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NEWSLETTER

14th March 2022

Spotlight: Identity and Branding

SETU Branding

Our new technological university will be known as South East Technological University (SETU). Following extensive research, conducted by strategic marketing and branding agency MCCP, involving over 2,500 stakeholders including staff, current students, prospective students and their parents, we are building an identity for SETU that is the result of a robust research and engagement process.

Our new identity will be contemporary, exciting and distinctive. Providing a strong sense of place and status in the higher education sector, SETU's brand will be unique. Our new logo says connected, student-centred and collaborative, brought to life through a vibrant and fresh visual language. Our new modern crest symbolises collaboration and connectedness. It represents pathways and connections into, through and beyond education. SETU's brand will be formally revealed on 1st May 2022. Before then our new brand and its development will be shared with you at an upcoming webinar and via domain specific communications. You will receive more information about our new brand and how to use it from your local change network representative. Over the coming weeks design work will continue with our creative partners Red Dog, to develop a suite of roll-out items to support brand launch and beyond. Areas to showcase our new brand will be identified on each campus. As implementation of the brand strategy nears, a brand toolkit and guidelines will be provided to all staff.

SETU Website

Launching on 1st May 2022, the new interim website for SETU will be found at www.setu.ie. Designed with the SETU brand and identity at the forefront, a new, modern, dynamic and responsive website will act as the primary source for course related information, news and events. Visitors to the website will be able to easily navigate to find all the information they require about our new university. Signposting information and links to existing IT Carlow and WIT websites will ensure all content currently available remains fully accessible.

Existing IT Carlow and WIT websites will be rebranded as SETU from 1st May and will continue to operate as normal during the development lifecycle of the full SETU website.

SETU

South East Technological University is the name of our new university.

Abbreviated to SETU, there are no dots or full stops. SETU is pronounced by saying the individual initials rather than an acronym, i.e., S E T U.

You are encouraged to make this naming change when communicating over the coming weeks.



We encourage you to champion our new brand. Proudly showcase it where and when you can. If you have brand related queries please contact John Power, Brand Manager by emailing japower@wit.ie



News from across the SETU programme

Academic & Student

The key areas that the Domain are working on are:

- Creation of the Academic Council for 1st May 2022
- Issuing guidance on Academic and operational protocols for post Establishment Day
- The integration of student support services
- University Teaching and Learning environment appropriate to the values of SETU

Corporate Services

- Estates and Capital signage is now out for tender. Priority will be given to external signage on buildings and entrances.
- SETU procurement thresholds and processes have been agreed.
- SETU staff emails are on track for May.

Research & Innovation

- A review of research policies and procedures is underway, with a view to establishing a combined set of policies and procedures for use by SETU researchers
- A Graduate Student engagement and feedback group will be established. The purpose of this group will be to receive feedback on the Graduate Student experience across the unified campus post-designation.

Meet the SETU Programme Management Office (PMO) Team

Brian Foley

PMO Director

David Ryan

PMO Director

Janet Syms

PMO Administrator



For more information on the above or to share any ideas or concerns, please contact the SETU Programme Management Office at SETUpmo@ie.gt.com