



A National Conversation on Research in Ireland



Click link to
view animation

http://www.powerdesign.ie/wp-content/uploads/Creating-Our-Future_social-media.mp4

Client

Science Foundation Ireland

Brief

Provide general design services for print and digital media for campaigns and events

Deliverables

Concept/Campaign Design
Brand Development and Identity Guidelines
Publications and Reports Infographics
Digital Media Animated Campaigns
MS Word and Powerpoint templates
Digital design requirements
Exhibition design/interior display
Branded promotional material
Print services and fulfilment

The Challenge

We have been working with SFI since its inception and have gained invaluable knowledge of the organisation which is hugely beneficial for ongoing projects, and for new projects, new teams and changing personnel.

SFI funds 16 Research centres and it's important that this funding is acknowledged on all centres' publications and promotional material. It is our responsibility to ensure that all SFI-funded Research Centres, or other funded programmes or initiatives, are equipped with the tools and resources to implement this. As SFI grows in both size and reputation, we need to keep up to date on current trends, new media requirements, and provide fresh, creative and appropriate design solutions for its many programmes.

How we approached and accomplished the project goals

Our strategy to achieve this was to conduct an initial brand audit of all publications, reports, stationery and internal documents, and to review how the SFI corporate logo worked alongside other SFI-supported programmes such as Discover Science and Engineering and Maths, Science Week and how it was being used by the Research Centres.

Having identified the weaknesses, we developed detailed brand guidelines that addressed all correct usages of the logo, and developed a design lock-up template system for use for all future publications and funded-programmes, and included items ranging from exhibition



During this time we incorporated the new guidelines on projects we worked on including:

➤ Annual Report and Infographic elements

The Annual Report is SFI's flagship report and review of activities each year. Through our experience in Annual Reports, we were able to provide SFI full design, layout, typesetting and artwork, infographics, proofreading services and full Irish translation services.

➤ Discover Primary Science and Maths (DPSM)

We have provided design and print services for the DPSM programme since its inception. making it a great opportunity to apply the new design lock up system. Our invaluable knowledge, experience and insight into the requirements for such a programmes in the education sector, allows us to continue to develop and progress the Teachers Resource packs, students activity workbooks and related material from year to year, and provide a full print, fulfilment and distribution services nationwide.

➤ General Design service

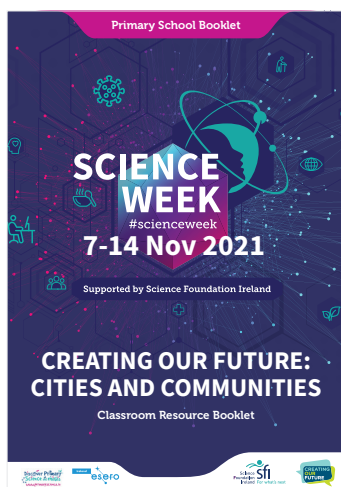
As we continue to provide design services on projects including various internal communications campaigns, conferences, including SFI Annual Summit Conference, we ensure brand consistency while pushing design creativity.

Why we did it this way

As the SFI logo is frequently used to co-brand or support many programmes, from its Research Centres to its own programmes such as Science Week and STEM, it was clear that the logo in its previous form was not fit for purpose for the new and varied requirements and applications, and with no clear guidelines for usage all collateral had become seriously inconsistent.

Outcome

We delivered on all the requirements set out and the brand has been successfully incorporated over all design requirements for SFI and co-branded material. From our success on this project we have worked on similar education resources for the Department of Housing and the Central Bank of Ireland, and have recently completed design and supply of all digital assets for Science Week 2021 and Maths Week 2020. material to powerpoint presentations.



Schools resources with embedded video links