GRIFFITH COLLEGE
EST. 1974

HIT REFRESH

AT GRIFFITH COLLEGE

BRAND GUIDELINES

ASSETS

These brand guidelines should be applied to all marketing materials produced in-house by Griffith College or by third party designers. For more information, please contact the Digital Team. All assets including logo and typeface can be downloaded at the following link: https://bit.ly/2MRmTbC

Hit Refresh imagery and taglines should be used for all advertising that sits at a brand level i.e. promoting the college/campus as a whole or for college wide events such as Open Days.

Hit Refresh imagery/taglines do not need to be used at a faculty/ course level, but other technical guidelines in terms of font, logo placement, use of red should be adhered to where possible.

The Griffith website sits separately from this and, as such, is not required to adhere to these guidelines rigidly. For more information, please contact the marketing team.

LOGO

TYPEFACE

This typeface should be used in uppercase only for headings and sub-headings only, In NO CIRCUMSTANCE should this font be used in lower case. Body text on all marketing materials does not need to use this font but should use a clear and neutral typeface. Lowercase can be used in the body text.

GT AMERICA — EXPANDED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 +_!?@

HEADINGS & SUBHEADINGS

COLOUR

Griffith red should feature heavily in all brand level advertising but can be use more sparingly on faculty/course level materials.

CMYK: 4.99.95.1
RGB: 225.34.42

Griffith Red
Used for all formats. Digital will use RGB, print will use CMYK.

CMYK: 33.98.87.50
RGB: 104.15.24

Secondary Colour
A dark red is used as the secondary Griffith colour. It is only used for type and will never be used as a primary colour for any backgrounds.

CMYK: 0.0.0.100
RGB: 0.0.0

Tertiary
Black is used sparingly across content. It will never be used as a primary colour for Out of Home in either print or digital. Black is used in type and background for logos. Black text should never overlay a red background.

IMAGERY

Blended & Part-Time Student

CAO Student

Our imagery demonstrates the different types of students that Griffith College appeals to. These images can be used interchangeably depending on the target audience of the materials being produced. It should always focus on one student. The model should always be displayed against a background of solid Griffith red, be this in photography or film. This provides us with a canvas on which we can place our illustrations, text and other information.

For this campaign, the models are photographed in two stages; pressing the refresh button, and the stage after this in which the student appears satisfied. Students in video and image formats should always be accompanied by illustrations*.

*Please note that our image of the CAO student has not been edited to include illustrations as this image was not used for OOH.

ILLUSTRATIONS

Illustrations are a tool to demonstrate the range of courses on offer. Animated illustrations should be drawn frame by frame in a scribble style, to achieve a 3D effect. Please note that the illustrations were updated just before the superside artwork was completed, so there are two different versions of static illustrations throughout the campaign.

ANIMATED
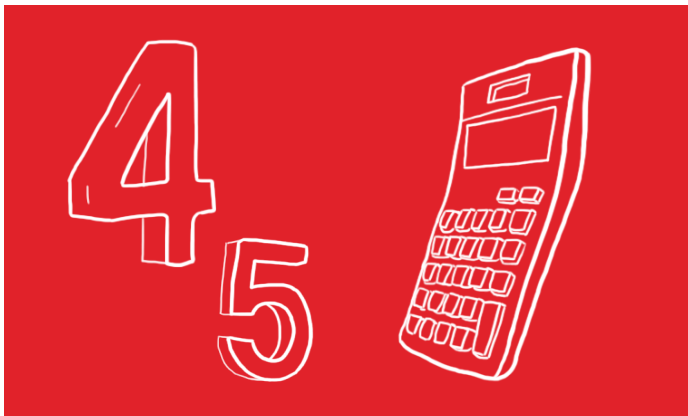
STATIC

THE BUTTON

The button is the centre of the Hit Refresh campaign. "Hit Refersh" sits inside a while rounded button with a drop shadow. Where possible, it should be followed by "at Griffith College". This secondary line of text should only be left out if absolutely necessary, in cases where space is at a minimum.

LOGO

Please note, if viewing these brand guidelines on screen, the Griffith logo will appear blurred due to the level of detail in the high resolution JPEG, unless zoomed in. It is essential that the logo must appear clear and distinctive in all printed materials. Please contact the marketing team for appropriate logo files.

The logo was altered for this campaign. The 'est. 1974' was added, to ensure that viewers are aware of Griffith College's relative long heritage and history.

SAFE SPACE

1. The logo should always appear with equal space from the corner it has been positioned from.

2. Ensure there is always enough space surrounding the logo. Use the width of the letters 'EGE' as a guideline. Please consult Griffith College's Marketing Team for guidance.

DO

1. Use the logo on the OOH red using the safe space zone.

2. Use the logo on the black using the safe space zone.

DO - FACULTY/COURSE LEVEL

1. Black and white logos with clear backgrounds can be used as needed on all marketing materials at a faculty/course level. Laying logos directly over imagery should be avoided where possible unless the logo is clearly distinguishable from background image.

2. Logo must be anchored to any corner, or centred at the top or bottom of artwork, using safe space, on all marketing materials. Exceptions in terms of positioning can be made on Out of Home and digital artwork. Please consult Griffith College's Marketing Team for guidance.

DON'T

Use any other logo in social content, including previous versions.

Position the logo without using the safe space.

Stretch or crop the logo.

Place the logo on a colour that is outside the brand guidelines.

Place the logo in black over red.

Enlarge or separate any of the logo.

Place the logo in red over white. Where possible, try to avoid using a black logo on a white background.

Never use the logo without the Griffith College text.

OUT OF HOME TYPOGRAPHY

HIERARCHY – MESSAGING WILL ALWAYS APPEAR IN CAPS INCLUDING SECONDARY TEXT.

Other Out of Home formats can be used in addition to the below, but artwork must adhere to the following typography guidelines, as well as guidelines in previous sections.

SUPERSIDE

Superside artwork is divided into 4 equal quarters with each piece sitting in its own area, ensuring that nothing is cut off by the dividers.

Campaign headline will appear to the left of the image, using mostly white text with burgundy as an accent colour.

This is the only exception for this subtext, reading "on your career" rather than "at Griffith College".

Logo is anchored in centre, sitting within the horizontal guides.

DIGITAL – LANDSCAPE

RGB Griffith Red is used for background on all digital banners

Logo can be above or below block of text. It must be anchored to the centre.
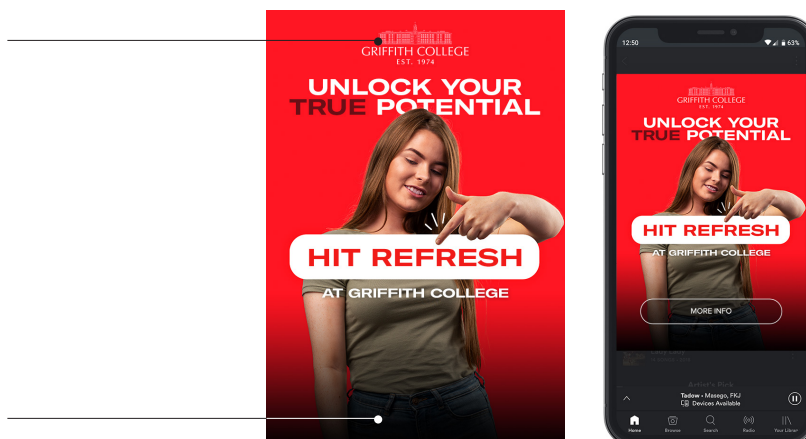

When space is at a minimium, we replace the image of the model with a hand which demonstrates hitting the button.

DIGITAL – PORTRAIT

Logo can be above or below block of text. It must be anchored to the centre, and must use safe space.

Black can be used to create a shadow behind text, if necessary (see Spotify ad in context)
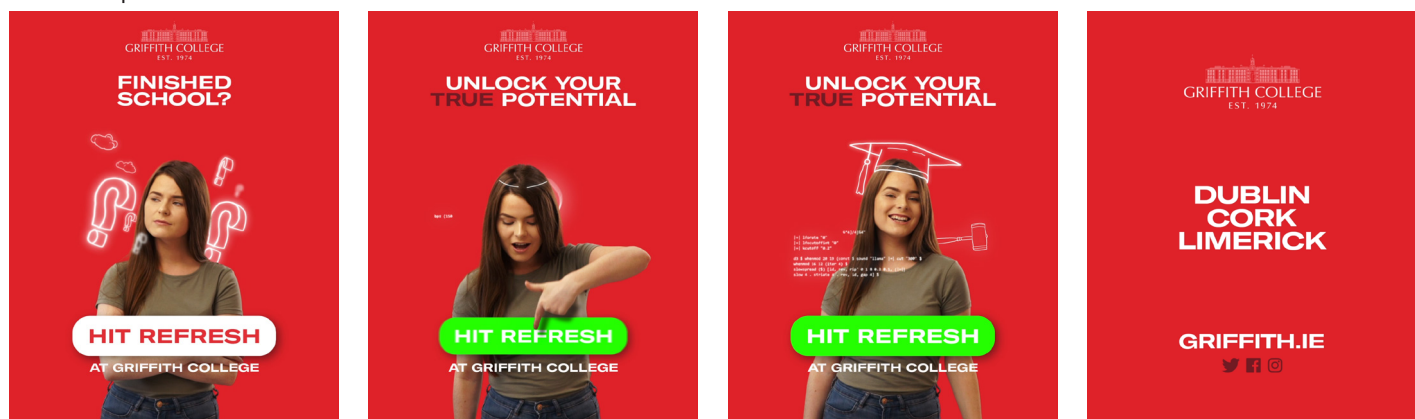
VIDEO

SOCIAL

1020 x 1920 px

1080 x 1350 px

Stage 1: Student is in a state of confusion, dissatisfaction. Illustrations should reflect this.

Stage 2: Student takes action, hits the refresh button.

Stage 3: The environment is transformed; button flashes green, the student is suddenly surrounded by illustrations that convey the appropriate course.

Endframe should include logo, locations, website and social media icons, all centred.

YOUTUBE

1920 x 1080 px

Logo should be centred, and aligned with the headline.

Our campaign headline is shown in white, and should be the same size as the text inside the 'button'.

As always, the text inside the button is in the Griffith red, followed by the subtext in white.

GUIDELINES FOR RADIO

RADIO ADS – TONE OF VOICE

Griffith College is the most forward-looking college in Ireland with the flexibility and agility to provide a whole new learning experience for a generation that wants to find success in challenging times.

Our language should remind students that Griffith College offers them a fresh path to success whether that be in their studies, their existing career or their own business.

Our radio ads will empower them to refresh, restart, recharge or re-energize their life with a tone of voice that is human, accessible and welcoming to all. Our language is optimistic, hopeful and energetic with a sense of urgency that encourages listeners to seize their next opportunity.

The national radio campaign features radio ads that start in a style typical of many radio ads we've been hearing during the pandemic. After a sombre introduction that makes reference to these 'challenging times', the ads are dramatically refreshed and the tone shifts to be upbeat and optimistic.

Griffith College is offered as the college of choice for those looking to 'refresh for success'.

REGIONAL RADIO

Localised radio ads do not need to mirror the 'challenging times' pandemic references of the national radio campaign. Regional radio ads should endeavour to include some reference to our 'refresh' campaign, however, a subtle reference is preferable.

RADIO SCRIPT SIGN OFF:

In all cases, the sign off on radio ads should be the same:

"Dublin. Cork. Limerick. Visit Griffith.ie"

Or

"Dublin. Cork. Limerick. Find out more at Griffith.ie"

WEBSITE & PHONE NUMBERS:

- The website to be used on all ads on national stations is Griffith.ie

- Local and regional ads should use the same address: Griffith.ie

- All ads should only ever use one website, no more.

- Phone numbers shouldn't be used unless they are absolutely necessary.

- If phone numbers must be featured, then ensure that there is enough time to repeat the whole number twice.