



# Creative Ireland Programme *Identity Guidelines*

This document outlines the recommended application of the Creative Ireland Programme identity. It is intended for partners using the mark to endorse or co-brand plans, activities or initiatives that are part of, or support, the programme.

# Programme Mark Versions

The programme mark consists a symbol and bilingual descriptor. It is supplied as a standard lock-up, and a government endorsed lock-up with harp. When printed in colour the mark is printed in Pantone 872 (gold). The CMYK and RGB being used for the gold are:

CMYK:	0 / 11 / 49 / 35
RGB:	179 / 158 / 106

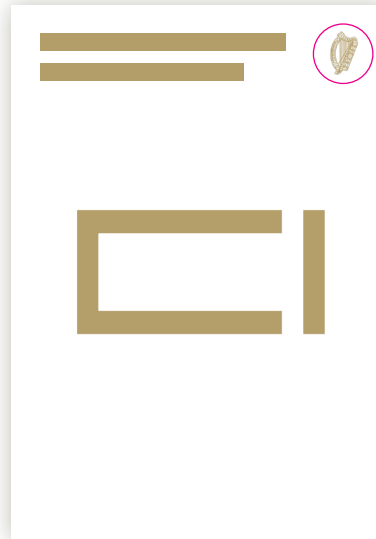
Artwork for the mark is supplied in EPS and PNG file formats. EPS should be used for professional high-quality applications, while PNG may be used for digital and office applications as appropriate.



	COLOUR	BLACK	WHITE
<b>Standard mark</b>			
<b>Mark with government harp</b>			

# Programme Mark Internal

Communications issued directly from government should always use the harp to acknowledge as being a government endorsed programme.



---

## Programme house style

Communications that lead with the programme identity do not need to use the full programme mark. In this instance the harp is included in the top right to acknowledge it as a government endorsed programme.



---

## Mark & harp lockup

In all other instances, the lockup of the mark and harp should be used on programme materials.

# Programme Mark Edorsement

When communications are issued by a partner agency, the use of the harp is not needed. Instead the CI programme mark is used as an endorsement or sign off.



## Endorsement by Programme

For communications directly from an organisation (correspondence, newsletters, etc.) the Programme mark can be used as an endorsement in the footer of the item being created.

This type of item is generally created with the partner organisation's identity or house style .

Clár Éire Ildánach  
Creative Ireland  
Programme  
2017-2022



## Mark & harp lockup

This is the programme lockup used for endorsement.