



# WALSH SCHOLARSHIPS PROGRAMME

BRAND GUIDELINES MAY 2020

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These brand guidelines are provided to ensure that the visual design elements of the Walsh Scholarships Programme are applied correctly with every use.

The Walsh Scholarships Programme is Teagasc's postgraduate development programme. It offers a unique opportunity for students to pursue postgraduate research and professional-based learning in agriculture, food, environmental science, agri-food economics, rural development, horticulture and other related disciplines.

Teagasc has a diverse portfolio of exciting research and knowledge transfer projects for current and prospective students, which are of strategic importance to the organisation's ability to deliver applied research and advisory services that impacts our environment, economy and society.

The projects allow Scholars to develop discipline-specific scientific and technical expertise under the supervision of a Teagasc researcher or specialist and a university-based academic. University-based learning and a bespoke development programme advances Scholar's interdisciplinary and intersectoral knowledge, industry-relevant transferable skills, behaviour competencies and career development planning.

With a long history of successful doctoral and masters training, the Programme is competitive on application and is a

prestigious award held by an expanding network of alumni. The majority of Walsh Scholars are funded by Teagasc (Grant-In-Aid), with others supported by national and international funding streams.

The Programme allows Teagasc to build on existing, and develop new, strategic relationships with national and international universities and research centres.

It is named in commemoration of Dr Tom Walsh (1914-1988), a pioneering scientist who played a significant role in shaping modern agricultural research, advisory and education services in Ireland.

A woman with curly hair, wearing a white lab coat, red pants, and black boots, is crouching in a barn aisle. She is holding a small object, possibly a piece of feed, in her hands, offering it to a black and white cow. The cow is standing in a stall, looking towards the woman. The barn has wooden walls and metal railings. The floor is covered with straw and hay. The lighting is warm and natural, coming from the top of the frame. The text "USING THE BRAND" is overlaid in the center of the image, with a horizontal orange line underlining the word "BRAND".

USING THE BRAND

### Our Co-brand

The Walsh Scholarships Programme identity should be presented with and equal to the Teagasc identity on all digital and hard copy material produced.

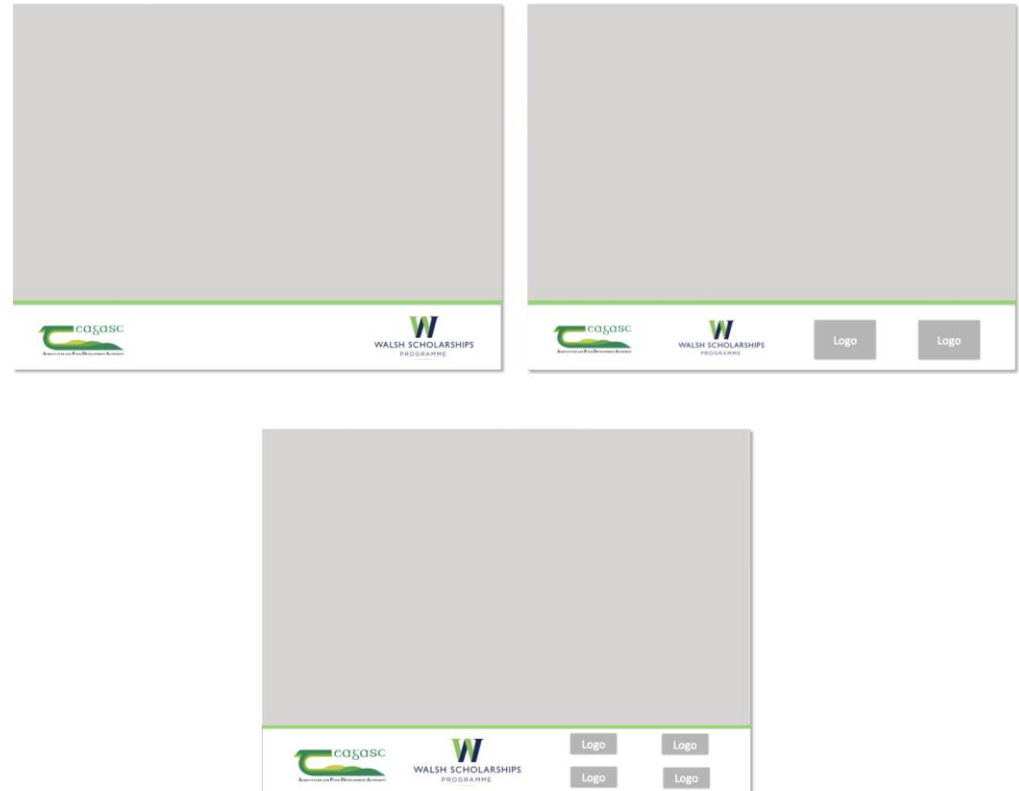
Only Teagasc Public Relations and Research Operations staff have the discretion to use the Walsh Scholarships Programme identity in the absence of the Teagasc identity (e.g. for merchandise).

There may be cases when other identities warrant equal representation to our co-brand. For example, the cover page of a Scholar's thesis, where the university partner may be equally presented.

### Sub-branding

Any additional identities must be approximately the same visual size as each other but smaller than our

co-brand, and bottom right aligned







The Walsh Scholarships identity comprises the iconic W and the words 'Walsh Scholarships Programme',  
with an underline.

## Primary colours

Pantone number	Pantone 7488
RGB reference	R: 113 G: 213 B: 76
Web safe colour	#71D54C

Pantone number	Pantone 281
RGB reference	R: 0 G: 32 B: 92
Web safe colour	#00205C

## Secondary colours

Pantone number	Pantone 169-2
RGB reference	R: 214 G: 212 B: 210
Web safe colour	#D6D4D2

Pantone number	Pantone 151
RGB reference	R: 255 G: 137 B: 62
Web safe colour	#FF893E

Your printer will need the Pantone number.

The RGB and web safe colours are needed to reproduce colours for the web.





The logo is designed primarily for use in full colour, as shown top left.

There can be limitations to this usage. For example, sometimes publications may use just one colour.

In these cases, a white or black version of the logo is available for use [on request](#).



The clearzone is calculated by using the width of the letter 'W' in the word 'WALSH'. In all uses of the logo, 'W' distance must be kept free of any other graphic element or written copy.



The minimum size that the logo can appear is 30mm wide.



An 'Icon' version of the logo is available for use in hardcopy (e.g. merchandise) or in digital form (e.g. social media platform).

A 'Walsh Scholars' version of the logo is available and will mainly be used to represent the alumni of the Walsh Scholarships Programme.

The Icon and Walsh Scholars versions of the logo are available for use [on request](#).

Brand-users can download the [Walsh Scholarships Programme logo](#) on the public website.

Access to the Icon and Walsh Scholars versions of the brand are available [on request](#).

### File Types Explained



#### JPEG – Joint Photographic Experts Group

Most commonly used image file type

Quality of image decreases as the file size decreases

- Good for use in PowerPoint presentation
- Not a good option for print use



#### PNG – Portable Network Graphics

Low resolution file type

- Good for use on web pages and social media
- Not suitable for print use



#### TIFF – Tagged Image File

Large file type that doesn't lose resolution quality

- Best file to use when making a poster (other artwork) for large size printing
- Not suitable for online use

The logo is also available, on request, in PDF (Portable Document Format), EPS (Encapsulated PostScript) and AI (Adobe Illustrator) file types.



These brand guidelines are provided to ensure that the visual design elements of the Walsh Scholarships Programme are applied correctly with every use.

If you have brand use queries, please email [walshscholarships@teagasc.ie](mailto:walshscholarships@teagasc.ie).

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