy has changed where the information is more important.

X @ 17mm

HERE IS WHERE  
SECOND LEVEL  
HIERARCHY

'OPEN DAY'  
TAKES PRECEDENCE AS  
ITS IS MORE IMPORTANT



NUI Galway  
OE Gaillimh

**HERE IS  
WHERE**

CAREER PROSPECTS  
SKYROCKET

Get more on  
postgraduate courses  
[www.nuigalway.ie](http://www.nuigalway.ie)

NUI Galway  
OE Gaillimh

**HERE IS  
WHERE**

LOCAL EXPERIENCE  
HAS GLOBAL IMPACT

Get more on  
postgraduate courses  
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NUI Galway  
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**HERE IS  
WHERE**

YOU'LL FIND  
YOUR STRIDE

Get more on  
postgraduate courses  
[www.nuigalway.ie](http://www.nuigalway.ie)

NUI Galway  
OE Gaillimh

THE HIGHER EDUCATION  
GOOD UNIVERSITY  
GUIDE  
2018  
UNIVERSITY  
OF THE  
YEAR

**HERE IS  
WHERE**

THE ADVENTURE  
BEGINS

**OPEN DAY**  
24 MARCH 2018  
9AM TO 3PM

#choosenuigalway  
[www.nuigalway.ie/opendays](http://www.nuigalway.ie/opendays)

NUI Galway  
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**HERE IS  
WHERE**

I STARTED A  
NEW CHAPTER

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

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**HERE IS  
WHERE**

I MET MY  
MATCH

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

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**HERE IS  
WHERE**

I MADE  
WAVES

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

NUI Galway  
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POST GRADUATE  
PROSPECTUS  
2019

**HERE IS  
WHERE**

YOU START YOUR  
NEXT CHAPTER

TOP 1%  
QS World University  
Rankings





NUI Galway  
OÉ Gaillimh

HERE IS  
WHERE~  
THE ADVENTURE  
BEGINS

# OPEN DAY

5th-6th Oct 2018  
9am to 3pm

#hereiswhereyoudecide  
[www.nuigalway.ie/opendays](http://www.nuigalway.ie/opendays)

THE SUNDAY TIMES  
THE SUNDAY TIMES  
GOOD  
UNIVERSITY  
GUIDE  
2018  
UNIVERSITY  
OF THE  
YEAR



HERE IS  
WHERE~

THE ADVENTURE  
BEGINS OPEN DAY

6-7 OCT 2019

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



NUI Galway  
OÉ Gaillimh

# HERE IS WHERE~

I MET MY MATCH



THE SUNDAY TIMES

HERE IS~

OF THE  
YEAR

UNIVERSITY

NUI Galway  
OÉ Gaillimh

GOOD UNIVERSITY GUIDE 2018



QS STARS  
RATED FOR EXCELLENCE

TOP  
1% OF UNIVERSITIES  
WORLDWIDE\*

NUI Galway  
OÉ Gaillimh

\*ACCORDING TO QS  
WORLD UNIVERSITY RANKINGS



NUI Galway  
OÉ Gaillimh

# HERE IS WHERE~

YOU START YOUR  
NEXT CHAPTER



NUI Galway  
OÉ Gaillimh

# HERE IS WHERE~

YOU START YOUR  
NEXT CHAPTER







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