

The Teaching Council Identity Guidelines for Staff

Introduction

The Teaching Council has prepared new Brand Guidelines to ensure design consistency on all its documentation - for professionally produced documents, and also for our own in-house documents.

This summary version is designed specifically for use by all internal staff to assist in maintaining consistency on the documents and powerpoints created during our everyday work.

It contains tips and guidance throughout on best practice when producing everyday documents.

To help us to create great looking documents inhouse, we have prepared a suite of templates that can be can be found under the Corporate Identity sub folder under Communications on the Staff Intranet for your convenience.

Each division of our organisation now has a colour code:

Corporate

Registration

Initial Teacher Education and Induction

Teachers' Learning and Research

Professional Standards

These templates can be found under the Corporate Identity sub folder under Communications on the Staff Intranet and will be included under your Division Name.

You simply access your Division folder and copy whichever template you need and start from there.

We include:

- Word templates
- PowerPoint presentation templates
- Social Media templates.



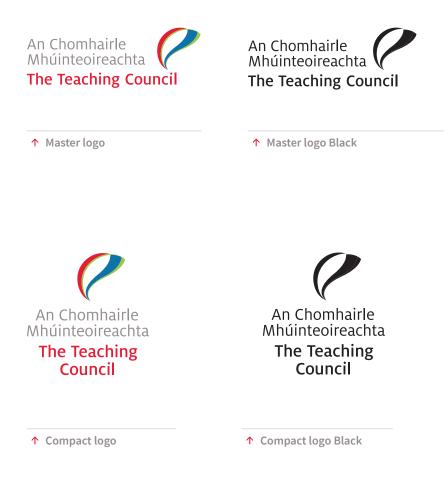
The Teaching Council Logo Rationale

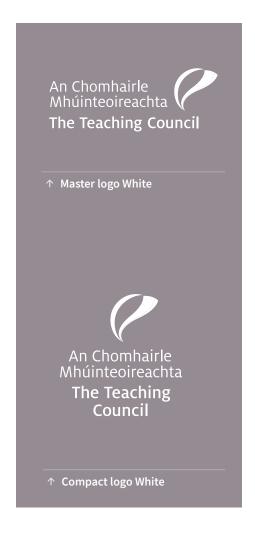


The Teaching Council logo is based on the Salmon of Knowledge.

The overlapping shapes and colours within the logo represent the different roles within the organisation and the collaboration and connectivity between these to form one.

Versions of Logo Available





Incorrect Usage

Our identity is important to us so when using the logo please do not alter or add other elements to the logo, or create your own versions. Use only the official logo files available from the Corporate Identity sub folder under Communications on the Staff Intranet.

Here are some examples of incorrect use of The Teaching Council logo.

The Teaching Council



DO NOT use any of the elements in isolation.

Note: An exception is that The symbol can be use as a twitter avatar





DO NOT use drop shadows with the logo.





DO NOT fade or watermarque the logo











DO NOT distort, skew or stretch the logo.

If reproducing the logo in black and white:









Use the black version.

Colour

Primary Colours

СМҮК	СМҮК
C: 0%	C: 45%
M: 7%	M: 0%
Y: 0%	Y: 96%
K: 50%	K: 0%
RGB	RGB
R: 147	R: 153
G: 140	G: 202
B: 146	B: 67

CM	1YK
C:	0%
M:	100%
Y:	70%
K:	7%
RG	В
R:	221
G:	21
B:	65

CN	ичк
C:	90%
M:	47%
Y:	13%
K:	0%
RG	В
R:	0
G:	119
В:	173

Background Colour

CMYK	RGB
C: 0%	R: 233
M: 0%	G: 233
Y: 3%	B: 226
K: 9%	

СМҮК	RGB
C: 0% M: 0% Y: 7% K: 20%	R: 210 G: 210 B: 199

Secondary Colours

CM	IYK	RG	В
C:	25%	R:	202
M:	0%	G:	219
Y:	90%	B:	68
K:	0%		

СМҮК	RGB
C: 7% M: 100% Y: 0% K: 0%	R: 221 G: 7 B: 140

СМҮК	RGB
C: 60%	R: 78
M: 0%	G: 198
Y: 9%	B: 226
K: 0%	

СМ	YK	RG	В
C:	77%	R:	16
M:	10%	G:	169
Y:	40%	B:	165
K:	0%		

CM	IYK	RG	В
C:	100%	R:	0
M:	47%	G:	67
Y:	13%	B:	104
K:	50%		

CM	IYK	RG	В
C:	0%	R:	247
M:	46%	G:	154
Y:	90%	B:	51
K:	0%		

Fonts

Arial

Arial should replace Source Sans Pro when producing Microsoft and PowerPoint presentations.

Arial Regular

The quick brown fox jumped over the lazy dog 123456?&%€

Source Sans Pro regular italic

The quick brown fox jumped over the lazy dog 123456?&%€

Microsoft Word Templates

There are a number of templates available in word. These include one and two column layout templates which include:

- Various cover designs
 if you need to include a cover on a report you
 will find a suitable template colour coded for
 your division
- Word document page layouts
- Color palette
- Style sheets
- Text pullouts
- Tables
- Pie and Bar charts
- · Icons and photographs

TIP

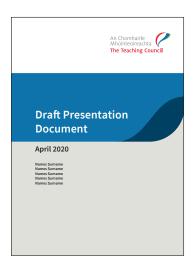
REMEMBER to make sure your division colour is the dominant colour to be used on your communications.

Additional secondary colours from our colour palette can also be used to add vibrancy.

The templates include various cover designs that can include images and color coding.







Microsoft Word Templates

Some documents will work better in a one column or two column format depending on the content. You can download whichever template works best for you from the Corporate Identity sub folder under Communications on the Staff Intranet.

Examples of a two column format















Remember there is a range of icons and images available to support your content. These can be found under the Corporate Identity sub folder under Communications on the Staff Intranet.

Please use these sparingly so as not to clutter layouts.



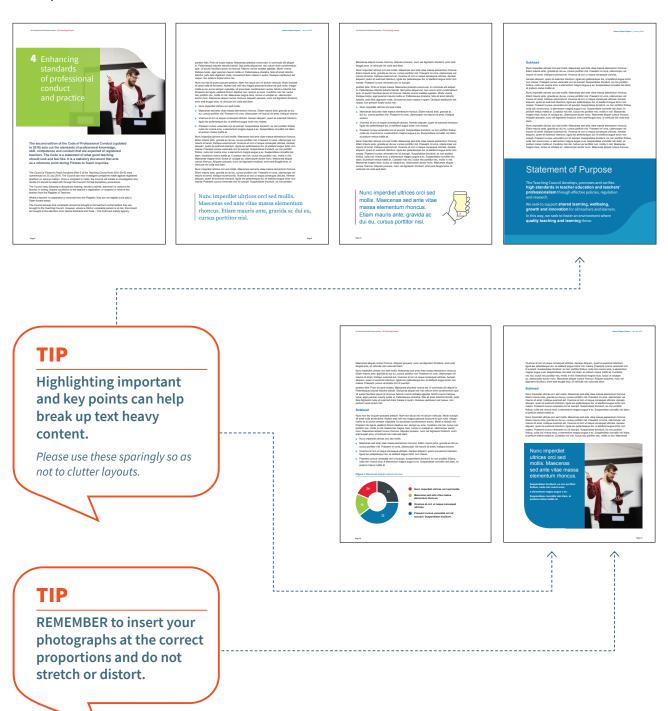




Microsoft Word Templates

Some documents will work better in a one column or two column format depending on the content. You can download whichever template works best for you from the Corporate Identity sub folder under Communications on the Staff Intranet.

Examples of a one column format



Newsletter Template

This is the Newsletter template that was created in Word and is updated by the Communications Unit only.





PowerPoint Templates

We have prepared a powerpoint presentation templates for each division that gives a choice of page layouts, from title pages to an inside page that may include graphics or photographs.

Simply download your Division template and you can build your own powerpoint from that.

There are a number of templates available in Powerpoint. These include:

- Title page designs and content slides
- Color palette
- Style sheets
- Icons and photographs

See the following examples of Color coded Powerpoint templates available for each division.

TIP

REMEMBER to insert your photographs at the correct proportions and do not stretch or distort.

TIP

REMEMBER to keep text to a minimum on each page and give preference to bulletted lists.

Blue - Registration













Remember these are guidelines. We understand that some content will require you to tweak the layouts so use a common-sense approach to each slide and do not overload slide with information.

PowerPoint Templates continued

- Title page designs and content slides
- Color palette
- Style sheets
- Icons and photographs

TIP

REMEMBER to access our image and icon bank to add creativity to your powerpoint.

TIP

Don't try to cram everything into each page. In general, less is more.

Red - Corporate









Teal - Initial Teacher Education and Induction

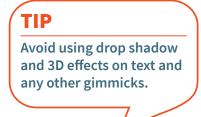








PowerPoint Templates continued



Green - Teachers' Learning and Research









TIP

Make sure you always have the correct font Arial and that the font size is suitable for the room.

TIP

Only use good quality images and avoid the use of basic clip art images.

Grey - Professional Standards



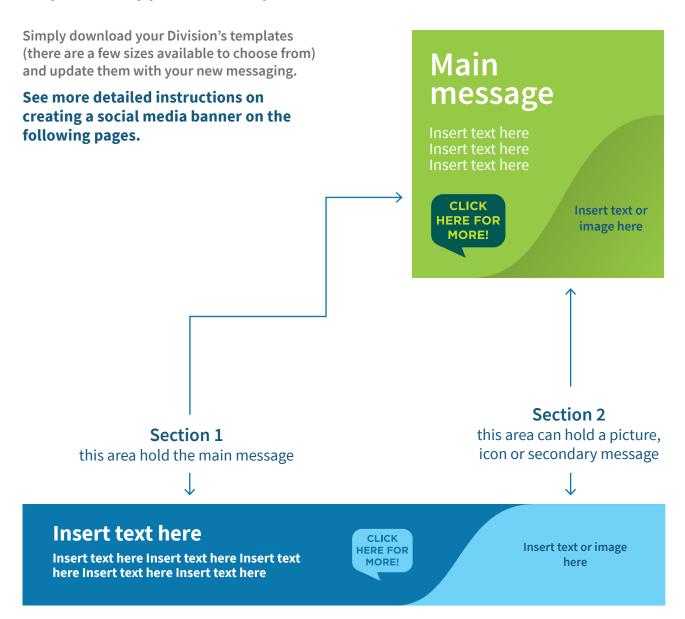






Social Media Templates

If you need to prepare a social media graphic quickly, we have prepared templates to help you do this easily.



Social Media Templates continued

The social media banner templates have been created in powerpoint so they can be easily used by all staff.

The templates have been designed so sections can easily be widened or reduced in size to suit the content (see Diagram 1).

Diagram 1

Insert text here

Insert text here Insert text here Insert text here Insert text here Insert text here

Insert text or image here

Insert text here

Insert text here Insert text here Insert text here Insert text here Insert text here

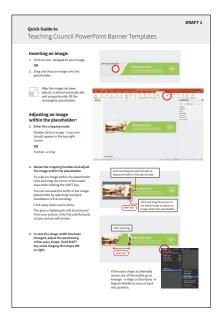


Insert text or image here

INSERT TEXT HERE

Insert text here Insert text here Insert text here Insert text here Insert text here





A more detailed guide to editing this template can be found under the Corporate Identity sub folder under Communications on the Staff Intranet.

Social Media Templates continued

Insert text here

Insert text here Insert text here Insert text here Insert text here Insert text here



Insert text here

Insert text here Insert text here Insert text here Insert text here Insert text here





Teaching Council Offices are closed to the public The Teaching Council offices are currently closed to the public unitil further notice, in line with the Governments statement on the series of new measures to combat the stread of the virus. Phone lines are open on a phased basis



FAQs for completing Driochead and submitting Form Ds during 29019/2020 now available







Insert text here

Insert text here Insert text here Insert text here Insert text here Insert text here



The wave shape is taken from the logo and we use it as a visual device that helps link all Teaching Council communications.

It can be used to hold images, separate colour text areas or simply as a small edge.

TIP

Keep your content to a minimum and add more detail into a 'CLICK FOR MORE' link if required.

Social Media Templates continued

Social Media banners will need to be created in different shapes and sizes, i.e. horizontal, portrait and square. Banners are normally requested in 'pixel sizes' (not millimetres). The most common of these shapes are available from the Corporate Identity sub folder under Communications on the Staff Intranet.



TIP

Keep your content to a minimum and add more detail into a 'CLICK FOR MORE' link if required.

Main message

Insert text here Insert text here Insert text here

Insert text here Insert text here Insert text here Insert text here Insert text here

Main message

Insert text here Insert text here Insert text here

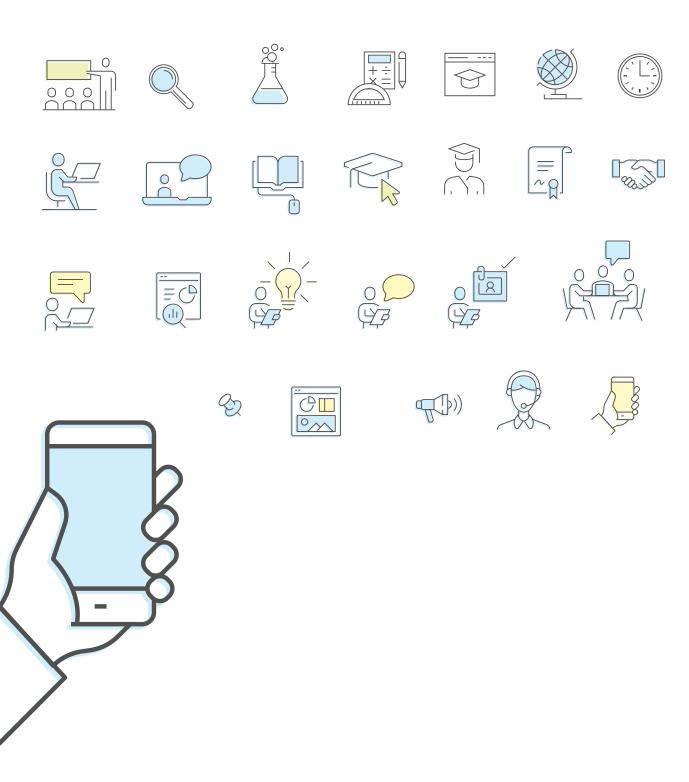
CLICK HERE FOR MORE!





Icons (colour)

A suite of icons (in black/white and colour) have been developed to add creativity to your Word, PowerPoint and Social Media communications. They can be found under the Corporate Identity sub folder under Communications on the Staff Intranet.



Web Banners



Enter text here Enter text here



Heading

Enter text here Enter text here



Heading

Enter text here Enter text here Enter text here

Enter text here Enter text here Enter text here

Enter text here

Enter text here Enter text here



An Chomhairle Mhúinteoireachta The Teaching Council

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