

Mary Immaculate College

HOUSE-STYLE GUIDELINES



AUGUST 2022

HOW TO USE THIS GUIDE

Mary Immaculate College (MIC) needs to present a consistent and well established identity to ensure instant recognition of our brand to various target audiences both in Ireland and further afield. To that end the Strategic Communications & Marketing (SCM) Office has developed MIC House Style Guidelines to help inform and assist MIC personnel in correctly and consistently applying the MIC branding and visual identity.

These guidelines provide the tools to create a necessary visual uniformity in order to make our communications clear, consistent and professional. Therefore it is essential that the requirements set out in this document are adhered to at all times and should be read in tandem with the **MIC Brand Guidelines** document.

We hope that we have provided solutions for most eventualities and that you will find them both informative and helpful. However, we realise that certain applications will fall outside of this Guide and in those instances we ask that you contact the SCM Office for advice.

Further Information
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THE COLLEGE

Founded in 1898 Mary Immaculate College (MIC) is a distinctive and inclusive, university level, College of Education and the Liberal Arts, offering higher level opportunities and research of outstanding quality.

Serving the needs of a growing and diverse student population of over 5,000 students, MIC is recognised and appreciated for its excellence in teaching, learning and research and its essential contribution to the continuum of academic provision in effective and productive collaboration with its partners in the higher education sector.

MIC, with campuses in Limerick and Thurles, has made a positive and tangible difference to equity and to the creation of a just society through active promotion of educational inclusion and through the contribution of its excellent graduates.

NAME OF THE COLLEGE

The official name of the College is **Mary Immaculate College** or **Coláiste Mhuire gan Smál**. This may be abbreviated to **MIC/ CMGS** following the first mention of Mary Immaculate College/Coláiste Mhuire gan Smál.

The affectionate term **Mary I** should not be used in any written documentation.

In certain cases the College may be referred to as **Mary Immaculate College, University of Limerick**, as in when you assigning oneself to the institution e.g. Dr Mary Smyth is a lecturer from Mary Immaculate College, University of Limerick. It is not permitted to use the name University of Limerick without MIC e.g. Dr Mary Smyth is a lecturer from University of Limerick.

The official name of the Thurles campus is **MIC, St Patrick's Campus, Thurles** or **Coláiste Mhuire gan Smál, Campas Phádraig, Durlas**. This should be abbreviated to MIC Thurles.

The official name of the former Mount St Vincent building is to be the **John Henry Newman Campus** or **Campas John Henry Newman**.

THE PRIMARY LOGO



MIC Primary Logo,
English



MIC Primary Logo,
Irish

At the heart of our visual identity is the MIC logo.

The MIC corporate logo, introduced in 2016, consists of the shield, including the text BRIATHAR DÉ MO LÓCHRANN, with the logotype: MIC, MARY IMMACULATE COLLEGE, COLÁISTE MUIRE GAN SMÁL

This primary logo should appear on everything we produce, from adverts to posters, from application forms to internal documents such as memos and minutes. It is the responsibility of all offices/departments to ensure that all relevant material is updated with the correct logo, replacing all previous editions of the MIC logo.

This logo may not be altered, stretched, reduced or split up into various elements. Extensive guidelines on how to correctly apply this logo are available to view [here](#).

All material carrying the MIC logo MUST be approved by the SCM Office prior to public dissemination.

CLOTHING

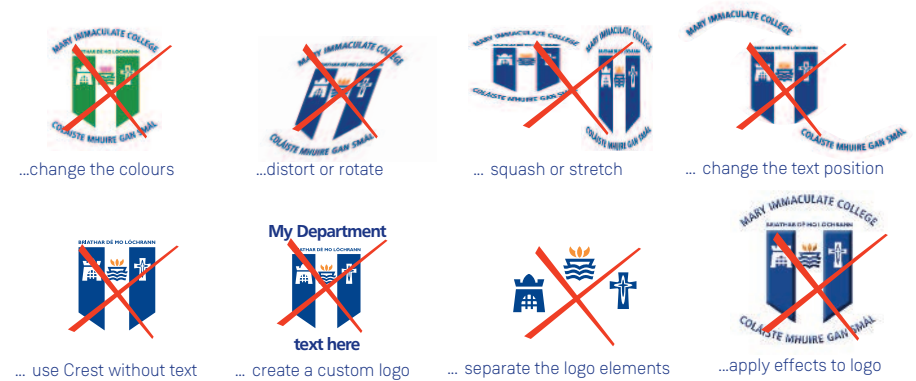
The following logo may be used for the purpose of official MIC sporting gear or other approved MIC branded clothing.



This logo should be placed at the centre of the clothing or on the top, left hand side.

This logo may not be altered, stretched or reduced smaller than 25 mm in height. You must not add or subtract anything from the logo or split up the various elements. The logo corporate colours must not be altered. If additional logos are to be added to the clothing they should be placed at the top right hand side of the clothing or at back of the garment and must not appear larger than the MIC logo.

Please do not...



The following may also be used on MIC clothing...



MIC logos are available in various formats to be downloaded from the Staff Portal.

MIC CORPORATE STATIONERY



MIC Generic Letterhead



Sample copy of personalised MIC letterhead

LETTERHEADS

The MIC letterhead is set with the corporate logo printed in blue Pantone 2748 on the top left hand side of the page, the crest appearing as a watermark in the centre of the page and the College name, address and telephone number running along the bottom of the sheet.

MIC generic letterheads and continuation sheets are ordered on behalf of the College by the SCM on an annual basis.

Certain offices/departments may require personalised letterheads. However, in an effort to streamline the many variations of letterhead currently being used, and for economic reasons, we would respectfully ask that your office/department consider if it is absolutely necessary to order individual headed paper as opposed to the generic MIC letterhead.

Personalised letterheads are ordered on an annual basis by the SCM Office. In order to allow for the timely delivery of these letterheads for the start of each academic year, all orders must be placed with SCM no later than **30 June**, clearly stating the name of the office/department and contact number to appear on the letterhead.

COMPLIMENTARY SLIPS

MIC complimentary slips follow the same design as the MIC generic letterhead with the corporate logo printed in blue Pantone 2748. These are ordered on an annual basis by the CC Office and are available by request throughout the year from the Finance Office. As with the MIC generic letterhead, if you require large quantities of these please give the SCM Office advance notice of your annual requirements.



MIC Generic Complimentary Slip

BUSINESS CARDS

MIC Business Cards are ordered on your behalf by the SCM Office at the start of each academic year. For your convenience we ask that you view the Stationery file on the SCM section of the Staff Portal and complete the on-line order form. Minimum order is 200 per card.




MIC Business Card

All other stationery, including envelopes, should be ordered through the OGP approved provider by the respective offices/departments.

For further information on any of the above please contact:
Trish.Kennedy@mic.ul.ie


EMAIL SIGNATURE

First and Last Name | Title or Office | Mary Immaculate College, South Circular Road, Limerick, Ireland, V94 VN26 |
M: +353 61 XXXXXXX |  [Contact me on Microsoft Teams](#) |

Please ensure when sending external emails to always include your MIC corporate email signature with full contact details as per the sample above.

First and Last Name | Title or Office | Mary Immaculate College | M: +353 61 XXXXXXX |  [Contact me on Microsoft Teams](#) |

When sending internal emails please include, at a minimum, your name and direct telephone number as per the sample above.

First and Last Name | Title or Office | Mary Immaculate College, South Circular Road, Limerick, Ireland, V94 VN26 |
M: +353 61 XXXXXXX |  [Contact me on Microsoft Teams](#) |



The inclusion of additional logos in the MIC corporate signature is permitted. However, the logo usage guidelines logos still apply in that the MIC logo must always appear first when appearing with any other logos and must be the most prominent logo displayed.

THE COLOURS

PRIMARY COLOURS

The two key colours for Mary Immaculate Colours are as follows:

BLUE	Pantone 2748
ORANGE	Pantone Orange 021

The colour breakdowns are as follows:

	C	M	Y	K	R	G	B
Pantone 2748	100	76	0	18	0	69	141
Pantone Orange 021	0	51	87	0	247	146	57

Wherever possible the logo should be applied using these colours. To facilitate single colour printing, and acknowledging the wide application requirements for this brand identity, a series of logos are available that should cover all eventualities. These logos are shown on the next page.

The web colour for the MIC Blue is #001a55

The web colour for the MIC Orange is #eF7020

COMPLEMENTARY COLOURS

A wide palette of preferred colours has been selected to complement the MIC blue and orange. This is not an exhaustive list and there may be times when another colour might be used, such as to complement a particular photo.

These complementary colours may be used for a wide variety of graphic design elements including backgrounds and typography.



NOTE:

Where you need to specify a Pantone colour for print, you need to provide the appropriate suffix C, U or M after the Pantone number, depending on whether the colour is to be printed on coated, uncoated or matt-coated paper stock.

TYPOGRAPHY

Typography can work together with other design elements to make communications more readable, consistent and visually appealing. MIC typefaces have been chosen with these purposes in mind and because of their adaptability to a range of materials.

Promotional Material and Primary Font

While the MIC logo uses a bespoke typeface based on classic fonts, when designing and printing brochures, flyers etc for promotional purposes, the preferred accompanying font to use is the **Weissenhof Family** of fonts; Weissenhof is an extensive font family. It is available in an exhaustive variety of weights and can be easily sourced from any supplier of typefaces.

Weissenhof Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Weissenhof Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Weissenhof Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Weissenhof Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Weissenhof Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Weissenhof Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Supplementary Font

While the Weissenhof family of fonts is to be used as the primary font, **Roboto Slab** may be used for titles, headings and short messages.

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Office Typefaces

Arial/Calibri/Times New Roman have all been selected for use in internally produced communications such as emails/memos/minutes/reports etc. with a recommended sizing of between 10–14. They are available in an exhaustive variety of weights and are usually a native font on all Microsoft platforms.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PowerPoint Templates

Verdana has been selected as the preferred typeface for all screen-based applications such as PowerPoint documents as it was designed specifically for screen readability.

Web Typefaces

When creating content in the content management system, accept all default fonts rather than changing fonts within a code that would override the style sheets. The default typeface on mic.ul.ie is Verdana as this font was designed specifically for screen readability.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Please note it is the responsibility of every office/department to update their appropriate sections of the website. To ensure that all information contained within is current and relevant, we would advise that all sections of the website be checked, at a minimum, at the beginning or end of each semester.

A Help Guide on how to edit the website is available to download from the SCM section of the Staff Portal. If assistance is required with regard to the design and layout of your section of the website, please contact: Webmaster@mic.ul.ie

WRITING STYLE

Every brand has a personality based on the established values of the organisation. Voice is how that personality is conveyed. The tone of voice (not as in what you say but rather how you say it) will both embody and expresses the MIC brand's personality and set of values.

A distinctive tone of voice creates consistency in how the MIC brand and our values are communicated, and should inform all of our written copy. This includes promotional material, website, social media messages, emails etc. Obviously MIC's tone will differ according to the various audiences e.g. the tone used for Annual Reports will be more formal and authoritative than that used on Facebook communications.

For your convenience we have compiled a Writing Style Help Guide which may be downloaded from the SCM section of the Staff Portal.

DESIGN

All design projects must be carried out to a professional standard.

Please ensure that when working with an external designer they are familiar with, and adhere to, the MIC Logo Usage Guidelines and the Brand Guidelines, both available to view [here](#).


Please familiarise yourself with the Official Languages Act (pg. 32) before producing any promotional material. Any such material containing Irish text must be approved by Oifigeach na Gaeilge, Caitriona Breathnach, before dissemination.

The SCM Office is happy to help and advise with all MIC design material. In ALL cases any material carrying the MIC brand MUST be approved by the SCM Office prior to public dissemination.

TEMPLATES

Academic Poster Templates

For your convenience we have designed a number of MIC branded poster templates which may be downloaded from the SCM section of the Staff Portal and populated as appropriate.



MIC Poster Template

for a 841mm x 594mm poster presentation

Your name and the names of the people who have contributed to this presentation go here.
The names and addresses of the associated institutions go here.

Introduction


This template was designed to produce a 1190mm x 841mm (A0 size) poster in portrait or landscape orientation.

Making use of this template will ensure that your poster will look professional, easy to read and save you valuable time in the layout of your presentation.

For poster design beginners we have included many useful tips you can find on the poster template itself.

Altering The Column Layout

Depending on your content and how you wish to layout your poster, you may want to change the column layout of your poster. This can be achieved quite simply by selecting one of the three master themes we have included. To select a different layout go to the DESIGN tab (Figure 5). Then you can easily select an alternate column layout from the options available.




Importing Tables & Graphs

Importing tables, charts and graphs is easier than importing photos. To import charts and graphs from Excel, Word or other applications, select EDIT > COPY to copy your chart and then come back to PowerPoint. From PowerPoint, select EDIT > PASTE, and paste the chart on the poster. You can scale your charts and tables proportionally by holding down the Shift key and dragging in or out one of the corners.

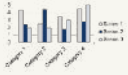
Table 1		
Year	1990	2000
2000	2000	2000
2000	2000	2000

Changing The Template Colour Schemes

If you wish to further customise your poster presentation, this can be done by selecting a preset colour scheme from the colours option under the DESIGN tab. If you need like to change the default colors and use your own color scheme, go to the DESIGN tab (Figure 6). Then click on the COLORS drop-down menu on the right (Figure 7). There, you can try different colour schemes until you find the one you like.



Research Poster Design



Poster Basics – Poster Layout

To start using this template you first need to delete most of the contents of this page. Keep the poster title and one of the blue section headers.

The cleared template should now look like in Figure 1.


After you decide how many sections you need for your poster (Introduction, Methods, Results, References, etc.), use the "copy" and "paste" commands to create as many copies of the blue section headers as needed.

Move the header copies roughly to where you think they need to be on the poster, so you can get a better idea of the overall poster layout. This will help you organize your content. See Figure 2.

You can now start adding your text.


To add text use the text tool to draw a text box starting from the left edge of a column to the right edge and start typing in your text. You can also paste the text you may have already copied from another source. See Figure 3.

Repeat the process throughout the poster as needed.




Importing Photographs

It is highly recommended to use the largest images you have access to for your poster. Avoid images downloaded from the web and avoid copying and pasting images instead of using the "insert" command. To insert an image in your poster go to the INSERT tab and then click on PICTURE (Figure 8).



When the only source of a needed photo or graphic is the Web, scaling must be applied with caution. Scaling an image more than three times its original size may introduce resolution artifacts. Refer to Figure 9 as an example. A simple way to preserve the printing quality of an image is to zoom in at 100% or 200%, depending on the final size of the poster. What you'll see is likely what you'll get at printing time.




Text Sizes

For this poster template the Arial font family is used of several recommended text sizes. You can use any typeface you like and at any size but try to stay close to the suggested limits.

Figure 4 gives a visual reference of what different font sizes look like when printed at 100% and at 200%.

Due to a page size limitation in PowerPoint and unless your poster is going to be less than 56" in length, all the work done on this template is at half the size of the final poster. For example, if you choose a 24 point font for this poster, the actual printed size will appear as 42 points.



Labeling Your Headers

The blue header bars are used to identify and separate the main topics of your presentation. The most commonly used headers in poster presentations are:

Introduction, Summary or Abstract	Conclusion
Materials and Methods	References
Results	Acknowledgements

Contact Information

XXXXXXXXXX
XXXXXXXXXX

TEMPLATES CONT'D

PowerPoint Templates

For your convenience we have designed a number of PowerPoint templates which may be downloaded from the SCM section of the Staff Portal and populated as appropriate.



Please remember to use the preferred typeface of Verdana in bold and regular weights.

Internal Documentation

For your convenience we have designed a number of templates for internal documents that may be downloaded from the SCM section of the Staff Portal and formatted as appropriate.

PHOTOGRAPHY

Images play a vital role in all of our publications by reinforcing our brand and communicating our message effectively. Therefore, it is important to choose the appropriate image for your specific publication in order to achieve the correct impression and successfully convey your message to your target audience.

Real photographs (as opposed to clip art or stock images) should be used whenever possible. For your convenience we have created a library of high quality photos available to download from the SCM section of the Staff Portal, showcasing the beauty of the campus and its facilities, the diversity of our students, and various aspects of campus life. This collection is updated and added to on a regular basis.

Please ensure when using original photos, other than those available on the Portal, that prior permission has been obtained from the relevant persons contained in the images. In the case where the individual is under 18 years of age, you must obtain the consent of the parent, guardian or carer of the child/young person. GDPR Permission Forms are available to download from the SCM section of the Staff Portal.



When real photographs are not available, appropriate stock photography may be used. Royalty-free images are available to purchase from various stock photography collections on the web and can be purchased for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage.



NOTE: The digital file sizes for print-based images needs to be much larger (300 dpi) than those required for online display (72 dpi). Please make sure you use the correct image resolution for effective reproduction.

ADVERTISING

All programme adverts, (radio/print and digital) must be placed through the Programme Marketing Division of the SCM Office. For further information, contact ProgrammeMarketing@mic.ul.ie

All recruitment adverts are managed by the HR Office.



SIGNAGE

Campus signage is the responsibility of the Buildings and Estates Department. If you require signage for your office please contact [Building Services](#).



OFFICIAL LANGUAGES ACT

The status of the Irish language is set out in the Irish Constitution. Article 8 of the Constitution states:

1. The Irish language as the national language is the first official language.
2. The English language is recognised as a second official language.

The aim of the Official Languages Act 2003 is to increase and improve the quantity and quality of services provided for the public through Irish by public bodies. The legislation intends to create a space for the language in public affairs in Ireland. The following duties are imposed on public funded bodies named under the Act, including MIC.

- Ensure that correspondence (by post or email) sent to them in Irish is replied to in Irish (Section 9(2) of the Act).
- Ensure that when certain information is provided to the public in general or to a class of the public in general via post or email (for example mail shots) that the communication is in Irish or bilingual
- Publish the following documents simultaneously in Irish and English:
 - any document setting out public policy proposals;
 - any annual report;
 - any audited accounts or financial statement;
 - any strategy statement prepared under the Public Service Management Act 1997

In order to ensure compliance with this Act we would ask that you consult with Oifigeach na Gaeilge, [Caitríona Breathnach](#).

Tá stádas na Gaeilge leagtha amach i mBunreacht na hÉireann. Deir Airteagal 8 den Bhunreacht:

1. Ós í an Ghaeilge an teanga náisiúnta is í an phríomh-theanga oifigiúil í.
2. Glactar leis an Sacs-Bhéarla mar theanga oifigiúil eile.

Tá sé mar aidhm ag Acht na dTeangacha Oifigiúla 2003 líon agus caighdeán na seirbhísí trí Ghaeilge a chuireann comhlachtaí poiblí ar fáil don phobal a mhéadú agus a fheabhsú. Tá sé i gceist ag an reachtaíocht áit agus spás a chruthú don teanga i saol poiblí na tíre. De réir na Dualgais, caithfidh gach comhlacht poiblí:

- A chinntiú gur i nGaeilge a fhreagraítear comhfhreagras (tríd an gcóras poist nó go leictreonach) a sheoltar i nGaeilge chuig comhlachtaí poiblí (Alt 9(2) den Acht).
- A chinntiú nuair atá faisnéis áirithe á soláthar don phobal i gcoitinne nó d'aicme den phobal tríd an gcóras poist nó go leictreonach (mar shampla cora poist) gur i nGaeilge nó go dátheangach atá an chumarsáid sin (Alt 9(3) den Acht).
- Na doiciméid seo a leanas a fhoilsiú go comhuaineach i nGaeilge agus i mBéarla:
 - aon doiciméad ina leagtar amach tograí beartais phoiblí;
 - aon tuarascáil bhliantúil;

OFFICIAL LANGUAGES ACT CONT'D

- aon chuntas iniúchta nó ráiteas airgeadais;
- aon ráiteas straitéise atá déanta faoin Acht um Bainistíocht na Seirbhíse Poiblí 1997;

Ar mhaithe le comhlíonadh an Achta seo a chinntiú, moltar duit teagmháil a dhéanamh le hOifigeach na Gaeilge an Choláiste, [Caitríona Breathnach](#).

FURTHER INFORMATION

These House-Style Guidelines have been produced by the Strategic Communications & Marketing Office and should be read in tandem with the MIC Brand Guidelines.

We wish to achieve a high level of consistency across the MIC brand and hope that these guidelines will provide the necessary tools to assist us in our efforts.

If you require any additional information or assistance, please contact:

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Director of Strategic Communications & Marketing
Mary Immaculate College

T: + 353 61 204595

E: Ciara.NiShuilleabhain@mic.ul.ie

