Science Foundation Ireland
Brand Guidelines
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Versions of the logo</td>
<td>4</td>
</tr>
<tr>
<td>› Master logo</td>
<td>4</td>
</tr>
<tr>
<td>› Irish language logo</td>
<td>4</td>
</tr>
<tr>
<td>› Dual language landscape</td>
<td>4</td>
</tr>
<tr>
<td>› Dual language portrait</td>
<td>4</td>
</tr>
<tr>
<td>Programme logos</td>
<td>5</td>
</tr>
<tr>
<td>Using the logo</td>
<td>6</td>
</tr>
<tr>
<td>› Minimum size</td>
<td>6</td>
</tr>
<tr>
<td>› Clearance zone</td>
<td>6</td>
</tr>
<tr>
<td>› Incorrect uses</td>
<td>7</td>
</tr>
<tr>
<td>Using the Funding logos</td>
<td>8</td>
</tr>
<tr>
<td>Fonts</td>
<td>9</td>
</tr>
<tr>
<td>Colour</td>
<td></td>
</tr>
<tr>
<td>› Main colours</td>
<td>10</td>
</tr>
<tr>
<td>› Secondary colour palette</td>
<td>10</td>
</tr>
<tr>
<td>Guidelines for documents</td>
<td>11</td>
</tr>
<tr>
<td>› Cover design template</td>
<td>12</td>
</tr>
<tr>
<td>› A4 cover examples</td>
<td>13</td>
</tr>
<tr>
<td>› Leaflet examples</td>
<td>14</td>
</tr>
<tr>
<td>› Poster and banner examples</td>
<td>15</td>
</tr>
<tr>
<td>› A4 documents (1 column)</td>
<td>16</td>
</tr>
<tr>
<td>› A4 documents (1 column)</td>
<td>17</td>
</tr>
<tr>
<td>› A5 documents</td>
<td>18</td>
</tr>
<tr>
<td>› Layout tips</td>
<td>19</td>
</tr>
<tr>
<td>Document templates for internal use</td>
<td>20</td>
</tr>
<tr>
<td>› MS Word templates</td>
<td>21</td>
</tr>
<tr>
<td>› Powerpoint slides</td>
<td>22</td>
</tr>
<tr>
<td>Email Signature</td>
<td>23</td>
</tr>
<tr>
<td>Stationery</td>
<td>24</td>
</tr>
<tr>
<td>› A4 letter</td>
<td>24</td>
</tr>
<tr>
<td>› Business cards</td>
<td>24</td>
</tr>
<tr>
<td>› Compliment slip</td>
<td>25</td>
</tr>
<tr>
<td>› Envelopes</td>
<td>25</td>
</tr>
<tr>
<td>Pens and Badges</td>
<td>27</td>
</tr>
<tr>
<td>Using the brand mark with Research Centres’ documents</td>
<td>29</td>
</tr>
</tbody>
</table>
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

Irish language logo

Dual language (Landscape)

Dual language (Portrait)

See page 7 for more detail on reversing out the logo
Science Foundation Ireland programmes

<table>
<thead>
<tr>
<th>Smart Futures</th>
<th>Science Week</th>
<th>Discover Primary Science and Maths</th>
<th>SFI Discover (no longer in use)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Smart Futures Logo" /></td>
<td><img src="image2" alt="Science Week Logo" /></td>
<td><img src="image3" alt="Discover Primary Science and Maths Logo" /></td>
<td><img src="image4" alt="SFI Discover Logo" /></td>
</tr>
<tr>
<td><img src="image5" alt="In association with" /></td>
<td><img src="image6" alt="Supported by Science Foundation Ireland" /></td>
<td><img src="image7" alt="Supported by Science Foundation Ireland" /></td>
<td><img src="image8" alt="Science Foundation Ireland" /></td>
</tr>
<tr>
<td><img src="image9" alt="Exploring STEM careers" /></td>
<td><img src="image10" alt="13-20 November 2018" /></td>
<td><img src="image11" alt="13-20 November 2018" /></td>
<td><img src="image12" alt="13-20 November 2018" /></td>
</tr>
</tbody>
</table>

www.smartfutures.ie
Using the Science Foundation Ireland logo

Minimum size

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

<table>
<thead>
<tr>
<th>CMYK</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Dark Blue**
Pantone 541

<table>
<thead>
<tr>
<th>CMYK</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>57</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>38</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.
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

A4 cover examples 12
Leaflet examples 13
Poster and banner examples 14
A4 documents (1 column) 15
A4 documents (1 column) 16
A5 documents 17
Layout tips 18
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

Main Headline for Report

Annual Report and Accounts 2015
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
Underline – 20% Black, .75mm
Underline – 30% Black, 10mm

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

---

*Reduce size to 25/27pt for A5

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
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.
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 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**

<table>
<thead>
<tr>
<th>SFI Board Meeting #/YYYY</th>
<th>DD/MM/YYYY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Title 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Executive Summary</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td></td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor iaculis justo id auctor.</td>
<td></td>
</tr>
<tr>
<td><strong>Subsequent headings</strong></td>
<td></td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor iaculis justo id auctor. Aliquam non dolor sit amet.</td>
<td></td>
</tr>
</tbody>
</table>

| **Recommendation**       |            |
| The board is requested to approve / note / consider ... |
| **Signed**               |            |
| **Director’s Name**      |            |

---

**Memorandum document**

<table>
<thead>
<tr>
<th><strong>Memorandum to Executive</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>To:</strong> SFI Executive</td>
</tr>
<tr>
<td><strong>From:</strong></td>
</tr>
<tr>
<td><strong>Subject:</strong></td>
</tr>
<tr>
<td><strong>Decision Sought:</strong></td>
</tr>
<tr>
<td><strong>Date:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Outline of Issue/Background</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/ Way / ...</td>
</tr>
<tr>
<td>The Executive Committee is requested to approve / note / consider ...</td>
</tr>
<tr>
<td><strong>Signed:</strong></td>
</tr>
<tr>
<td><strong>[Name]</strong> [Position]</td>
</tr>
<tr>
<td>If the above person is not a member of the Executive Committee, this memo should also be signed by the above person’s Director</td>
</tr>
<tr>
<td><strong>Director:</strong></td>
</tr>
<tr>
<td><strong>[Name]</strong> [Position]</td>
</tr>
<tr>
<td>–</td>
</tr>
</tbody>
</table>
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:

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

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.

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
t-shirts

Button Badges

Pin

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
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)
Examples of the brand lockup on Cúram printed material
Positioning the brand lockup on printed material (reversed out of dark background)
We design networks that respond to the demands of the services running on them – automatically.
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

Identity

The translation services industry is steadily growing. In 2013, GAO estimated that the $5.5 billion language services market is expanding at an annual rate of 9.1%. 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 translation activity data and calculates the effect of MT on translation speed. iOmegaT collects and integrates data from iOmegaT, which is a free, open-source MT 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.

• Translator Productivity Insights: Provides businesses with detailed insights into key performance indicators for machine translation and human translation workflows within the translation supply chain.

• Pricing Strategy: Guides translation pricing strategies for all translation job types.

• Market Readiness: Identifies talent gaps and provides valuable information for shaping the right portfolio for each job.

iOmegaT
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 Stogan
licensing@adaptcentre.ie
+353 87 125 5080

www.adaptcentre.ie

A World Leading SFI Research Centre

Science Foundation Ireland

Science Foundation Ireland | Identity Guidelines | Page 37
Using the Science Foundation Ireland Lockup with Research Centre’s display material.
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)
Example of the brand lockup on a Nomadic Stand
(This is a complex background so the white lockup shape was used)

www.sspc.ie
Examples of the lockup on external signage and name plates

Exterior Signage (white) - example

Exterior Signage (dark) - example
Lab Coat

Science Foundation Ireland Identity Guidelines

Page 44
Examples of the lockup on Research Centre letterheads
email signature

A World Leading SFI Research Centre