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OUR BRAND
The Cork University Business School (CUBS) brand is an endorsement and guarantee of the unique personality and values that define our organisation.

Our brand is a major competitive differentiator and an integral part of our offer, setting our school apart.

In order to deliver on our brand promise, we must present a unified, professional and focused brand at all times.
Our brand is more than just a logo.

It is our reputation which exists in the hearts and minds of our students, teachers and industry peers.

Our brand reputation is primarily informed by people’s experience of our Business School, but it is also influenced by what and how we communicate.

These Guidelines assist us to manage the communication of our brand.

As a new brand, it is important that the visual and verbal expression of CUBS is accurate and consistent.
Our essence is the big idea driving the CUBS brand.

LEARNING
APPLIED
Cork University Business School is not just a business school, it is an approach to life in business and the direct application of learning in the knowledge-based economy – a school that is ideal for study, research and industry-led work integration.

At Cork University Business School we don’t compromise on ensuring that we are, and are recognised to be, one of the most forward-thinking research-led business schools in Ireland – if not the world.
While Cork University Business School comprises four departments, it is the application of learning to life in business that is the main focus.

It is important therefore that the Cork University Business School brand has values appropriate to both learning and business.

The Cork University Business School brand provides the common link not only between the four departments of the school, but also with the unique experience of studying within a unified school of thought; (Learning applied, research led education and industry linked experience.)
Brand values guide and motivate our attitudes, actions and relationship with both our clients and each other.
The Cork University Business School brand personality reflects the way in which we act and informs all aspects of what we do.

- Relevant
- Progressive
- Responsive
- Empowered
- Ambitious
OUR IDENTITY
**BRANDMARK**

The Cork University Business School Logo consists of the CUBS Icon and Logotype set within specific proportions and relationships.

For the brand to communicate coherently it is essential that the Logo is reproduced correctly and consistently.

The Logo should never be altered or recreated in any way either by manual or electronic methods.

Please ensure you only use the master digital artworks.
**BRANDMARK VARIATIONS**

Our master brandmark is at its most effective when it appears in full colour.

**PRIMARY USE**
When using the full colour version of the Cork University Business School brandmark it should always appear on a white background.

The reverse colour version of the brandmark should be used when placing the logo over dark colours or imagery.

**SECONDARY USE**
Whenever possible the colour version of the Cork University Business School brandmark should be used. However, there are some applications where use of the preferred colour brandmark is not possible. On these occasions, please use the single colour versions indicated on the right.
BRANDMARK APPLICATION

MINIMUM CLEAR SPACE
When applying any version the Cork University Business School brandmark a minimum clear area should always be maintained.

The minimum distance is the ‘X’ height of the logotype characters as illustrated on the right.

MINIMUM SIZE
When applying any version of the Cork University Business School brandmark it should not appear at a size of less than 15mm high, as indicated on the right.

The logo size should always be specified by its height, as measured by the top to the bottom of the CUBS Icon.

The minimum size for reproduction of the CUBS Icon in marketing materials (print, web or digital) is 10mm in height.
INCORRECT USE OF THE BRANDMARK

Please use only master digital artworks when applying the Cork University Business School brandmark to avoid the mistakes illustrated on the right — and to ensure consistent brand recognition and integrity.

- Do not change the proportional and positional relationships of the Brandmark.
- Do not alter the Logotype & Icon lockup, the angle or colours of the Brandmark.
- Do not place the colour version of the Brandmark over a colour background or a busy image.
TYPOGRAPHY

BRAND FONT
The Cork University Business School brand font is Gotham. Modern, crisp, clean and legible, this typeface has been selected to build a professional and consistent typographic style across all our print communications. Gotham is also part of the UCC Brand Guidelines.

Gotham comes in a variety of weights and is available to buy from: www.typography.com

GOTHAM

BRIGHT THINKERS.
BRIGHT MOVERS.
BRIGHT SHAKERS.

GOTHAM IS OUR BRAND FONT...
ABCDEFGHJKLM nopqrstuvwxyz
0123456789 !@£$%&*<>

SCREEN FONT
Montserrat is the preferred alternative typeface for on-screen use (web / documents / presentations / emails) when Gotham is not available.

Montserrat is available in 2 weights (Regular & Bold) from Google Fonts for use across all applications and platforms (Macs / PCs);

www.google.com/fonts

MONTSERRAT

CRISP. CLEAN. CLEAR. MODERN...
ABCDEFGHJKLM nopqrstuvwxyz
0123456789 !@£$%&*<>
COLOUR PALLETTE

PRIMARY PALETTE

CUBS Red and CUBS Black are the Primary Cork University Business School Brand Colours.

It is essential that these colours are used accurately and consistently whenever our brand is reproduced.

CUBS RED
Pantone® 1795
Print: C0 M100 Y100 K5
Screen: R224 G27 B34

CUBS BLACK
Pantone® 426
Print: C0 M0 Y0 K90
Screen: R64 G64 B65

SUPPORT PALETTE

The Supporting Colour Palette features complementary colours that help communicate the Cork University Business School Brand and can be used across the full range of communications (print, screen, environments, etc).

CUBS GREY
Pantone® 423
Print: C0 M0 Y0 K45
Screen: R159 G161 B164

CUBS WHITE
Print: C0 M0 Y0 K0
Screen: R255 G255 B255
OUR BRAND IN ACTION

The following pages illustrate mock-up examples of our brand in application across a wide range of communications materials.

Each piece should engage with a strong graphic style using contemporary elements from the Cork University Business School identity (colour, type, graphics, imagery), ensuring our brand is represented clearly and consistently.
OUR BRAND IN ACTION

PRINT COLLATERAL MOCK-UPS
WE EMBRACE CHANGE AND PREPARE FOR IT.
THE FUTURE IS WAITING FOR LEADERS TO MANAGE AND LEAD WITH VISION, COURAGE AND AMBITION HARNESSES UNTAPPED POTENTIAL AND OPPOLENTIES.
MAKE THE SMART MOVE. LEARN WITH US.
OUR BRAND IN ACTION

BRIGHT SHAKERS

BRIGHT MOVERS

BRIGHT THINKERS

MAKE THE SMART MOVE.

LEARN WITH US.

GROW WITH US.

PRINT COLLATERAL MOCK-UPS
OUR BRAND IN ACTION

MERCHANDISE MOCK-UPS
OUR BRAND IN ACTION

MERCHANDISE MOCK-UPS
OUR BRAND IN ACTION

Cork University Business School

Enviromental Mock-Ups

OUR BRAND-IN-ACTION
## ARTWORKS INDEX

### LOGO ARTWORKS

**PRINT FILE FORMATS:**
- **AI**
  - CUBS_Logo_Col_CMYK
  - CUBS_Logo_Col_Rev_CMYK
  - CUBS_Logo_Col_Spot
  - CUBS_Logo_Col_Rev_Spot
  - CUBS_Logo_Blk
  - CUBS_Logo_Wht

- **EPS**
  - CUBS_Logo_Col_CMYK
  - CUBS_Logo_Col_Rev_CMYK
  - CUBS_Logo_Col_Spot
  - CUBS_Logo_Col_Rev_Spot
  - CUBS_Logo_Blk
  - CUBS_Logo_Wht

**SCREEN FILE FORMATS:**
- **JPEG**
  - CUBS_Logo_Col
  - CUBS_Logo_Blk

- **PNG**
  - CUBS_Logo_Col
  - CUBS_Logo_Col_Rev
  - CUBS_Logo_Blk
  - CUBS_Logo_Wht