



# Creative Climate Action

**Creative  
Climate Action**  
Guidelines

# Our logo

The Creative Climate Action logo spells out who we are and what we do to our key audiences. It's important that it is used consistently — here's are some guidance on how best to do that.

The logo features the word "Creative" in a white, cursive script font, positioned above the words "Climate Action" which are in a white, bold, sans-serif font. The entire logo is set against a dark grey background.

*Creative*  
Climate Action

## Logo usage

Our logotype is black, white or gold.

Our work and it's imagery is full of life and colour — we keep our identity simple to let the content it supports shine through.

Our logo can be reversed out of solid colour backgrounds. Please be sensitive to the colours you choose to ensure clear and consistant communications.

Reference the colour section of this guide for more details.

*Creative*  
**Climate Action**

*Creative*  
**Climate Action**

*Creative*  
**Climate Action**

# Clearspace

Please try to maintain a safe area around our logo when using it.

Clear space ensures clarity and prominence. This area should be kept free of other elements at all times. The minimum clearspace on all sides is equal to the height of the letter 'C' as illustrated.



# Minimum Size

In order to ensure the logo is always clearly legible in digital and print formats a minimum size should to be adhered to.

14mm Print  
40px Digital



There is no maximum size

A large, stylized, light gray version of the word "creative" in a script font, positioned at the top right of the page.  
A large, light gray, sans-serif font version of the word "clim", positioned at the bottom right of the page.

# Misuse

Our logo is simple to use. Only use supplied artwork and follow our straightforward guidance.

Here are some examples of what not to do.



Do not add outlines



Do not add special effects



Do not recolour



Do not skew or distort

# Partner Logos

Our organisation is not an island. So it will be quite common for our logo to appear along side others. When in use in a government context, it is important to feature the connected logos as shown here.

Creative Climate Action is a key part of the Creative Ireland initiative so wherever our logo is used, the Creative Ireland logo should also be featured visibly and clearly.



Clár Éire Ildánach  
*Creative Ireland*  
Programme  
2017–2022



Rialtas na hÉireann  
Government of Ireland



Tionscadal Éireann  
Project Ireland  
**2040**

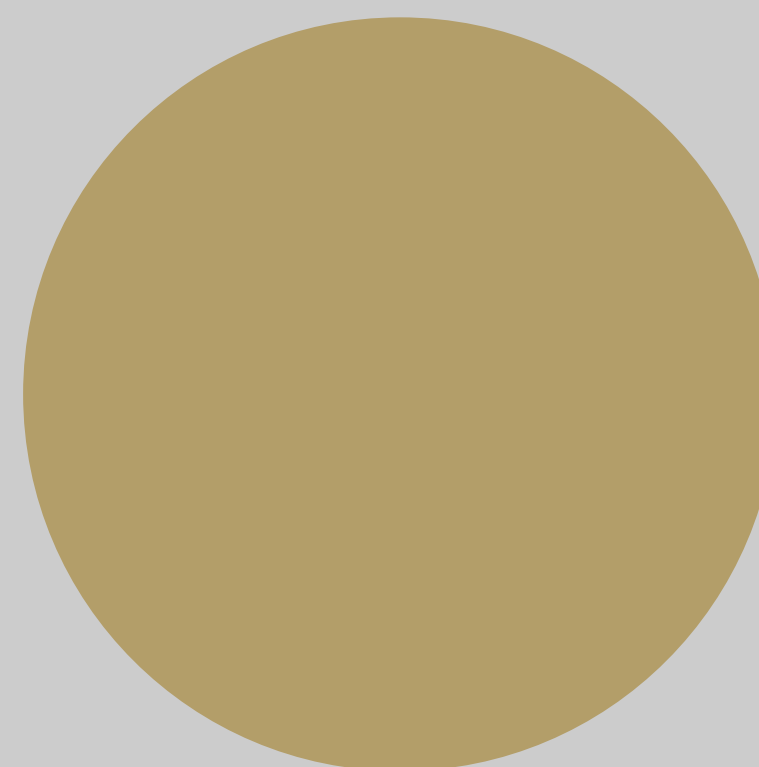
# Colour

Colour is a core component of our visual identity.

The Creative Climate Action identity is led by a predominant use of gold, black and white in combination with image.

Additional colours can be added but should be done very sparingly, within the parameters laid out in these guidelines and preferably with the use of a professional designer.

Any external use of the Creative Climate Action identity should be limited to gold, black and white.

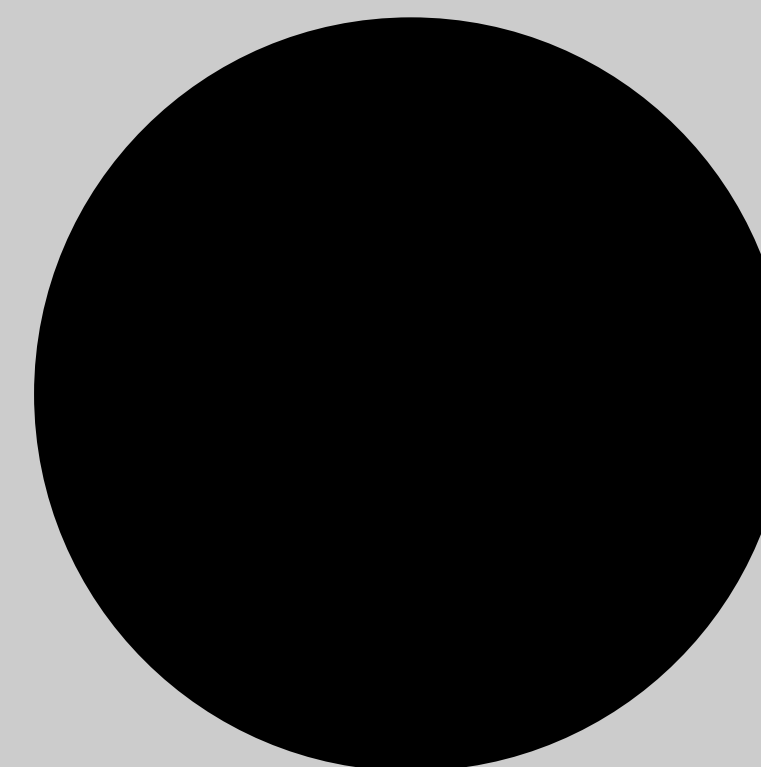


**Pantone 871**

**C0 M17 Y55 K50**

**R179 G158 B106**

**#B39E6A**

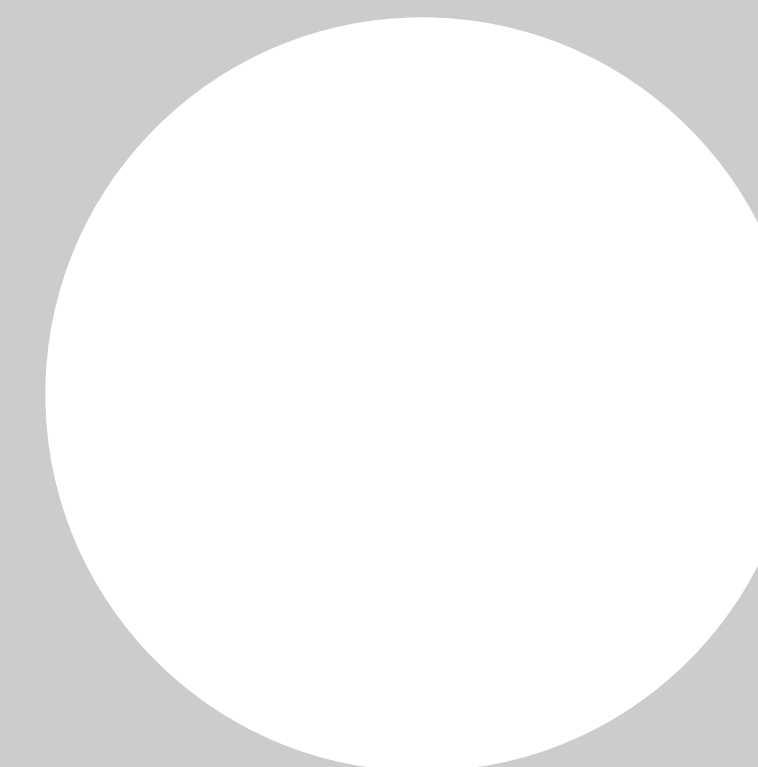


**Black**

**C0 M0 Y0 K100**

**R0 G0 B0**

**#000000**



**White**

**C0 M0 Y0 K0**

**R255 G255 B255**

**#FFFFFF**



# Creative Climate Action

# Typography

# Display Font

## Sparose

Sparose is our display font, it is to be used sparingly. It's use should be limited to short (one or two word) headlines that are large in size. It's use should be treated like a main image, or in the place of a main image.

Sparose is a handwritten font specifically designed to get texture, also have ligature and beautiful Swash.

This raw tone adds an appropriate personality to our display and headline typography.

To purchase a copy of this typeface, please visit the address below:

[www.myfonts.com/fonts/dhanstudio/sparose/](http://www.myfonts.com/fonts/dhanstudio/sparose/)

Sparose

Abcdefghijklmn

opqrstuvwxyz

1234567890-

Àéíòü

# Main Font

## 01 Founders Grotesk

Founders Grotesk is our main identity font. The vast majority of our text communications can use it. It is to be used the majority of the time when available with Sparose to be used sparingly to accent it.

It is a contemporary amalgamation of classic grotesks, and is our primary typeface in communications alongside Sparose.

To purchase a copy of this typeface, please visit the address below:

[klim.co.nz/retail-fonts/founders-grotesk/](http://klim.co.nz/retail-fonts/founders-grotesk/)

## 02 Arial – Office use

The Arial typeface is one of the most widely used designs of the last 30 years.

This is pre-installed on all computers and should be used as the default for all documents, letters, emails, presentations etc. It should only be replaced by Founders Grotesk where possible and appropriate.

01

A a B b C c

Light

Regular

Medium

Semibold

Bold

Accuptaeris sero venda qui oditltae volum  
verrum autempore non nos qui doluptatur?  
Pit, quatem quo blatur? Pieni tet lam nis  
nimus con core res esequunt ligniatet, ut  
doluptas im que cume ne placear cipitius,  
ape officil luptatent et inctusantias

Light

02

Lut quia plame sitio odi voluptate eseriam, omnim  
quiaspel iunti optatur? Qui con necab illia ento et  
et quamusc iuntinctur rehendi bearum et facepudi  
blam dus, cus sersperum quiatem de mi, sum est  
quidunt eosa volumet la perorem apereriore nonet  
reptae. Por aliatat urepudae remque providuntius

Regular

**Us int as consecustis autet et arum que  
voluptiam quuntur aute et rero te non  
et quiate elit atiaesto dit plab idelibusae  
preheni tatatur, omnis dolendunt rem ut  
pe placepeles re pliquate por atessi ut  
abo. Nam volut aut odio rep edionse**

Bold

**Agnis eatatem fugiate sum quatatem ducit,  
utessumque si comnihil maxim venempel  
molesequidis simpost, conse paritas nes quam,  
ut veribea aped quos que vendes que sed elluptae  
dit molecatium consequere nonsequere porem quis  
deribercit, temo cusam, ipsanti beaquide nobis ex**

Bold

# Creative Climate Action

# Animations



# Animations

**There are 3 main videos used for our logo animation.**

**Those are:**

## **1 Video Introduction**

This is to be used at the start of any Creative Climate Action videos.

## **2 Video Conclusion**

This is to be used at the end of any Creative Climate Action videos.

## **3 Video Conclusion with Government logos**

This is to be used at the end of any Creative Climate Action videos that have a clear link to a Government programme or funding.



# Introduction Video Usage

This is to be used at the start of any Creative Climate Action videos. There are 3 colour variants of this available to use in our 3 primary colours (see the colour section of the guidelines).

The logo should appear consistently in scale and positioning when used as a title card in video.

If you require a transparent version of the logo animation, please follow the contact detail at the end of these guidelines — as this will need to be specifically requested to be created by Detail. Design Studio.

1920px

1080px



# Conclusion Video Usage

This is to be used at the end of any Creative Climate Action videos. There are 3 colour variants of this available to use in our 3 primary colours (see the colour section of the guidelines).

The logo should appear consistently in scale and positioning when used as a title card in video.

If you require a transparent version of the logo animation, please follow the contact detail at the end of these guidelines — as this will need to be specifically requested to be created by Detail. Design Studio.

1920px

1080px



# Conclusion Video with Government Partner Logos Usage

This is to be used at the end of any Creative Climate Action videos that have a clear link to a Government programme or funding.

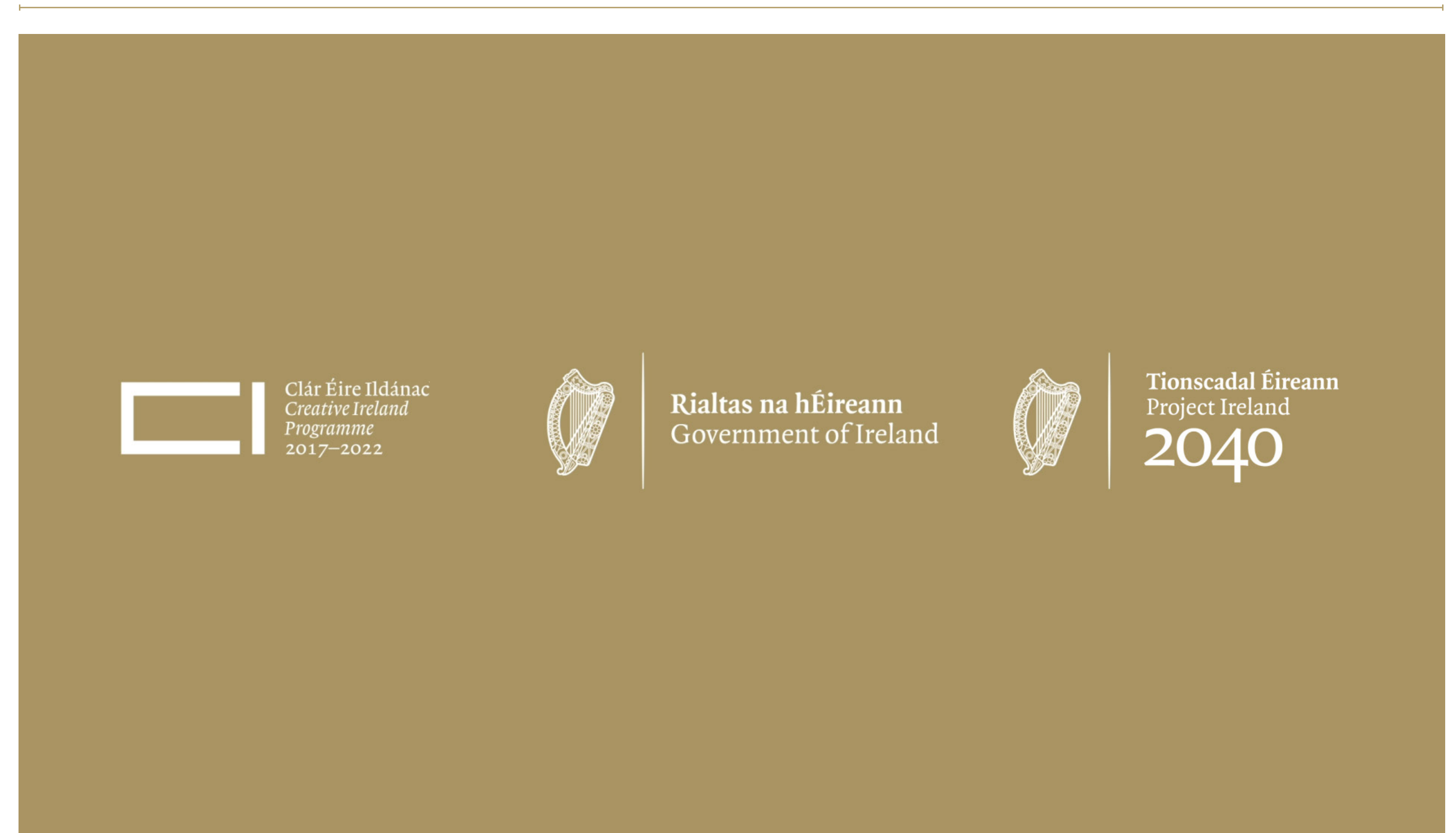
There are 3 colour variants of this available to use in our 3 primary colours (see the colour section of the guidelines).

The logo should appear consistently in scale and positioning when used as a title card in video.

If you require a transparent version of the logo animation, please follow the contact detail at the end of these guidelines — as this will need to be specifically requested to be created by Detail. Design Studio.

1920px

1080px





# Tone of Voice

## **Acknowledgements to be included in press releases for Creative Climate Action**

*CREATIVE PROJECT NAME* is a recipient of the inaugural Creative Climate Action fund, an initiative from the Creative Ireland Programme in collaboration with the Department of the Environment, Climate and Communications that supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations.

## **Editorial Notes**

The Creative Climate Action fund is an initiative from the Creative Ireland Programme in collaboration with the Department of the Environment, Climate and Communications that supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations.

The €2 million fund was launched on 31st March 2021 by Ministers Catherine Martin and Eamon Ryan. It sought collaborative projects that could meaningfully connect people with profound changes happening in the environment, society and economy arising from climate change, using creative, cultural and artistic approaches to transform connection and awareness into climate action.

It is part of the Programme for Government; *“Support Creative Ireland in its ‘Engaging the Public on Climate Change through the Cultural and Creative Sectors’ initiative”* (p88).

## **Creative Ireland Programme**

Creative Ireland is a five-year programme which connects people, creativity and wellbeing. We are an all-of-government culture and wellbeing programme that inspires and transforms people, places and communities through creativity. We are committed to the vision that every person in Ireland should have the opportunity to realise their full creative potential.

## **Department of Environment, Climate and Communication’s, Climate Action Fund**

The projects will be co-funded with €1 million from the Climate Action Fund.

The Climate Action Fund was established on a statutory basis in 2020 to provide support for projects, initiatives and research that contribute to the achievement of Ireland’s climate and energy targets, and for projects and initiatives in regions of the State, and within sectors of the economy, impacted by the transition to a low carbon economy. The Fund is resourced from proceeds from the levy paid to the National Oil Reserves Agency (NORA) in respect of relevant disposals of petroleum products, after the funding requirements of NORA have been met.

Further information on the Climate Action Fund is available at the following link:

[gov.ie/ga/foilsuichan/de5d3-climate-action-fund](https://www.gov.ie/ga/foilsuichan/de5d3-climate-action-fund)

**For further information or brand  
assets please contact:**

**XxxxXxxxx@tcagsm.gov.ie  
+353 (0) 00 0000000**

**An Roinn Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spóirt agus Meán**

The Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media

**Áras an tSeoighigh, 8-11 Sráid Lombard Thoir, Baile Átha Cliath 2.**

Joyce House, 8-11 Lombard Street East, Dublin 2.

[creativeireland.gov.ie](http://creativeireland.gov.ie)