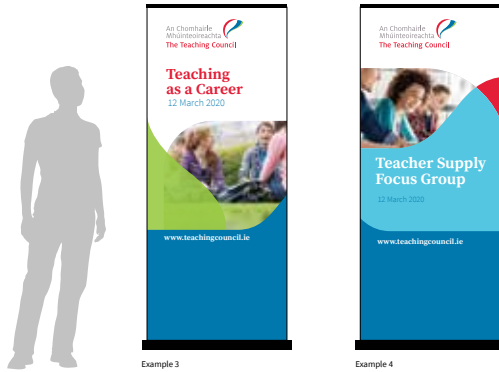


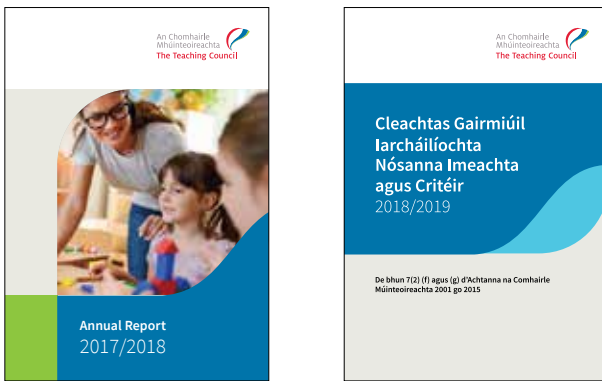
An Chomhairle Mhúinteoireachta The Teaching Council



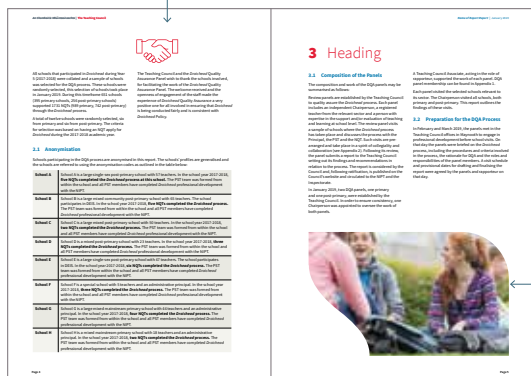
Bannerstands *continued*



Examples of Cover Designs *continued*



Page Layout *continued*
Adding to Content



Client

The Teaching Council

Brief

Contract for provision of full design services for rebrand, design, artwork and print management of all publications, promotional and exhibition requirements and consultancy

Deliverables

Design

- Publications - typesetting and artwork
- Infographics
- Corporate Identity design
- Brand guidelines
- MS Word and Powerpoint templates
- Adobe Interactive online completion forms
- Internal communications campaign design
- Digital design requirements - web banners
- Conference/event materials
- Print services and fulfilment
- Distribution and postal services

The Teaching Council is the regulatory body for the teaching profession in Ireland and regulates teaching and promotes professionalism. Power Design was commissioned to rebrand the Teaching Council and design, develop and produce all printed and online literature to provide a fresh and consistent look throughout.

The Challenge

Following an initial design review with the Teaching Council, and as design proposals were to be presented to a council of 32 members, our strategy and design approach was well designed, methodical, with a logical rationale to agree consensus. Working closely with the management team, our design solutions were expertly applied on the most commonly used applications to reinforce to our wide audience just how successful the final outcome would be.

How we approached and accomplished the project goals

From the successful completion and roll out of the new logo – we immediately addressed the design and layout of publications and forms for both internal and online use and developed a simple effective solution to increase efficiency going forward. We did this by:

- Designing simple, flexible document templates that could easily apply to a wide range of existing publications
- Introducing a graphic device inspired by their logo to be applied throughout documents to provide a simple creative solution for colour panel and photographic shapes
- Devising a three-tier colour palette that allowed wider scope for variety/differentiation throughout publications.
- Designed and created Microsoft Word and Powerpoint templates to provide visual consistency on more basic internal items.
- Redesigned all forms to be more simple, clear and easy to complete, and also devised simple interactive multi-lingual PDF forms to be completed online by teachers, reducing delays in the application process.
- Designed and created updatable templates for web banners
- Progressing the brand development for publications in real time, to ensure optimum efficiency and cost effectiveness.
- Acting as a member of the evaluation panel for the website contract and advise on brand consistency with a more user friendly emphasis.
- Providing solid advice on print solutions and sourcing in relation to cost effectiveness, quality and environmental issues.
- Providing comprehensive confidential print management services, including personalisation, fulfilment and postal services to teacher

Why we did it this way

It was a big step for the Teaching Council to make the decision to rebrand when so many stakeholders and voices to be heard. It was agreed by all that its existing image and collateral was dated, and not exuding the image they needed to portray, which was as an active, hardworking, modern organisation providing excellence in standards.

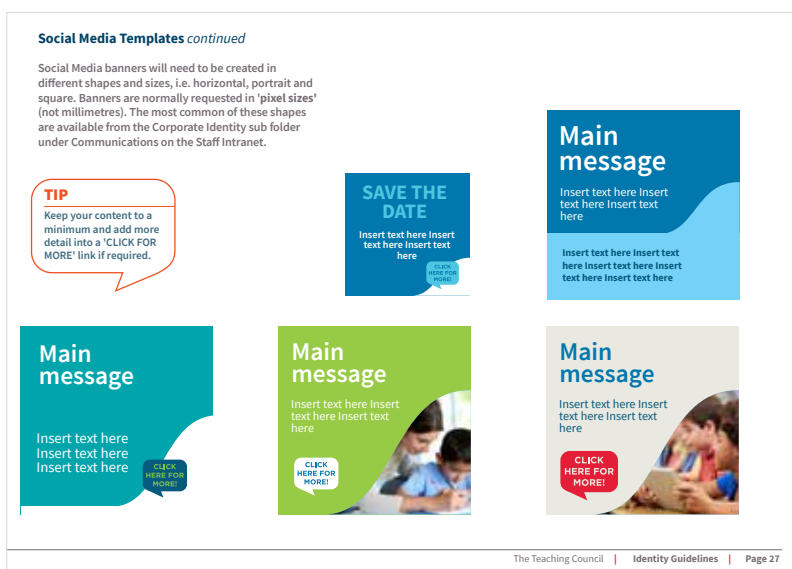
With the new logo agreed, and clear direction on future publications design, it important for the Teaching Council to quickly launch their new look and maintain the momentum. With so many publications requiring updating on a rollout basis, it made sense to design an adaptable system that could accommodate their existing multi-lingual publications.

Outcome

We delivered on all the requirement set out and the implementation of the brand was incorporated seamlessly over all applications as they arose. We continue to provide design services and have worked on external and internal, campaigns, conferences, and special projects including Garda Vetting programme, including fulfilment and distribution - both in Irish and English.

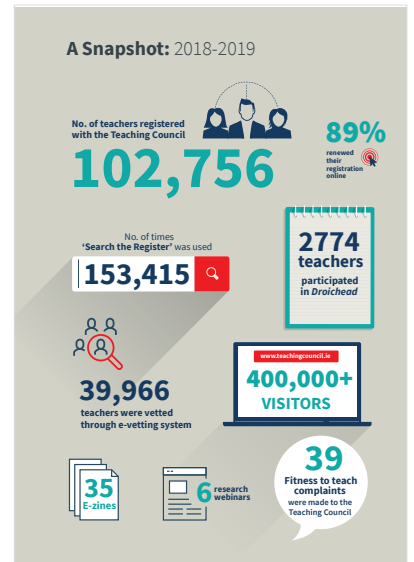
Comparable

Our work with the Teaching Council is comparable to the in that the wide variety of work, from publications, campaigns and special projects, needs to be designed and communicated in a consistent manner with a strong democratically diverse theme. Again, our strength in publication design helped to consolidate all published documents, and informed the design other digital and promotional material. We have recently updating the overall design style - demonstrating our responsibility to them that their brand/identity remains current and fresh. Our work with the Teaching Council also demonstrates our ability to manage frequent publications and form updates in the most cost efficient manner. As with other clients, there is a requirement to produce documents in multi-lingual versions.

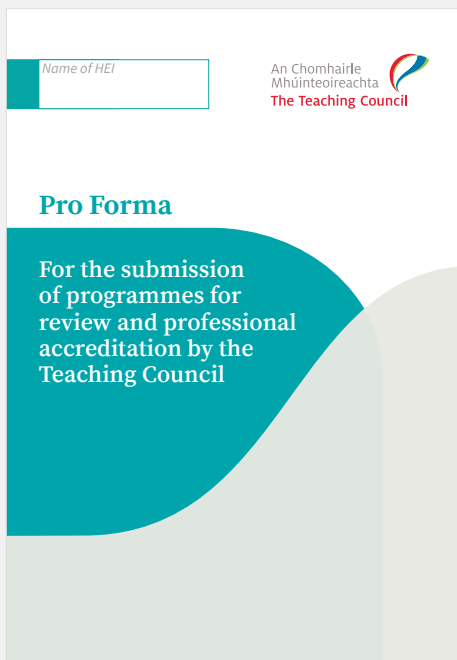
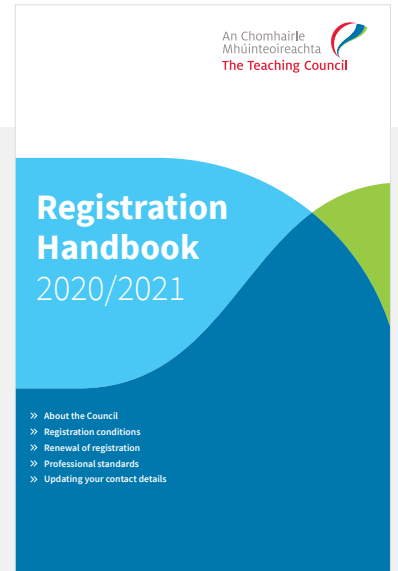




Annual Report design



Publication design



Application details:

Name of institution:

Address:

Date of Submission:

Electronic Signature of Head of Education:

Contact details: Please include name, title, mailing address, telephone number and email address for:

1) Head of Education
 Name:
 Address:
 Tel: email:

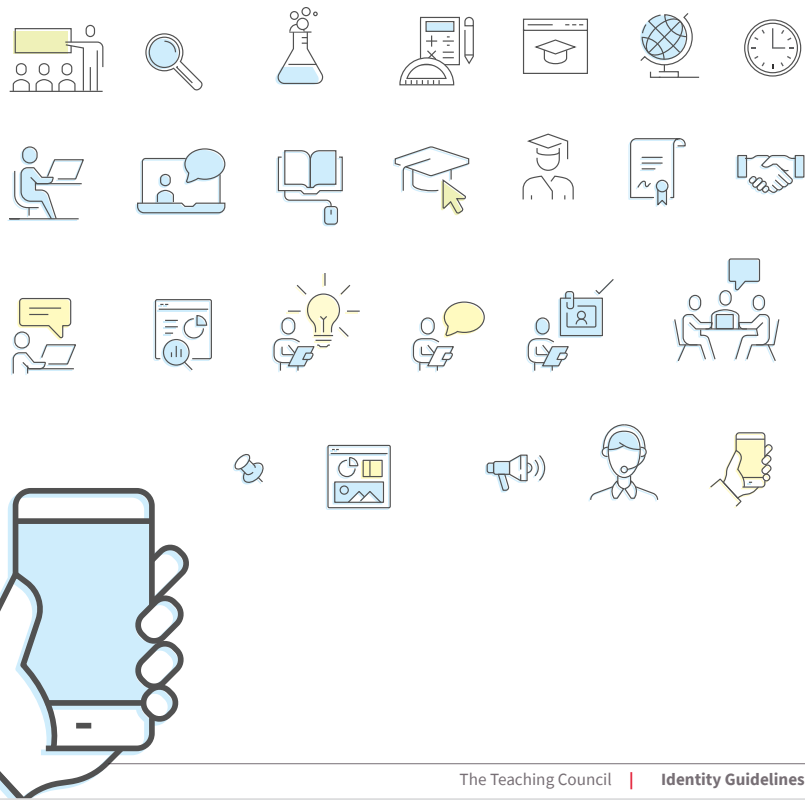
2) Liaison person as nominated by the Head of Education, if applicable.
 Name:
 Address:
 Tel: email:

Programme location(s):
 Includes site(s) and addresses including satellite campuses. Identify which programme(s) are offered at each satellite campus.

Interactive Forms

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.



Bespoke Icon suite

Social Media Templates *continued*

Insert text here

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

An Chomhairle
Mhúinteoirachta
The Teaching Council

Insert text here

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

CLICK
HERE FOR
MORE!

An Chomhairle
Mhúinteoirachta
The Teaching Council

Teaching Council Offices are closed to the public

The Teaching Council offices are currently closed to the public until further notice, in line with the Government's statement on the series of new measures to combat the spread of the virus. Phone lines are open on a phased basis

CLICK
HERE FOR
MORE!

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

CLICK
HERE FOR
MORE!

Insert text here

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

An Chomhairle
Mhúinteoirachta
The Teaching Council

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.