

University College Dublin

Identity & Branding

1

Identity project objectives

- Part of a larger communications and marketing strategy to support the UCD strategic plan
- To define and articulate UCD's identity
- To assess current image with reference to QA reports and market research
- To clarify the name by which UCD will be known
- To tender and select a brand design
- To roll out selected design and style-guides

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Process

- Set up representative and informed group to guide the process
- Test existing and prospective perceptions of UCD with stakeholders through market research and QA reports
- Recommend an articulation of the desired UCD identity
- Present proposals to President's team and GA
- Tender the branding to designers
- Select and roll out design guidelines
- Timescale: April – August 2005

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perceived strengths

2005

- leading Irish university
- strong national reputation
- a great modern university
- proud tradition of educating generations of high-achieving Irish graduates
- the engine of the modern Irish state*
- influential in policy making*
- agenda setting*
- great physical environment/facilities
- Dublin
- sport

* prompted response

2014

- Ireland's premier university
- a great modern university with 160 years of proud tradition
- influential globally
- sought out by academics, students, policy makers, business partners
- strong international research reputation
- inclusive and excellent education producing high-quality, high-achieving graduates
- Holistic student development
- Dublin
- sport

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Articulation of identity current and/or future?

- UCD is... a great Irish university...

As Ireland's premier university, UCD

- is a dominant figure in the shaping of the modern Irish State
- seeks to influence policy-making and agenda setting globally
- has a strong international reputation for research (in medical areas such as diabetes, HIV/Aids, in Irish history and culture and in economics)
- provides inclusive and excellent education
- offers holistic student development
- prides itself in 150 years of tradition

UCD – Ireland's education capital

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Communication aims

- To generate a sense of pride in UCD
- To express confidence in the achievements of the university
- To promote world-class research achievements
- To promote quality of holistic education experience
- To express added value of teaching & learning
- To promote international rankings (as they are achieved)
- To promote contribution to Irish State and influence in policy making
- To reach out: to new student groups and to society in general


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Visual identity

- Needs to be:
 - national - Dublin
 - confident – projecting the image of being a leader
 - distinctive internationally
 - attractive
 - versatile
 - extensively promoted

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Existing Representation

- Heraldic Crest  → Irish
Redrawn in 1940s
- Motto → Ad Astra
Comhthrom Féinne
- Name → University College Dublin
National University of Ireland, Dublin
UCD (Common Treatment)

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Perceptions of existing visual identity

- Name:
 - UCD = strong brand name nationally
 - University College Dublin = internationally acceptable, with “college” not an insurmountable problem
 - UCD Dublin = worth market testing internationally
 - UCD as a prefix: eg UCD Horizons, UCD Research, UCD Conway, UCD Quinn etc.
- Crest:
 - strong heritage
 - needs to be decluttered
- Mottoes:
 - appropriate for the university
 - *Ad Astra*: admired for its desirable aspiration
 - *Comhthrom Féinne*: appreciated as student friendly

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Comparison with Irish universities



Comparison with international universities



steps for 1 September

- Select designer and visual identity
- abandon proliferation of “brands”
- test revision of name and crest
- implement and enforce guidelines

Feed into wider communications & marketing strategy to promote the university

- *Current projects:*
 - *Web redesign*
 - *Student recruitment publications*
 - *Advertising*

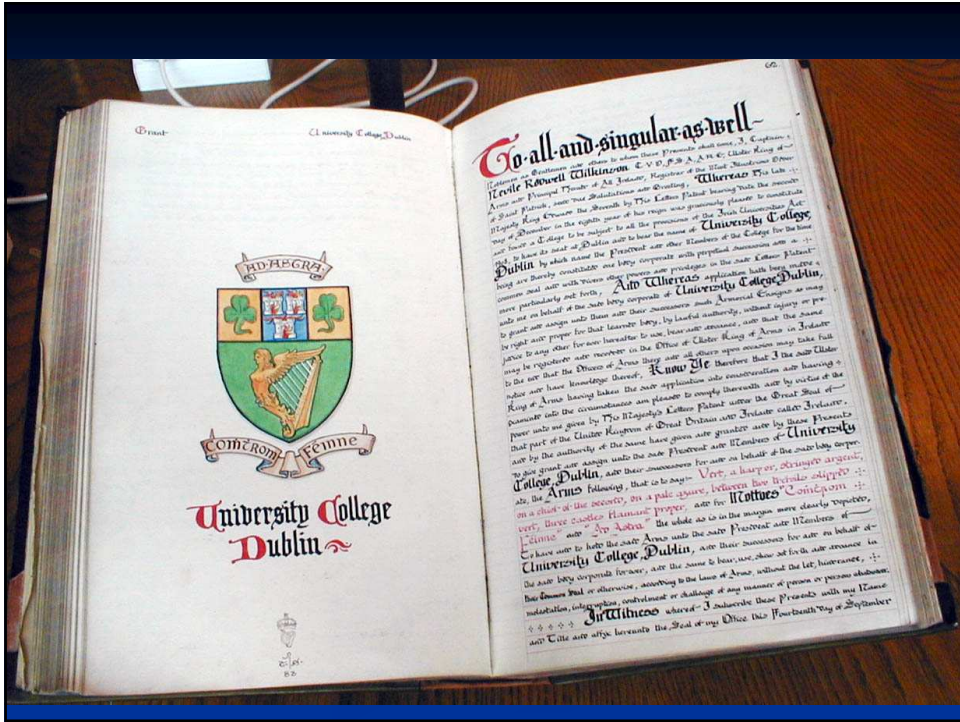
13

UCD coat of arms

Redraw from original 1911 and use for ceremonial purposes



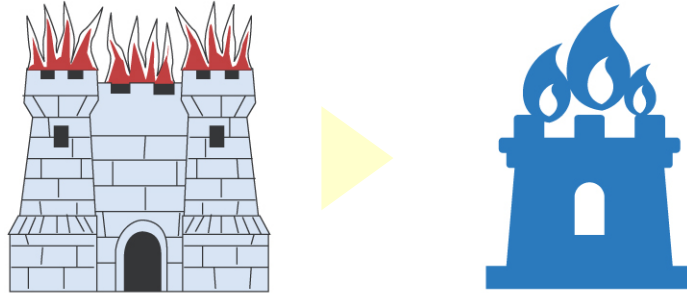
Design in iconic version using chosen symbols



Clarified iconic graphic rendering replaces heraldic rendering



Clarified iconic graphic rendering replaces heraldic rendering



Unique bespoke lettering for UCD master brand logotype

Consider treatment of Dublin as part of the name

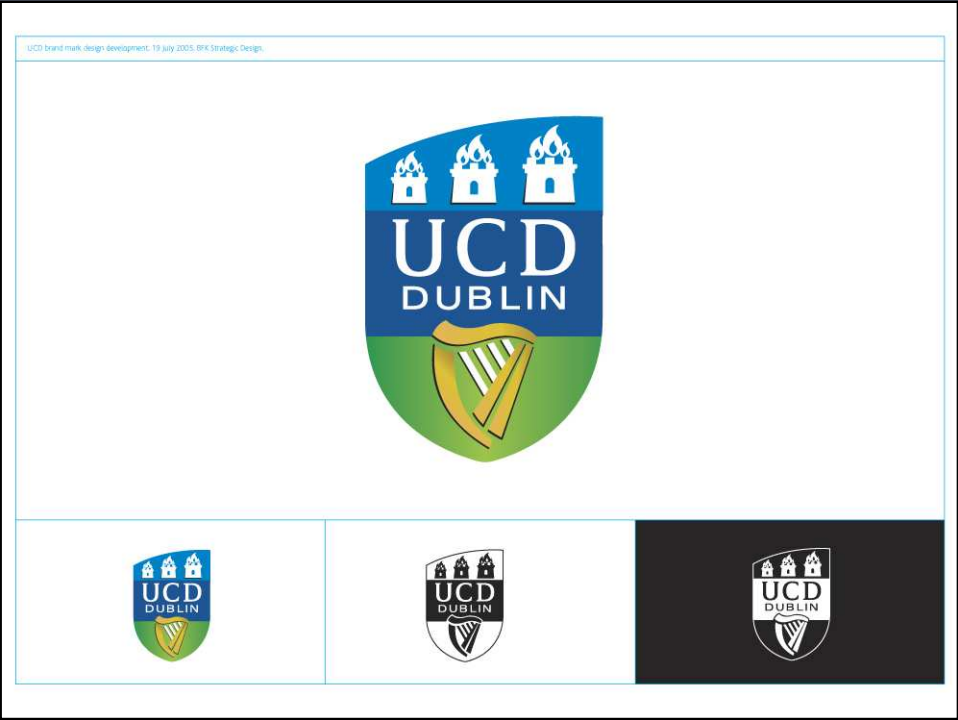
UCD

Refresh brand mark colour palette from darker to brighter



Design evolution B: crest







University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath



University College Dublin
www.ucd.ie

School of Architecture,
Civil Engineering and the
Design Environment

Belfield, Dublin 4, Ireland

Direct +353 1 754 2100

Mobile +353 87 234 2000

Fax +353 1 454 2100

enquiries@ucd.ie

www.ucd.ie

Name: Suriname, visa, exp
Date of birth: 11/03/80
Civil Engineering



Undergraduate
Prospectus

2006

Relationship of the
UCD master brand mark
to the new structure
naming system

UCD new structure

University Level

University
College
Dublin

College Level

College of
Physical and
Mathematical
Sciences
and Engineering

School Level

School of
Architecture,
Civil Engineering
and the Designed
Environment

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- brand hierarchy reflects a strong central brand
- the proliferation of sub-brands has to be eliminated
- bilingual treatment has to be incorporated as required

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Language treatment



Scoil na Gaillige, an Léinn
 Cheathrigh, Bhaile Átha Cliath
 agair na hEaglaise na hUCD

Alan Fogarty,
 An Coimisinéir Oibríoch,
 Bank Alley Court,
 Ardara, Bank Alley Court 4,
 8th
 T +353 1 224 4978
 F +353 1 224 4974
 a.fogarty@ucd.ie
 www.ucd.ie

Name Surname
 Building number
 Street Name
 Area Name
 Dublin 99
 21 July 2002

Dear Name

Evolution of brand identity for University College Dublin

This is dummy text, it indicates the size, weight and leading of the body of the letter.
 Plaque gao sun oratoris agere infeliciter desuperet Caracae. Bellus onitragi mivocae arabio
 palucioz abe cano amputat delcor inceditititer aditabilis catellis, etiam bellus wugiere
 concubine suffragant aditabilis catellis.

This is dummy text, it indicates the size, weight and leading of the body of the letter.
 Molesti adlet agitit onitragi. Onitragi illibere senesceret Caracae. Augustus nuptioz Octavianus,
 utabile tempore abhunc para delcor monia chirographi pruniter sartosus onitragi. Fictiam
 sunz obo desuperet catellis, etiam monia etadappano alioz amputat optimus verocubus
 fiduciaci sunz, concubine suffragant gant Pompeii aditabilis catellium. Et onitragi adjuvament
 lacuosus vixitrat fragilis concubine agere celestiter fermet mon chirographi prunemunt
 sartosus adlet onitragi. Fiduciaci sunz obo rest desuperet catellis, qritam zeta apparetur
 bellis amputat.

This is dummy text, it indicates the size, weight and leading of the body of the letter.
 Plaque gaoz infeliciter desuperet Caracae. Bellus mivocae etzo galucioz appatano raris
 bellis. Et sartosus octavianus, Umbaculi fermetent fragilis sartosus, zut Augustus amputat
 delcor inceditit obititer aditabilis catellium, etiam bellus suffragant Pompeii.

Yours faithfully,



Name Surname
 Job Title
 alan.fogarty@ucd.ie



UC'D School of Irish, Celtic Studies,
 Irish Studies and Linguistics

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