



Science Foundation Ireland  
**Brand Guidelines**

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This identity manual has been produced to assist organisations in correct usage and application of the Science Foundation Ireland logo. Adhering to these guidelines will ensure consistency throughout all visual communications within the organisation and from other stakeholders.

This guide provides details of the updated identity, the individual logos that can be applied to Science Foundation Ireland communications materials, the corporate colours and the suggested supporting fonts.

Each of the individual logos have been created in a series of formats suitable for all communication's environments including .eps and .jpg. Only the logos specified in this guide should be used and must not be amended or distorted in any way.



# Versions of the Science Foundation Ireland logo available

Master logo



SFI\_logo\_master\_CMYK.eps



SFI\_logo\_master\_Black.eps



SFI\_logo\_master\_white.eps

Irish language logo



SFI\_logo\_irish\_CMYK.eps



SFI\_logo\_irish\_Black.eps



SFI\_logo\_irish\_white.eps

Dual language (Landscape)



SFI\_logo\_dual1\_CMYK.eps



SFI\_logo\_dual1\_Black.eps



SFI\_logo\_dual1\_white.eps

Dual language (Portrait)



SFI\_logo\_dual2\_CMYK.eps



SFI\_logo\_dual2\_Black.eps



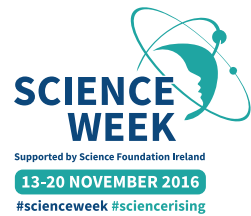
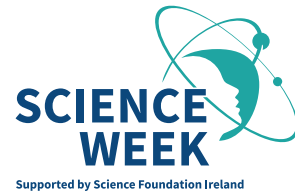
SFI\_logo\_dual2\_white.eps

# Science Foundation Ireland programmes

Smart Futures



Science Week



Discover Primary Science and Maths



SFI Discover (no longer in use)



# Using the Science Foundation Ireland logo

## Minimum size



The logo with full title should not be reproduced smaller than 40mm wide.

## Clearance zone



To help maintain the logo's visibility, we have created a protective clear zone to keep it apart from other elements. Use the width of the 's' to measure the minimum 'breathing' space for the logo.



## Below minimum size

If a smaller reproduction of the logo is required (e.g. pen, tie pin) use the small version logo which can be reduced down to 7mm wide. Small branding of this nature must be pre approved by Science Foundation Ireland.

### Incorrect use of the Science Foundation Ireland logo

The following are some examples of what not to do with the logo



**DO NOT** use elements from the logo in isolation.



**DO NOT** distort, skew, stretch or change the colour of the logo.



**DO NOT** use effects or drop shadows on the logo.



**DO NOT** convert the colour logo to greyscale. Use the black version.



**DO NOT** use the logo on detailed or patterned backgrounds.

If the logo is being placed on an image or colour, please use the correct version of the logo in a suitable position to ensure it is clear and legible.

If in doubt see page 11, 'Guidelines for documents', for more information on the holding shape

# Using the Funding logos

The ERDF, Ireland's European Structural and Investment Funds (ESIF) and Science Foundation Ireland logos must feature on any ERDF funded research related documents and publicity/communications materials produce for external use. Internal documents do not need to display the logos.

- Logos must be displayed in the following order (horizontal and/or vertical orientation): ESIF logo, ERDF logo, Corporate logo.
- Logos must be the same size (minimum print height x width is 19x58mm).
- Colour logos should be used when possible. Black and white versions can only be used in justified cases. Logos and guidelines are available for download at: [Link](#)
- Some examples of where the logos must be used:
  - Website
  - Display/exhibition stands
  - Videos, DVDs, CDs, Adverts (including TV)
  - Press releases/Launches/ Newsletters
  - Awards
- A short description, aims and results must be provided on your website highlighting the financial support of the EU. The ERDF and ESIF logos must be displayed somewhere on your website (not necessarily on the Home Page) and must be placed in a prominent position, inside the viewing area of a digital device, without requiring the user to scroll down the page.
- Suggested Text for your Website to be amended as appropriate:
- Project Description: This research is co-funded by the European Regional Development Fund and Science Foundation Ireland under Ireland's European Structural and Investment Fund. Aims: Edit as needed. Results: Edit as needed.

## The 3 logos in the correct order



As of the 27/05/2016 the following awards are funded through the European Regional Development Fund and Science Foundation Ireland under Ireland's European Structural and Investment.

- SFI Research Centres
  - ADAPT
  - CONNECT
  - CURAM
  - iCrag
  - INSIGHT
  - LERO
- All SFI Spokes Programme awards
- SFI Investigators Programme awards funded to NUI Galway
- Insight



# Fonts

## Internally produced documents

### Calibri

Please use Calibri for internally produced documents and presentations (word, Powerpoint, email)

## Externally produced documents

### Source Sans Pro

For body copy and subheadings we use Source Sans Pro. This font is an open source font and freely available for both PC and Apple platforms. It is available in many weights. This font should be used in all Science Foundation Ireland publications, with the exception of word and powerpoint templates where Calibri is used.

### Museo Slab 700

This font is distinctive and recognisable with letterforms that will complement the functionality of Source Sans Pro.

Science Foundation Ireland uses Museo Slab 700 for all big information ie: headlines, chapter heads, main titles and taglines.

Museo Slab 700 is available for download from all the main type foundries.

Source Sans Pro

Source Sans Pro Light

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Source Sans Pro Regular

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Source Sans Pro Regular

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Source Sans Pro Semi bold

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Source Sans Pro Bold

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Calibri Regular

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Calibri Regular italic

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Calibri Bold

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Calibri

Museo Slab

Museo Slab 500

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

Museo Slab 700

ABCDEFGH123  
 abcdefghijklmnopqrstuvwxyz!  
 @£\$%^&\*()\_+>?

# Primary Brand Colours

The core colours of the Science Foundation Ireland identity are Pantone 326 (Teal) and Pantone 541 (Navy). The colours shown here are for reference ONLY and printed versions of this guide must not be used to colour match.



**Teal**  
**Pantone 326**  


---

**CMYK**  
 C 86  
 M 0  
 Y 42  
 K 0  


---

**SCREEN**  
 R 0  
 G 177  
 B 170



**Dark Blue**  
**Pantone 541**  


---

**CMYK**  
 C 100  
 M 57  
 Y 0  
 K 38  


---

**SCREEN**  
 R 0  
 G 70  
 B 127

## Secondary colours

A number of secondary colours have been selected to augment the identity.

NOTE  
 Examples of these colours in use are on the following page.



**Pantone 240C**  


---

**CMYK**  
 C 20  
 M 100  
 Y 0  
 K 0



**Pantone 380C**  


---

**CMYK**  
 C 26  
 M 0  
 Y 100  
 K 0



**Pantone 5275C**  


---

**CMYK**  
 C 49  
 M 48  
 Y 10  
 K 24



**Pantone 7541C**  


---

**CMYK**  
 C 9  
 M 6  
 Y 6  
 K 0



**Pantone 646C**  


---

**CMYK**  
 C 66  
 M 32  
 Y 0  
 K 11




**Pantone Warm grey 2C**  


---

**CMYK**  
 C 0  
 M 6  
 Y 9  
 K 15



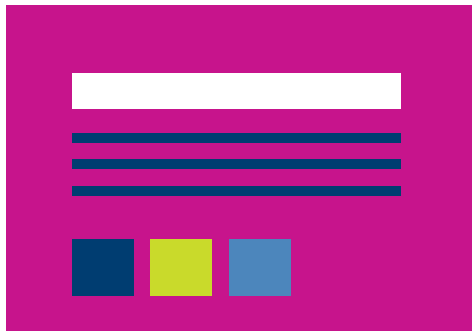




| TABLE |    |  |
|-------|----|--|
| Set 1 | 11 |  |
| Set 2 | 22 |  |
| Set 3 | 33 |  |

These secondary colours are to be used sparingly.

**The primary brand colours on white are part of our look**

The secondary colours can be used to highlight, emphasise and breakup information

| TABLE |    |  |
|-------|----|--|
| Set 1 | 11 |  |
| Set 2 | 22 |  |
| Set 3 | 33 |  |



Do not use the secondary colours as a main solid in publications

# Guidelines for documents

|                            |    |
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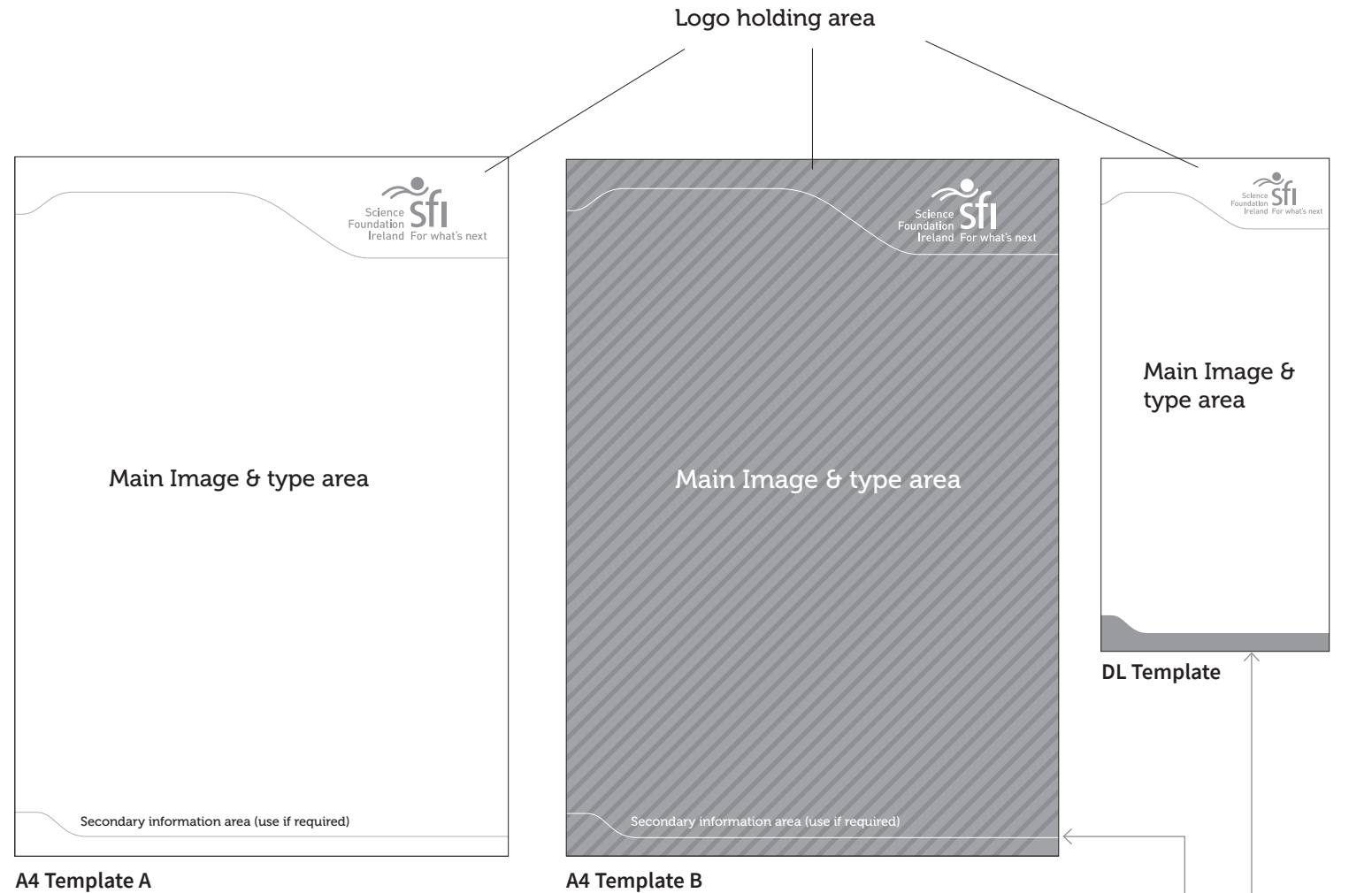
## Cover Design

This is a flexible template that can accommodate different design treatments while maintaining a visual link between our documents.

The diagram opposite shows the curved line we use to hold the logo which also creates a visual link between documents.

The secondary shape at the bottom can be used to hold information such as date of publication, etc.

The following pages show examples of these templates in use.



**Note:** The secondary shape at the base of documents can be a line or a solid, depending on the requirement.

A4 Cover Design examples



DL leaflet examples



## Example 1: A4 single column layout

### Main heading

Museo Slab 700 30/32pt\*.

Use a mixture of Dark Blue or Teal to emphasise words or create a visually interesting heading.

\* Reduce size to 25/27pt for A5

### Sub headings A

Museo Slab 700 11/12.5pt ranged left

2mm space before and after

Colour – Teal

### Sub headings B

Source Sans Semibold 10/12.5pt ranged left

2mm space after

Colour – Navy

### Body copy

Source Sans Regular 9.5/12pt ranged left

2mm space after

Colour – Black

### Bullets

Source Sans Regular 9.5/12pt ranged left

2mm space after; 5mm indent

Colour – Black

Use Teal Chevron bullet symbol

### Introductory paragraphs

Source Sans Regular 13/15pt range left

5mm space after

Colour – Navy

Underline & Overline .75mm – 20% Black

### Text pull

Museo Slab 14/16pt range left

Colour – Teal

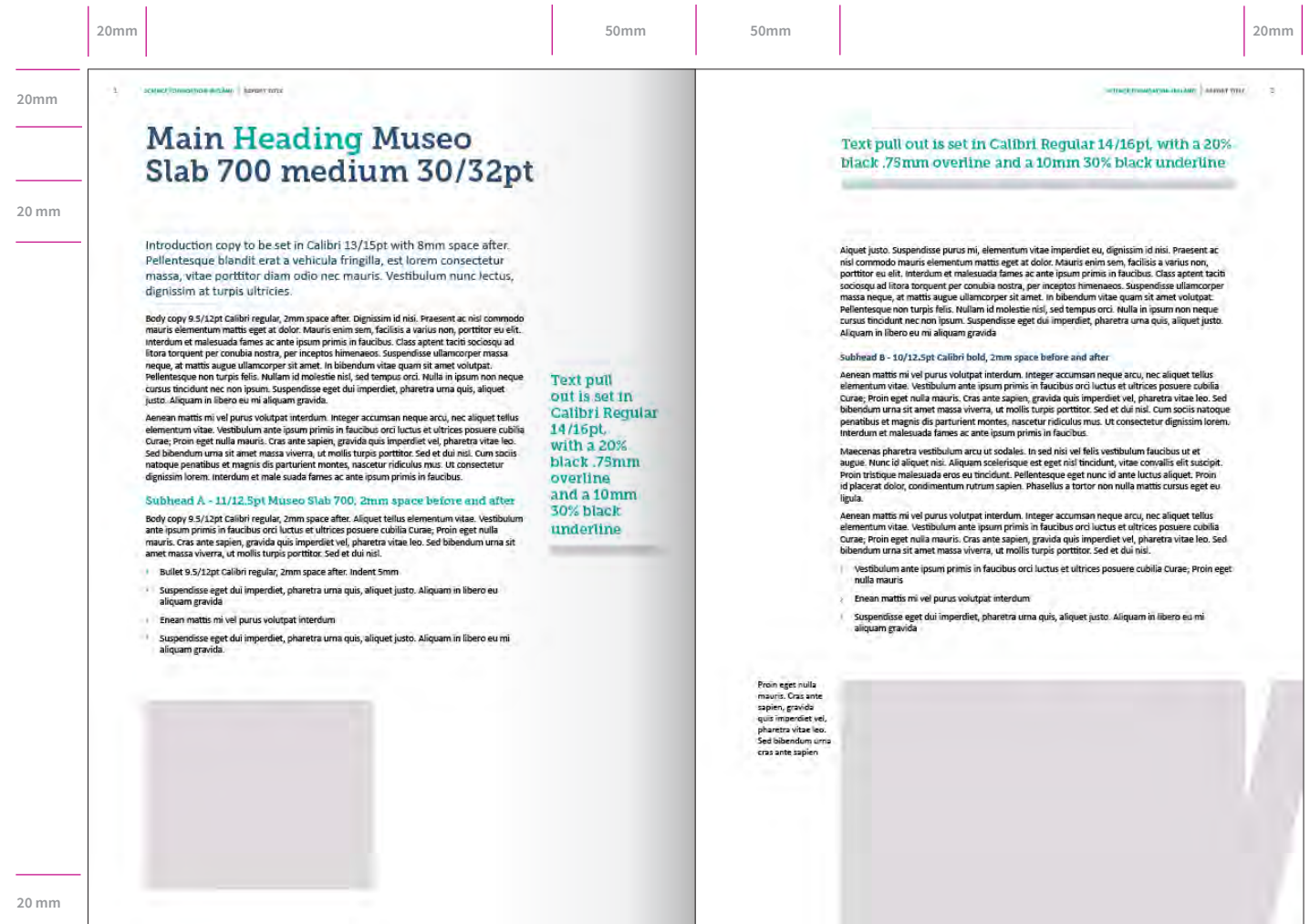
Overline – 20% Black, .75mm

Underline – 30% Black, 10mm

### Captions

Source Sans Regular 9/11pt range left

Colour – Black





## Example 2: A4 two column layout

### Main heading

Museo Slab 700 30/32pt\*.

Use a mixture of Dark blue or Teal to emphasise words or create a visually interesting heading.

\* Reduce size to 25/27pt for A5

### Sub headings A

Museo Slab 700 11/12.5pt ranged left

2mm space before and after

Colour – Teal

### Sub headings B

Source Sans Semibold 10/12.5pt ranged left

2mm space after

Colour – Dark Blue

### Body copy

Source Sans Regular 9.5/12pt ranged left

2mm space after

Colour – Black

### Bullets

Source Sans Regular 9.5/12pt ranged left

2mm space after; 5mm indent

Colour – Black

Use Teal Chevron bullet symbol

### Introductory paragraphs

Source Sans Regular 13/15pt range left

5mm space after

Colour – Dark Blue

Underline & Overline .75mm – 20% Black

### Text pull

Museo Slab 14/16pt range left

Colour – Dark Blue

Overline – 20% Black, .75mm

Underline – 30% Black, 10mm

### Captions

Source Sans Regular 9/11pt range left

Colour – Black



## Example 3: A5 layout

### Main heading

Museo Slab 700 25/27pt\*.

Use a mixture of the Dark blue or Teal to emphasise words or create a visually interesting heading.

### Sub headings A

Museo Slab 700 11/12.5pt ranged left

2mm space before and after

Colour – Teal

### Sub headings B

Source Sans Semibold 10/12.5pt ranged left

2mm space after

Colour – Dark Blue

### Body copy

Source Sans Regular 9.5/12pt ranged left

2mm space after

Colour – Black

### Bullets

Source Sans Regular 9.5/12pt ranged left

2mm space after; 5mm indent

Colour – Black

Use Teal Chevron bullet symbol

### Introductory paragraphs

Source Sans Regular 13/15pt range left

5mm space after

Colour – Dark Blue

Underline & Overline .75mm – 20% Black

### Text pull

Museo Slab 14/16pt range left

Colour – Teal

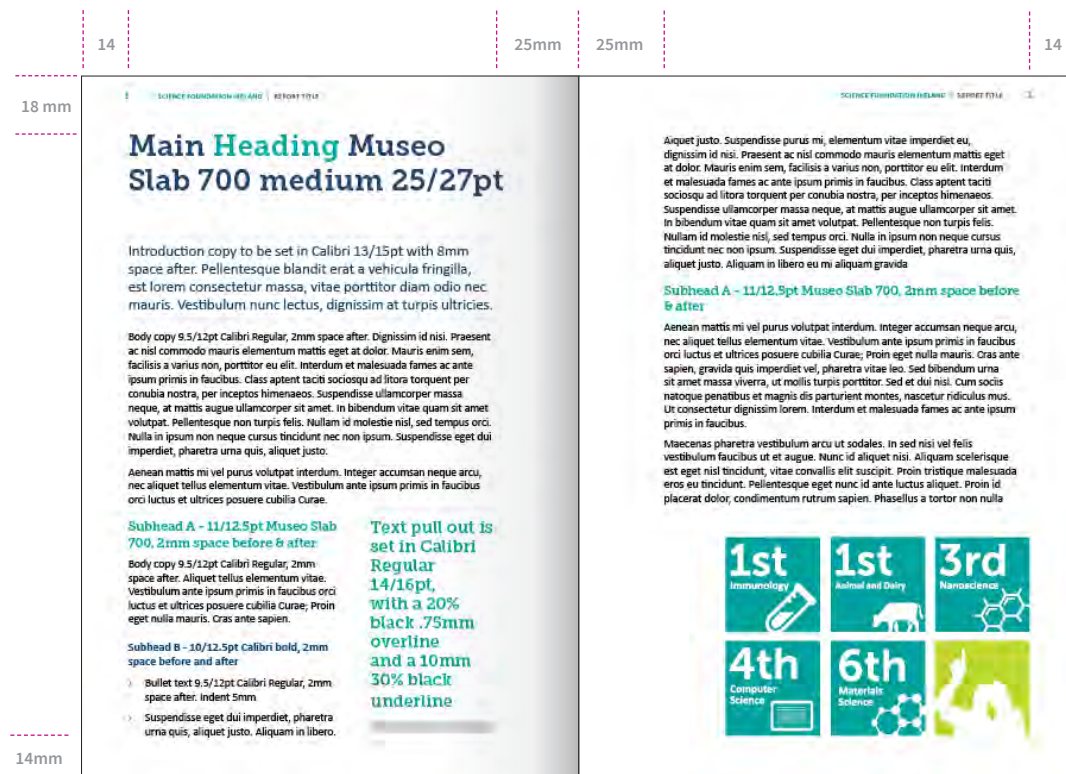
Overline – 20% Black, .75mm

Underline – 30% Black, 10mm

### Captions

Source Sans Regular 9/11pt range left

Colour – Black



## Example 4: Useful layout tips

### Tips on breaking up text

- Use solid colour to highlight or isolate information. These solids should be used sparingly to maintain the impact.
- If appropriate, use interesting facts and numbers graphically to break up long passages of text.
- Use interesting imagery that promotes science as an interesting career. Only use licensed or Science Foundation Ireland owned photography. **Never use random images from internet sites.**
- Use text pull-outs in the surrounding margins to highlight text.
- Leave naturally occurring white space between graphics and blocks of text to avoid a cluttered layout.

## Highlights

Aliquet justo. Suspendisse purus mi, elementum vitae imperdiet eu, dignissim id nisi. Praesent ac nisi commodo mauris elementum mattis eget et donec. Malesuada enim sem, facilisis a varius non, porttitor eu elit. Interdum et malesuada fames ac ante ipsum primis in faucibus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse ullamcorper massa neque, et mattis augue ullamcorper et amet. In bibendum vitae quam sit amet volutpat. Pellentesque non turpis felis, nullam id molestie nisi, sed tempus orci. Nulla in ipsum non neque cursus tincidunt nec non ipsum. Suspendisse eget dui imperdiet, pharetra urna quis, aliquet justo. Aliquam in libero eu mi aliquam gravida.

**Subhead A - 11/12.5pt Museo Slab 700, 2mm space before & after**

Aenean mattis mi vel purus volutpat interdum. Integer accumsan neque arcu, nec aliquet tellus elementum vitae. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Proin eget nulla mauris.

- Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin eget nulla mauris.
- Enean mattis mi vel purus volutpat interdum
- Suspendisse eget dui imperdiet, pharetra urna quis, aliquet justo. Aliquam in libero eu mi aliquam gravida

**Subhead A - 11/12.5pt Museo Slab 700, 2mm space before & after**

Aenean mattis mi vel purus volutpat interdum. Integer accumsan neque arcu, nec aliquet tellus elementum vitae. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin eget nulla mauris. Cras ante sapien, gravida quis imperdiet vel, pharetra vitae leo. Sed bibendum urna sit amet massa viverra, ut mollis turpis porttitor.

## Main Heading Museo Slab 700 medium 30/32pt

Introduction copy to be set in Calibri 13/15pt with 8mm space after. Pellentesque blandit erat a vehicula fringilla, et lorem consectetur massa, vitae porttitor diam odio nec mauris. Vestibulum nunc lectus, dignissim et turpis ultrices.

**Body copy 9.5/12pt Calibri regular, 2mm space after.**  
Dignissim id nisi. Praesent ac nisi commodo mauris elementum mattis eget et donec. Malesuada enim sem, facilisis a varius non, porttitor eu elit. Interdum et malesuada fames ac ante ipsum primis in faucibus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse ullamcorper massa neque, et mattis augue ullamcorper et amet. In bibendum vitae quam sit amet volutpat. Pellentesque non turpis felis, nullam id molestie nisi, sed tempus orci. Nulla in ipsum non neque cursus tincidunt nec non ipsum. Suspendisse eget dui imperdiet, pharetra urna quis, aliquet justo. Aliquam in libero eu mi aliquam gravida.

**Body copy 9.5/12pt Calibri regular, 2mm space after.**  
Dignissim id nisi. Praesent ac nisi commodo mauris elementum mattis eget et donec. Malesuada enim sem, facilisis a varius non, porttitor eu elit. Interdum et malesuada fames ac ante ipsum primis in faucibus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse ullamcorper massa neque, et mattis augue ullamcorper et amet. In bibendum vitae quam sit amet volutpat. Pellentesque non turpis felis, nullam id molestie nisi, sed tempus orci. Nulla in ipsum non neque cursus tincidunt nec non ipsum. Suspendisse eget dui imperdiet, pharetra urna quis, aliquet justo. Aliquam in libero eu mi aliquam gravida.

**Body copy 9.5/12pt Calibri regular, 2mm space after.**  
Dignissim id nisi. Praesent ac nisi commodo mauris elementum mattis eget et donec. Malesuada enim sem, facilisis a varius non, porttitor eu elit. Interdum et malesuada fames ac ante ipsum primis in faucibus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse ullamcorper massa neque, et mattis augue ullamcorper et amet. In bibendum vitae quam sit amet volutpat. Pellentesque non turpis felis, nullam id molestie nisi, sed tempus orci. Nulla in ipsum non neque cursus tincidunt nec non ipsum. Suspendisse eget dui imperdiet, pharetra urna quis, aliquet justo. Aliquam in libero eu mi aliquam gravida.

**Subhead B - 10/12.5pt Calibri bold, 2mm space before and after**

Aenean mattis mi vel purus volutpat interdum. Integer accumsan neque arcu, nec aliquet tellus elementum vitae. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin eget nulla mauris. Cras ante sapien, gravida quis imperdiet vel, pharetra vitae leo. Sed bibendum urna sit amet massa viverra, ut mollis turpis porttitor. Sed et dui nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut consectetur dignissim lorem interdum et malesuada fames ac ante ipsum primis in faucibus.

**Subhead A - 11/12.5pt Museo Slab 700, 2mm space before and after**

Aenean mattis mi vel purus volutpat interdum. Integer accumsan neque arcu, nec aliquet tellus elementum vitae. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin eget nulla mauris. Cras ante sapien, gravida quis imperdiet vel, pharetra vitae leo. Sed bibendum urna sit amet massa viverra, ut mollis turpis porttitor. Sed et dui nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut consectetur dignissim lorem interdum et malesuada fames ac ante ipsum primis in faucibus.

**Subhead A - 11/12.5pt Museo Slab 700, 2mm space before and after**

Aenean mattis mi vel purus volutpat interdum. Integer accumsan neque arcu, nec aliquet tellus elementum vitae. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin eget nulla mauris. Cras ante sapien, gravida quis imperdiet vel, pharetra vitae leo. Sed bibendum urna sit amet massa viverra, ut mollis turpis porttitor. Sed et dui nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut consectetur dignissim lorem interdum et malesuada fames ac ante ipsum primis in faucibus.

**Subhead A - 11/12.5pt Museo Slab 700, 2mm space before and after**

Aenean mattis mi vel purus volutpat interdum. Integer accumsan neque arcu, nec aliquet tellus elementum vitae. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin eget nulla mauris. Cras ante sapien, gravida quis imperdiet vel, pharetra vitae leo. Sed bibendum urna sit amet massa viverra, ut mollis turpis porttitor. Sed et dui nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut consectetur dignissim lorem interdum et malesuada fames ac ante ipsum primis in faucibus.

**Text pull out is set in Calibri Regular 14/16pt, with a 20% black .73mm overline and a 10mm 30% black underline**

**606** individuals left SF funded teams.

**65%** of those who left remained in Ireland.

# Internal documents

## Word

Science Foundation Ireland has developed a suite of Word templates for internal documents and communications which are available for circulation.

## Fonts

For documents produced internally we use the font Calibri.

## Templates

To ensure consistency throughout our documents master templates must be used. The general specifications are as follows:

### Main titles and headings

Calibri Bold 18pt ranged left  
 – white reversed out of Teal  
 Single Line spacing

### Subheads 1

Calibri Bold 16pt ranged left - Black  
 Single Line spacing

### Subheads 2

Calibri Bold 11pt ranged left - Black  
 Single Line spacing; Left indent .2cm

### Body text

Calibri 11pt ranged left – Black  
 Single Line spacing; space after 6mm  
 Left indent .2cm

### Sign off/signature text

Calibri 11pt ranged left – Black  
 Single line Spacing

### Highlight of instructional text

Calibri Italic 11pt ranged left – Red

### Electronic signature

Signatures of personnel to be used only with strict authorisation.

## Board Meeting document

The Board Meeting document template features a teal header with the SFI logo and the text "Science Foundation Ireland For what's next". Below the header is a teal box containing the title "SFI Board Meeting #/YYYY DD/MM/YYYY". This is followed by a section for "Title 1" and "Title 2". The main body contains an "Agenda Item" table with columns for "#", "Authors:", "Sponsor(s):", and "Decision Sought:". Below this is an "Executive Summary" section with placeholder text, followed by a "Background" section, "Subsequent headings", and a "Recommendation" section. The template concludes with a "Signed:" area and a "Director's Name:" field.

## Memorandum document

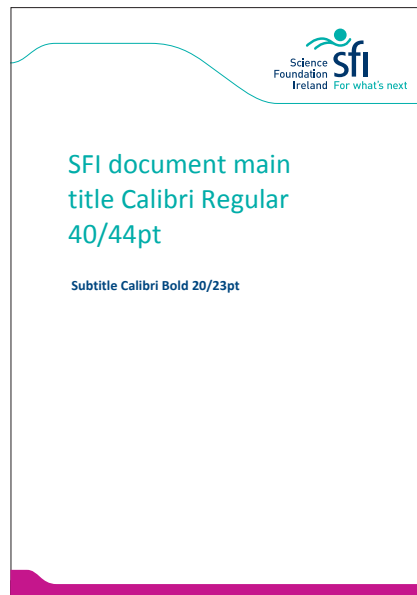
The Memorandum document template features a teal header with the SFI logo and the text "Science Foundation Ireland For what's next". Below the header is a teal box containing the title "Memorandum to Executive". This is followed by a section for "To:", "From:", "Subject:", "Decision Sought:", and "Date:". Below this is an "Outline of Issue/Background" section with placeholder text. The template concludes with a "Signed:" area and a "Director:" field.

# Word documents

Science Foundation Ireland has developed a suite of Word templates for internal documents and communications which are available for circulation.

To ensure consistency throughout our documents, master templates should be used. The general specifications are as follows:

## Word template cover designs

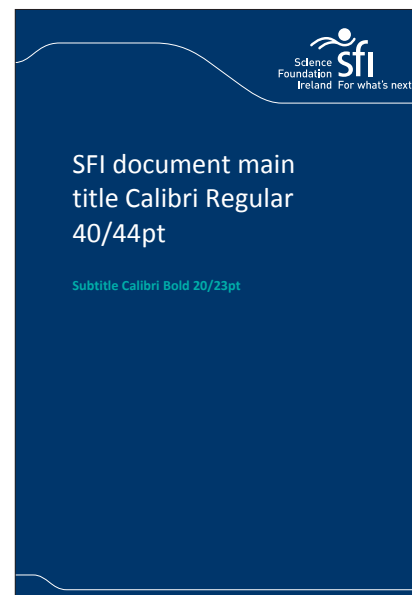
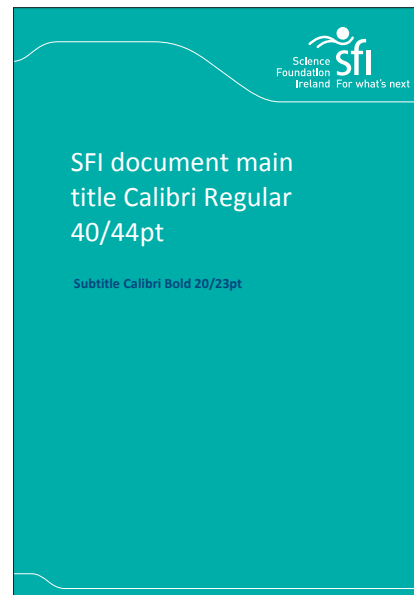


### Main titles

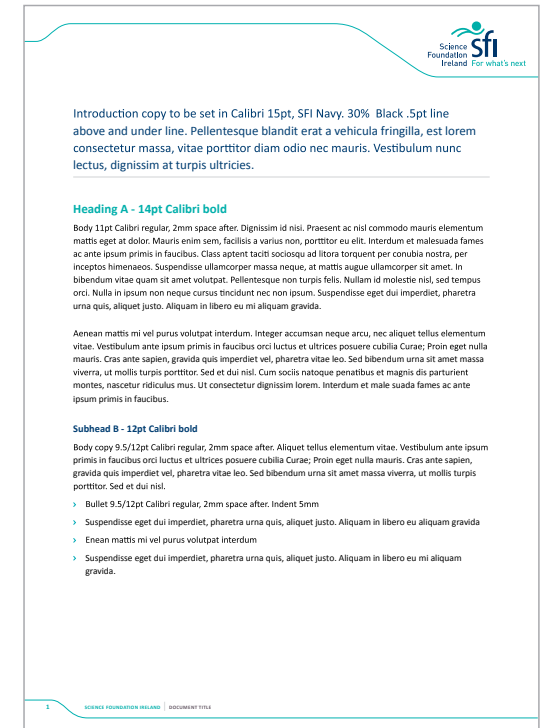
Calibri Regular 40/44pt ranged left

### Subtitle

Calibri Bold 20/23pt ranged left



## Word template internal pages



### Intro paragraph

Calibri 15pt ranged left – Dark blue

### Heading A

Calibri Bold 14pt – Teal

### Heading B

Calibri Bold 12pt – Dark blue

### Body copy

Calibri 11pt – Black

# Powerpoint templates

Science Foundation Ireland has developed a suite of Powerpoint templates for internal documents and presentations which are available for circulation. There is a range of colour choices for covers and interior slides that can be used to differentiate and set the tone for different presentations. A flexible cover template allows the user to update images to provide further distinction.

To ensure consistency throughout our document master templates must be used. The general specifications are as follows:

## Title slides

Calibri Bold 34pt ranged right  
 Subtitle Calibri Bold 16pt ranged right.

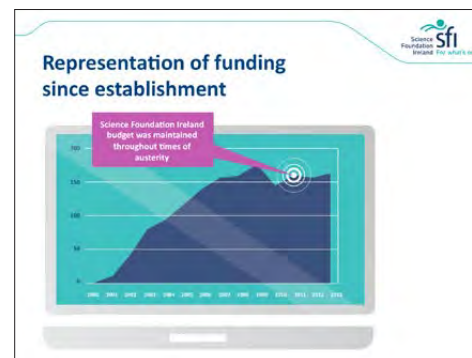
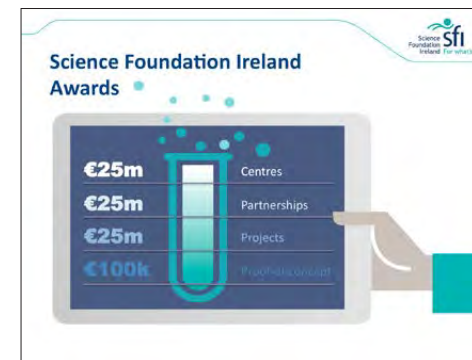
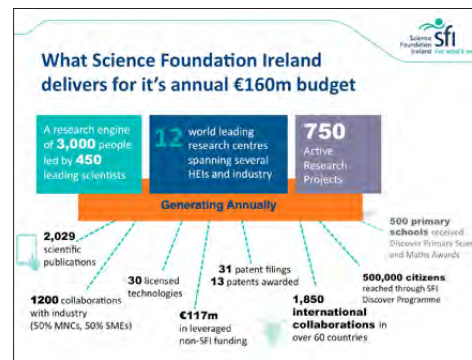
## Interior slides

Headings 34pt ranged left  
 Body text 18pt ranged left  
 Use SFI colour theme palette for colour usage throughout.

## Cover templates



## Interior page templates



- 
- To be the **Best** science funding agency in the world at creating **Impact** from **excellent** research and demonstrating clear value for money invested
  - To be the exemplar in **building partnerships** that **fund excellent science** and drive it out into the market and society
  - To have the most engaged and **scientifically informed public**
  - To represent the **ideal modern public service organisation**, staffed in a lean and flexible manner, with efficient and effective management.

# Email

To ensure consistency, Science Foundation Ireland require all outgoing emails to carry the approved signature.

## Email signatory general guidelines

Calibri 12pt ranged left – Colour Black  
 Name and title in Bold – use upright line (|) as divisor  
 Main telephone number appears first  
 Direct line number appears second

## Science Foundation Ireland

Calibri Bold 14pt ranged left – Colour: Dark blue

## Science Foundation Ireland taglines

### For what's next...

Calibri Bold 12pt ranged left  
 Colour: Teal  
 Allow one return space before and after

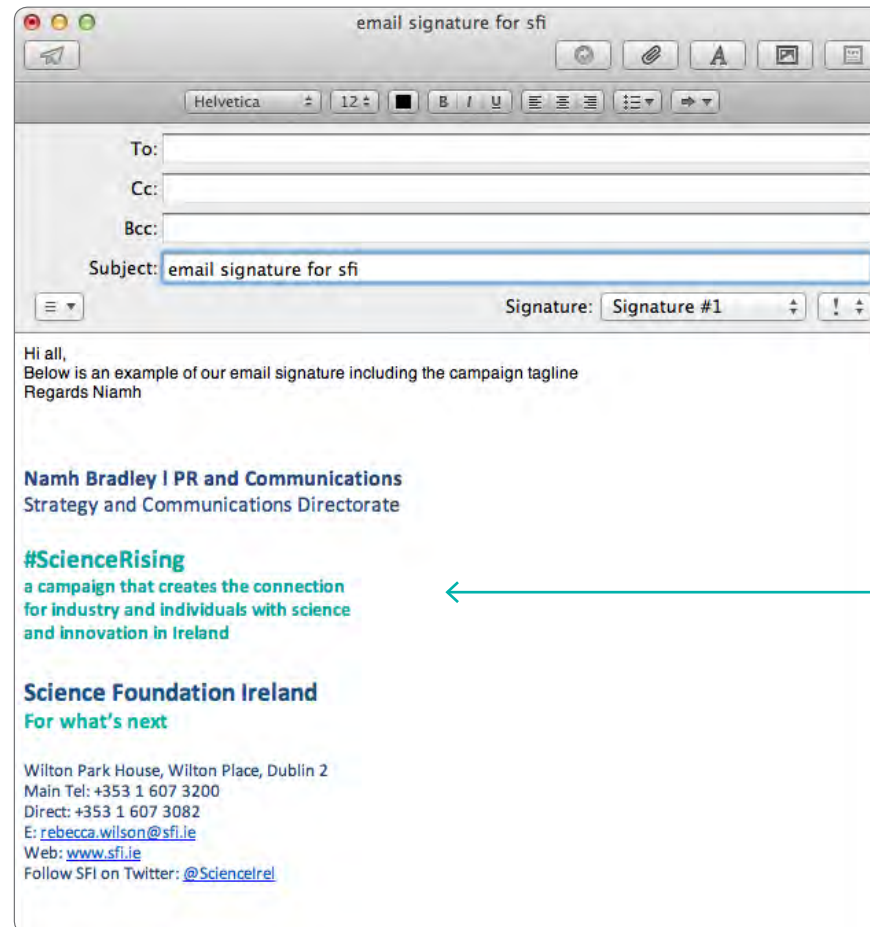
## Other divisional messages or news

Calibri Bold 14pt ranged left – Colour Black  
 Allow one return space before and after

## Disclaimer

Always use the Science Foundation Ireland official disclaimer  
 Arial 11pt ranged left – Colour Black  
 Arial used to create distinction from main body

## Email signatures



← Annual campaigns will be included in the email signature ('Science Rising' shown in this example)

# Stationery

## Letterhead

### General guidelines for stationery Items

#### Logo

Use dual language version of the logo

#### Colour

All stationery items printed in two colours  
Dark blue and Teal

#### Watermark

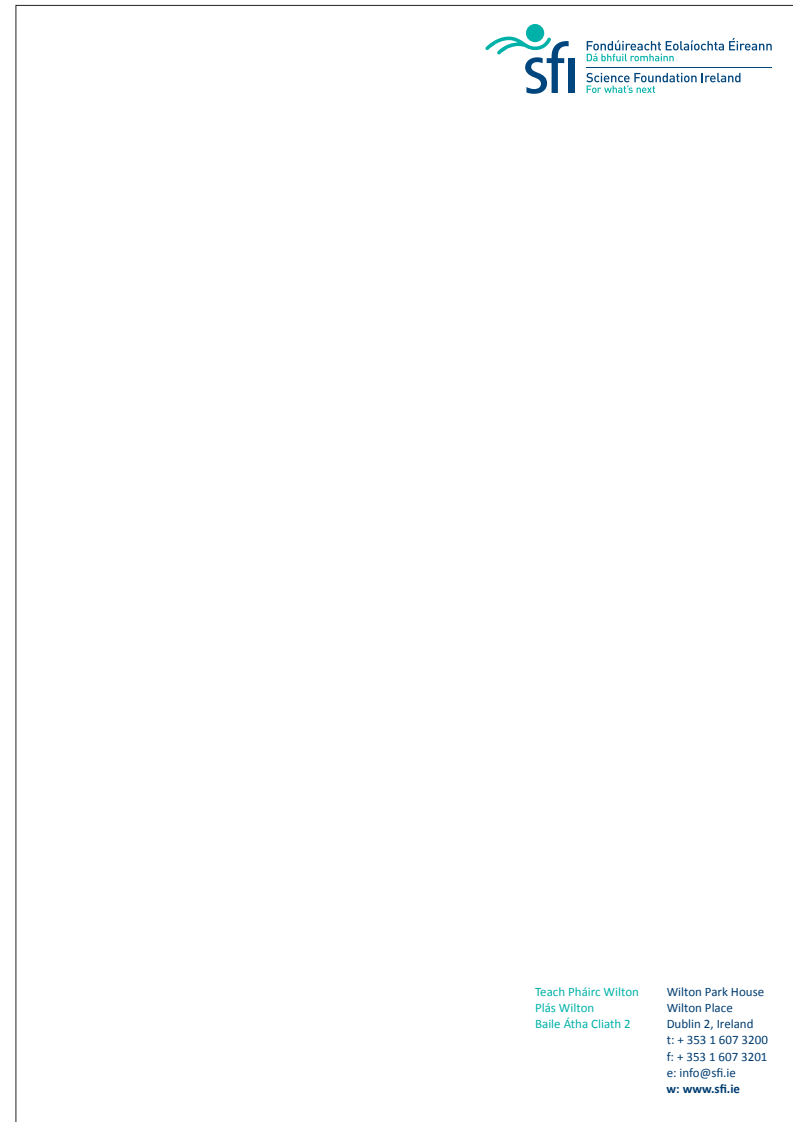
Watermark 'swish' to be reproduced  
in 15% Teal

#### Letterhead

Use dual language version of the logo  
Source Sans Regular 9.5/12pt ranged left  
Web address – Calibri Bold 9.5/12pt range left  
English Address – Dark Blue  
Irish Address – Teal

#### Business cards

Use dual language version of the logo  
Name: Source Sans Semibold 14pt range left – Dark blue  
Title: Source Sans Italic 8/9pt range left – Dark blue  
Address: Source Sans Regular 8/9pt range left – Dark blue  
Web address: Source Sans Semibold 8/9pt range  
left – Dark blue.



## Business Cards



Annual campaigns logos can be placed on the back of business cards.



### Compliment slip

Use dual language version of the logo  
 Text as per letterhead  
 ‘With Compliments’ – Upper case

### Envelopes – DL and A4

Use dual language version of the logo

Source Sans Regular 9.5/12pt ranged left



Banner



Science Foundation Ireland For what's next

#ScienceRising

Science Foundation Ireland Research Centres

**Software**  
**Pharma**  
**Nanotechnology**  
**MEDICAL DEVICES**  
**Applied Geosciences**  
**Digital Content**  
**Telecommunications**  
**PERINATAL Energy**  
**RESEARCH Nano Materials**  
**Functional Foods**  
**FOOD FOR HEALTH**  
**BIG DATA**  
**Marine Renewable Energy**

Industry commitment of €190 million

€355 million from SFI















www.sfi.ie @scienceirel



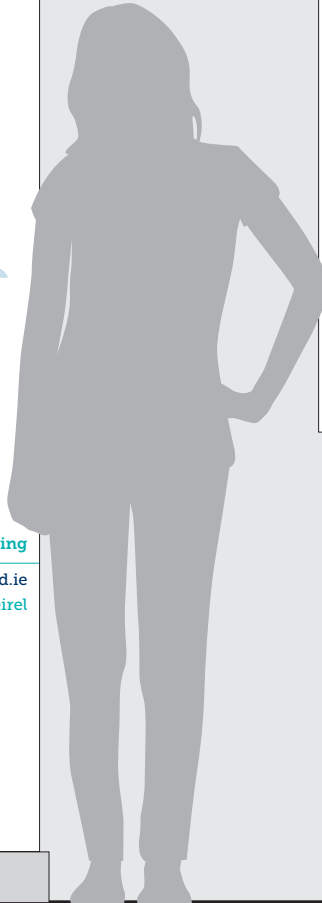
Science Foundation Ireland For what's next


**Ireland**  
At the center of global scientific and engineering research



#ScienceRising

ScienceFoundationIreland.ie @scienceirel





Science Foundation Ireland For what's next

**SYSTEMS BIOLOGY IRELAND** Study heading and description


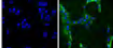
**Introduction:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque tempor accumsan nunc. Maecenas at erat at est aliquet vulputate sit amet a elit. In hac habitasse platea dictumst. Sed non sem feugiat, laculis leo non, pretium erat. Morbi feugiat magna in urna consequat lobortis. Duis ullamcorper diam ut risus hendrerit pulvinar. Morbi laoreet augue non purus imperdiet, sit amet condimentum nunc suscipit. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean malesuada augue est, ac facilis felis egestas sit amet. Sed luctus eu sem eget maximus. Praesent tristique faucibus ante non hendrerit. Curabitur quis tristique libero, vitae semper diam. Ut sollicitudin risus sed dictum porta. Vivamus trichitum eu in sagittis consectetur hendrerit vel non nunc. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Fusce orci odio, posuere a nibh ut, laculis vestibulum nulla. Nam elementum imperdiet nunc, sit amet laculis tellus felibus fermentum. Pellentesque velit velit, dictum sit amet quam sed, semper scelerisque elit. Phasellus ac velit scelerisque, condimentum augue ac, vestibulum purus. Suspendisse sodales nulla at arcu venenatis eleifend. Curabitur a



**Heading name**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque tempor accumsan nunc. Maecenas at erat at est aliquet vulputate sit amet a elit. In hac habitasse platea dictumst. Sed non sem feugiat, laculis leo non, pretium erat. Morbi feugiat magna in urna consequat lobortis. Duis ullamcorper diam ut risus hendrerit pulvinar. Morbi laoreet augue non purus imperdiet, sit amet condimentum nunc suscipit. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean malesuada augue est, ac facilis felis egestas sit amet. Sed luctus eu sem eget maximus. Praesent tristique faucibus ante non hendrerit. Curabitur quis tristique libero, vitae semper diam. Ut sollicitudin risus sed dictum porta. Vivamus trichitum eu in sagittis consectetur hendrerit vel non nunc. Interdum et malesuada fames ac ante ipsum primis in faucibus.



**Results: Heading name 2**





Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque tempor accumsan nunc. Maecenas at erat at est aliquet vulputate sit amet a elit. In hac habitasse platea dictumst. Sed non sem feugiat, laculis leo non, pretium erat. Morbi feugiat magna in urna consequat lobortis. Duis ullamcorper diam ut risus hendrerit pulvinar. Morbi laoreet augue non purus imperdiet, sit amet condimentum nunc suscipit. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean malesuada augue est, ac facilis felis egestas sit amet. Sed luctus eu sem eget maximus. Praesent tristique faucibus ante non hendrerit. Curabitur quis tristique libero, vitae semper diam. Ut sollicitudin risus sed dictum porta. Vivamus trichitum eu in sagittis consectetur hendrerit vel non nunc. Interdum et malesuada fames ac ante ipsum primis in faucibus.

**Conclusions:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque tempor accumsan nunc. Maecenas at erat at est aliquet vulputate sit amet a elit. In hac habitasse platea dictumst. Sed non sem feugiat, laculis leo non, pretium erat. Morbi feugiat magna in urna consequat lobortis. Duis ullamcorper diam ut risus hendrerit pulvinar. Morbi laoreet augue non purus imperdiet, sit amet condimentum nunc suscipit. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean malesuada augue est, ac facilis felis egestas sit amet. Sed luctus eu sem eget maximus. Praesent tristique faucibus ante non hendrerit. Curabitur quis tristique libero, vitae semper diam. Ut sollicitudin risus sed dictum porta. Vivamus trichitum eu in sagittis consectetur hendrerit vel non nunc. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Poster



Science Foundation Ireland For what's next



**CORE VALUES**

### t-shirts



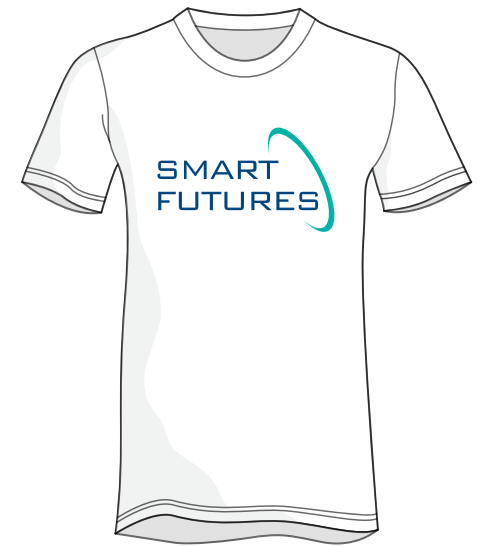
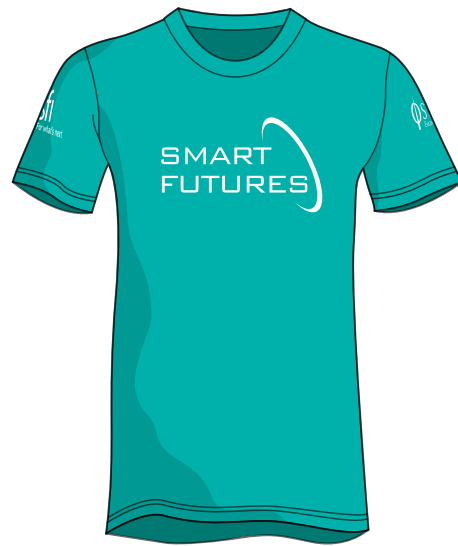
Pin

### Button Badges



Pens

### Campaign and co-funded t-shirts



# Guidelines for using the Science Foundation Ireland brand with Research Centre publications



# This is the Science Foundation Ireland logo and tagline lockup for use on Research Centre's printed and display material

A World Leading SFI Research Centre



↑ This is the lockup at the bottom of printed publications

↓ This is the lockup at the top of Display material

A World Leading SFI Research Centre



## Applying the Science Foundation Ireland brand and tagline to Research Centre publications

We have created a shape to hold the brand and Research Centre tagline “A World Leading SFI Research Centre” This should be used on all Research Centre Publications.

This format is intended to be sympathetic with the branding of each centre.

### Using the holding shape on covers with white backgrounds



### Using the holding shape on covers with solids, patterns or photographs



A solid and outline version of this shape will be supplied.

The following pages show examples of the Science Foundation Ireland brand mark and tagline applied to existing Research Centre branded material.

# PRINT

Using the Science Foundation Ireland brand lockup with Research Centres' print material.

A World Leading SFI Research Centre

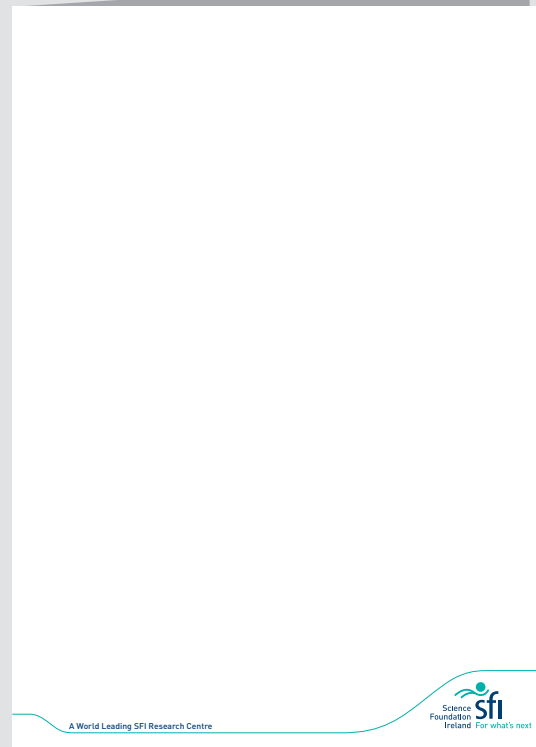


## Positioning the brand lockup on printed material (on white background)

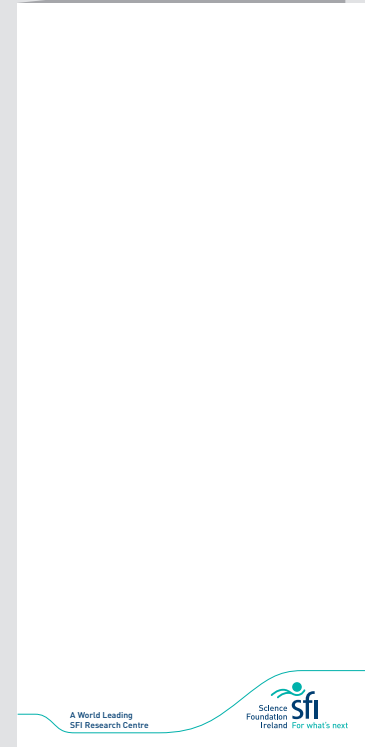
A4




A5



DL



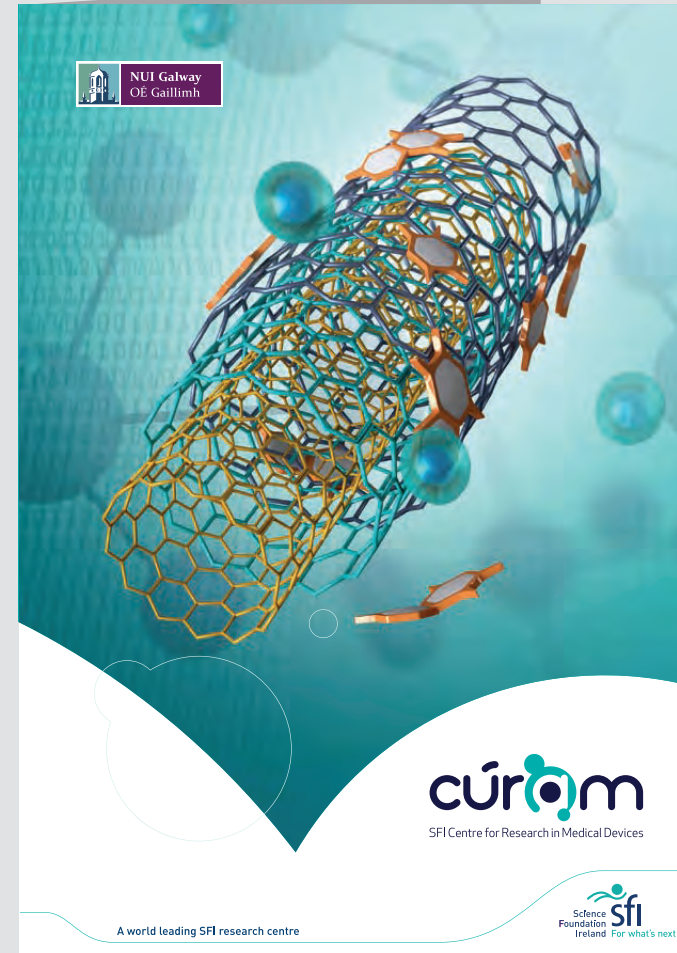
 Templates are available on request.

## Examples of the brand lockup on Cúram printed material

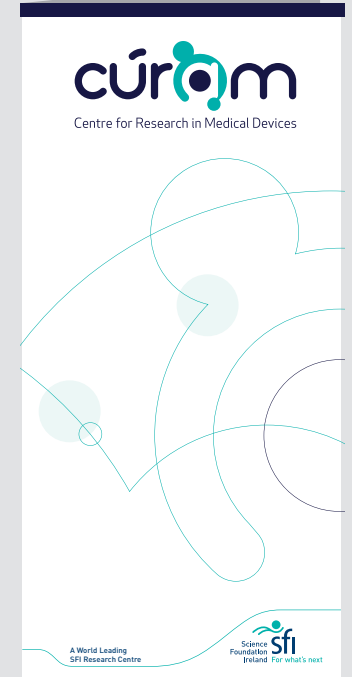
A4 Folder Cover



A4 Cover



DL

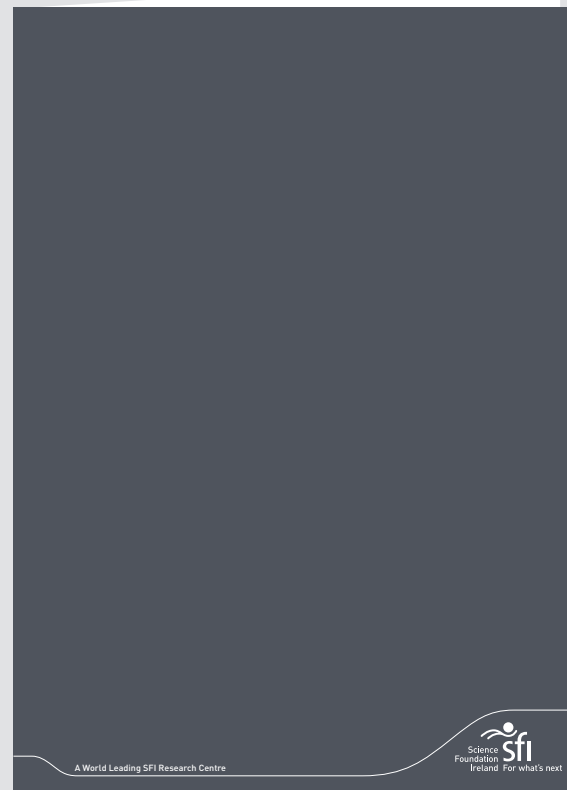


## Positioning the brand lockup on printed material (reversed out of dark background)

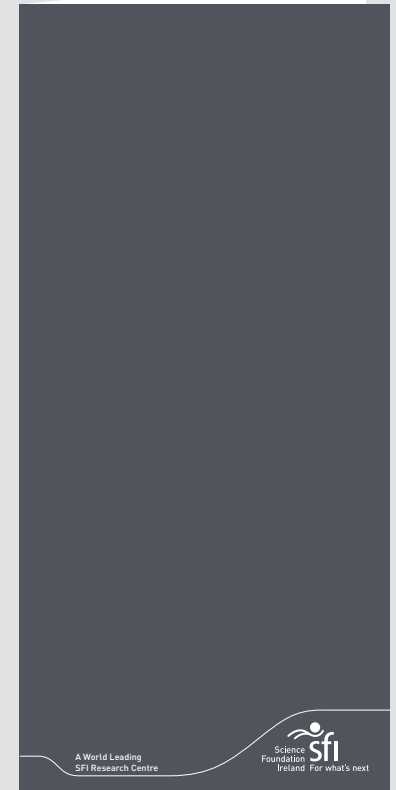
A4




A5



DL



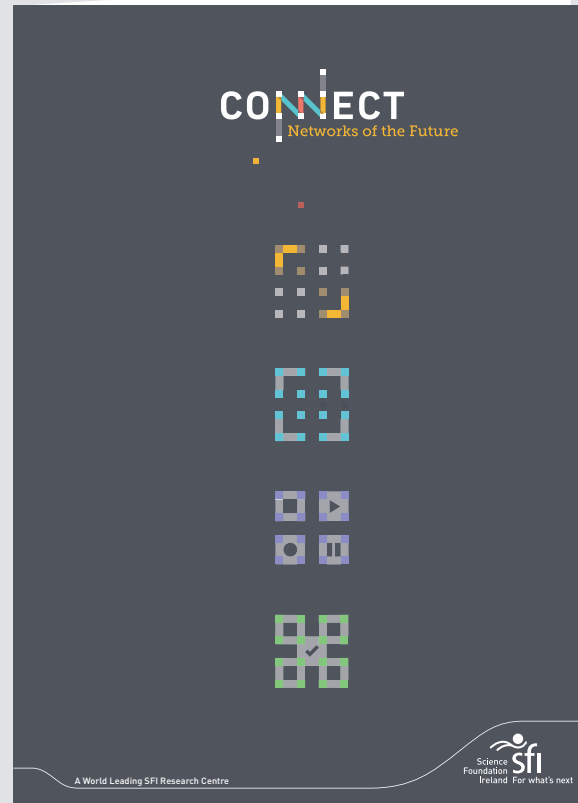
 Templates are available on request.

# Examples of the brand lockup on Connect printed material

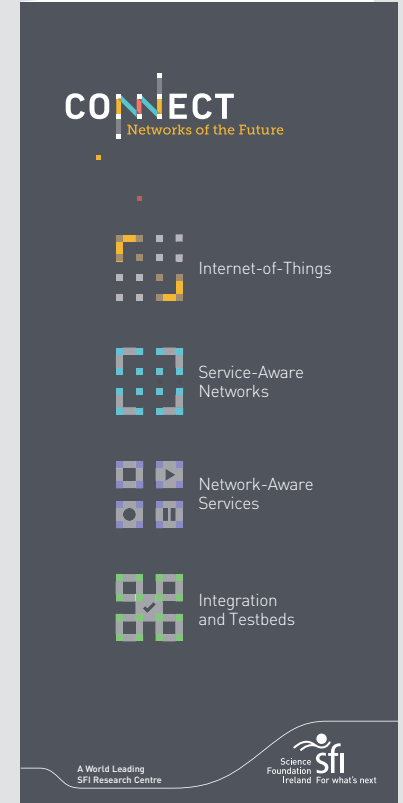
A4




A5



DL



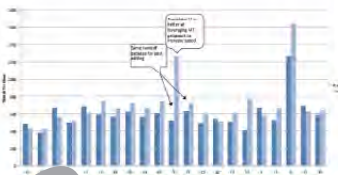

# Examples of the brand lockup on ADAPT and IPIC material



**iOmegaT**  
Translation Productivity Test-Bench

iOmegaT is a translation productivity measurement tool that enables you to save money and improve productivity in the translation supply chain.

**Available to License**

**Community**  
The translation services market is steadily growing. In 2013, *Common Sense Advisory* observed that the US\$35 billion language services market is expanding at an annual rate of 5.13%. In response to this growth, the use of machine translation is becoming more widespread and, in turn, this has resulted in increased demand for tools to adequately assess the productivity and the overall efficiency of machine translation.

**Technological Highlights**  
The iOmegaT Translation Productivity Test-Bench is a suite of language tools that gathers translator activity data and calculates the effect of MT on translator speed. iOmegaT collects and integrates data from OmegaT, which is a free, open-source CAT tool used by many professional translators.

This automated approach to collecting productivity data is a 'game changer' in current industry reporting practices, bringing a new dimension to business intelligence and data analysis, and ultimately enhancing MT quality and translator productivity.

**Applications**  
iOmegaT is a translation productivity measurement tool that is suitable for any language service provider wishing to understand and improve translation productivity and delivery.


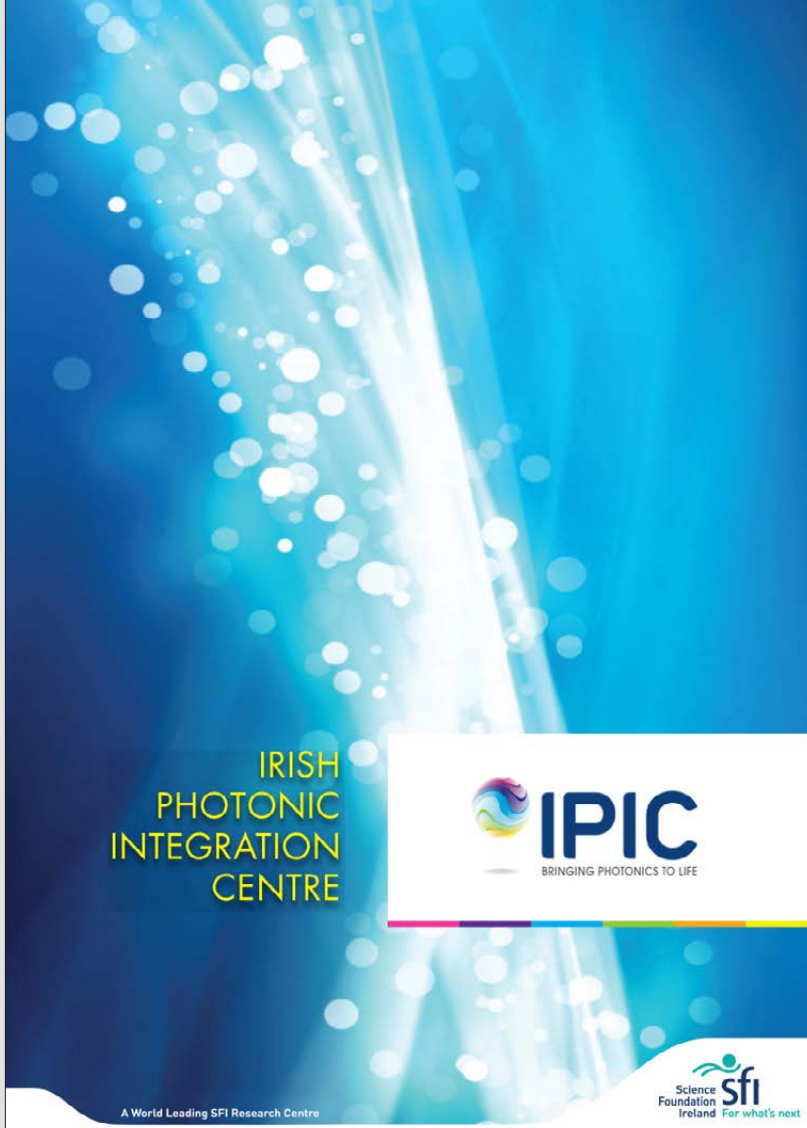
- **Translation Productivity Insights:** Provides businesses with detailed insights into key performance indicators for machine translation productivity and success within the translation supply chain.
- **Pricing Strategy:** Guides translation price negotiations for all translation projects.
- **Human Resources:** Identifies talented post-editors and provides valuable information for assigning the right person for each job.

**IP Status**  
iOmegaT is available to license from the ADAPT Centre for Digital Content and Media Innovation. Contact our commercial team for more information.


**Commercialisation Contacts**  
Gabriel Hogan  
licensing@adaptcentre.ie  
+ 353 87 125 5080

[www.adaptcentre.ie](http://www.adaptcentre.ie)


**A World Leading SFI Research Centre**

**IRISH  
PHOTONIC  
INTEGRATION  
CENTRE**



**A World Leading SFI Research Centre**



# DISPLAY

Using the Science Foundation Ireland  
Lockup with Research Centre's  
display material.

A World Leading SFI Research Centre

# Positioning the brand lockup on display material (on a light background)

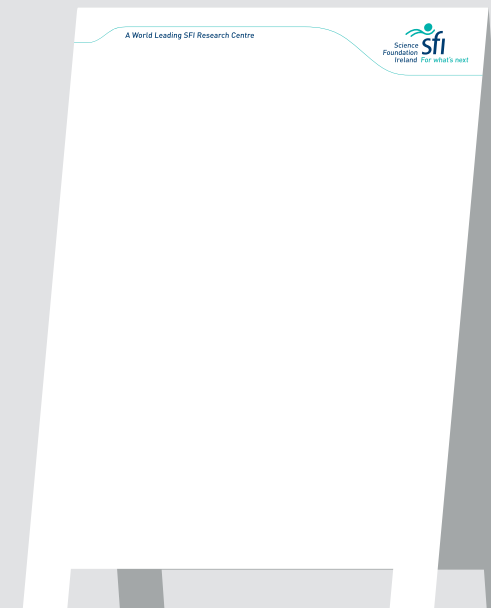
Pullup Banner



Flag



Sandwich Board



Templates are available on request.

# Positioning the brand lockup on display material (reversed out of a dark background)

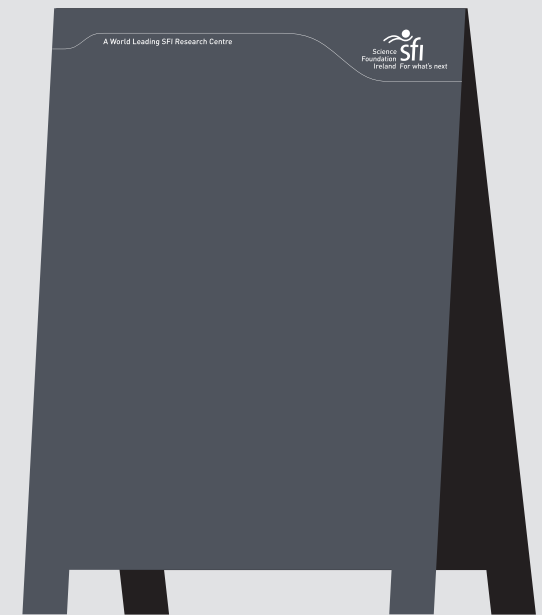
Pullup Banner



Flag



Sandwich Board

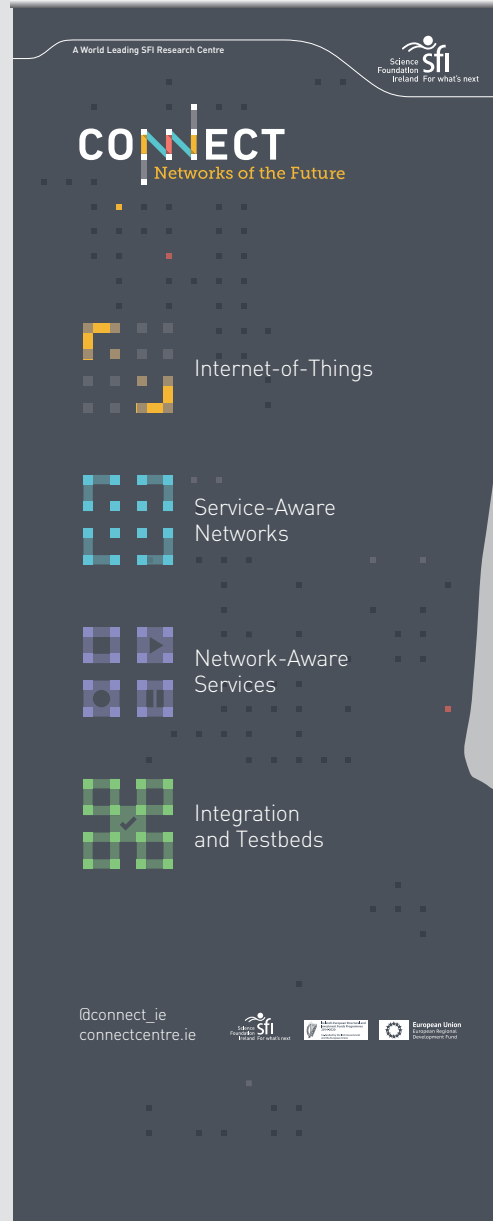


Templates are available on request.

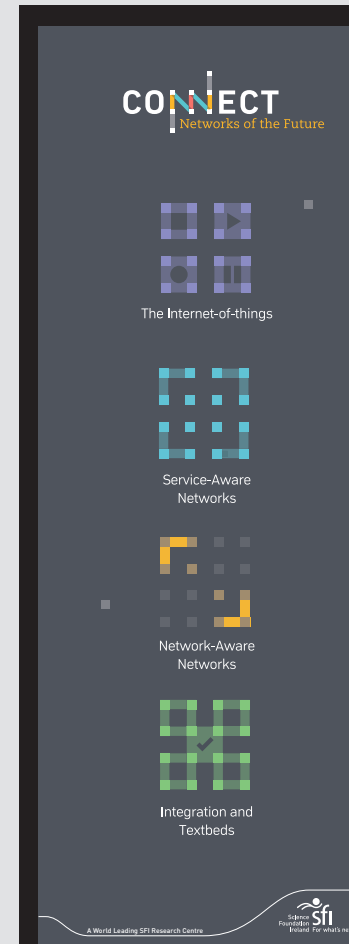


# Example of the brand lockup on display material (reversed out of a dark background)

Pullup Banner



Flag



## Example of the brand lockup on a Nomadic Stand (This is a complex background so the white lockup shape was used)

A World Leading SFI Research Centre

Science Foundation Ireland **sfi** For what's next

**SSPC**  
SYNTHESIS AND SOLID STATE PHARMACEUTICAL CENTRE  
Innovation Through Collaboration

**RECOGNISED AS THE LEADING CENTRE OF EXCELLENCE SHAPING THE FUTURE OF GLOBAL PHARMACEUTICALS**

**www.sspc.ie**

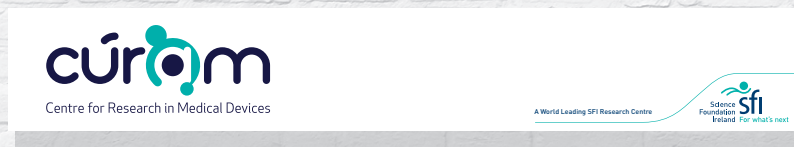
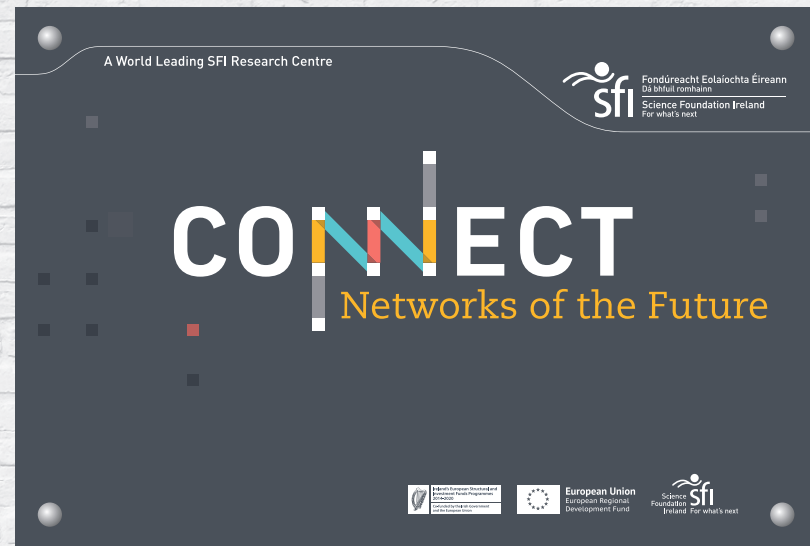
Diagram illustrating the pharmaceutical process flow: C1=CC=C2C(=C1)C(=O)N2 (Molecule) → [Icon of buildings] (Research/Development) → [Icon of pills] (Manufacturing/Pharmaceuticals)

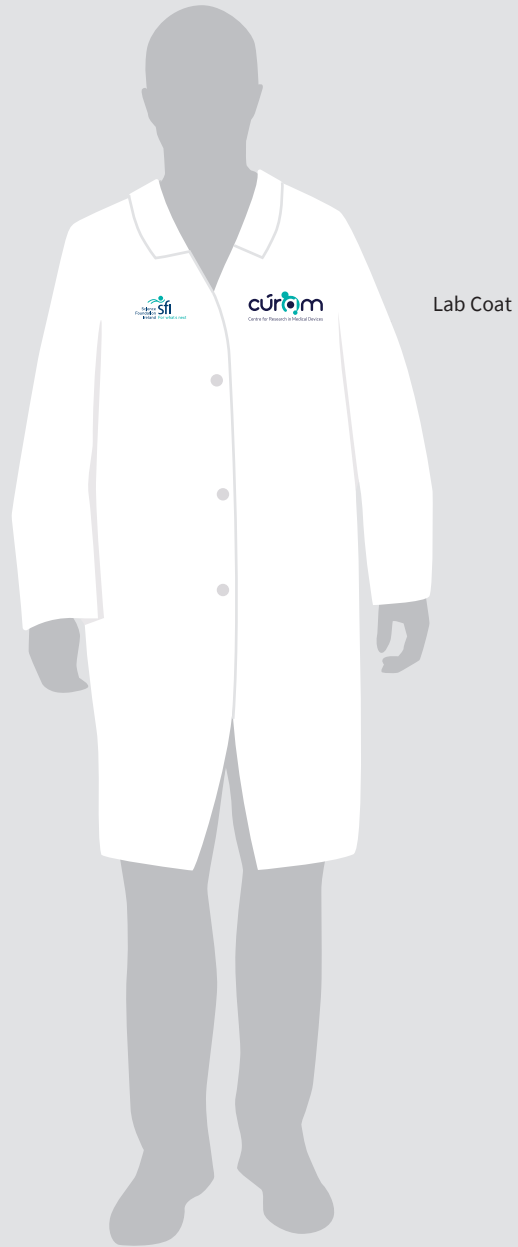
# Examples of the lockup on external signage and name plates

Exterior Signage (white) - example



Exterior Signage (dark) - example

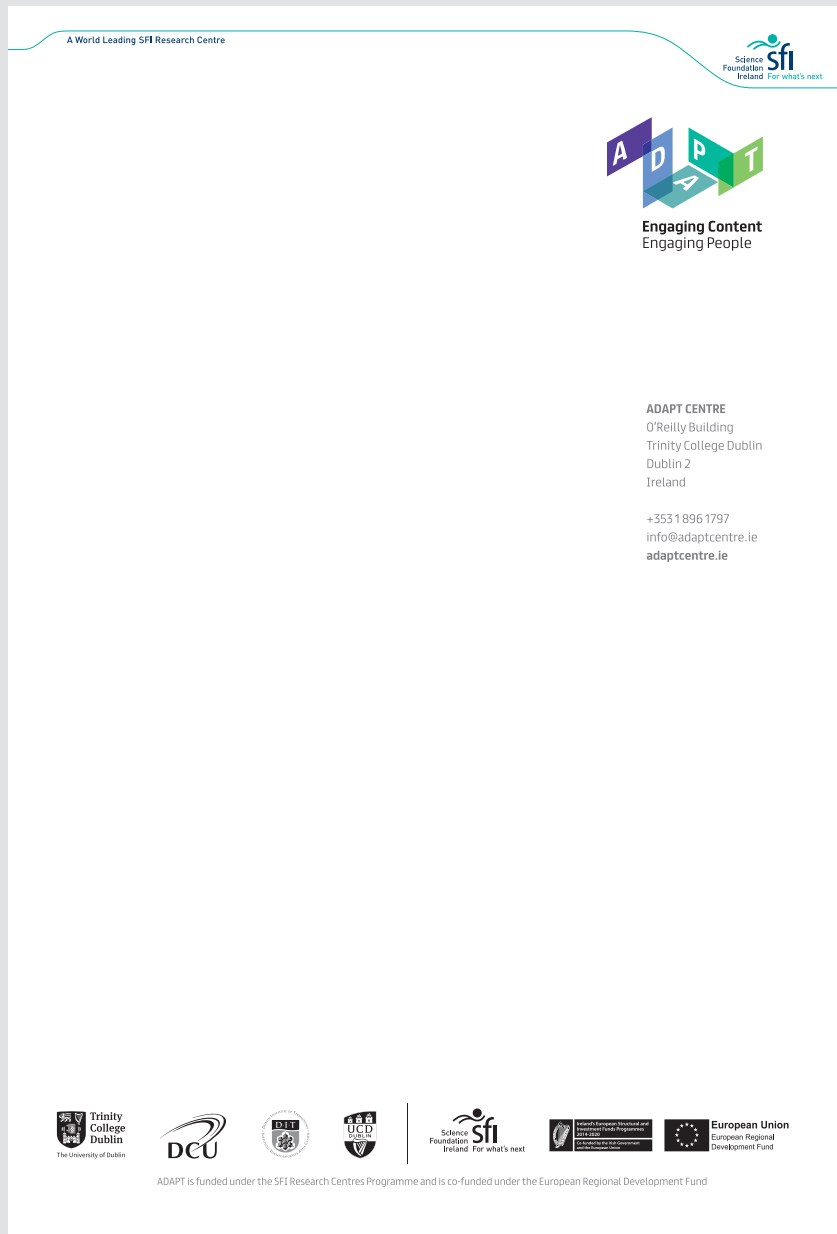




Lab Coat



# Examples of the lockup on Research Centre letterheads



# email signature

