

The logo for the Higher Education Authority (HEA) consists of the letters 'HEA' in a bold, white, sans-serif font. A vertical white line is positioned to the right of the letters, separating them from the text to the right.

An tÚdarás um Ard-Oideachas  
The Higher Education Authority

## **External Brand Guidelines and Logo Use**

March 2026 Version 1.2

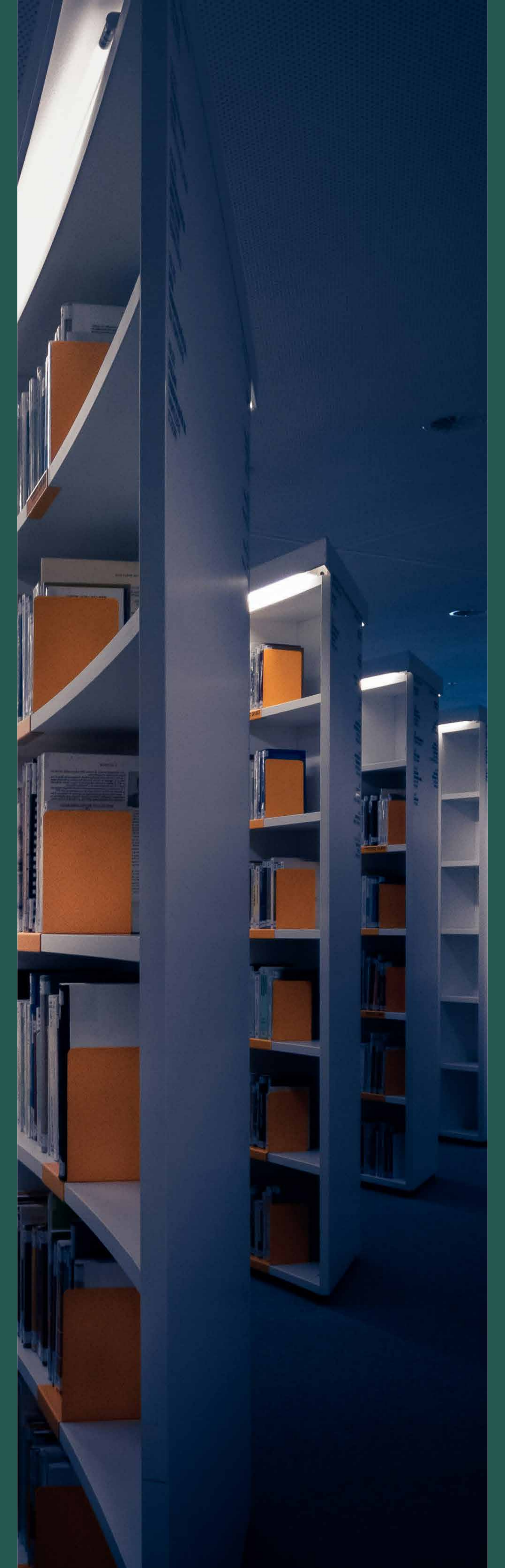
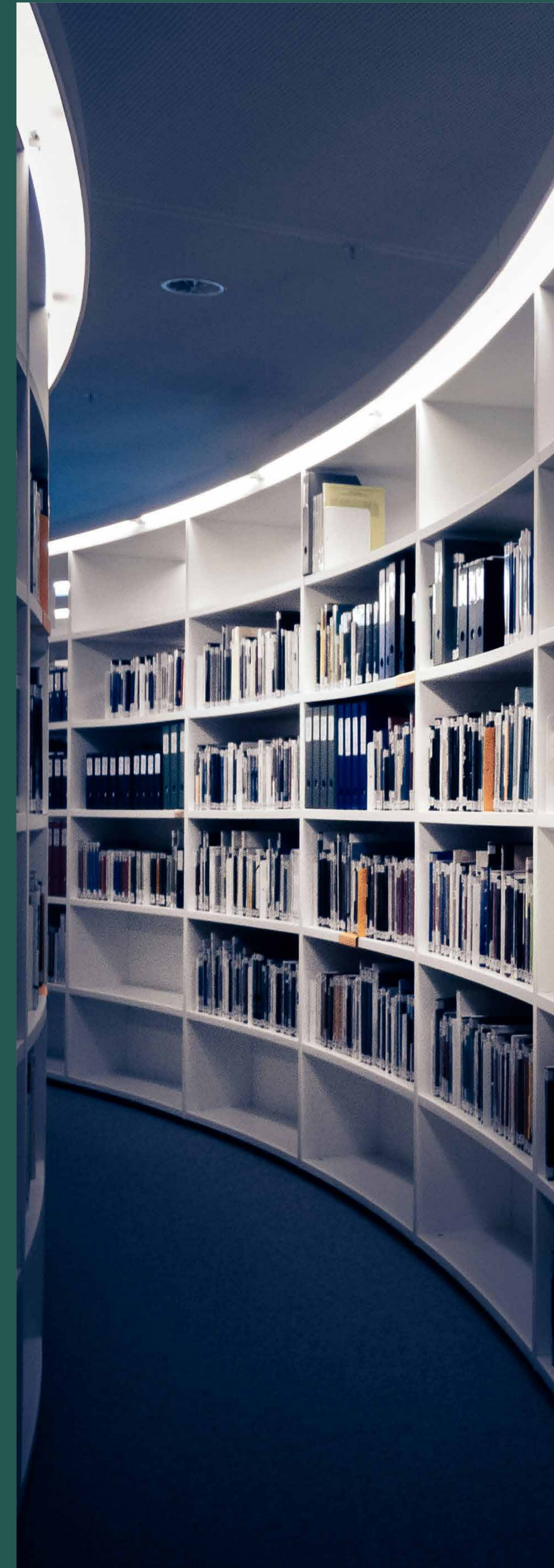
# Introduction

This document introduces you to the updated branding guidelines for the Higher Education Authority. They reflect the Mission, Vision and Values of the Authority.

The HEA logo is available in colour, black (on white background), white (on black/dark background) and opaque.

All logos are available in the following formats:

- Jpeg
- PDF
- PNG
- EPS



# Mission, Vision and Values

## Mission

Derived from our statutory remit, the mission of the HEA is to advance the interests of students and society by funding institutions of higher education, working with them to develop the sector, exercising regulatory oversight, and providing advice to Government.

## Vision

The Higher Education Authority will work with institutions to deliver an Irish higher education and research system that is consistently achieving world-class standards of teaching, learning and research, demonstrating the values of excellence, academic freedom and integrity, inclusivity, and social and environmental responsibility, as a means to serving the needs of the people and economy of Ireland.

## Values

Openness and Innovation; Trusted Leadership and Fairness; Collaboration and Partnership; Integrity and Accountability; and Inclusivity and Respect.

# Brand Elements





# Full Colour Logo - English

**HEA**

**An tÚdarás um Ard-Oideachas**  
The Higher Education Authority

# Logo Variants

**HEA**

An tÚdarás um Ard-Oideachas  
The Higher Education Authority

**HEA**

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The Higher Education Authority

**HEA**

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# Logo Safe Area



## Brand Logo

Our logo is the basis of our brand identity. Its component elements are constant and their relation to each other is fixed. Recognition is built through consistency and accuracy. This is how we build cumulative value and brand equity.

## Proportions

The elements comprising the brand are fixed and should not be altered in proportion or shape.

## Safe Use

There is a minimum clear distance which should be maintained around the brand. The minimum required clear space is defined by the width and height of the letter A taken from HEA brand. The clear space area must be kept free of all other graphical and visual elements.

# Logo Co-Branding

Landscape version

**HEA**

An tÚdarás um Ard-Oideachas  
The Higher Education Authority



Stacked version

**HEA**

An tÚdarás um Ard-Oideachas  
The Higher Education Authority



# Proper Logo Use

## Spatial Considerations

In print, the logo size should always be proportional to the A4 paper size for clear visibility. When the page is in portrait orientation, the logo should never be smaller than one-third of the page's width. In landscape orientation, the logo should be at least one-quarter of the page's width. This ensures the logo remains prominent and visually balanced across all printed materials.



**DO NOT** rearrange elements of the logo

**HEA**

**An tÚdarás um Ard-Oideachas**  
The Higher Education Authority



**DO NOT** stretch or warp the logo

**HEA**

**An tÚdarás um Ard-Oideachas**  
The Higher Education Authority



**DO NOT** change the colours

**HEA**

**An tÚdarás um Ard-Oideachas**  
The Higher Education Authority

# Proper Logo Use

## Spatial Considerations



# HEA logo usage in co-funded projects, social media, and other scenarios

## Use of the HEA logo in co-funded projects

- All projects/events co-funded by the HEA must be acknowledged with the HEA logo.
- The HEA logo must be equal in size to other logos being featured.
- The logo cannot be changed or modified in any way.
- The logo cannot be shortened to 'HEA'.
- The website of projects/events co-funded by the HEA must also contain the HEA logo as described above.
- Documents and communication material intended for the public or for participants must contain a clear indication, on the title page, of the HEA's support i.e., the logo.

## Social Media

- Any project/event being co-funded by the HEA must be acknowledged in any social media post by tagging the HEA (@hea\_irl on X and @Higher Education Authority on LinkedIn).
- Any infographics/leaflets posted on social media for projects/events co-funded by the HEA must include the HEA logo in its full format.
- Any projects/events co-sponsored by the HEA promoted on social media must include the HEA logo in its full format and the HEA must be tagged on both X and LinkedIn (as above).

## Publications

- Any publications relating to projects/events co-funded by the HEA must display the full HEA logo of equal prominence to the main logo.
- Such publications must state prominently that the project/event is co-funded by the HEA.

## Press Releases

Any press releases issued about a project/event co-funded by the HEA must state prominently that the 'project/event is co-funded by the Higher Education Authority' and contain the HEA logo of equal prominence to the main logo.

# HEA logo usage in co-funded projects, social media, and other scenarios

## Publicity Assets

Any assets promoting a project/event co-funded by the HEA (such as pull-up banners, leaflets, back-drops, merchandise etc.) must feature the full HEA logo of equal prominence to the main logo.

## General Communications

- All emails relating to the project/event co-funded by the HEA must contain the HEA logo in its email signature of equal prominence to the project/event/HEI logo.
- Letters sent either manually or electronically relating to a project/event co-funded by the HEA must contain the HEA logo and state clearly that the project/event is co-funded by the HEA at the end of the document.

## Corporate Publications

Any corporate publications relating to or mentioning the project/event that is co-funded by the HEA must include the HEA logo and state prominently that the project/event is co-funded by the HEA.

## Infrastructure and new projects

Any plaques or billboards promoting a project/event co-funded by the HEA must contain the HEA logo of equal prominence to the main logo. Letters granting funding to different projects/events must explicitly contain instructions as to how the HEA logo must be used as per this document.

## Checklist

- Full HEA logo MUST be used.
- HEA logo to have equal prominence to other logos
- The line 'This project is co-funded by the Higher Education Authority' must be used in any press releases/reports/correspondence.
- The HEA must be tagged (@hea\_irl) on all X posts relating to the co-funded project and on LinkedIn at @Higher Education Authority.

# Accessibility

The European Accessibility Act came into force in Ireland in 2025. The National Disability Authority can provide further advice if required.

When it comes to creating documents, please note that a fully accessible document will need to be created by a qualified graphic designer.

You can do a number of things to ensure your documents are as accessible here are some suggestions:

- Consider accessibility at the very beginning of a project
- Remember that accessibility isn't just about some people but all people
- Follow these brand guidelines and use single column layouts with large fonts of high contrast
- When creating content for a document, remember that you should also create 'Alt Text' for charts, graphs, graphics and images
- Follow a clear structure for your content – Heading , body etc. This logical flow will help both the end user and a designer when it comes to designing your documents.
- Always follow the brand guidelines.

The logo for the Higher Education Authority (HEA) consists of the letters 'HEA' in a bold, white, sans-serif font. A vertical white line is positioned to the right of the letters, separating them from the full name.

An tÚdarás um Ard-Oideachas  
The Higher Education Authority

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Version: 1.2 March 2026