



Tyndall
National Institute
Institiúid Náisiúnta

BASIC GUIDELINES VS. 1



The logo

Our modern and impactful logo is a combination of 3 key elements, an abstract representation of a wafer experiencing the Tyndall Effect, the logotype and the descriptor copy. It is created with strong colour combinations of blues with greys and white.



Pantone
Spot colour
use, typically
merchandising/
signage



CMYK
Used for professional
printing



RGB
Used for screen/
digital/ office use

It is critical that we match the correct format of the logo with its intended use so colours are reproduced accurately.

Colour

The Tyndall colours, used in the creation of our logo, are a critical part of our brand identity. Our logo is available in three formats:

Pantone spot colour match used by professional printers eg. merchandise and signage

CMYK used by professional printers eg. brochures and pull up banners

RGB used online, on screen and for all office use

Tyndall dark blue:

Pantone: 7687C
CMYK: 100, 78, 0, 18
RGB: 29, 66, 138

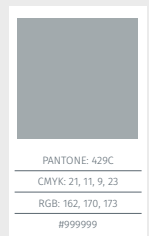


Tyndall light blue:

Pantone: 284C
CMYK: 59, 17, 0, 0
RGB: 108, 172, 228

Tyndall dark grey:

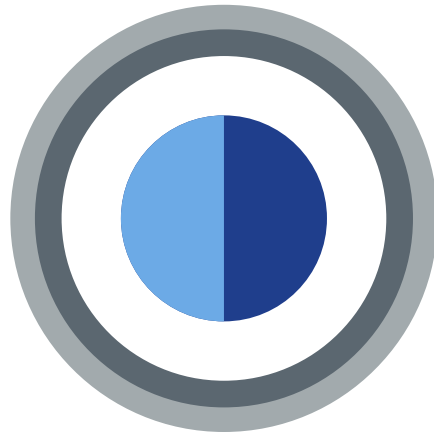
Pantone: 431C
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112



Tyndall light grey:

Pantone: 429C
CMYK: 21, 11, 9, 23
RGB: 162, 170, 173

Primary palette



Support palette



Support palette

The support palette contains a broader range of colours which were selected as they best complement the primary palette. They can be used to give flexibility to your designs while maintaining a consistent look and feel throughout the brand. Colour can help to create interest, emphasis or clarity.

The support palette can only be used in conjunction with the primary palette. Be careful not to over use these colours as your communications may end up looking cluttered.

Tyndall green:

Pantone: 368C
CMYK 55, 0, 100, 15
RGB 110, 170, 57

Tyndall grey wash:

Pantone: Cool Gray 1C
CMYK: 0, 0, 0, 8
RGB: 235, 235, 235

Tyndall light cerise:

Pantone: 219C
CMYK: 1, 92, 4, 0
RGB: 214, 37, 152

Tyndall red:

Pantone: 186C
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46

Tyndall yellow:

Pantone: 123C
CMYK: 0, 22, 83, 0
RGB: 255, 199, 44

Tyndall purple:

Pantone: 262C
CMYK: 58, 92, 12, 54
RGB: 81, 40, 79



Exclusion zone

An exclusion zone allows the Tyndall logo to breathe within a designated space.

An area approximately the height of two capital 'N' from National Institute to the top, left and bottom of the logo, as well as a four capital 'N' heights to the right, are to be kept clear of other design elements.

The extra clear space to the right of the logo is to help optically centre the logo and balance the white space under the wafer icon.

Absolute minimum size



Logo dimensions



Paper Size	Minimum Size
A0	78mm
A1	55mm
A2	39mm
A3	27.5mm
A4	19mm
A5/DL	13mm

Minimum size

Absolute minimum size:

35mm wide x 13mm high.
There is no maximum size limit.

If you have a requirement to use the logo below this size please contact a member of the MarCom team.

Minimum logo sizes for standard 'A' sizes:

Please refer to the chart opposite for the minimum size the Tyndall logo can be for each 'A' sheet size. For sizes below A5/DL do not go below the minimum size of 13mm 'X' height.

The dimensions do not represent a target size for the logo, but a reference guide for avoiding using the logo too small on a given piece of collateral.

Remember our logo should never be used below a 13mm 'X' height.

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