

Maynooth University

Identity and naming conventions

Introduction and key principles	2
Why a new short name?	2
Are any changes being made to the Logo?	3
Is this a change in the legal name?	3
Should I still use the name NUI Maynooth?	3
What will appear on our degrees?.....	3
Naming convention.....	4
Postal Address.....	4
What happens to Departmental logos?.....	5
Is there an Irish version of the logo?	5
New web address.....	5
Email.....	6
Citations and Academic Publications.....	6
Social media addresses	8
Stationery.....	9
Signage.....	9
Staff and Student cards.....	9
Marketing Material	10

Versions of this document.

First version 1 st August 2014	
Revision 8 th August 2014	Corrected spelling of Irish version of the name.
Revision 12 th August	Corrected spelling in headed paper
Revision 21 st August	Amended postal address
Revision 27 th August 2014	New introduction Clarity on long form of university name Amended Citations & Academic Publication section (substantial p5-7)

Introduction and key principles

The new university naming convention, logo and identity will help project a clear and confident sense of who we are. This is critically important as the reputation of the university grows, and as we implement the major developmental initiatives in teaching, research, internationalisation and engagement set out in the University Strategic Plan 2012-17.

The fundamental change is the adoption of a new short form of our name: while we remain the National University of Ireland Maynooth, we are adopting **Maynooth University** (rather than NUI Maynooth) as the common and short name for the university.

A secondary objective is to reinforce the connection between the work of individual departments and the overall mission of the university. For that reason, in normal usage the names of individual departments will be prefixed by the name of the university: e.g. the **Maynooth University Department of Biology, Maynooth University Library, Maynooth University Admissions Office**. While this convention makes our postal address somewhat repetitive, it is important that these new department names are used consistently, and it is worth noting that most of the time we write or utter the name of our department, it is not followed by our full postal address. There is one exception: as described below, for citations and affiliations in formal academic and scholarly publications, the Maynooth University prefix may be dropped from the name of the department.

This change means there are three versions of the university name:

- The common and short form, **Maynooth University**, which will be used on the vast majority of occasions
- The long form **Maynooth University-National University of Ireland Maynooth** which may be used to reinforce the connection with the National University of Ireland especially in situations where the university logo (which makes this connection clear) is not visible
- The legal name **National University of Ireland, Maynooth** which will be used only in formal legal documentation and agreements.

Why a new short name?

The key reason for this change is that we want to have a strong, recognisable and unambiguous identity. At present we are known as “Maynooth”, “NUI Maynooth,” “NUIM”, “Maynooth College” and formally as “National University of Ireland Maynooth”.

When we introduce ourselves to people from other countries, or outside our sector, the formal name is too long, and the short names are unclear. We want to build a strong reputation associated with a clear and recognisable name which clearly says who we are, and that we are a university.

Are any changes being made to the Logo?

While the core elements and colours of the crest remain the same, the University's logo has been updated to incorporate the words "Maynooth University" and "National University of Ireland Maynooth".

There are minor changes to the crest to improve the way it is reproduced and the sundial has been adjusted to make it more accurate. (For the technically minded, the ticks have been aligned to the base of the gnomon).



Is this a change in the legal name?

No. The legal name of the university remains National University of Ireland, Maynooth. We remain part of the NUI, and we will continue to use this full title in formal documents. Maynooth University is our short name to be used in less formal situations.

As a general guide, Maynooth University is likely to be used whenever you would have used NUI Maynooth or NUIM.

What is the correct abbreviation?

The correct abbreviation is MU.

Should I still use the name NUI Maynooth?

No. If we want to establish a clear and consistent identity, we need to standardise our name. We should avoid use of NUI Maynooth in speech and documents as soon as possible after the changeover date of September 1st.

What if I want to make it clear we are the National University of Ireland Maynooth?

The new logo will make that clear in many circumstances. There is also a long form of the university name, **Maynooth University-National University of Ireland Maynooth**, which can be used in situations where the university logo is not visible, such as academic citations and affiliations

What will appear on our degrees?

The degree parchment remains unchanged. It will continue to contain the NUI crest, the University crest and the full name of the University (in Latin).

What are the new naming conventions?

How do we refer to ourselves?

All units in the University: academic departments, faculties, administrative departments, research institutes, centres, clubs and societies will put “Maynooth University” before their name. For example:

Maynooth University Faculty of Social Sciences

Maynooth University Department of Music

Maynooth University Computer Centre

Maynooth University Hamilton Institute

How do I introduce myself?

You should introduce yourself as being from Maynooth University, or from the Maynooth University Department of...

When do I use National University of Ireland Maynooth?

In general, you should refer to yourself as being from Maynooth University.

The long form name Maynooth University-National University of Ireland Maynooth may be used, for example, in the affiliation section of academic publications/citations (see expanded note below). You may also want to use it internationally.

However, National University of Ireland, Maynooth will continue to be used in all legal documentation. A note of detail:

- We use Maynooth University-National University of Ireland Maynooth (without a comma) as our full name.
- Technically our legal name is National University of Ireland, Maynooth (with a comma), and we use this on legal documents.

What is the correct postal address?

The correct postal address for the university is:

Maynooth University,
Maynooth,
Co Kildare,
Ireland.

The correct postal address for a department is:

Maynooth University Department of,
Maynooth University,
Maynooth,
Co Kildare,
Ireland.

The Irish language version of the postal address is:

Ollscoil Mhá Nuad
Maigh Nuad

Co. Chill Dara,
Éire

What happens to Departmental logos?

Some departments have developed their own logos. This makes recognition of our name more difficult, so from 1st September all departments should use the standard Maynooth University logo and departmental logos should not be used.

Research Institute logos

In general, research institutes should also be clearly identified with the university, and should use the same logo and naming conventions. In the short term, the some Research Institutes may continue to use their existing logos until Institutes are re-launched in the 2014-2015 academic year.

Is there an Irish version of the logo?

Yes, there is an Irish version of the logo.



What is the new web address?

The web address for Maynooth University is www.maynoothuniversity.ie .

The web address for all units: academic departments, administrative departments, research institutes, centres etc, will take the format www.maynoothuniversity.ie/departmentname . For example:

www.maynoothuniversity.ie/music

www.maynoothuniversity.ie/library

www.maynoothuniversity.ie/hamilton

Note: You should instruct the Maynooth University Communications & Marketing Office to secure any relevant domain names to be redirected to www.maynoothuniversity.ie . For example, while the web address for AIRO will be www.maynoothuniversity.ie/airo , www.airo.ie should be secured and re-directed to this address.

Do I have to change my departmental web address?

All department URLs have been changed automatically. Re-directs are in place for all departmental homepages, so that www.nuim.ie/departmentname is automatically redirected to www.maynoothuniversity.ie/departmentname.

Do I have to remove all mentions of NUI Maynooth and NUIM from my departmental website?

An automatic programme has replaced all mentions of “NUI Maynooth” and “NUIM” on the website with Maynooth University. The Head of Department and/or Departmental Web Editor are required to review and sense-check their website text.

My departmental website address is widely used

The Computer Centre will set up re-directs for all departmental homepages, so that www.nuim.ie/departmentname automatically redirects to www.maynoothuniversity.ie/departmentname.

All publications in circulation after Sept 1st should use the new web address: www.maynoothuniversity.ie.

What about e-mail?

Where do I get the new e-mail signature?

The new email signature is available from the Maynooth University Communications & Marketing Office website, [here](#).

Will my email address change?

Your current @nuim.ie email address will remain in place for the moment.

In the long term, when the email system is upgraded, we will migrate to a new e-mail address to align with the Maynooth University identity (estimated to be mid 2015). Your @nuim.ie email address will continue to remain active for a minimum of 2 years after the launch of @maynoothuniversity.ie to allow time to communicate your new email address to all relevant parties.

What will happen to departmental email domain names?

Once the new email addresses are available this should be the only email used on our website and promotional material. All other email addresses (such as @thphys.nuim.ie, @eeng.nuim.ie, @cs.nuim.ie) should be phased out.

What are the rules for affiliation and citations in academic publications?

Academic publication is a very particular form of communication to international and specialist audiences. While the University has a postal address for normal use, academic affiliations are complex, often involving multiple units within and beyond the University. The department name need not be prefixed by Maynooth University in these circumstances.

There are two specific formats to describe academic affiliation. These formats may be used in academic and scholarly publications and in presentations to academic seminars, meetings and conferences. The normal postal address should be used in all other circumstances

1. Short Format.

Department of XXX, Maynooth University, Maynooth, Co Kildare, Ireland.

Note that in this option the “Maynooth University” component of the department name is dropped. This format avoids serial repetition of the short form of the University name which may arise when multiple units co-create a publication or authors have multiple affiliations within the University.

2. Long format.

Department of XXX, Maynooth University-National University of Ireland Maynooth, Maynooth, Co Kildare, Ireland.

The purpose of this option is to allow the term “***-National University of Ireland Maynooth***” to be added to the affiliation. This has value in international audiences and has a kudos built up over time with specific partners. A hyphen rather than a comma is used to avoid implication that *Maynooth University* is a separate entity to *National University of Ireland Maynooth*.

I have a paper/book/ article accepted for publication or I have work in revision using my previous departmental name. Do I need to change it?

No. The change applies to work submitted for publication after September 1st 2014. Publications already under review or advanced in the publication process need not be altered or may be done so at your discretion.

Will this result in bibliometric databases losing my individual or departmental citations?

No. Detailed guidelines are available at <https://www.maynoothuniversity.ie/research/research-development-office/policies>. However, the following should give some guidance:

Individual level: Your personal name, and the word “Maynooth” as components of your affiliation, remain unchanged. So you should not lose any citations. Most search databases are now sufficiently sophisticated to capture all the variations of our name (eg SCOPUS, INCITES, Harzing’s Publish or Perish, Google Scholar).

University/Departments/Institute level: For grant awarding agencies, for quality reviewers or for external reporting at the University level, we capture almost all conceivable variations of the University name (including Irish and English versions). The Maynooth University Research Development Office can help departments make historic comparisons if needed, and can also provide advice on how to perform such comparisons consistently. We are briefing external organisations (HEA, SFI etc) on the name changes and how to best capture our outputs, but again as we retain the word “ Maynooth” in the affiliation we do not expect any loss or disappearance.

If you encounter a problem in this regard or discover a problem we have not foreseen please contact the Maynooth University Research Development Office.

I am applying for funding to a national agency how should I describe the University?

Detailed guidelines for describing your affiliation will be available on <https://www.nuim.ie/research/research-development-office/policies> from 1st September 2014. There should be no major issues. Briefly, “Maynooth University” can be used as the short form description throughout your application (usually in the body of the text). One important exception arises where the legal name of the University is specifically requested (usually in a box on the first

page or first screen for an online application); in such instances, you should use “National University of Ireland, Maynooth”. Again If you need clarification or encounter difficulties please contact the Maynooth University Research Development Office.

I am applying for funding from Horizon 2020, ERC or another European agency in 2014, how should I describe the University?

This section relates to the specific issues linked to submission of European funding requests in 2014 only. Detailed guides for describing your affiliation will be available at <https://www.nuim.ie/research/research-development-office/policies>. Briefly if you are planning an ERC or Horizon 2020 application for the period September to December 2014, you should already be working with a development office on your application. The University’s legal name remains unchanged (ie the name used in “Part A” documents). With regard to the short form, to minimise any disruption, the office will advise you on short form and acronym use (i.e. in “Part B” documents), depending on the scheme and the submission dates. You should consult with the Maynooth University Research Development Office as you prepare your application. The changes should not be a significant issue as long as your application is consistent.

Will the change have a negative impact on citation indices?

No. As long as researchers use the formats above then citations should not be lost (because the individual’s name and the word “Maynooth” as components of the address remain unchanged). We expect no loss of citations.

Over the last number of years we have instructed the key search databases (eg SCOPUS, INCITES, Harzing’s Publish or Perish, Google Scholar etc) to capture all the existing variations of our name. Reinforcing a standard structure for citations will only help streamline and improve the capture of relevant citations to the University.

What is the preferred approach to social media addresses?

The social media names for departments and institutes will take the following formats:

FaceBook

www.facebook.com/MaynoothUniversityDepartmentName, for example:

www.facebook.com/MaynoothUniversityMusic, www.facebook.com/MaynoothUniversityLibrary

www.facebook.com/MaynoothUniversityHamilton

Twitter

@MU_Department (to a maximum of 15 characters), for example:

@MU_Music

@MU_Library

@MU_Hamilton

Departments should liaise with the Maynooth University Communications & Marketing Office to clarify any questions regarding their social media names.

Stationery

Is new Maynooth University stationery being developed?

Yes. Templates for Maynooth University stationery, including letterhead, compliment slips and business cards have been developed and are available for order through the University approved stationery suppliers and printers. Department should contact the Maynooth University Communications & Marketing Office in the first instance to order stationery. From September 1st 2014 only Maynooth University stationery should be used for external communication.

Are electronic templates being developed?

Yes. Maynooth University digital templates for letterhead, PowerPoint and email signatures will be available on the Maynooth University Communications & Marketing Office website.

What will I do with unused NUI Maynooth stationery?

From September 1st 2014 only Maynooth University stationery should be used externally. All unused NUI Maynooth stationery after that date can be used up internally.

How do I order personalised stationery?

Personalised stationery will not be available. It is not appropriate for individual members of staff to have personalised stationery, nor is it necessary to add the name of the Head of Department to departmental stationery. The standard departmental or university stationery should be used in all circumstances.

What about signage?

Will the University's signage be changed?

Yes. The on-campus signage which is branded NUI Maynooth (directional signage at car parks, outside the Library and University vehicles) will be updated to Maynooth University this autumn.

A comprehensive way-finding system will be developed for the University a part of the Campus Master plan.

Will the signs in Maynooth town and on the motorway be changed?

Yes. Kildare County Council has been notified of the transition to Maynooth University and been requested to amend all brown signs accordingly. We anticipate this will take a number of months.

Do we get new staff and student cards?

Will Staff be issued with Maynooth University cards?

Yes. All staff in possession of an NUI Maynooth staff card will be issued with a Maynooth University staff card. The new staff cards will be issued through your Departmental Administrator the week commencing August 25th and, for security reasons, you will need to hand in your old card at the same time as you receive the new one. Any cash balance on your old card will automatically be transferred to your new card.

Staff who apply for a staff card will automatically be issued with a Maynooth University card.

Will Students be issued with Maynooth University cards?

Incoming first years will be issued with Maynooth University cards when they register.

Current students register online and will retain the same card for the duration of their studies. They will receive a new Maynooth University card when they apply for a replacement card in the normal course of events.

How will marketing material change?

Will the University's marketing material change?

Yes. All marketing material must follow the University's Identity Guidelines, and must be sourced through the University's approved suppliers (see the Procurement Office [website](#) for details).

In order to ensure consistency of communication all marketing material must be handled through the Maynooth University Communications & Marketing Office.

Will there be new templates for marketing materials and promotional items?

Yes. The Maynooth University Communications & Marketing Office is developing Maynooth University templates for marketing materials for undergraduate and postgraduate courses, leaflets and pop-ups.

We will also be developing a range of Maynooth University branded items (clothing, pens, umbrellas, scarves etc) which can be purchased by Departments. These will become available over the coming academic year.