

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

## **Brand Guidelines - Internal**

March 2026 Version 1.2

# Introduction

The Higher Education Authority serves important roles in allocating significant sums of State funding, advising the Government on higher education and research policy, leading change in the higher education sector and supporting the development of that sector. We serve the public and we must interact with a variety of different stakeholders.

In that regard, it is essential that we keep each of those stakeholders informed of what we do and how we are doing it as well as defending and promoting the Irish higher education system.

Our brand identity is central to our communications plan and through it we seek to bring a deeper sense of the National Strategy on Higher Education and its progress in building on Ireland's world class knowledge assets.



# 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.

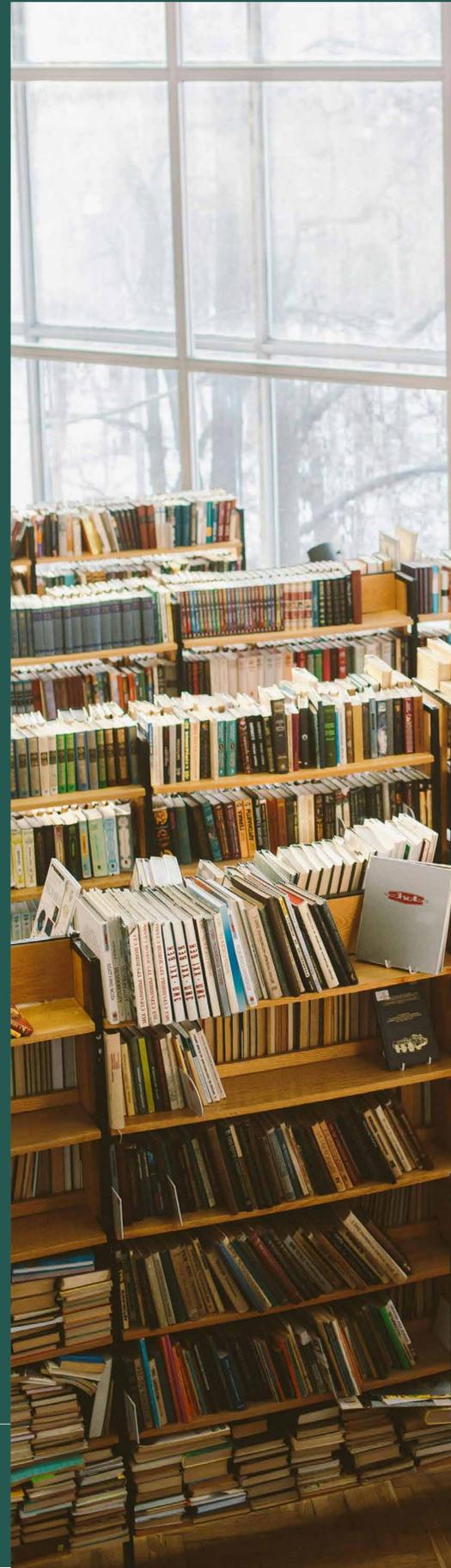
## Vision

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



# Logo Evolution

Old



Evolution



**HEA**



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



# Full Colour Logo - English

**HEA**

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# Logo Variants

**HEA**

An tÚdarás um Ard-Oideachas  
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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**

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The Higher Education Authority



# Sizing

## Minimum Sizing

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.



# 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**

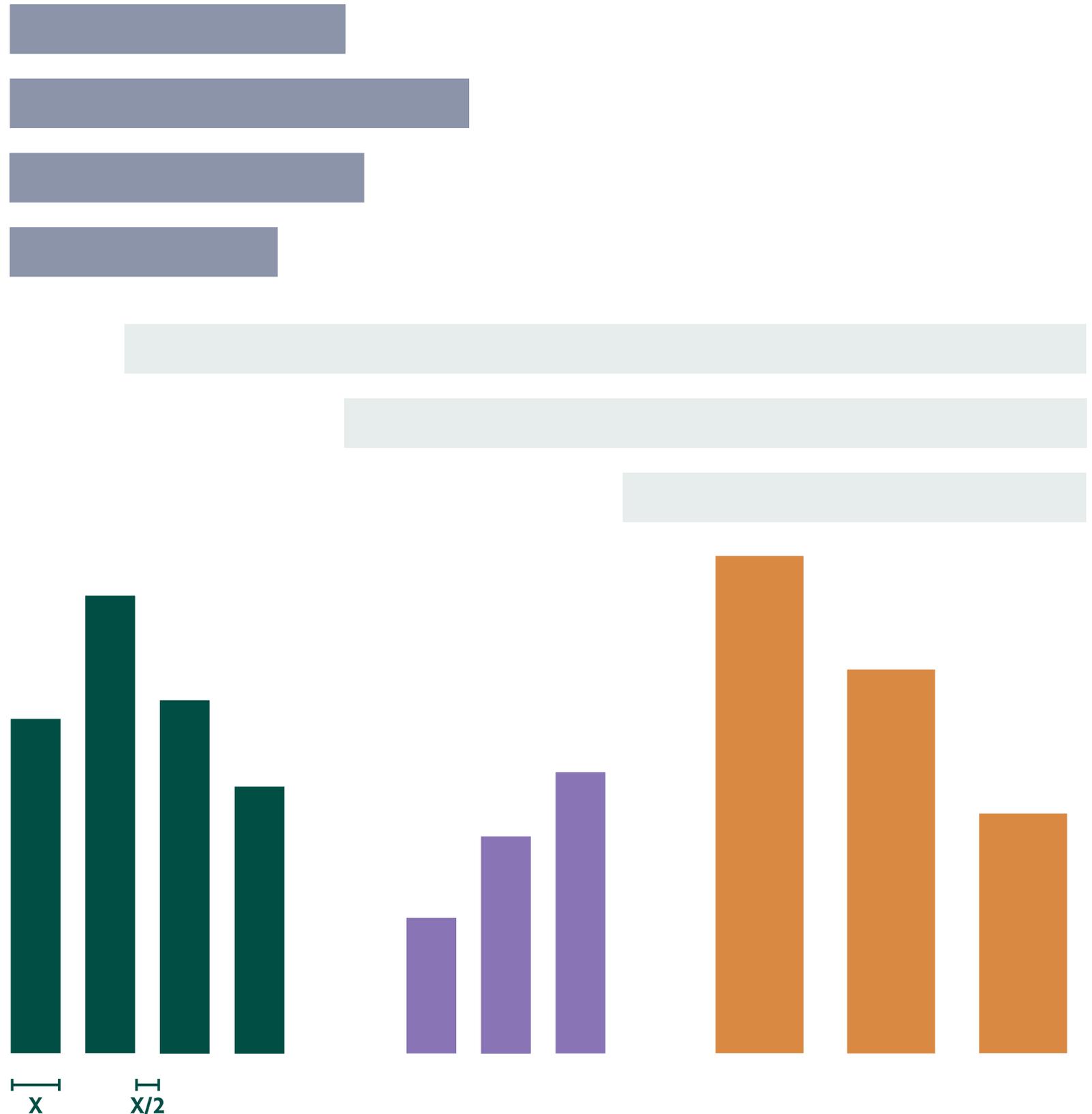
**An tÚdarás um Ard-Oideachas**  
The Higher Education Authority

# The Bars Motif

Growth, Development, Change

The bars are a central element of the HEA's branding, following the logo from which they are derived. They are not merely decorative; they represent themes of higher education, growth, development, and change over time. The bars can be used in various ways: as decorative elements, containers for images or key information, and in data visualizations.

The spacing between the bars is directly linked to the width of the bars themselves and should remain consistent throughout.



# Colour Palette

## The Importance of Colour

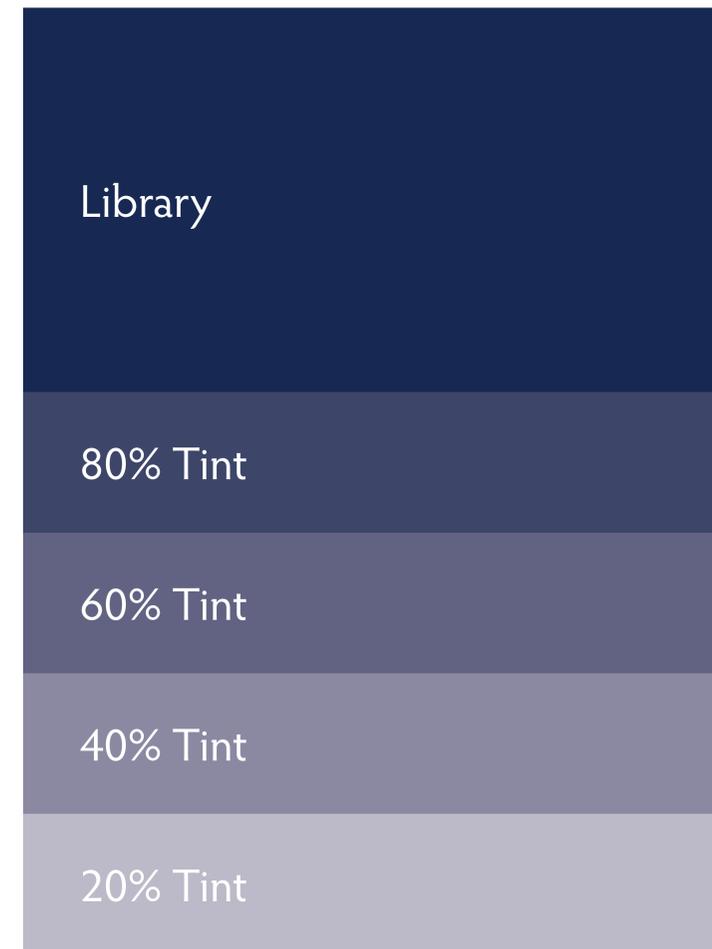
Colour is a central element of the visual management system helping to reinforce and build recognition. Through consistent application it helps key audiences engage with the HEA. Maintaining colour consistency in print and screen is not always a straight forward one-to-one mapping.

When a CMYK colour is converted to RGB, some information is lost. When you convert that RGB colour back to CMYK, you will in most cases get a different (but similar) colour. The colour values illustrated below aggregate these variances and provide a solid basis to ensure cross display colour consistency.

### Primary Colours



**CMYK** 91 46 68 42  
**RGB** 00 77 68  
**HEX** #004D44



**CMYK** 100 89 37 36  
**RGB** 0 38 84

# Secondary Colours

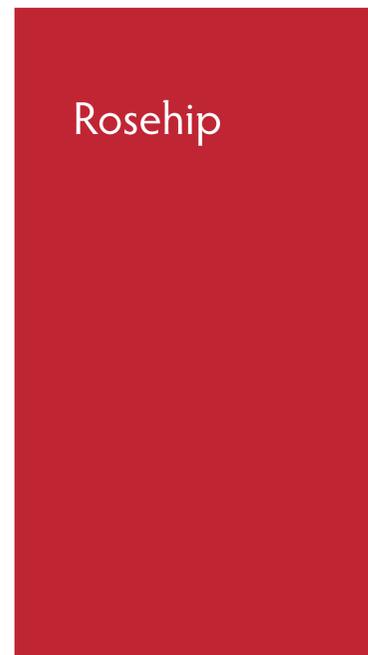
The secondary colour palette expands the visual language of the HEA brand, providing additional flexibility for layouts, infographics, illustrations, and extended applications.

While the primary colours, Heritage and Library, carry the core identity, these complementary tones offer contrast, hierarchy, and breadth.

Used thoughtfully and sparingly, colours like Rosehip, Thesis, Dew, Slate, Chalk, Thistle, Parchment, and Burnt Orange can enhance visual interest and accessibility without overpowering the brand's core presence.

As with the primary palette, colour consistency across digital and print formats depends on using the specified values provided.

The colours marked with an asterisk should only be used with black/dark coloured text to ensure accessibility.



**CMYK** 17 99 85 07  
**RGB** 192 35 51



**CMYK** 80 29 07 00  
**RGB** 00 146 198



**CMYK** 31 00 52 00  
**RGB** 181 217 152



**CMYK** 73 54 47 23  
**RGB** 74 92 102



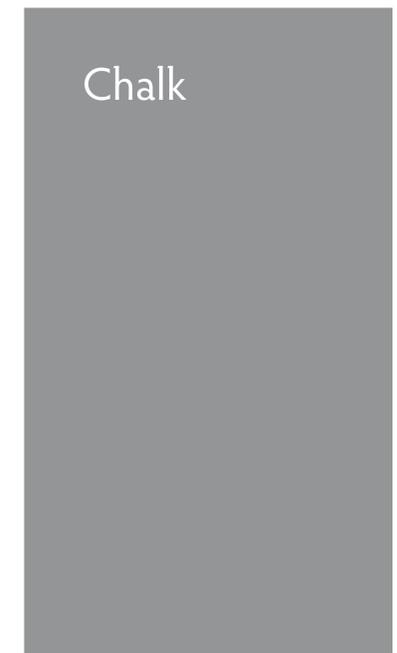
**CMYK** 51 59 0 0  
**RGB** 138 115 180



**CMYK** 07 17 44 00  
**RGB** 237 207 154



**CMYK** 12 52 84 01  
**RGB** 218 137 68



**CMYK** 45 36 35 01  
**RGB** 147 149 152

# Secondary Palette

## Colours in Action

The purpose of the secondary colour palette is to provide a variation in assets on a slight basis. This is best achieved by utilising one of the two main colours and using a secondary colour to highlight or complement elements within the design.

Some examples of social media posts are shown how this colour work.



# Fonts

Calibri and Cambria are system fonts widely available on Windows and the Microsoft suite.

Cambria Bold should be reserved for use in document titles and top level headings.

Calibri Bold should be used for sub-headings, pull-out quotes and other content that require emphasis.

Calibri Regular is for use as body copy. The best size to use on body copy is point size 12 or larger.

## Calibri

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;(!@€£\$%^&\*)

## Cambria

Aa

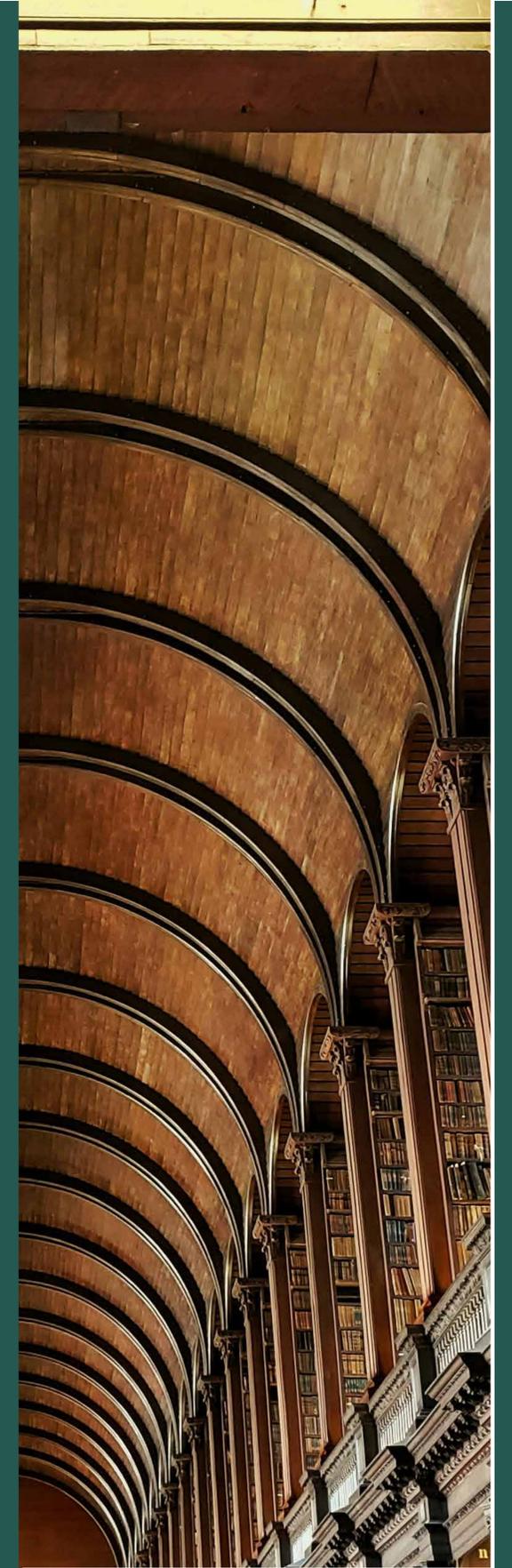
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;(!@€£\$%^&\*)

# Examples

Print Documents

**HEA**

An tÚdarás um Ard-Oideachas  
The Higher Education Authority



# Stationery

Compliments Slip

**Le dea - mhéin | With compliments**

**HEA**

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

An tÚdarás um Ard-Oideachas | 3 Áras Shíol Bhroin | Ascaill Crampton | Bóthar Shíol Bhroin | Baile Átha Cliath 4  
Teil: +353 1 231 7100 | R-phoist: [info@hea.ie](mailto:info@hea.ie) | Gréasán: [www.hea.ie](http://www.hea.ie)

The Higher Education Authority | 3 Shelbourne Buildings | Crampton Avenue | Shelbourne Road | Dublin 4

Tel: +353 1 231 7100 | E-mail: [info@hea.ie](mailto:info@hea.ie) | Web: [www.hea.ie](http://www.hea.ie)

X: [@hea\\_irl](https://twitter.com/hea_irl) | LinkedIn: Higher Education Authority

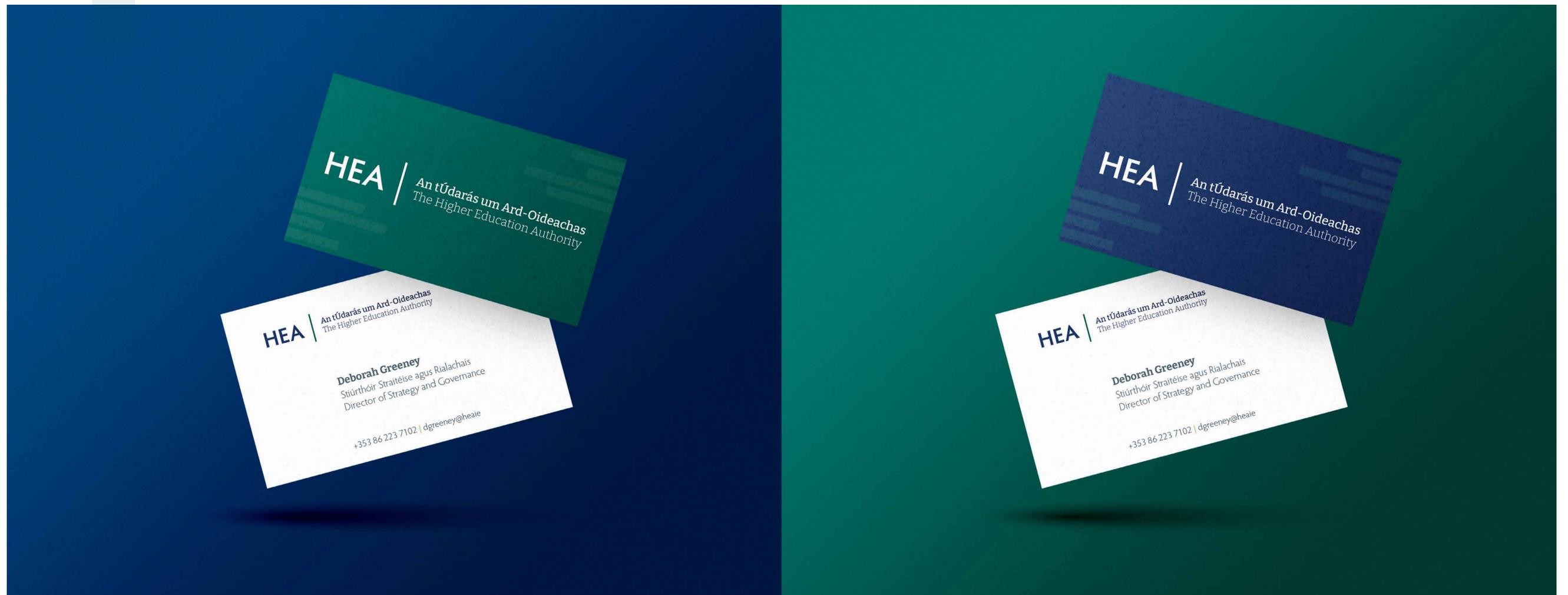
# Stationery

Letterhead



# Stationery

Business Card



# Pull-Up Banner



# Merchandise

Tote Bag, Pen, T-shirt



# Installation

Reception Area



# Printing

We recommend using white uncoated paper stock for all publications.

If a laminate is required it should be a matt laminate.

Paper stock for stationery items should be on 120gsm white uncoated paper stock.

Reports covers should be on 300gsm and internal papers should be on 120gsm uncoated paper stock.

Ideally, the paper stock should be FSC-certified and be environmentally friendly.

# Accessibility

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

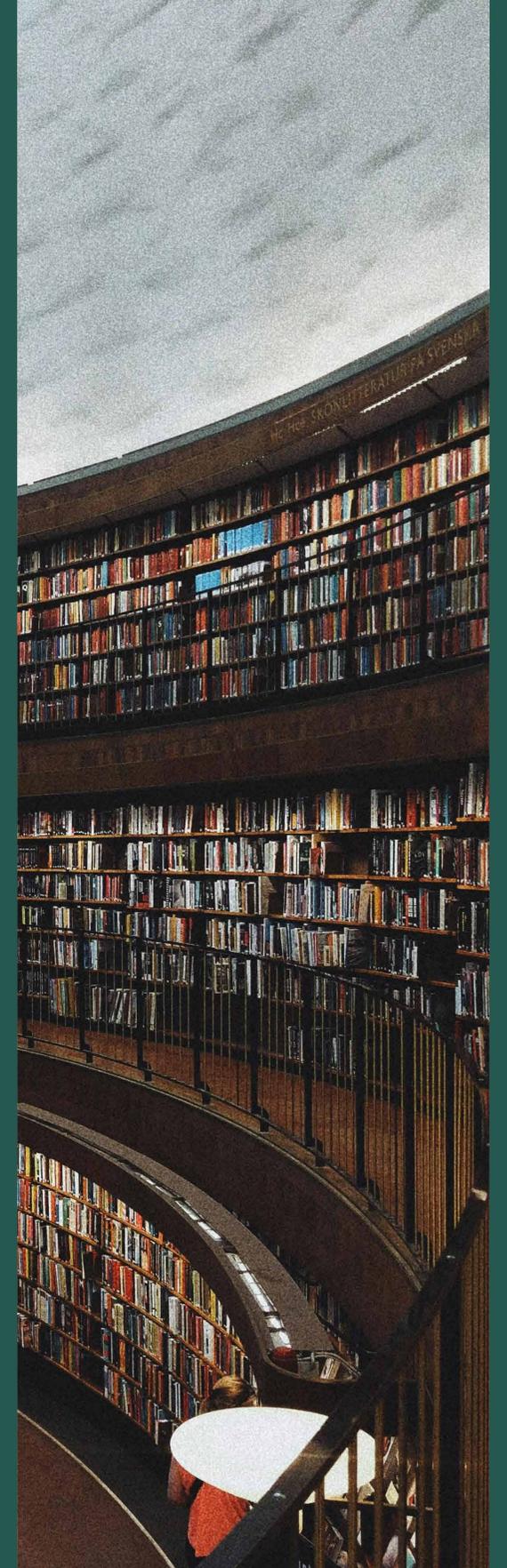
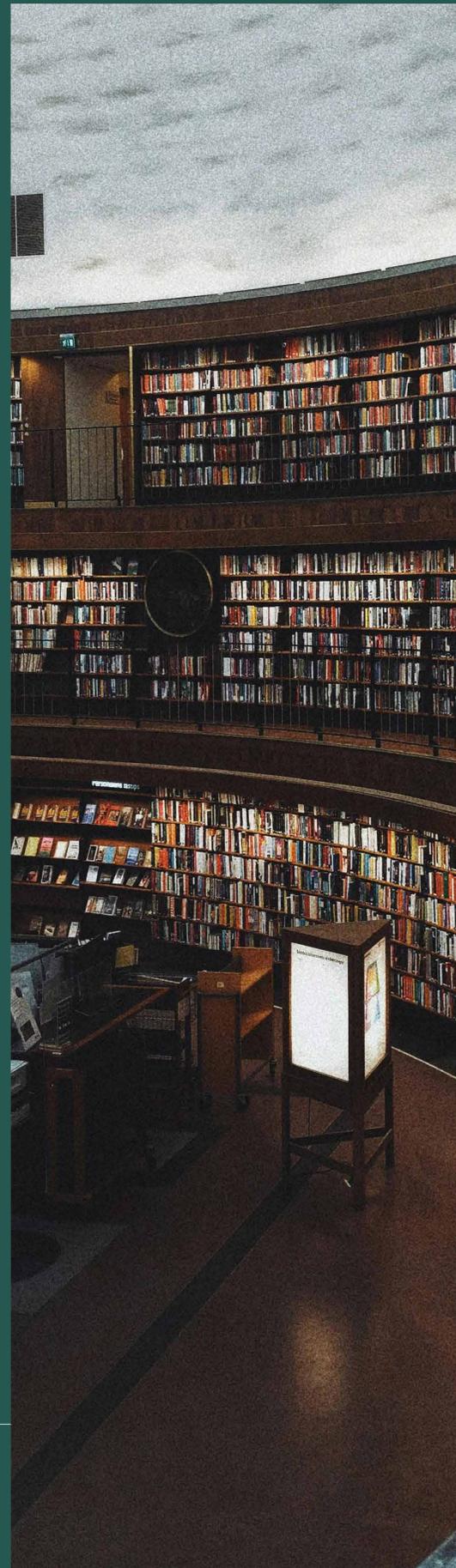
When it comes to creating documents please note that a fully accessible document will need to be created by a qualified graphic designer.

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 'disabled' 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.
- Following a clear structure for your content:  
Heading 1, 2, 3, body, etc. This logical flow will help both the end user and a designer when it comes to designing your documents.
- Remember that simple is often best and that while you may suffer from 'Marketing Fatigue' (seeing the same designs over and over) the likelihood is that your audience will benefit from a consistent and simple approach.
- Always follow the brand guidelines and consult the Communications Team.

# Examples

Internal Documents



## Font for Internal Use

Aa

Calibri Bold should be used for sub-headings, pull-out quotes and other content that require emphasis.

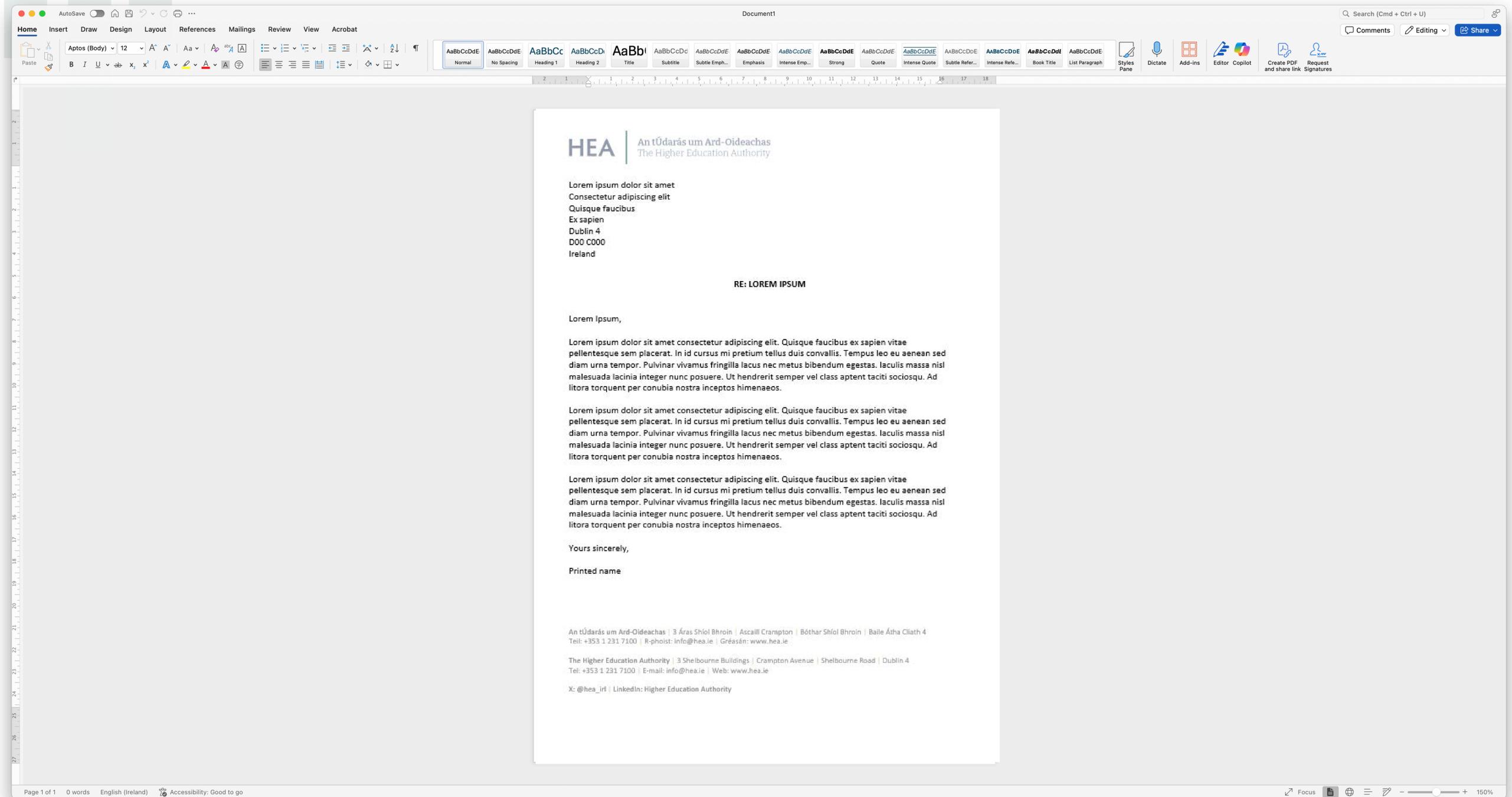
Calibri Regular is for use as body copy. The best size to use on body copy is point size 12 or larger.

Aa

Cambria Bold should be reserved for use in document titles and top level headings

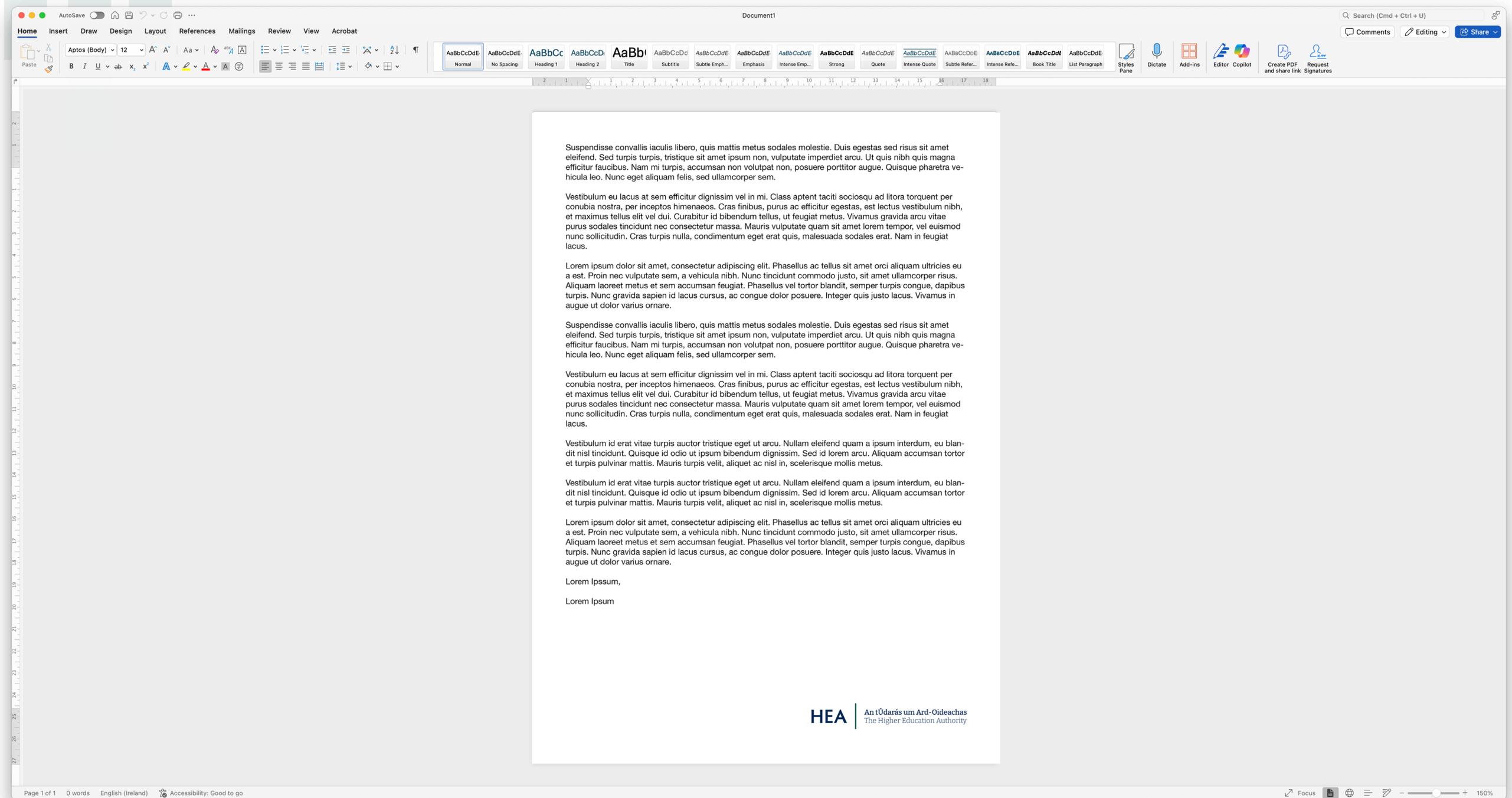
# Word Document

## Letterhead



# Word Document

Continuation page



# Powerpoint

Slides



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



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

## Title of Slide

- Bullet point 1
- Bullet point 2
- Bullet point 3



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

# Powerpoint

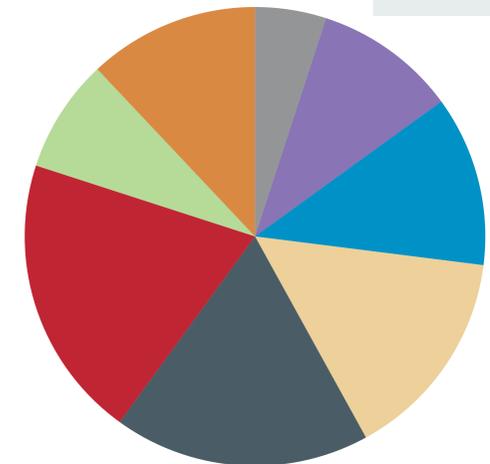
Slides

## Plain Text Slide

Suspendisse convallis iaculis libero, quis mattis metus sodales molestie. Duis egestas sed risus sit amet eleifend. Sed turpis turpis, tristique sit amet ipsum non, vulputate imperdiet arcu. Ut quis nibh quis magna efficitur faucibus. Nam mi turpis, accumsan non volutpat non, posuere porttitor augue. Quisque pharetra vehicula leo. Nunc eget aliquam felis, sed ullamcorper sem.

## Info Slide

- Bullet point 1
- Bullet point 2
- Bullet point 3



# Powerpoint

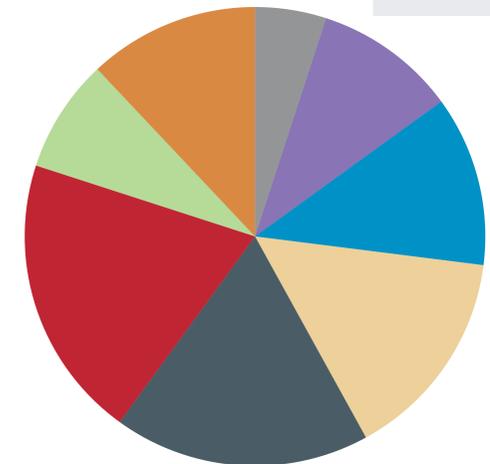
Slides - Alternative Colour

## Plain Text Slide

Suspendisse convallis iaculis libero, quis mattis metus sodales molestie. Duis egestas sed risus sit amet eleifend. Sed turpis turpis, tristique sit amet ipsum non, vulputate imperdiet arcu. Ut quis nibh quis magna efficitur faucibus. Nam mi turpis, accumsan non volutpat non, posuere porttitor augue. Quisque pharetra vehicula leo. Nunc eget aliquam felis, sed ullamcorper sem.

## Info Slide

- Bullet point 1
- Bullet point 2
- Bullet point 3



# E-mail Signature

**HEA**

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

**Maura O'Shea**  
Communications

An tÚdarás um Ard-Oideachas | 3 Áras Shíol Bhroin | Ascaill Crampton | Bóthar Shíol Bhroin | Baile Átha Cliath 4 | D04 C2Y6 | Éire  
The Higher Education Authority | 3 Shelbourne Buildings | Crampton Avenue | Shelbourne Road | Dublin 4 | D04 C2Y6 | Ireland

Tel: +353 1 231 7100 | [www.hea.ie](http://www.hea.ie) | [@hea\\_irl](https://twitter.com/hea_irl)

Your email signature should be in the following format:

HEA Logo

Your Name (in 12pt Cambria Bold Heritage Green)

Your Title (in 12pt Calibri Regular Heritage Green)

Then follow the standard signature contact details (as shown in the example above) (in 12pt Calibri Light Black).

Phone number, URL and social handle are in 12pt Calibri Regular Heritage Green.

You may change the phone number to your direct line.

# E-mail Signature - Co-branding

**HEA**

An tÚdarás um Ard-Oideachas  
The Higher Education Authority



**Maura O'Shea**  
Communications

An tÚdarás um Ard-Oideachas | 3 Áras Shíol Bhroin | Ascaill Crampton | Bóthar Shíol Bhroin | Baile Átha Cliath 4 | D04 C2Y6 | Éire  
The Higher Education Authority | 3 Shelbourne Buildings | Crampton Avenue | Shelbourne Road | Dublin 4 | D04 C2Y6 | Ireland

Tel: +353 1 231 7100 | [www.hea.ie](http://www.hea.ie) | [@hea\\_irl](https://twitter.com/hea_irl)

Your email signature should be in the following format:

HEA Logo (Co-branding lock-up)

Your Name (in 12pt Cambria Bold Heritage Green)

Your Title (in 12pt Calibri Regular Heritage Green)

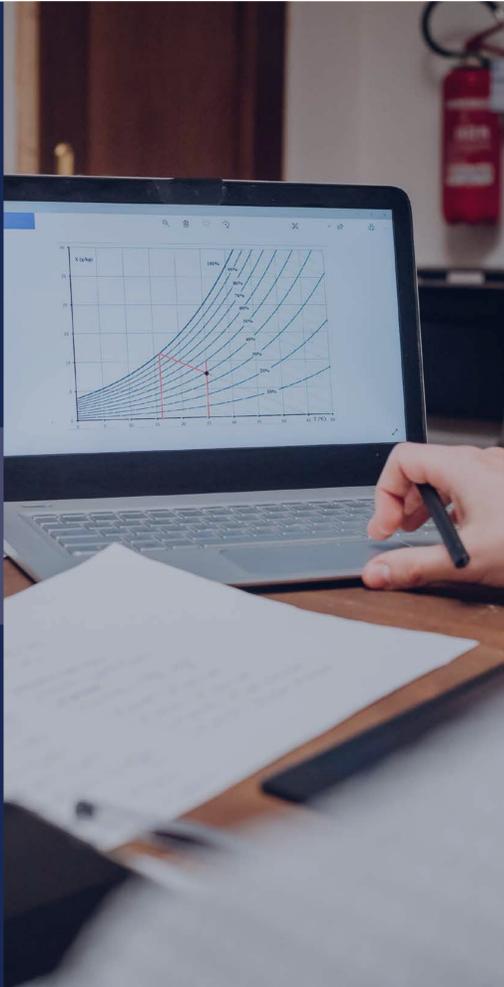
Then follow the standard signature contact details (as shown in the example above) (in 12pt Calibri Light Black).

Phone number, URL and social handle are in 12pt Calibri Regular Heritage Green.

You may change the phone number to your direct line.

# Canva Template

**HEA** | An tÚdarás um Ard-Oideachas  
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# We're Hiring

Executive Officer  
General

Further details available on  
[www.hea.ie/vacancies/](http://www.hea.ie/vacancies/)

Closing date: 15th November 2024

**HEA** | An tÚdarás um Ard-Oideachas  
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# We're Hiring

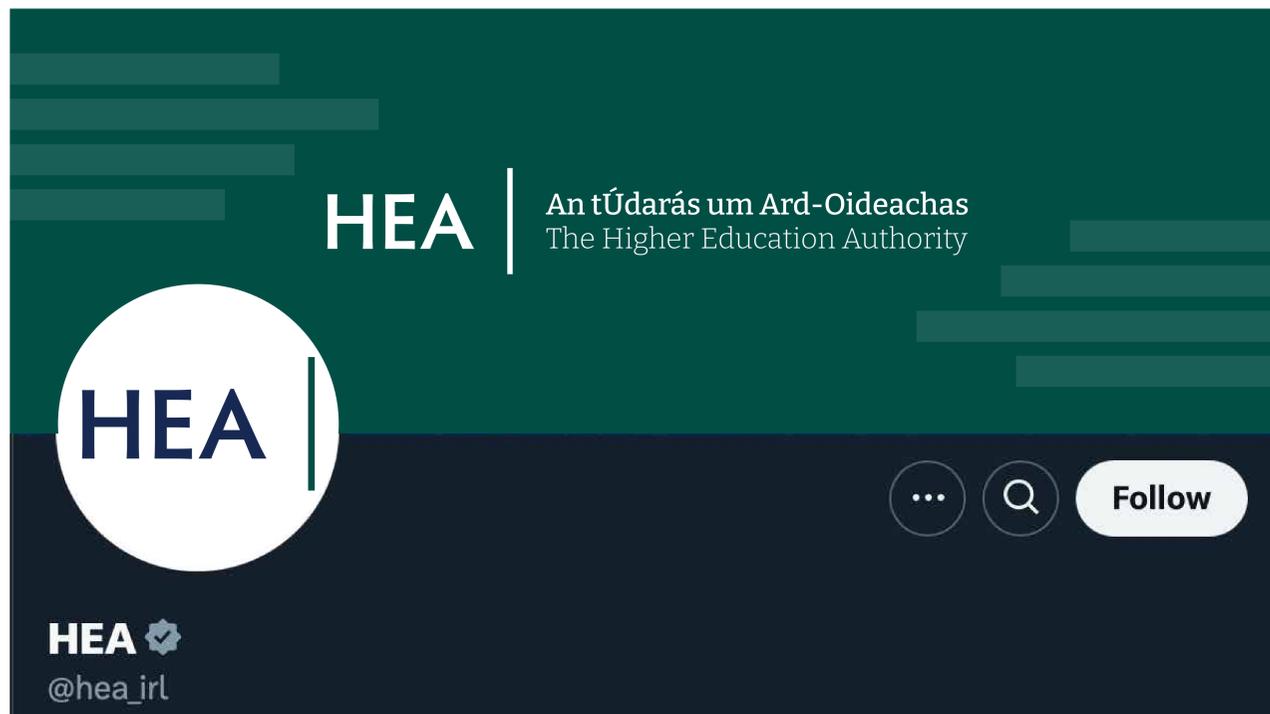
Executive Officer  
General

Further details available on  
[www.hea.ie/vacancies/](http://www.hea.ie/vacancies/)

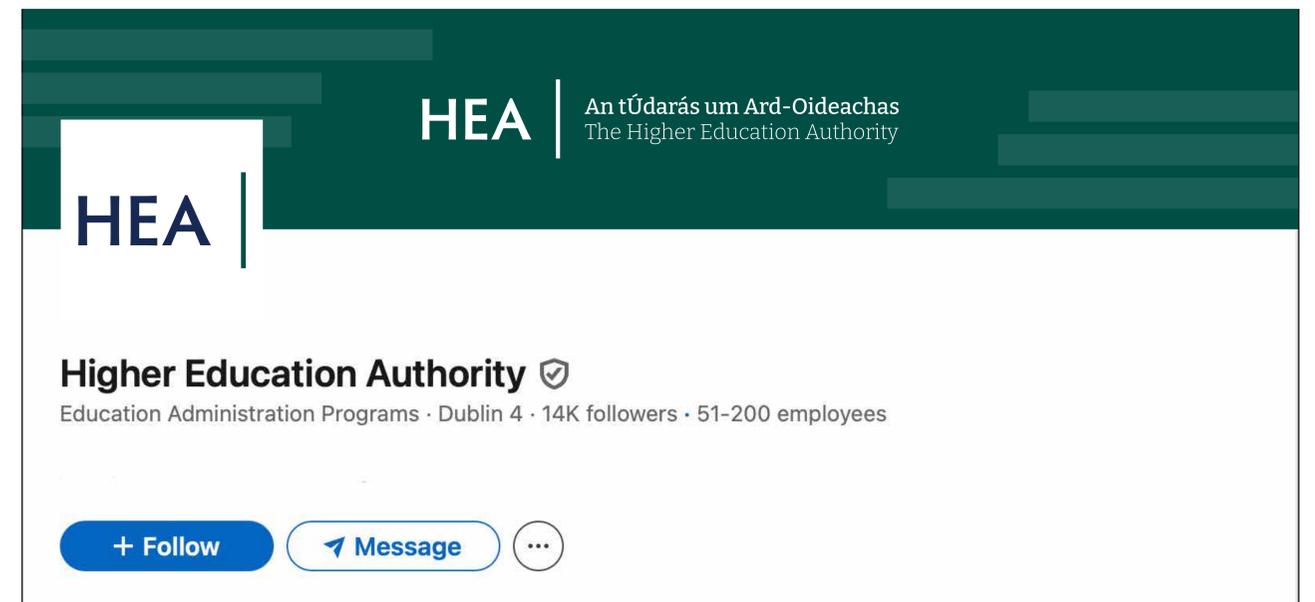
Closing date: 15th November 2024

# Social Media

X



LinkedIn





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

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The Higher Education Authority

Contact [heacommunications@hea.ie](mailto:heacommunications@hea.ie)  
Version 1.2 March 2026