

# Mary Immaculate College

**PROMOTIONAL  
MATERIAL**

**BRAND IDENTITY  
GUIDELINES**



This document contains the MIC Brand Guidelines and communicates the values and identity of the MIC brand.

These  
guidelines  
contain the  
visual elements  
necessary to  
work within the  
brand identity.

# MIC THE COLLEGE

Founded in 1898 Mary Immaculate College (MIC) is a distinctive and inclusive, university-level, College of Education and the Liberal Arts, offering higher level opportunities and research of outstanding quality.

Serving the needs of a growing and diverse student population of over 5,000 students, MIC is recognised and appreciated for its excellence in teaching, learning and research and its essential contribution to the continuum of academic provision in effective and productive collaboration with its partners in the higher education sector.

MIC, with campuses in Limerick city and Thurles town, has made a positive and tangible difference to equity and to the creation of a just society through active promotion of educational inclusion and through the contribution of its excellent graduates.

For further information in how to apply the MIC brand please contact: [Communications@mic.ul.ie](mailto:Communications@mic.ul.ie)

# **MIC** **THE BRAND**

## **GROWTH IS AT THE HEART OF THE MIC BRAND.**

We have grown from our established position as a teacher training college to offer a broader choice of courses to a more diverse group of students.

We have grown beyond our home on the South Circular Road to open a new facility in Thurles. Our Limerick campus too has expanded to a new facility across the South Circular Road.

We foster growth in our students by nurturing their curiosity and sharing in their experiences.

In turn our graduates will inspire growth in those they share their knowledge with.

We continue to grow and develop our connections with the wider community through an inclusive and open approach.

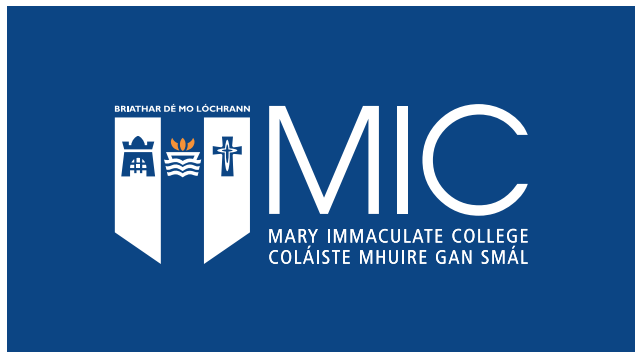
# PROMOTIONAL MATERIAL BRAND GUIDELINES

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# MIC LOGO

This is the official Mary Immaculate College Logo.

For the promotional material it is mainly used in **white with orange flames** reversed out of a dark colour background. It appears **fully white** when appearing against a medium colour background or when appearing on a white or light background it must always appear in **full colour**.



White with orange flames



Fully white



Full colour

# MIC

# LOGO

# RULES

A minimum clear space equivalent to the width of the crest stripes is required for the Mary Immaculate College Logo.

The minimum size the logo should appear at for the sake of legibility is 20mm width.



20mm

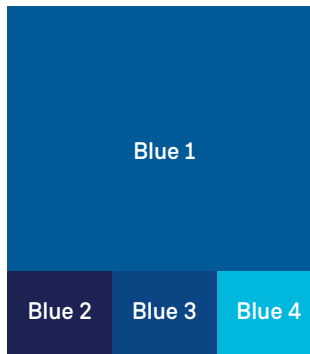


# MIC COLOUR PALETTE

MIC's 3 core brand colours have been expanded out to create 3 extra sub-colours for each one.

Designers should identify the most suitable colour combinations for their own specific communications.

Blue 1, Orange 1 and Grey 1 are the primary colours and the sub colours should work in conjunction with these.

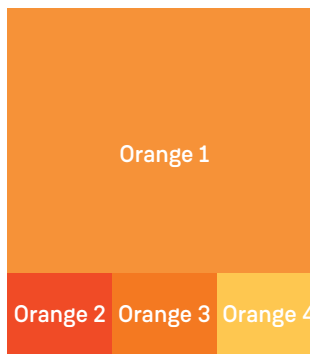


MIC Blue 1  
C80 M56 Y12 K0

MIC Blue 2  
C80 M76 Y30 K27

MIC Blue 3  
C80 M64 Y12 K8

MIC Blue 4  
C64 M0 Y8 K0

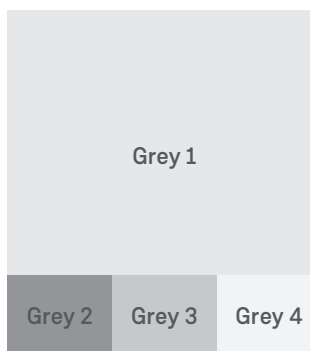


MIC Orange 1  
C0 M41 Y70 K0

MIC Orange 2  
C0 M69 Y78 K0

MIC Orange 3  
C0 M52 Y80 K0

MIC Orange 4  
C0 M18 Y63 K0



MIC Grey 1  
C0 M0 Y0 K8

MIC Grey 2  
C0 M0 Y0 K40

MIC Grey 3  
C0 M0 Y0 K20

MIC Grey 4  
C0 M0 Y0 K4

# MIC TYPOGRAPHY

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890!@€%&\*-=+

Weissenhof is the main font and is used at a variety of sizes and weights.

## Weissenhof Grotesk

Light	Medium
<i>Light Italic</i>	<i>Medium Italic</i>
Regular	<b>Bold</b>
<i>Regular Italic</i>	<b><i>Bold Italic</i></b>

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890!@€%&\*-=+

Roboto Slab is the secondary font and is used generally for subheaders or preheaders.

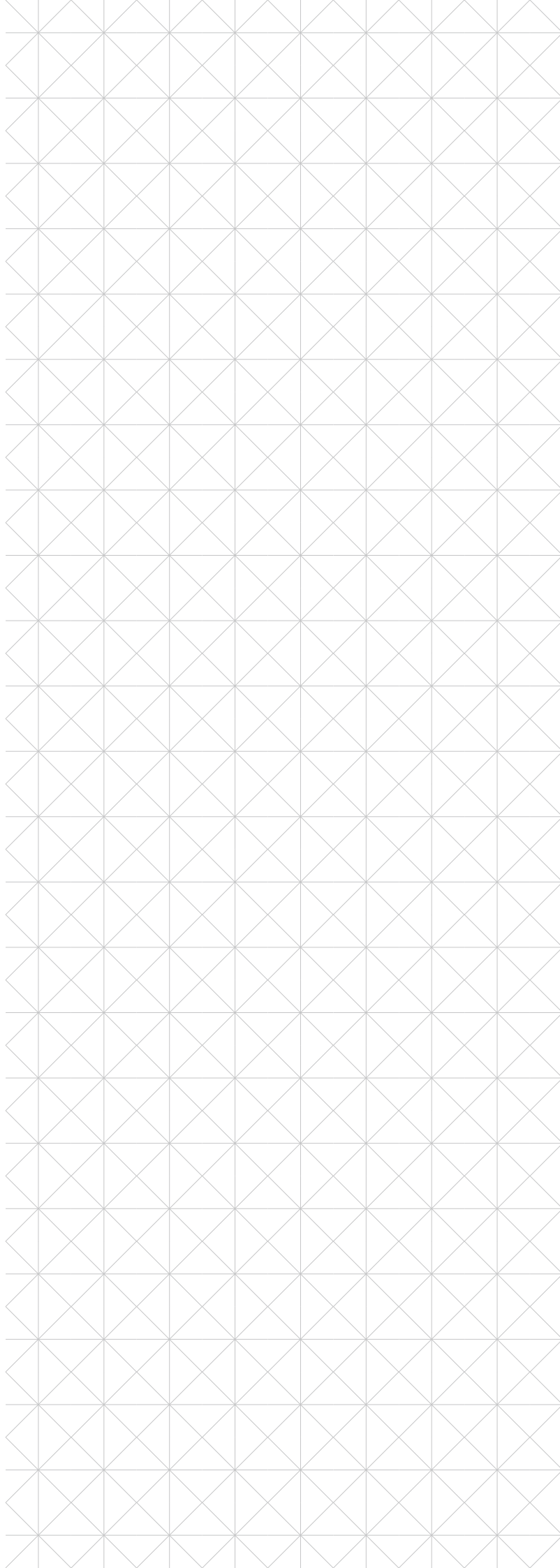
## Roboto Slab

Thin	Regular
Light	<b>Bold</b>

# MIC GRID

The MIC Grid is a basic geometric pattern that acts as the building blocks for MIC's promotional material brand guidelines.

The intersecting lines create a grid that allows us endless possibilities to create dynamic communications.



# MIC BRAND ELEMENTS

Using the grid as a starting point we are able to lay over colours, linear graphics, typography, photography and imagery to create a huge variety of brand elements.

## CREATING THE MIC MESSAGE BOX:

- Step 1.** Create a box on top of the grid.
- Step 2.** Select a colour for the box and set to 100% opacity.
- Step 3.** Cut 1 corner at 45 degrees.
- Step 4.** Create a secondary box on the grid and place in the background of the cut corner.
- Step 5.** Select colour of the secondary box and change transparency to suit.
- Step 6.** Match the colour of the stripe under the box to secondary box.
- Step 7.** You may wish to follow the angle of the cut with an opaque background shape.
- Step 8.** Overlay your typographic message in the box.

The MIC Message Box

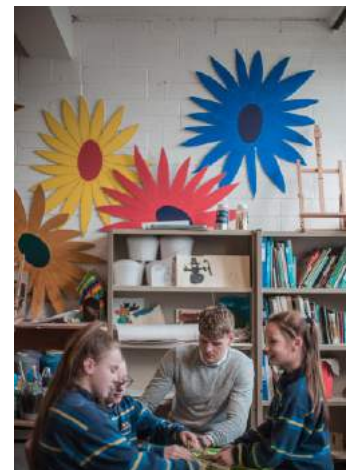


Brand elements interacting with photography

## USING IMAGERY

The imagery we use for MIC is of real people actively engaged with college life, whether it be through study, active learning, sports, or relaxing around campus.

The photography is not staged and captures a moment in time which underpins the dynamism of the brand concept.





# CREATING IMAGERY

When deemed suitable the photographer will give more room to one side of the subject which affords us space to include branding and messaging.

Natural angles within the frame are exploited in some images such as architecture or natural forms which compliment the brand and give a sense of dynamic movement.



# MIC VIDEO

The video content focuses on real people. There are many stories to tell on the MIC campus, be they of current or past students, teachers, staff members or associates.

The videos should portray individuals or groups that have an interesting story to tell that relates to MIC's core values.

Any graphic treatment to the videos such as titles or motion graphics should align with the brand guidelines in terms of typography, colour and graphic elements.

The end screen should contain the logo, url and #HelloMIC.



## MIC

# tone of voice

The tone of voice is direct, clear and positive.

The headlines should contain an aspirational message that highlights MIC's unique selling points and grabs the viewers attention. The subheader gives context to the header.

The rest of text should have clear detailed information and a call to action about where to go and what to do.



CHALLENGE YOURSELF AT OUR CITY CAMPUS

**OPEN DAY 2022**

20.10.2022  
11.00am - 1.00pm

Enroll now at [mic.ie/opendays](http://mic.ie/opendays)

 MIC  
MARY IMMACULATE COLLEGE  
COLAISTE MUIRRE SAN SHAL



EXPLORE A CAREER IN EDUCATION

Open Day **20.10.2022**

Enroll now at [mic.ie/opendays](http://mic.ie/opendays)

 MIC  
MARY IMMACULATE COLLEGE  
COLAISTE MUIRRE SAN SHAL



FIND YOUR VOCATION

Open Day **20.10.2022**

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 MIC  
MARY IMMACULATE COLLEGE  
COLAISTE MUIRRE SAN SHAL



# AD TEMPLATES FULL PAGE

**LOREM IPSUM DOLOR SIT AMET**  
01/01/2018

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Enroll now at [mic.ie/opendays](http://mic.ie/opendays)



More image

**OPEN DAY 2017**  
LAETHANTA OSCAILTE 2017  
Saturday 14th January, 2017  
11.00am - 1.00pm



**OPEN DAY 2017**  
LAETHANTA OSCAILTE 2017  
Saturday 14th January, 2017  
11.00am - 1.00pm



More text

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ELIT.**

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS SED COMMODO MAGNA**

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**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS SED COMMODO MAGNA**

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# AD TEMPLATES

## HALF PAGE TALL

More image

More text

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SIT AMET  
01/01/2018

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Enroll now at  
[mic.ie/opendays](http://mic.ie/opendays)

OPEN DAY  
2017  
LAETHANTA  
OSCAILTE 2017  
Saturday 14th  
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11.00am - 1.00pm

OPEN DAY  
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# AD TEMPLATES HALF PAGE WIDE

More image

**LOREM IPSUM  
SIT AMET 01/01/2018**

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Enroll now at [mic.ie/opendays](http://mic.ie/opendays)

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**LOREM IPSUM  
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More text

# APPLICATIONS EDITORIAL

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

Mary Immaculate College



#HelloMIC

Education | Arts | Theatre Studies  
Early Childhood Degrees



# APPLICATIONS EDITORIAL



**MIC**  
MAYNOOTH UNIVERSITY COLLEGE  
COURT ROAD, MAYNOOTH

**OPEN DAY 2022**  
LAETHANTA OSCAILTE 2022  
Saturday 14th January, 2022  
11.00am - 1.00pm

**MIC**  
MAYNOOTH UNIVERSITY COLLEGE  
COURT ROAD, MAYNOOTH

### Welcome to Mary Immaculate College

At our Open Days there will be presentations on our degree programmes, information stands to find out what you need to know, and campus tours to give you a sense of the excellent facilities and services that we can offer you. There will also be an opportunity to learn more information about our Post-Primary Teaching programmes at MIC's Thurles campus.

### Ento vel mole odis MIC?

The student experience is at the heart of everything we do. Our Open Days are designed to help you find out more about our programmes, our facilities and our campus. We'll have information stands, presentations and campus tours to help you decide if MIC is the right choice for you.



### Your visit

Your visit to the campus will begin at the 1866 building and entry to the College is from Court Road Avenue off the Dock Road.

**From Linlithgow Drive**  
Travel straight up Court Road to the 1866 building and you will be in the Courtyard. The entrance to the College will be on your right.

**From NY Road Midway**  
The College is located on the South Circular Road just off the main SPINNEY DUBLIN road. See us at the 1866 building. The entrance to the College will be on your left.

### Undergraduate programmes

#### BA in Contemporary & Applied Theatre Studies (MI001)

The essence of this programme is to provide you with a strong foundation in the theory and practice of contemporary theatre and performance. You will explore the historical and cultural contexts of theatre and performance, and develop your skills in practical performance.

#### Bachelor of Arts (MI002)

The Bachelor of Arts programme provides a broad range of subjects from which you can choose your own. You will develop your critical thinking and communication skills, and gain a deep understanding of your chosen subject.

#### Bachelor of Education (MI005 / MI006)

The Bachelor of Education programme is designed to prepare you for a career in primary or secondary education. You will study a range of subjects including education, psychology, and child development, and gain practical experience in schools.

#### BA in Early Childhood Care & Education (MI007)

The BA in Early Childhood Care & Education programme is designed to prepare you for a career in early childhood education and care. You will study a range of subjects including child development, psychology, and education, and gain practical experience in early childhood settings.

#### B.Ed. in Education & Psychology (MI008)

The B.Ed. in Education & Psychology programme is designed to prepare you for a career in education and psychology. You will study a range of subjects including education, psychology, and child development, and gain practical experience in schools.

#### BA in Education, Business Studies & Accounting (MI009)

The BA in Education, Business Studies & Accounting programme is designed to prepare you for a career in education, business, and accounting. You will study a range of subjects including education, business studies, and accounting, and gain practical experience in schools and business settings.



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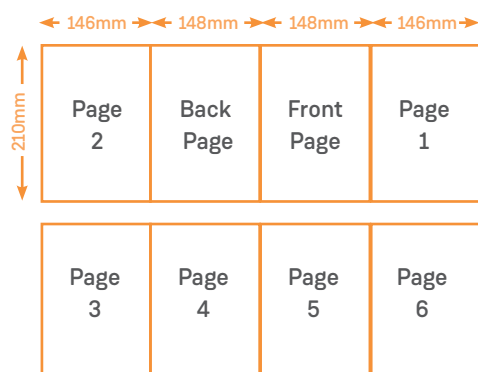
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# APPLICATIONS FLYER TEMPLATE

The format of the MIC flyers are an A5 gate fold. They are to be printed on 300gsm matte stock. Aim to have no more than 300 words per page to ensure legibility.

The front page will be dominated by a large image relating to the course. The title of the course, course code and MIC logo will appear in the 'MIC message box' which sits over the image. The top left corner will have a colour coded tab for ease of recognition.

## A5 GATE FOLD



## TAB SYSTEM

	Bachelor of Arts
	B Sc of Psychology
	BA in Early Childhood Care and Education
	B Ed in Education and Psychology
	Bachelor of Education
	BA in Education, Business Studies and Accounting
	BA in Education, Business Studies and Religious Studies
	BA in Education, Gaeilge and Religious Studies
	BA in Education, Gaeilge and Business Studies
	BA in Education, Mathematics and Gaeilge
	BA in Education, Mathematics and Business Studies

# APPLICATIONS BILLBOARDS



#MICOpenDay

Lime Tree Theatre

## OPEN DAYS

Mary Immaculate College

Saturday, 11 of January  
10am - 1pm  
MIC Limerick

MIC MARY IMMACULATE COLLEGE COLAISTE MHIURE GAN SMÁL

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

Facebook Twitter Instagram LinkedIn YouTube

Education | Liberal Arts | Theatre Studies | Early Childhood Education Degrees



#HelloMIC

## CAO CHANGE OF MIND 1<sup>ST</sup> JULY

# CHOOSE MARY IMMACULATE COLLEGE

MIC MARY IMMACULATE COLLEGE COLAISTE MHIURE GAN SMÁL

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

Facebook Twitter Instagram LinkedIn YouTube

Education | Liberal Arts | Theatre Studies | Early Childhood Degree Programmes

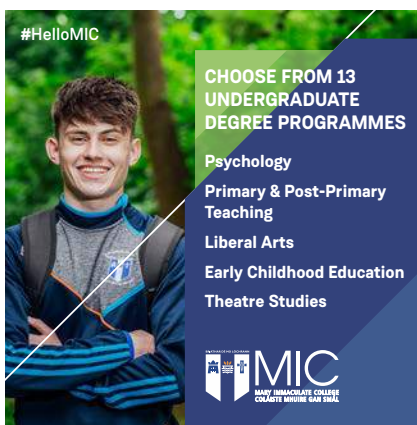
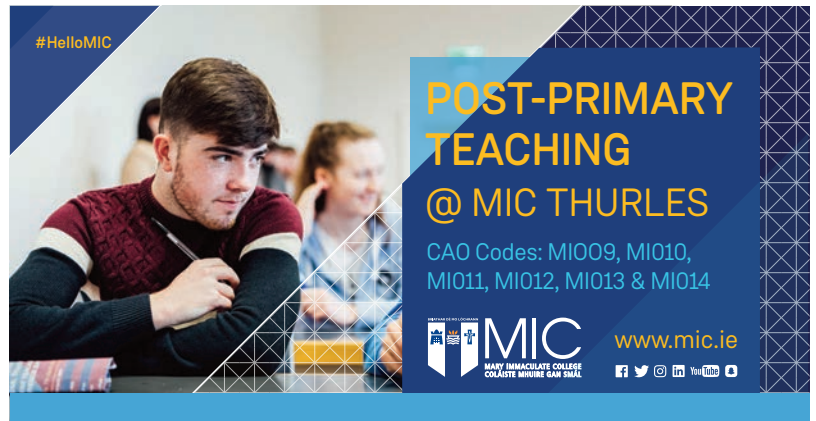


# APPLICATIONS SOCIAL MEDIA

Social media requires image based assets.

Text is minimized and branding is maximised with imagery having a very clear focal point for viewing at smaller sizes.

Where possible image and text should play off each other to provide the reader with a deeper or implied meaning.





# APPLICATIONS

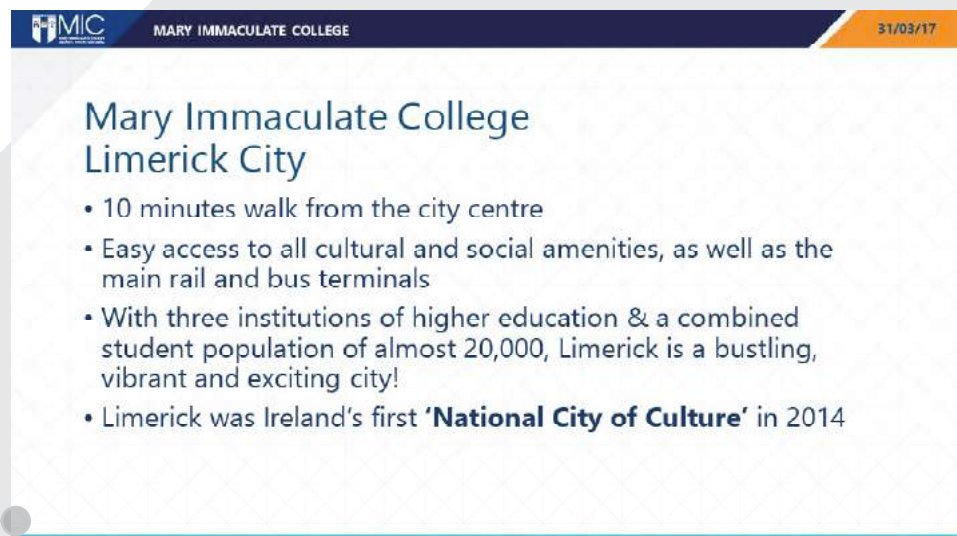
# POWERPOINT

Use the system font Segoe UI for powerpoint.

Intro slide



Text slide



Text and image slide



**MIC**

# COMMISSIONED CAMPAIGNS

Using the brand elements  
we can also commission  
campaigns with a specific  
message.



DEVELOPING



THEATRE STUDIES



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