



FUTURE MOBILITY CAMPUS

I R E L A N D



**BRAND
GUIDELINES**

Design principles

This document is an overview of Future mobility Campus Ireland identity covering mark, type and colour, with examples of how this is used.

SIMPLE

Less is more! By keeping our designs and language simple we can help focus what we are trying to say and be more direct and relevant to our audience. Use clean, fresh and active images with short and impactful headlines. Using Plain English helps get across your message quickly and easily. If you can use three words instead of six, messages will be more direct and feel less imposing.

STRUCTURED

When creating communications, producing new designs or using any pre-formatted templates, use a clear and simple hierarchy of information – headlines, sub-heads, body copy – to give content structure.

FRESH

Keeping our communications feeling fresh helps to make the brand contemporary and engaging.

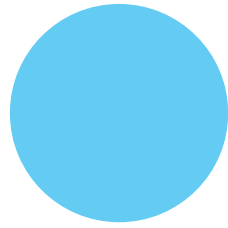
Brand mark

Our logo is made up of two elements: [Petfix](#) icon and the word-mark. Our preference is to use the full logo (icon and word-mark). The relationship between these two elements is fixed and should never be altered.

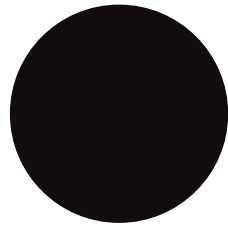


Primary Palette Brand Colours

The primary colors have been chosen to give a bright clean appearance to all communications. The use of white-space will allow these colors to breathe. We aim to convey the high level of technological credentials available throughout all our print and digital.



53-0-5-0
PANTONE BLUE 0821c

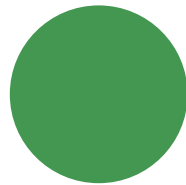


20-20-20-100
PANTONE BLACK 6c

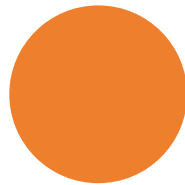
Secondary Palette Brand Colours



13-9-9-0
PANTONE 7541 C



76-18-91-4
PANTONE 362 C



3-61-95-0
PANTONE 1505 C



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Logo font

STAG SANS ROUND MEDIUM



FUTURE
MOBILITY
CAMPUS
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Body Type and headlines

Open Sans is the primary typeface of the brand which may be used when setting headlines and body copy in print and Online. It is a free open-source typeface that is clean, human and with a selection of weights that deliver a range of tone and feeling.

For use in Office applications and electronic communications (such as email)
Arial is used as a default.

OPEN SANS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 1234567890

!@£\$%^&*()

Light Italic Regular

Italic Semibold Italic

EXTRA Bold Italic Extra Bold Italic

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

1234567890 !@£\$%^&*()

Regular Italic

Bold Italic

Brand interaction with imagery



FUTURE MOBILITY

CAMPUS IRELAND

THE FUTURE IS HERE

Welcome to Ireland's first testbed for Future Mobility

SUPPORTED BY

shannon COMMERCIAL PROPERTIES | Connaught Cathrach & Connaught Leasraigh | JAGUAR | LAND-ROVER | vodafone | An Roinn Críoch, Fiontar agus Nuálaíochta | Department of Business, Enterprise and Innovation

COMHARLE CONTAE AN CHLÁIR | CLARE COUNTY COUNCIL | ENTERPRISE IRELAND | GM | PIPPER | RENOVO AUTO | mergon

SGS | Valeo | ANALOG DEVICES | TAOGLAS | WDC | CISCO

A large vertical poster with a dark background. At the top, a stylized Wi-Fi symbol is above the text 'FUTURE MOBILITY' in large, light blue letters, with 'CAMPUS IRELAND' in smaller white letters below it. The central image shows a wireframe car and a drone, both glowing with blue light. Below the image, the text 'THE FUTURE IS HERE' is written in large, light blue letters, followed by 'Welcome to Ireland's first testbed for Future Mobility' in white. At the bottom, a section titled 'SUPPORTED BY' lists various logos including Shannon Commercial Properties, Connaught Cathrach & Connaught Leasraigh, Jaguar, Land-Rover, Vodafone, An Roinn Críoch, Fiontar agus Nuálaíochta, Department of Business, Enterprise and Innovation, Comhairle Contae an Chláir, Clare County Council, Enterprise Ireland, GM, PIPPER, Renovo Auto, Mergon, SGS, Valeo, Analog Devices, Taoglas, WDC, and Cisco.

THE FUTURE IS HERE

Welcome to
Ireland's first
test bed for
Future Mobility



FUTURE
MOBILITY
CAMPUS
IRELAND





FUTURE MOBILITY CAMPUS

I R E L A N D



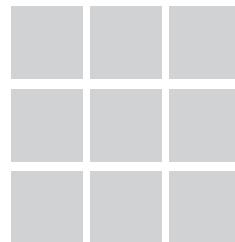
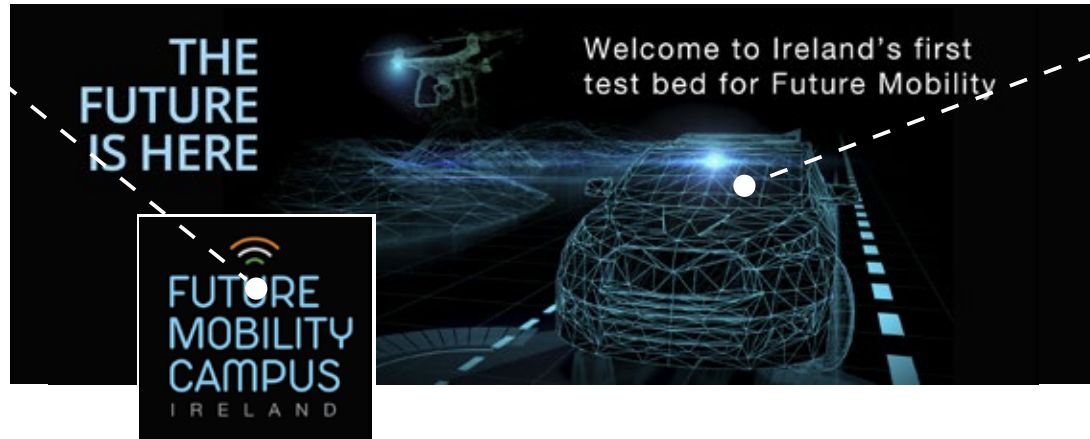
Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 170 x 170 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- 128 x 128 px on smartphones
- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.



An ecosystem to innovate, test and validate disruptive technologies together.

**FUTURE
MOBILITY
CAMPUS**
IRELAND

Cover Photo: 820 x 312 px

Image Guidelines

- Appear on page at 820 x 312 pixels
- Anything less will be stretched.
- Minimum size of 400 x 150 pixels.
- Smartphones display as 640 x 360px
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).



THE
FUTURE
IS HERE

Welcome to Ireland's first
test bed for Future Mobility



Cover Photo: 820 x 312 px



Profile Image: 180 x 180 px

An ecosystem to innovate,
test and validate disruptive
technologies together.



Shared Images: 1200 x 630



BG image: 1536 x 768

Image Guidelines

Recommended: 1536 x 768 pixels.
Minimum size of 1192 x 220.
Maximum 4MB.
Appears as 1400 x 425 pixels.
Image types include: PNG, JPG or GIF.

Standard Logo: 300 x 300

Image Guidelines

- 300 x 300 pixels recommended (300 x 300 minimum and resized to fit).
- Maximum 4 MB (Square layout).
- PNG, JPG or GIF.

One of the two brand logos that you should be uploading to LinkedIn is the business logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage. This image also appears in the "Companies you may want to follow" section, so the more enticing the photo the more likely the followers!

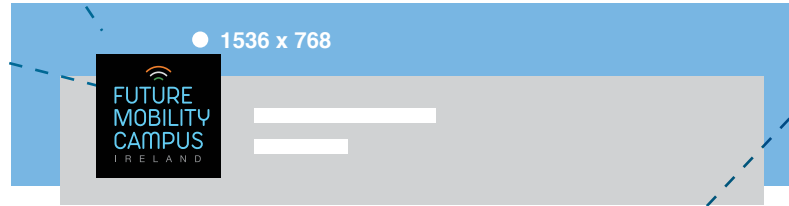
Business Banner Image: 646 x 220 (Minimum)

Image Guidelines

- Minimum 646 x 220 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Banner images is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand's homepage. Since this image is located on your homepage it's likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.

Brand / Company Pages Image Sizes



Hero Image: 1128 x 376

Image Guidelines

Minimum 1128 x 376 pixels.
Maximum 2 MB.
Landscape Layout.
PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.





Standard Logo: 300 x 300



Hero Image:
1128 x 376



Business Banner Image:
646 x 220 (Minimum)



