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 the Department of Agriculture, Food and the Marine, 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.

In 2020, on the receipt of legal advice, the Programme’s name changed from ‘Walsh Fellowships’ to ‘Walsh Scholarships’ to ensure the stipend payments to Walsh Scholars are exempt from tax and are in line with relevant legislation.

Further information
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 identify comprise the iconic W and the words ‘Walsh Scholarships Programme’, with an underline.
Your printer will need the Pantone number.
The RGB and web safe colours are needed to reproduce colours for the web.

### Primary colours

<table>
<thead>
<tr>
<th>Pantone number</th>
<th>RGB reference</th>
<th>Web safe colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7488</td>
<td>R: 113 G: 213 B: 76</td>
<td>#71D54C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone number</th>
<th>RGB reference</th>
<th>Web safe colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 281</td>
<td>R: 0 G: 32 B: 92</td>
<td>#00205C</td>
</tr>
</tbody>
</table>

### Secondary colours

<table>
<thead>
<tr>
<th>Pantone number</th>
<th>RGB reference</th>
<th>Web safe colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 169-2</td>
<td>R: 214 G: 212 B: 210</td>
<td>#D6D4D2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone number</th>
<th>RGB reference</th>
<th>Web safe colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 151</td>
<td>R: 255 G: 137 B: 62</td>
<td>#FF893E</td>
</tr>
</tbody>
</table>
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’ used 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 Scholarship Programme logo and the Teagasc logo via the Teagasc public website. It is also available to all staff and Teagasc-based Scholars via the TNet. 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.

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