

Mayo, Sligo and Leitrim Education and Training Board **Brand Guidelines**

The background of the slide is a solid dark teal color. On the right side, there are several large, overlapping, curved shapes in various shades of teal and light green, creating a dynamic, organic pattern that resembles stylized waves or leaves.

Section 1

Strategy and architecture



Brand strategy

This brand strategy provides a clear framework for how MSLETB communicates and presents itself.

It ensures clarity in our messages, consistency across all channels, confidence in how we represent our work, and efficiency in how we create and share communications.

Positioning statement

Mayo, Sligo and Leitrim Education and Training Board (MSLETB) is the statutory authority for education and training across our region. We provide inclusive, high-quality, and innovative learning opportunities that serve people at every stage of life.

As a trusted public body, we are committed to developing skills, supporting progression, and driving social and economic growth.

Tagline

Opportunities
for life

Example variants

Opportunities for Mayo
Opportunities for Sligo
Opportunities for Leitrim

Mission

To provide those in our communities with opportunities for enhancing their learning, life and living.

Vision

To be an innovative and dynamic ETB providing a positive and inclusive experience for all our learners, within a professional, caring and collaborative education and training environment.

Values

Quality
Professionalism
Collaborative
Proactivity
Inclusivity

Personality: The empowering guide

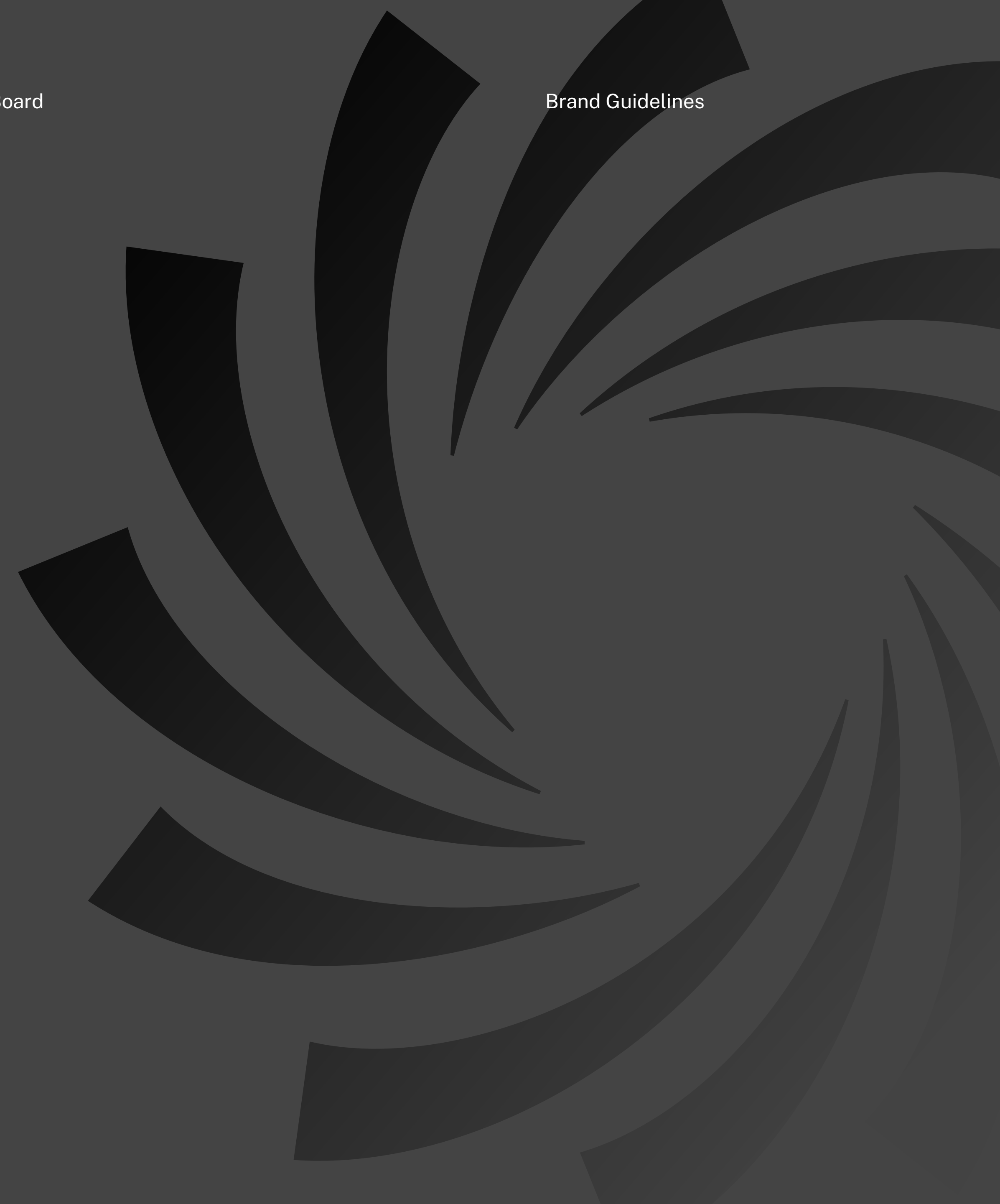
Our personality is defined by accessible expertise and a practical, future-focused outlook. We guide learners and communities to real opportunities through high-quality teaching, responsive supports and strong partnerships with employers and providers. We remove barriers, open doors and help people progress with confidence.

Tone of voice

We are passionate and grounded: Show real outcomes rather than big claims
Respectful and inclusive: We listen as well as communicate
Visionary: Confident and proactive steps
Practical: Honing employable talents and skills

Section 2

Corporate brand



Logo

The corporate brand represents MSLETB as a whole, unifying all services, programmes, and communications under one clear and consistent identity.

This is our primary logo.
It should be the most
commonly used version
across all applications,
ensuring clear, consistent
recognition of the
MSLETB brand.



MSLETB

Bord Oideachais agus Oiliúna

Mhaigh Eo, Shligigh agus Liatroma

Mayo, Sligo and Leitrim

Education and Training Board

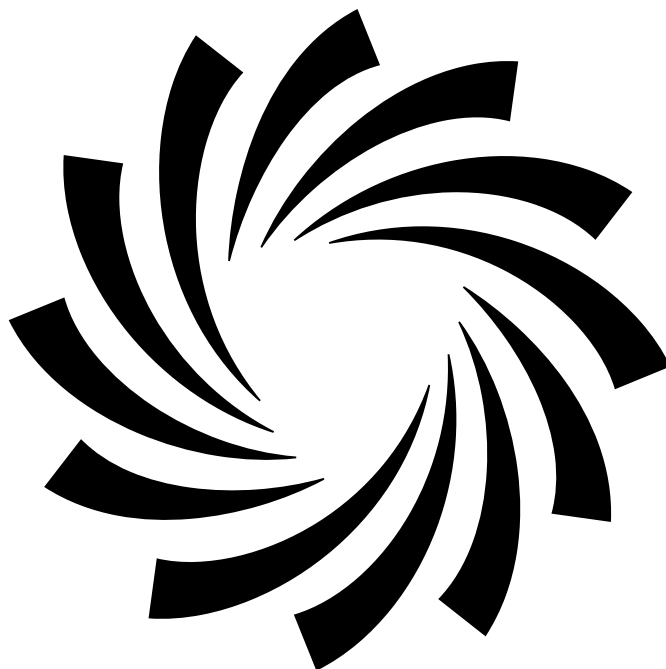
The stacked logo is used when horizontal space is limited. It offers a flexible alternative while keeping our brand clear and consistent.



MSLETB

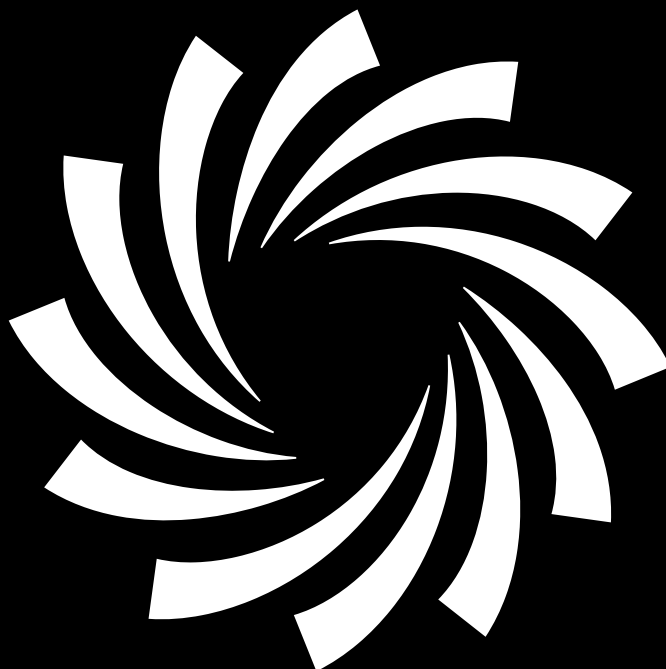
Bord Oideachais agus Oiliúna
Mhaigh Eo, Shligigh agus Liatroma
Mayo, Sligo and Leitrim
Education and Training Board

The mono logo is a single-color version of our logo. It should only be used when color reproduction is not possible, such as in limited printing or technical constraints. Wherever possible, the full-color logo should be used instead.



MSLETB

Bord Oideachais agus Oiliúna
Mhaigh Eo, Shligigh agus Liatroma
Mayo, Sligo and Leitrim
Education and Training Board



MSLETB

Bord Oideachais agus Oiliúna
Mhaigh Eo, Shligigh agus Liatroma
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Use the icon only in contexts where our brand is already well established. It provides a compact and recognizable shorthand for the brand.



Sub-logos can be used to denote locations, faculties and departments.



MSLETB

Ainm as Gaeilge

Name in English

To preserve our brand value and build brand recognition, we should strive to always display our logo in the best way possible.

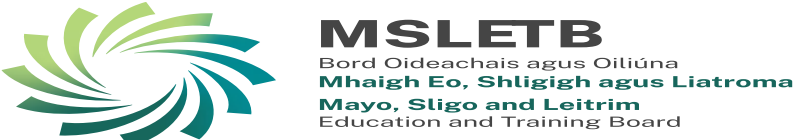
Listed here are a number of ways in which our logo could be misused and we should avoid such examples.



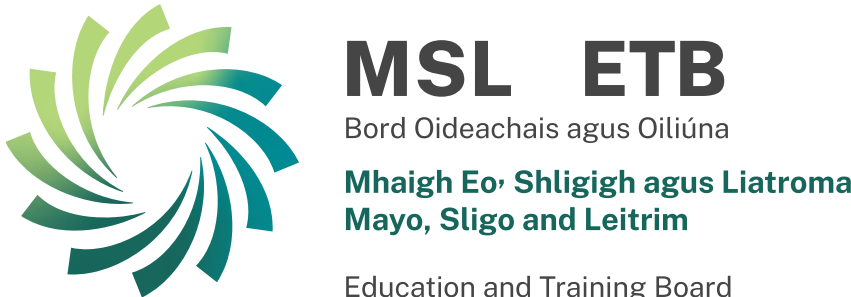
Correct display of our logo 



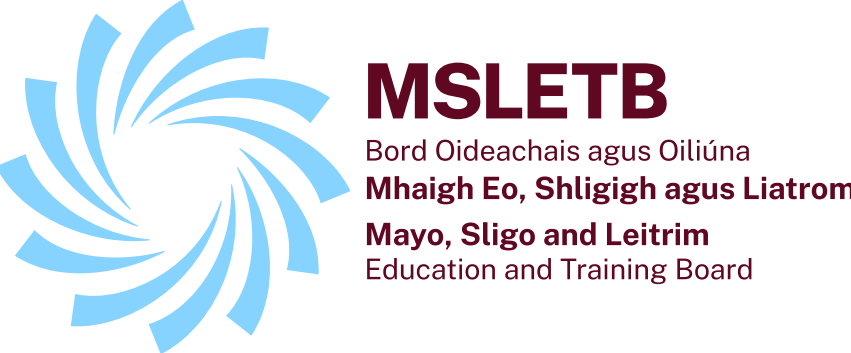
Do not alter the typography 



Do not stretch our logo 



Do not alter the positioning of the letters 



Do not alter the colours of our logo 



Do not display our logo at skewed angles 



Do not use low-resolution files 



Do not use low contrast colour combinations 



Do not add gaudy effects such as drop-shadows 

In order to avoid visual clutter, an area of minimum free space should be maintained around our logo.



Corporate brand assets

Our brand assets define the visual elements that shape MSLETB communications. From colour and typography to iconography and supporting graphics, these assets work together to create a consistent, recognisable, and accessible brand across all touch-points.

These are our primary brand colours, they are the most recognizable colours in our palette and should be the most frequent colours used.

PMS: Black RGB: 0.0.0 HEX: #000000 CMYK: 0.0.0.100	PMS: 561 RGB: 23.102.92 HEX: #17665C CMYK: 87.40.64.25	PMS: 326 RGB: 3.139.145 HEX: #038B91 CMYK: 83.27.42.3	PMS: 374 RGB: 181.215.122 HEX: #B5D77A CMYK: 32.0.68.0
PMS: White RGB: 255.255.255 HEX: #FFFFFF CMYK: 0.0.0.0	PMS: 447 RGB: 68.68.68 HEX: #444444 CMYK: 0.0.0.85	PMS: 407 RGB: 150.149.148 HEX: #969594 CMYK: 35.30.32.10	PMS: Warm Gray 1 RGB: 233.233.227 HEX: #EAE9E3 CMYK: 7.5.8.0

Our secondary colours can be used in conjunction with our primary palette. They provide added flexibility in our communications while maintaining clear accessibility standards.

PMS: 350 RGB: 25.61.38 HEX: #193d26 CMYK: 85.45.85.55	PMS: 294 RGB: 0.49.102 HEX: #003166 CMYK: 100.74.0.45	PMS: 2112 RGB: 56.31.93 HEX: #381f5d CMYK: 90.100.30.30	PMS: 7421 RGB: 96.7.34 HEX: #600722 CMYK: 36.100.71.55	PMS: 483 RGB: 108.30.16 HEX: #6c1e10 CMYK: 30.92.100.50	PMS: 147 RGB: 115.90.50 HEX: #735a32 CMYK: 45.55.85.30
PMS: 7482 RGB: 25.165.90 HEX: #19a55a CMYK: 80.7.90.0	PMS: 285 RGB: 20.135.255 HEX: #1487ff CMYK: 100.30.0.0	PMS: 2577 RGB: 165.124.210 HEX: #a57cd2 CMYK: 38.55.0.0	PMS: 1787 RGB: 227.62.83 HEX: #e33e53 CMYK: 6.90.62	PMS: 165 RGB: 245.105.40 HEX: #f56928 CMYK: 0.68.96.0	PMS: 122 RGB: 255.206.57 HEX: #ffce39 CMYK: 0.18.90.0
PMS: 351 RGB: 143.223.165 HEX: #8fdfa5 CMYK: 43.0.46.0	PMS: 291 RGB: 135.212.255 HEX: #87d4ff CMYK: 43.4.0.0	PMS: 2635 RGB: 202.180.230 HEX: #cab4e6 CMYK: 19.30.0.0	PMS: 1895 RGB: 249.175.212 HEX: #f9afd4 CMYK: 1.40.0.0	PMS: 713 RGB: 255.189.135 HEX: #ffbd87 CMYK: 0.28.49.0	PMS: 2001 RGB: 255.233.148 HEX: #ffe994 CMYK: 05.50.0

All color combinations within our color palette are designed to meet WCAG accessibility standards, ensuring sufficient contrast and legibility.

This guide shows how to apply color combinations correctly so content remains clear, usable, and inclusive for all audiences.

AAA Large AAA Normal AAA Large AA Normal AA Large	AAA Large AAA Normal AA Large	AA Large AAA Large AA Normal	AAA Large AAA Normal AA Large
AAA Large AAA Normal AA Large AAA Large AAA Normal	AAA Large AAA Normal AA Large	AA Large AA Large AAA Large AA Normal	AAA Large AAA Normal AAA Large AAA Normal

All color combinations within our color palette are designed to meet WCAG accessibility standards, ensuring sufficient contrast and legibility.

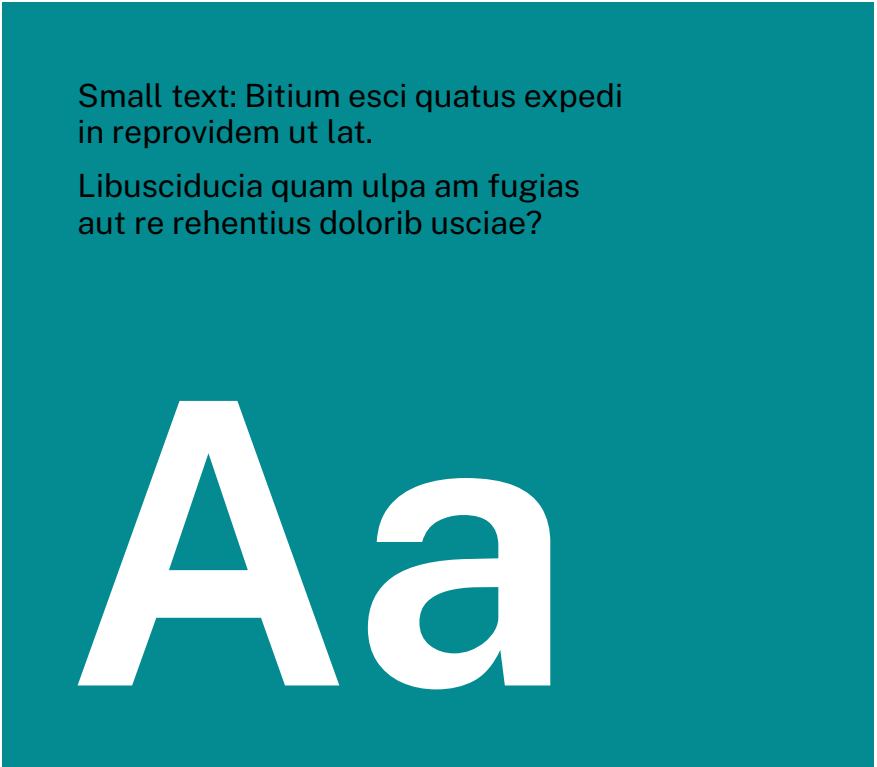
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AAA Large AAA Normal AAA Large AAA Normal AA Large	AAA Large AAA Normal AAA Large AAA Normal AA Large	AAA Large AAA Normal AAA Large AAA Normal AA Large	AAA Large AAA Normal AAA Large AAA Normal AA Large	AAA Large AAA Normal AAA Large AAA Normal AA Large	AAA Large AAA Normal AAA Large AA Normal AA Large
AAA Large AA Large AAA Large AA Normal	AAA Large AA Large AAA Large AA Normal	AAA Large AA Large AAA Large AA Normal	AAA Large AA Large AAA Large AA Normal	AAA Large AA Large AAA Large AA Normal	AA Large AAA Large AA Normal
AAA Large AAA Normal AAA Large AAA Normal	AAA Large AAA Normal AAA Large AAA Normal	AAA Large AAA Normal AAA Large AAA Normal	AAA Large AAA Normal AAA Large AAA Normal	AAA Large AAA Normal AAA Large AAA Normal	AAA Large AA Normal AAA Large AAA Normal



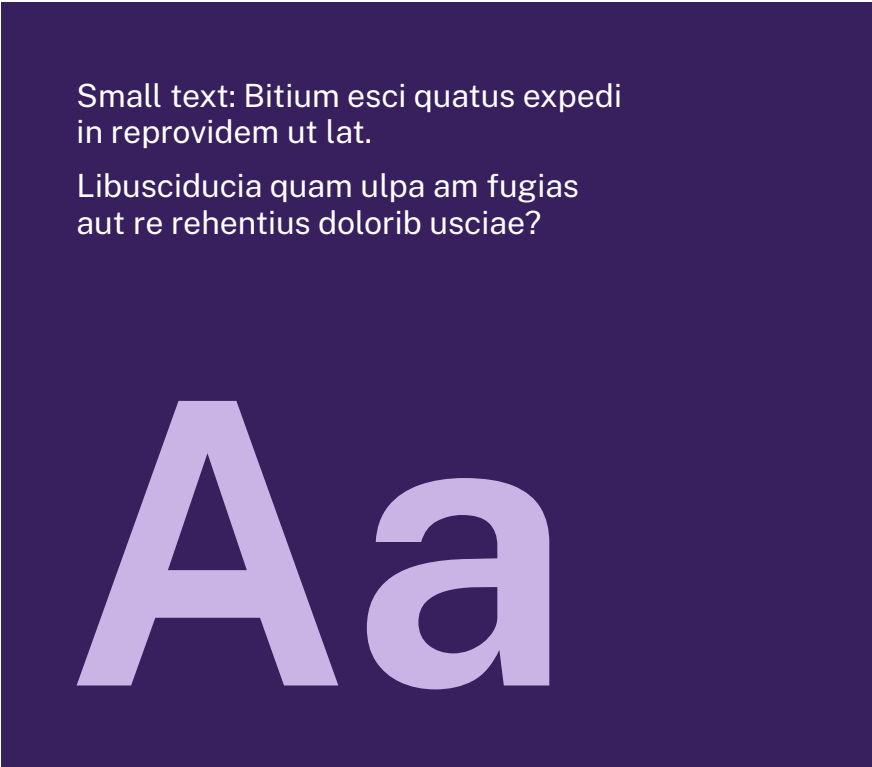
High contrast colour combinations

✓



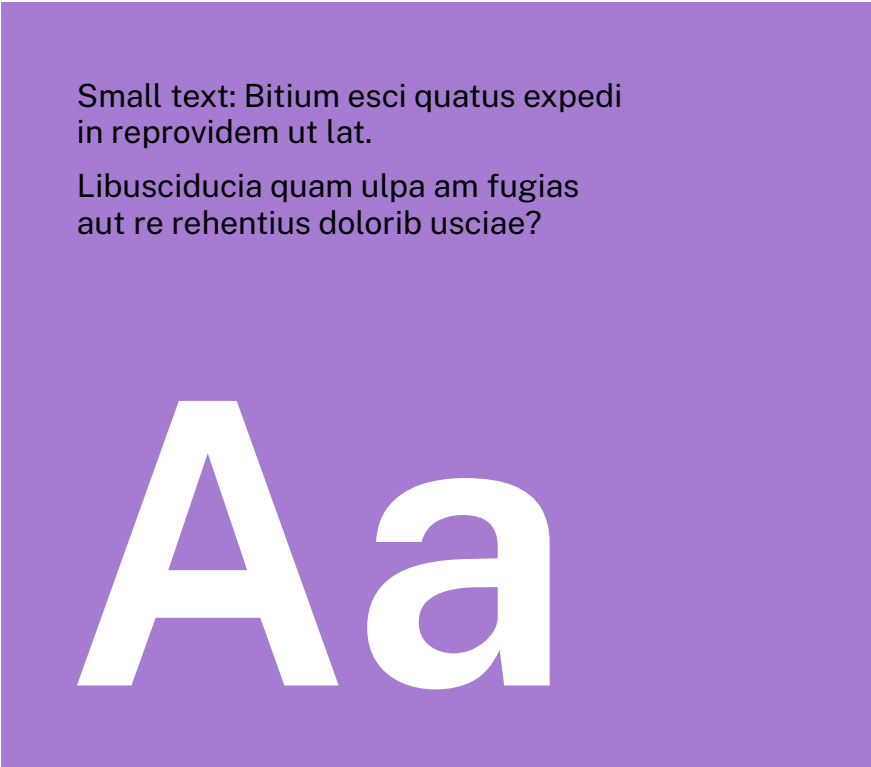
High contrast colour combinations

✓



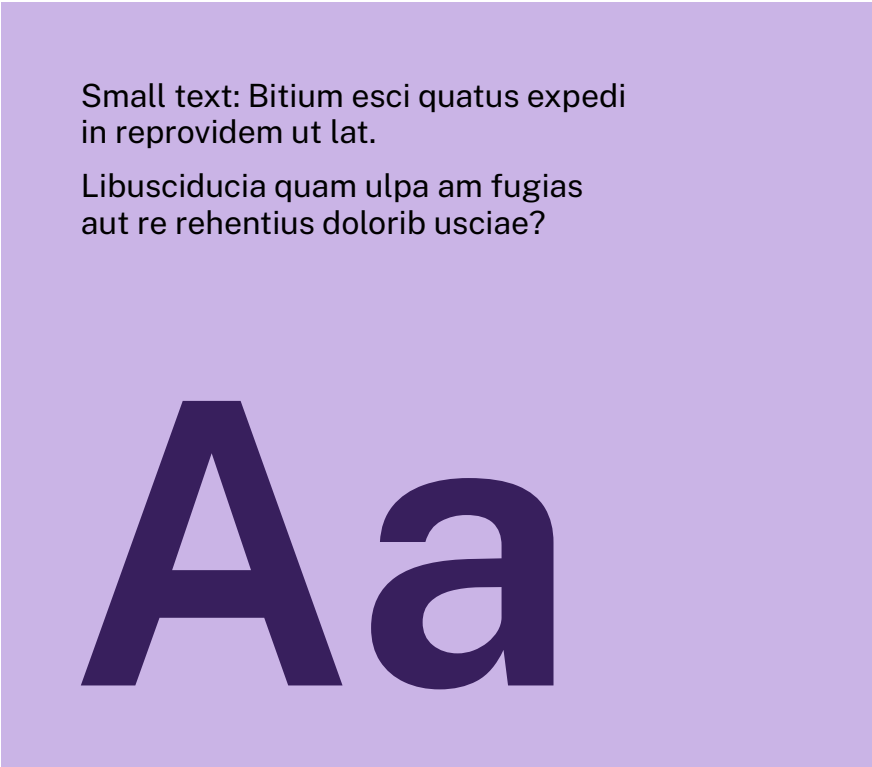
High contrast colour combinations

✓



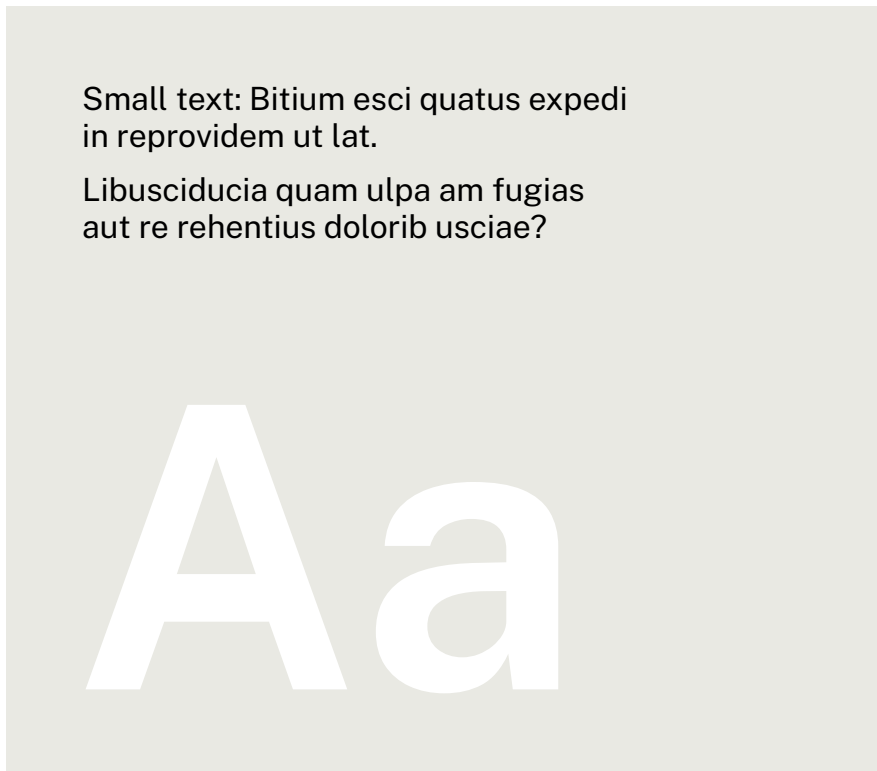
High contrast colour combinations

✓



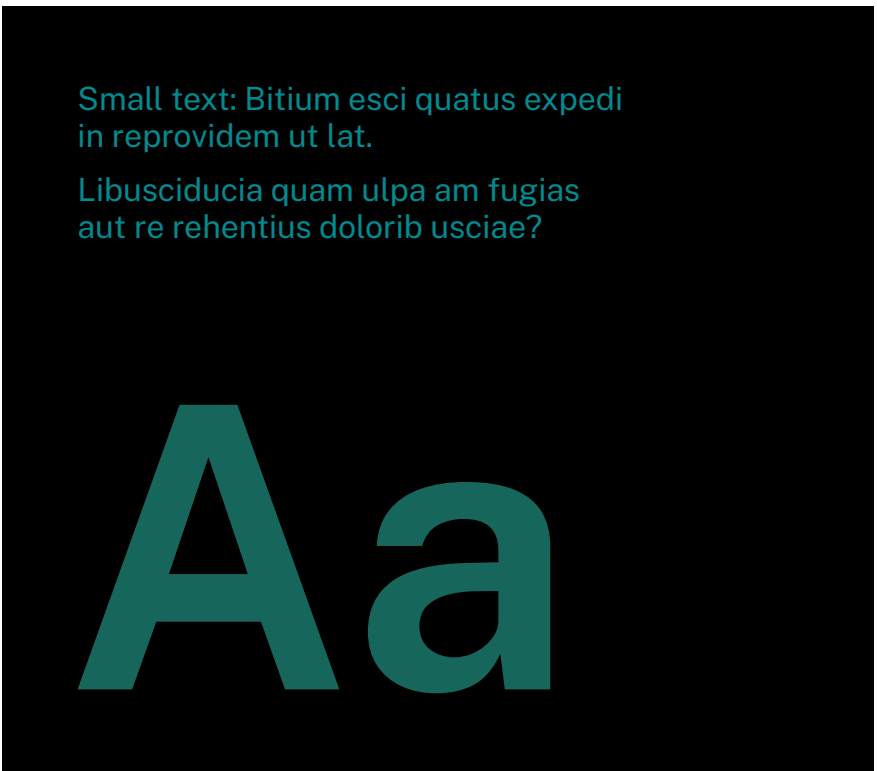
High contrast colour combinations

✓



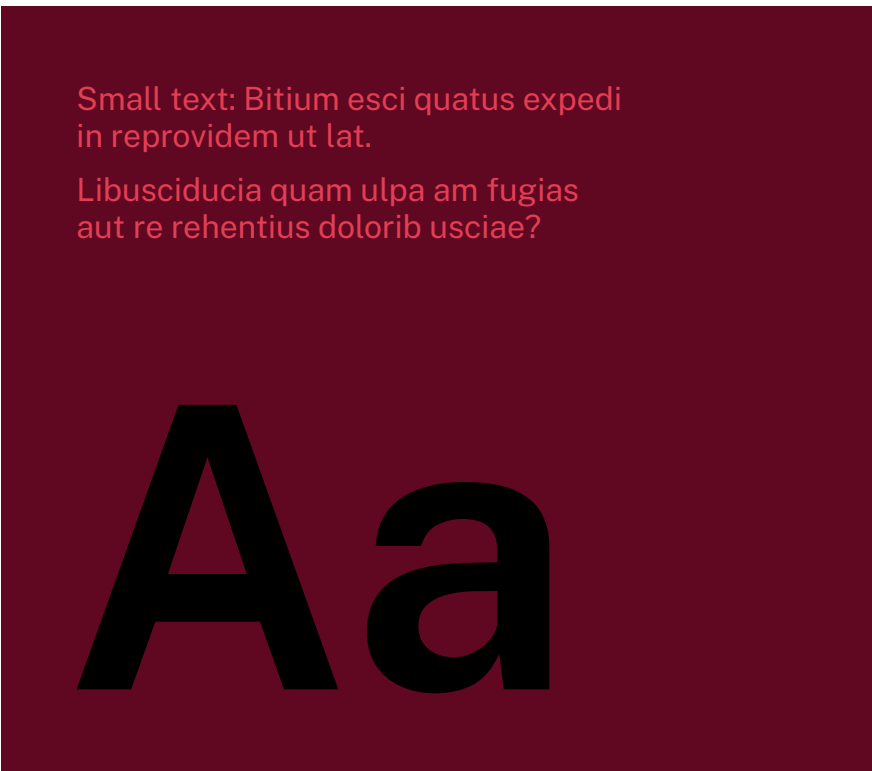
Low contrast colour combinations

✗



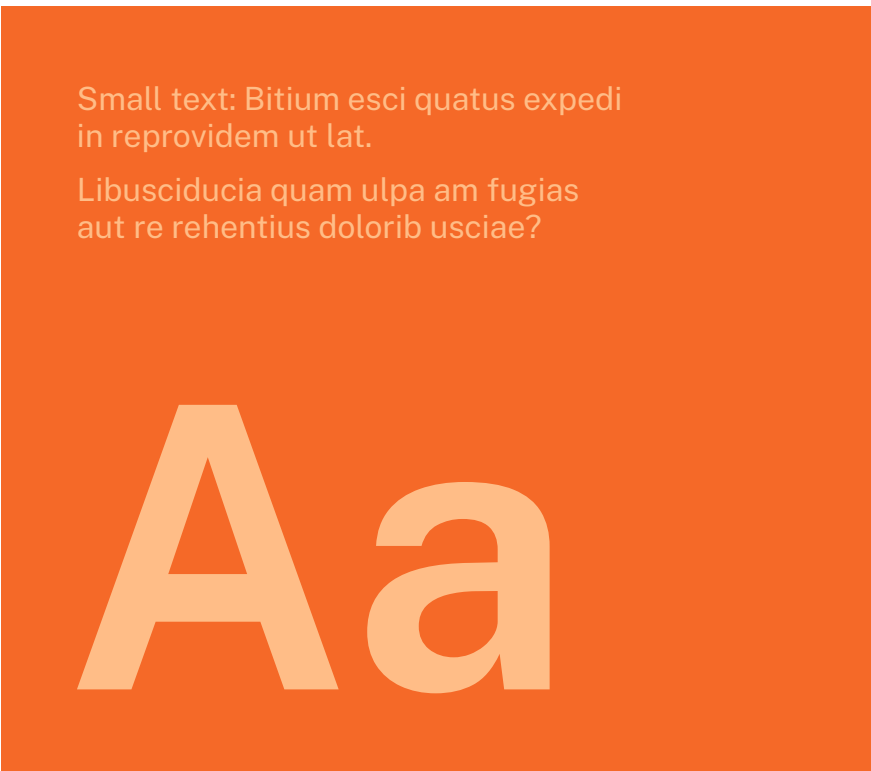
Low contrast colour combinations

✗



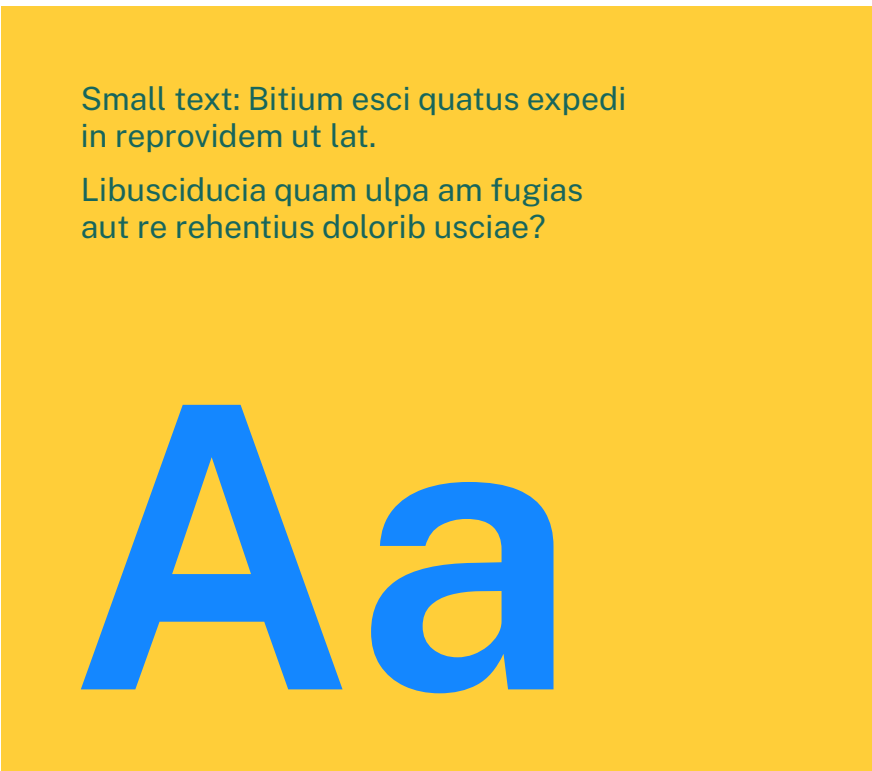
Low contrast colour combinations

✗



Low contrast colour combinations

✗



Mix and matching colours from other triads

✗

Public Sans is our brand typeface. It is a versatile san serif typeface with a large font family.

Public Sans works well at large scales, for bold headlines, as well as for smaller paragraphs of text.

Public Sans can be freely downloaded [here](#).

Black	<i>Italic</i>
Bold	<i>Italic</i>
Semibold	<i>Italic</i>
Medium	<i>Italic</i>
Regular	<i>Italic</i>
Light	<i>Italic</i>
Thin	<i>Italic</i>

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

Public Sans

Aa

Newsreader is our secondary typeface. A readable and accessible serif typeface with a large font family.

Newsreader is perfectly suited for long-form paragraph text.

Newsreader can be freely downloaded [here](#).

Extrabold	<i>Italic</i>
Bold	<i>Italic</i>
Semibold	<i>Italic</i>
Medium	<i>Italic</i>
Regular	<i>Italic</i>
Light	<i>Italic</i>
Extralight	<i>Italic</i>

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

Newsreader

Aa

System alternative
typefaces

When either primary or secondary font is not available, please revert to these defined system fonts, readily available on all Microsoft applications.

San Serif

Aptos

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

Serif

Georgia

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

Line-height is the space between lines of text. It can greatly affect the readability of the typography.

Line-height of text should be reduced as the size of the text increases. For body text, the line-height should increase to ensure the text is easily readable.

You can use this guide to determine your line-height at different scales.

Type size: 100pt +
Line-height: 100%

Short, sharp headlines

Type size: 28pt
Line-height: 110%

Ique cullica eceruptaqui videnduciur, quid
es evellatus doles cuptatem simpe natusda
epudant, est hariorior aut am nusciis molo
minctius es magnatu sandebis mos veles.

Type size: 18pt
Line-height: 120%

Ique cullica eceruptaqui videnduciur,	Ique cullica eceruptaqui videnduciur,
quid es evellatus doles cuptatem	quid es evellatus doles cuptatem
simpe natusda epudant, est hariorior	simpe natusda epudant, est hariorior
aut am nusciis molo minctius es	aut am nusciis molo minctius es
magnatu sandebis mos veles eum nam	magnatu sandebis mos veles eum nam
experrovit, sunt fugiam.	experrovit culpa.

Avoid extreme gaps between lines of text for both headlines and paragraphs.

To provide those in our communities with opportunities for enhancing their learning, life and living.

Avoid overly wide tracking, this leaves too much space between letters.

To provide those in our communities with opportunities for enhancing their learning, life and living.

Avoid overly tight line-heights for both headlines and paragraphs.

To provide those in our communities with opportunities for enhancing their learning, life and living.

Avoid using justified bodies of text. This can create an inconsistent flow from line to line.

To provide those in our communities with opportunities for enhancing their learning, life and living.

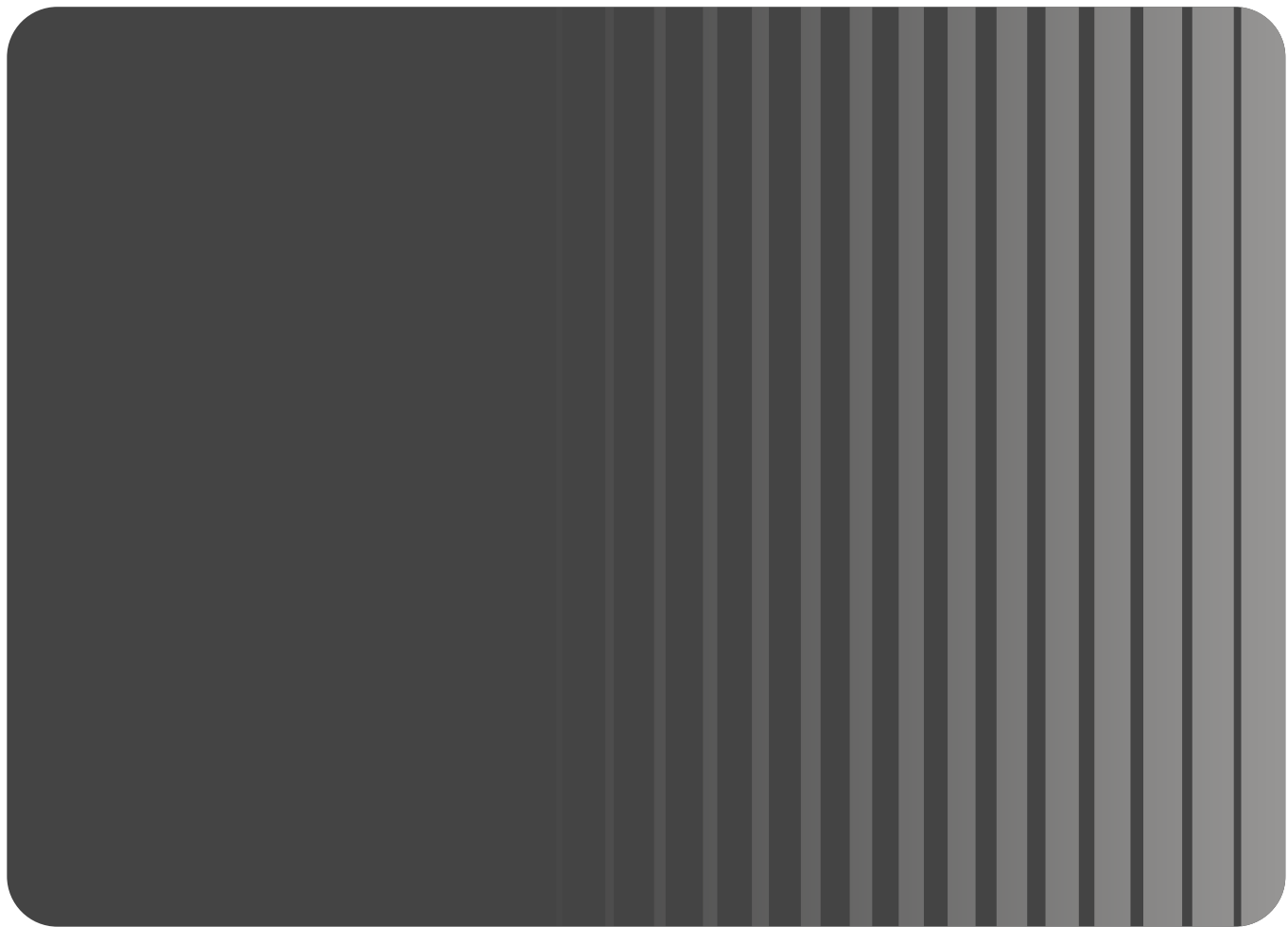
Avoid using multiple colors with text.

To provide those in our communities with opportunities for enhancing their learning, life and living.

Do not set paragraphs in all caps.

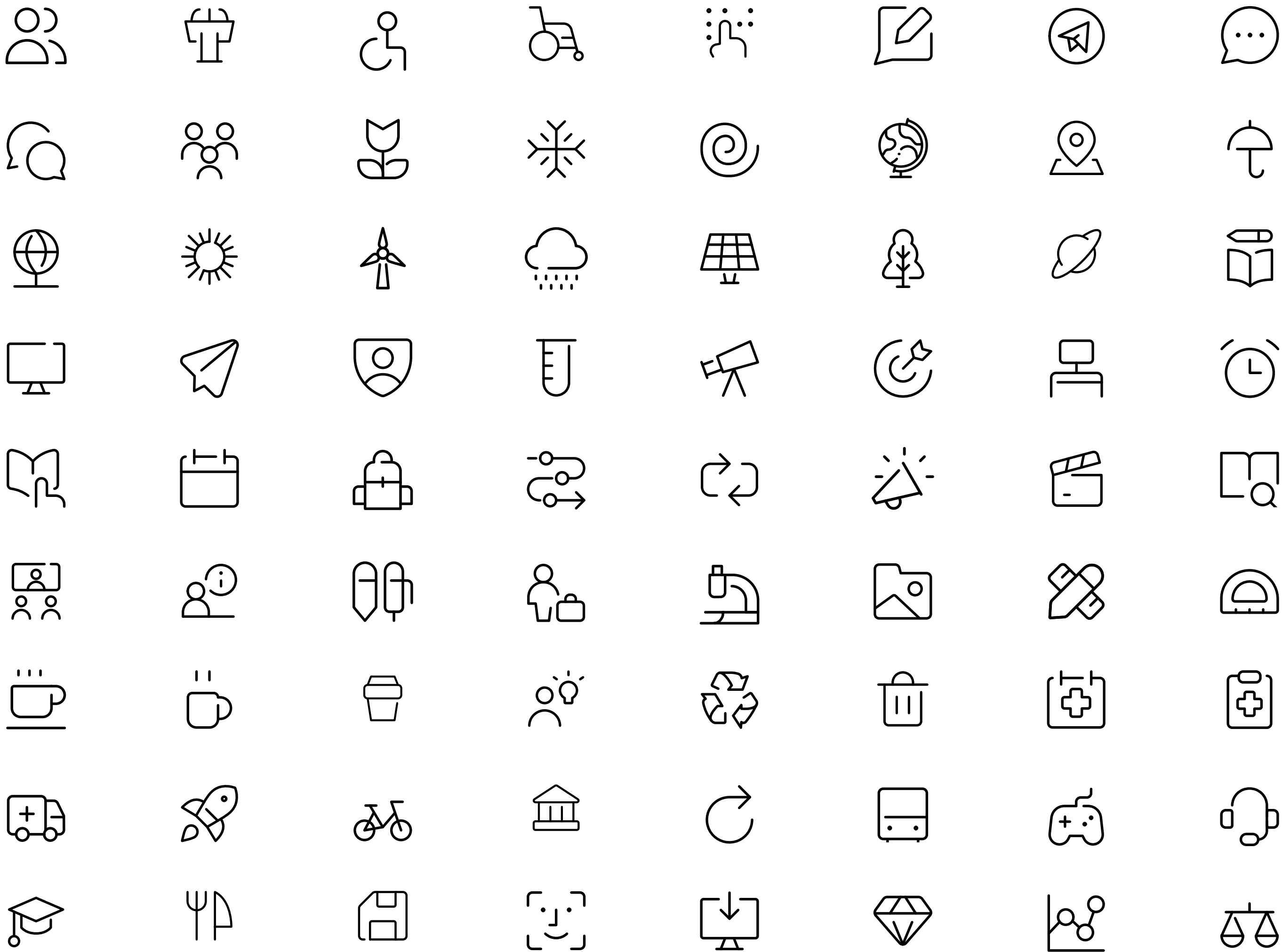
TO PROVIDE THOSE IN OUR COMMUNITIES WITH OPPORTUNITIES FOR ENHANCING THEIR LEARNING, LIFE AND LIVING.

We have developed a suite of geometric patterns based on our logo-mark. These can be used as static elements and in motion.



We use a suite of line icons designed to support navigation and feature communication, ensuring information remains clear across all touchpoints.

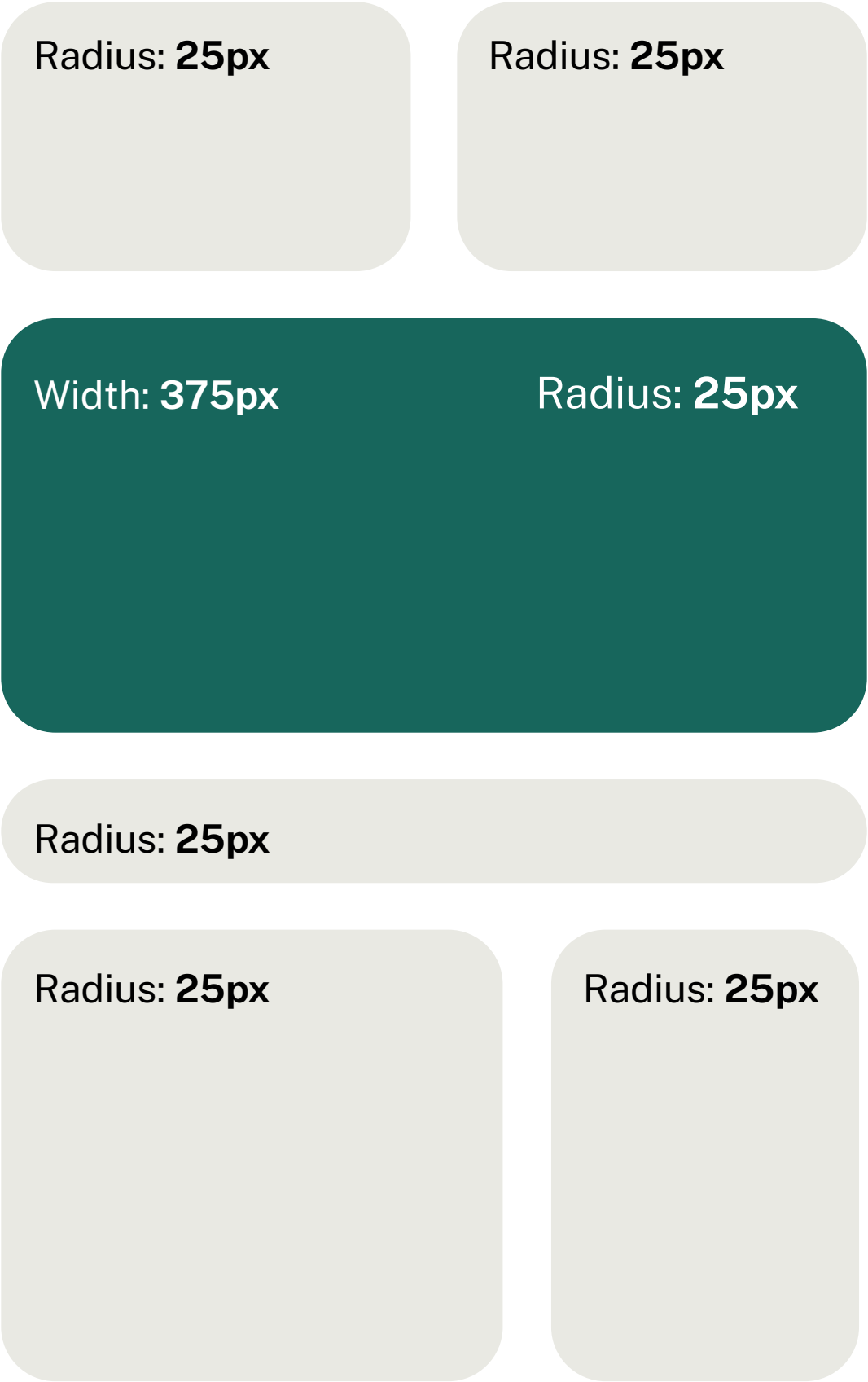
A full suite of icons can be freely downloaded [here](#).



Rounded corners are a consistent visual device across our brand. They help create a softer, more approachable feel to our communications.

These guidelines outline how corner radius should be applied and scaled to ensure visual consistency.

Rule of thumb: A consistent corner radius should be used across multiple objects grouped together



Rule of thumb: Corner radius will need to be adapted according to the scale of an artboard, so keep corners 1/15 of the longest side of an object.

Example
675px wide/15 = **45px corner**
375px wide/15 = **25px corner**



Avoid either extreme when rounding objects. Most important is that objects that appear together have a consistent corner radius.



Photography

Photography is not decoration, it is content and a powerful communicative tool. Photography plays a central role in how we tell our story, helping to show the people, places, and experiences that define MSLETB in an authentic and engaging way.

Photography is a powerful medium to showcase our people, our approach, the work that we do, and its impact in our wider community.

When representing MSLETB through imagery it is important we are authentic and relatable.

Our photography should be;

Authentic
Insightful
Energetic
Relatable

Our photography should not be;

Generic
Forced
Unconsidered
Clichéd



We are passionate about the ways we learn.

Our Imagery should showcase our inclusive and active learning environments, It should celebrate the excitement of shared discovery.

Do

Use naturalistic lighting and small details like props or tools suitable to real learning environments.

Don't

Don't over-dramatize situations or exaggerate emotion.



Our spaces support how people learn and grow.

Our imagery should showcase the range of our environments, from classrooms and workshops to outdoor and community settings.

Do
Show real facilities in use, capturing a mix of environments and activities that highlight the breadth of what we offer.

Don't
Avoid overly staged or idealized scenes that do not reflect how our facilities are actually used.



Our people are at the heart of everything we do.

Our imagery should celebrate the diversity, energy, and culture of our community. It should feel warm, open, and authentic, reflecting real connections, shared experiences, and a strong sense of belonging.

Do

Capture genuine moments of interaction, showing people connecting, collaborating, and expressing themselves in natural, everyday settings.

Don't

Avoid forced interactions that feel unnatural or fail to reflect the real spirit of our community.



We celebrate moments of progress and achievement.

Our imagery should capture key milestones across our community, from graduations and awards to visits and events. It should highlight the impact of our work, reflecting pride, recognition, and the real outcomes of learning and collaboration.

Do

Capture authentic moments of achievement, focusing on people, emotion, and the significance of the occasion.

Don't

Avoid unnecessary props, branded displays, or clutter that distracts from the people and the moment.



We lead conversations that shape the future.

Our imagery should capture moments of discussion, collaboration, and shared thinking across our network. It should reflect leadership in action, showing people engaging, contributing, and driving ideas forward in meaningful ways.

Do

Show active moments of engagement, capturing speakers, audiences, and interactions that reflect energy, focus, and exchange.

Don't

Avoid relying on posed group shots or formal line-ups.



Time to get your phone out.

Our imagery should feel native to social platforms, capturing real moments as they happen. It should prioritise authenticity, energy, and connection, showing our culture in action through informal content.

Do
Use phone footage and direct-to-camera moments that feel natural and unfiltered.

Don't
Avoid logos, motion graphics, or polished branded elements that disrupt the content.



Photography and video are powerful tools for telling a wide-ranging story about our people, places, and impact. To ensure this story is clear and effective, it is important to avoid certain pitfalls.



✗ **Stock imagery**
Stock images are generic and bear no relation to the real work we do.



✗ **Fully AI generated imagery**
AI-generated visuals can misrepresent people and environments, reducing trust and credibility.



✗ **No focal point**
Images without a clear subject make it difficult to understand what is important.



✗ **Incorrect exposure**
Poorly exposed images reduce clarity and make content harder to engage with.



✗ **Visual clutter**
Images with unnecessary detail, signs, banners, or large bodies of text distract from the subject.

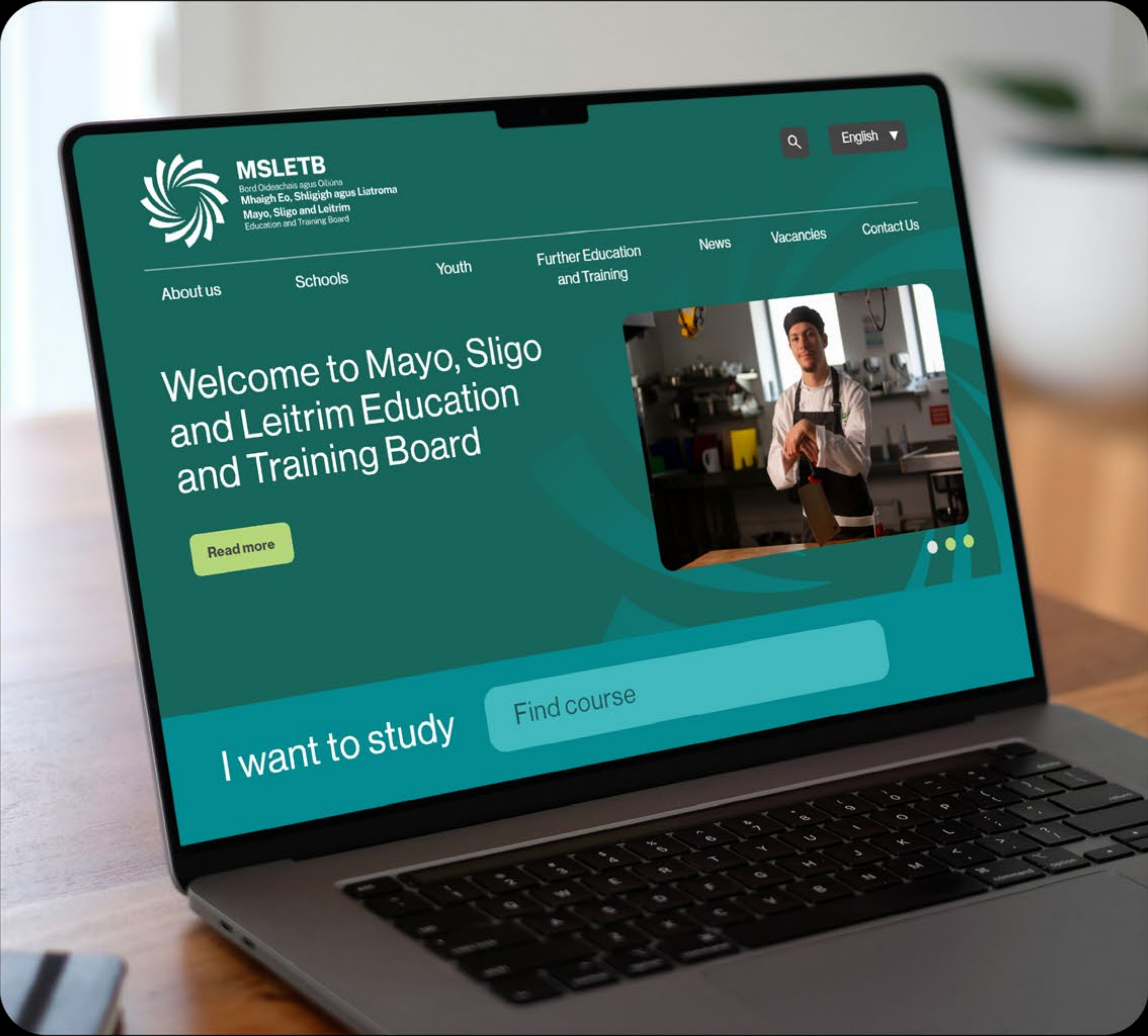
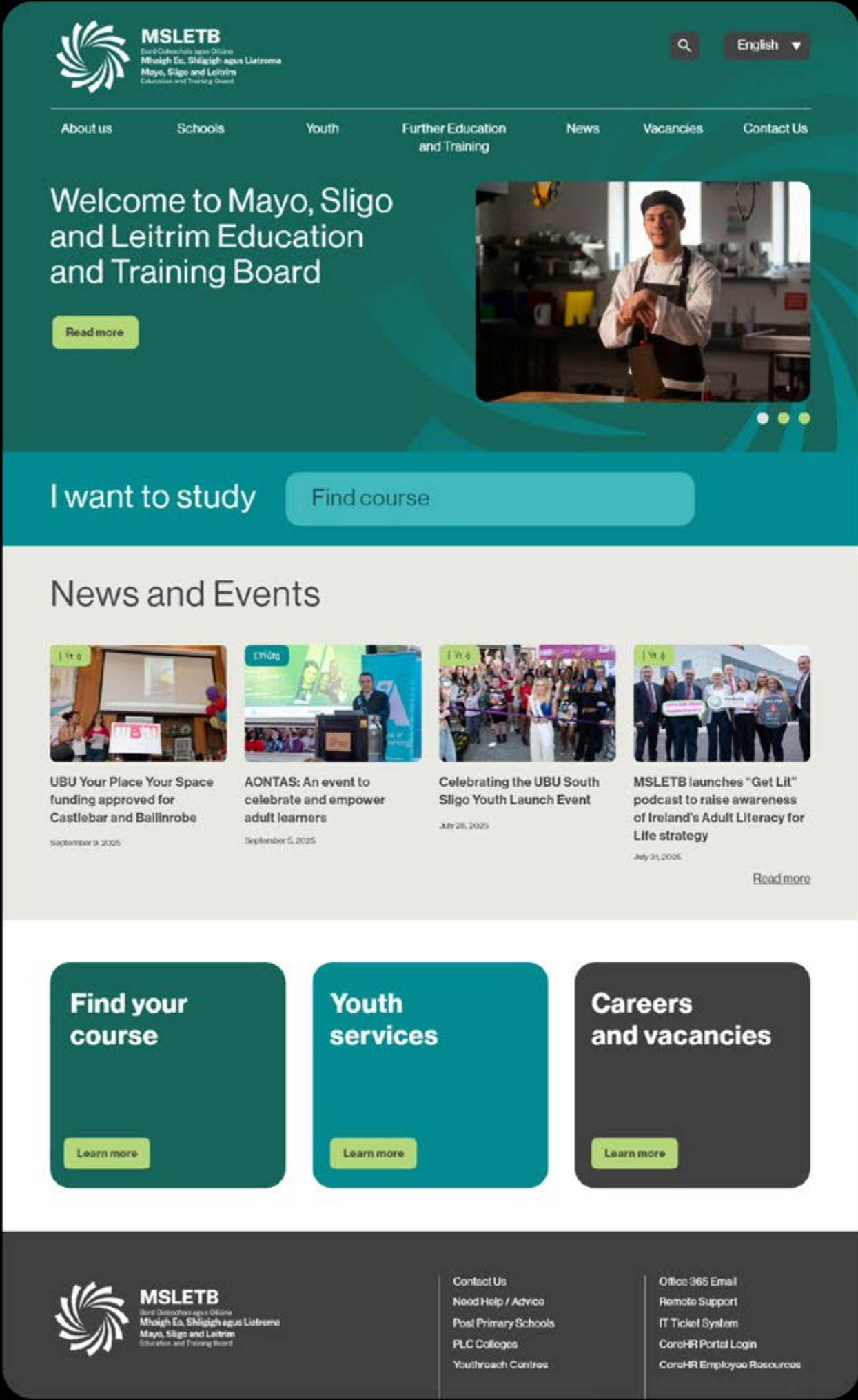


✗ **Harsh lighting**
Harsh lighting or direct flash can create unflattering results.

Sample application

How our brand comes together in real-world use. It demonstrates how our brand system works across different touch-points.

These examples are not exhaustive, but they provide clear reference points to help teams apply the brand confidently, consistently, and with intent.



Thank you

