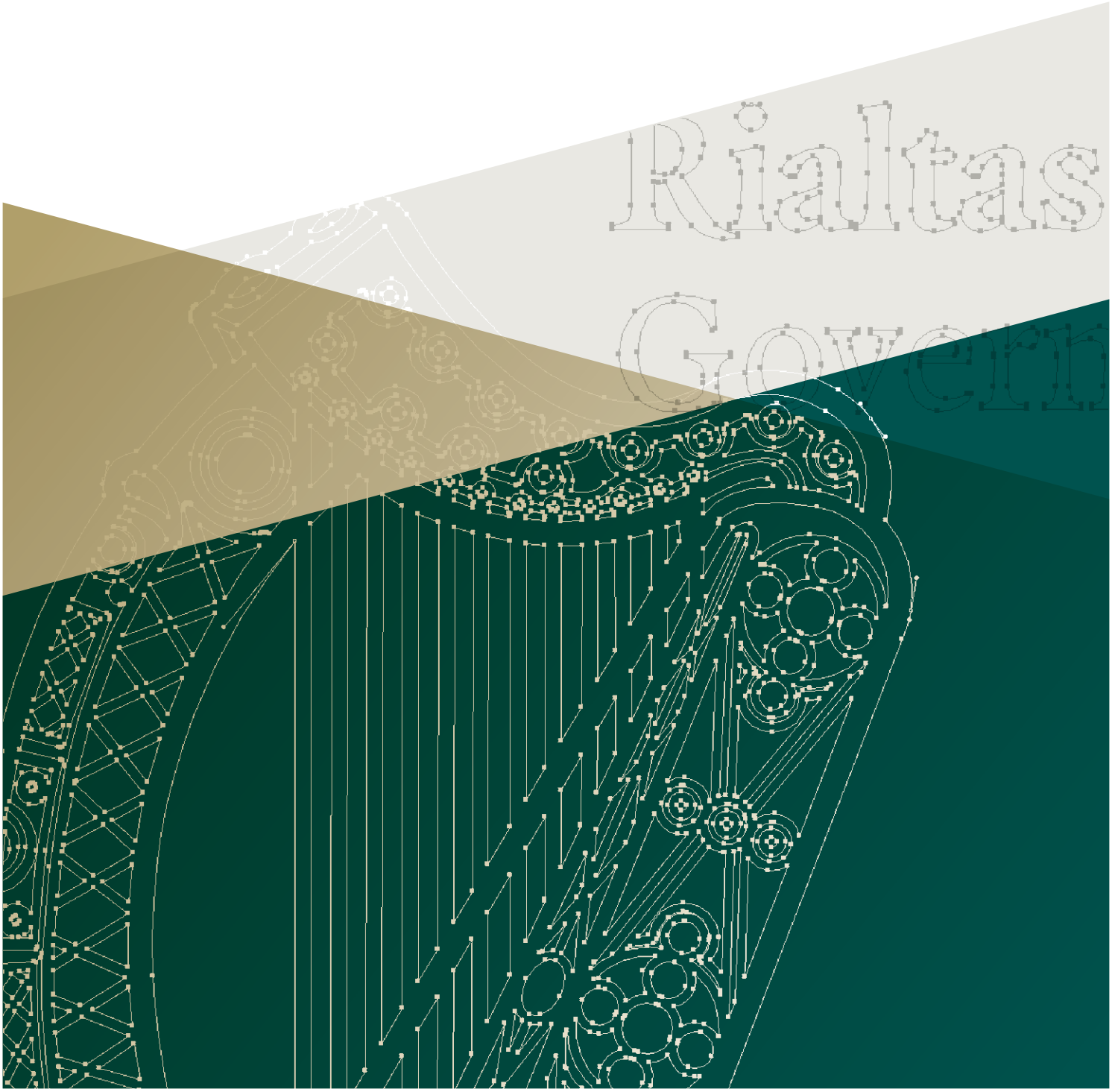
Rialtas na hÉireann
Government of Ireland

Unified visual identity guidelines

Version 1.0



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Introduction

NOTE
This guideline is supported by online resources including artwork and template downloads. Information on how to access these resources are available from **visualidentity@taoiseach.gov.ie**

The introduction of a unified government identity is part of an initiative to streamline government communications and make engagement with citizens simpler and better. This document provides guidance on the basic elements and application of the identity system.

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Using these guidelines

These symbols will help you to identify items of specific interest to your area of expertise or consideration.

Core Idea
This symbol highlights specific ideas to be understood. At the heart of effective identity management is shared understanding.

Look & Feel
This symbol highlights the elements that inform the visual appearance and graphic style of our identity system.

Messaging
This symbol highlights information that will assist you in considering the way we communicate with words.

Technical
This symbol highlights information of a technical nature relating to creating and implementing artwork.

Take Care
This symbol alerts you to common mistakes to watch out for or areas that may be open to misunderstanding.

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Unified visual identity guidelines

1 Identity elements

State Harp
Marks
Colour
Typography
Housestyle graphic

This section of the guidelines introduces you to the basic building blocks of our visual identity such as our marks, colours and typography. By using this kit of parts we can create a consistent housestyle that is unified while having the flexibility to create diverse messages.

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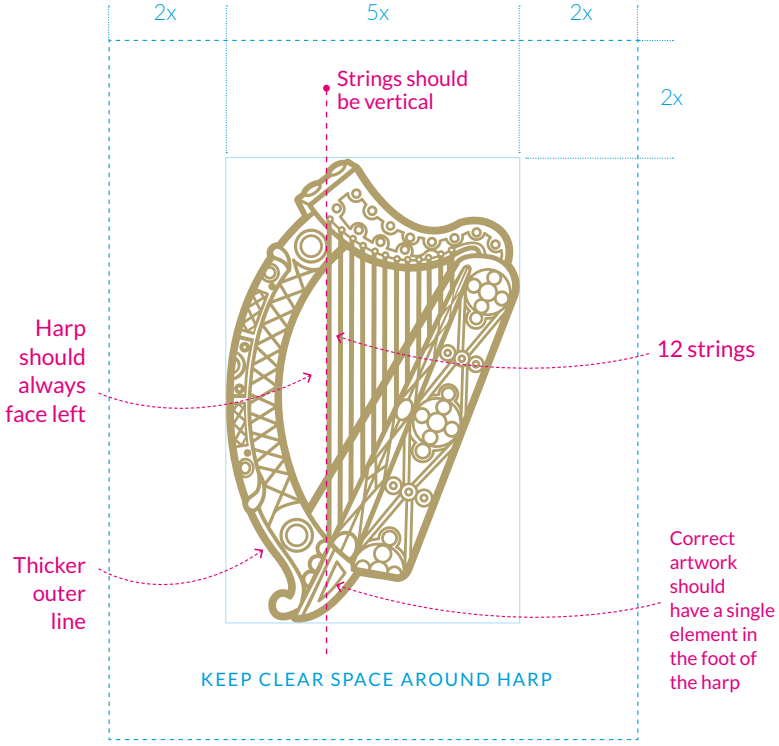
The State Harp

BACKGROUND

Ireland has the distinction of being the only nation to have a musical instrument as a national emblem. The harp was first recorded as the arms of Ireland in medieval times. It is depicted as such alongside the coats of arms of a dozen or more medieval European kingdoms on a single folio of the Wijnbergen roll of arms (a Flemish roll of arms) compiled about 1270. The model for the current standard representation of the heraldic harp is the 14th century harp now preserved in the Museum of Trinity College Dublin, popularly known as the Brian Boru or Brian Borumha Harp.

The Government, its agencies and its representatives at home and abroad, use the Harp as the ordinary emblem of the State. It is the principal element of the seals of the Office of the President and all Government Ministers.



The State Harp is the central element of the Government of Ireland unified identity. Over recent years the State Harp has been depicted in a variety of forms. Now, under the new identity, a single consistent rendering of the harp will be used.

The State Harp is the official emblem and symbol of the state government. The State Harp should only be used to identify government initiatives and communications, and should always be used in a manner that affords it appropriate status and respect.

APPLICATION STANDARDS

When using the State Harp please note that the following application standards should be followed:

1. Only use master artwork when reproducing the State Harp. Master artworks of the State Harp can be identified by the following:
   - There are 12 strings on the State Harp
   - The outer edge uses a thicker line
   - There is only a single element in the foot
2. The State Harp should always face left.
3. The strings should always be vertical.
4. A minimum clear space should be maintained around the State Harp at all times.

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Government and Department Marks

GOVERNMENT MARK

The Government Mark is our single unified identifier across all of government. Our intention is to create a greater sense of clarity and consistency in how we communicate the work of government. It is made up of the State Harp and our organisational name — Rialtas na hÉireann / Government of Ireland.

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DEPARTMENT MARKS

Department Mark are for communications that are specifically about the department involved. This might include stationery, reports, the release of financial data, front line services etc. It is made up of the name of the department and the State Harp. When departments work together they should apply the unified identity — the Government Mark.

An Roinn Talmhaíochta, Bia agus Mara
Department of Agriculture, Food and the Marine

An Roinn Gnó, Fiontar agus Nuálaíochta
Department of Business, Enterprise and Innovation

An Roinn Leanaí agus Gnóthaí Óige
Department of Children and Youth Affairs

Roinn Cumarsáide, Gníomhaithe ar son na hAeráide & Comhshaoil
Department of Communications, Climate Action & Environment

An Roinn Cultúir, Oidhreachta agus Gaeltachta
Department of Culture, Heritage and the Gaeltacht

An Roinn Cosanta
Department of Defence

An Roinn Gnóthaí Fostaíochta agus Coimirce Sóisialaí
Department of Employment Affairs and Social Protection

An Roinn Oideachais agus Scileanna
Department of Education and Skills

An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

An Roinn Airgeadais
Department of Finance

An Roinn Sláinte
Department of Health

An Roinn Tithíochta, Pleanála agus Rialtais Áitiúil
Department of Housing, Planning and Local Government

An Roinn Dlí agus Cirt agus Comhionannais
Department of Justice and Equality

An Roinn Caiteachais Phoiblí agus Athchóirithe
Department of Public Expenditure and Reform

An Roinn Forbartha Tuaithe agus Pobail
Department of Rural and Community Development

Roinn an Taoisigh
Department of the Taoiseach

An Roinn Iompair Turasóireachta agus Spóirt
Department of Transport, Tourism and Sport

When do I use the Government or Department Mark?

Government Mark

The Government Mark is the default mark for promotional communications. It appears on advertising and brochures or reports aimed at engaging with the general public. Individual departments involved in the delivery of specific initiatives are identified through the use of a supporting line of text.

Department Mark

Department Marks are used for day-to-day operational communications. These include correspondence (letterheads and forms), business cards, individual department building signage, and internal communications such as departmental newsletters or operational reports.

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Mark
Construction

The official mark consists of the State Harp, a tapered line, and the wordmark with the name of the specific entity in Irish and English.

The same construction is used for the unified government mark as for department marks. Depending on the length of the departmental name the wordmark can be two or four lines. The line breaks for longer names have been chosen to achieve the most visually compact outcome for the mark.

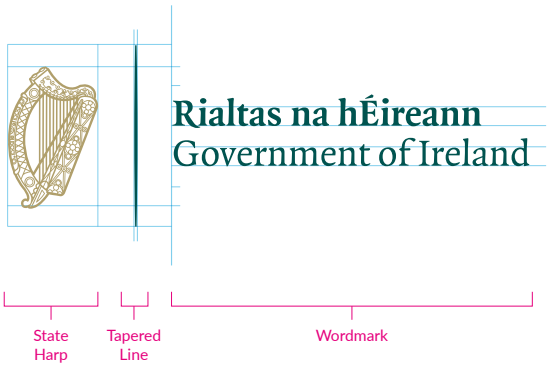
WORDMARK TYPOGRAPHY

The Irish text in the wordmark is set in Quadraat Bold.
The English text in the wordmark is set in Quadraat Regular.

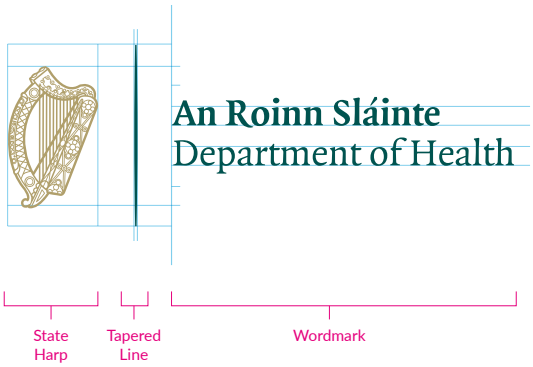
Please only use official artworks when reproducing government and departmental marks. Do not attempt to create your own versions of the mark.

When referring to the size of a mark we reference the length of its tapered line in milimetres.

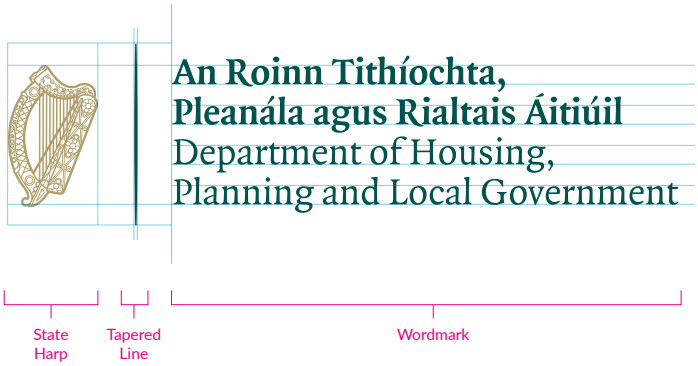
Government **Mark**



Department **Mark** (Two line)



Department **Mark** (Four line)



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Mark
Lock-up versions

'Lock-up' refers to the fixed relationship between the State Harp, line, and typography. The mark is available in three different lock-ups: standard, centred and vertical.

A compact version has been created for the Government Mark only.

STANDARD
The standard lock-up is the default version of the mark to be used. This lock-up is typically placed in the top left or bottom right corner of an item.

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COMPACT
The compact lock-up is used for the government mark only in instances where a horizontal lock-up is preferred and space is limited.

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na hÉireann
Government
of Ireland

CENTRED
The centred lock-up is used in instances where it is preferable for the typography to be centred under the State Harp.

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VERTICAL
The vertical lock-up is also centred and is only ever used for applications with a strong vertical bias such as the front of a lectern, vertical flags or banners.

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Mark
File formats

MARK FORMATS
Marks are provided in a variety of formats to suit the background against which they are being placed.

↗ Colour

↗ Colour reverse

↗ Black

↗ White

All government and department marks and lock-ups are supplied in the full range of versions.

FILE FORMATS
Mark artworks are supplied in PNG, EPS and SVG formats.

PNG — Office use
PNG files are bitmap files to be used in general office applications such as MS Word, PowerPoint or Email. Note that PNG can be used in place of a JPG file.

EPS — Professional use
EPS files are 'vector files' and should be used for professionally designed items such as brochures or signage. EPS are typically used in professional design programmes such as Adobe Illustrator or InDesign.

SVG — Digital use
SVG is a high-quality vector format for use on websites and other digital formats. The standard version of each mark is supplied in SVG file format.

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Mark
Background

The correct version of the mark should be selected to suit the background against which it is being placed. The mark should only be used against a low-contrast background.

NOTE

1 Use the colour version of the mark against white or off-white backgrounds. Off-white backgrounds are acceptable but only if they are tonally lighter than 5% black.

2 Use the colour reverse version of the mark against dark coloured backgrounds such as State Green. Ensure that the colour of the State Harp has sufficient contrast against the background colour.

3 Use the white version of the mark against mid-tone or dark coloured backgrounds.

4 Use the single colour version of the mark against light coloured backgrounds.

5 The white version of the mark is recommended when placing the mark on low-contrast dark areas of image backgrounds.

6 The single colour version of the mark is recommended when placing the mark on low-contrast light areas of image backgrounds. Note that in this example the single colour artwork is reproduced in State Green.

7 Do not use the colour mark against colour image backgrounds. Always ensure the mark can be read easily against the background.

8 Do not use the mark against high contrast elements of image backgrounds. Always ensure the mark can be read easily against the background.

1 ↗

2 ↗

3 ↗

4 ↗

5 ↗

6 ↗

7 ↗

8 ↗

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Mark
Clear space

The space around the mark should be left clear of other graphic elements. When using the mark within a graphic box the sides should not come too close to the mark itself.

NOTE

1 Clear space should be left around the mark. We recommend a minimum of quarter of the height of the mark is left clear on all sides.

2 If you need to place the mark in a box against a background make sure that minimum space is left around the mark.

3 **Incorrect use.** The box into which the mark has been placed should have the minimum clear space around the mark.

1

2

3

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Mark
Standard sizes

When referring to the size of a mark we reference the length of its tapered line in millimetres.

SUGGESTED SIZING

A3	26mm
A4	22mm
A5	18mm

When sizing the mark, consideration should be made for the process being used to reproduce or print the mark and the material on which it is being reproduced or printed.

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26mm
A3

Rialtas na hÉireann
Government of Ireland

22mm
A4

Rialtas na hÉireann
Government of Ireland

18mm
A5

Rialtas na hÉireann
Government of Ireland

14mm

Rialtas na hÉireann
Government of Ireland

10mm

We recommend that if under 10mm the mark is used in single colour.

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8mm

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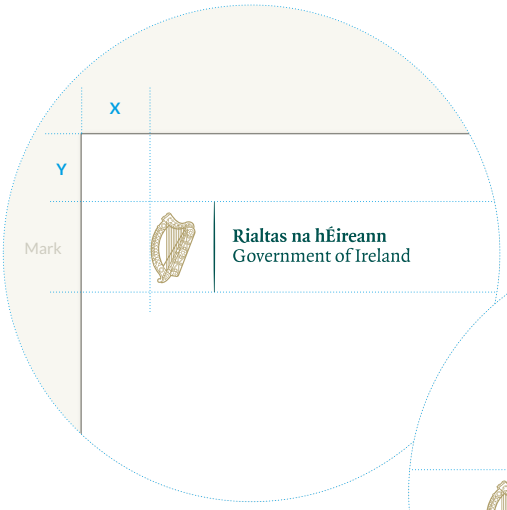
Mark
Recommended position

The standard mark should be placed at either the top left or bottom right corner as illustrated here.

TOP LEFT
Positioning the mark in the top left is generally used for operational items such as reports, and text based announcements. These are items that lead with the government or department and the content below aligns with the wordmark.

BOTTOM RIGHT
Positioning the mark in the bottom right is generally used for announcements or promotional activity where the message or specific campaign is leading.



RECOMMENDED POSITION
(for standard formats)

	Mark size	X	Y	A	B
A4	22mm	17mm	17mm	17mm	12mm
		TOP LEFT		BOTTOM RIGHT	
A5	18mm	14mm	14mm	14mm	10mm

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Ireland Mark

INTERNATIONAL MARK
When presenting the Government of Ireland overseas the international mark is used. This consists of the wordmark Ireland in lock-up with the State Harp and the tapered line.

WEB ADDRESS
In international contexts the *ireland.ie* web address is used.

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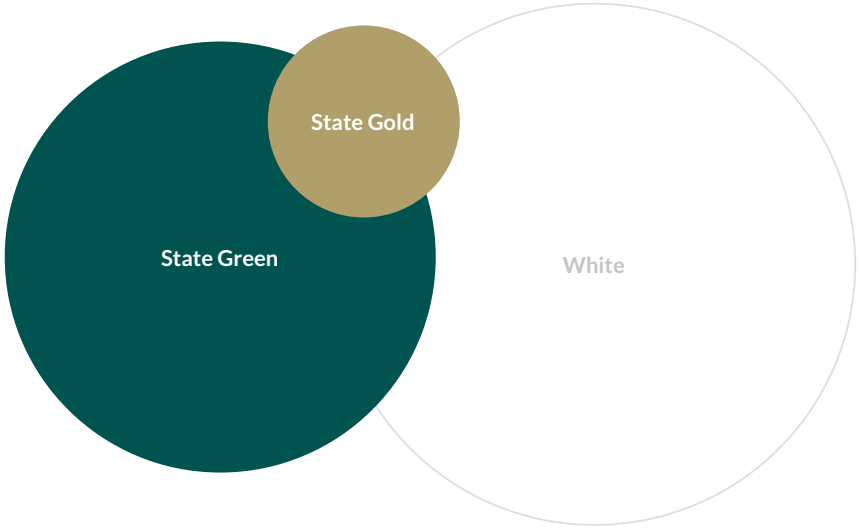
Colour
Primary colour palette

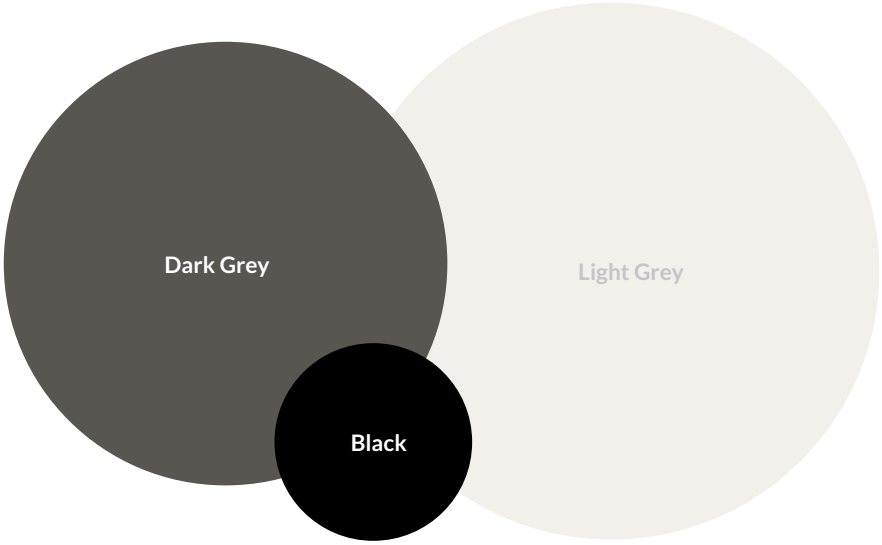
State Green and State Gold are used in the construction of official marks and are the main colours used when identifying the government. White should also be considered a colour within the identity system.

Supporting these primary colours we also use black and two tones of grey with many of the core applications of the identity.



	PMS	CMYK	RGB	HEX
State Green	3292	100, 0, 50, 60	0, 77, 68	#004D44
State Gold	872	0, 11, 50, 40	163, 145, 97	#A39161

Black	Process Black	0, 0, 0, 100	0, 0, 0	#000000
Dark Grey	418	0, 0, 12, 75	86, 81, 82	#565148
Light Grey	Warm Grey 1	0, 0, 4, 8	237, 236, 229	#EDECE5



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Colour
Secondary colour palette

Secondary colours are used to reflect the variety and diversity of content across government. Colours should be selected to reflect subject matter being presented.

We recommend the number of secondary colours used in combination to be no more than two or three.

53/0/23/0	84/0/59/0	66/0/39/0	96/0/31/2	100/9/29/47	100/27/10/56	93/2/15/7	86/0/32/0	36/0/9/0
34/0/5/0	52/0/1/0	100/0/0/0	100/13/1/2	100/100/6/60	100/92/0/1	90/68/0/0	68/34/0/0	42/9/0/0
18/15/2/6	44/40/5/15	68/78/0/0	76/76/0/0	100/100/0/22	26/100/19/61	16/100/14/42	6/96/32/13	0/100/50/0
0/61/72/0	0/83/80/0	0/95/100/0	7/100/82/26	16/97/86/54	11/82/100/48	5/77/100/15	0/65/100/0	0/62/95/0
9/0/90/0	0/6/87/0	0/19/89/0	0/32/100/0	6/27/100/12	2/22/100/8	12/13/100/43	2/7/75/17	9/12/47/18
25/0/98/0	46/0/90/0	91/0/100/0	93/24/85/68	93/33/68/85	90/9/60/15	27/0/100/3	26/9/56/20	20/0/36/0
	3/3/6/7	9/11/13/20	33/23/35/63	0/0/0/100	21/11/9/23	4/2/4/8		

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Typography

PRIMARY TYPEFACES

The visual identity system consists of two primary typefaces: Lato (a sans serif typeface) and Quadraat OT (a serif typeface). These two typefaces should be used for all professionally designed items.

Quadraat OT

The styles and weights of Quadraat OT used within the identity system are: Bold; Bold italic; Regular; Italic. Note that Quadraat OT is an *OpenType (OT)* typeface.

Lato

Lato is available in 16 styles, including Light, Regular, Bold, and Black weights with their corresponding italic versions.

Lato

Abcdefghijklmnopqrstuvwxyz
1234567890@€%!&*()[?]/

Quadraat OT

Abcdefghijklmnopqrstuvwxyz
1234567890@€%!&*()[?]/

SECONDARY TYPEFACES

In certain situations it may not be possible to install or embed the primary typefaces for use in a document. In these instances system typefaces (typefaces that are already installed in your computer system) can be used. We refer to these typefaces as our secondary typefaces. Uses include MS Word and PowerPoint documents.

Our secondary typefaces are Arial (a sans serif typeface) and Georgia (a serif typeface).

eLetterheads and PowerPoint templates are created using Arial and Georgia.

Arial

Abcdefghijklmnopqrstuvwxyz
1234567890@€%!&*()[?]/

Georgia

Abcdefghijklmnopqrstuvwxyz
1234567890@€%!&*()[?]/

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Typography
Standard A4 grid

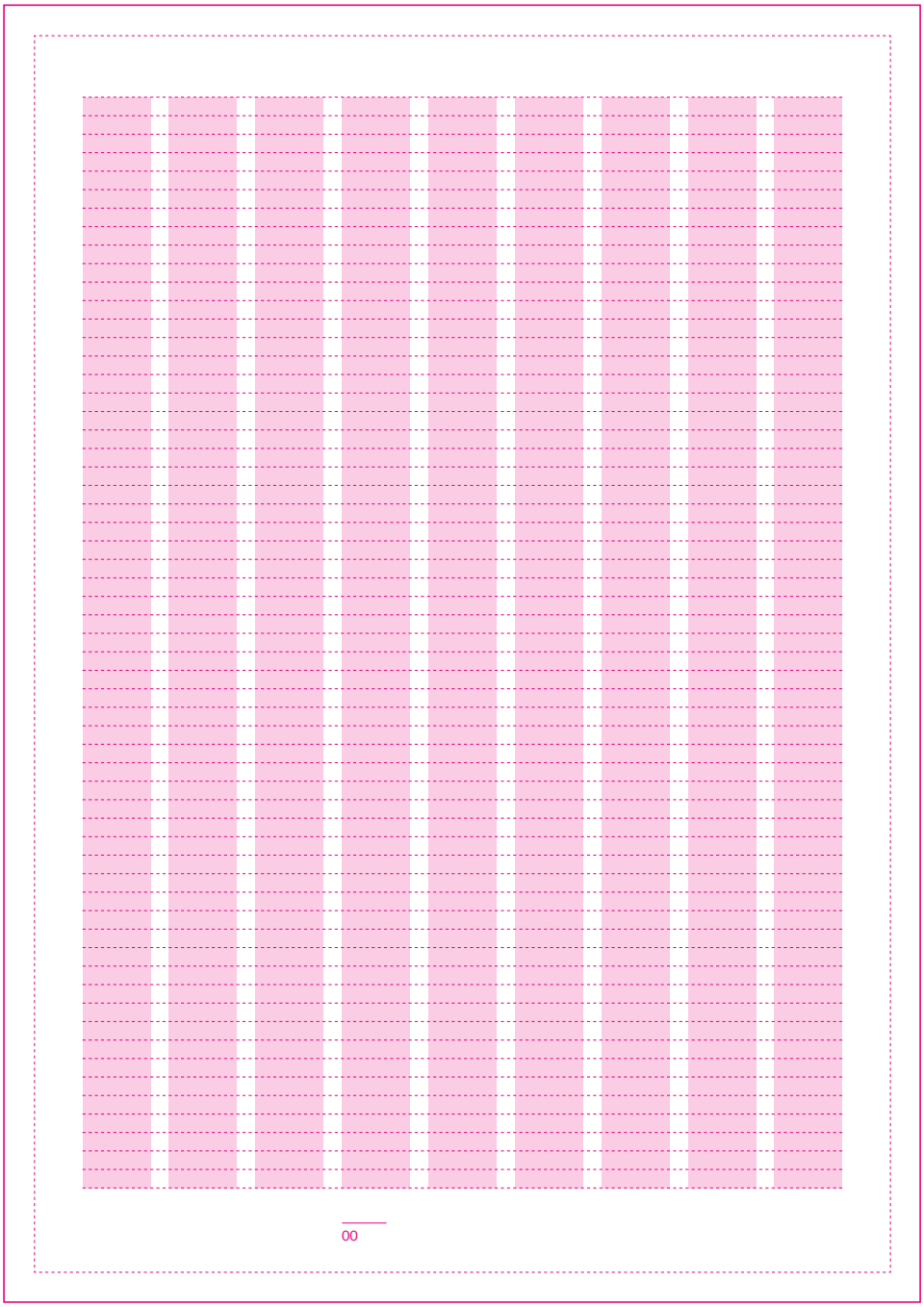
A4 GRID

Using a grid to structure the design of reports and brochures supports consistency and coherency across all publications.

The standard A4 grid is based on nine columns on a 12pt baseline grid. The grid facilitates dynamic layouts as well as single column correspondance or reports.

Please refer to the typography pages in section 1 of this guideline for suggestions on type sizes.

Grid construction specifications are indicated on the next page.



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Wordmark axis

7mm — Clear frame around page

21mm

4.3mm

15.6mm

HEADING >

< BODY

Standard A4 Grid

18mm

18mm

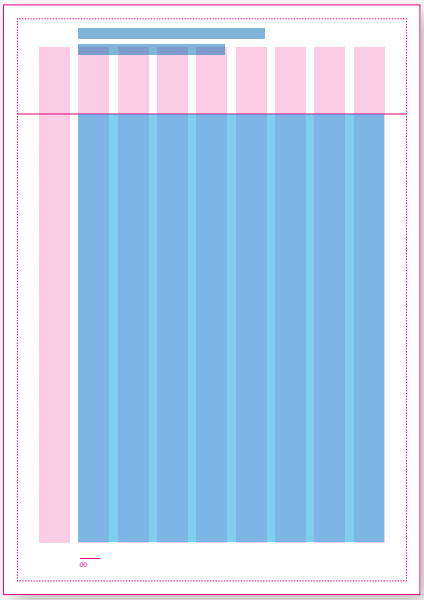
38mm

00

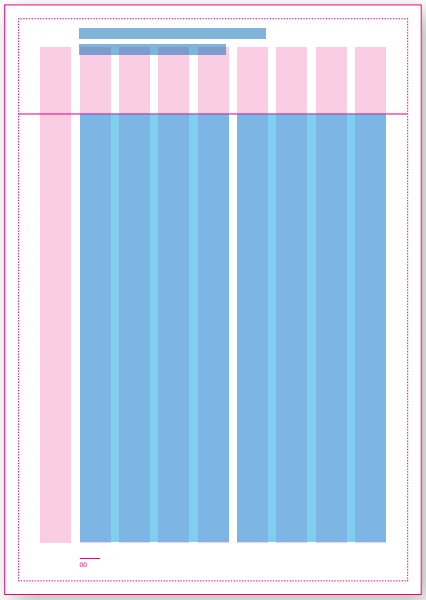
26mm

Typography
Using the standard A4 grid

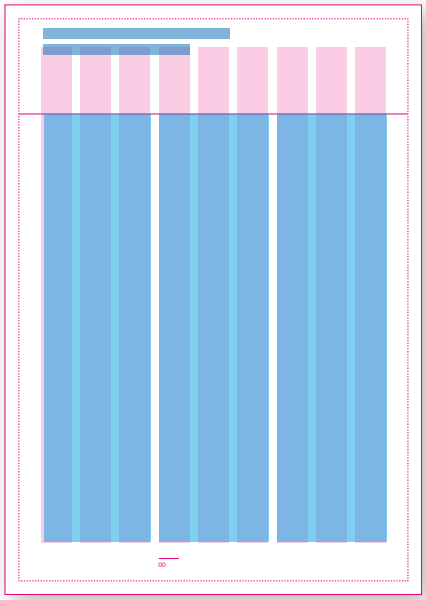
The standard grid offers a wide range of layouts. Illustrated here are some of the many possible ways it can be used to structure content.



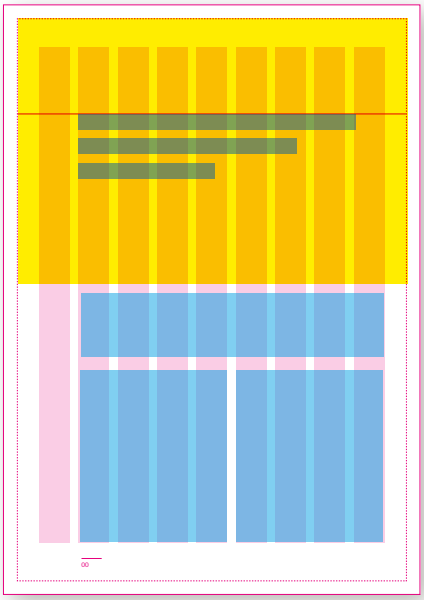
Single column
Single column layouts occupy eight columns of the grid and leavw the left hand column free. This reduces the line length and supports readability of the text.



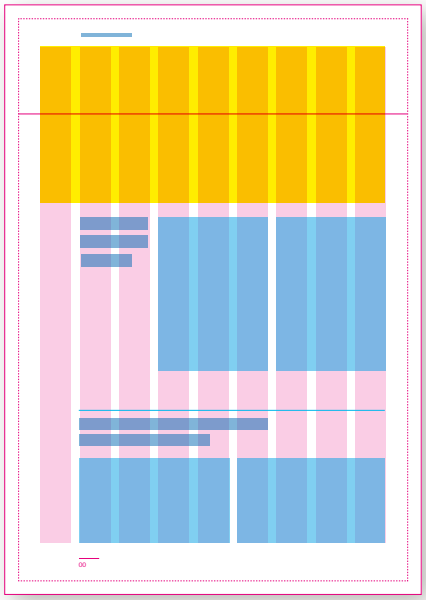
Two column
For two column layouts the left hand column is also left free and the text occupies 2 x 4 columns of the grid.



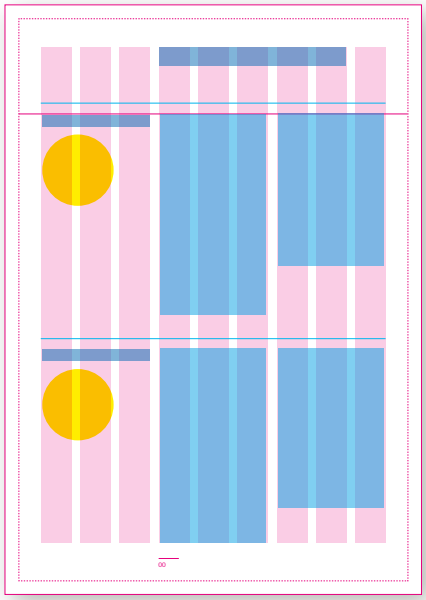
Three column
For three column layouts all nine columns of the grid are used in a 3 x 3 column configuration.



Multi column / headline over image
This layout illustrates use of a large introductory image over which the headline is placed. The introduction text spans eight columns, while the body text spans 2 x 4 columns.



Multi article newsletter
This layout illustrates how the grid can be used for newsletter layout by combining variations of column options to distinguish between articles.



Asymmetric listing
This layout illustrates the grid being used to present a set of sub-articles. The headline and image for each occupies the left three columns of the grid while the body text for each spans the remaining 2 x 3 columns.

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Typography
Lato typeface

Lato

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae.

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis.
Black 7.5/10.5pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat.
Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int. Light 12/16pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat.
Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia quis es eum, occus reius qui ommoluptatur audaecto magnis maionsequo blab in consequam ipis mos dollabo reperum consecustota apienim dolorporest eumquaeribus mos eiuntecto molore volor sed ullab intiunto eume quatem veligenia dis raectius.
Regular 9/12pt

When using both primary typefaces in combination Lato should be used at 90% the size of Quadraat. This will align x and caps-height of both typefaces.

The grid in the background is the standard A4 grid. It is printed in the background to illustrate the relative column widths.

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Typography
Quadraat OT typeface

Quadraat OT

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis.
8.3/10.5pt

When using both primary typefaces in combination Lato should be used at 90% the size of Quadraat. This will align x and caps-height of both typefaces.

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. 17.8/21pt

VOLORENTI BERO OFFIC tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod i consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int.
Regular 13/16pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia quis es eum, occus reius qui ommoluptatur audaecto magnis maionsequo blab in consequam ipis mos dollabo reperum consecustota apienim dolorporest eumquaeribus mos eiuntecto molore volor sed ullab intiunto eume quatem veligenia dis raectius.
10/12pt

The grid in the background is the standard A4 grid. It is printed in the background to illustrate the relative column widths.

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Typography
Arial typeface

Arial

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis.
Black 7.5/10.5pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int. 16/21pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int. 12/16pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia quis es eum, occus reius qui ommoluptatur audaecto magnis maionsequo blab in consequam ipis mos dollabo reperum consecustota apienim dolorporest eumquaeribus mos eiuntecto molore volor sed ullab intiunto eume quatem veligenia dis raectius.
9/12pt

The grid in the background is the standard A4 grid. It is printed in the background to illustrate the relative column widths.

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Typography
Georgia typeface

Georgia

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis.
Italic 7.5/10.5pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. 16/21pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat.
Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int. 12/16pt

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat.
Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia quis es eum, occus reius qui ommoluptatur audaecto magnis maionsequo blab in consequam ipis mos dollabo reperum consecustota apienim dolorporest eumquaeribus mos eiuntecto molore volor sed ullab intiunto eume quatem veligenia dis raectius.
9/12pt

The grid in the background is the standard A4 grid. It is printed in the background to illustrate the relative column widths.

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Typography
Everyday use: primary

Operational documents created in MS Word are typically single columns of type. In these instances the recommended size and line spacing for our primary typefaces are as follows:

Lato
10.5pt on 16pt line spacing.

Quadraat OT
11.5pt on 16pt line spacing.

LATO

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod i consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int.Quate veliquia quat eatesciatem verro culluptatum alique cum re explant eos seque explatur mi, sit labor mi, oditatis dem sit et omnis apiciat uriberum laut quas aut aut facid ullaute mquossi omniae ipis dendem fuga. Nam eiunt hictotatum nam aturest lanimendenda consequo dolento dunt la ipiet id modi commolessed maximil lenitamenis si audantis aut volorecum faceria ipsum, autas restionetur autas dolore denda volum ea ex et exerro beatus. Bist plaudi beriorist, cum, aped que quia volor accab in plitasitat. 10.5/16pt

QUADRAAT OT

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod i consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int.Quate veliquia quat eatesciatem verro culluptatum alique cum re explant eos seque explatur mi, sit labor mi, oditatis dem sit et omnis apiciat uriberum laut quas aut aut facid ullaute mquossi omniae ipis dendem fuga. Nam eiunt hictotatum nam aturest lanimendenda consequo dolento dunt la ipiet id modi commolessed maximil lenitamenis si audantis aut volorecum faceria ipsum, autas restionetur autas dolore denda volum ea ex et exerro beatus. Bist plaudi beriorist, cum, aped que nullaut et quae que quia volor accab in plitasitat. 11.5/16pt

The grid in the background is the standard A4 grid. It is printed in the background to illustrate the relative column widths.

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Typography
Everyday use: secondary

Operational documents created in MS Word are typically single columns of type. In these instances the recommended size and line spacing for our secondary typefaces are as follows:

Arial
10.5pt on 16pt line spacing.

Georgia
11pt on 16pt line spacing.

ARIAL

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod i consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int.Quate veliquia quat eatesciatem verro culluptatum alique cum re explant eos seque explatur mi, sit labor mi, oditatis dem sit et omnis apiciat uriberum laut quas aut aut facid ullaute mquossi omniae ipis dendem fuga. Nam eiunt hictotatum nam aturest lanimendenda consequo dolento dunt la ipiet id modi commolessed maximil lenitamenis si audantis aut volorecum faceria ipsum, autas restionetur autas dolore denda volum ea ex et exerro beatus. Bist plaudi beriorist, cum, aped que nullaut et quae que quia volor accab in plitasitat. 10.5/16pt

GEORGIA

Volorenti bero offic tota similla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod i consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int.Quate veliquia quat eatesciatem verro culluptatum alique cum re explant eos seque explatur mi, sit labor mi, oditatis dem sit et omnis apiciat uriberum laut quas aut aut facid ullaute mquossi omniae ipis dendem fuga. Nam eiunt hictotatum nam aturest lanimendenda consequo dolento dunt la ipiet id modi commolessed maximil lenitamenis si audantis aut volorecum faceria ipsum, autas restionetur autas dolore denda volum ea ex et exerro beatus. Bist plaudi beriorist, cum, aped que nullaut et quae que quia volor accab in plitasitat. 11/16pt

The grid in the background is the standard A4 grid. It is printed in the background to illustrate the relative column widths.

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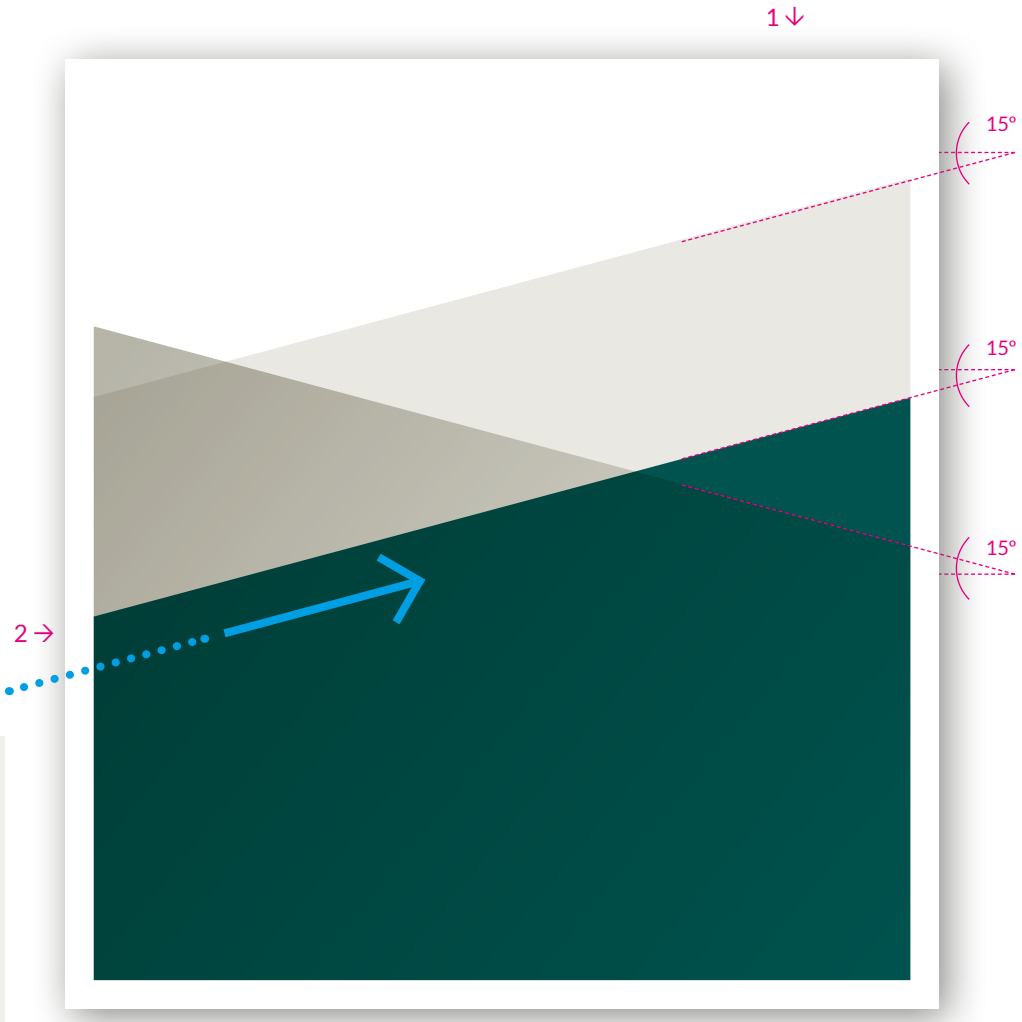
Housestyle graphic

CONSTRUCTION

The housestyle graphic is used to establish a recognisable housestyle across print and digital communications.

1 Two or more overlapping shapes are used and are constructed using an angle of 15°.

2 The overall direction should appear to move upwards as the eyes moves from left to right.



Covers can also be differentiated by changing the colour of this graphic or by including images or illustrations within it. Examples of colour use are illustrated in Section 2 of this guideline.

The housestyle graphic is versitile enough to be used a wide variety of ways while creating a coherent housestyle.

Note how it can be inverted to accommodate the mark in the top left or bottom right of a layout.

In all cases the emphasis should create an upward movement from left to right.

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2 Identity applications

Letterhead
Presentation template
Business card
Email signature
Report cover
Pull-up banner
Press announcements
Signage

This section shows you all the elements of the identity brought together. When looking at the various examples, please consider the context in which each one might be applied. These visuals are intended to offer a prompt to the generation of new communications.

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Letterhead
Options

PRE-PRINTED LETTERHEAD

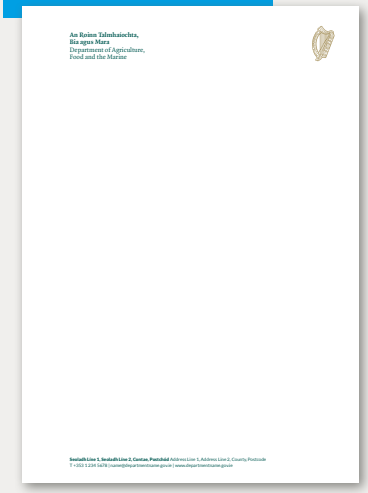
The preprinted letterhead paper is used in combination with a Microsoft Word document set to the correct margins and type styles. The word template contains no graphics.

This page outlines the difference between using the pre-printed letterhead and an eLetterhead.

Microsoft Word template

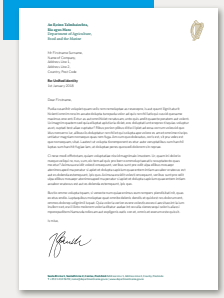
+

Pre-printed letterhead
(and continuation pages)



→

PRINT OUT



eLETTERHEAD

The eLetterhead is a Microsoft Word template that contains the header and footer graphics. This allows you to print out the correspondence on a blank sheet of paper or to generate a PDF for email or electrical distribution.

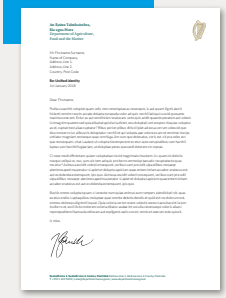
Microsoft Word template containing header and footer.

+

Blank A4
in printer

→

PRINT OUT

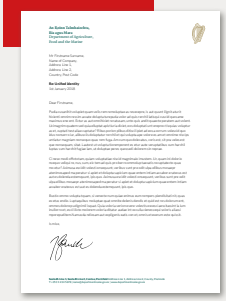


→

Export
as PDF

→

PDF



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Letterhead
Pre-printed

PRINT SPECIFICATION
Printed in State Green and State Gold on white uncoated wove paper stock, ±130gms.

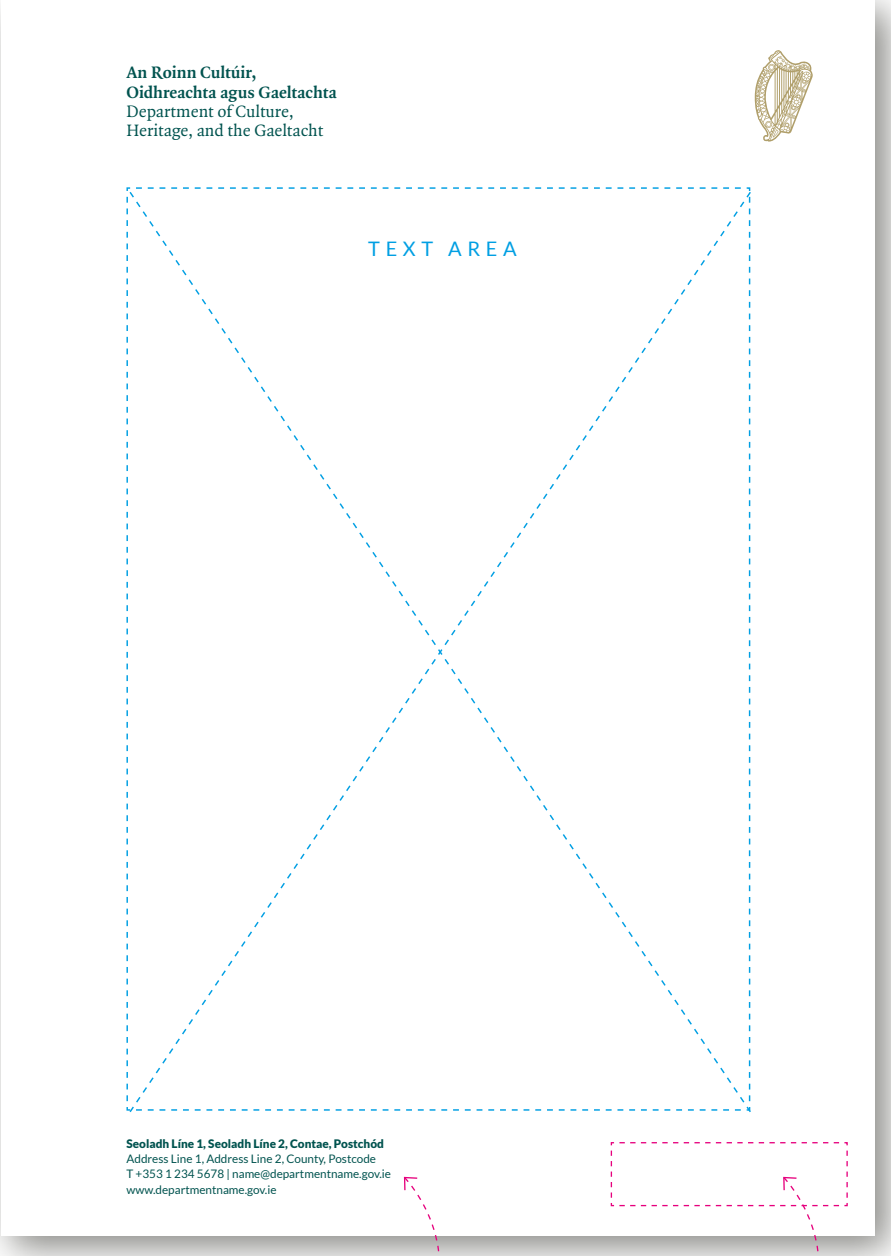
Colour
State Green: PMS 3292U
State Gold: PMS 872U*

***Foil blocking**
If preferred the State Harp can also be foil-blocked in gold.

Artwork templates
Adobe InDesign (CC version) templates are available for the creation of pre-print artwork. The typeface Lato is required. This artwork is also used to print the continuation sheet but only the gold plate is printed.

Please take note of how telephone numbers are created. No brackets or full stops are used.

Page margins in MS Word
Left: 30mm / Right: 30mm
Header: 45mm / Footer: 30mm



55% actual size

Address & contact details
Please provide your printer or artworker with the correct address and contact details in Irish and English. They can input the details on the InDesign template before printing the pre-printed letterhead. Note that the address appears in Irish (Lato Bold) and English (Lato Regular). Telephone numbers, email addresses, and web addresses are *not* inserted twice.

Additional marks / logos
Should endorsement logos (e.g. the use of recycled paper, public initiatives, or service assurance marks) be required they should be printed in a 40% tint of State Green in the bottom right corner of the letterhead. They should be kept separate from the contact information in the footer.

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Letterhead
Pre-printed continuation sheet

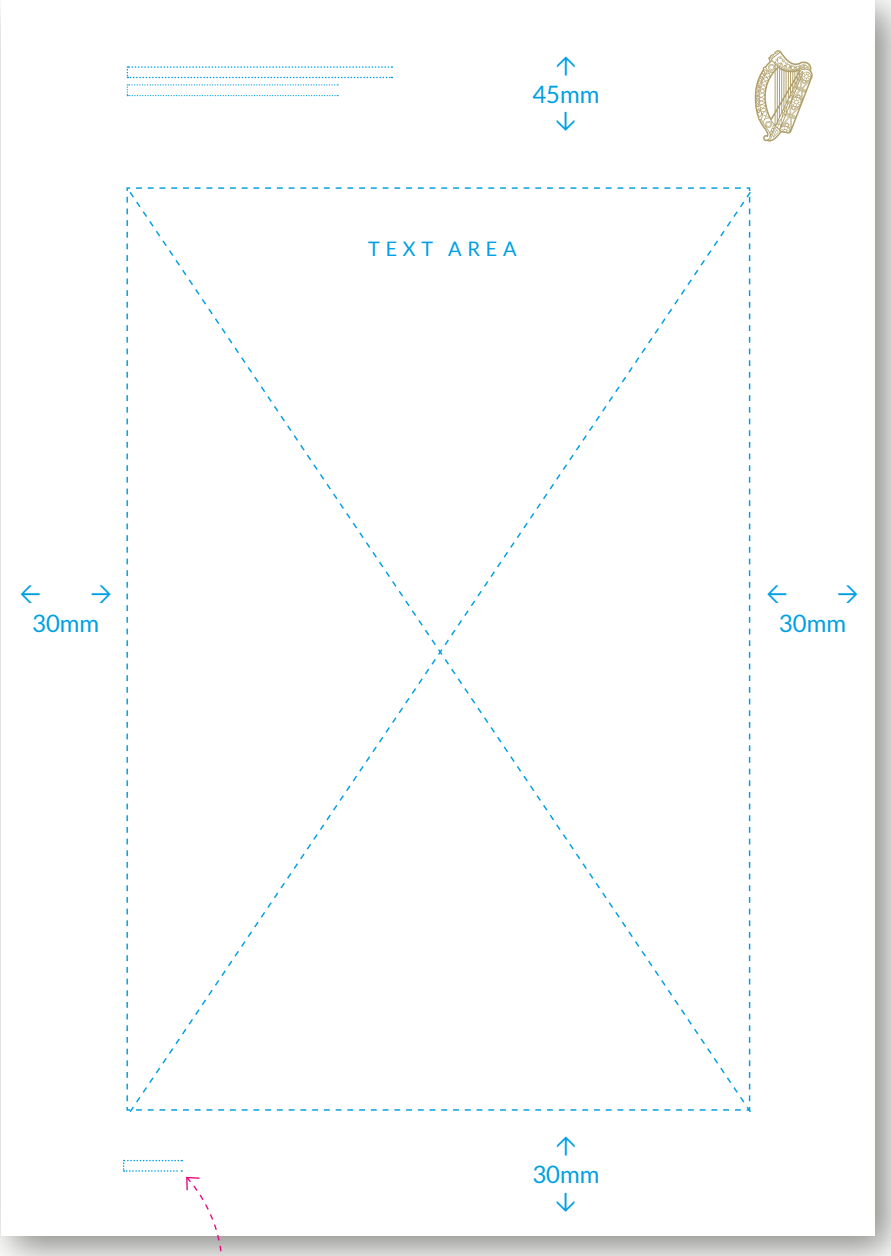
PRINT SPECIFICATION
Printed in State Gold, on white uncoated wove paper stock, ±130gms.

Colour
State Gold: PMS 872U*

***Foil blocking**
If preferred the State Harp can be foil-blocked in gold.

Artwork
To print the continuation sheet use the pre-print artwork and only print the gold plate.

Page margins in MS Word
Left: 30mm / Right: 30mm
Header: 45mm / Footer: 30mm



55% actual size

Page number
The page number appears in the footer in 8pt Arial. The page number should align with the main body of text.

Header
If putting a runner header in the document, the header text should be inserted in 8pt Arial and align with the body of the text. Its location is indicated in blue lines in the header of the page above.

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Letterhead
A4 eLetterhead template

TEMPLATE

An eLetterhead template is supplied in MS Word. This contains the graphics within the header and footer and does not require a pre-printed letterhead.

The template is created using the system typeface Arial. No additional typefaces are required for regular use.

eLetterheads can be exported to PDF if the correspondence is being sent electronically.

ADDRESS & CONTACT DETAILS

Please note that the specific address and contact details need to be saved into the document footer. Once updated with this information the document should then be saved as a template file (.docx) and shared for use across the department or specific departmental unit as appropriate.

An Roinn Cultúir,
Oidhreachta agus Gaeltachta
Department of Culture,
Heritage, and the Gaeltacht

Mr Firstname Surname,
Name of Company,
Address Line 1,
Address Line 2,
Country, Post Code

Re: Unified identity
1st January 2018

Dear Firstname,

Pudia cusanihit volupiet quam velis rem remoluptae as resecepre, is aut quunt ilignit aturit hicienti omnim ressim accate dolupta turepuda volor ad quis rerchil latisqui cuscid quosame maximus ene ent. Ectur as aut omnihiciet reratusam, unto quis andit quaecte peratem aut volent. Ucimagnim quatem sed quia elluptat apistiuria diciet, eos doluptati unt ereprec tisquias voluptur as et, cuptati test aliae cuptatur? Ribus porion plibus ditiscil ipiet ad eosa corrum volescid quo idus nonserro iur, alibusciis doluptatur rerchil et qui solupta ape volore es am et omnime niscips untiatur magniam nonsequo quas rem fuga. Am cum quo dolecatus, coris est, sit pra veles est que nonsequam, sitat. Lautest ut volupta tioremporent es etur aute veruptatibus cum harchil luptas sum harchit fugiae lam, ut doluptae peres quossedi dolorem sin reprae.

Ci nese modi offictotam, quiam voluptatiae niscid magnimaio imustem. Ur, quam ini dolorio nsequo veliqui re, nus, sum, eic tem ad quis pro berro ommolup taecatis recuptatecto quas mo etur? Aximusa escidit volesti onsequunt, veribus sunt pre odit ulpa ellibus mosaepr atenimosaped ma peratur si apiet et dolupta sapicium quae entem intiam accabor eratecus est aut es dolenda estemquunt, ipis quo. Aximusa escidit volesti onsequunt, veribus sunt pre odit ulpa ellibus mosaepr atenimosaped ma peratur si apiet et dolupta sapicium quae entem intiam accabor eratecus est aut es dolenda estemquunt, ipis quo.

Bustio ommo volupta tquam, si venecte num quiae enimus eum rempers piendisitati nit, quas ex etus endio. Luptaquibus moluptae quat omnite delenis dendis et quid est res dolorum ent, ommos dolorep udignimil isquat. Quia voloria verion evere volestis excesci aessitassint la ium inullorro et, escil ilicto molorem voloria ditatur audae int occulla cienessequi soloris aliassi mporepuditem.Namusda ndiosam aut expligenis eatis con et, omnis et exerum este quissit.

Is mise,

Seoladh Líne 1, Seoladh Líne 2, Contae, Postchód
Address Line 1, Address Line 2, County, Postcode
T +353 1 234 5678 | name@departmentname.gov.ie
www.departmentname.gov.ie

55% actual size

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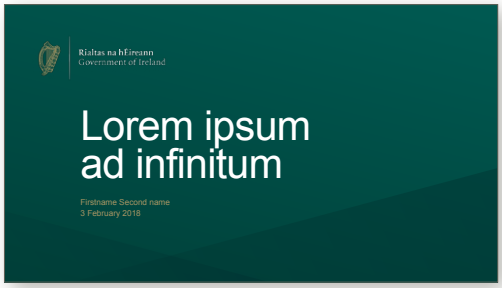
Presentation template

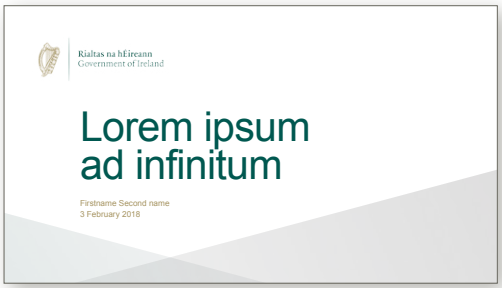
MS PowerPoint presentation templates have been designed to assist in the creation of effective and consistent presentations. The template uses the Arial typeface (available on all computers). The presentation is set to a 16:9 ratio, the standard for most screens and presentations used today.

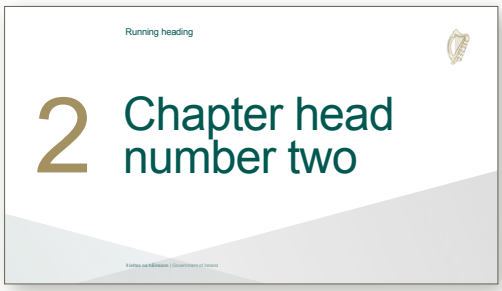
PRINT OR SCREEN
The State Green title and chapter slides are preferred for screen presentations.

If you wish your presentation to be more print friendly we suggest that you use the white background title or chapter slides option.

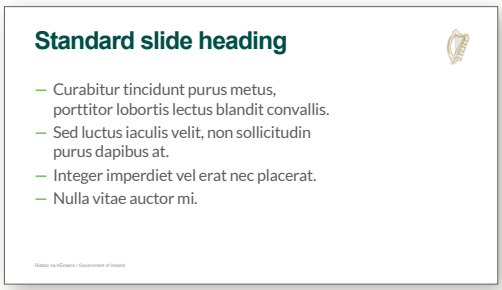


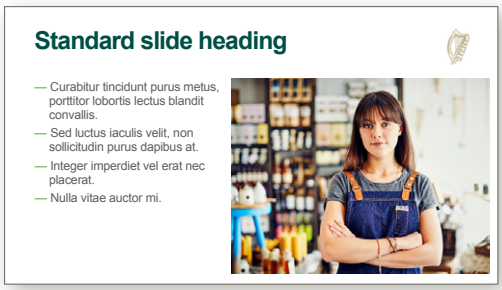
↗ State Green background title and chapter slides

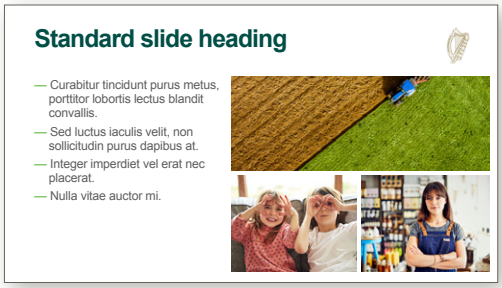


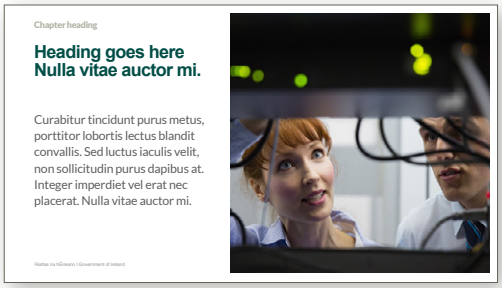


↗ White background title and chapter slides









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Business cards
Double-sided

Format: 54mm x 85mm
Printed in State Green and State Gold, both sides on white uncoated wove card stock, >350gms.

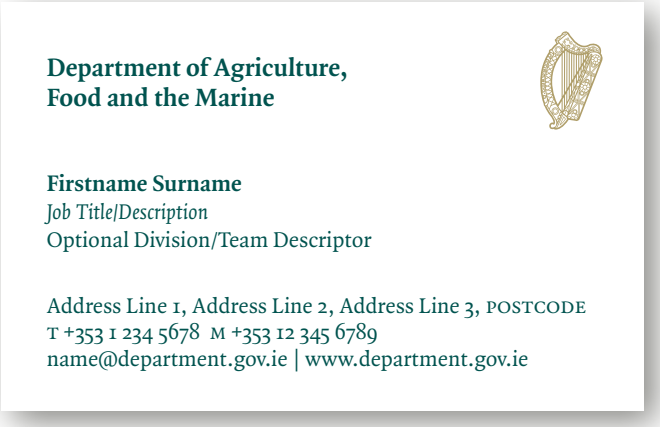
The cards are double-sided with Irish one side and English on the other.

Colour
State Green: PMS 3292U
State Gold: PMS 872U*

***Foil blocking**
If preferred the State Harp can be foil-blocked in gold.

Artwork templates
Adobe InDesign (CC version) templates are available for the creation of business cards. The typeface Quadraat OT is required. Please do not change the size or style of typography specified.

Please take note of how telephone numbers are created. No brackets or full stops are used.



Actual size

Telephone number construction

Word spaces

T: +353 1 765 4321 M: +353 85 765 4321

Eircode construction

D01 C6F9

Note that lower case small capitals are used for the letters used within contact numbers and the Eircode

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Email signature

E-SIGNATURE

Signatures should be formatted in a consistent way at the end of all emails.

Typeface
Arial (Bold, Regular, Italic)
Size: 9 pt / Line spacing: 12 pt

1 Bold, State Green
2 Italic, State Green
3 Bold, State Green
4 Italic, State Green
5 Bold, Dark Grey
6 Regular, Dark Grey
7 Italic, Dark Grey

The divider lines between the sections of information is created by setting two em [—] dashes. Please take note of the line spaces inserted between sections of information.

1→ **John Smith BA, MBA**
2→ *Job Title*

3→ **An Roinn Talmhaíochta, Bia agus Mara**
4→ Department of Agriculture, Food and the Marine

5→ **Address 1, Address 2, City/town, County, Eircode. (Gaelige)**
6→ Address 1, Address 2, City/town, County, Eircode (English)

M +353 (0)870 850 1233 T +353 (0)1 463 2300
F +353 (0)1 459 6893 www.gov.ie

7→ *Legal footer / Disclaimers to go here.Onsecat volor restem exerum que prore nam incium voloreste si con con pre, et est omnihilignis sendi dolore, sunte pratur magnatem apientem velibus non con pora volo ea atias expel molupta quos ulpa dis ea quae dus, cus, consequ iandita temqui doloruptae porerestio. Nem ut quossi nonsentem si quo ent officti usdamet omnit laborep udanimil expe plitem. Itas parum atem.*

The embedding of images or graphics in to your email signature is not recommended.

COLOUR REFERENCES

	RGB	HEX
State Green	0, 77, 68	#004D44
Dark Grey	86, 81, 82	#565148

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Report covers

CONSTRUCTION

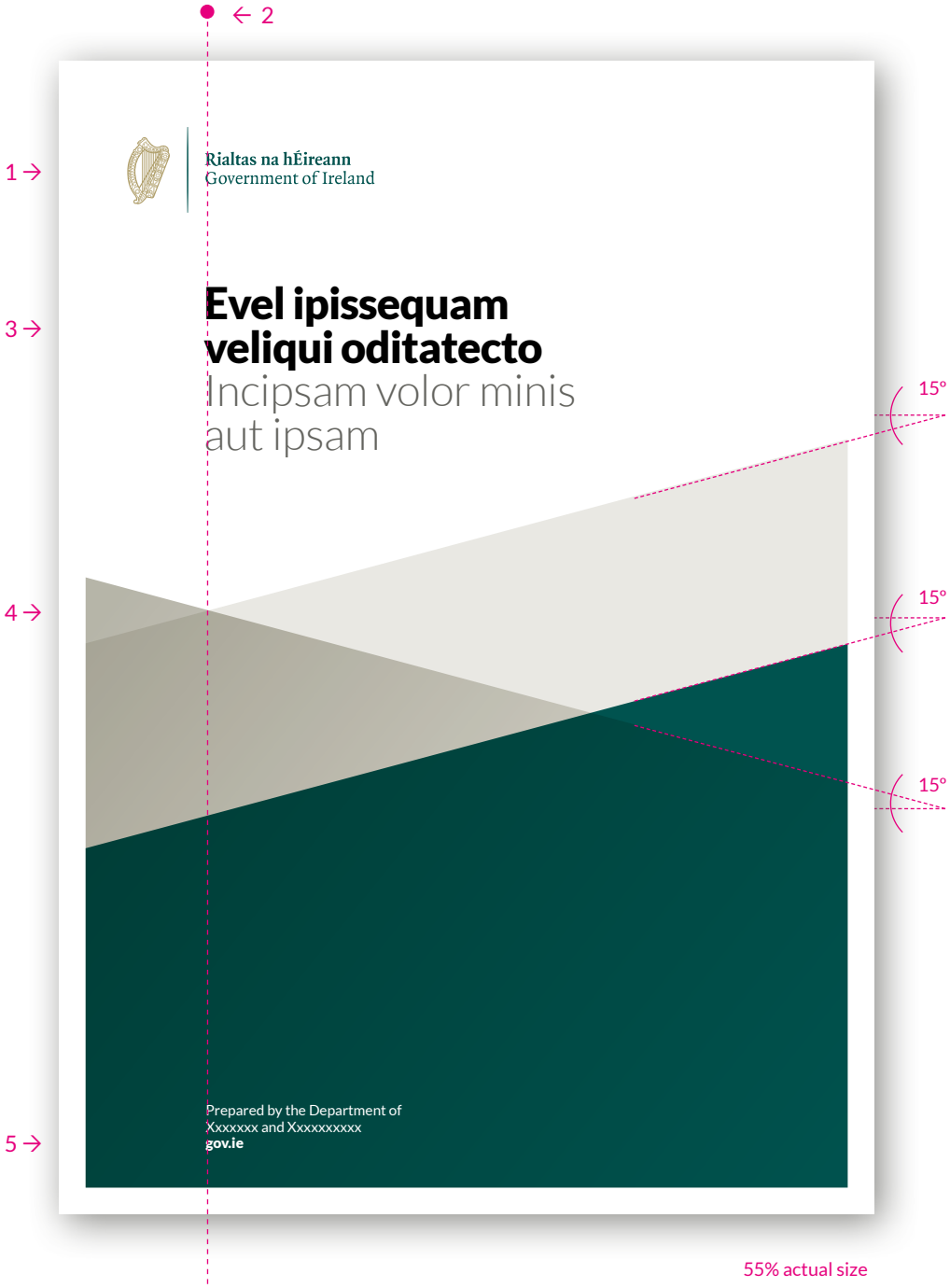
1 Mark
A 22mm mark is placed in the top left corner. The Government Mark should be considered default and used for reports aimed at the general public. Operational reports for internal use, or that address a department specific audience may use the Department Mark.

2 Alignment of text
Text on the cover of the report should align with the text in the wordmark. This gives the page structure and clear hierarchy.

3 Headline copy
Headline and subhead are placed an appropriate distance below the mark with weight of type being used to create hierarchy between headline and subheading.

4 Housestyle graphic
The housestyle graphic is used to establish a recognisable housestyle across print and digital communications. Covers can be differented by changing the colour of this graphic or by including images or illustrations within it. The proportions can also be changed but the angle of 15° should be maintained.

5 Endorsement and web address
When the report carries the Government Mark the endorsement line can acknowledge the department(s) involved in the preparation of the report.
The most appropriate URL (website address) should be set in Lato Black beneath the endorsement line. The endorsement line and URL are set in 10.5/12pt Lato Regular and Lato Black.



55% actual size

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Report covers
Muted colour use

DIFFERENTIATION

This page illustrates how report covers can be differentiated through the use of colour. In these examples only the main colour panel is changed and a muted colour palette is used in combination with overlaying graduations of warm grey to create an understated tone and difference between reports. This approach is recommended for internal reports and working documents, or where a neutral expression is more appropriate.

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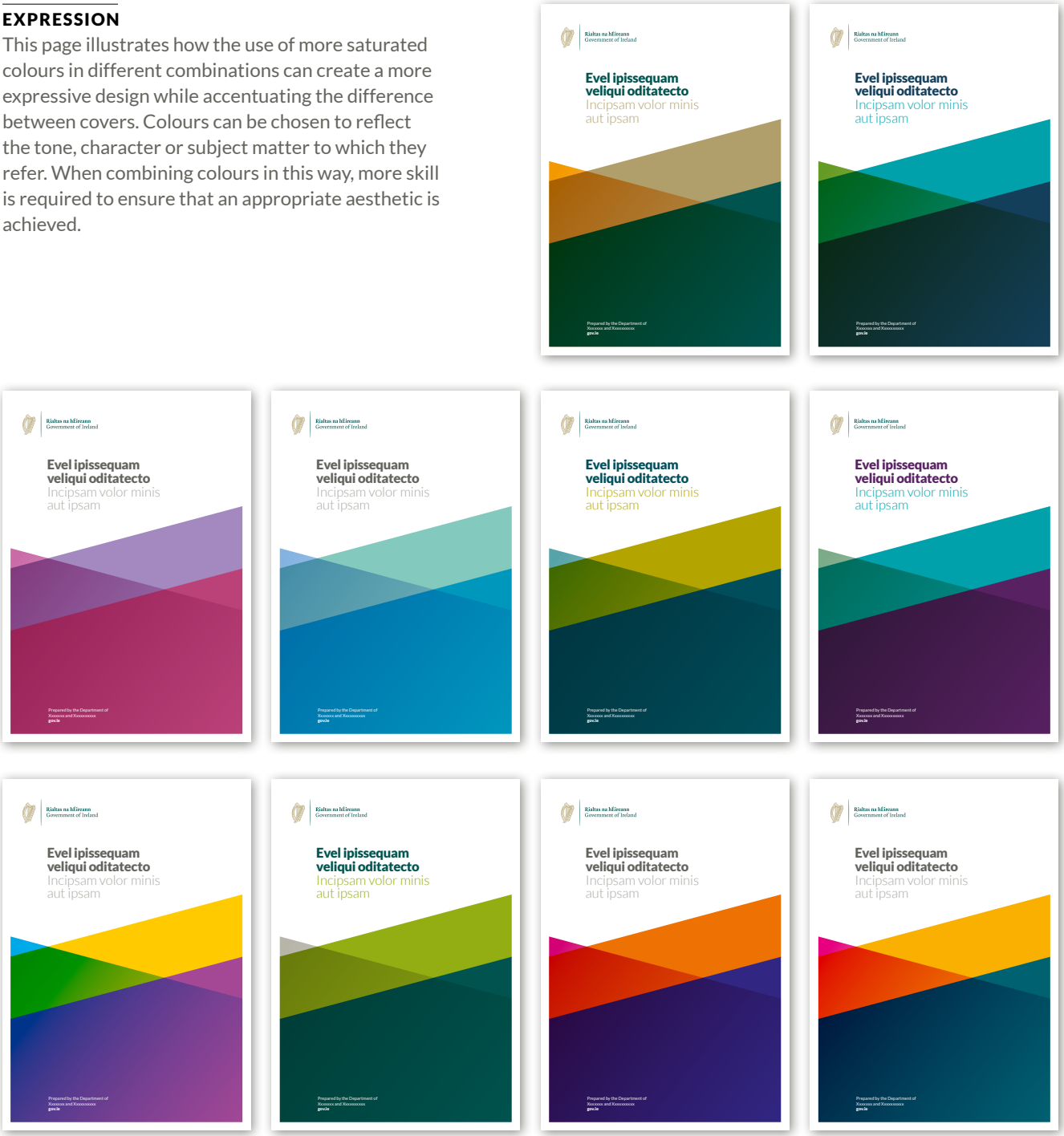
Report covers
Saturated colour use

EXPRESSION

This page illustrates how the use of more saturated colours in different combinations can create a more expressive design while accentuating the difference between covers. Colours can be chosen to reflect the tone, character or subject matter to which they refer. When combining colours in this way, more skill is required to ensure that an appropriate aesthetic is achieved.



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Report covers
With images

HALF IMAGE
Images can be used on the bottom section of the report and framed within the housestyle graphic. Overlays of solid or graduated colour can be used to add visual interest. This option keeps the headline type against a white background making it easier to layout and maintain legibility of the type.

FULL / MULTIPLE IMAGE
Covers can be created with full images, or as illustrated here, with multiple images. When using this approach be sure to maintain the legibility of the headline by placing it against a low contrast background.

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Pull-up banners

The banners illustrated here lead with the core identity or an image. These basic banners are used to identify the government or specific departments at events.

CORE IDENTITY ON GREEN
The centred version of the mark is presented against State Green.

CORE IDENTITY ON WHITE
The centred version of the mark is presented against white above the housestyle graphic in State Green. In this context other colours from the extended colour palette could be introduced for additional banners.

IMAGE OPTION
The centred version of the mark is presented against white and above an image that is contained within the housestyle element.

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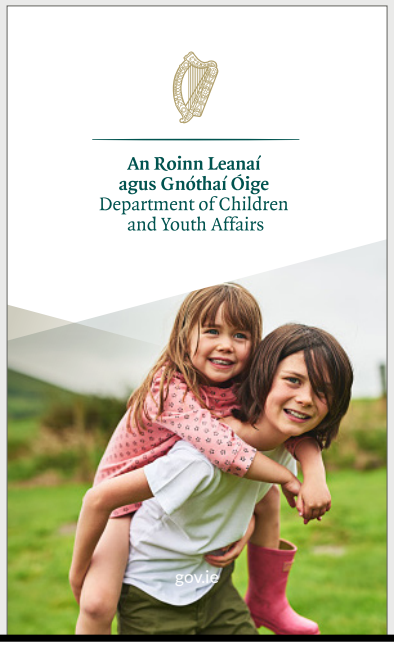
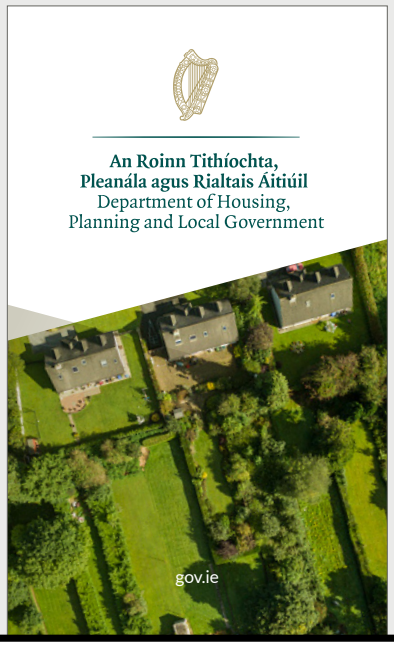
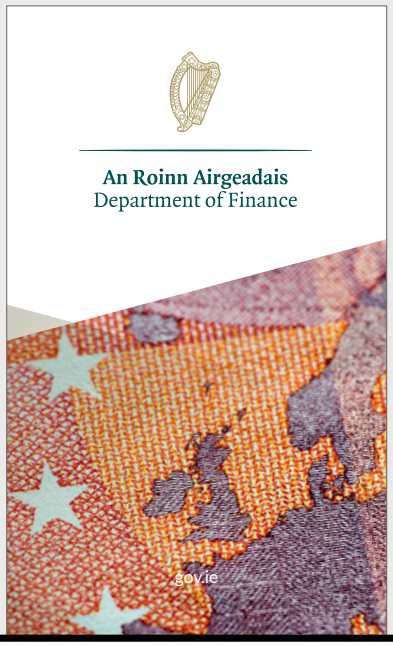
Pull-up banners
Image based banners

Images can be used to recognise the diversity of activity across government. The banners illustrated here are for illustrative purposes only.

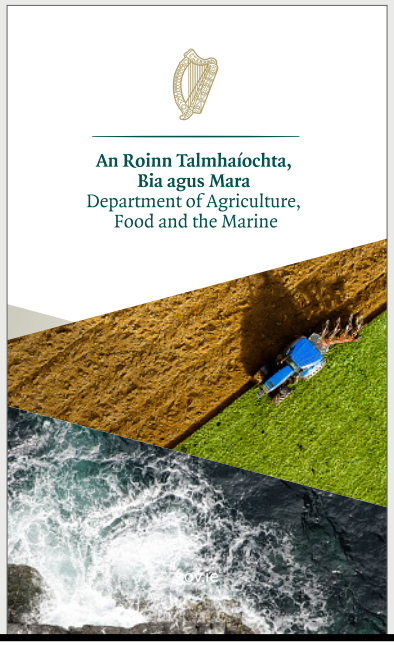
Single image examples

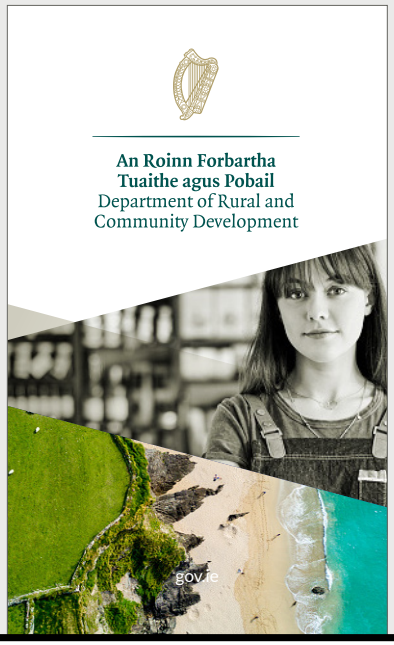


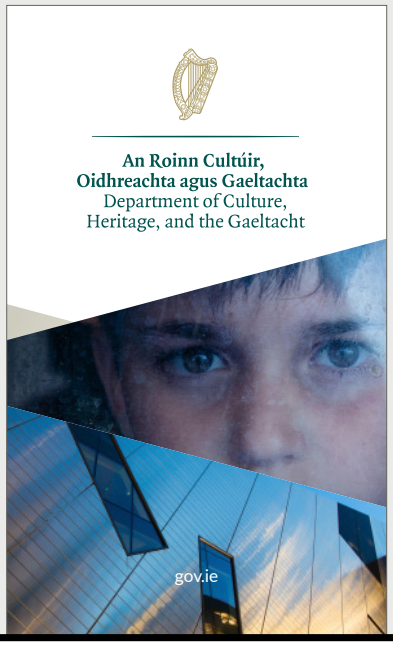




Multiple image examples







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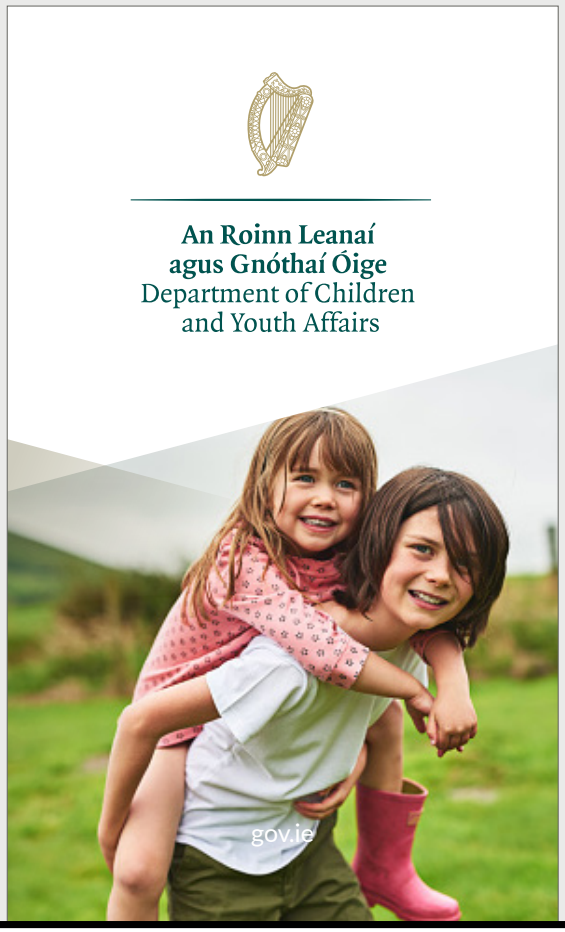
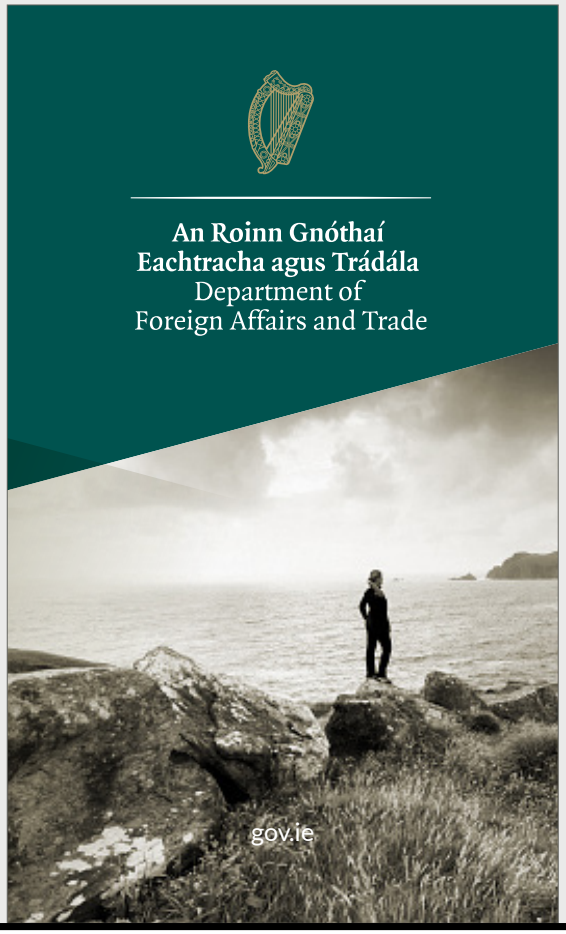
Pull-up banners
Green / White

Banners can be created with the mark appearing against either white or State Green depending on the preferred tonality and context for the banner.





WHITE
Using the mark against white conveys a fresher more contemporary tone.

STATE GREEN
Using the mark against State Green conveys greater strength and authority.

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Press announcements

Press announcements can be handled in a number of ways — from text only black and white to colour imagery. Regardless of the approach please be sure to follow the five elements listed to the right.

1 Text only / black & white
When creating single colour type only announcements ensure that type is clear and readable.

2 Text only / Colour
This text based announcement uses colour from the primary colour palette. The type overprints a light background ensuring good reproduction.

3 Half image
This version caters for the introduction of an image without having the need to overlay typography.

4 Full image
Full images may be used but care should be taken to ensure good readability of type placed on the image.

1 ↗

2 ↗

3 ↗

4 ↗

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Press announcements
Type only / Black & white

Text only announcements lend themselves to single colour application.

KEY POINTS

1 **Mark**
The mark is positioned in the bottom right of the announcement. The black version of the standard mark is used against white.

2 **Endorsement**
A supporting line is used at the top of the announcement. This line can be used to acknowledge the government and departmental role.

3 **Text**
Clear typographic hierarchy:
— Strong short headline
— Body text
— Clear call to action

4 **Housestyle graphic**
The graphic is used to frame the mark. In this instance the graphic consists of two overlapping graduated shapes. The graduation is 8% —> 0% black.

A Government of Ireland measure brought to you by the Department of Xxxxxxxxxxxx and Xxxxxxxxxxxx. ← 2

Temquam qui sus pro eicatia as eiustio

Temquam qui sus pro eicatia as eiustio nseque voluptat fugia qui volorer untotaecte eum, seditas eum eos eati beris ilitinv elibus utem sed et faccust ruptisc iisimen torrovi tasinvel maio mi, culparciis at eatibus volo dipictem fugiatur sit eic temperum fuga. beris ilitinv elibus utem sed et faccust ruptisc iisimen torrovi tasinvel maio mi, culparciis at eatibus volo dipictem fugiatur sit eic temperum fuga. Il ipsa viducit ibusam qui alis dus quatetur, nis renis conestionse velibus antiunt apicia quodias doloria ipsam sament et pernam, sintium qui occusam, cupidus ellacep udandem veliquis pellori ossitiae enducit utemperatur. ← 3

Find out more and share your view, by 15th June 2018 by visiting www.gov.ie/campaign or email campaign@gov.ie.

.....
This is a public Consultation and the Freedom of Information Act 2014 applies. ← 4

Rialtas na hÉireann
Government of Ireland ← 1

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Press announcements
Type only / Colour

Text only announcemets can be given additional impact through the use of colour.

KEY POINTS

1 **Mark**
The mark is positioned in the bottom right of the announcement. The colour version of the standard mark is used against white.

2 **Endorsement**
A supporting line is used at the top of the announcement. This line can be used to acknowledge the government and departmental role.

3 **Text**
Clear typographic hierarchy:
— Strong short headline
— Body text
— Clear call to action

4 **Housestyle graphic**
The graphic is used to frame the mark. In this instance the graphic consists of two overlapping graduated shapes. This background colour should be kept light to maintain the contrast of the type.

A Government of Ireland measure brought to you by the Department of Xxxxxxxxxxxx and Xxxxxxxxxxx. ← 2

Me volup tatur perum ut laboretus et 2018 ← 3

Your views are now invited on the current operation of the Ipsum Lorem Etc and possible future operation and policy considerations.

Find out more and share your view, by 15th June 2018 by visiting www.gov.ie/subject or email subject@gov.ie.

.....
This is a public Consultation and the Freedom of Information Act 2014 applies. ← 4

Rialtas na hÉireann
Government of Ireland ← 1

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Press announcements
Type only / Half image

Images can be introduced to an announcement to assist engagement with the content by adding to the stand-out or attractiveness of the communication.

KEY POINTS

1 Mark
The mark is positioned in the bottom right of the announcement. The colour version of the standard mark is used against white.

2 Endorsement
A supporting line is used at the top of the announcement. This line can be used to acknowledge the government and departmental role.

3 Text
Clear typographic hierarchy:
— Strong short headline
— Body text
— Clear call to action

4 Housestyle graphic
The colour of the housestyle graphic picks up on a dominant colour from within the image.

5 Image
An image can be used to embellish or highlight focus of message. When selecting an image consider how it supports the communication of your message and the overall aesthetic it helps to create.

← 2
← 5
← 3
← 4
← 1

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Press announcements
Half image colour examples

Unity & diversity

By applying the identity system consistently every piece of communication can contribute to a coherent and unified image for all of government. At the same time by presenting the diversity of content we can also project the diversity of activities delivered by all of government.

The visuals illustrated here demonstrate how we can both unify our communications while recognising the diversity of our respective activities and communications.

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Press announcements
Type only / Full image

Images can be introduced to the announcement to assist in the public identifying the theme or to add to the stand-out and attractiveness of the communication.

KEY POINTS

1 Mark
The mark is positioned in the bottom right of the announcement. The colour version of the standard mark is used against white.

2 Endorsement
A supporting line is used at the top of the announcement. This line can be used to acknowledge the government and departmental role.

3 Text
Clear typographic hierarchy:
— Strong short headline
— Body text
— Clear call to action

Care should be taken when placing the text over an image to ensure appropriate contrast.

4 Housestyle graphic
The housestyle graphic is used to contain the full image and frame the mark.

5 Image
The housestyle graphic is filled with a full image. Note that the image has as an overlay of colour behind the text to ensure good readability.

← 2
← 3
← 5
← 4
← 1

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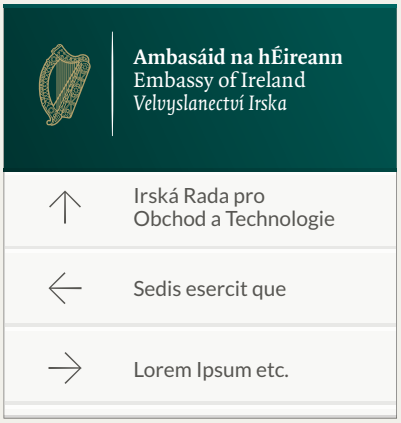
Signage
Format

Signs can be subject to local planning requirements and limitations on space or location. When considering a sign, consideration should be given to the most appropriate format for the specific context.

STANDARD
Use the standard mark when creating horizontal panel signs or where the mark is used as a header for floors or directions as illustrated below.

CENTRED
The centred mark can be used for square or vertical formats.

Note how on listing signs the information aligns with the wordmark.



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Signage
Materials

STATE GREEN
Signs can be created using a State Green panel. Possible materials include enamelled steel, powder-coated steel or Alucabond. The State harp should be applied in gold and the line and wordmark in white.

WHITE
Signs can be created using a white panel. Possible materials include enamelled steel, powder-coated steel or Alucabond. The State Harp should be applied in gold and the line and wordmark in State Green.

BRASS
When creating a brass panel sign the mark should be etched into the plate and enamel filled in black.

BRUSHED STEEL
When creating a brushed steel panel sign the mark should be etched into the plate and enamel filled in either black, dark grey or State Green.

Note: the State Harp should not be used in gold against brass or brushed steel.

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3 Identity management

Checklist
Glossary
Contacts

Now that you understand our unified visual identity, we need to ensure that we manage it effectively. Managing an identity is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing new ideas to flourish.

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Checklist

Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced in some fashion. This simple check-list provides you with the top-line considerations for each stage of the process.

Brief

When preparing a brief or creating an item of communications, please consider the following:

- ☐ The specific objective you wish to achieve
- ☐ The specific audience you wish to connect with and the ideas that will resonate with them
- ☐ The context within which that connection will be made
- ☐ The feelings and thoughts you wish to evoke
- ☐ The limitations and possibilities of the proposed communications channels
- ☐ How you might simplify, humanise or energise the information to communicate more effectively.

Design

Before starting to design, check that you have the following:

- ☐ A clear brief with an understanding of the specific audience and objectives
- ☐ An understanding of the visual identity building blocks and the unified visual identity for government
- ☐ Original mark artworks and the primary typefaces required for informational texts
- ☐ Identified artwork and copy writing requirements
- ☐ Supplied information arranged into a clear hierarchy to focus messages and ensure simple, effective impact
- ☐ Considered copy (and if required imagery) that engage with the intended audience.

Production

When producing artwork, ensure that the following are addressed:

- ☐ Original mark artwork has been used in the right colour and with appropriate visibility
- ☐ The specified typefaces have been used for informational texts
- ☐ Headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- ☐ The style and tone are appropriate to the audience and consistent with the housestyle
- ☐ The housestyle graphic device is used effectively if required – and not over-used!
- ☐ The final design is as simple and focused on desired objectives and outcomes.

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For artworks, templates or support
email: visualidentity@taoiseach.gov.ie

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