

SEPTEMBER 2023



Clár Éire Ildánach  
Creative Ireland  
Programme



# 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 for Creative Climate Action is displayed on a dark grey background. The word "Creative" is written in a white, elegant, cursive script font. Below it, the words "Climate Action" are written in a white, bold, sans-serif font.

## LOGO

# Logo Usage

Our logotype is black, white or gold.

Our work and its 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 consistent 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

# 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 Lock-offs

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



Rialtas na hÉireann  
Government of Ireland

# Funder Lock-offs Usage

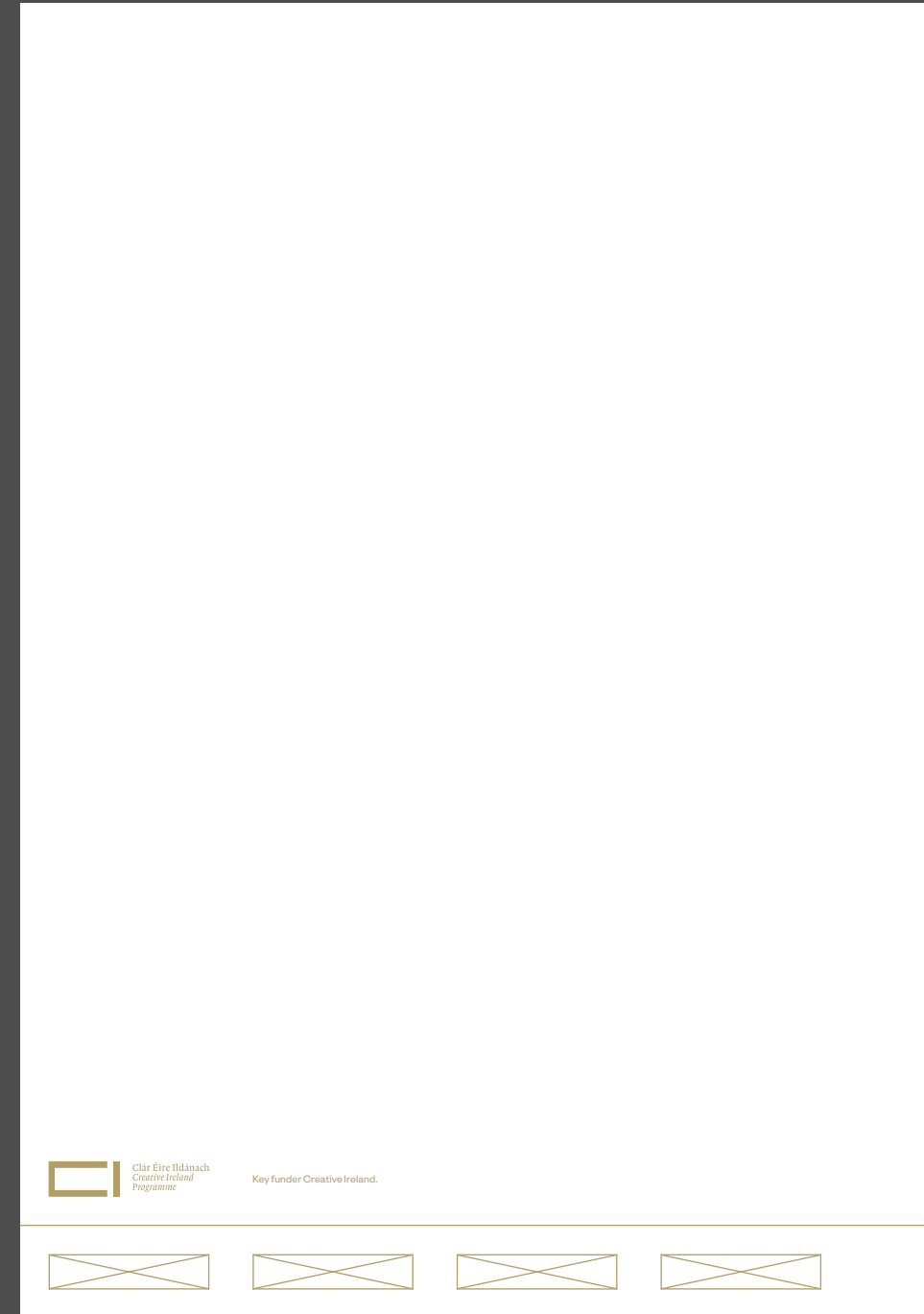
Our logo will also appear alongside funders and partners on communications from an external organisation and can be applied in two ways;

## Lead

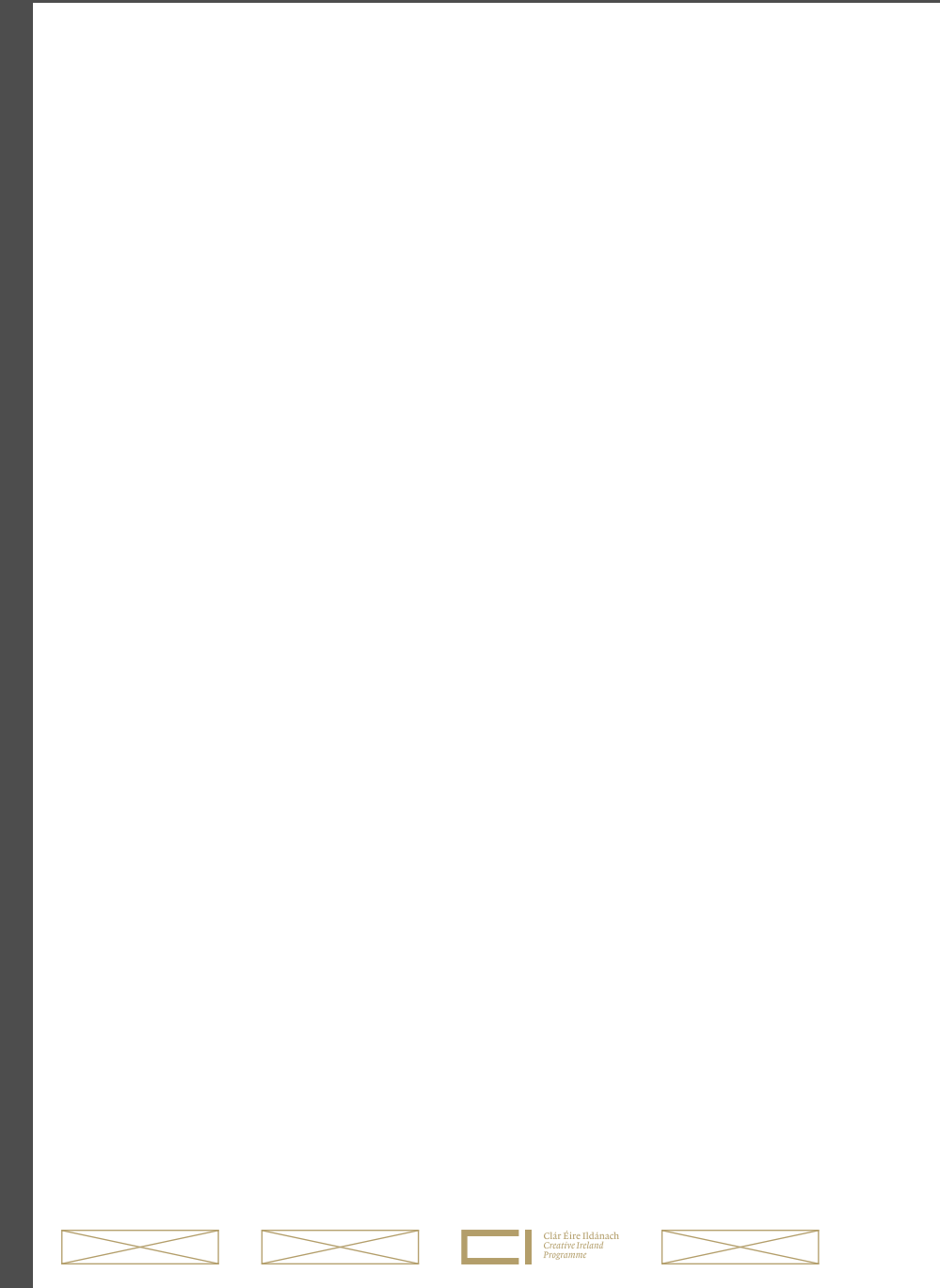
When Creative Ireland is the lead funder, our logo should appear above the funder/partner logos with a separating keyline and the accompanying supporting copy (as visualised).

## Joint Supporter

When Creative Ireland is not the lead funder, our logo should appear within the line-up, scaled appropriately to ensure legibility alongside the funder/partner logos.



Lead



Joint Supporter



## LOGO

# Funder Lock-offs Examples

When in use in this context, the artwork should feature the funder/partner logos housed within a panel at the base of the layout (as visualised).

### Variations

When applied to creative executions, the funder/partner logos can be treated in two ways in order to ensure maximum legibility and impact in contrast to the underlying content.

### A

Colour or monochrome logos on a white panel for darker creative executions.

**NOTE ON ALL APPLICATIONS** — Be sure to align logos vertically and maintain spacing between them. All logos should be aligned neatly and no funder logo should be larger than another. The scale of logos should be based on the volume of the graphics rather than the height or width.



Example 1A



Example 2A

2/10X

1/10X

## LOGO

# Funder Lock-offs Examples

### B

White logos on a black panel for lighter creative executions (as visualised).



Example 1B



Example 2B

**Creative Climate Action**

*Colour*



## COLOUR

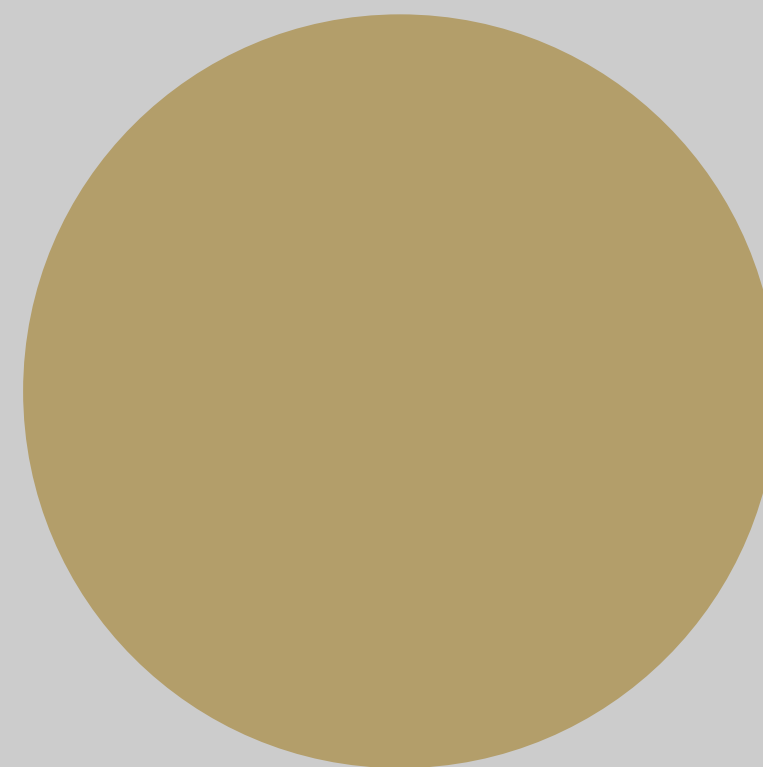
# Colour

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.

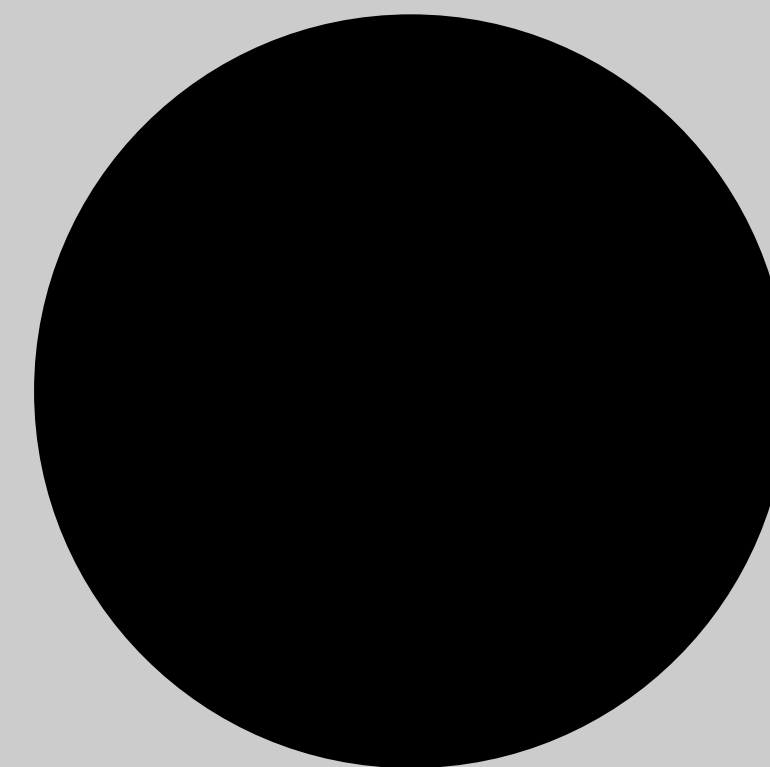


**Pantone 871**

**C0 M17 Y55 K50**

**R179 G158 B106**

**#B39E6A**

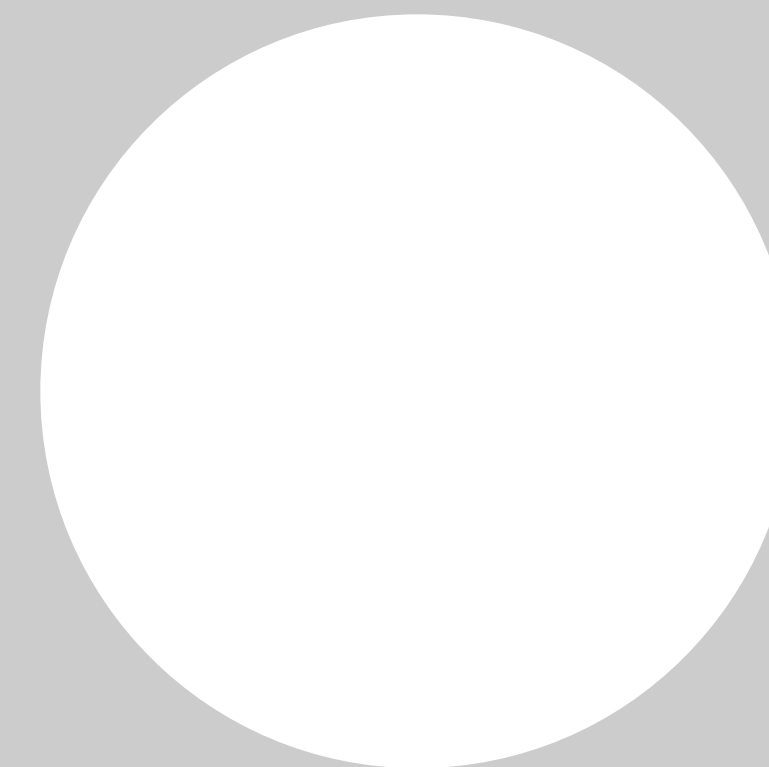


**Black**

**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 with Funders**

This is to be used on the penultimate page of any Creative Climate Action videos that include funders.

## **3 Video Conclusion**

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

# Introduction Video Usage

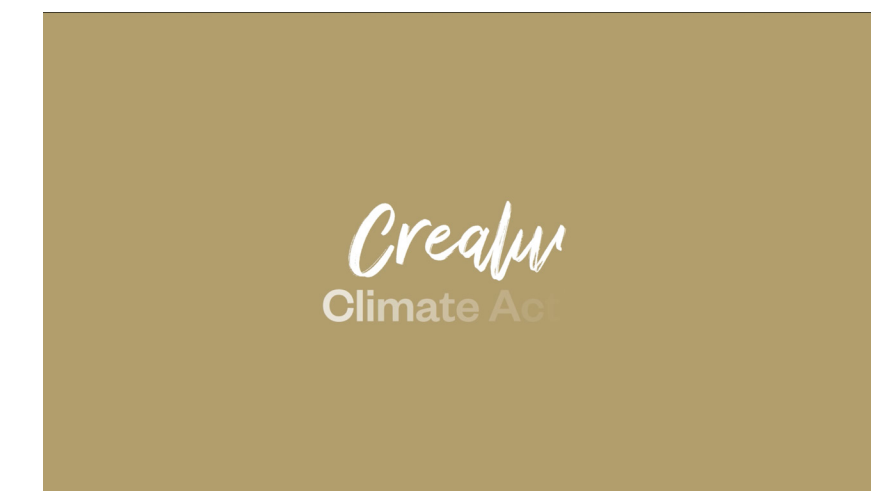
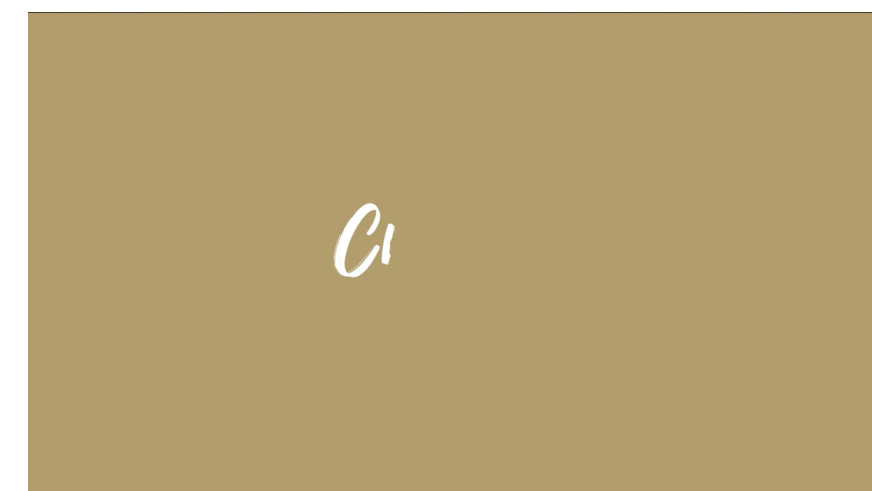
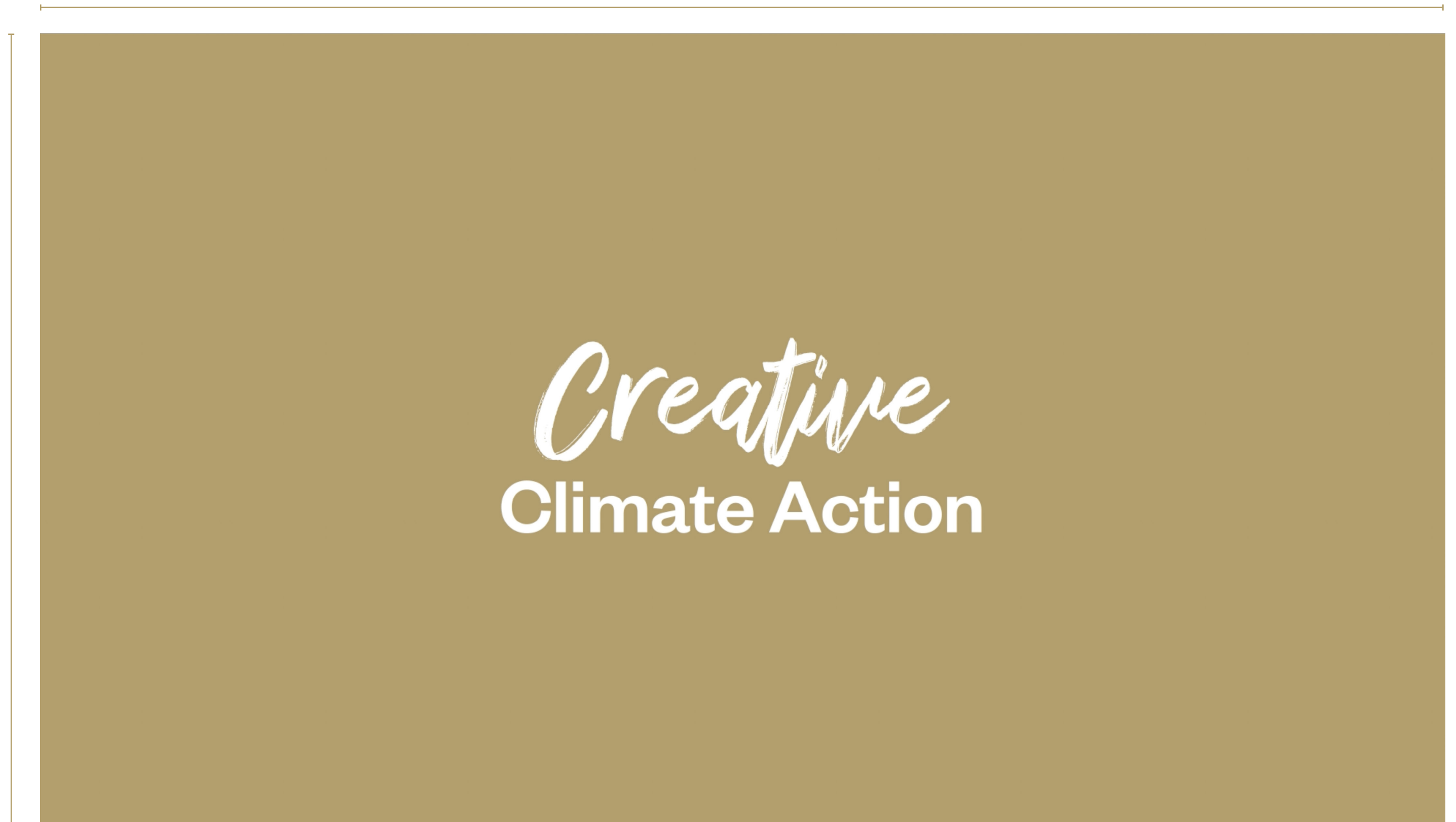
This is to be used at the start of any Creative Climate Action videos. There are 3 colour variants of this available to use in our 3 primary colours (see the colour section of the guidelines).

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 with Funders

This is to be used on the penultimate page of any Creative Climate Action videos that have a clear link to additional funders.

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



# Issuing press releases/press calls etc.

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

Insert [CREATIVE PROJECT NAME] is a recipient of the Creative Climate Action fund, an initiative from the Creative Ireland Programme. It is funded by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in collaboration with the Department of the Environment, Climate and Communications. The fund supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations.

The projects:

- Encourage everyone to rethink their lifestyles.
- Connect with the biodiversity crisis.
- Enable a fair and just transition in making lifestyle changes.
- Assist citizens to understand the climate crisis.
- Adapt to effects of climate change.

## **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.

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

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

## **Department of Environment, Climate and Communication's, 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 from a number of sources, including 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:

<https://www.gov.ie/en/publication/de5d3-climate-action-fund/>

# Issuing press releases/press calls for 3 Shared Island Projects

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

Insert [CREATIVE PROJECT NAME] is a recipient of the Creative Climate Action fund, an initiative from the Creative Ireland Programme. It is funded by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in collaboration with the Department of the Taoiseach. The fund supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations.

## **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.

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

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## **Shared Island Initiative**

The Shared Island initiative engaged with all communities and political traditions to build consensus around a shared future on the island, underpinned by the Good Friday Agreement. The Shared Island dimension to the Creative Ireland Programme seeks to deploy creativity on a shared island basis to, inter alia, deepen collaborations for a more environmentally and socially sustainable island.

Further detail on the Shared Island Initiative, including this aspect of the Creative Ireland Programme, is available at [www.gov.ie/sharedisland](http://www.gov.ie/sharedisland)

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

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

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Instagram: @creativeireland

LinkedIn: Creative Ireland

#CreativeIreland

#CreativeClimateAction