



# Dublin and Dún Laoghaire ETB Corporate Branding Usage Guidelines

**LEARN  
ACHIEVE  
SUCCEED**

## Contents

<b>What is a brand? .....</b>	<b>3</b>
<b>What are these guidelines for?.....</b>	<b>3</b>
<b>Promoting Dublin and Dún Laoghaire ETB .....</b>	<b>3</b>
<b>DDLETB Logo and LAS Tagline .....</b>	<b>4</b>
<b>Where to use the DDLETB Logo .....</b>	<b>7</b>

## What is a brand?

A brand is everything the public thinks of us, as distinct from a logo. By definition a brand should be deeply anchored in meeting the inherent public needs and expectations of the services we provide.

A brand operates at both an emotional and functional level and as such we need to consider the branding process for DDLETB at a local level and as an ETB at an overall national level.

These guidelines provide an efficient and effective branding framework that will ensure clear signposting of services for our service users, as well as maintaining trust in the quality and standards of our education provision as a whole.

These guidelines provide a clear outline of how the DDLETB logo and tagline are to be used within the DDLETB itself, and why, when and how it should be reflected in materials produced by our schools and centres.

## What are these guidelines for?

The guidelines provide a set of rules and procedures that should be considered when promoting your school or centre and the education programmes you provide as part of Dublin and Dún Laoghaire ETB. They should be consulted every time you are producing marketing material, advertisements or online media where you are promoting your school/ centre.

## Promoting Dublin and Dún Laoghaire ETB

The overall aims of information and publicity actions are:

- To recognise the role and support provided by Dublin and Dún Laoghaire ETB
- To promote an understanding of the objectives and achievements of Dublin and Dún Laoghaire ETB
- To provide information on Dublin and Dún Laoghaire ETB schools and centres to all stakeholders.

The means of providing information and promoting the role of Dublin and Dún Laoghaire ETB can include

- Printed material such as publications, newsletters, brochures and pamphlets which must contain a clear indication on the title page of Dublin and Dún Laoghaire ETB being patron of the school/college by way of the DDLETB Logo.
- Posters displayed on the premises of schools, colleges, training centres and adult education centres and any premises benefitting from support of DDLETB. Posters should display the DDLETB logo.
- School/ College/ Centres websites should include the DDLETB logo
- Information/ promotional events such as conferences, seminars, exhibitions, open days should display the DDLETB logo
- Press Releases and information directed at the national or local media (press, radio and television) with appropriate references to DDLETB are useful ways of reaching the general public.

## DDLETB Logo and LAS Tagline

The DDLETB corporate logo contains the trademark ETB swirl beside the acronym “ddletb” above the full organisation name in both Irish and English. The logo should not be split into separate parts i.e. the swirl separated from the text. It should always be used in its correct format. The dimensions of the logo should not be changed. There are three versions of the corporate logo – full colour, reverse and black and white. Alternative colour versions are not permitted.



**Bord Oideachais agus Oiliúna Dublin and Dún Laoghaire**  
**Átha Cliath agus Dhún Laoghaire Education and Training Board**



**Bord Oideachais agus Oiliúna Dublin and Dún Laoghaire**  
**Átha Cliath agus Dhún Laoghaire Education and Training Board**



**Bord Oideachais agus Oiliúna Dublin and Dún Laoghaire**  
**Átha Cliath agus Dhún Laoghaire Education and Training Board**

The **DDLETB Corporate tagline** is **“Learn Achieve Succeed”**. This message encapsulates the mission of Dublin and Dún Laoghaire ETB. The colours must not be modified. The font should not be modified. The tagline versions should be used “as is”. It is envisaged that the tagline will be mostly used by head office for corporate branding exercises. However from time to time schools, colleges and centres may wish to use it. This will require prior approval from Head Office. Therefore in order for us to ensure that it is being used appropriately please seek prior approval by contacting Emer Roy.

**One Colour - English**

**LEARN  
ACHIEVE  
SUCCEED**

**One Colour - Irish**

**FOGHLAIM  
ÉACHT  
RATH**

**Full Colour – English**

LEARN  
ACHIEVE  
SUCCEED

**Full Colour – Irish**

FOGHLAIM  
ÉACHT  
RATH

**Visual Guidelines**

The **official visual guidelines** for the logo should be provided to your designer and adhered to. You can download the guidelines from the Staff Extranet or can be requested by email to [eroy@ddletb.ie](mailto:eroy@ddletb.ie)

## Official Languages Act

The requirements of the Official Languages Act 2003 (Section 9) Regulations 2008, have to be adhered to by public bodies when placing signage and designing stationery. Further details on the provisions of these regulations are available from the Department of Arts, Heritage and the Gaeltacht at: <http://www.irishstatutebook.ie/2008/en/si/0391.html>

The DDLETB Corporate Logo fully complies with the Official Languages Act as a bilingual logo.

## Where to find the DDLETB Logo and Tagline

The official DDLETB Logo pack can be requested electronically by email from Emer Roy [eroy@ddletb.ie](mailto:eroy@ddletb.ie). The logo and tagline is available in .eps .jpg and .png formats for all versions.

## Where to use the DDLETB Logo

The DDLETB logo and tagline must feature on articles/publicity material/ brochures promoting your school/ college/ centre or the programmes and courses you are advertising or running. This ensures that the general public and our stakeholders are aware that Dublin and Dún Laoghaire ETB are the patron and the management authority and it enables us to strengthen the brand across the county.

1. Posters
2. Websites
3. Social Media
4. Signage
5. Publicity Material
6. Headed paper/ Compliment Slips/
7. Corporate Literature/ Reports
8. Advertisements
9. Press releases
10. Conference Material, Display/Exhibition stands
11. CD-ROMs/DVDs/YouTube videos
12. Email signature

### 1. Posters

An official DDLETB poster must be displayed in reception areas of all schools, colleges and centres to identify that the school/ college/ centre is under the patronage of DDLETB. Posters should contain the DDLETB Logo and LAS Tagline and be a minimum of A3 in size. Head Office will be providing these posters to schools and centres and may provide updated/ themed posters from time to time which should be displayed as requested.

## **2. Websites**

The DDLETB logo should be displayed on the Homepage of the school/ college/ centre website and must be of a sufficient size for the text within the logo to be easily read.

## **3. Social Media**

Social media pages must include the following line in the Information/ About Us section where practical *"NAME OF SCHOOL/COLLEGE/ CENTRE is a part of Dublin and Dún Laoghaire Education & Training Board"*. In addition, schools/ colleges/ centres should tag/ mention DDLETB corporate social media pages when posting news stories.

## **4. Signage**

All schools/ colleges and centre's external signage must include the DDLETB logo. Current signs should be updated to include the logo within the next 12 months and all new external signage created to include the new DDLETB logo from October 2017 onwards.

## **5. Publicity Material**

Brochures/ enrolment packs/ promotional leaflets and other printed material used to promote your school/college/centre must display the DDLETB logo on the front cover where practical.

## **6. Headed Paper/ Compliment Slips**

School/ college/ centre headed paper and compliment slips must include the DDLETB logo – the minimum requirement is for the black and white logo to be placed bottom right of the page.

## **7. Corporate Literature/ Reports**

Any official reports or publications produced by a school/ college/ centre must contain the DDLETB logo on the front cover. The minimum requirement is for the black and white logo to be placed bottom right of the cover.

## **8. Advertisements**

Advertisements in local and national papers for your school/ college/ centre must display the DDLETB logo. The minimum requirement is for the black and white logo to be used.

## **9. Press releases**

Press Releases which your school/ college/ centre send to local and national papers, local representatives/ politicians must include at a minimum the DDLETB logo and also include by way of



information the line *"NAME OF SCHOOL/COLLEGE/CENTRE is a part of Dublin and Dún Laoghaire Education and Training Board"*

#### **10. Conference Material, Display/Exhibition stands**

Material which your school/ college/ centre produce for use at conferences/ exhibitions to promote your school/ college/centre must display at a minimum the DDLETB logo. This includes leaflets, pull up displays, posters, booklets etc.

#### **11. CD-ROMs/DVDs/YouTube videos**

Electronic Material which your school/ college/ centre produce for promotional purposes must include at a minimum the black and white DDLETB logo within the credits AND include the line *"NAME OF SCHOOL/COLLEGE/CENTRE is a part of Dublin and Dún Laoghaire Education and Training Board"*

#### **12. Email Signature**

School/ college/ centre email signatures must include the line *"NAME OF SCHOOL/COLLEGE/CENTRE is a part of Dublin and Dún Laoghaire Education and Training Board"*. The DDLETB logo is not required to be displayed in school/ college/ centre email signatures.

**For further information and advice on using the DDLETB logo and tagline please contact Emer Roy at [eroy@ddletb.ie](mailto:eroy@ddletb.ie) or 4529600 Ext. 144**

**These guidelines will be reviewed regularly and updates issued to all DDLETB Schools and centres as necessary. Please ensure you are referring to the most up to date guidelines.**