



A community for
the curious

#PostGradAtUL

A community for the curious

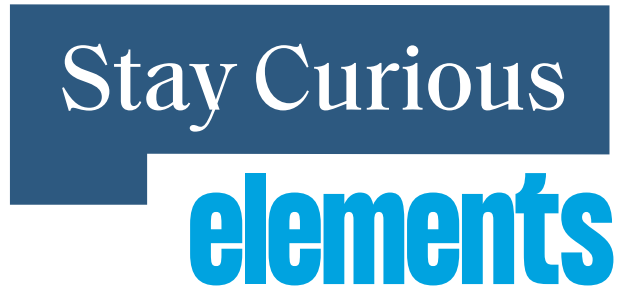
Stay Curious is UL's first large scale PG brand campaign. It has been conceived, created and implemented by the Central Marketing Unit.

Through Stay Curious, we are seeking to solidify one strong external image of Postgrad at UL. Throughout the campaign, we will be profiling graduates whose characters reflect UL's brand essence & values.

The approach has been informed by multiple avenues of market research, including three years of exit surveys, graduate interviews, online behavior insights and SEO and Analytics.

In the following pages, you'll find multiple examples of creative application, along with clear guidelines on use of elements in order to create your own visual assets.

#PostGradAtUL



Getting the look right of our Stay Curious campaign matters. It is an extension of our overall brand and our brand sits at the heart of everything that we do.

This guide will help you to create and deliver a consistent and coherent Stay Curious look across all platforms.

When contracting designers to create additional assets in this style, packaged design files can be supplied as containing the editable In Design files, images, fonts and brand elements. Please contact our Brand & Design Officer Niamh Browne for same.

If creating assets in-house, our Digital Marketing Manager, Michelle McMahon can share editable Canva templates with you. More information on this on page 11.

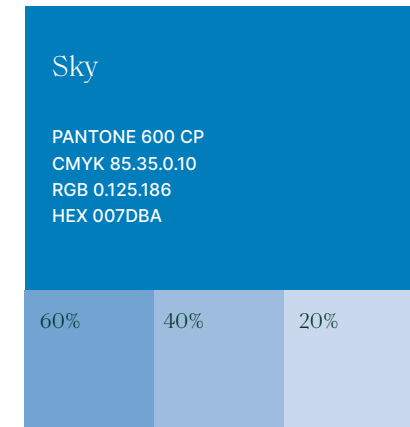
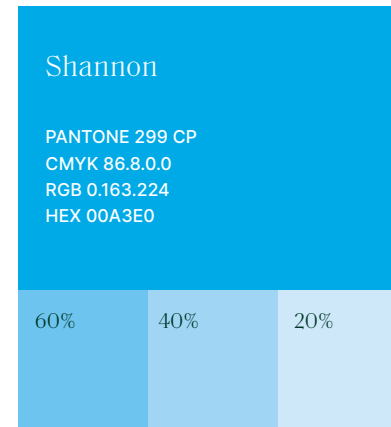
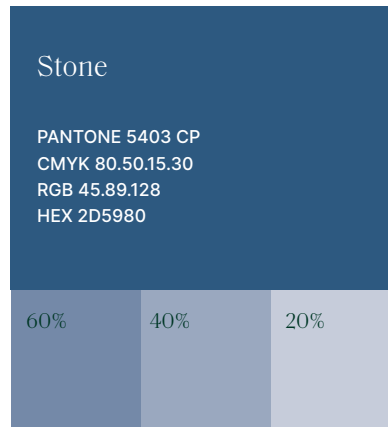
Please note that the following elements and points are crucial to the campaign and should always be adhered to:

1. All images must be images of our own students and taken on-campus.
2. All images should must be high-res, well lit and clearly focused on the student featured.
3. As each student represents one student from “the community for the curious”, all graphics should only feature a single student and tell one story at a time.
4. Our colour palette as outlined on page 4 must be used with no other UL Primary or Secondary colours applied.
5. Our UL Fonts, Saol, Formula and Inter must only be used - more information on page 5.
6. Only one of the available hashtags as outlined on page 6 should be used.
7. Only the angled shapes supplied should be used - curved shapes and rounded edges must be avoided completely. More information on page 7.

All assets created in the style of this campaign, should be sent to Niamh Browne for sign off.

Our Stay Curious colour palette

Our two primary colours in the campaign are UL Stone and UL Shannon with UL Sky being an option in certain applications or as a third option. UL Modern Green is also used as an accent colour either in our brand lines or in the #PostGradAtUL hashtag.



Saol font is our primary font for the campaign

It should ONLY be used in MEDIUM weight and combined with our font Inter for body text and names and titles (examples shown later) in pull quotes with our graduates. “A community for the curious” has been created as a graphic in our UL Stone and also in white for reverse applications as outlined here.

A community for the curious

A dark blue rectangular background with the text "A community for the curious" in white, serif font, centered.

A community
for the curious

White copy on UL Stone

A medium blue rectangular background with the text "A community for the curious" in white, serif font, centered.

A community
for the curious

White copy on UL Shannon

A bright blue rectangular background with the text "A community for the curious" in white, serif font, centered.

A community
for the curious

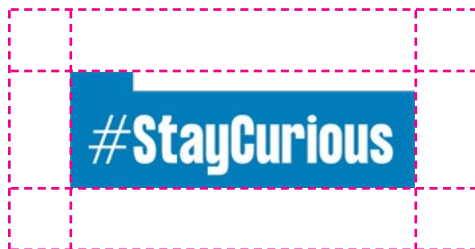
White copy on UL Sky

Our Hashtag

#PostGradAtUL should be used (in our UL Modern Green only) when there is no option to mention PostGrad in the messaging.

When the messaging is clearly Post Grad at UL then the #StayCurious hashtag should be used in one of the campaign blues.

Our Hashtag icons should never overpower or equally never be too insignificant in a graphic. So powerful without being 'overpowering' is key. It should NEVER be shoved into a corner of a graphic. The top angle of the icon width can be used as a minimum space around it to allow it to breathe.



#PostGradAtUL in UL Modern Green



#StayCurious in UL Shannon



#StayCurious in UL Stone



#StayCurious in UL Sky

Assets supplied for campaign

A / Text Shapes

UL Stone shape to be used as overlay on image to apply text to. Three shapes have been supplied depending on the size of the text applied and the shape of the graphic.

Please note: illustrations are not to scale

Clockwise from above:

- 1 / Large shape for heading or anchor text.
This is best suited for rectangular or landscape graphics.
- 2 / Graphic Shape - small: This is best suited for portrait and or square graphics
- 3 / Graphic Shape - large: as above but with a larger space for text.

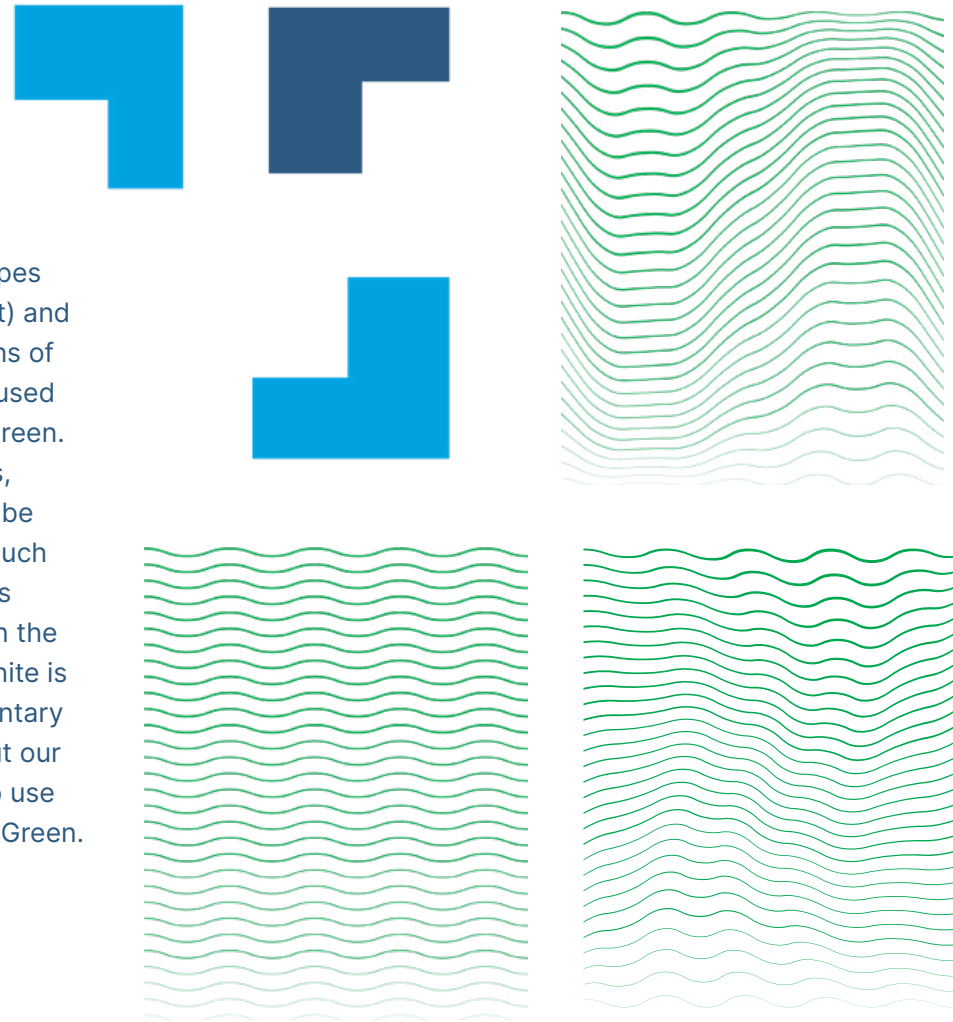


Assets supplied for campaign

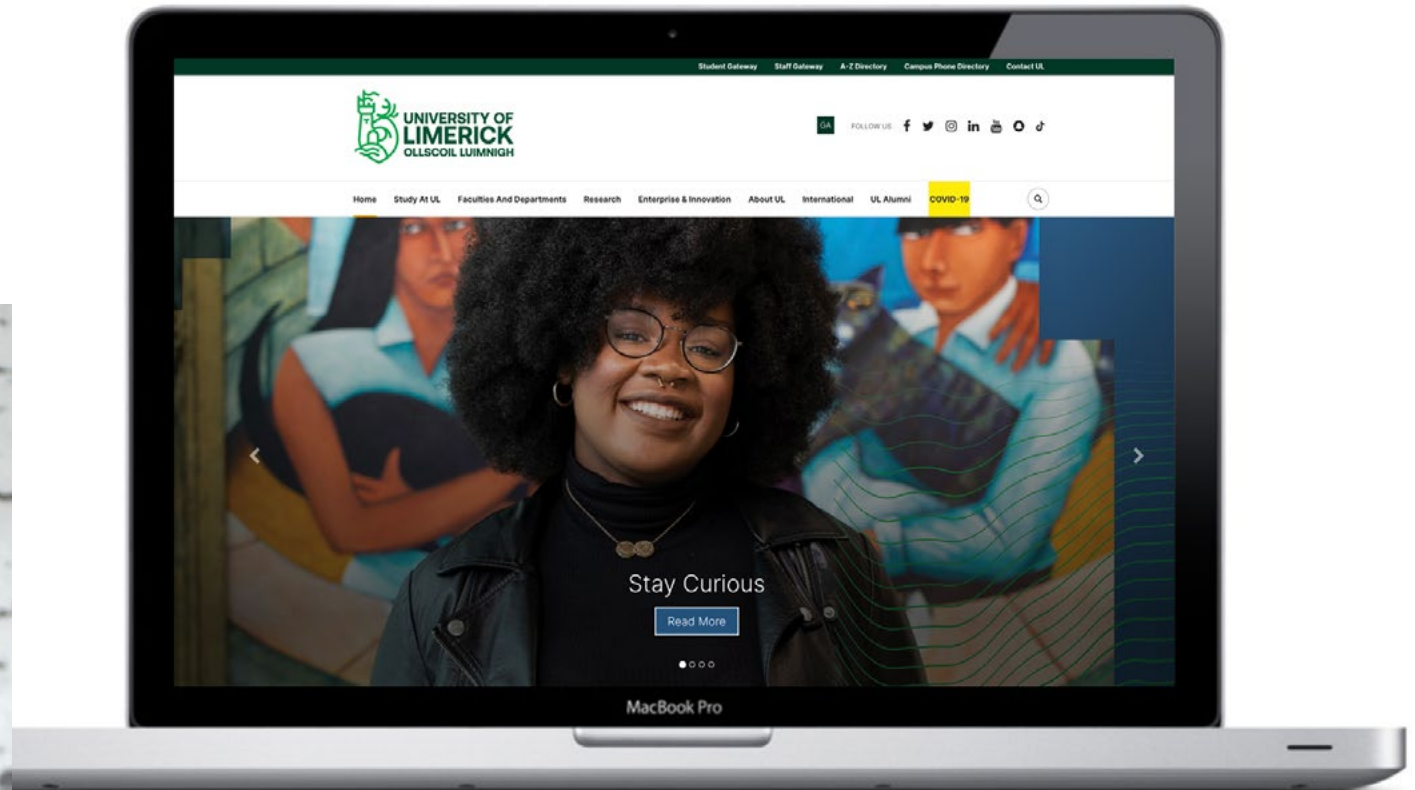
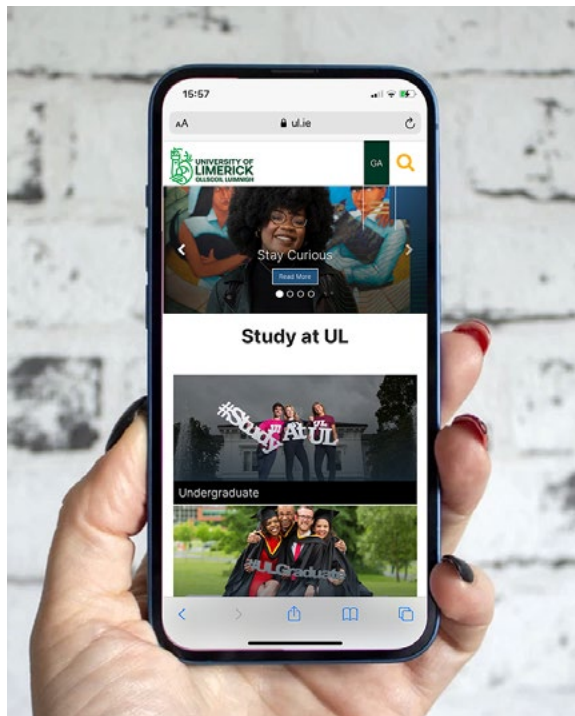
B / Graphic Shapes and branded lines

Angled shapes in UL Stone and UL Shannon have been created as graphic elements in the campaign. These echo our UL brand shapes but are also a large part of the Stay Curious Campaign. The curiosity element is in how they pull our attention in to the message while their subtle differences reminds us of the individuality of each member of the community coming together to form one complete shape.

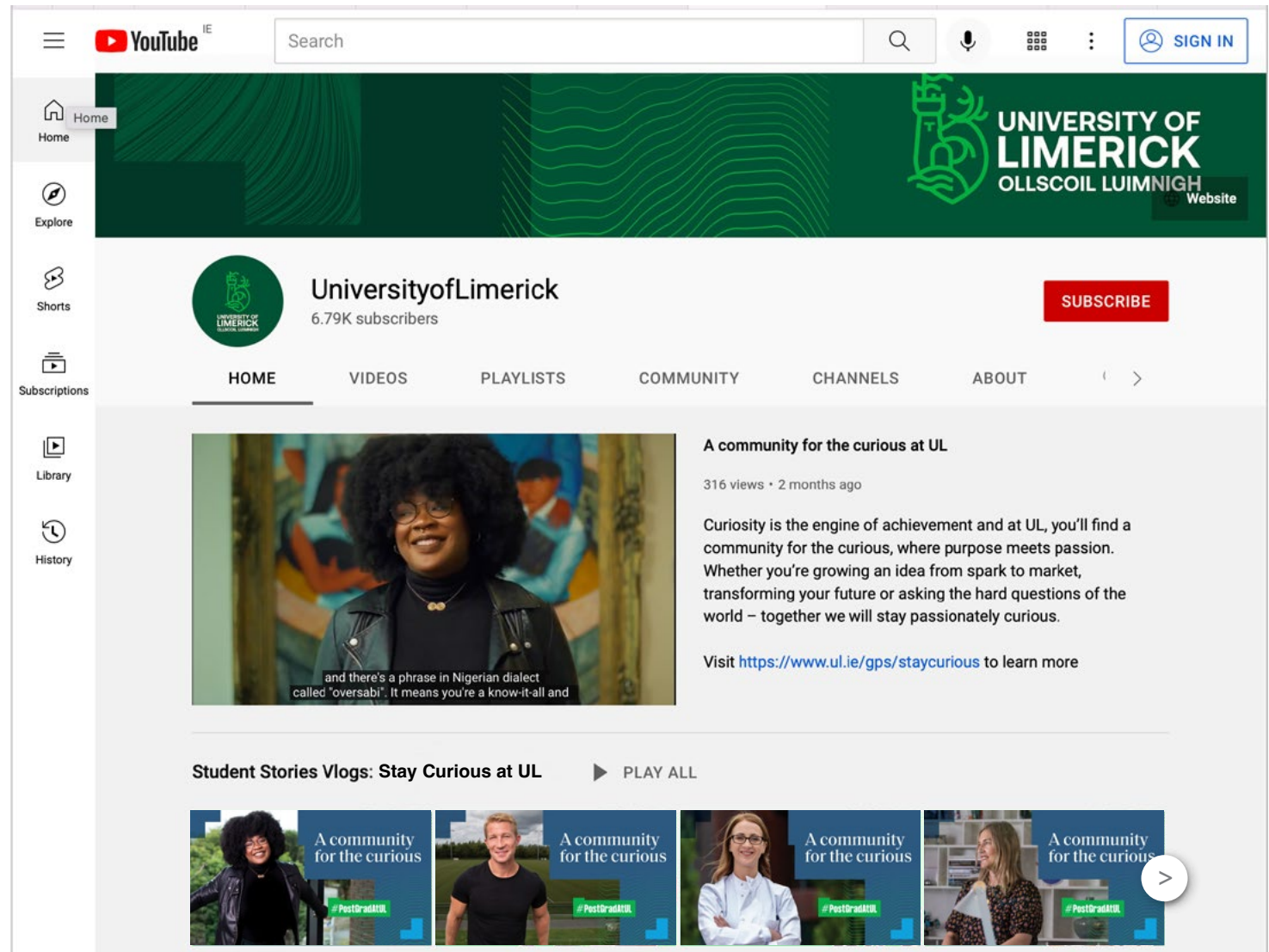
Our angled shapes (above top right) and the three options of UL Lines to be used in UL Modern Green. In certain cases, these lines can be used in white, such as when there is enough green in the image or the white is more complimentary to the image but our preference is to use our UL Modern Green.



Campaign representation on our homepage



YouTube Assets



Creating your assets

Graphics illustrated here will be available to you as design files if contracting designers to create additional assets in this style.

Please contact Niamh Browne for same.

If creating assets in-house, we can share editable Canva templates with you. Please contact Michelle McMahon for same.

When creating assets please note:

- All images must be high-res, well lit and clearly focused on the student featured
- Images should feature a single student only and tell one story at a time
- Pull quote graphics should consist of a single statement, ideally with no more than 35 words/150 characters. Use the caption to tell the rest of the story, do not attempt to cram in excess copy to design templates
- For square images (1080 × 1080) font size in Canva should be between 28 and 33
- For Stories images (1080 × 1920) font size in Canva should be between 50 and 55
- Name, title and qualification info should be sized approx. 20 points lower than quote in Stories, 10 points lower in square images
- Ensure images are placed in such a way that overlays do not cover a participant's face
- It is possible to move the graphic shapes from the right to the left of the image if it better suits the photography
- Quote should be in Saol text, name in Inter Bold, title and qualification in Inter
- Use only one of the available hashtags on the image. When Stay Curious hashtag is used in image, #PostgradAtUL must be mentioned in accompanying copy.
- Do not add any additional logos or hashtags to the imagery
- Do not add any additional text boxes to the imagery
- For sign-off on any assets created in the style of this campaign, please contact Niamh Browne

Two styles of graphics have been created for Instagram stories

Two styles illustrated here and outlined overleaf.



Style A /

Angled shape used as a solid - supplied in 2 sizes depending on length of text. In this shape the bottom part of the shape stays the same size in both while the main block is the only part that varies.

Our Stay Curious signature shapes in UL Shannon Blue are also used here at the top right of the text box and then as an overlay on the top left corner of the graphic.

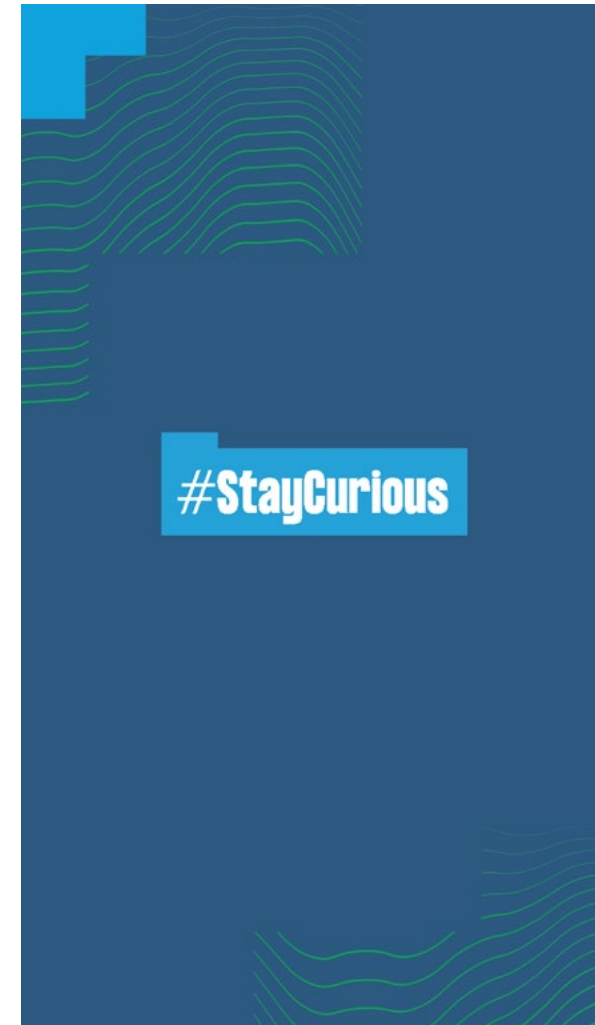


Style B /

UL Stone rectangle shape block used as overlay for text with angled shape at top right of box in UL Shannon Blue. Stay Curious signature angled shape also used in UL Stone at top left hand corner of graphic.



Intro + end graphics for Instagram Stories



Square formats for social - Style A /

It is important that the same styles are adapted for the square format.



Square formats for social - Style A /



Square formats for social - Style B /

It is important that the same styles are adapted for the square format.



“I think coming to UL really helped me foster this sense of curiosity, asking questions and having ways that I could answer those questions.”

Mamobo Ogoro
PhD Psychology and Applied
Linguistics

#StayCurious

Square formats for social - Style B /



Sample of #StayCurious on campus

Example shown at bus stop and on
hoarding overleaf



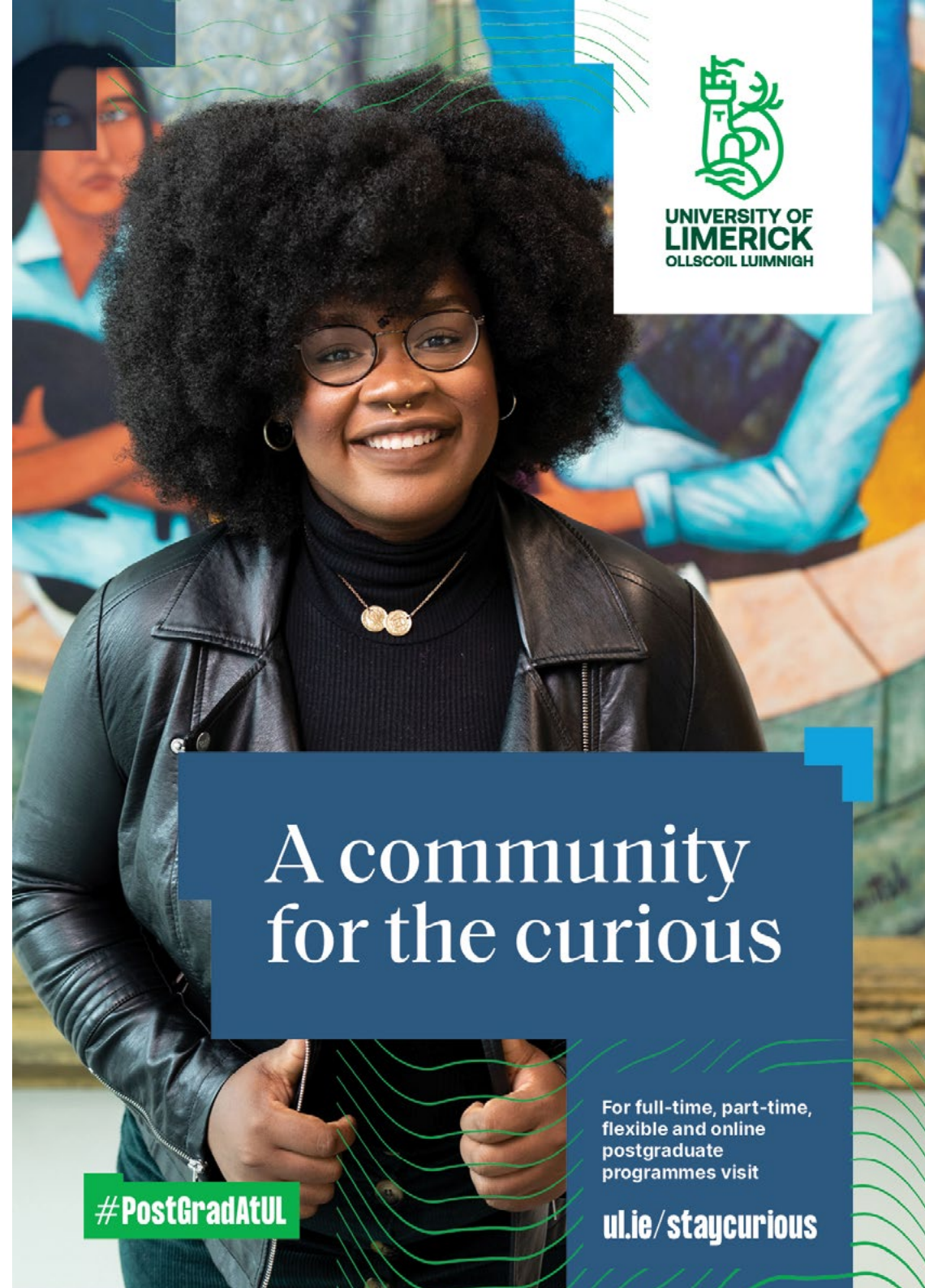


Stay curious

#PostGradUtl

Sample print ad

Example shown of A4 print ad.
Our master stacked version of our logo has been applied here and is placed prominently at the top of the ad.
Either of our hashtag icons could have been used here - either #StayCurious or #PostGradAtUL as the messaging is clearly PostGrad at UL in the paragraph of text.



Open Day pull-up displays

Our distinctive personality led campaign has been translated well across our pull-up displays for our on campus Open Days.





A community for
the curious

For further information contact:

Niamh Browne | Brand and Design Officer

Michelle McMahon | Digital Marketing Officer

ul.ie

#PostGradAtUL