Science Foundation Ireland
For what's next

Science Foundation Ireland

Brand Guidelines

Science Foundation Ireland sfi For what's next

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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

See page 7 for more detail on reversing out the logo

Science Foundation Ireland programmes

Smart Futures

SMART FUTURES

In association with SMART FUTURES

Exploring STEM careers SMART FUTURES www.smartfutures.ie

SMART FUTURES Science Foundation Ireland sfi For what's next STEPS Engineers Ireland

Science Week

SCIENCE WEEK
Supported by Science Foundation Ireland

SCIENCE WEEK
Supported by Science Foundation Ireland

SCIENCE WEEK
Supported by Science Foundation Ireland
13-20 NOVEMBER 2016
#scienceweek #sciencerising

Discover Primary Science and Maths

Discover Primary Science and Maths
www.primaryscience.ie

Discover Primary Science and Maths
www.primaryscience.ie

Discover Primary Science and Maths
www.primaryscience.ie

SFI Discover (no longer in use)

sfi Discover
Science Foundation Ireland
(NO LONGER IN USE)

sfi Discover
Science Foundation Ireland
(NO LONGER IN USE)

sfi Discover
Science Foundation Ireland
(NO LONGER IN USE)

Using the Science Foundation Ireland logo

Minimum size

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

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.

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.

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
abcmnopvwxyz!
@£$%^&*()_+>?

Source Sans Pro Regular
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

Source Sans Pro Regular
ABCDEFGH123
abcmnopvwxyz!
@£$%^&()_+>?*

Source Sans Pro Semi bold
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

Source Sans Pro Bold
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

Calibri

Calibri Regular
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

Calibri Regular italic
ABCDEFGH123
abcmnopvwxyz!
@£$%^&()_+>?*

Calibri Bold
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

Museo Slab

Museo Slab 500
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

Museo Slab 700
ABCDEFGH123
abcmnopvwxyz!
@£$%^&*()_+>?

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

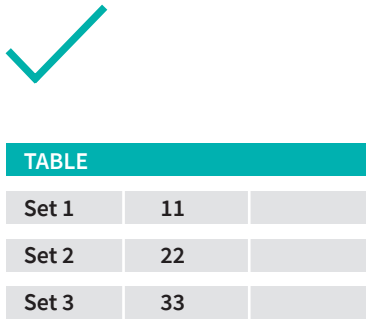
CMYK
C 9
M 6
Y 6
K 0

Pantone 646C

CMYK
C 66
M 32
Y 0
K 11

Pantone Warm grey 2C

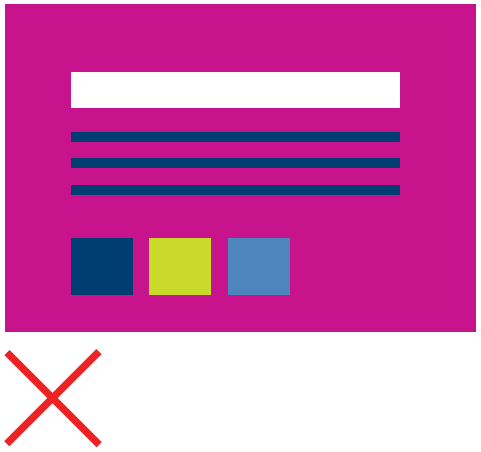
CMYK
C 0
M 6
Y 9
K 15

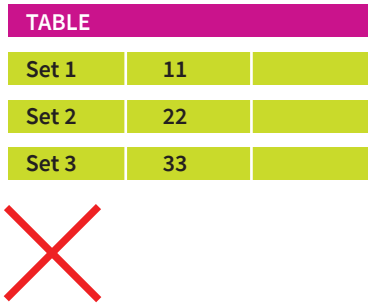


These secondary colours are to be used sparingly.

The primary brand colours on white are part of our look

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





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

Guidelines for documents

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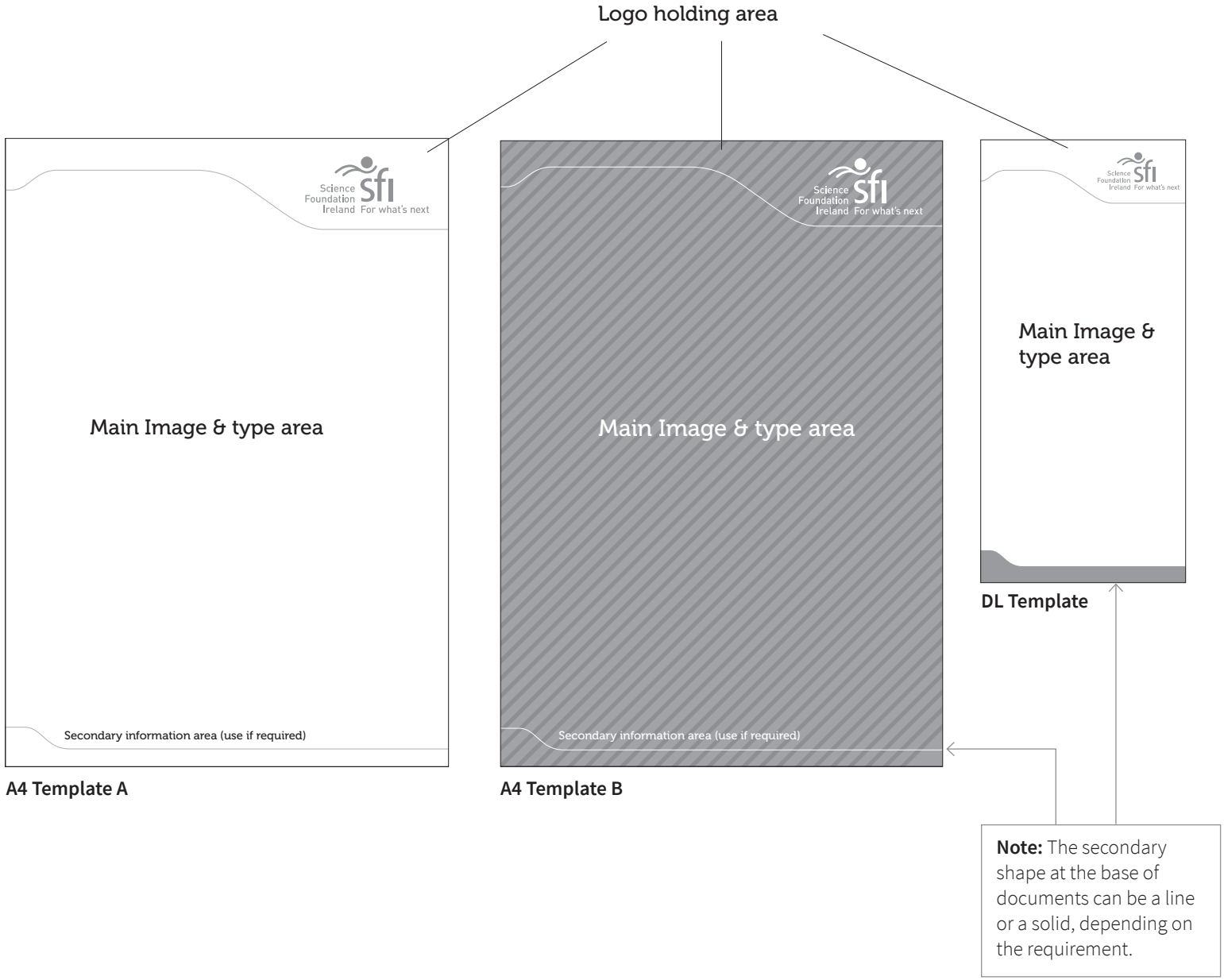
Cover Design

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.



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

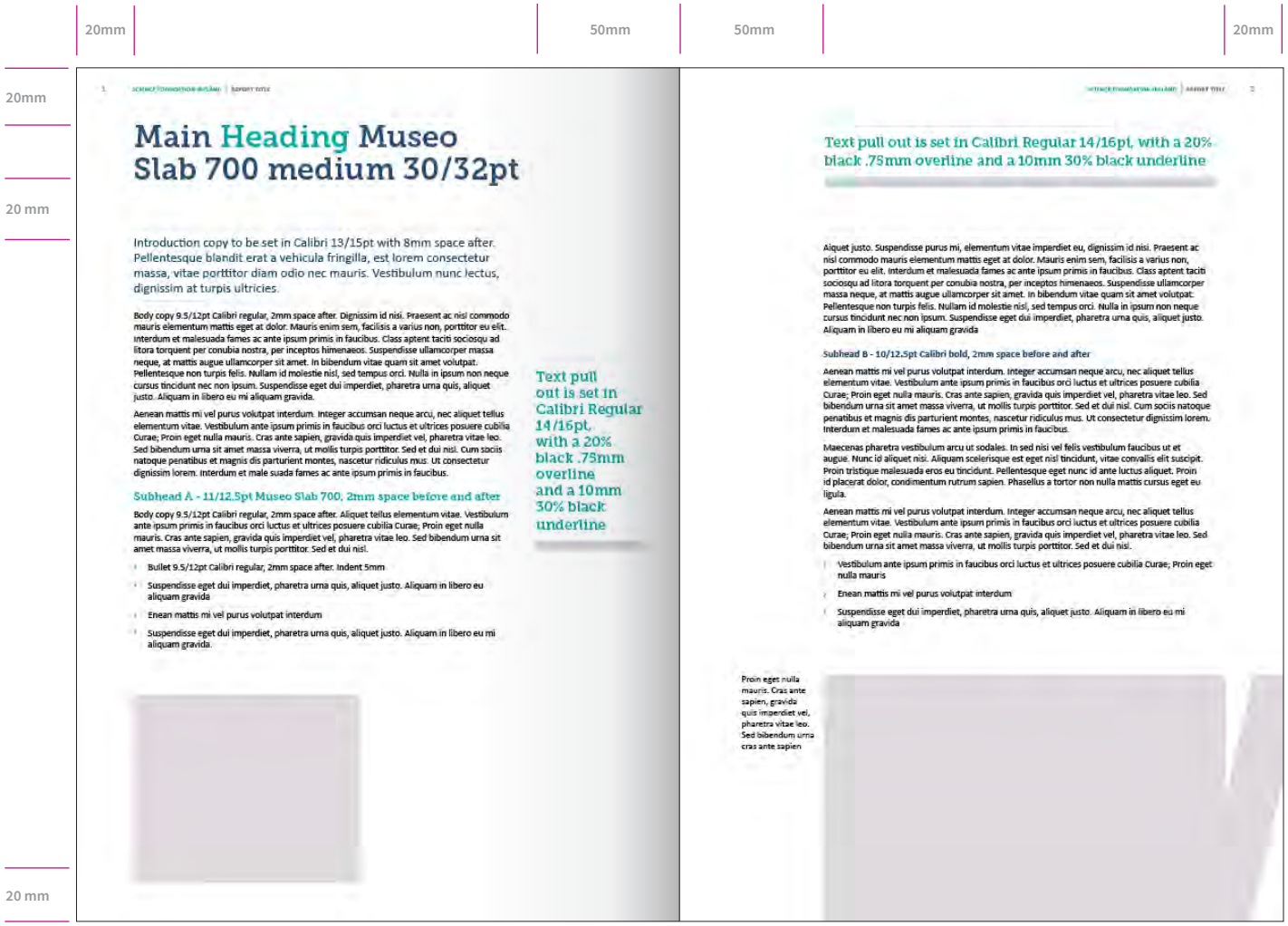
Body copy
Source Sans Regular 9.5/12pt ranged left
2mm space after
Colour – Black

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



InDesign templates with style sheets are available upon request.

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

InDesign templates with style sheets are available upon request.

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

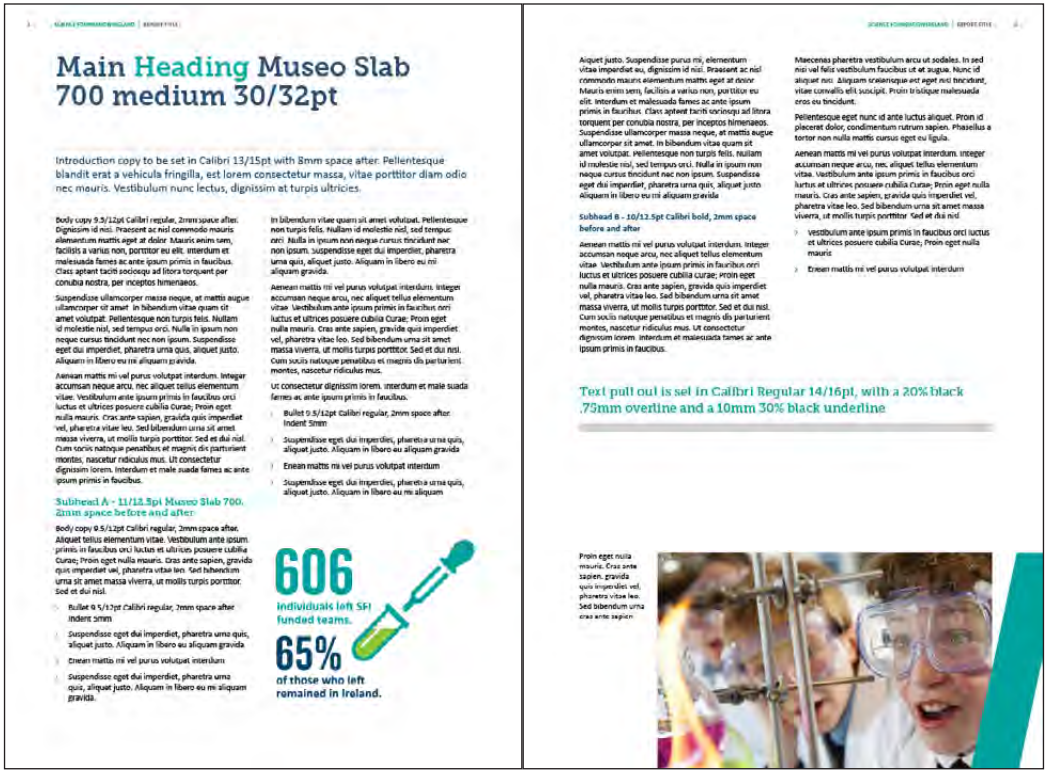
Captions
Source Sans Regular 9/11pt range left
Colour – Black

InDesign templates with style sheets are available upon request.

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.



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 Calibiri.

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

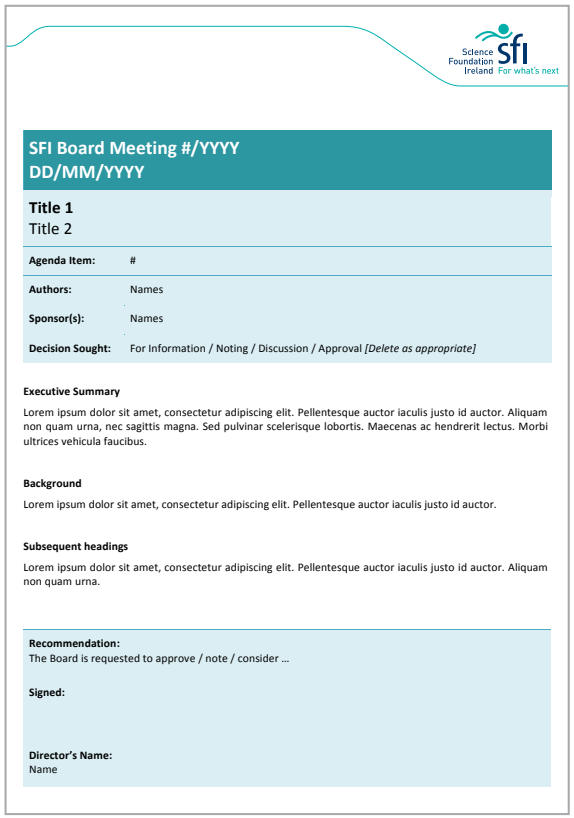
Body text
Calibri 11pt ranged left – Black
Single Line spacing; space after 6mm
Left indent .2cm

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



Science Foundation Ireland For what's next

SFI Board Meeting #/YYYY
DD/MM/YYYY

Title 1
Title 2

Agenda Item:	#
Authors:	Names
Sponsor(s):	Names
Decision Sought:	For Information / Noting / Discussion / Approval *[Delete as appropriate]*

Executive Summary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor iaculis justo id auctor. Aliquam non quam urna, nec sagittis magna. Sed pulvinar scelerisque lobortis. Maecenas ac hendrerit lectus. Morbi ultrices vehicula faucibus.

Background

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor iaculis justo id auctor.

Subsequent headings

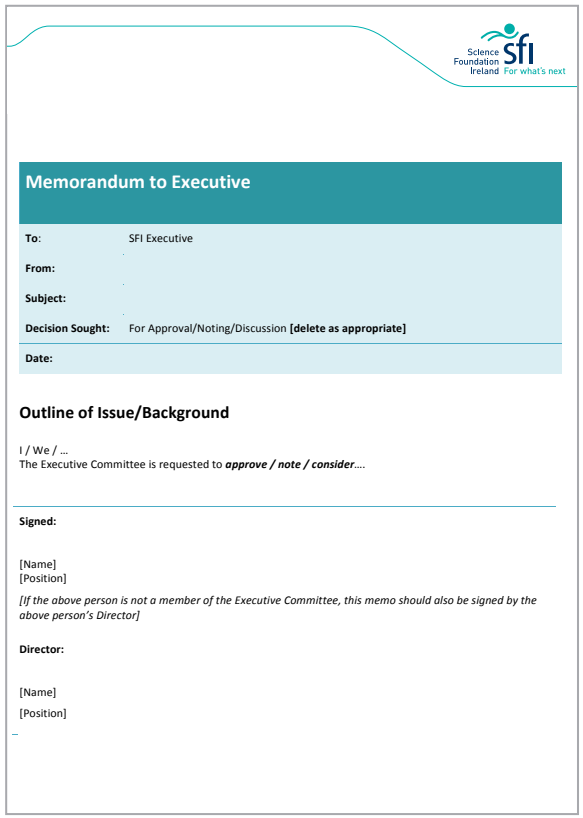
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor iaculis justo id auctor. Aliquam non quam urna.

Recommendation:
The Board is requested to approve / note / consider …

Signed:

Director's Name:
Name

Memorandum document



Science Foundation Ireland For what's next

Memorandum to Executive

To:	SFI Executive
From:	
Subject:	
Decision Sought:	For Approval/Noting/Discussion **[delete as appropriate]**
Date:	

Outline of Issue/Background

I / We / …
The Executive Committee is requested to ***approve / note / consider***….

Signed:

[Name]
[Position]

[If the above person is not a member of the Executive Committee, this memo should also be signed by the above person's Director]

Director:

[Name]
[Position]

Word documents

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

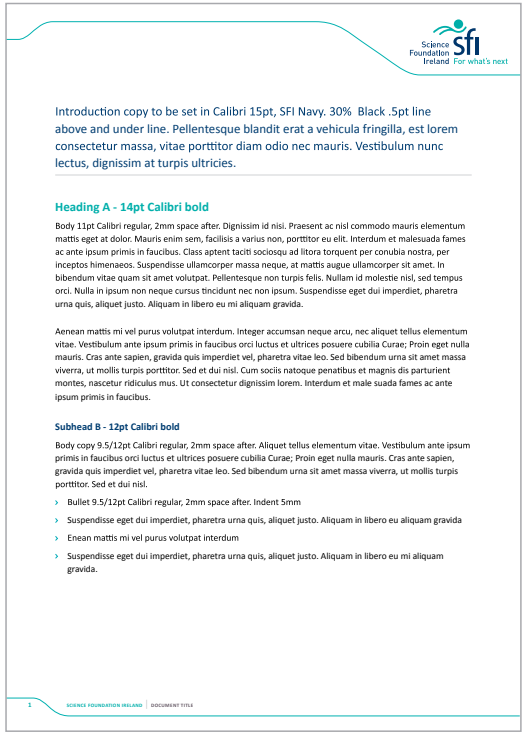
To ensure consistency throughout our documents, master templates should be used. The general specifications are as follows:

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.

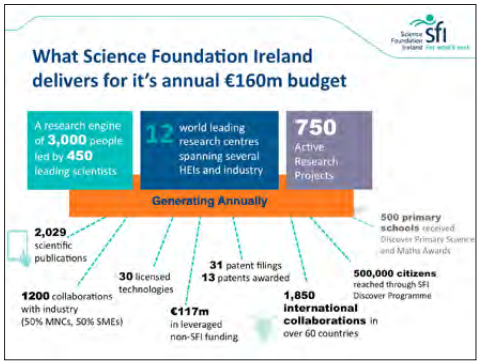
To ensure consistency throughout our document master templates must be used. The general specifications are as follows:

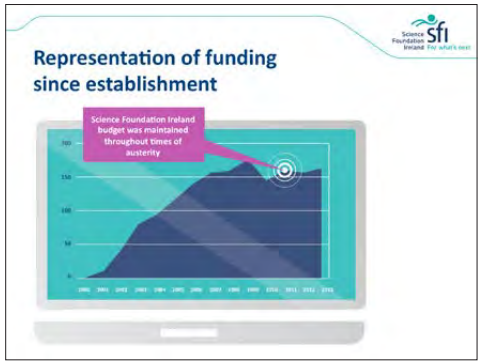
Title slides
Calibri Bold 34pt ranged right
Subtitle Calibri Bold 16pt ranged right.

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





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

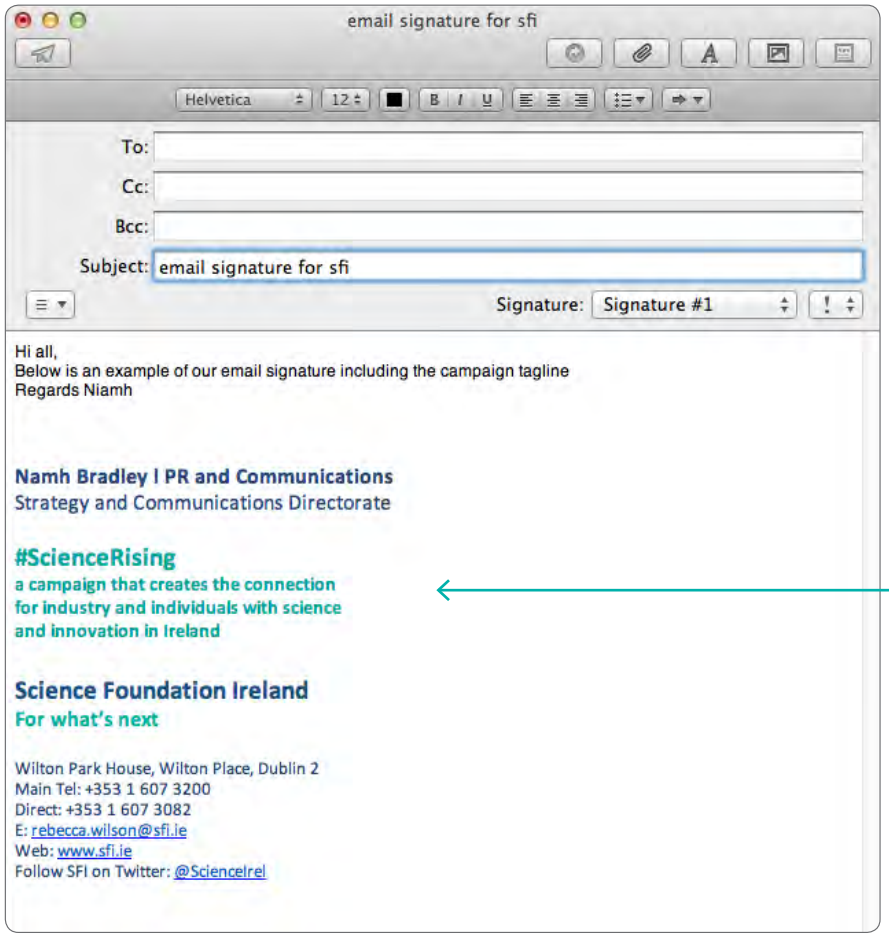
Science Foundation Ireland
Calibri Bold 14pt ranged left – Colour: Dark blue

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

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

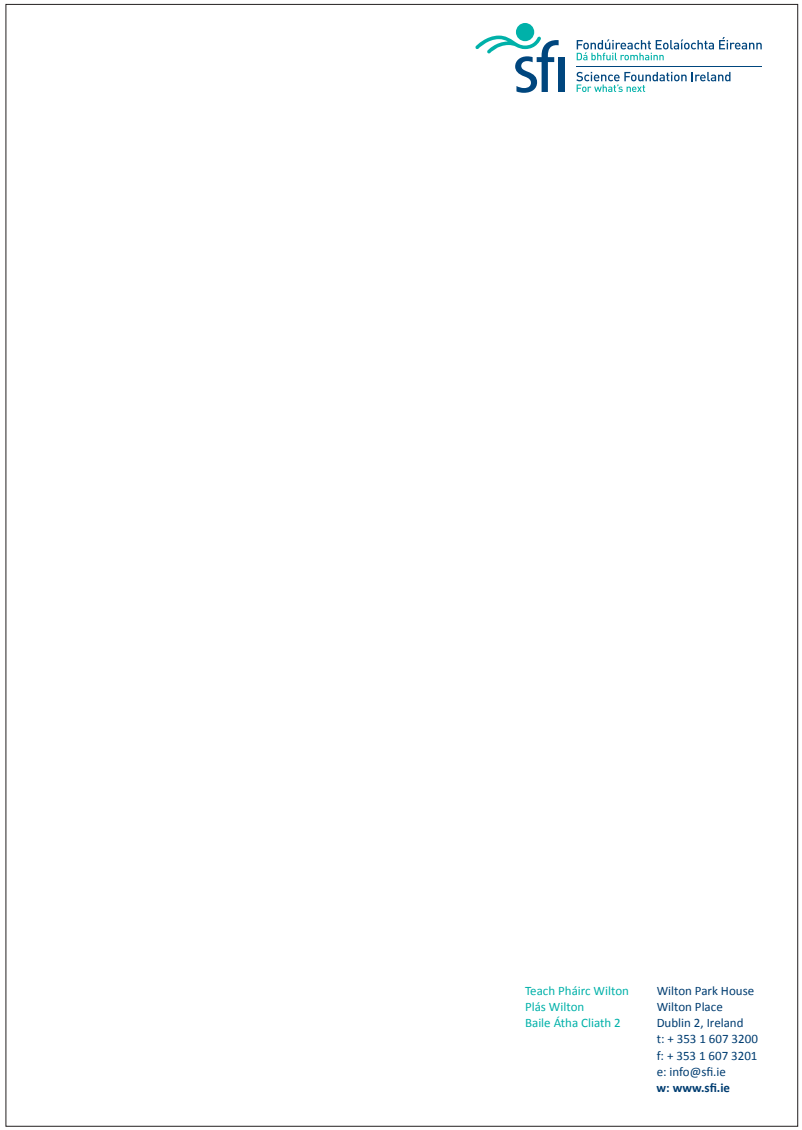
Name: Source Sans Semibold 14pt range left – Dark blue

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.

Letterhead



Business Cards

Annual campaigns logos can be place 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

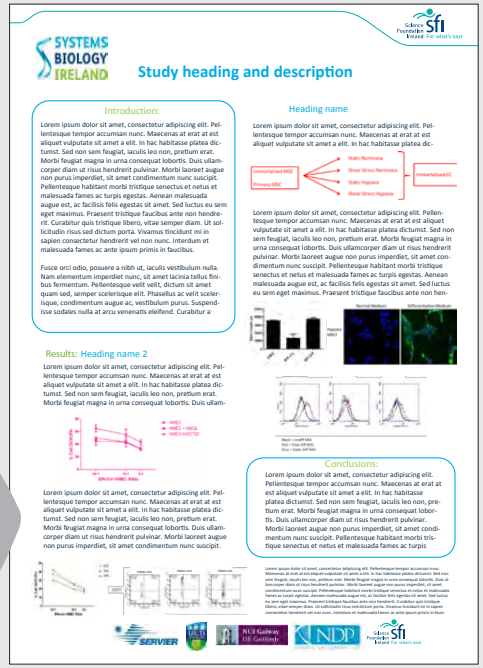
Use dual language version of the logo

Source Sans Regular 9.5/12pt ranged left

Compliment slip

Banner

Poster



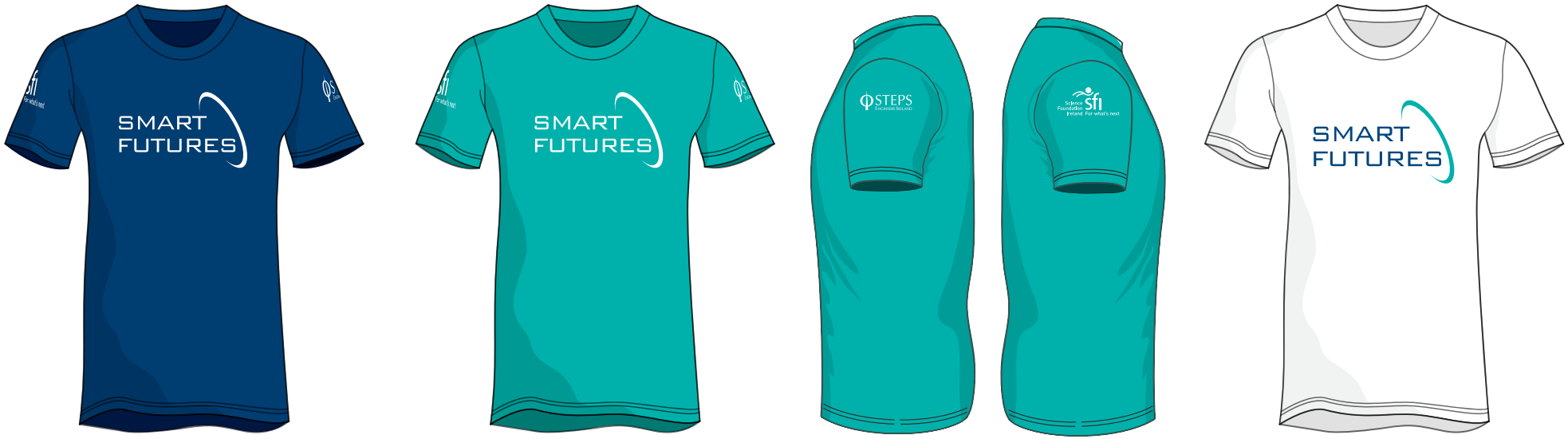
t-shirts

Pin

Button Badges

Pens

Campaign and co-funded t-shirts



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

ADAPT
Engaging Content
Engaging People

AMBER

curam
SFI Centre for Research in Medical Devices

iCRAG
IRISH CENTRE FOR RESEARCH IN APPLIED GEOSCIENCES

IPIC
BRINGING PHOTONICS TO LIFE

Lero
THE IRISH SOFTWARE RESEARCH CENTRE

APC Microbiome Institute
Interfacing Food & Medicine

CONNECT
Networks of the Future

Infant
Irish Centre for Fetal and Neonatal Translational Research

Insight
Centre for Data Analytics

MaREI
Centre for Marine and Renewable Energy

SSPC
SYNTHESIS AND SOLID STATE PHARMACEUTICAL CENTRE
Innovation Through Collaboration

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

Science Foundation Ireland sfi For what's next

↑ 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

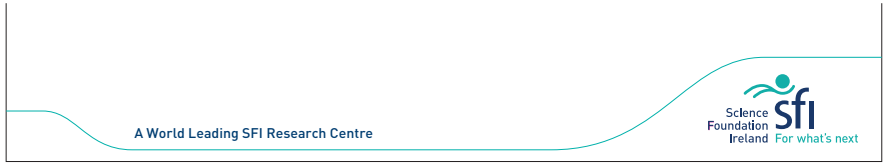
Science Foundation Ireland sfi For what's next

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

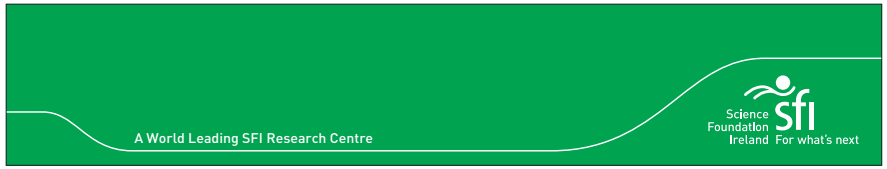
We have created a shape to hold the brand and Research Centre tagline *"A World Leading SFI Research Centre"* This should be used on all Research Centre Publications.

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

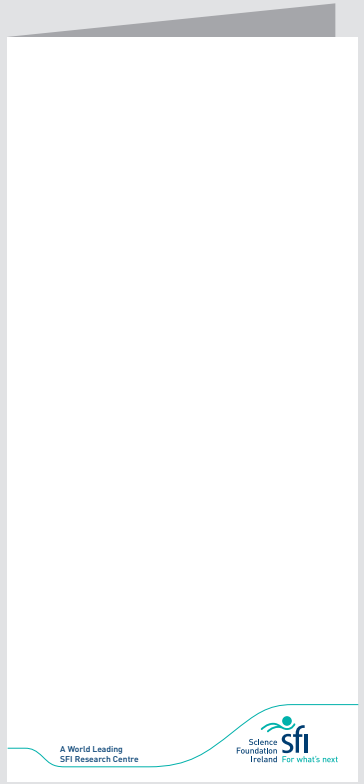
Using the Science Foundation Ireland brand lockup with Research Centres' print material.

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

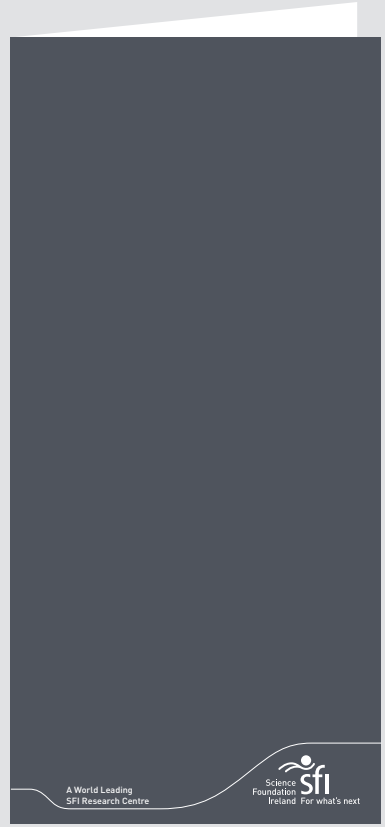
DL

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

A4

A5

DL

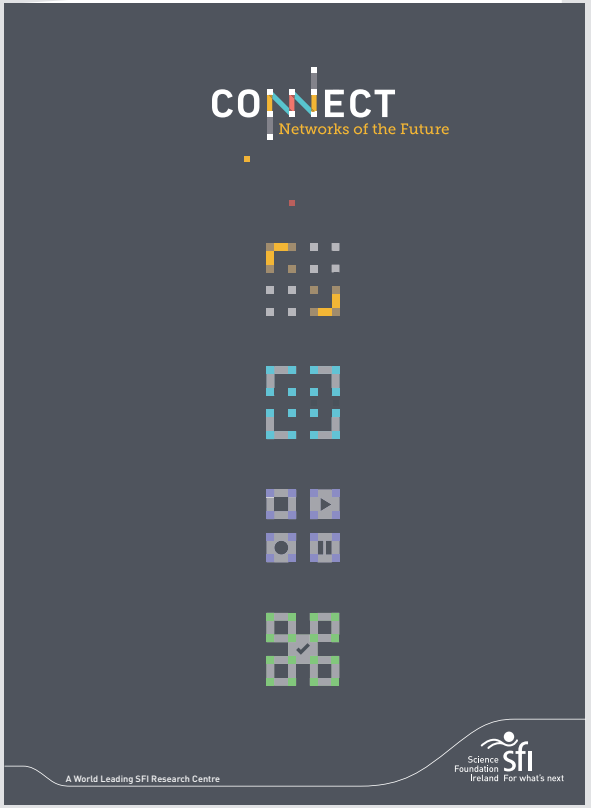


Templates are available on request.

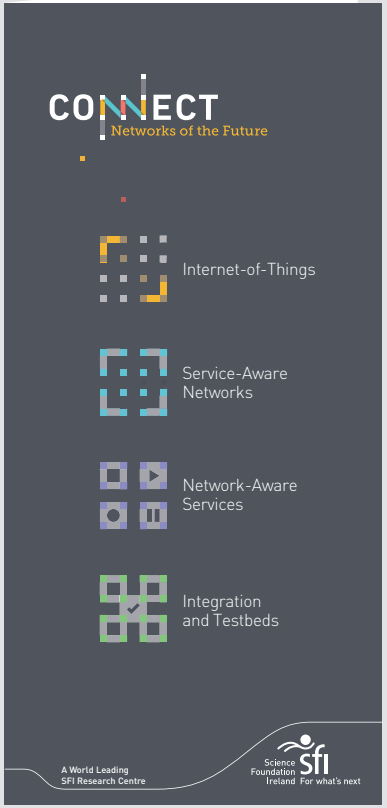
Examples of the brand lockup on Connect printed material

A4

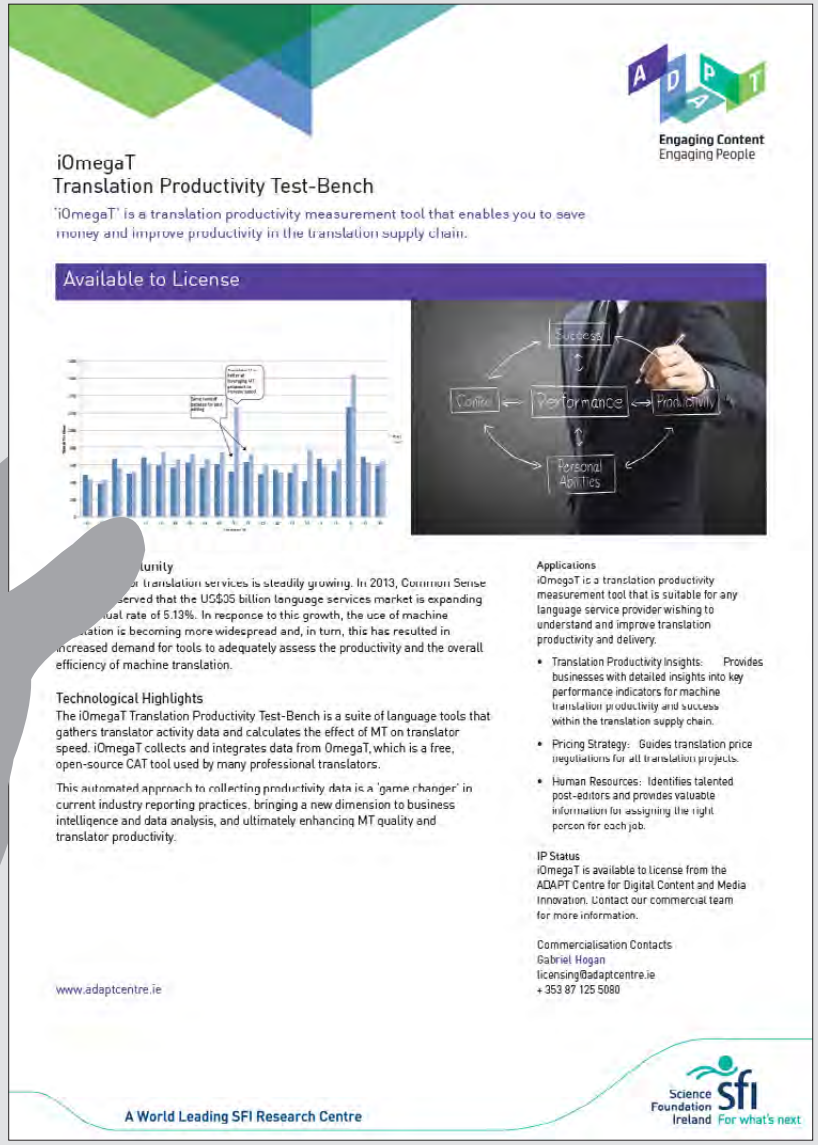
A5

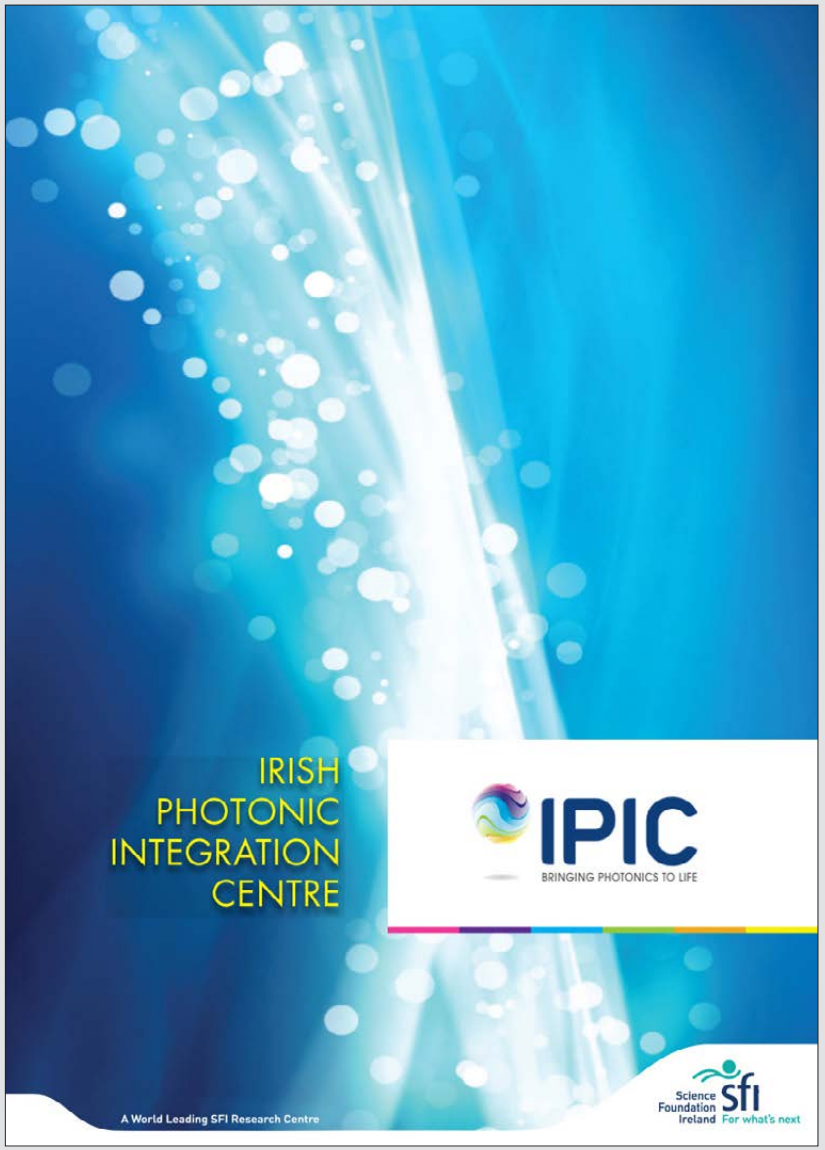


DL



Examples of the brand lockup on ADAPT and IPIC material





DISPLAY

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

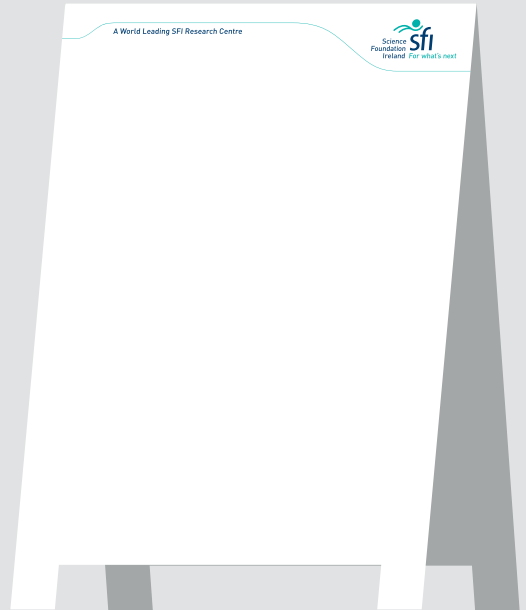
Positioning the brand lockup on display material (on a light background)

Templates are available on request.

Pullup Banner

Flag

Sandwich Board



Positioning the brand lockup on display material

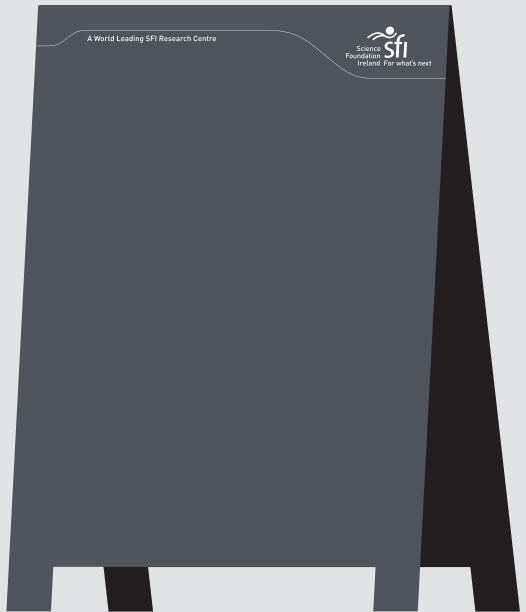
(reversed out of a dark background)

Templates are available on request.

Pullup Banner

Flag

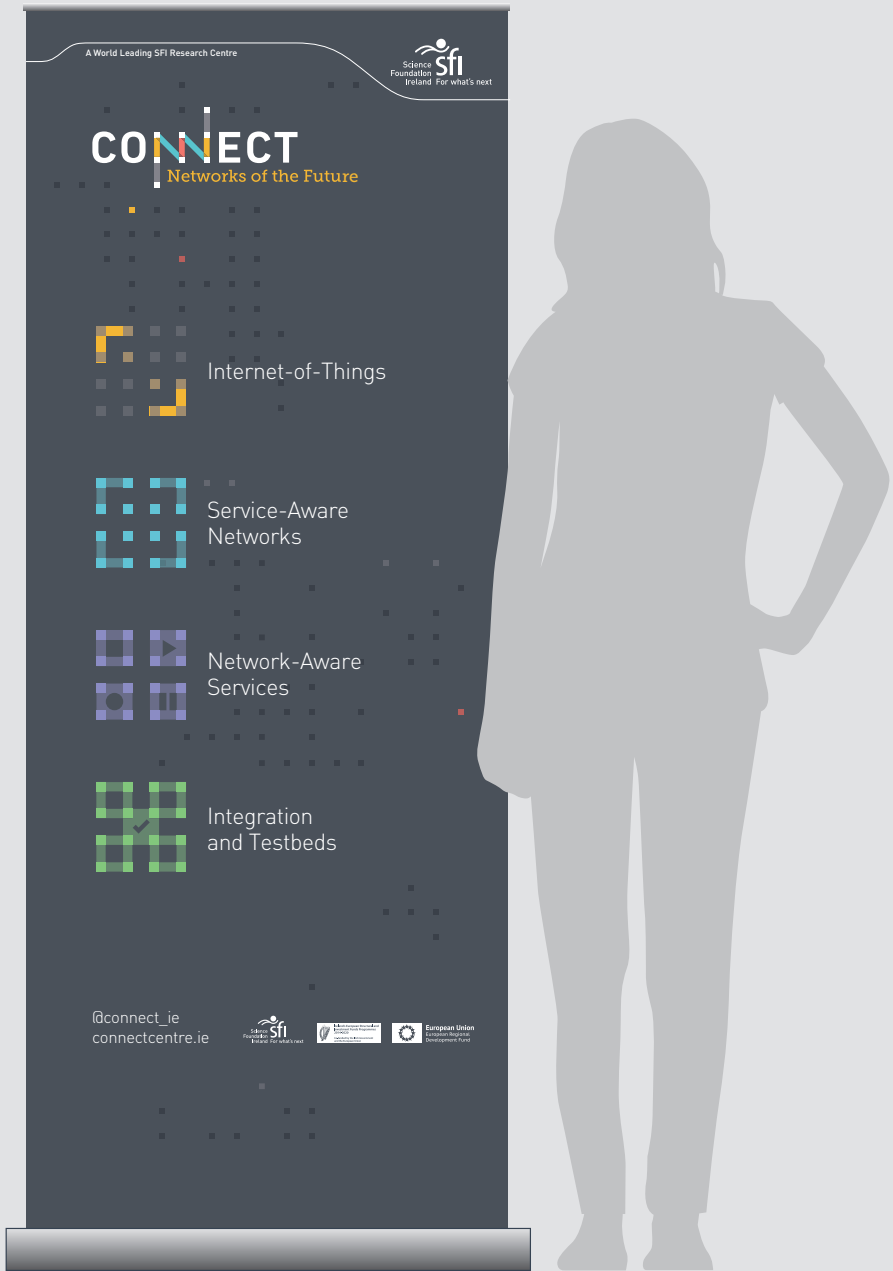
Sandwich Board



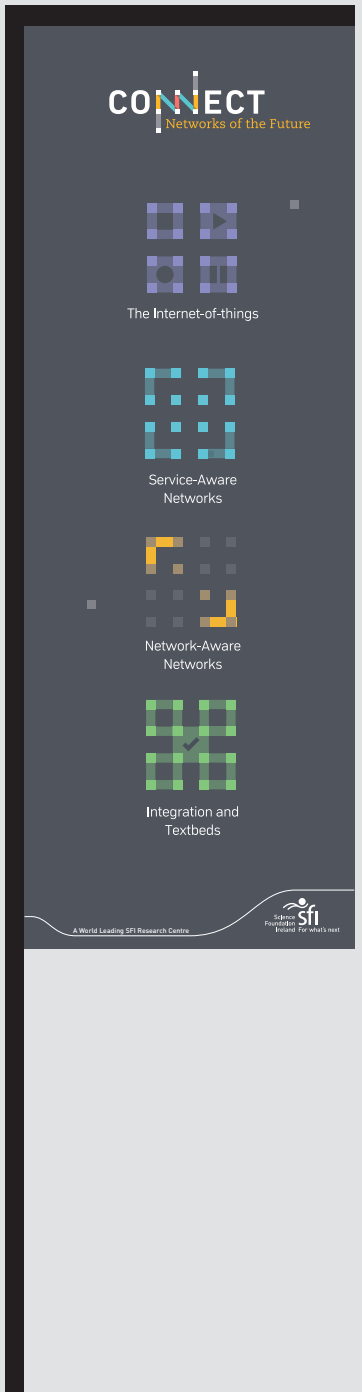
Example of the brand lockup on display material

(reversed out of a dark background)

Pullup Banner



Flag

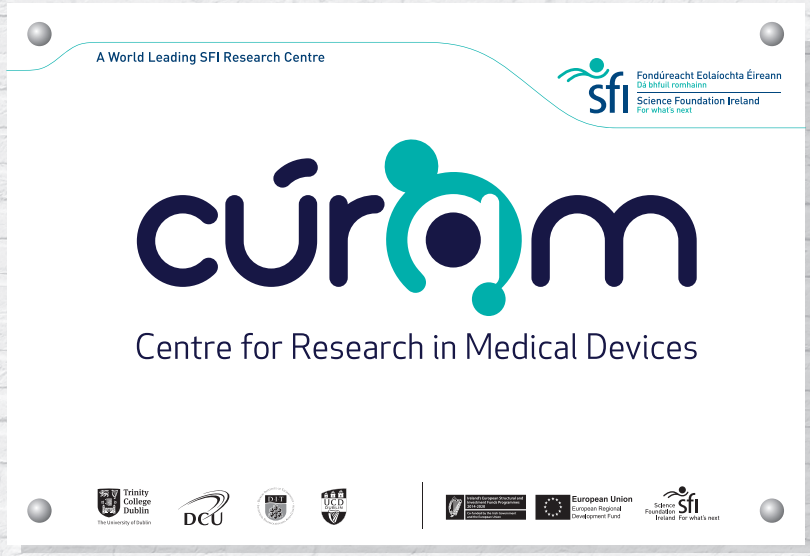


Example of the brand lockup on a Nomadic Stand

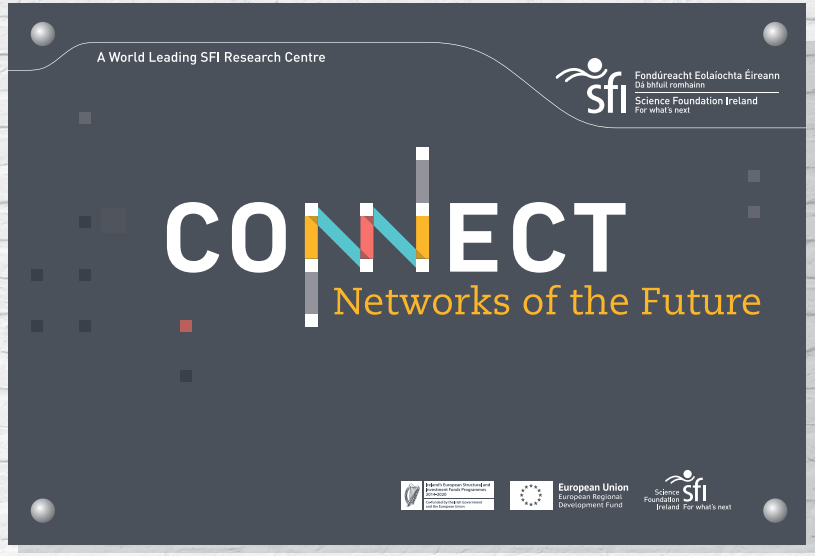
(This is a complex background so the white lockup shape was used)

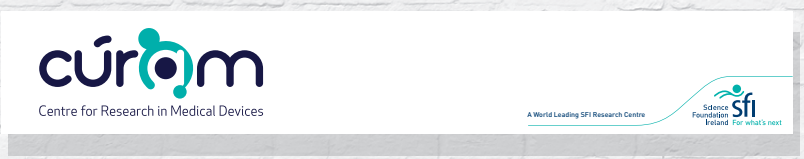
Examples of the lockup on external signage and name plates

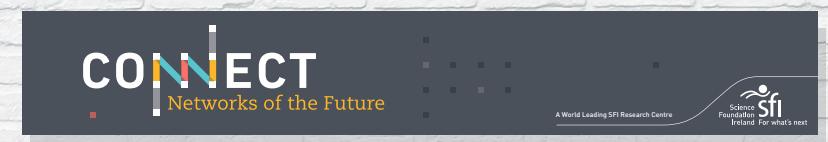
Exterior Signage (white) - example

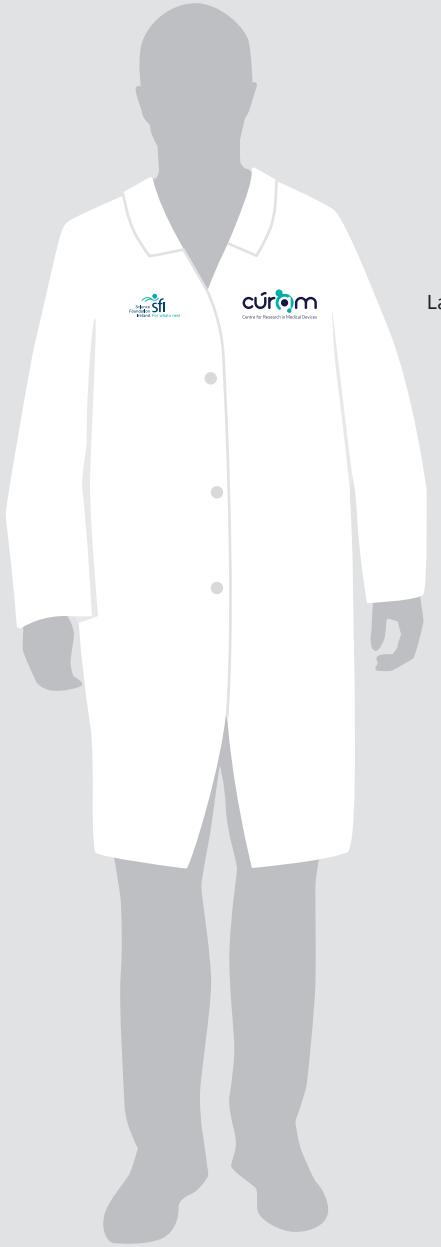


Exterior Signage (dark) - example









Lab Coat

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Science
Foundation
Ireland
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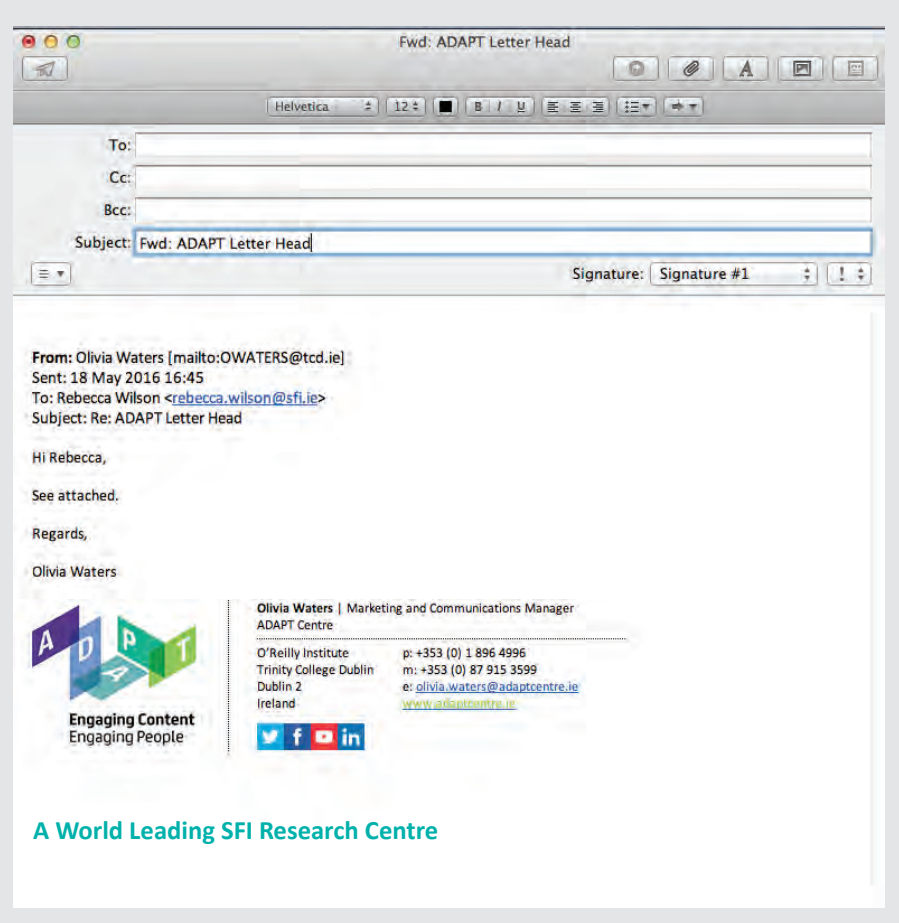
For what's next

Examples of the lockup on Research Centre letterheads

email signature