



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

Brand Guidelines



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Section 1 - Using the identity



Using the identity

1.1 The basic identity

The new brand identity for Cork Institute of Technology is centred on a minimalist encapsulation of the initials CIT, entitled 'Insignia CIT'.

The identity can be used on its own for a wide variety of applications or in tandem with descriptive text as shown in this brief guide.

Only logo files supplied by CIT can be used and they cannot be altered or distorted in any way. Specific colours have been selected for this brand identity and they are as follows:

CIT Red: Pantone 200C
CIT Navy: Pantone 294C

CIT Brand Identity

CIT is a national brand, a brand that can attract the best staff and students from anywhere in Ireland or abroad, a brand that leads the way and is world class.

The new CIT visual identity has been created to reflect this position. The identity is anchored by a strong use of the initials - CIT. This creates a mechanism whereby all the activities of CIT can be clearly linked at all times. Strong colours and a clean typeface add to the strength of the new identity.

The identity has been created to work effectively across all visual environments.

The key to the success of any new identity is in its implementation. This short guide will help you to use the new identity correctly in order to maximise its impact and help CIT to achieve its goals and ambitions.

The official CIT crest will be used for ceremonial purposes only and not for day-to-day communications. This approach elevates the crest to a higher level of importance. Use of the crest for other purposes may be appropriate in certain cases but only once formal approval has been received.



Using the identity

Insignia CIT (Master Brand)

This is the identity in its purest form and can be used when promoting the Institute as a whole rather than a constituent college or department. It is also extremely useful for signage, uniforms and applications where a single strong element is most appropriate.



Preferred Brand

The relationship between the 'Insignia CIT' mark and the typography is illustrated in the Preferred Brand logo. This form of the identity should be used whenever possible. It must be used in full without distorting or resizing either element.



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

Constituent Brands

Specific logo solutions have been prepared for the constituent colleges of CIT. These echo the Preferred Brand and also must not be distorted or resized.



Ceol-Scoil Chorcaí
Cork School of Music



Coláiste Ealaíne agus Deartha Crawford
Crawford College of Art & Design

Extended Brands

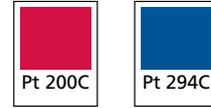
This solution is to be applied when specific areas or units of the Institute such as Faculties, Schools or Centres require branding. The additional title is to be set in Frutiger 57 Condensed with a matching 'X' height.



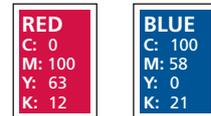
Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology
Dámh na hInnealtóireachta
Faculty of Engineering

Using the identity

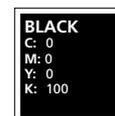
2 Colour Rendition



4 Colour Rendition



Single Colour Rendition



Single Colour Reversed Rendition

If required, the logo may be used in a reversed rendition, but only out of the CIT Red, either in single colour spot red (Pt 200C) or in its CMYK equivalent (C:0 M: 100 Y: 63 K: 12). The CIT and additional text will feature in white, with a white keyline indicating the edge of the master logo, as follows:



Using the identity

1.2 Key artwork files

All artwork files are supplied as vector format and may be found on the accompanying CD under the following references:

CIT Cork Institute of Technology



Insignia CIT (Master Brand)	
CIT(master).eps	Mac
CIT(master).ai	PC
CIT(master).jpg	Mac/Pc



Preferred Brand (2 colour spot)	
CIT(pref_sp).eps	Mac
CIT(pref_sp).ai	PC
CIT(pref_sp).jpg	Mac/Pc



Preferred Brand (cmyk)	
CIT(pref_fc).eps	Mac
CIT(pref_fc).ai	PC
CIT(pref_fc).jpg	Mac/Pc



Preferred Brand (single colour)	
CIT(pref_sc).eps	Mac
CIT(pref_sc).ai	PC
CIT(pref_sc).jpg	Mac/Pc



Preferred Brand (single colour reversed)	
CIT(pref_sc_rev).eps	Mac
CIT(pref_sc_rev).ai	PC
CIT(pref_sc_rev).jpg	Mac/Pc

CIT Cork School of Music

**Insignia CIT (Master Brand)**

CIT MUS(master).eps	Mac
CIT MUS(master).ai	PC
CIT MUS(master).jpg	Mac/Pc



Ceol-Scoil Chorcaí
Cork School of Music

Preferred Brand (2 colour spot)

CIT MUS(pref_sp).eps	Mac
CIT MUS(pref_sp).ai	PC
CIT MUS(pref_sp).jpg	Mac/Pc



Ceol-Scoil Chorcaí
Cork School of Music

Preferred Brand (cmyk)

CIT MUS(pref_fc).eps	Mac
CIT MUS(pref_fc).ai	PC
CIT MUS(pref_fc).jpg	Mac/Pc



Ceol-Scoil Chorcaí
Cork School of Music

Preferred Brand (single colour)

CIT MUS(pref_sc).eps	Mac
CIT MUS(pref_sc).ai	PC
CIT MUS(pref_sc).jpg	Mac/Pc



Ceol-Scoil Chorcaí
Cork School of Music

Preferred Brand (single colour reversed)

CIT MUS(pref_sc_rev).eps	Mac
CIT MUS(pref_sc_rev).ai	PC
CIT MUS(pref_sc_rev).jpg	Mac/Pc

CIT Crawford College of Art and Design

**Insignia CIT (Master Brand)**

CIT A&D(master).eps	Mac
CIT A&D(master).ai	PC
CIT A&D(master).jpg	Mac/Pc



Coláiste Ealaíne agus Deartha Crawford
Crawford College of Art & Design

Preferred Brand (2 colour spot)

CIT A&D(pref_sp).eps	Mac
CIT A&D(pref_sp).ai	PC
CIT A&D(pref_sp).jpg	Mac/Pc



Coláiste Ealaíne agus Deartha Crawford
Crawford College of Art & Design

Preferred Brand (cmyk)

CIT A&D(pref_fc).eps	Mac
CIT A&D(pref_fc).ai	PC
CIT A&D(pref_fc).jpg	Mac/Pc



Coláiste Ealaíne agus Deartha Crawford
Crawford College of Art & Design

Preferred Brand (single colour)

CIT A&D(pref_sc).eps	Mac
CIT A&D(pref_sc).ai	PC
CIT A&D(pref_sc).jpg	Mac/Pc



Coláiste Ealaíne agus Deartha Crawford
Crawford College of Art & Design

Preferred Brand (single colour reversed)

CIT A&D(pref_sc_rev).eps	Mac
CIT A&D(pref_sc_rev).ai	PC
CIT A&D(pref_sc_rev).jpg	Mac/Pc

Using the identity

1.3 Colour and logo

The principal colours of the CIT logo are Pantone 200C (red) and Pantone 294C (blue). In single colour and spot colour applications, they should be colour-matched to a current pantone colour swatch. The codes for Process colour, RGB and Web Safe are illustrated below:

PMS Reference	C	M	Y	K	R	G	B	Web Safe
Pantone 200C	0	100	63	12	211	18	69	cc0033
Pantone 294C	100	58	0	21	0	85	150	006699

In circumstances such as process work, there may be the opportunity to use other colours apart from the defined CIT red and blue. The proposed support colours, and their colour breakdowns are listed below:

PMS Reference	C	M	Y	K	R	G	B	Web Safe
Pantone 659C	57	32	0	0	110	153	212	6699cc
Warm Grey 10C	51	51	55	19	118	106	99	666666
Warm Grey 5C	33	30	34	0	122	37	49	999999



1.4 Typography

The Insignia CIT is a hand-drawn logo. The supporting text is produced by using the font 'Frutiger'. Frutiger is a font with a large family and is widely available.

Frutiger Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Frutiger Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Frutiger Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&()_+*

Frutiger Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Frutiger Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Frutiger Light Condensed

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Frutiger Roman Condensed

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Frutiger Bold Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@£\$%^&*()_+

Using the identity

1.5 Placing the logo

Breathing space

The logo should always have adequate breathing space from other elements. 'Insignia CIT' is used to define this space as follows:



A more comprehensive guide to placing the logo on a variety of elements can be found in **Section 2: Applying the Identity**

Using the identity

1.6 Unacceptable usage of the logo

The key to good identity is a consistency of application. The application of the CIT logo must conform to the guidelines set out in this document. Below are some examples of unacceptable usage.

Relationship between 'Insignia CIT' and the text must not be altered



The typeface should never deviate from 'Frutiger'



The designated colours should not be altered



There is only one correct 'reversed' version of the logo and it may only reverse out of the CIT red (Pt. 200C)



When a miniature representation of the logo is required it may not print smaller than 25mm in width





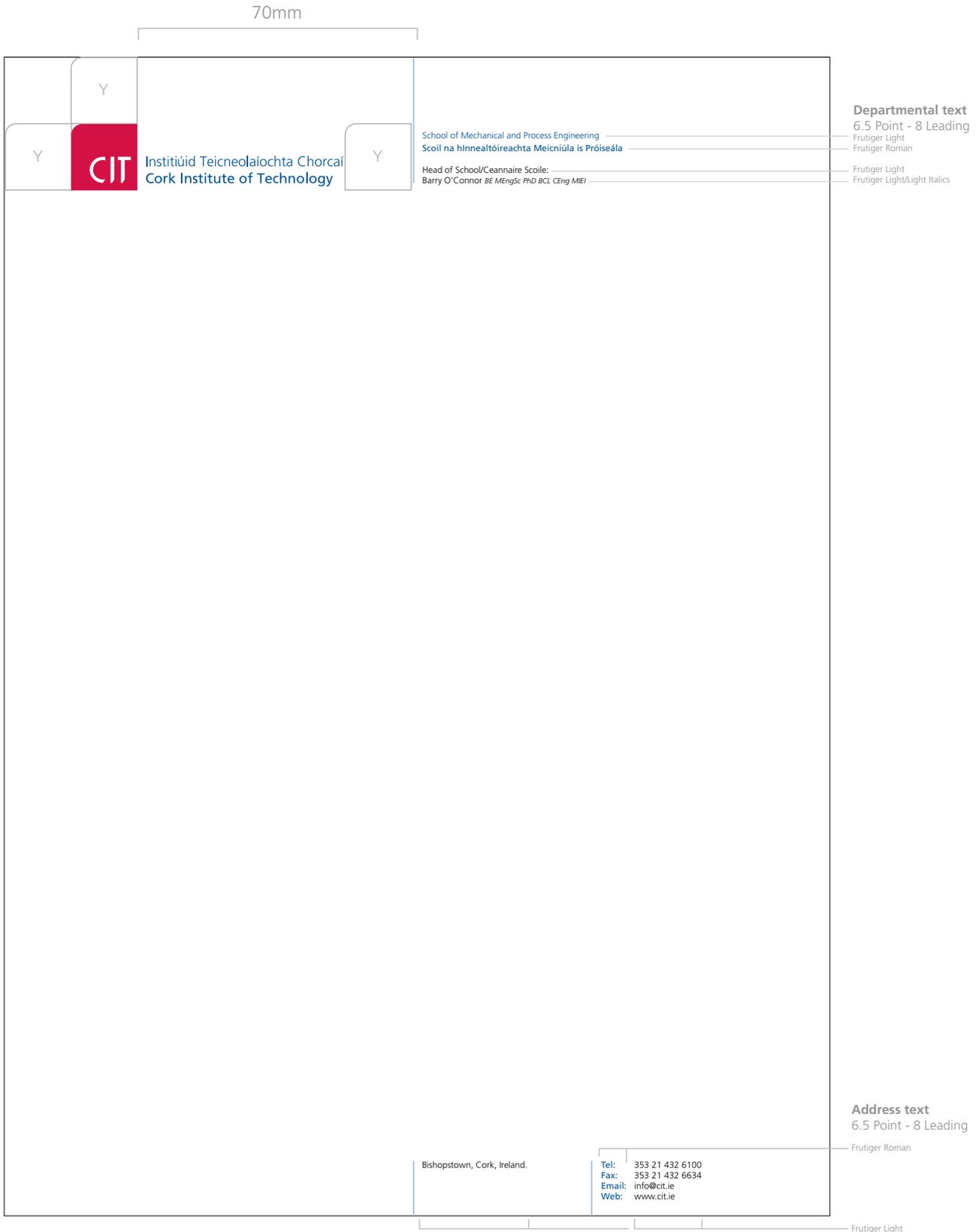
Section 2 - Applying the identity



2.1 Stationery

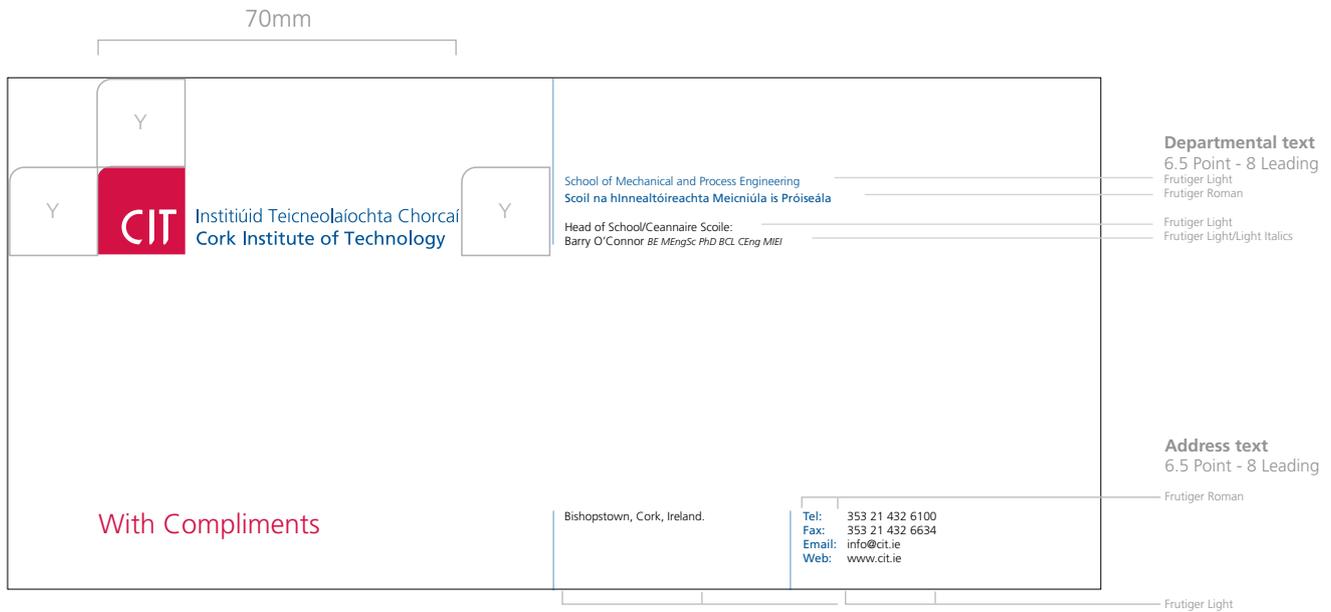
A4 Letterhead

To ensure colour consistency, it is recommended that the 2 colour rendition of the logo be used (see page 6) for stationery. This makes the stationery a three colour print, as an additional black plate is used for text.



DL Compliment Slips

To ensure colour consistency, it is recommended that the 2 colour rendition of the logo be used (see page 6) for stationery. This makes the stationery a three colour print, as an additional black plate is used for text.



Business Cards

The recommended size for the card is 85mm wide x 55mm high.



2.2 Key documents

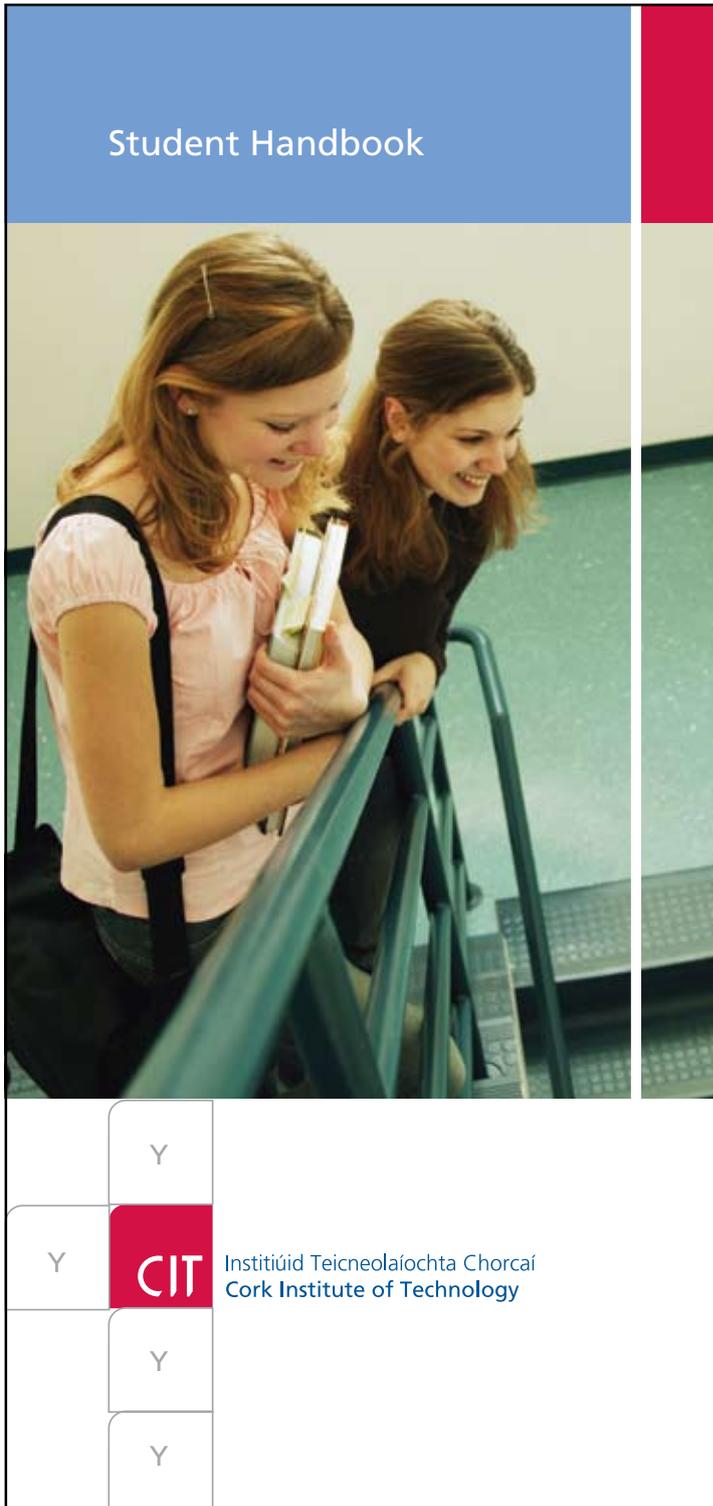
A4 Document Covers

As the Key Documents also use full-colour imagery it is necessary to print them in 4 colour process. Therefore the full colour version of the relevant 'CIT' logo should be used.



DL Document Covers

As the Key Documents also use full-colour imagery it is necessary to print them in 4 colour process. Therefore the full colour version of the relevant 'CIT' logo should be used.



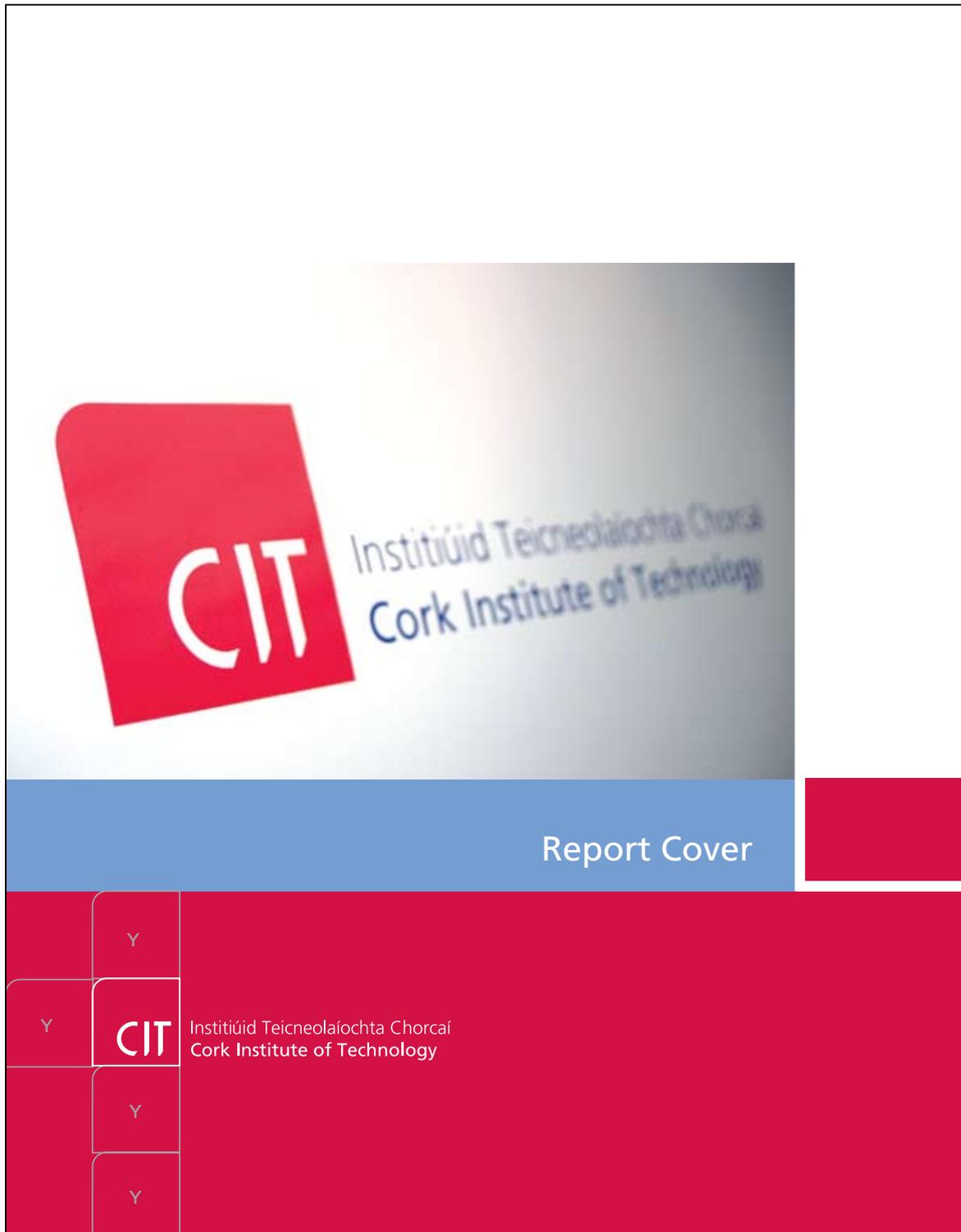
A4 Folder

As the Key Documents also use full-colour imagery it is necessary to print them in 4 colour process. Therefore the full colour version of the relevant 'CIT' logo should be used.



A4 Presentation Covers

As the Key Documents also use full-colour imagery it is necessary to print them in 4 colour process. Therefore the full colour version of the relevant 'CIT' logo should be used.



2.3 Signage

External Signage

It is important that the logo is represented properly across signage, both to keep consistency for the brand and to ease navigation for students, staff and visitors.

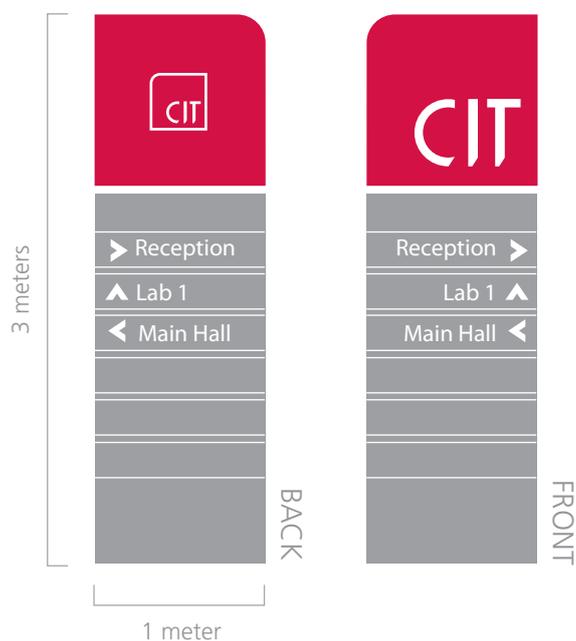
Totem Sign

The totem sign, 4 meters by 1 meter high, should be internally lit, so as to be highlighted during hours of darkness. A hard durable plastic should be used, so as to maximise the internal lighting.



On-site wayfinding signs.

At various assigned locations smaller signs will be necessary to guide staff, students and visitors around the college. It is recommended that they be approx. 3 meters high by one meter wide, and be made of a durable plastic. The signs should have slots to which different slats, denoting areas can be fitted.



Applying the identity

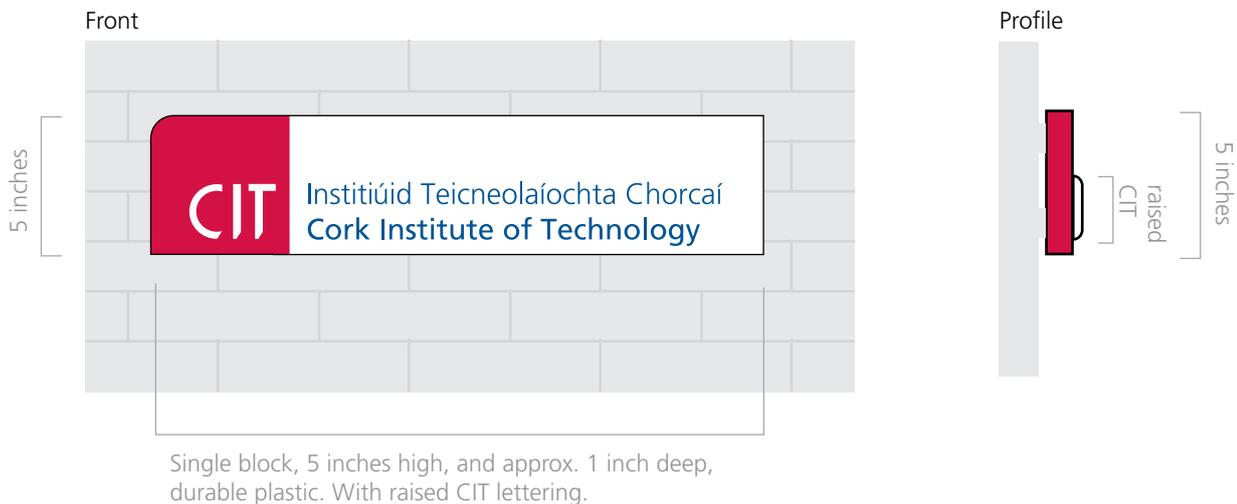
Main Building Sign - Top Display Option

Should a main building sign be required, our recommendation is to use the highest available wall, above the main entrance. The sign should be at least 1 meter high, with the length depending on which College it is being used for. It is recommended that it be made from steel, and should be on a light coloured wall, so as to maximise the legibility of the main text.



Additional Building Sign - Door side sign.

Should an additional smaller sign be required, the sign should be at least 5 inches high. It is recommended that it be made from a durable plastic, with the main CIT letters raised from the surface, and the entire logo to be housed within a white rectangle.



Applying the identity

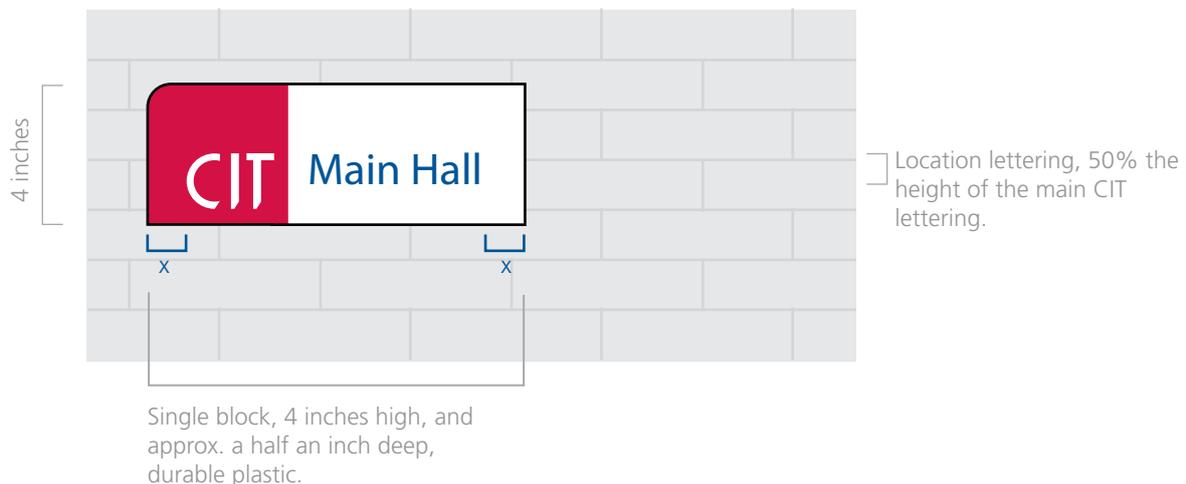
Campus flag

The flag should be printed on a high white material, so as to maximise the CIT lettering. The dimensions for a flag are as follows:



External Location signs

If it is necessary to identify locations not linked to the main college building, a smaller sign at least 4 inches in height should be used. The signs should be made of a durable plastic, of a high white colour so as to maximise the impact of the CIT letters. The additional 'location' text should be 50% of the height of the CIT lettering, and should be in the CIT blue. The typeface to use is 'Frutiger'. The distance from the right end of the sign to the end of the text should equal 'x' (x being the distance from the CIT main lettering to the edge of the insignia housing).



Internal Signage

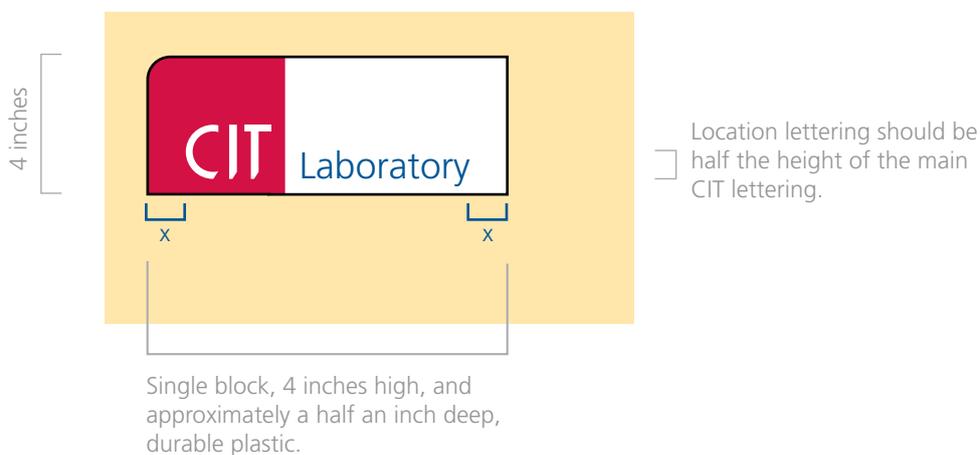
Reception

Ideally the logo should be placed on the wall behind the reception desk approximately 6 feet up from the ground, and approximately 12 inches in height. The length will be determined by the college it represents. The main 'Insignia CIT' should be a single metallic panel, approximately 5mm deep. The accompanying text should be individual words made out of metal, the colour should be the CIT blue. The sign should be on a white wall so as to maximise the legibility of the text.



Internal Door Signage

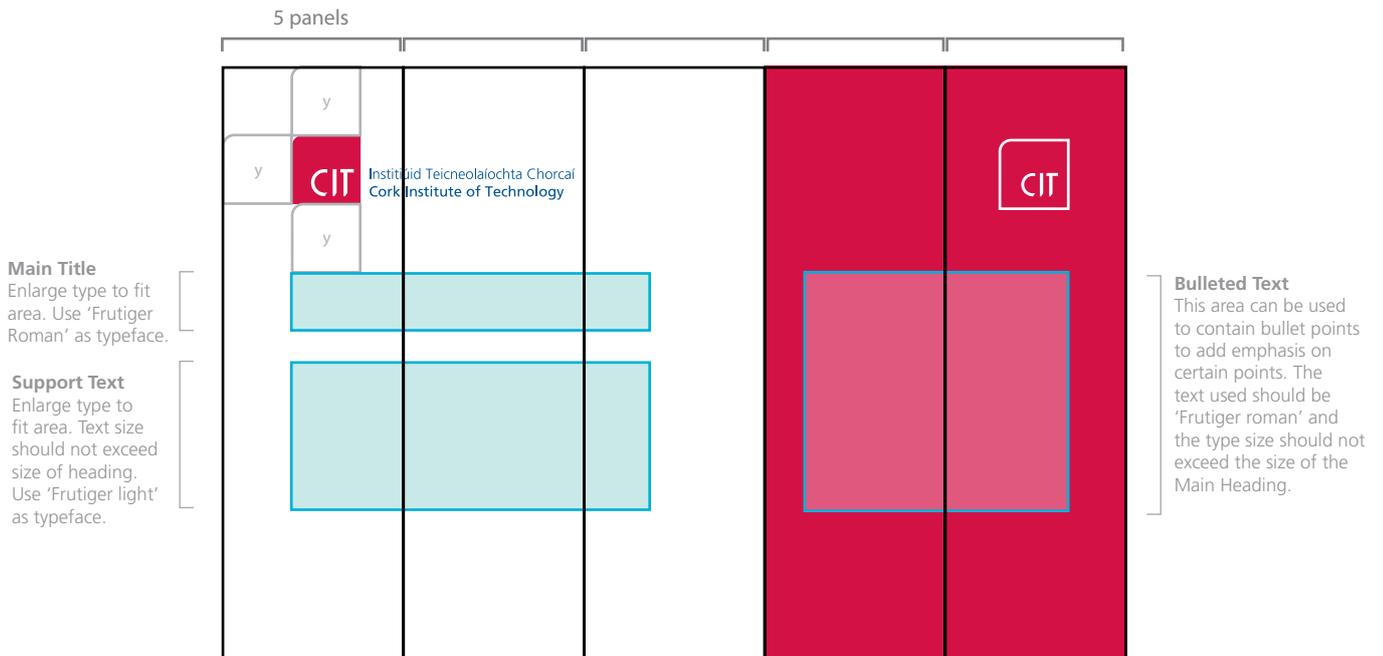
Internal signage for rooms should be approximately 1.5 inches in height, the length will depend on the amount of words used. It should be composed of a durable plastic, approximately 5 mm deep. The distance from the right end of the sign to the end of the text should equal 'x' (x being the distance from the CIT main lettering to the edge of the insignia housing).



2.4 Display and Exhibition - maximum type content

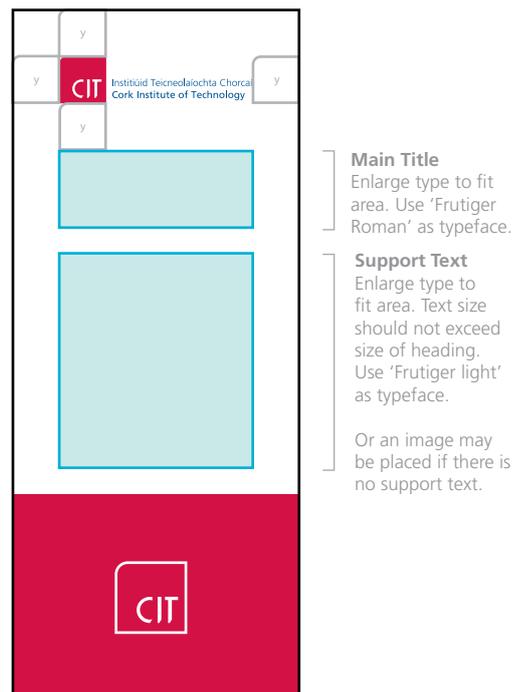
Nomadic 5-panel stands

When a large display is required for exhibition or similar, a nomadic 5-panel stand is recommended. A supplier will give you more accurate sizes, the following is based on a proportional layout.



Single 'pull-up' stands

When a smaller display is required, for exhibition or similar, a pull-up stand is recommended. A supplier will give you more accurate sizes, the following is based on a proportional layout.



2.5 Advertising

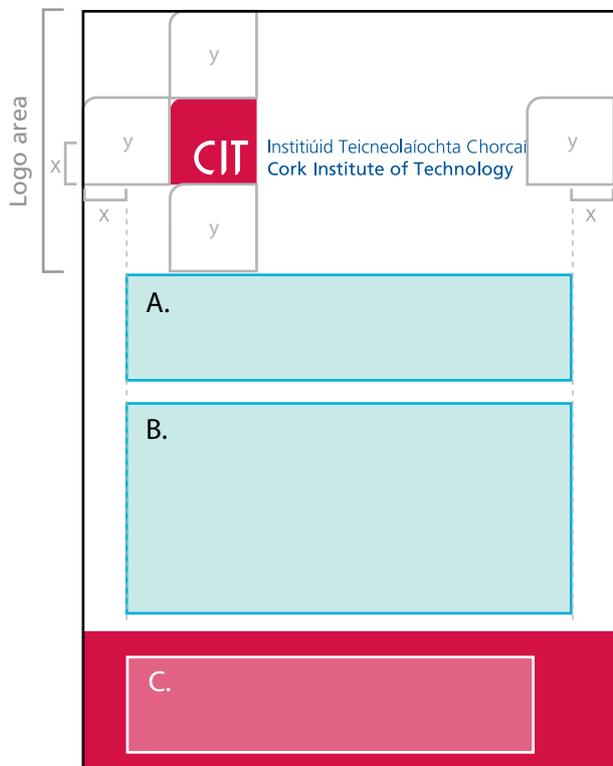
Recruitment

When placing a recruitment advertisement, one of the following templates should be adopted depending on what colour ink is available.

Full colour

For a full colour placement the 'preferred' logo should be used. The following sizes are only samples and you will need to contact the relevant publication to obtain the correct sizes.

QUARTER PAGE ADVERT

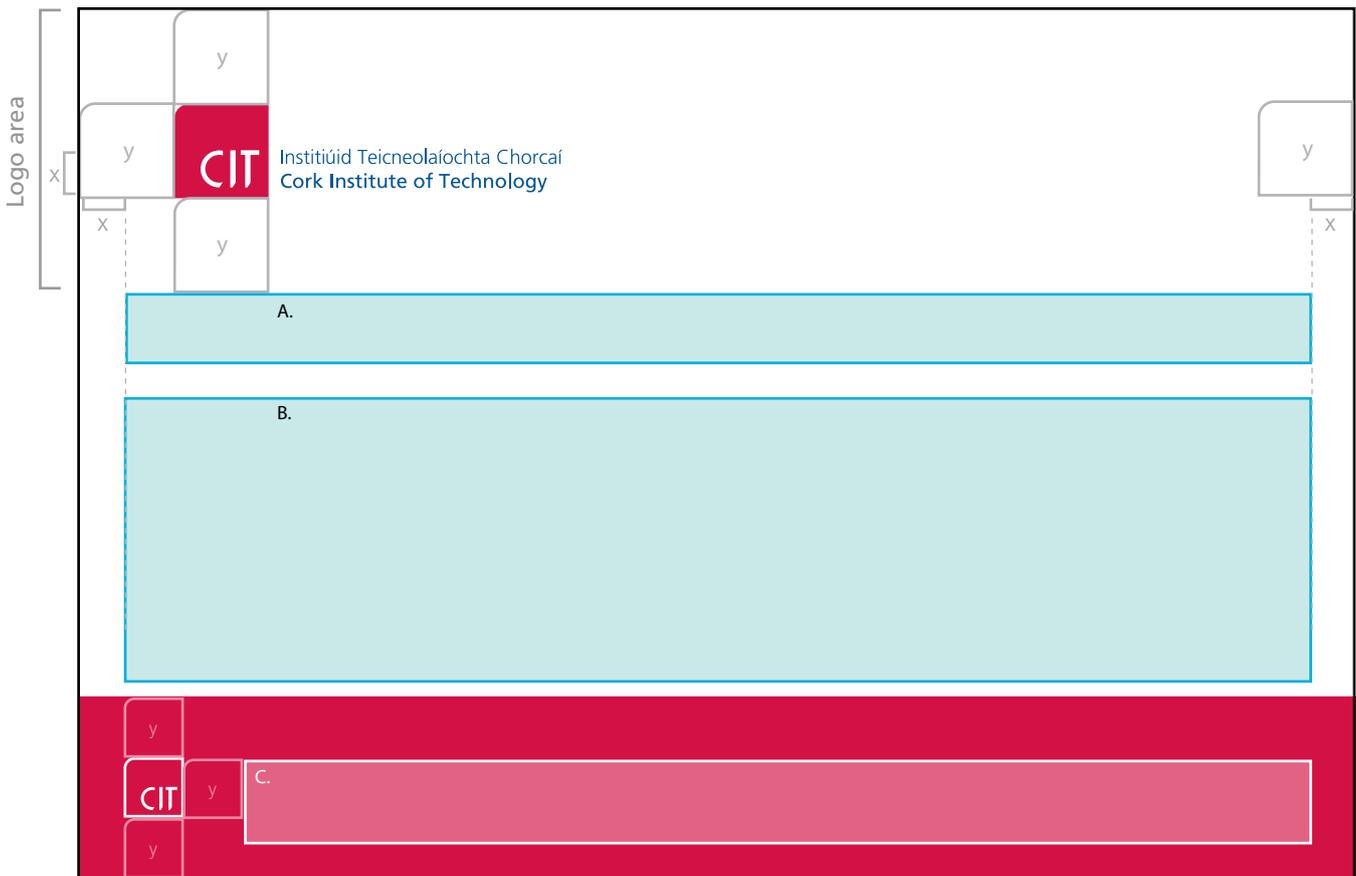


Given that y equals the height of the CIT logo, x is equal to half the height. x is then used to calculate the clearance distance between the content type and the edge of the ad.

- A.** Indicates the type area for the heading. The font 'Frutiger Roman' should be used and enlarged to fit the area. The font should not be smaller in size than 12 point (with 14 point leading).
- B.** Indicates the type area for the support text. The font used should be 'Frutiger Light' and the font size is to be 9 point (with auto leading).
- C.** Indicates the type area for 'reply' or 'contact' details. The font used should be 'Frutiger Roman' and the size 9 point (with auto leading). The text colour is white reversed out of the red panel.

Logo Area. This is to be exactly one third of the overall height.

HALF PAGE ADVERT



Given that y equals the height of the CIT logo, x is equal to half the height. x is then used to calculate the clearance distance between the content type and the edge of the ad.

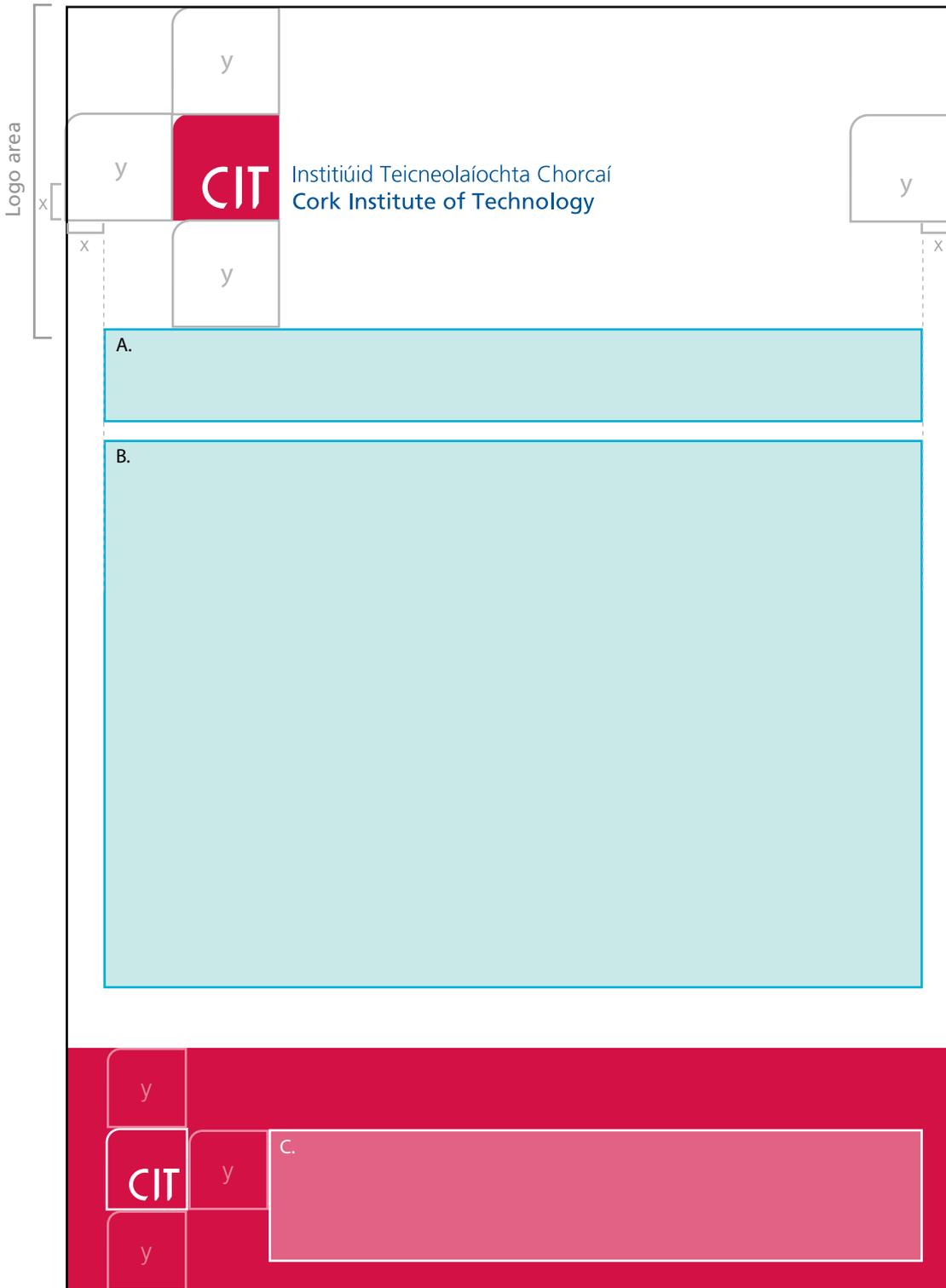
A. Indicates the type area for the heading. The font 'Frutiger Roman' should be used and enlarged to fit the area. The font should not be smaller in size than 12 point (with 14 point leading).

B. Indicates the type area for the support text. The font used should be 'Frutiger Light' and the font size is to be 9 point (with auto leading).

C. Indicates the type area for 'reply' or 'contact' details. The font used should be 'Frutiger Roman' and the size 9 point (with auto leading). The text colour is white, reversed out of the red panel.

Logo Area. This is to be exactly one third of the overall height.

FULL PAGE ADVERT



Given that y equals the height of the CIT logo, x is equal to half the height. x is then used to calculate the clearance distance between the content type and the edge of the ad.

A. Indicates the type area for the heading. The font 'Frutiger Roman' should be used and enlarged to fit the area. The font should not be smaller in size than 12 point (with 14 point leading).

B. Indicates the type area for the support text. The font used should be 'Frutiger Light' and the font size is to be 9 point (with auto leading).

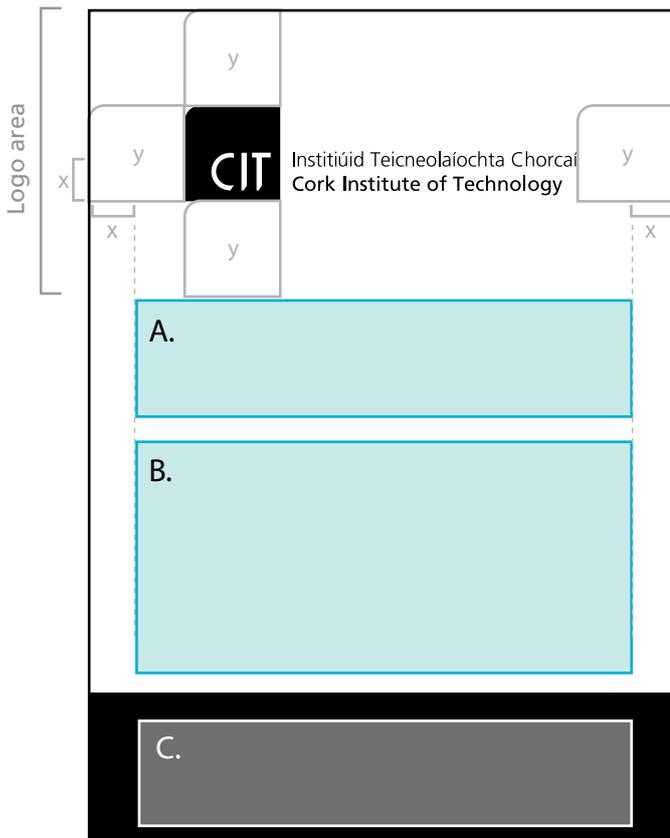
C. Indicates the type area for 'reply' or 'contact' details. The font used should be 'Frutiger Roman' and the size 9 point (with auto leading). The text colour is white, reversed out of the red panel.

Logo Area. This is to be exactly one quarter of the overall height.

Single colour

For a single colour placement the 'preferred' logo should be used. The following sizes are only samples and you will need to contact the relevant publication to obtain the correct sizes.

QUARTER PAGE ADVERT



Given that y equals the height of the CIT logo, x is equal to half the height. x is then used to calculate the clearance distance between the content type and the edge of the ad.

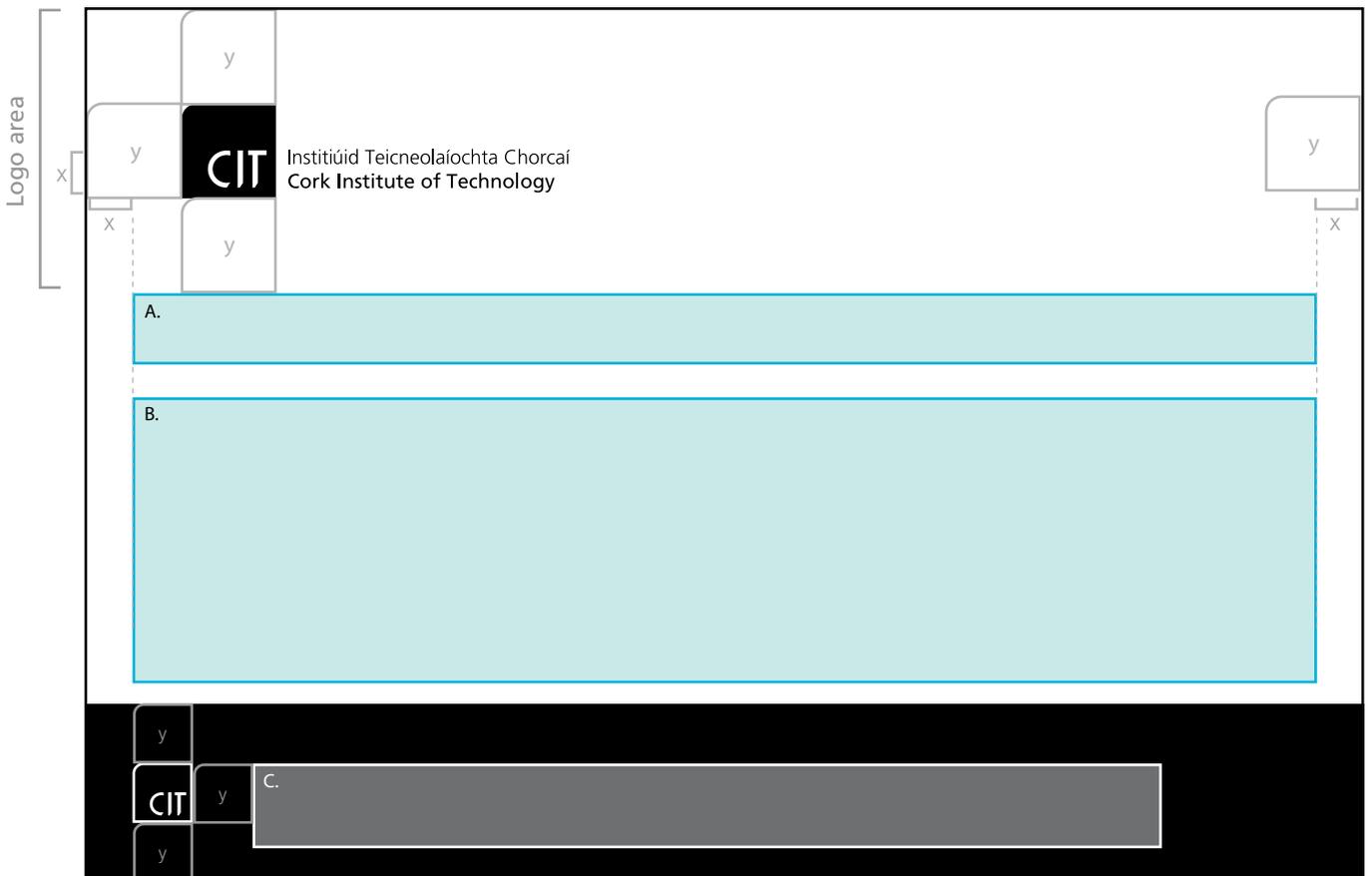
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C. Indicates the type area for 'reply' or 'contact' details. The font used should be 'Frutiger Roman' and the size 9 point (with auto leading). The text colour is white, reversed out of the black panel.

Logo Area. This is to be exactly one third of the overall height.

HALF PAGE ADVERT



Given that y equals the height of the CIT logo, x is equal to half the height. x is then used to calculate the clearance distance between the content type and the edge of the ad.

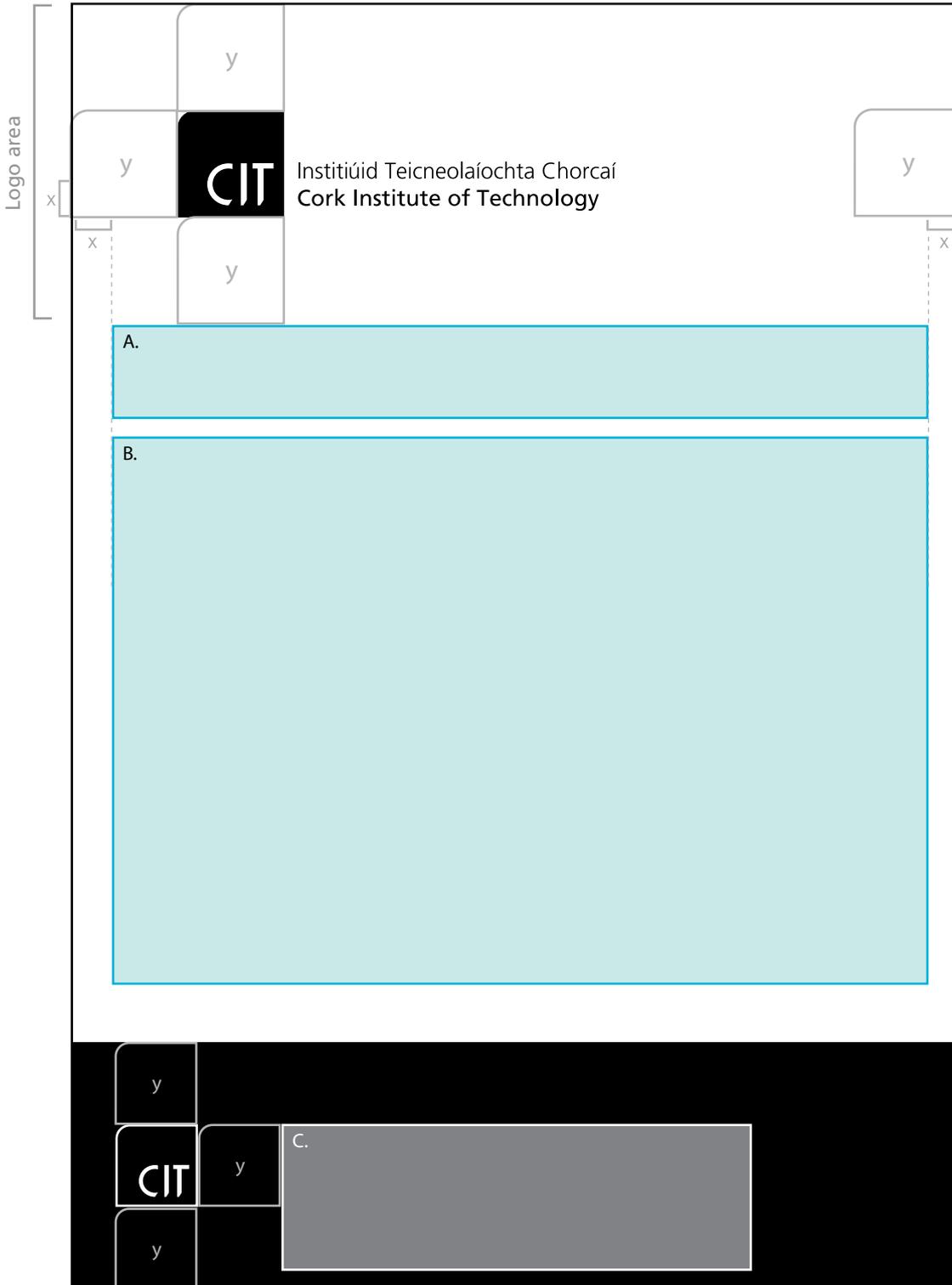
A. Indicates the type area for the heading. The font 'Frutiger Roman' should be used and enlarged to fit the area. The font should not be smaller in size than 12 point (with 14 point leading).

B. Indicates the type area for the support text. The font used should be 'Frutiger Light' and the font size is to be 9 point (with auto leading).

C. Indicates the type area for 'reply' or 'contact' details. The font used should be 'Frutiger Roman' and the size 9 point (with auto leading). The text colour is white, reversed out of the black panel.

Logo Area. This is to be exactly one third of the overall height.

FULL PAGE ADVERT



Given that y equals the height of the CIT logo, x is equal to half the height. x is then used to calculate the clearance distance between the content type and the edge of the ad.

A. Indicates the type area for the heading. The font 'Frutiger Roman' should be used and enlarged to fit the area. The font should not be smaller in size than 12 point (with 14 point leading).

B. Indicates the type area for the support text. The font used should be 'Frutiger Light' and the font size is to be 9 point (with auto leading).

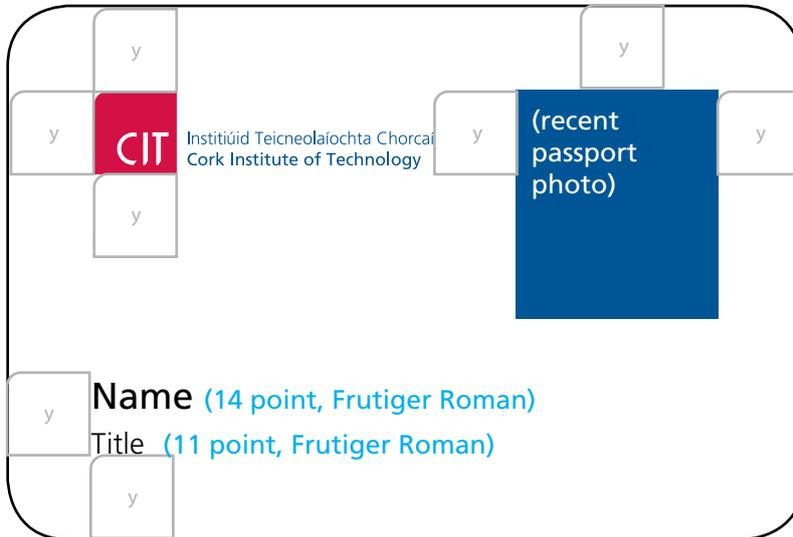
C. Indicates the type area for 'reply' or 'contact' details. The font used should be 'Frutiger Roman' and the size 9 point (with auto leading). The text colour is white, reversed out of the black panel.

Logo Area. This is to be exactly one quarter of the overall height.

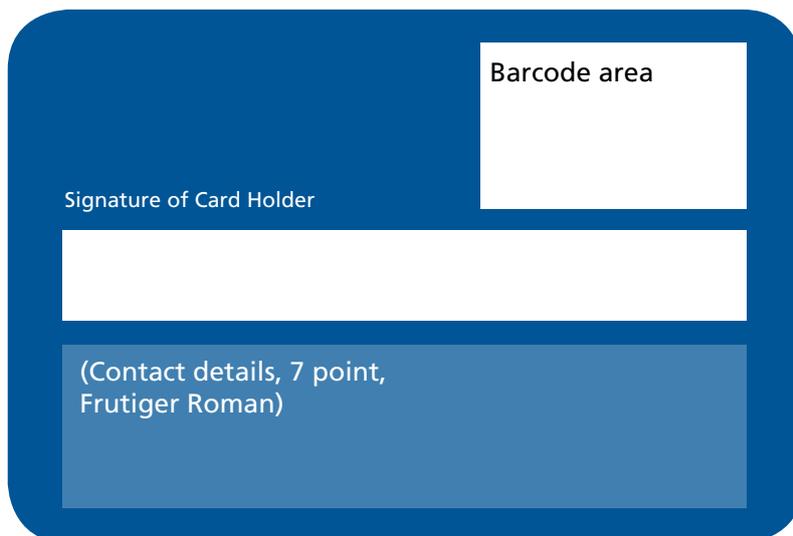
2.6 Identity Badges.

Identity cards should contain the 'preferred' full colour version of the logo on the front, with a recent passport photo, name and other relevant details. Contact details should appear on the rear along with a signature strip.

Front



Back

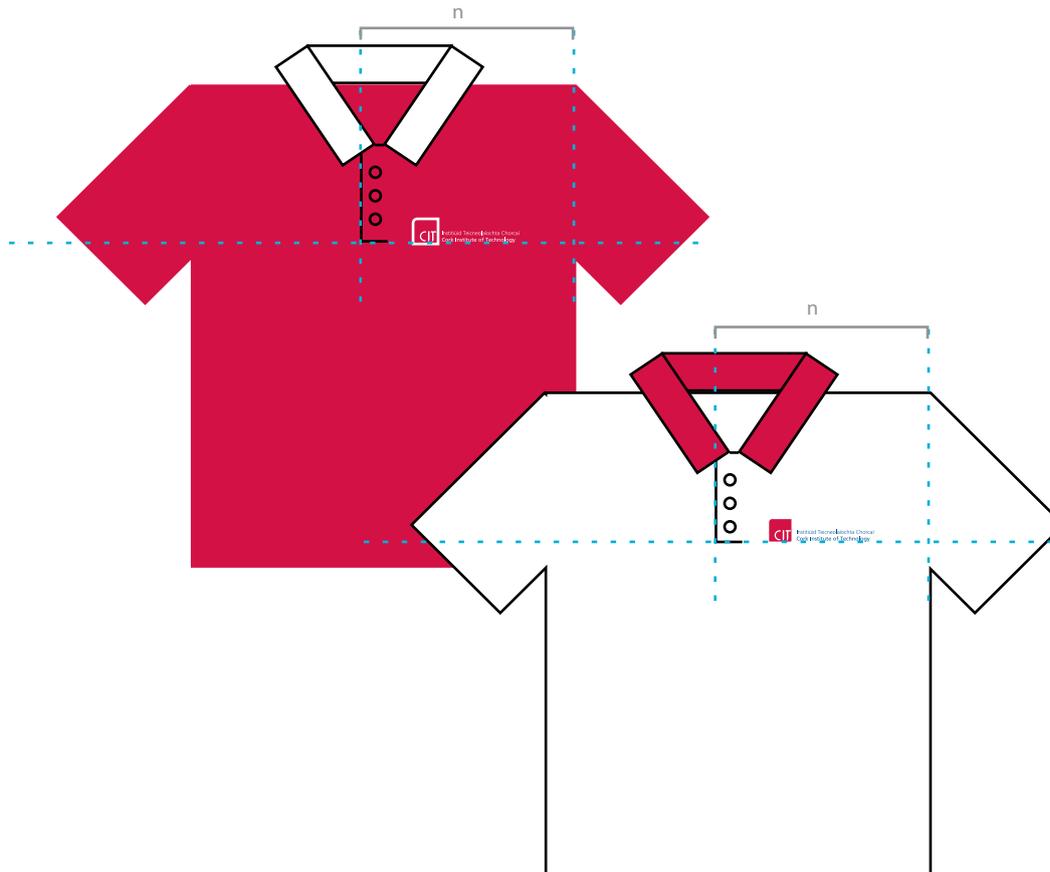


2.7 Promotional Material

When applying the logo to garments or uniforms, it can feature in 2 formats. Embroidered, or as a heat-press logo, depending on the requirements. You will need to discuss your needs with your supplier to meet the requirements. It should feature on a white or red garment. With the red garment it should feature in the 'single colour reversed' option. With a white garment it should feature in the 'preferred' version of the logo.

Positioning : Shirts, t-shirts, jackets, sweatshirts

The suggested placement is at breast pocket height, given that the measurement from the centre of the garment to the shoulder edge is 'n', the logo should be 50% the width of 'n' and centred within this area.



Positioning: pens

When applying the logo to pens the print field will be limited, and as a result it may be necessary to print the logo at a smaller size than the recommended minimum size. A two colour approach is recommended where possible.

