

# LOGO GUIDELINES

**January 2010**



## CONTENTS

WHY GUIDELINES?	2
WHAT IS THE LOGO?	3
THE FULL NAME	4
COLOUR & TYPOGRAPHY	5
CORRECT USAGE	6–10
DIRECTORY OF ARTWORK	11–19
SUB-LOGOS	20–23

# WHY GUIDELINES?

### What's the concept behind the logo?

Letterkenny Institute of Technology's new logo looks to the future in a progressive manner yet comfortably acknowledges links to the past. Adopting the familiar imagery of Donegal's landscape, the Institute's vision and ambition is reflected in a modern interpretation of the theme.

The use of the acronym LYIT acknowledges the popular name of the Institute. Designed with a friendly contemporary typeface and typeset in lowercase letters, the name reflects the open and approachable character of the IT.

The logo encapsulates the ideas underpinning a comprehensive visual identity for the Institute which rests on the creative and consistent use of typography, graphics, photography and layout. More extensive guidelines will be available to provide comprehensive guidance on all elements of the identity.

### What do these guidelines cover?

These guidelines will provide you direction on the correct and efficient use of the Institute's new logo. The logo is the most widely used and distributed element of LYIT's new corporate identity. These guidelines cover:

- When to use the mark and acronym
- When to use the acronym alone, or with the strapline 'educating for life'
- When and how to use the logo together with the full name of the Institute
- Colour specifications and typography
- Basic do's and don't's
- Overview of logo artwork
- Sub-logos



# WHAT IS THE LOGO?

The logo or core 'identifier' consists of two elements, the mark and the acronym 'lyit'. There are three basic forms of the logo as shown above: Corporate, Informal and 'Educating for Life'.

## The corporate logo

In the corporate logo, the mark is used together with the acronym for formal contexts. Examples include:

- Stationery
- The backs of publications, together with the formal contact details for the Institute
- Course documents, proposals and reports
- Formal contracts and legal documents
- As a small, formal 'signature' on items where the acronym alone appears in a more prominent position elsewhere, eg, displays, publications, etc.
- Parchments
- Some advertisements

## The informal logo and the 'Educating for Life' logo

In less formal environments the acronym 'lyit' is used more often alone or together with the strapline "educating for life". This use of the "identifier" presents the IT in an approachable and friendly light. Examples of suitable contexts include:

- Front covers of publications
- Student cards
- Sports and leisure clothing
- Signal signage
- Displays and stands
- Posters
- On-campus notices



# COMBINING THE LOGOS WITH THE FULL NAME OF THE INSTITUTE

The formal name of the Institute, generally in both Irish and English, will appear in addition to the acronym “lyit” in many contexts. As time goes by and familiarity with “lyit” increases, the use of the full name may become less frequent.

## When to use the full name

A lot of this comes down to common sense.

When you are on campus, chances are that everybody is already familiar with the name of the Institute. However, away from the campus it will generally be necessary to let people know that ‘lyit’ is shorthand for Letterkenny Institute of Technology. Therefore the full name of the Institute, in both languages, will be used on items which will be seen outside the campus.

The full name of the Institute may on occasion appear in a separate position to the logo. For instance, the logo may appear on its own on the front of publications while the full name of the Institute generally appears on the back cover. As a guide, try to position the full name in a place where readers/users might naturally look for it.

## Combining the logo with the full name

Logo artwork is provided in several different forms, many of which include the full name in a fixed combination with the acronym and mark. (See the Directory of Artwork beginning on page 11 of these guidelines.)

When supplying the logo to third parties, ensure that the full name version is used. There are four variations on the layout of the name. The size and format of the space in which the logo is to appear will dictate which version is used.

The spatial relationship of the logo and full name is **not** limited to that used in the logo artwork. In many instances (eg, our letterhead) the elements are set further apart since ample space is available and the overall layout is better suited by separating the name and logo. However, the Irish and English versions of the name **must** remain together. If in doubt, stick to the versions supplied as logo artwork. If you deviate from the artwork supplied, please submit your design to Sheila King for review prior to printing any material.

**The logo and name artwork must never be stretched, compressed or distorted in any other way to fill particular spaces.**



# COLOUR & TYPOGRAPHY



Although many colours are used in our overall visual identity, the colours of our logo are clearly defined. Consistent use of the correct colours will enhance the level of professionalism across all the Institute's communications material.

## Colour specifications



LYIT's corporate logo colours are specified in different ways dependent on the production technique in question. Whilst it is important to achieve maximum consistency across all media, a slight variation in colour will be inevitable.

### Colours for printed materials

#### SPOT COLOURS

	Pantone 3975 U* or 3985 C*
	Pantone 432 U/C



#### PROCESS COLOURS / CMYK

	0 / 0 / 100 / 40
	20 / 0 / 0 / 80

\* The U/C designation refers to the type of paperstock on which the ink is to be printed – uncoated or coated. Because some colours – in this case green – change depending on the finish of the paper, two different Pantone colours are specified and it is important to use the correct one. As a general rule, LYIT's communications material is printed on uncoated paper and therefore Pantone 3975U will normally be specified.

## RGB values for screen use

Colour specifications for screen use are given in the RGB scale, as follows:

	171 / 160 / 0
	67 / 81 / 90

### Colours in signage

Colour specifications for signage will be established shortly and added to these guidelines. Should you require assistance with these areas in the meantime, please contact Sheila King on 074 918 6013 or [sheila.king@lyit.ie](mailto:sheila.king@lyit.ie).

## Corporate typefaces

LYIT's new corporate typefaces (or fonts) are Cocon and Dolly. Cocon is used in the logo.

When using the logo or supplying the logo to third parties, **NEVER** reset the acronym 'lyit' or the full name of the Institute. Both are provided as standard vector artwork files in a variety of formats to ensure maximum flexibility and ease of use. They have been carefully spaced and aligned for optimum visual impact and **must not be modified** on any account. There is no need to include fonts when supplying a logo.

Please contact Sheila King on 074 918 6013 or [sheila.king@lyit.ie](mailto:sheila.king@lyit.ie), should you require advice.

# CORRECT USAGE: SIMPLE DO's & DON'T's

The new LYIT logo is intended to be a tool for creative expression.

Whilst not wishing to be rigid about the use of the logo, it is in everybody's interest that its visual integrity be maintained. There are some simple rules to follow.



**DO** use the logo as supplied. **NEVER** re-typeset the logo or “educating for life”.



**DO NOT** stretch or distort the logo



lyit

lyit

Institiúid  
Teicneolaíochta  
Leitir Ceanainn

Letterkenny  
Institute  
of Technology



**DO NOT** alter the colours




lyit

lyit

Institiúid  
Teicneolaíochta  
Leitir Ceanainn


Letterkenny  
Institute  
of Technology

 **DO NOT** adjust the spacing




lyit | Institiúid  
Teicneolaíochta | Letterkenny  
Leitir Ceanainn | Institute  
of Technology


lyit

 **DO NOT** scale one element alone




 **DO NOT** re-typeset the acronym




 **DO NOT** set LYIT or any other element in a different font




lyit | Institiúid  
Teicneolaíochta | Letterkenny  
Leitir Ceanainn | Institute  
of Technology

 **DO NOT** adjust the weight of typography or lines

Lyit | Institiúid  
Teicneolaíochta | Letterkenny  
Leitir Ceanainn | Institute  
of Technology

 **DO NOT** add drop shadows or special effects

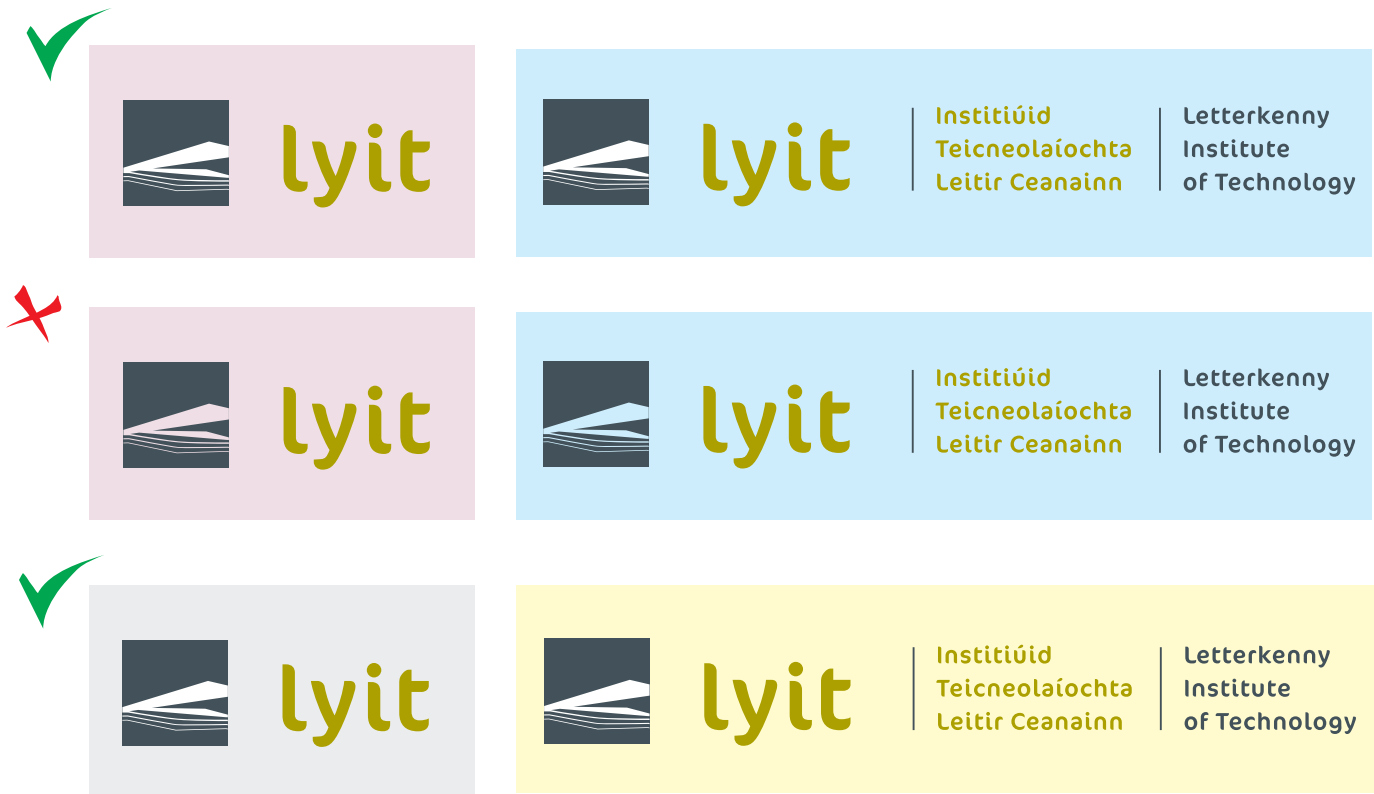


 **DO NOT** put the logo in a box

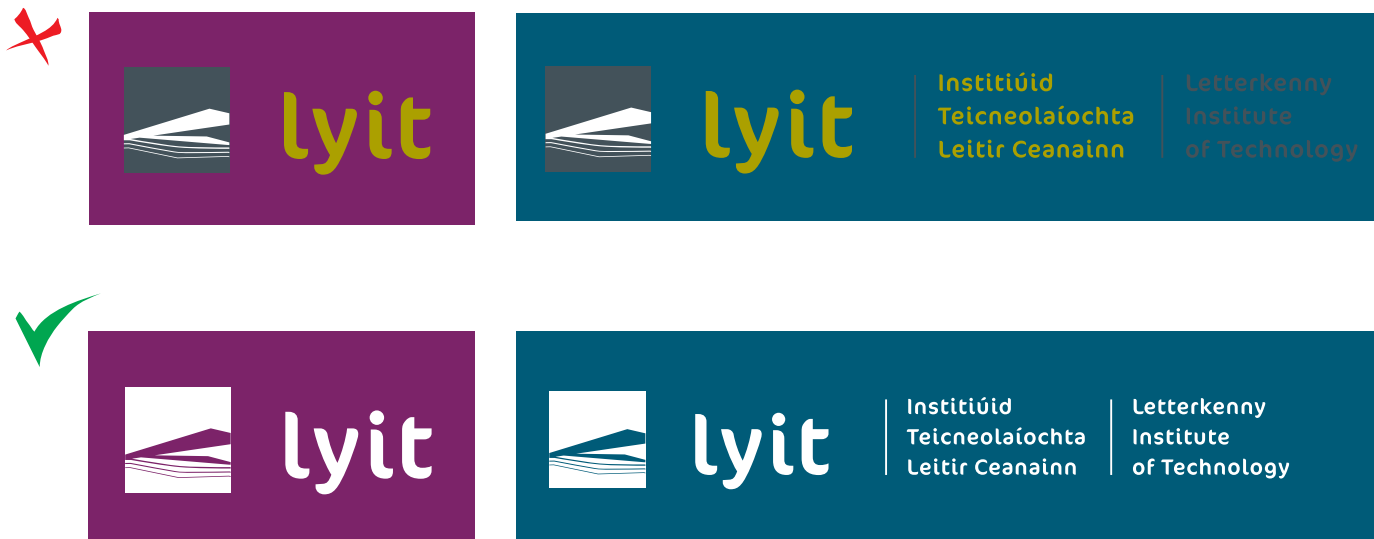




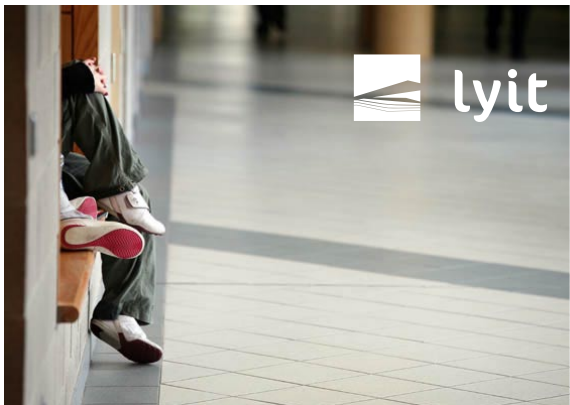
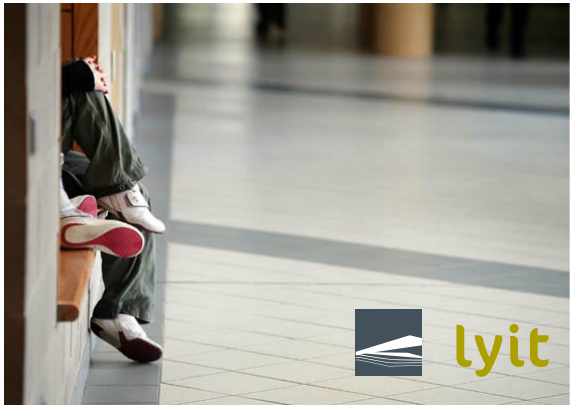
**DO** use the logo in our corporate colours against light-coloured backgrounds.  
**ALWAYS** keep the mark white.



**DO NOT** use the logo in our corporate colours against dark-coloured backgrounds.  
The negative version of the logo is used in such instances.



**DO NOT** use the logo in our corporate colours against dark-coloured photographs or photographs that are busy or have a lot of contrast between light and dark areas. The negative version of the logo is used in such instances.



# DIRECTORY OF ARTWORK

An extensive suite of artwork files has been created to ensure maximum flexibility and adaptability for staff and suppliers in working with our new logo.

## Identifying the files you need

All available versions of the logo are displayed on the following pages. Their digital filename is shown alongside.

## Selecting the correct file format

Different technologies require different file formats. LYIT's logo artwork is available in the two most frequently used file formats, eps and jpeg.

A **vectorised eps** is the file format most frequently required by printers, designers and manufacturers of promotional items. Vectorised eps files can be scaled infinitely without any deterioration in quality.

**Jpegs** are suitable for on-screen display and in-house desktop publishing. They are suitable in some instances for offset printing but cannot be scaled up in size without compromising the resolution and appearing blurred or pixelated. Jpegs will almost always be reproduced in full colour (cmyk). For spot colour printing (Pantone inks), an eps file is more suitable.

It's important to know what type of file to supply in different situations — ask your supplier what is needed or, if in doubt, supply both eps and jpeg.

## Black-and-white artwork

Ensure that you use the artwork created for use in black-and-white reproduction where appropriate. Do not convert colour logo artwork yourself – if required, ask your designer or printer to do it according to the guidelines.

## Where do I find the artwork?

Sheila King is the central administrator of the Institute's visual identity. She will make artwork available as required. If questions arise concerning the correct application of the logo, please contact Sheila on 074 918 6013 or [sheila.king@lyit.ie](mailto:sheila.king@lyit.ie).

## Working with external suppliers

When dealing with external suppliers — printers, designers, signage manufacturers, etc. — it is imperative that you monitor their use of the Institute's logo. Responsibility for the correct use of our identity rests with everybody who uses or distributes these files.

## Corporate logo

lyit corporate



## Informal logo

lyit informal



## 'Educating for Life' logo (left and right alignments)

lyit Educating For Life\_L



lyit Educating For Life\_R



**Corporate logo with name, left-aligned**

All four versions are equally acceptable.

Select the logo and name combination which best suits the space available.

lyit Corporate Name 01\_L



lyit

Institiúid  
Teicneolaíochta  
Leitir Ceanáinn

Letterkenny  
Institute  
of Technology

lyit Corporate Name 02\_L



lyit

Institiúid Teicneolaíochta  
Leitir Ceanáinn

Letterkenny Institute  
of Technology

lyit Corporate Name 03\_L



lyit

Institiúid Teicneolaíochta Leitir Ceanáinn  
Letterkenny Institute of Technology

lyit Corporate Name Block



lyit

Institiúid Teicneolaíochta  
Leitir Ceanáinn  
Letterkenny Institute  
of Technology

**Corporate logo with name, right-aligned**

All three versions of this right-aligned setting are equally acceptable. Select the logo and name combination which best suits the space available.



lyit Corporate Name 01\_R



lyit Corporate Name 02\_R



lyit Corporate Name 03\_R



### Informal logo with name, left-aligned

All four versions are equally acceptable.  
Select the logo and name combination  
which best suits the space available.

**NB** The alignment of text and rules has  
been individually optimised for each  
version. **Do not** modify this or mix and  
match elements from different files.

lyit Informal Name 01\_L



lyit Informal Name 02\_L



lyit Informal Name 03\_L



lyit Informal Name Block



### Informal logo with name, right-aligned

All three versions are equally acceptable.  
Select the logo and name combination  
which best suits the space available.

**NB** The alignment of text and rules has  
been individually optimised for each  
version. **Do not** modify this or mix and  
match elements from different files.

lyit Informal Name 01\_R

Institiúid	Letterkenny
Teicneolaíochta	Institute
Leitir Ceanaínn	of Technology

lyit

lyit Informal Name 02\_R

Institiúid Teicneolaíochta	Letterkenny Institute
Leitir Ceanaínn	of Technology

lyit

lyit Informal Name 03\_R

Institiúid Teicneolaíochta Leitir Ceanaínn
Letterkenny Institute of Technology

lyit



### Negative logos

When displayed against a dark or coloured background tone, the logo is always reproduced in negative/white. No colour distinction is made between the mark and the acronym.

Where applicable, these logos are also provided in their right-aligned versions.

Negative logo file names carry the prefix “n\_” and are otherwise the same as the positive version.



### Black and White logos: Halftone

In some instances you will need to use the logo in black and white. Logo artwork is provided for black-and-white half-tone use in a limited number of files, as shown. If you wish to use one of the other logo versions in black and white, ask your designer to edit one of the colour logo files. Our corporate grey is converted to 100% black while our corporate green is converted to 50% black.

Please consult Sheila King should any questions arise.

lyit Corporate\_Halftone



lyit Corporate Name 01\_Halftone



lyit Informal\_Halftone



lyit Informal Name 01\_Halftone



### Black and White logos: Line art

Some types of production technology cannot reproduce half-tones or “tints”. In such instances you will need to provide a line art version of the logo. Logo artwork is provided for line-art use in a limited number of files, as shown. If you wish to use one of the other logo versions as line art, ask your designer to edit one of the colour logo files. Both corporate colours convert to 100% black.

Please consult Sheila King should any questions arise.

lyit Corporate\_Lineart



lyit Corporate Name 01\_Lineart



lyit Informal\_Lineart



lyit Informal Name 01\_Lineart



# SUB-LOGOS

Within the LYIT organisation, several areas of activity have a distinct individual profile. Sub-logos have been created to fulfil their specific requirements for consistent identification.

## Who uses a sub-logo?

Sub-logos are used by groups or services within LYIT who have a distinct visual profile and create a body of communications material which is specific to their activities and programmes. These include:

- Students' Union
- Sports Centre
- Tourism
- Alumni
- Nursing

From time to time, further services or groups may need to use a sub-logo. Please consult with Sheila King when this need arises.

## Typography of the sub-logo

Four compositions are permitted for sub-logos, one of which incorporates the strapline “educating for life”. The user may choose whichever option best suits the spatial context in which it is being used.

**It is very important that the sub-logos not be confused with the informal logo + strapline.**

Sub-logos always appear in uppercase lettering for the designated service/group. This distinguishes them from the all-lowercase setting of the strapline “educating for life”.

## Colour

When appearing against a lighter coloured background the “name” element of the sub-logo may appear in any suitably dark colour. This allows services and groups to use a specific colour for identity purposes. You must decide on one colour for your service/group and stick to it.

**Do not** use colour randomly.

Logo files are provided in our corporate colours. The sub-logo may also appear in negative version (all white) against a dark-coloured background. Negative logo files are not provided – please ask your designer or printer to edit the corporate coloured logo files provided in accordance with these guidelines.

See p23 for guidance on correct colour usage. Please consult Sheila King should questions arise at any point.

**Sub-logos, longer names:  
Sports Centre, Students' Union**

All four versions are equally acceptable. Select the logo and name combination which best suits the space available.

**NB** The alignment of text and rules has been individually optimised for each version. **Do not** modify this or mix and match elements from different files.

lyit Sports Centre 01



SPORTS CENTRE

lyit Sports Centre 02



lyit Sports Centre 03



lyit Sports Centre 04



lyit Student Union 01



STUDENTS' UNION

lyit Student Union 02



lyit Student Union 03



lyit Student Union 04



**Sub-logos, short names: Tourism, Nursing, Alumni**

All four versions are equally acceptable. Select the logo and name combination which best suits the space available.

**NB** The alignment of text and rules has been individually optimised for each version. **Do not** modify this or mix and match elements from different files.

lyit Nursing 01

**lyit** | educating  
for life

NURSING

lyit Nursing 02

**lyit** | NURSING

lyit Nursing 03

**lyit**

NURSING

lyit Nursing 04

**lyit**

NURSING

lyit Tourism 01

**lyit** | educating  
for life

TOURISM

lyit Tourism 02

**lyit** | TOURISM

lyit Tourism 03

**lyit**

TOURISM

lyit Tourism 04

**lyit**

TOURISM

**Correct usage: do's and don't's**

As with the main logo, there are some simple guidelines for the correct use of the sub-logos.



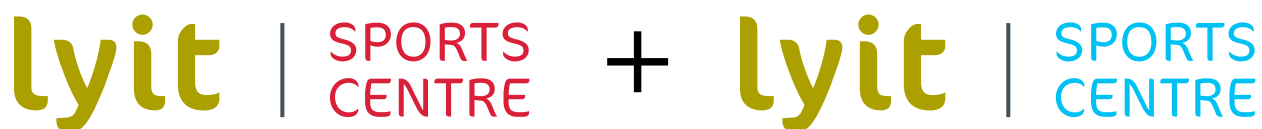
✓ You may use a secondary colour, if used consistently



✗ **DO NOT** use non-corporate colour for "lyit"



✗ **DO NOT** use multiple secondary colours. Choose one colour and stick to it.





**lyit**

**Institiúid Teicneolaíochta  
Leitir Ceanainn  
Letterkenny Institute  
of Technology**

Bóthar an Chálaidh, Leitir Ceanainn  
Contae Dhún na nGall, Éire

Port Road, Letterkenny  
County Donegal, Ireland

**Telephone** +353 74 918 6000  
**Fax** +353 74 918 6005

**[www.lyit.ie](http://www.lyit.ie)**