

National College of Ireland

# Brand Guidelines

Sixth Edition – September 2025

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# 1. The NCI Brand

# Guidelines

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**The following guide is intended to ensure that we are consistent in our communication of the National College of Ireland brand.**

Following an agreed set of guidelines and using the recommended fonts, colours, and logos is the best way to give all of our communication efforts a successful, timeless brand identity. It ensures visual continuity and brand recognition across all National College of Ireland communications, which in turn will help to develop a sense of familiarity and confidence with our external audiences.

Remember, a brand is much more than a logo, colour or typeface. It is the images we select, the words we use, and every communication we have with the wider world. It benefits everyone involved when our corporate identity is applied consistently to convey one clear message. If you have suggestions to improve this guide, please forward them to the Director of Marketing, who will raise them at Executive Board level.

*Note: These brand guidelines give overall direction as you deal with elements of the NCI brand. There are also more detailed policies and procedures that the Marketing and Student Recruitment Department follows in carrying out this work. These are available from the Marketing Department.*

## **We want the general public to see National College of Ireland as...**

- Working in partnership with students; guiding, supporting and encouraging them to achieve their ambitions and realise their potential.
- We aim to deliver an education that is student centred, where everything we do is dedicated to helping you achieve your ambitions and realise your potential.
- Standing for academic excellence and access to education for all.
- Believing in a rounded education where student wellbeing is as important as the qualification they achieve.

## **2. Mission, Vision and Values**

# Mission, Vision and Values

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## Mission

**To change lives through education\***

## Vision

**NCI will provide an inspiring educational experience that is innovative, responsive and enterprise focused**

*\*Please note: Our mission statement is better represented through email as Changing Lives Through Education See page 36 for more*

If National College of Ireland was a person, these are some things that our customers should say about that person. These attributes are often referred to as brand values.

## Values

### Genuine

approachable and down to earth, honest and open.

### Inspiring

concerned about the achievement of excellence.

### Understanding

a partner, paying particular attention to the needs of others; recognising the individual as well as the education.

### Committed

an ally in the face of difficulties students can face.

### Passionate

about education and standards.



# 3. Our Name

# Our Name

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The first reference to our name should always be 'National College of Ireland'. On subsequent references, you may use 'NCI' or 'the college' (note the small 'c').

Acronyms should generally not be separated by fullstops (periods) or blank spaces. If you use the word 'the' before our name, it should not have a capital T.

## So for example...

*'I went to National College of Ireland'* (is correct)

*'I went to The National College of Ireland'* (is incorrect)

## Taglines

Please note that the tagline '*The College for a learning society*' is **no longer in use** and should not appear on any publications. If you have a version of this logo saved on your drive please delete it.

*'A campus without walls'* is also **no longer in use**.

# 4. Our Logo

# Our Logo

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Our logo is composed of two different elements. The 'steps' and the National College of Ireland logo type. Both elements are important to the brand and **must not be interfered with**, separated or adjusted in any way.

# Recommended Sizing

## Exclusion Zone

To ensure that our logo has maximum visibility, a clearance zone has been created to allow sufficient space between the logotype and other elements such as text, photographs and illustrations. This is created by using the 'steps' as a guide.



## Minimum size

The logo should always be clear and legible. To ensure this, the logo should never be smaller than 28mm wide.



**Please note: The logo must always be enlarged or reduced proportionately.**

# Which Logo to Use



**The NCI full colour logo must only be used on a white or transparent background**

Commerical printers and third party designers

[NCI\\_Logos\\_CMYK.ai](#)

[NCI\\_Logos\\_RGB.ai](#)

[NCI\\_Logos\\_CMYK.pdf](#)

Usage on white background

[NCI\\_Logo\\_Colour.png](#)



**The NCI white logo must only be used on a dark background**

Commerical printers and third party designers

[NCI\\_Logos\\_CMYK.ai](#)

[NCI\\_Logos\\_RGB.ai](#)

[NCI\\_Logos\\_CMYK.pdf](#)

Usage on dark backgrounds

[NCI\\_Logo\\_White.png](#)



**The NCI navy logo must only be used on a light background, where it may be difficult to view the white logo**

Commerical printers and third party designers

[NCI\\_Logos\\_CMYK.ai](#)

[NCI\\_Logos\\_RGB.ai](#)

[NCI\\_Logos\\_CMYK.pdf](#)

Usage on light backgrounds

[NCI\\_Logo\\_Navy.png](#)

The NCI logo must always be **reproduced from a digital master file**. Please ensure that the appropriate file is used. Please note that all usage of the National College of Ireland logo and branding must take place in consultation with the NCI Marketing Department.

# Additional Logos

To accommodate all formats, the National College of Ireland has two additional logos to its main logo. A wide version and a super wide version. NCI has only three versions of our logo, as shown on this page. Please do not attempt to create other versions. If you are unsure which logo to use please seek advice. The usage of the additional logos follows the same principles as the main NCI logo.

**Main logo**



**Wide logo**



**Super wide logo**



***Whenever possible, the main logo is to be used.***

# Additional Logos

## Exclusion Zone

To ensure that our logo has maximum visibility, a clearance zone has been created. This is created by using the 'steps' as a guide.





# Icon

There are instances where the full logo is not suitable. For those cases, for example, social media profile pictures or the website favicon, just the icon logo should be used.

## Social Media Icon



***Whenever possible, the main logo is to be used.***

# Big Signage

Sometimes there are cases where the normal logos are not suitable. For these rare cases, we have made special logo versions. They should only be used for their specific purposes and not for any other.

## Special Icon Signage



## Special Wide Signage



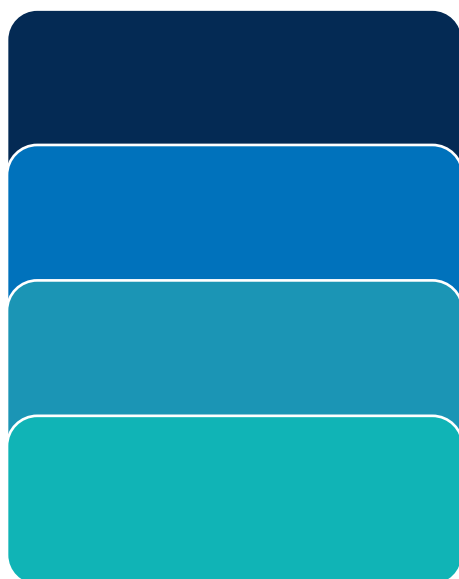
## Special Super Wide Signage



**Whenever possible, the main logo is to be used.**

# Colours

The primary colours of the National College of Ireland brand are NCI Navy and NCI River. The blues and teals nod to our green island and surrounding waters. The Irish sea and the river Liffey.



## Navy

CMYK: 100 | 80 | 25 | 45  
RGB: 2 | 43 | 84  
#022B55

## River

CMYK: 100 | 50 | 0 | 0  
RGB: 0 | 105 | 180  
#0069B4

## Sea

CMYK: 80 | 24 | 20 | 2  
RGB: 0 | 147 | 184  
#0093B8

## Teal

CMYK: 75 | 4 | 32 | 0  
RGB: 0 | 172 | 184  
#00ADB8



## Deep Ocean

CMYK: 100 | 80 | 15 | 80  
RGB: 7 | 15 | 46  
#070F2E

## Black

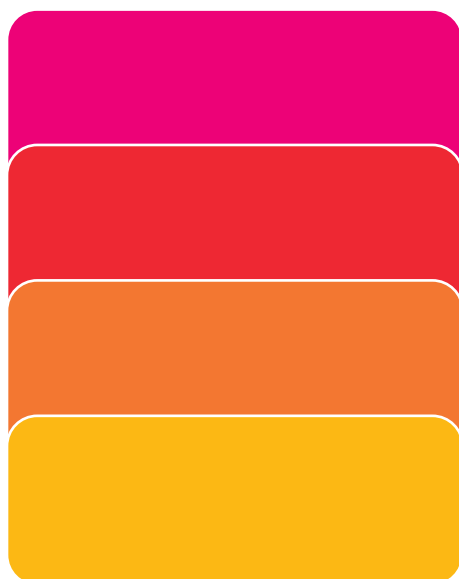
CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
#000000

## White

CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
#FFFFFF

# Secondary Colours

Secondary colours are meant to be used in addition to the main colours. In advertising the colours have to be strong, bold and impactful. Strong contrast is essential while using the colours.



## Cerise

CMYK: 0 | 100 | 20 | 0  
RGB: 229 | 0 | 109  
#E5006D

## Scarlet

CMYK: 0 | 96 | 86 | 0  
RGB: 229 | 21 | 39  
#E51527

## Ember

CMYK: 0 | 66 | 90 | 0  
RGB: 238 | 113 | 37  
#EE7125

## Butterscup

CMYK: 0 | 30 | 100 | 0  
RGB: 251 | 185 | 0  
#FBB900



## Moss

CMYK: 40 | 5 | 100 | 0  
RGB: 175 | 195 | 12  
#AFC40C

## Emerald

CMYK: 80 | 10 | 95 | 0  
RGB: 38 | 156 | 65  
#269C41

## Sky

CMYK: 85 | 13 | 0 | 0  
RGB: 0 | 159 | 222  
#009FDE

## Plum

CMYK: 90 | 100 | 0 | 0  
RGB: 72 | 37 | 131  
#482583

# Colour Contrast

Colour contrast is very important for legibility. To meet current accessibility standards, use only approved colour combinations.

Text colour

	Black	White	Deep Ocean	Navy	River	Sea	Teal	Black	White	Cerise	Scarlet	Ember	Buttercup	Moss	Emerald	Shy	Plum
Deep Ocean	DNP	Text 18.8	Text 1.3	Text 1.3	Text 3.3	Text 5.4	Text 6.9	Text 1.1	Text 18.8	Text 4.1	Text 4	Text 6.3	Text 10.8	Text 9.6	Text 5.3	Text 6.3	Text 1.6
Navy	DNP	Text 18.8	Text 1.3	Text 1.3	Text 3.3	Text 5.4	Text 6.9	Text 1.1	Text 18.8	Text 4.1	Text 4	Text 6.3	Text 10.8	Text 9.6	Text 5.3	Text 6.3	Text 1.6
River	Text 3.3	Text 1.3	Text 1.3	Text 1.3	Text 3.3	Text 5.4	Text 6.9	Text 1.1	Text 18.8	Text 4.1	Text 4	Text 6.3	Text 10.8	Text 9.6	Text 5.3	Text 6.3	Text 1.6
Sea	Text 5.4	Text 1.3	Text 1.3	Text 1.3	Text 3.3	Text 5.4	Text 6.9	Text 1.1	Text 18.8	Text 4.1	Text 4	Text 6.3	Text 10.8	Text 9.6	Text 5.3	Text 6.3	Text 1.6
Teal	Text 6.9	Text 1.3	Text 1.3	Text 1.3	Text 3.3	Text 5.4	Text 6.9	Text 1.1	Text 18.8	Text 4.1	Text 4	Text 6.3	Text 10.8	Text 9.6	Text 5.3	Text 6.3	Text 1.6
Black	Text 1.1	Text 1.5	Text 3.7	Text 6	Text 7.7	Text 21	Text 4.6	Text 4.6	Text 7	Text 12.1	Text 10.7	Text 5.9	Text 7	Text 1.9	Text 1.9	Text 1.9	Text 1.9
White	Text 18.8	Text 14	Text 5.7	Text 3.5	Text 2.7	Text 21	Text 4.6	Text 4.6	Text 3	Text 1.7	Text 2	Text 3.6	Text 3	Text 11.2	Text 11.2	Text 11.2	Text 11.2
Cerise	Text 4.1	Text 3	Text 1.3	Text 1.3	Text 1.7	Text 4.6	Text 4.6	Text 1	Text 1.5	Text 2.7	Text 2.4	Text 1.3	Text 1.5	Text 2.4	Text 1.5	Text 2.4	Text 2.4
Scarlet	Text 4	Text 3	Text 1.2	Text 1.3	Text 1.7	Text 4.6	Text 4.6	Text 1	Text 1.5	Text 2.7	Text 2.4	Text 1.3	Text 1.5	Text 2.4	Text 1.5	Text 2.4	Text 2.4
Ember	Text 6.3	Text 4.7	Text 1.9	Text 1.2	Text 1	Text 7	Text 3	Text 1.5	Text 1.5	Text 1.7	Text 1.5	Text 1.2	Text 1	Text 3.7	Text 3.7	Text 3.7	Text 3.7
Buttercup	Text 10.8	Text 8.1	Text 3.3	Text 2	Text 1.6	Text 12.1	Text 1.7	Text 2.7	Text 2.7	Text 1.7	Text 1.1	Text 2.1	Text 1.7	Text 6.4	Text 6.4	Text 6.4	Text 6.4
Moss	Text 9.6	Text 7.2	Text 2.9	Text 1.8	Text 1.4	Text 10.7	Text 2	Text 2.4	Text 2.4	Text 1.5	Text 1.1	Text 1.8	Text 1.5	Text 5.7	Text 5.7	Text 5.7	Text 5.7
Emerald	Text 5.3	Text 4	Text 1.6	Text 1	Text 1.3	Text 5.9	Text 3.6	Text 1.3	Text 1.3	Text 1.2	Text 2.1	Text 1.8	Text 1.2	Text 3.1	Text 3.1	Text 3.1	Text 3.1
Shy	Text 6.3	Text 4.7	Text 1.9	Text 1.2	Text 1.1	Text 7	Text 3	Text 1.5	Text 1.5	Text 1	Text 1.7	Text 1.5	Text 1.2	Text 3.7	Text 3.7	Text 3.7	Text 3.7
Plum	Text 1.6	Text 1.2	Text 2	Text 3.2	Text 4.1	Text 1.9	Text 11.2	Text 2.4	Text 2.4	Text 3.7	Text 6.4	Text 5.7	Text 3.1	Text 3.7	Text 3.7	Text 3.7	Text 3.7

AAA Pass (7+)   AA Pass (4.5+)   AA18 Pass, Large text only (3+)   DNP Does not pass

Web Content Accessibility Guidelines (WCAG) Level AA compliance requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. To achieve Level AAA compliance requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point and bold, or 18 point or larger.

# Colour Allocations

Colours play a key role in discerning brands, that's why colours have been allocated to different areas. Using approved colour combinations keeps the visual language unified.

## NCI NCI Early Learning Initiative NCI Cloud Competency Centre NCI Online

**NCI**

**TT TT tt** River

**TT tt TT** Sea

**TT tt**

**TT TT TT tt**

**TT tt**

**NCI Early Learning Initiative**

**TT TT tt** Acorn

**TT TT tt**

**TT tt TT tt**

**TT TT tt**

**NCI Cloud Competency Centre**

**TT TT tt** Ember

**TT tt TT tt**

**TT TT tt**

**TT tt TT tt**

**NCI Online**

**TT tt TT tt** Emerald

**TT TT tt**

**TT TT tt**

**TT TT tt**

**Part Time** Teal

**TT tt**

**TT tt TT tt**

**TT tt**

**TT tt TT tt**

**Springboard** Buttercup

**TT**

**TT tt TT tt**

**TT tt**

**TT tt TT tt**

**CIPD** Moss

**TT**

**TT tt TT tt**

**TT tt**

**TT tt TT tt**

**CAO** Cerise

**TT TT tt**

**TT TT tt**

**TT tt TT tt**

**TT TT tt**

**MBA** Sky

**TT tt TT tt**

**TT tt TT tt**

**TT TT tt**

**TT tt TT tt**

**Accelerated Degrees** Plum

**TT tt**

**TT tt**

**TT tt TT tt**

**TT tt**

**International** Shamrock

**TT tt**

**TT tt**

**TT tt TT tt**

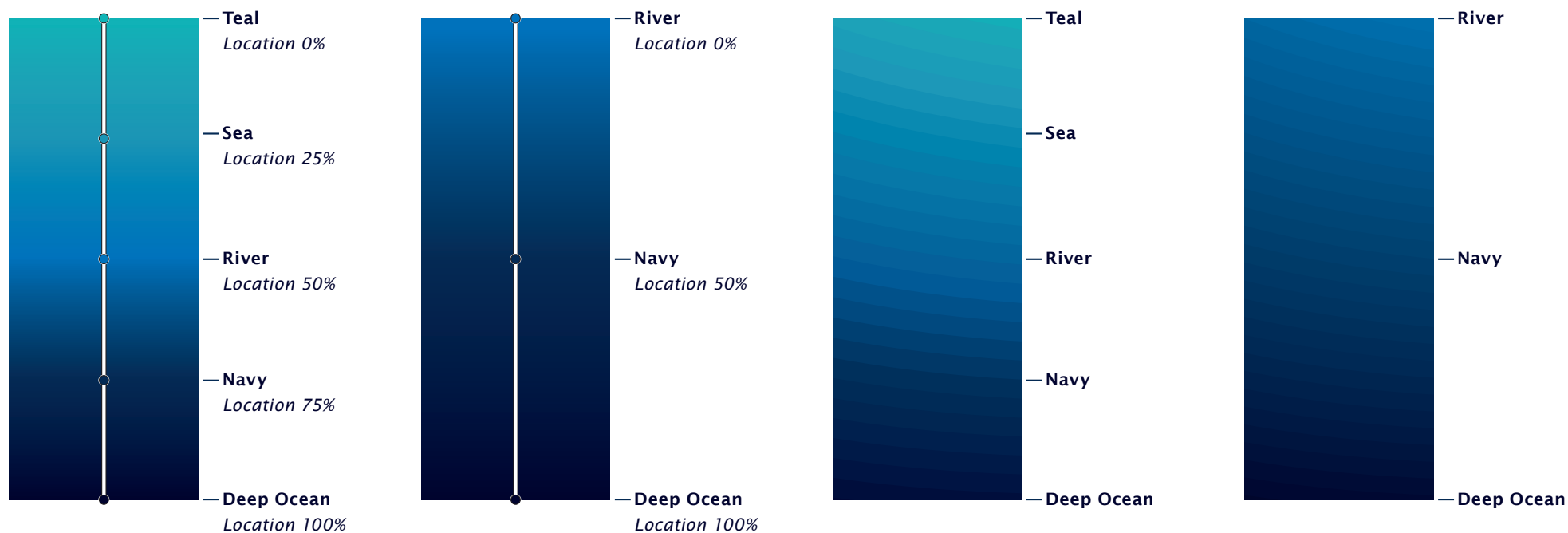
**TT tt**

**TT tt**

TT - Large text tt - Normal/Small text

# Gradients

Gradients are created by using the National College of Ireland's main brand colours. Similarly, the seawave patterns are made with the same colours.



# NCI Signage

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There may be an occasion where a department or school has a need to create a sign. This is only possible in the format of the NCI Sign as seen in the example below. Please contact the Graphic Designer for further advice. The NCI sign can only be provided by the Graphic Designer.





# Additional Logos

There may be an occasion where a department has a need to create a logo. This is only possible in the format shown below. Please contact the Graphic Designer for further advice. The additional logo can only be provided by the Graphic Designer.

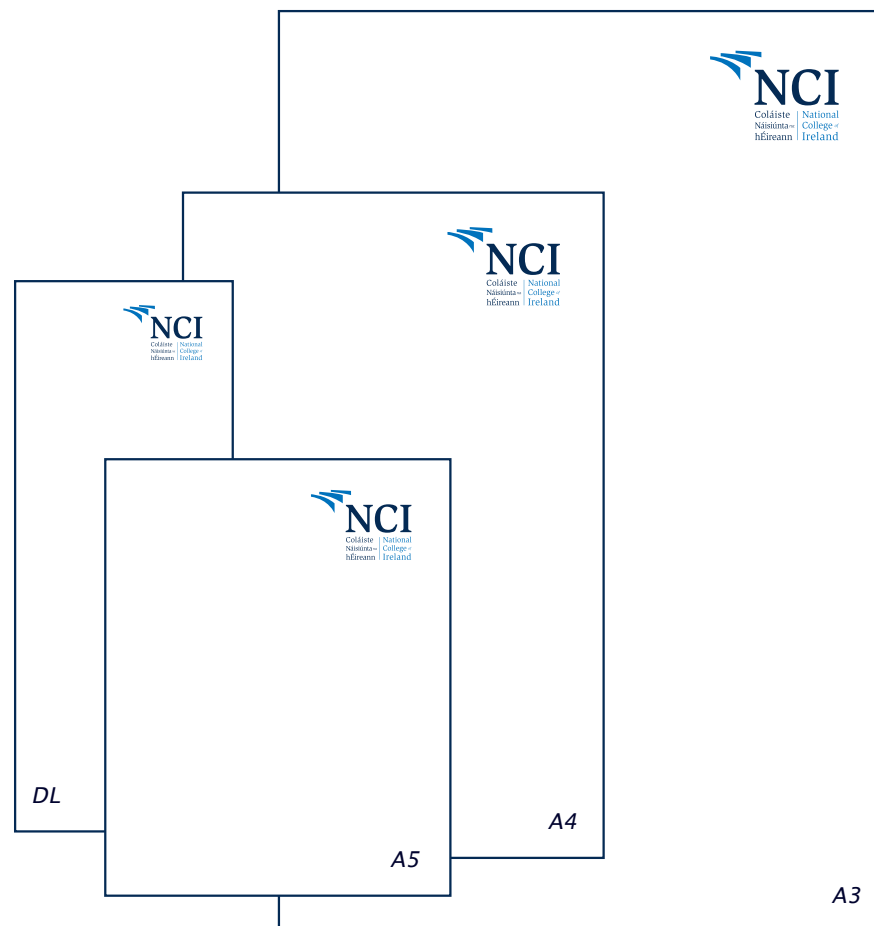


# Positioning

Consistent positioning of the logo is essential. It should appear on the **top right**, top left or bottom right where possible

Whilst the use of additional logos is discouraged, there may be certain times when additional branding may be required (e.g third party brands). If the use of third party/sub-brands is required the recommended positioning is to the left of the NCI logo. Please ensure that all logos have sufficient white space. Please see exclusion Zone (Page 13)

*For additional advice please contact the Marketing Department.*



# 5. Typography

# Lucida Sans

To ensure consistency and continuity, all written communications should use the approved NCI typefaces. All three fonts are in keeping with our current brand values and tone of voice.

Lucida Sans is the primary typeface for NCI. This should be used on all printed promotional materials.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,:’\*!?-+--=“”#€£%&/[()]**

Font Family	When to use it
Lucida Sans Regular – Size 10pt	Main body text
<i>Lucida Sans Italic</i>	information/Links
<b>Lucida Sans Bold</b>	Highlighting information

# Sanchez

Sanchez is the Headings typeface. This should be used on most materials.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,: ' \* ! ? - + - = ' # € £ % & / [ ( ) ]**

Font Family	When to use it
<b>Sanchez Black – Size 24pt</b>	Heading 1
<b>Sanchez Black – Size 16pt</b>	Heading 2
<b>Sanchez Bold – Size 14pt</b>	Quotes/Highlighting

# Verdana

Verdana is the secondary typeface for NCI. This should be used on all web based materials including your mail signature, Please note the website has a separate style sheet.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,: ' \* ! ? - + - = ' ' # € £ % & / [ ( ) ]**

Verdana is the NCI email typeface. This typeface must be used in all email communications including your email signature.

Font Family	When to use it
<b>Verdana Bold</b> – Size 14pt	Headings
<b>Verdana Regular</b> – Size 10pt	Main body text
<i>Verdana Italic</i>	Quotes/Links
<b>Verdana Bold</b>	Highlighting information

# 6. Our Imagery

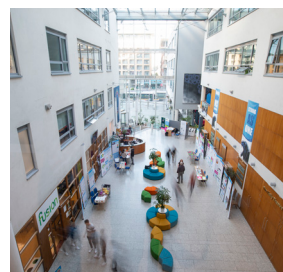
# Image Guidelines

## Use strong images

When adding images it is important that they convey the brand values of NCI.

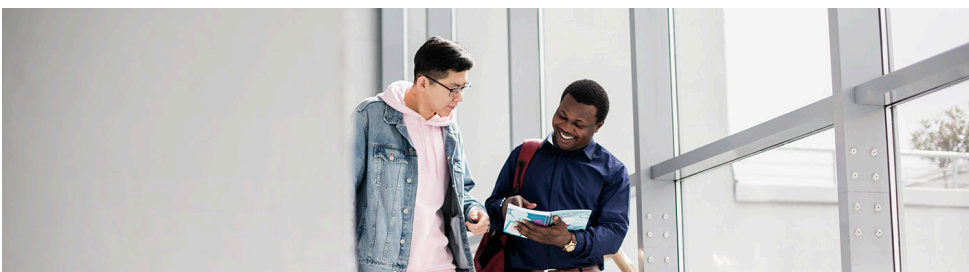
- Only use images that are relevant and add value to the NCI brand.
- Avoid stock type photos if possible.
- Do not use Google or other search engines to source images. We must have ownership of all image we use.
- Please ensure that any images you plan to use are 300dpi for print and 72dpi for web.

*Please contact the Marketing Department if you plan to include the use of images, for further advice. Please see photography guidelines on page 51.*





# Images



# 7. Templates

# Templates

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## What do we have?

The Marketing Department have a variety of different templates available for use.

These include:

- **PowerPoint**
- **Letterhead**
- **Email**
- **MS Teams Backgrounds**

These can be downloaded from the Marketing section of the NCI Support Hub.

*Please contact the Marketing Department if you need further advice.*

# Email Signature

Your email signature should follow one of the below examples.

## Long Signature



**Jane Smith** (she/her)

Marketing Campaign Manager

Tel: + 353 1 9876543

Email: jane.smith@ncirl.ie

**National College of Ireland**

Mayor Street, IFSC, Dublin 1

Tel (Reception): + 353 1 4498500

[www.ncirl.ie](http://www.ncirl.ie) | [@NCIRL](https://twitter.com/NCIRL) | [Visit the NCI Blog](#)

**Changing Lives Through Education**

## Short Signature



**Jane Smith** (she/her)

Marketing Campaign Manager

01 9876543 / 01 4498500

[www.ncirl.ie](http://www.ncirl.ie) | [@NCIRL](https://twitter.com/NCIRL) | [Visit the NCI Blog](#)

**Changing Lives Through Education**

# **8. Editorial Style Guide**

# Editorial Style Guide

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It is important we strive for consistency across all of our communications. For editorial guidelines, the Marketing Department recommends the use of the current edition of the Associated Press Stylebook (available from the college library). This is the most commonly used set of editorial guidelines and contains an A to Z guide to grammar, capitalisation, abbreviation, spelling, numerals and general word usage. It is a great place to start if you are puzzling over a turn of phrase. However, when it comes to the spelling of certain words, please bear in mind that the book is written for an American audience.

Some commonly used terms are listed overleaf for ease of reference, including some college specific terms, where we differ from the general guidelines provided in the Associated Press Stylebook. If you are ever unsure about the use of a word or phrase, please don't hesitate to contact the Marketing Department.

# Commonly Used Words and Phrases: 10 Top Tips

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## 1. academic degrees

- All degree abbreviations should be uppercase and without periods: BA, BSc, MA, MSc, PhD etc.
- The word “degree” should not follow a degree abbreviation. (Use “She has a BA in HRM” not “She has a B.A. degree in HRM”)

## 2. **alumnus, alumni, alumna, alumnae**

- Alumnus (alumni in the plural) should be used when referring to a man who has attended a school, college or university. Use alumna (alumnae in the plural) when referring to a woman, and alumni when referring to a group of men and women.

## 3. **am, pm**

- Lowercase, without periods

## 4. **ampersand (&)**

- The ampersand can be used in job titles - Careers & Opportunities Officer – and where space is an issue (headers, the web), but should not otherwise be used in place of the word and.

## 5. **curricula, curriculum**

- Curriculum is the singular form; curricula is the plural form

# Commonly Used Words and Phrases: 10 Top Tips

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## 6. departments

- Capitalise when using the official title of the department or office:
  - President's Office
  - Marketing Department
  - Commercial Office
  - Student Services
  - Students' Union

## 7. graduate, graduand

Our students are graduands when they have completed the requirements for, but have not yet been awarded, a particular qualification. After the conferring ceremony, they are graduates.

## 8. name and acronym

- Please consult page 10 in this guide for correct usage of our name and acronym.

## 9. programmes

- National College of Ireland courses are also referred to as programmes, as opposed to programs. (Where possible, 'courses' is the preferred term)

## 10. state-of-the-art, part-time, full-time

- The phrase should be hyphenated when it is used as an adjective, such as "National College of Ireland has a state-of-the-art campus" and "we offer part-time and full-time courses".



# 9. Digital Communications

# Social Media Guidelines

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We welcome the use of social media by staff as part of their professional affiliation with NCI and support and encourage the sharing of NCI content through your own personal accounts. Please ensure you are familiar with the NCI staff media / Social Media Policy which outlines NCI policy regarding staff interaction with both traditional and online social media. Ensure to be familiar with this before you post.

The Marketing Department manage a number of official social media profiles for the college; the main channels are listed on page 44. No further accounts bearing the NCI / NCIRL / National College of Ireland names are to be established by other staff members, faculty or departments without first discussing with the Marketing Department.

Some very large organisations do have multiple accounts and there may sometimes be a rationale for having several. However in most other cases, multiple presences just dilutes an organisations' efforts, as it splits audience, activity and resources across several channels.

Building and engaging an audience through social media takes time and effort and in an organisation our size, it may not always make sense to dilute our resources. If you have content or campaigns you'd like to run on our social media accounts then we'd be delighted to work with you on this and to come up with a way to fulfil your objectives.

# Social Media Guidelines

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## Tone of Voice

Our tone of voice as per our brand model is “**grounded, helpful, professional and engaging**”. However there are some suggested additions when it comes to the tone of voice we use online, particularly for social media. A tone of voice that is also ‘casual’ and ‘friendly’ is recommended, taking care that this does not cross over into hypercasual or flippant (inappropriate jokes or language, textspeak etc.) which would dilute our credibility and could ultimately damage our brand.

# Shared Content

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We maintain a regular posting calendar which is linked to the editorial calendar for the NCI website and blog. In addition we encourage suggestions for content from other departments around the college and welcome contribution and engagement from staff and faculty.

Social media allows you to share information almost instantly with a global audience so do bear in mind that what you share is both public and permanent. As a general guideline, don't write online what you wouldn't be happy to announce to a group of colleagues.

Confidential information regarding NCI practices and procedures or personal information about staff or students should not be posted or discussed online.

## NCI Social Media Accounts

**Instagram** [www.instagram.com/NCIRL](http://www.instagram.com/NCIRL)

**Facebook** [www.facebook.com/NCIRL](http://www.facebook.com/NCIRL)

**LinkedIn** [www.linkedin.com/school/national-college-of-ireland](http://www.linkedin.com/school/national-college-of-ireland)

**YouTube** [www.youtube.com/NCIRL](http://www.youtube.com/NCIRL)

**X** [www.x.com/NCIRL](http://www.x.com/NCIRL)

**TikTok** [www.tiktok.com/@nationalcollegeofireland](http://www.tiktok.com/@nationalcollegeofireland)

# 10. Website

**The website is an essential tool in the promotion of NCI.**

*(Note: In addition to these guidelines please see the Marketing and Student Recruitment website policy for further detail)*

Whilst the Marketing Department has overall responsibility for the NCI website, other departments are responsible for the maintenance of their section of the site. It is crucial that this information is uploaded regularly, and that the content is fresh, credible, consistent and accessible.

## **When writing content for the website bear in mind:**

- Web writing should be half the word count of conventional writing.
- Content must be kept up-to-date. Outdated information online can be damaging to the credibility of the website.
- Write short and accurate titles or headlines that explain clearly what information is on the page.
- Use short paragraphs, sub-headings, tables and bullet points.
- Spelling and grammar should be checked before uploading new content. If in doubt, ask someone to proofread your text before publishing it to the site.

## **Also, we have a few accessibility requirements to remember as well:**

- Tables should include headings and only be used for tabular data.
- Avoid the use of “click here,” “see here,” etc. for hyperlinks.
- Hyperlinked text for documents should include the file type and size  
e.g. sample form (PDF 2KB).
- Don’t bold text to make it a heading. The content management system provides heading styles.

**Font size and style is pre-determined by the website's content management system (CMS). Ensure consistency across all sections of the site with the following steps:**

- Main body of text is always formatted to the standard paragraph option.
- Main headings must always be formatted to heading 1. Subsequent headings should follow under heading 2 and heading 3.
- Font colours should never be altered. Once the above formatting has been carried out correctly, the system will take care of all font styling.
- Text should never be copied and pasted directly into the text box. Editors should use the “paste plain text” option found in the toolbar.

**Images:**

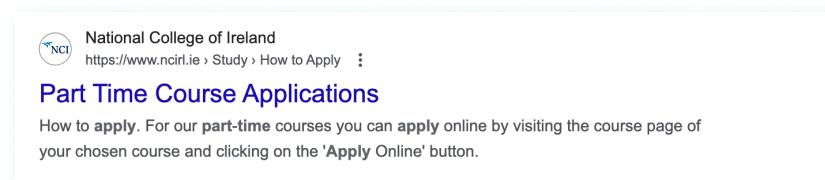
- Images should be sent to the Marketing Department for approval. Please refer to NCI's image guidelines on page 31.
- For accessibility purposes alt text and a description of each image should be added in the CMS. This can be done when in edit mode by right-clicking on the image and selecting properties.

**SEO**

*Training on the website is provided by the Marketing Department and is limited to one or two members of each department. If you would like to arrange a training session or to find out who in your department looks after editing content on the website please contact the Marketing Department.*

In order for our website's content to be picked up by search engines we need to tell them what the key information on each page is. We do this through our **keywords**, **page title** and **page description**. We can add this information to a page when it is being created.

- Keywords are words and phrases found in the body of the page's text.
- The page title is what appears in a search result as seen in the image.
- The description is the 2 lines that appear in a search result beneath a link to your website.
- The description serves to tell the user why they should click through.



# **11. Graphic Design Guidelines**



# Graphic Design Guidelines

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## The Marketing Department can assist you in designing a variety of communication materials.

In any situation where you are considering producing flyers, posters, booklets, web content, e-shots or any branded material for internal or external use, you **must consult** with the **Graphic Designer** in the first instance. As there is a high demand for this service please take time to consider if there is a business need for your request.

## The process to be followed is:

- Provide a **clear and detailed explanation** of the required job to the Graphic Designer by email or by requesting a meeting.
- The Graphic Designer will review your requirements and discuss them with you to determine the best design approach and the timeline required for design.

## The next steps

- It is vital that you provide clean copy that has been **spell-checked**, **proofread** and **double-checked** by another member of your department. If third party logos are required, it is the responsibility of the department requesting the job to ensure that correct logos are requested in a timely fashion from third parties.
- Where external partners are involved, they must approve the copy before it is sent to the Marketing Department. Only when you are certain that the copy is correct, send to the Graphic Designer.
- Please note that failure to proof materials will lead to the job being returned to you and you will lose your place in the work schedule.
- If you are sending images to be included, please ensure they are the correct resolution, have their relevant permissions and conform with our image guidelines. All images for print must be 300dpi.
- Logos or images sent in a word document will not be accepted. JPEG, PDF and EPS files only.

## What to do when you receive your design draft

- When you receive your design draft from the Graphic Designer please take the time to carefully proof it yourself and have it double-checked by another member of your department. Please submit all changes at one time.
- The changes will be incorporated into the second draft. After carefully proofing please sign off via email.
- Once the job is complete, the Graphic Designer will select the most appropriate print company and fully brief them on your requirements. Please be aware that once the artwork has gone to print it cannot be pulled from print for aesthetic reasons.
- Once in print, the lead time depends on the quantity required. However please be aware even the smallest job may take 3-5 days in print. You must allow for this time when scheduling your job with the designer.
- There is a financial cost to all designs created in-house through the purchase of images and vectors.
- Your department will be billed for all images purchased for your design. Please raise any doubts about images before they are purchased.
- If working in a committee, please nominate one person to liaise with the Designer for the duration of the project.
- All jobs are carried out strictly in order of priority. Whilst it is difficult to be definitive, as a guideline: standing items crucial to the recruitment of students such as prospectuses will be given first priority. Other materials for external communication will be given next priority. After this internal communication materials will be catered for.
- For the duration of April - October the service can experience an extremely high volume of requests. Please be aware that this will have a knock-on effect on lead times and may result in a delay.

# **12. Photography Guidelines and Videography**

# Photography Guidelines and Videography

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Photographs taken for the college represent National College of Ireland and should convey our brand values. Photographs should convey us as professional, welcoming and supportive. Stock photos should be avoided where possible. Poor quality images will only weaken our brand.

## General Photography and Videography Policy

The NCI Marketing Department, as part of its role in promoting NCI, gathers photographs and videos for promotional purposes. This is only done where the photos or videos have a promotional purpose for NCI. For example, if taking the photograph can lead to PR coverage in the media or can be used in online or other promotion of the college.

The Marketing Department at NCI does not provide a generalised photography or video service for events or other departments due to resource constraints. Other departments may from time to time have a requirement for photos or videos that are not part of the marketing activity of the college. The Marketing Department will be happy to provide advice and assistance where possible but will not be able to provide a generalised photo service.

## **In the event that there is a marketing rationale for the photo.**

- As outlined, where the photo or video requirement arises from a marketing opportunity such as when there is a possibility to gain PR or social media coverage for the college. In this case this must be discussed with the PR Executive or the Social Media Executive within the Marketing Department. In these cases, the Marketing Department will exercise their judgement and may organise either an external press or other photographer. This will only happen when there is justification, such as an opportunity that external media will use the photographs or that it is useful for our overall social media strategy, or another marketing reason.

All videos/photographs taken by the Marketing Department may be used by the Marketing Department outside the initial purpose/context of the shoot, including but not limited to social media and blog posts, illustrations for prospectuses, etc. therefore all those agreeing to be part of a promotional shoot must give permission to the college to use their image/quote/comment in future marketing collateral.

## **If a Department has a need for photographs or videos falling outside of the normal marketing reasons there are some options:**

- Training has been made available to many departments so that someone from their team is in a position to take photographs as required. Refresher training is made available from time to time but for most cases, departments should be able to cover their own basic photography needs. A camera is available on loan from the Marketing Department for these occasions. For many small events or recording something for a department's own purpose, having a member of your team take the photographs should be the normal procedure.
- If departments merely want to record an event for their own purposes and cannot do this from within their own team they can book an external photographer, though this will incur a cost for their department. The Marketing Department can offer advice on this.

## Lead Times and Booking

Please be aware that the shooting of photographs and videos is time consuming. Preparing good quality images takes a period of time after the photograph is taken for processing. Videos can be very complex and editing is a labour-intensive process, with often even a minute of video taking many hours to produce. For this reason, we ask you to bear in mind the following lead times:

- At least 10 working days' notice should be given where you think you require the Marketing Department to provide a photo or video. It is also good to give this amount of notice as if there is an opportunity of external PR arising from the photo we will need this time to contact media, organise information to press about the event. etc.
- Once the photo or video has been taken it can take up to 3 working days to process a photo and up to 10 working days to process and edit a video depending on its complexity.
- As the college does not employ a photographer or videographer, resources are limited and subject to availability, dependant on scheduling demands and annual leave, etc., therefore these minimum lead times do not guarantee service.

## Booking the Camera

- Bookings must be made directly with the Marketing Department.
- Bookings can be made no earlier than 2 weeks and no later than 24hrs prior to event.
- When returned, the camera battery must be fully charged, all photos downloaded and deleted from the camera and all equipment stored in the camera bag. The Marketing department will not be held responsible for any loss of images from the memory card once it is returned.
- A return time for the equipment will be set at time of booking and must be adhered to.

It is the responsibility of the person collecting the camera to ensure that the equipment is all present, the memory card has been formatted and the battery is fully charged. Once it has been removed from the Marketing Department, the camera is the responsibility of the user and any damage or cost implications will be the responsibility of that person's department.

*Camera usage is restricted to college campus events only. Any need for off-site use must be approved prior to booking.*

# 13. Sub-Brands

# How to Use Our Sub-Brands

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The following guide is intended to ensure that we are consistent in our communication of our sub-brands.

## The National College of Ireland Sub-Brands are:

- NCI Early Learning Initiative
- NCI Cloud Competency Centre
- NCI Online
- NCI International

Following an agreed set of guidelines and using the recommended fonts, colours, and logo is the most effective way to ensure a consistent brand identity across both sub-brands. This, in turn will help to develop a sense of familiarity and confidence with our external audiences.

Remember, a sub-brand is much more than a logo, colour or typeface. It is the images we select, the words we use, and every communication we have with the wider world. It benefits everyone involved when our corporate identity is applied consistently to convey one clear message.



# **14. NCI Early Learning Initiative**

# NCI Early Learning Initiative

The National College of Ireland Early Learning Initiative has a distinct yet complementary brand essence from National College of Ireland. The following guide is intended to ensure that we are consistent in our communication of the NCI Early Learning Initiative brand.

## NCI Early Learning Initiative Brand Essence

**Working together with local communities to fulfill educational potential**

## Values

**Practical – Inspiring – Trustworthy – Grounded – Partnership**

## Personality

**Through providing first class learning support we are committed to helping communities to achieve educational ambitions and build dreams**

## Tone of Voice

**Respectful – Supportive Positive – Engaging – Friendly**

# NCI ELI Logo

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The NCI Early Learning Initiative logo is composed of multiple different elements. The 'steps', the acorn and the National College of Ireland logo type. All elements are important to the brand and **must not be interfered with**, separated or adjusted in any way.

# Recommended Sizing

## Exclusion Zone

To ensure that our logo has maximum visibility, a clearance zone has been created to allow sufficient space between the logotype and other elements such as text, photographs and illustrations. This is created by using the 'steps' as a guide.



## Minimum size

The logo should always be clear and legible. To ensure this, the logo should never be smaller than 43mm wide.



**Please note: The logo must always be enlarged or reduced proportionately.**

# Which Logo to Use



**The NCI Early Learning Initiative full colour logo must only be used on a white or transparent background**

Commerical printers and third party designers

[NCI\\_ELI\\_Logos\\_CMYK.ai](#)

[NCI\\_ELI\\_Logos\\_RGB.ai](#)

[NCI\\_ELI\\_Logos\\_CMYK.pdf](#)

Usage on white background

[NCI\\_ELI\\_Logo\\_Colour.png](#)



**The NCI Early Learning Initiative white logo must only be used on a dark background**

Commerical printers and third party designers

[NCI\\_ELI\\_Logos\\_CMYK.ai](#)

[NCI\\_ELI\\_Logos\\_RGB.ai](#)

[NCI\\_ELI\\_Logos\\_CMYK.pdf](#)

Usage on dark backgrounds

[NCI\\_ELI\\_Logo\\_White.png](#)



**The NCI Early Learning Initiative navy logo must only be used on a light background, where it may be difficult to view the white logo**

Commerical printers and third party designers

[NCI\\_ELI\\_Logos\\_CMYK.ai](#)

[NCI\\_ELI\\_Logos\\_RGB.ai](#)

[NCI\\_ELI\\_Logos\\_CMYK.pdf](#)

Usage on light backgrounds

[NCI\\_ELI\\_Logo\\_Navy.png](#)

The NCI Early Learning Initiative logo must always be **reproduced from a digital master file**. Please ensure that the appropriate file is used. Please note that all usage of the National College of Ireland logo and branding must take place in consultation with the NCI Marketing Department.

# Typography

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To ensure consistency and continuity, all written communications should use the approved NCI typefaces. All three fonts are in keeping with our current brand values and tone of voice.

*Please see NCI typography on pages 27-30.*

# Colours

The primary colours of the National College of Ireland Early Learning Initiative brand are NCI Navy and NCI Acorn.



## Navy

CMYK: 100 | 80 | 25 | 45  
RGB: 2 | 43 | 84  
#022B55

## Acorn

CMYK: 10 | 85 | 100 | 6  
RGB: 207 | 73 | 37  
#CF4925



## Deep Ocean

CMYK: 100 | 80 | 15 | 80  
RGB: 7 | 15 | 46  
#070F2E

## Black

CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
#000000

## White

CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
#FFFFFF

# Using the Brand Identity

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It is important to maintain consistency across all aspects of the NCI Early Learning Initiative brand. This will help to build a strong and steadfast brand. How you use the brand is important, all aspects of the brand identity should be carefully treated. This includes the logo, colours, images and fonts. If you have any questions about the NCI Early Learning Initiative brand or need advice on the correct way to use it, please contact the Marketing Department.

## Third Party Brands

In conjunction with the NCI Early Learning Initiative logo, there are times when the use of a third party logo is also needed. It is important to apply the same care and attention to other third party brands as we do to our own. This can be achieved by ensuring you have the correct logo format for your requirements.



# **15. NCI Cloud Competency Centre**

# NCI CCC Logo

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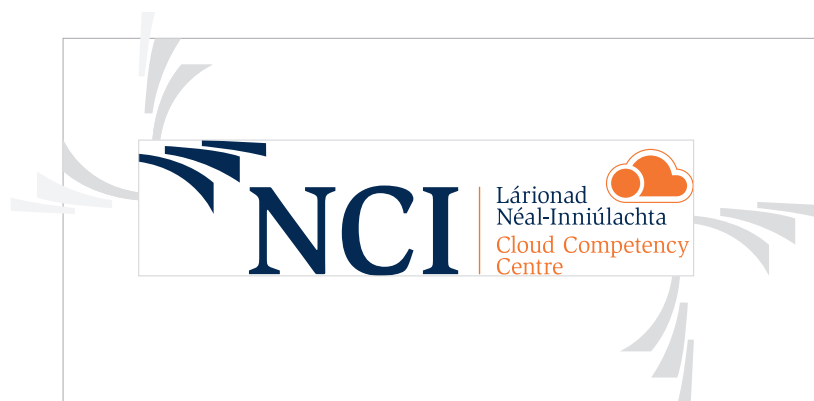


The NCI Cloud Competency Centre logo is composed of multiple different elements. The 'steps', the cloud and the National College of Ireland logo type. All elements are important to the brand and **must not be interfered with**, separated or adjusted in any way.

# Recommended Sizing

## Exclusion Zone

To ensure that our logo has maximum visibility, a clearance zone has been created to allow sufficient space between the logotype and other elements such as text, photographs and illustrations. This is created by using the 'steps' as a guide.



## Minimum size

The logo should always be clear and legible. To ensure this, the logo should never be smaller than 45mm wide.



**Please note: The logo must always be enlarged or reduced proportionately.**

# Which Logo to Use



**The NCI Cloud Competency Centre full colour logo must only be used on a white or transparent background**

Commerical printers and third party designers

[NCI\\_CCC\\_Logos\\_CMYK.ai](#)

[NCI\\_CCC\\_Logos\\_RGB.ai](#)

[NCI\\_CCC\\_Logos\\_CMYK.pdf](#)

Usage on white background

[NCI\\_CCC\\_Logo\\_Colour.png](#)



**The NCI Cloud Competency Centre white logo must only be used on a dark background**

Commerical printers and third party designers

[NCI\\_CCC\\_Logos\\_CMYK.ai](#)

[NCI\\_CCC\\_Logos\\_RGB.ai](#)

[NCI\\_CCC\\_Logos\\_CMYK.pdf](#)

Usage on dark backgrounds

[NCI\\_CCC\\_Logo\\_White.png](#)



**The NCI Cloud Competency Centre navy logo must only be used on a light background, where it may be difficult to view the white logo**

Commerical printers and third party designers

[NCI\\_CCC\\_Logos\\_CMYK.ai](#)

[NCI\\_CCC\\_Logos\\_RGB.ai](#)

[NCI\\_CCC\\_Logos\\_CMYK.pdf](#)

Usage on light backgrounds

[NCI\\_CCC\\_Logo\\_Navy.png](#)

The NCI Cloud Competency Centre logo must always be **reproduced from a digital master file**. Please ensure that the appropriate file is used. Please note that all usage of the National College of Ireland logo and branding must take place in consultation with the NCI Marketing Department.

# Colours

The primary colours of the National College of Ireland Cloud Competency Centre brand are NCI Navy and NCI Ember.



## Navy

CMYK: 100 | 80 | 25 | 45  
RGB: 2 | 43 | 84  
#022B55

## Ember

CMYK: 0 | 66 | 90 | 0  
RGB: 238 | 113 | 37  
#EE7125



## Deep Ocean

CMYK: 100 | 80 | 15 | 80  
RGB: 7 | 15 | 46  
#070F2E

## Black

CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
#000000

## White

CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
#FFFFFF

# Using the Sub-Brand

---

It is important to maintain consistency across all aspects of the Cloud Competency Centre sub-brand (CCC). This will help to build a strong and steadfast brand. How you use the brand is important, all aspects of the brand identity should be carefully treated. This includes the logo, colours, images and fonts. If you have any questions about the CCC brand or need advice on the correct way to use it, please contact the Graphic Designer.

## Third Party Brands

In conjunction with the CCC logo, there are times when the use of a third party logo is also needed. It is important to apply the same care and attention to other third party brands as we do to our own. This can be achieved by ensuring you have the correct logo format for your requirements.

As a matter of policy we should always be clear that we have the proper permission from any third party to use their logo. It is responsibility of the NCI department dealing with the partner to obtain proper permission to use their logo.

# 16. NCI Online

# NCI Online Logo

---



The NCI Online logo is composed of multiple different elements. The 'steps', the globe & cursor and the National College of Ireland logo type. All elements are important to the brand and **must not be interfered with**, separated or adjusted in any way.



# Recommended Sizing

## Exclusion Zone

To ensure that our logo has maximum visibility, a clearance zone has been created to allow sufficient space between the logotype and other elements such as text, photographs and illustrations. This is created by using the 'steps' as a guide.



## Minimum size

The logo should always be clear and legible. To ensure this, the logo should never be smaller than 45mm wide.



**Please note: The logo must always be enlarged or reduced proportionately.**

# Which Logo to Use



**The NCI Online full colour logo must only be used on a white or transparent background**

Commerical printers and third party designers

[NCI\\_Online\\_Logos\\_CMYK.ai](#)

[NCI\\_Online\\_Logos\\_RGB.ai](#)

[NCI\\_Online\\_Logos\\_CMYK.pdf](#)

Usage on white background

[NCI\\_Online\\_Logo\\_Colour.png](#)



**The NCI Online white logo must only be used on a dark background**

Commerical printers and third party designers

[NCI\\_Online\\_Logos\\_CMYK.ai](#)

[NCI\\_Online\\_Logos\\_RGB.ai](#)

[NCI\\_Online\\_Logos\\_CMYK.pdf](#)

Usage on dark backgrounds

[NCI\\_Online\\_Logo\\_White.png](#)



**The NCI Online navy logo must only be used on a light background, where it may be difficult to view the white logo**

Commerical printers and third party designers

[NCI\\_Online\\_Logos\\_CMYK.ai](#)

[NCI\\_Online\\_Logos\\_RGB.ai](#)

[NCI\\_Online\\_Logos\\_CMYK.pdf](#)

Usage on light backgrounds

[NCI\\_Online\\_Logo\\_Navy.png](#)

The NCI Online logo must always be **reproduced from a digital master file**. Please ensure that the appropriate file is used. Please note that all usage of the National College of Ireland logo and branding must take place in consultation with the NCI Marketing Department.

# Colours

The primary colours of the National College of Ireland Online brand are NCI Navy and NCI Emerald.



## Navy

CMYK: 100 | 80 | 25 | 45  
RGB: 2 | 43 | 84  
#022B55

## Emerald

CMYK: 80 | 10 | 95 | 0  
RGB: 38 | 156 | 65  
#269C41



## Deep Ocean

CMYK: 100 | 80 | 15 | 80  
RGB: 7 | 15 | 46  
#070F2E

## Black

CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
#000000

## White

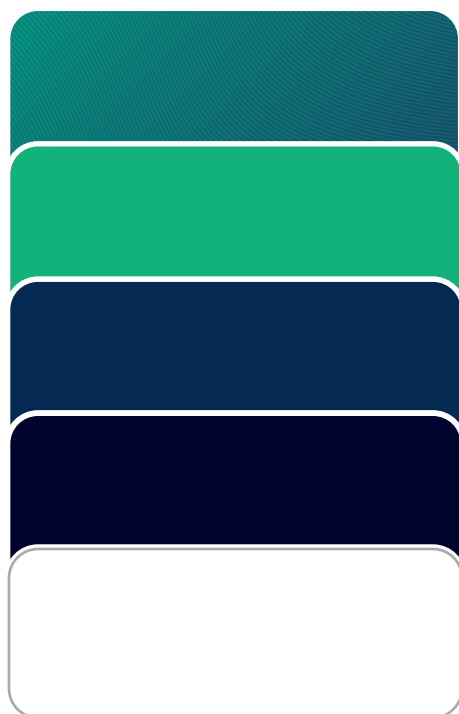
CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
#FFFFFF

# **17. NCI International**

# Colours

The primary colours of the National College of Ireland International are shamrock, navy, white, and an overlaid pattern. The green gradient nods to our green island and surrounding seas. The pattern represents the Irish winds and sea waves, while also mirroring the steps from the NCI logo.

## Main colours



### Pattern

### Shamrock

CMYK: 80 | 0 | 70 | 0  
RGB: 0 | 170 | 136  
#00AA88

### Navy

CMYK: 100 | 80 | 25 | 45  
RGB: 2 | 43 | 84  
#022B55

### Deep Ocean

CMYK: 100 | 80 | 15 | 80  
RGB: 7 | 15 | 46  
#070F2E

### White

CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
#FFFFFF

## Secondary colours



### Sea

CMYK: 80 | 24 | 20 | 2  
RGB: 0 | 147 | 184  
#0093B8

### Moss

CMYK: 40 | 5 | 100 | 0  
RGB: 175 | 195 | 12  
#AFC40C

### Buttercup

CMYK: 0 | 30 | 100 | 0  
RGB: 251 | 185 | 0  
#FBB900

### Cerise

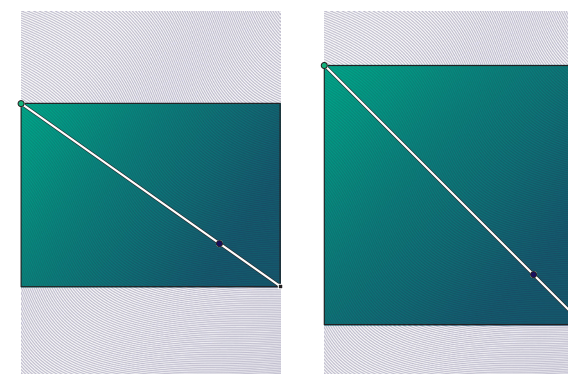
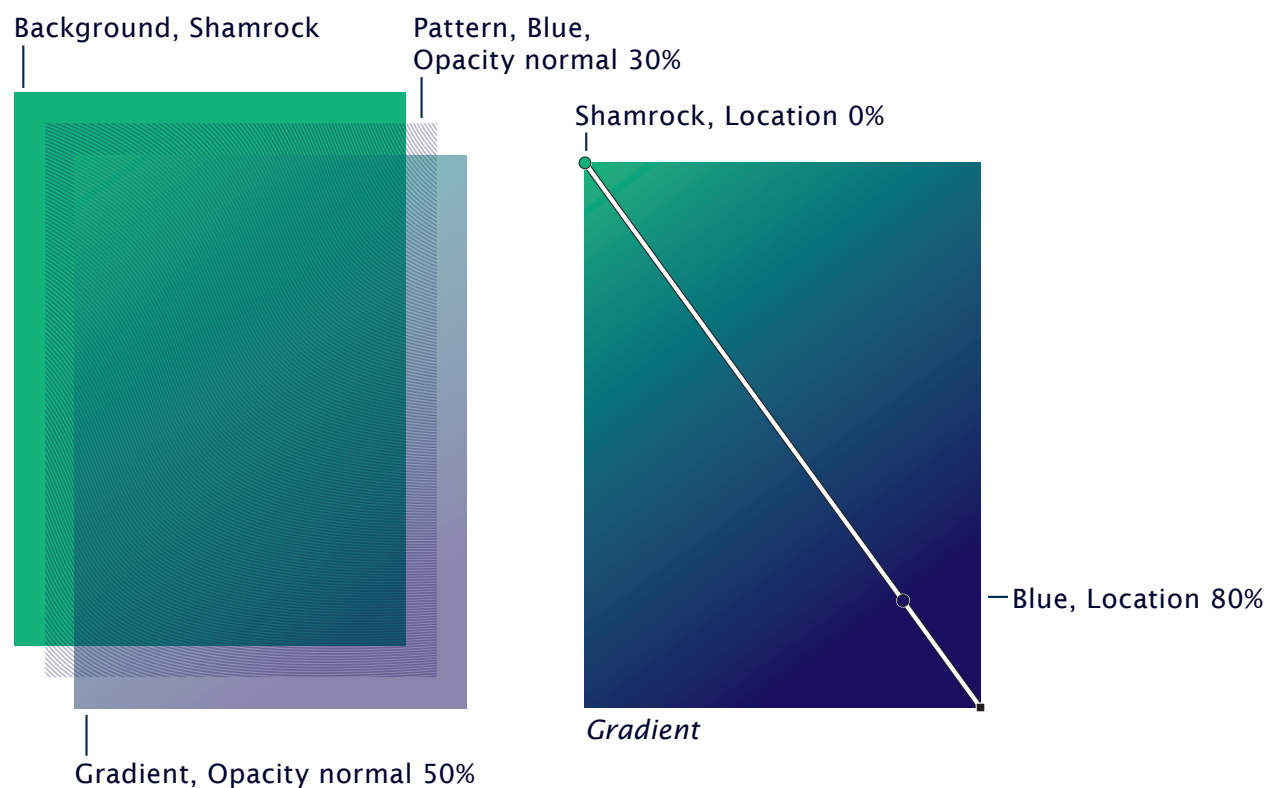
CMYK: 0 | 100 | 20 | 0  
RGB: 229 | 0 | 109  
#E5006D

### Plum

CMYK: 90 | 100 | 0 | 0  
RGB: 72 | 37 | 131  
#482583

# Pattern

The pattern consists of a Shamrock background, a pattern layer and a gradient layer. While using the pattern make sure it isn't stretched or in the wrong colour profile. The lines should flow from the top left corner to the bottom right corner.



When resizing the pattern, the pattern layer stays the same size. The gradient layer changes size and the gradient line has to flow from the top left to the bottom right.



**Blue**  
CMYK: 98 | 100 | 0 | 43  
RGB: 36 | 26 | 86  
#241A56

**The pattern uses the old NCI Blue, which should only be used for this application.**



National College of Ireland,  
Mayor Street, IFSC, Dublin 1