City of Dublin ETB

Brand Style Guide

Contents

Our Goal

To foster better relationships with the ETBI – the centres/ services, nurture collaboration, grow awareness and ultimately put the learner at the heart of the organisation.

01   Logo Usage

Primary Logo

Our primary logo is composed of a typographic lockup of 'City of Dublin' which is its biggest signifier, our graphic mark as well as 'Education and Training Board' in both Irish and English languages.

The graphic mark appears in a gradient of blues to represent Dublin and give a sense of movement and optimism. This sunburst style graphic mark is representative of many of the ETBs in Ireland and so by including it in our City of Dublin ETB logo, we are creating a sense of unity and connection between us.

The typeface is bold, youthful and brave but still retains a lovely encouraging friendliness in its use of title casing.

City of Dublin

Bord Oideachais agus Oiliúna
Education and Training Board

City
of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

City
of Dublin
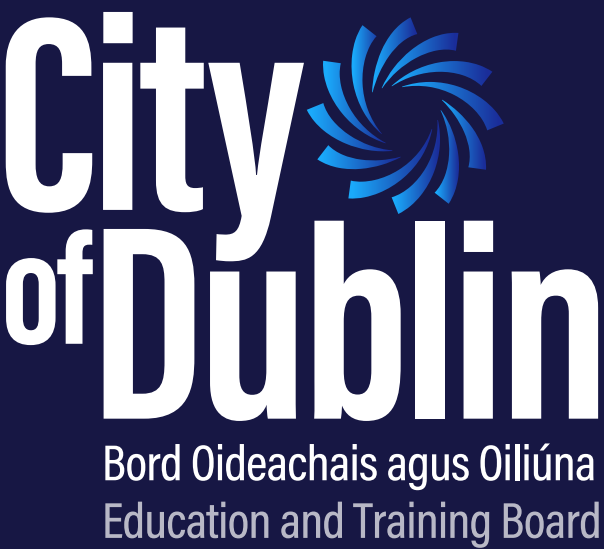Bord Oideachais
agus Oiliúna
Education and
Training Board

Logo Orientations

Depending on the application, our logo can appear in horizontal or vertical formats. The Irish takes precedence in all cases, so appears in a stronger colours and above the English text.

As 'City of Dublin' forms the main logo lockup – it is not necessary to also include the Irish translation for this piece.

The logo in all formats is accompanied by the ETB graphic mark. It primarily appears in this blue gradient but can also appear in a solid colour if necessary. These scenarios and formats are detailed later on in this document.

City
of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

City
of Dublin
Bord Oideachais
agus Oiliúna
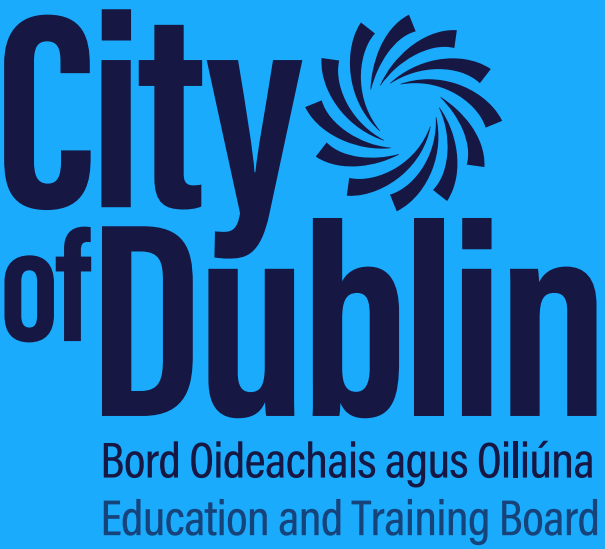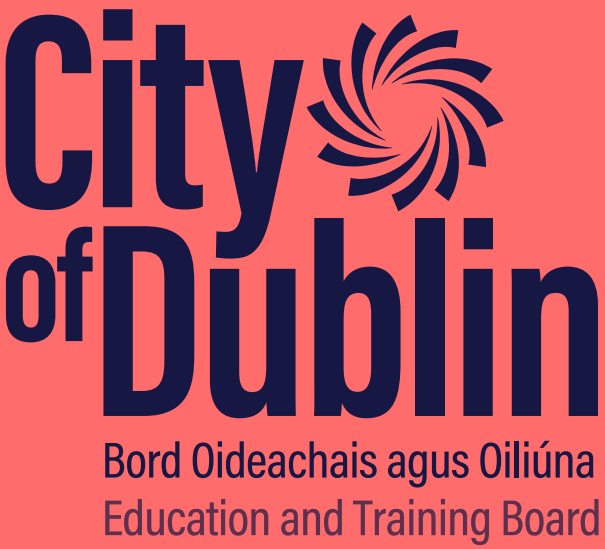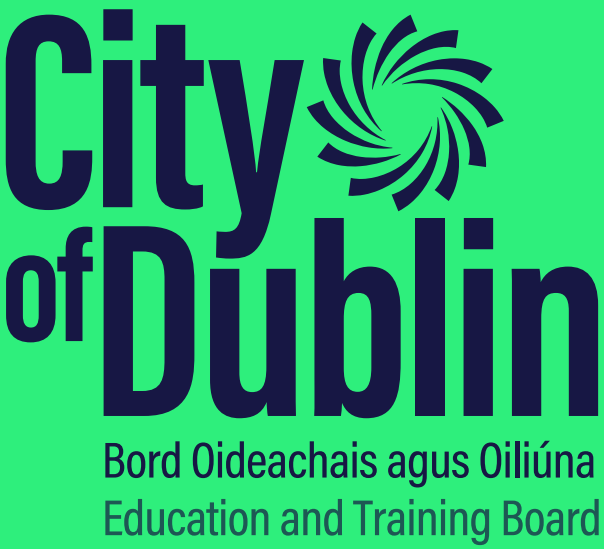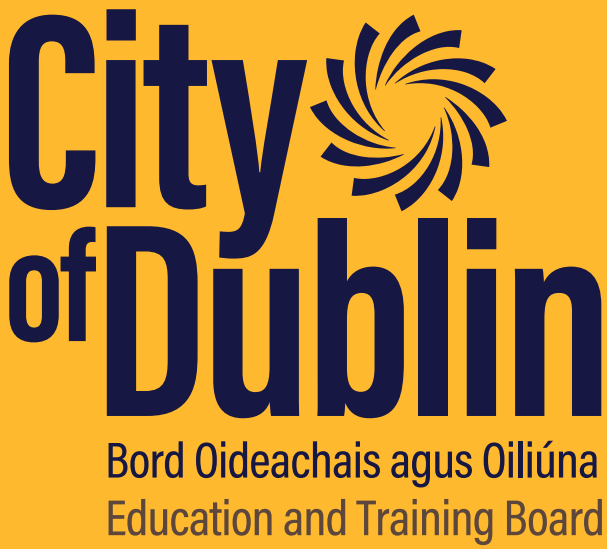Education and
Training Board

Logo Colours

Our logo can appear on many different colour backgrounds, but primarily it is shown on white or our deep navy colour, using the full colour mark in blue gradient.

Our logo can also appear in full black or full white when needed.

When appearing on any of our secondary colour backgrounds, the logo appears in our solid dark navy colour, with no gradient on the graphic mark. This is to increase clarity and legibility of the mark when appearing on secondary colours.

City of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

Pobalscoileanna
Náisiúnta (Bunscoileanna)
Community National
Schools (Primary)

City of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

Breisoideachas
agus Oiliúint
Further Education
and Training

Service Specific Logos

Within the City of Dublin ETB we have 4 separate services – Community National Schools (Primary), Further Education and Training, Second Level and Youth Services, and Student Universal Support Ireland.
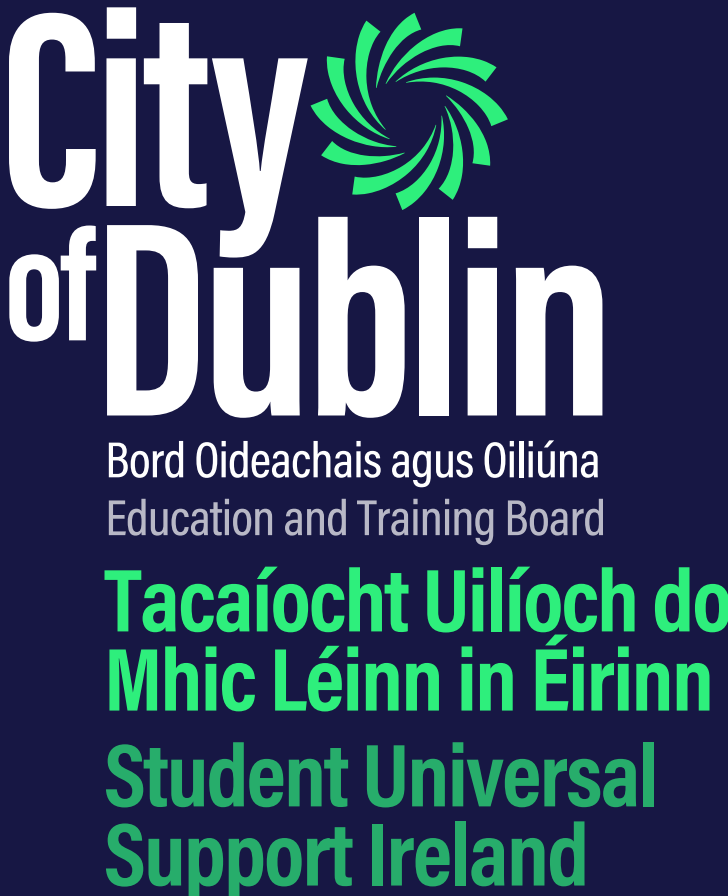
Each service has its own colour signifier as well as its own logo.

City of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

Seirbhísí Dara
Leibhéal agus Óige
Second Level and
Youth Services

City of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

Tacaíocht Uilíoch do
Mhic Léinn in Éirinn
Student Universal
Support Ireland

**City
of Dublin**
Bord Oideachais agus Oiliúna
Education and Training Board
**Pobalscoileanna
Náisiúnta (Bunscoileanna)**
**Community National
Schools (Primary)**

**City
of Dublin**
Bord Oideachais agus Oiliúna
Education and Training Board
**Breisoideachas
agus Oiliúint**
**Further Education
and Training**

Service Specific Logos

The services logos can appear in both a horizontal format and vertical, depending on the application.

The Irish language always takes precedence over the English and our graphic mark appears as a solid colour to clearly define each service.

**City
of Dublin**
Bord Oideachais agus Oiliúna
Education and Training Board
**Seirbhísí Dara
Leibhéal agus Óige**
**Second Level and
Youth Services**

**City
of Dublin**
Bord Oideachais agus Oiliúna
Education and Training Board
**Tacaíocht Uilíoch do
Mhic Léinn in Éirinn**
**Student Universal
Support Ireland**
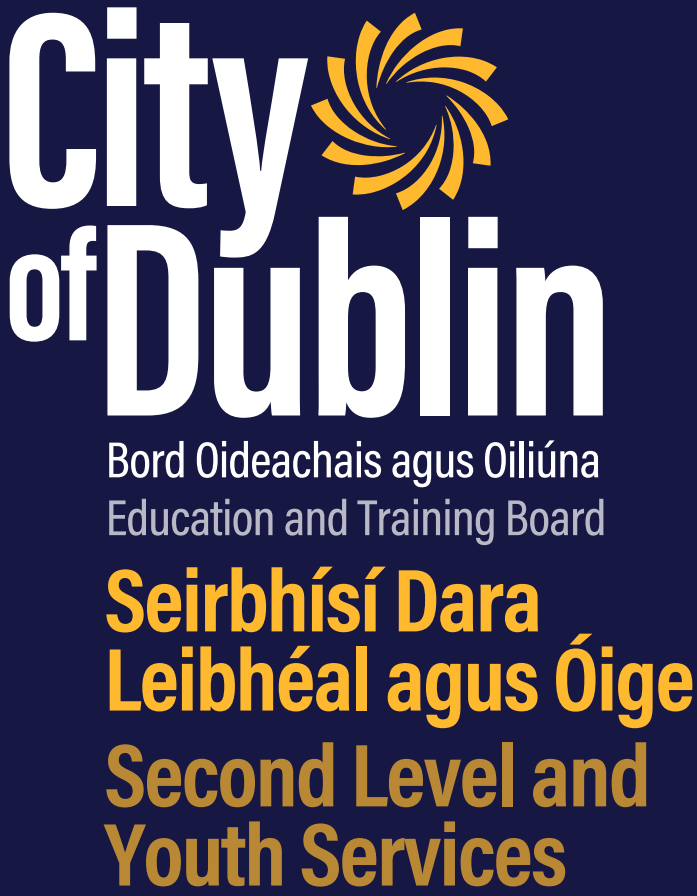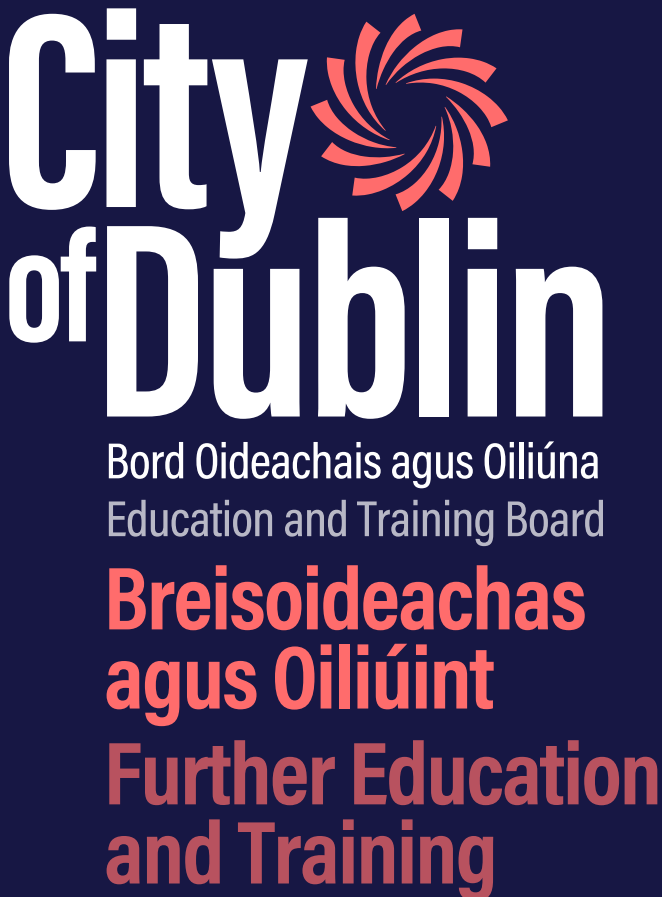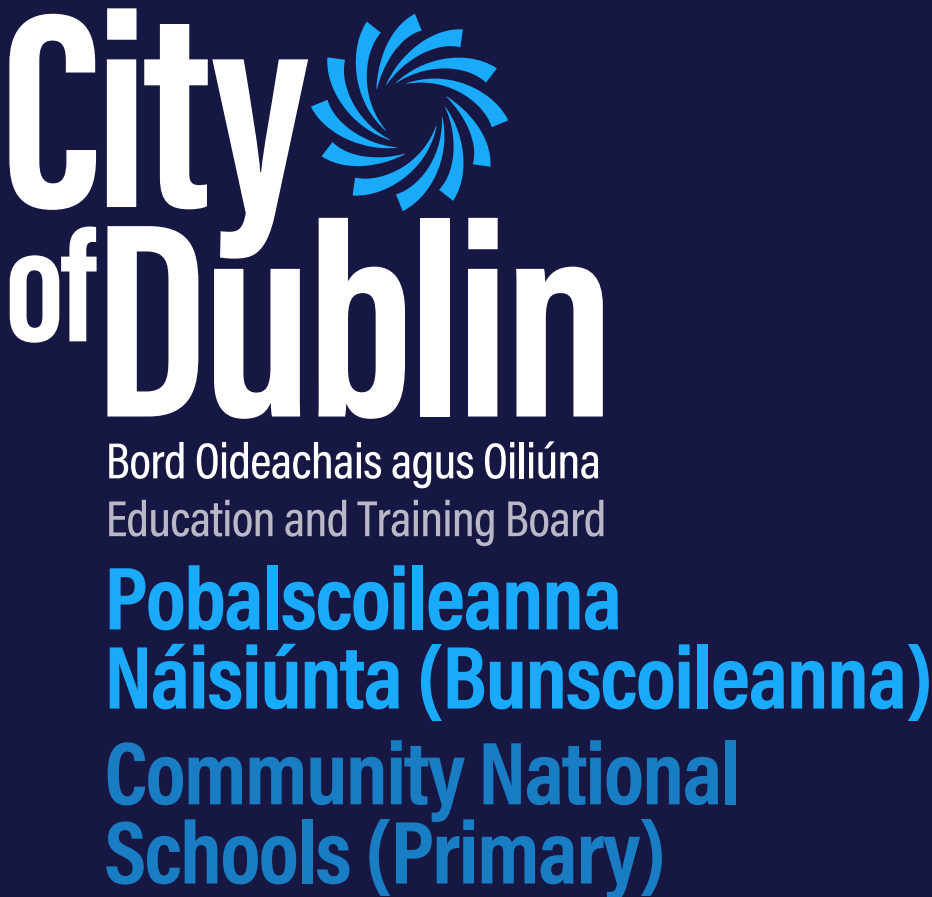
02 Strapline

Brand Strapline

We have merged 'Creating Futures' and 'Connect to Your Future' to create the final tagline 'Create Your Future'. By including the word 'your' within the tagline creates a sense of connection, and speaks to each individual. Our tagline feels emotive, rather than literal.

In choosing 'Create Your Future' rather than 'Creating Your Future' it places more emphasis on the individual being empowered to do this for themselves – it invites an action.

We are inviting people to create their own future by coming to us, and this is our unique proposition.

Create Your Future

03 Typography

A–Z

Acumin Pro Extra Condensed Bold
Mainly used for headlines, titles and statement paragraphs

A–Z

Acumin Pro Regular
Mainly used for body copy, captions and functional information

A–Z

Acumin Pro Semibold
Mainly used to highlight key pieces of body copy, and as subheadings

Typography

Our typographic system uses the Acumin Pro font family to create impact and clear hierarchy. Our system is flexible and simple as well as expressive , contemporary and clear.

For headlines and large introductory text we use Acumin Pro Extra Condensed Bold – this is a strong, solid confident weight that grabs attention and makes a statement.

For body copy and captions we use Acumin Pro Regular – this is a clear, geometric weight that is extremely legible at smaller sizes and in large amounts.

We use Acumin Pro Semibold to highlight key pieces of body copy text and for subheadings.

City of Dublin ETB is the largest provider of Further Education & Training and QQI accredited courses in Ireland. From Apprenticeships to PLC, create your future with us.

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City of Dublin ETB is the largest provider of Further Education & Training and QQI accredited courses in Ireland. From Apprenticeships to PLC, create your future with us.

04 Colour

Primary Colour Palette

Our primary colour palette is made up of 3 core blues to represent Dublin, education and a sense of professionalism. Our colours are friendly, positive and contemporary with lots of contrast so that they can work together easily and attractively. We use a cool, pale blue, a warm, sky blue and a rich, deep navy.

We also use gradients as part of our brand palette for our logo and our graphics.

✕   We do not use gradients for backgrounds.

✕   We also never use gradients for typography.

Pale Blue

#D9FFFD
RGB – 217, 255, 253
CMYK – 12, 0, 3, 0

Sky Blue

#1AAAFB
RGB – 26, 170, 251
CMYK – 66, 21, 0, 0

Deep Navy

#171744
RGB – 23, 23, 68
CMYK – 100, 97, 40, 46

Gradient Blue

#1A2D99 (top)
RGB – 26, 45, 153
CMYK – 100, 95, 2, 0

#1AAAFB (bottom)
RGB – 26, 170, 251
CMYK – 66, 21, 0, 0

Secondary Colour Palette

Our secondary palette is used primarily to distinguish the various services within the organisation. We can use these colours in a variety of tints if called for, however they must appear with the fully saturated colour also. We primarily use them at full saturation for backgrounds, especially when used to signify the brand services.

Confident Yellow

#FFB92E
RGB – 255, 185, 46
CMYK – 0, 31, 92, 0

Responsible Green

#2EEF7C
RGB – 46, 239, 124
CMYK – 60, 0, 76, 0

Ambitious Red

#FF6C6C
RGB – 255, 108, 108
CMYK – 0, 73, 48, 0

Colour Combinations

These are all acceptable colour combinations to use within our brand system. We can use any of our core colours on our core colour backgrounds. We can use our dark navy core colour for text on our secondary colour backgrounds.

Create your future

Create your future

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05 Graphics

Graphic Mark Logo

Our core graphic mark is the ETB sunburst. This is consistent with most other ETBs in Ireland and creates unity between them.

We can use this in a variety of gradient colours from our primary palette. We use this primary gradient when the mark is representing our logo. We can use it as part of the full logo or as a standalone mark for applications such as our social media profile avatar.

The minimum size our logo mark can appear at is 110 x 110 pixels.

110px

110px
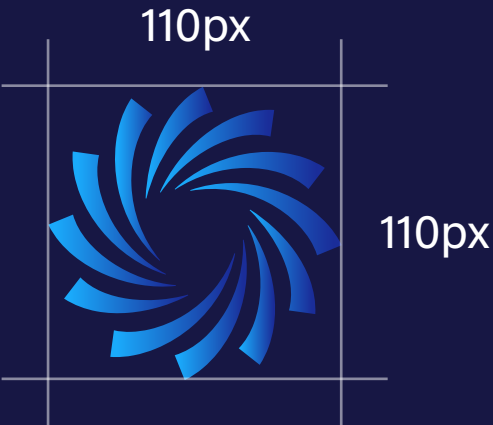
Graphic Mark Colours

We use the primary gradient colours, seen in the top left example, when we are using it to represent our logo. We can use the other gradients that fade partially into the background, for more expressive uses such as graphic elements or when interacting with our cut-out photographs of people.

Graphic Mark Colours

We can use our graphic mark on our secondary palette of colours in 2 ways. We can use it in a white gradient fading partially into the background for decorative purposes, or it can be used as a dark navy solid shape within text or to signify our logo or appear as part of our logo when it is on our secondary colour backgrounds.

Graphic Usage

The graphic mark can be used as a decorative element in one of our fading gradients. When tightly cropped it creates a more dramatic, engaging composition that feels inspirational and dynamic.

The mark can also be used in full view on various pieces of collateral such as out business cards. This creates a strong, confident impression and suggests clarity.

When used in conjunction with imagery, the mark must be centred behind the head or placed above in a beacon-like position.

Our graphic mark must not appear multiple times in the same layout. The only exception to this is when used as a solid 'o' in our headlines, it can also appear alongside a decorative mark (or with an image) in the background of the same layout.

✓
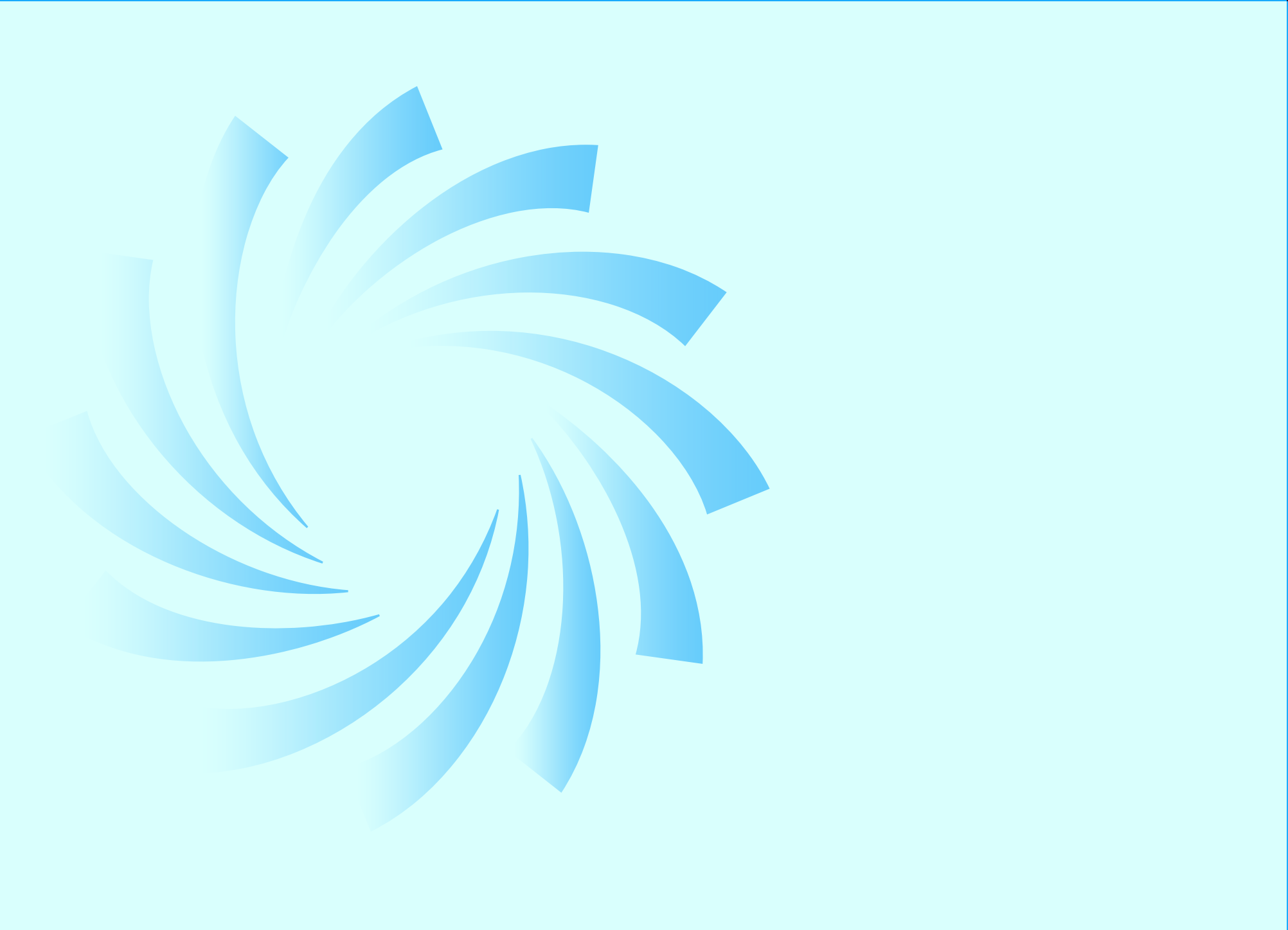
Graphic & Text

Our graphic mark can be used within headlines to replace the letter 'o'. It is important not to do this in sentences longer than 3-4 words. The font must always be Acumin Pro Extra Condensed Bold and the 'o' must always be lowercase.

✕ We do not use the mark to replace the numeral '0'.

✕ We do not use the mark multiple times in one headline.

✕ We do not use the mark to represent a capital 'O'.

Create Your Future

✕ Onwards & Upwards

✕ Course Directory

✕ 2022—23

06   Photography

Cut-out Style

We use a cut-out style of photo treatment when showing our learners, staff and teachers. They appear in a black and white scheme, removed from their original background. They are then set against one of our core colour backgrounds with our core brand graphic mark placed in various styles behind or around them.

We never use more than one graphic mark per image. The graphic mark must be in a gradient, with one of the gradient colours matching the background colour. This gives a sense of depth and motion to the images.

Photography Style

When we show locations, places or buildings, our photography style is wide angled showing context. In the case of interior spaces the photographs have a textural quality with clear areas of contrast within them.

The images are treated in a black and white scheme, or a monotone scheme using one of our primary brand colours.

07   Tone of Voice

Tone of Voice

Our tone of voice is authoritative and professional, but above all helpful and supportive. Our aim is to use our voice to inspire people and give them the confidence to continue or begin their learning journey. We want to motivate our learners to create their our futures.

We are also a pillar of the community and aim to support other institutions and encourage positive engagement overall.

01
Authoritative but accessible

→ Incite trust and authority without alienating with the superlative

→ Being clear, informative and to the point will make the network easy to access – without sounding anything less than expert and without 'dumbing-down' language

→ Tone should be friendly and warm to create emotional resonance with your audiences and help them feel at ease, but should not be overly-emotional, colloquial or informal

02
The learner's helping hand

→ You provide support for each individual to create their own journey. Every interaction with your brand and communications should help each individual feel reassured and know you are there to support

→ Speak to the individual – don't generalise

→ Encourage curiosity, interaction, questions and engagement

→ Give information at the time it is needed, but never for the sake of it and don't overload people with information, as this will overwhelm

03
Pillar of the community

→ As a leader within the education community and ETB network, you are regarded as a trusted source and benchmark

→ Be clear and confident but not arrogant

→ Be unafraid to have logical and clear opinions on educational matters to support learners and other educational institutions

→ Support and recognise other institutions or positive community contributions

→ Help other providers understand the benefits of educational opportunities and services

Tone of Voice

Our tone of voice across all communications is consistent and clear, but appropriate to the platform or context it appears in. Our headlines are inspirational and emotive, short and to the point. Our marketing communications can be a little lengthier but still very clear and concise, ending with a clear call to action. Our user touch-points are of the highest importance and should always be clear and factual, as well as encouraging and positive.

01

Campaign Headlines

Marketing headlines should inspire positivity and incite an emotional response. But practically, they also need to be direct enough to understand in just a few seconds, whilst staying on the right side of emotive.

✓ **A brighter future starts now**

✕ Discover what bright futures await you with City of Dublin ETB

✓ **Where will your learning take you?**

✕ Visit the City of Dublin ETB website for all your learning needs

02

Marketing Communications

Marketing communications can be longer and a little more literal but you are still aiming to create a connection to your brand. Where everyday user communications are more factual and informative, marketing body copy should aim to illicit a call to action.

✓ **City of Dublin ETB is the largest provider of Further Education & Training and QQI accredited courses in Ireland. From Apprenticeships to PLCs, discover new opportunities through our wide range of services and education pathways, whatever your goal.**

   Create your future with us today.

03

User Touch-points

Everyday communications should be clear and factual, whilst encouraging engagement and connection. On our website we must clearly communicate what we do and the benefits to the service user.

✓ **About Us**

   We are City of Dublin ETB – Dublin's leading provider of education, training and youth services. With an established network covering the whole of Dublin City and its suburbs, we provide a comprehensive range of services to suit everyone. We'll support you in finding the right course, service or learning pathway, helping you achieve your goals and create your future.

08   Applications

Colin Heeney

Communications Officer

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Fax:	668 0710
Email:	info@cdetb.ie

City
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Education and Training Board

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of Dublin
Bord Oideachais agus Oiliúna
Education and Training Board

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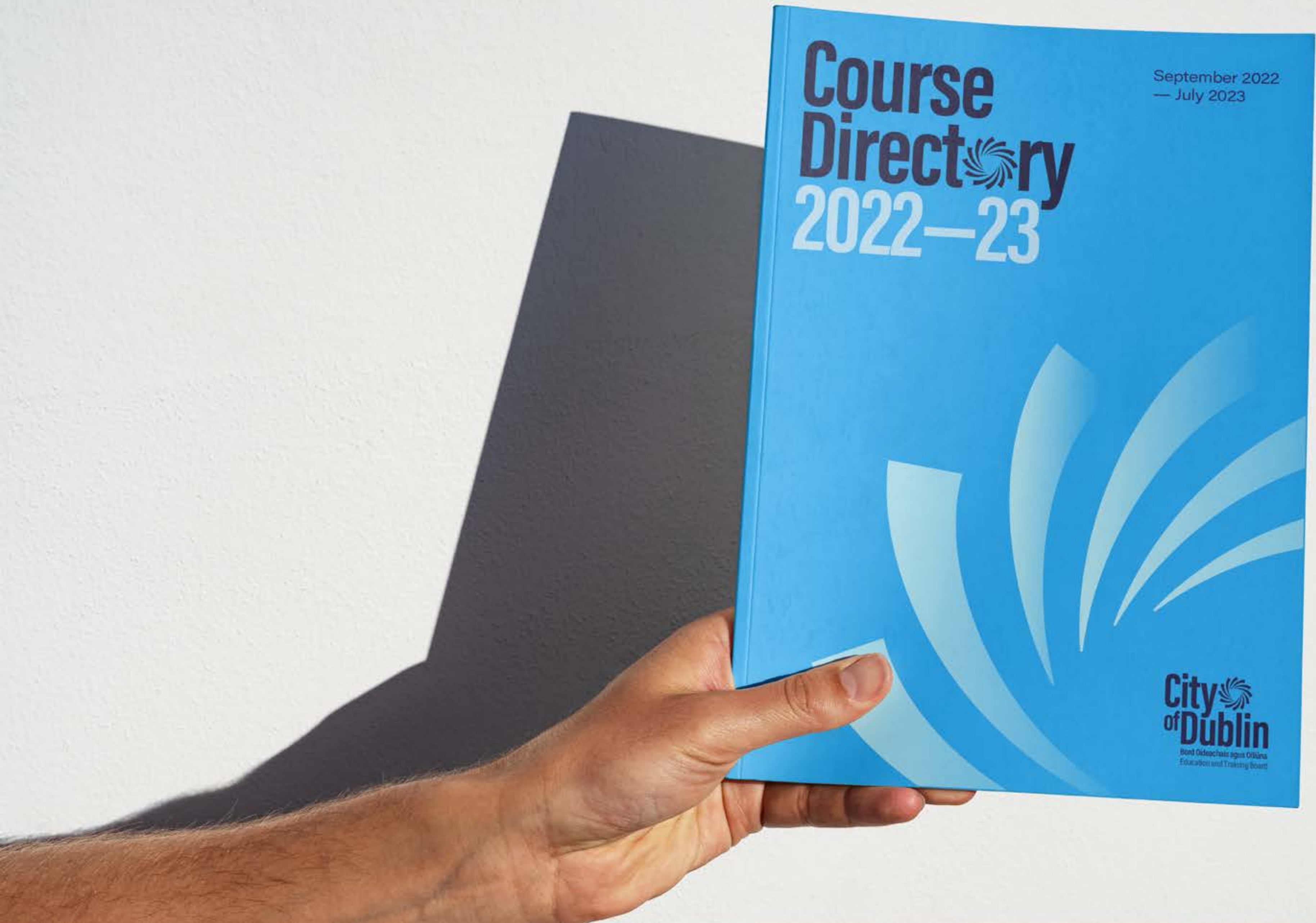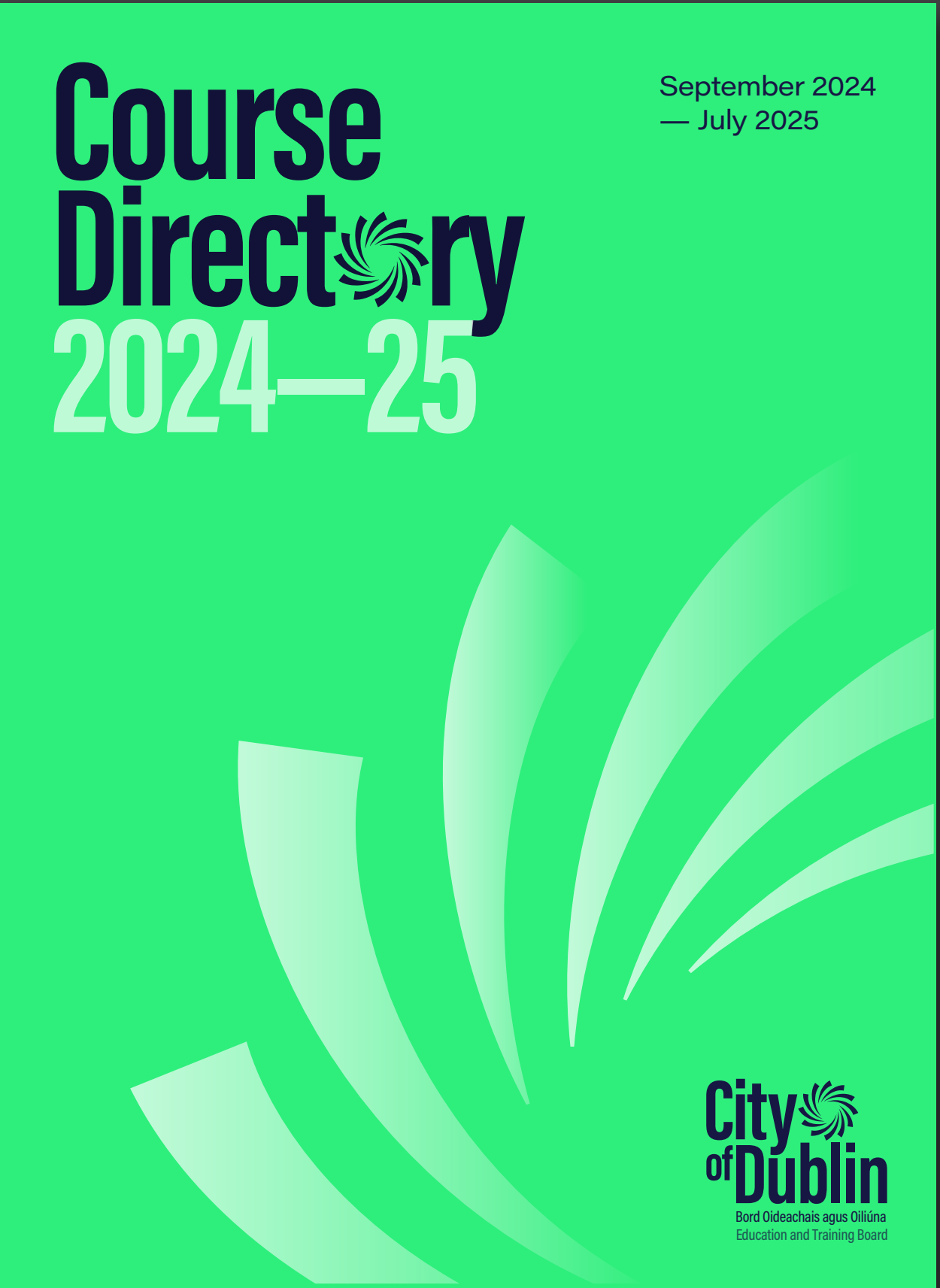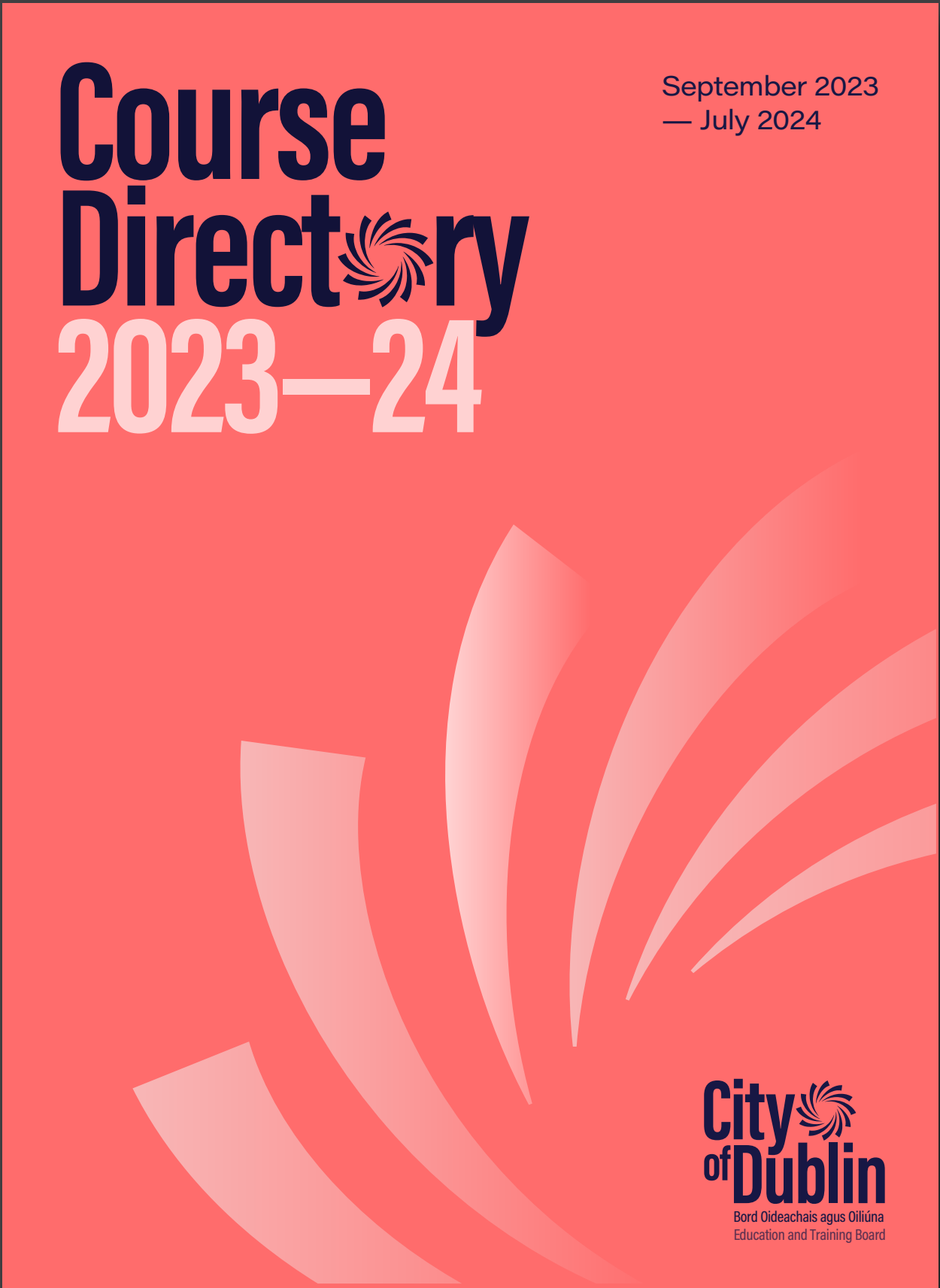Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Tel:	668 0614	Address:	CDETB Administrative Offices,
Fax:	668 0710		Town Hall, 1-3 Merrion Road
Email:	info@cdetb.ie		Ballsbridge, Dublin 4, D04 PP46

city of dublin etb 19h

City of Dublin ETB is the largest provider of Further Education & Training and QQI accredited courses in Ireland. From Apprenticeships to PLC, create your future with us.

city of dublin etb 19h

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city of dublin etb 19h

Create Your Future

Thank you