

SEPTEMBER 2023

# Creative Ireland Programme

## Brand Guidelines

Clár Éire Ildánach  
*Creative Ireland*  
*Programme*

Guidelines

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## Programme Logo

The programme logo consists of a symbol and bilingual descriptor. The two elements can act independently of each other depending on context. For internal use, it is not necessary for the two elements to remain locked together. For external use, the logo must appear in its complete form at all times.

### Symbol

The Creative Ireland symbol is the lead element in our graphic identity. It is used in the logo but can also be abstracted to become a decorative graphic representation of the brand.

### Descriptor

The descriptor is made up of the Creative Ireland Programme name in both Irish and English. This has been specially created using the primary brand typeface, Quadraat.

Descriptor

Clár Éire Ildánach  
*Creative Ireland*  
*Programme*

Symbol



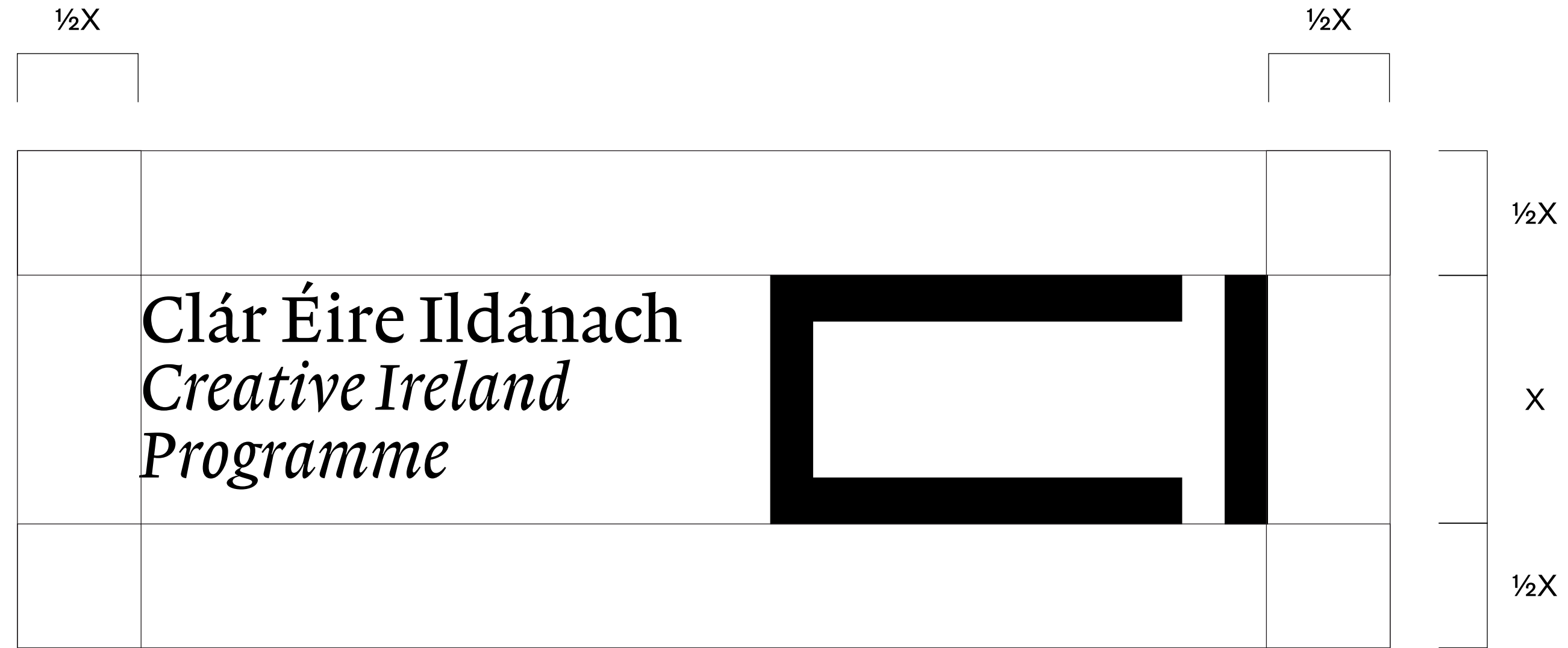
## Programme Logo | Standards

### Clear Space

To ensure that the logo retains its impact, it is important not to crowd it by placing text, images or other graphic elements within the designated clear space shown here. At any scale, this clear space is half the height of the symbol. This forms an invisible box around the logo where no other text, images or graphic elements should appear.

### Minimum Size

In order to maintain legibility it is necessary for the logo to have recommended minimum sizes. When preparing artwork for reproduction in print the logo should not be used smaller than 11mm tall which gives an 8pt type size. For use on screen a minimum height of 48px is recommended. There is no maximum logo size, however scale and context of the application should always be considered.



# Logo Lock-ups

Our logo is supplied as a standard programme lock-up, and a government endorsed lock-up with harp.

## 01 — Programme Lock-up

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

## 02 — Government Endorsed Lock-up

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

**For government use only.**

## Variations

Our logo is available in our signature gold colour; monochrome for optimal reproduction for black and white photocopying and press, and white when reversing the logo out of a solid colour.

### Lock-up 01

#### Variations

Clár Éire Ildánach  
*Creative Ireland*  
Programme



Clár Éire Ildánach  
*Creative Ireland*  
Programme



### Lock-up 02

#### Variations



Clár Éire Ildánach  
*Creative Ireland*  
Programme



Clár Éire Ildánach  
*Creative Ireland*  
Programme



Clár Éire Ildánach  
*Creative Ireland*  
Programme



Clár Éire Ildánach  
*Creative Ireland*  
Programme



## Logo Lock-ups

### Alternative Lock-up

Depending on the application or the requirements of a document, you may require an alternative version of the logo. A version which features the symbol on the left is available for **limited use only**. For example, when paired with partners or co-branding; video; printed applications where it may be appropriate; or, for applications where there are space restrictions, the alternative lock-up can be used. The lead lock-up, with the symbol on the right, should predominantly be used where possible.

Alternative Lock-up



Co-Branding



Rialtas na hÉireann  
Government of Ireland



Tionscada  
Project Ireland  
2040



## Logo Lock-ups | Usage

### 01 — Use by Programme Partner

For communications directly from an external organisation, the Programme logo without the government harp 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.

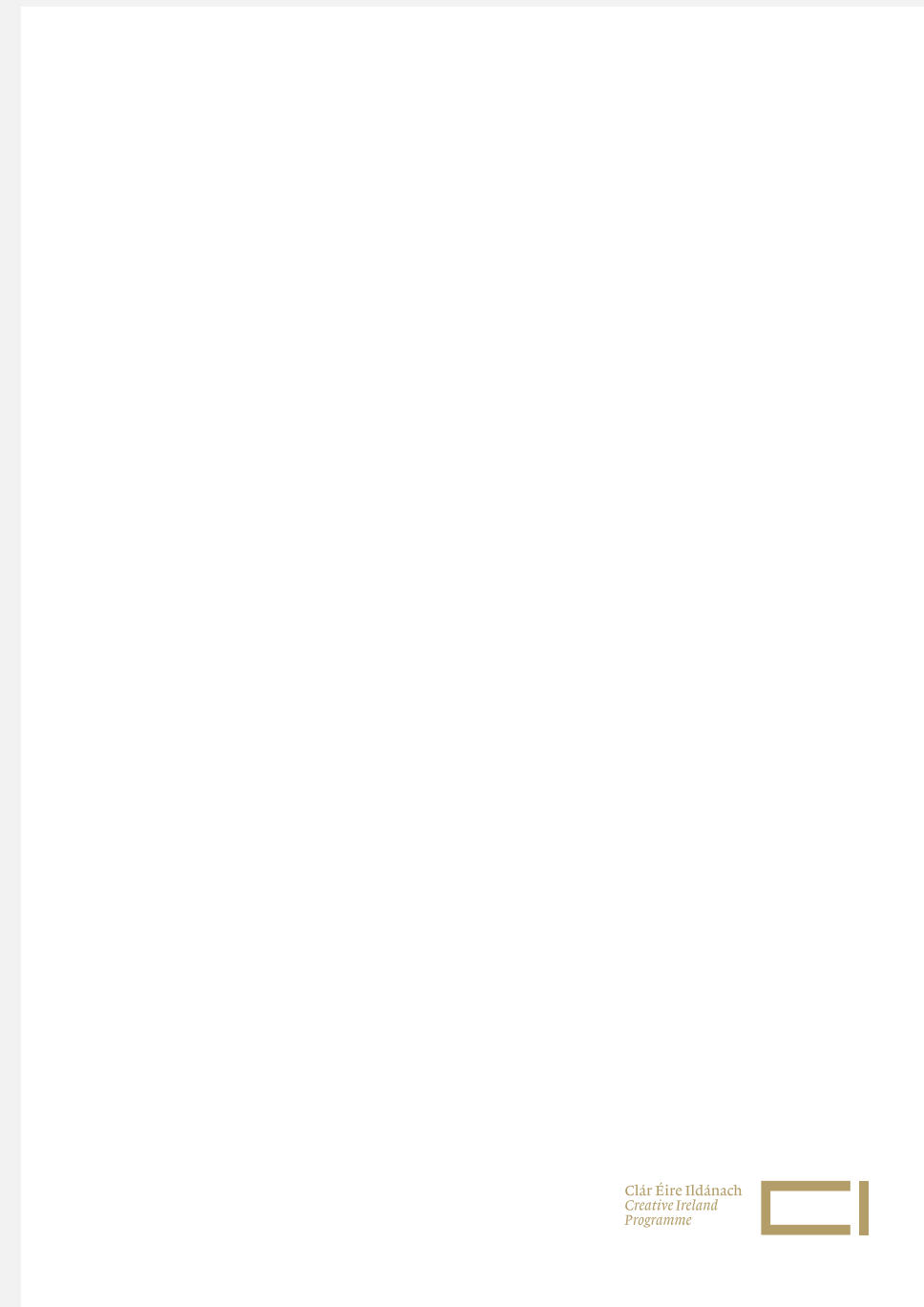
### 02 A — Internal Use

For internally generated communications that lead with the programme identity, the logo does not need to use the full government endorsed lock-up and the elements can be abstracted from each other. In this instance, the harp **must** be included in the top right to acknowledge it as a government endorsed programme.

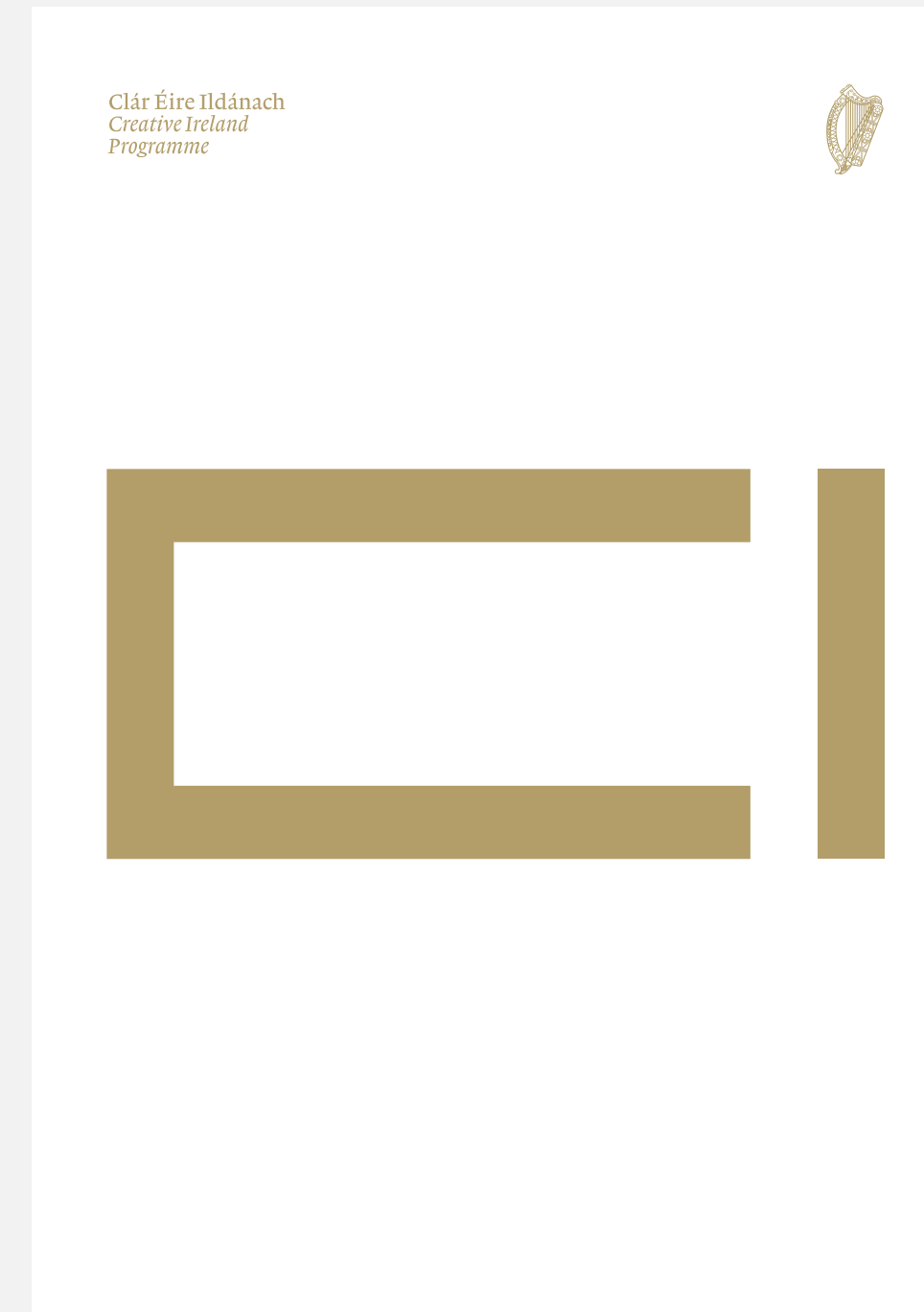
### 02 B — External Use

For externally generated communications that lead with the programme identity, the full government endorsed lock-up of the logo and harp should be used on programme materials.

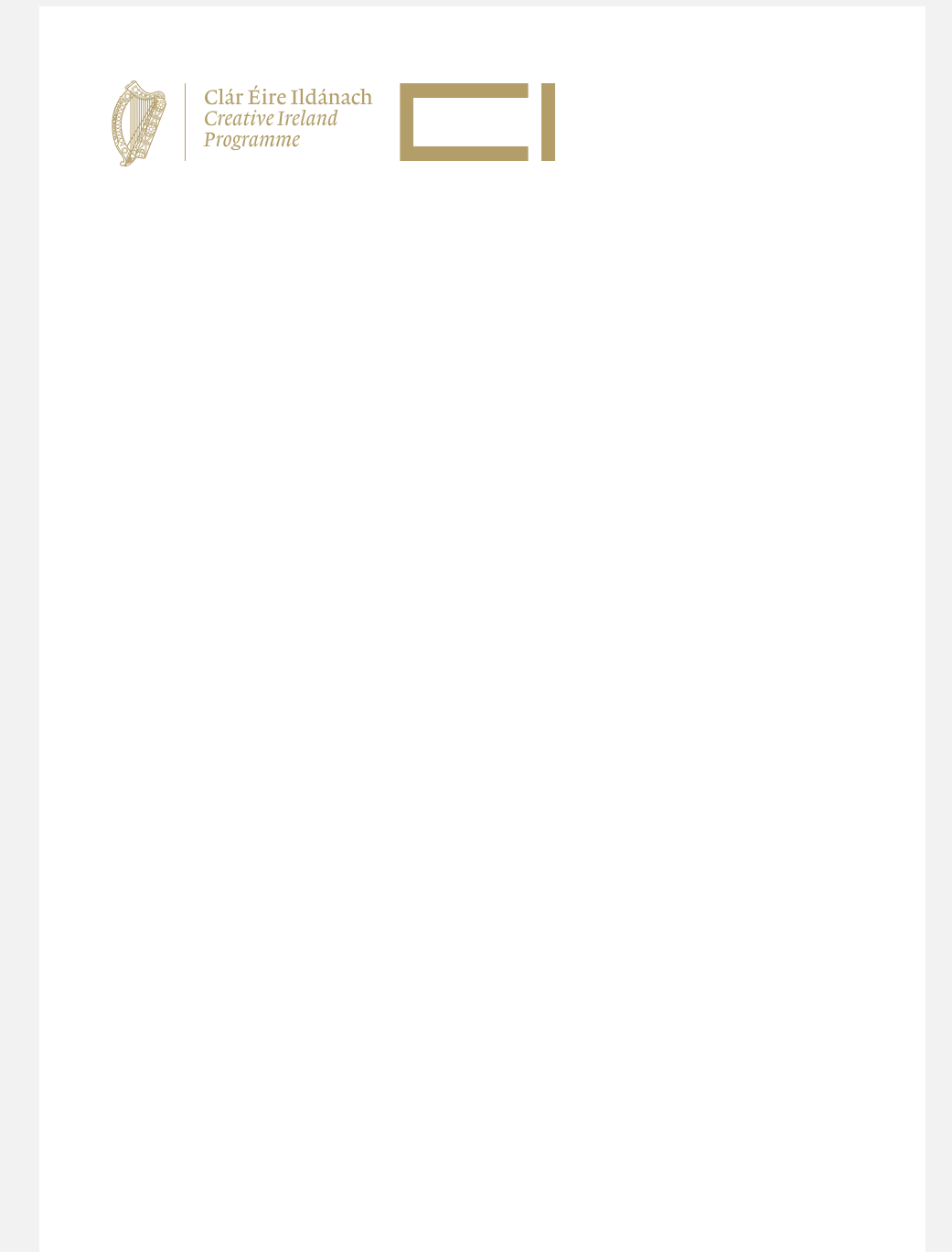
Usage 01



Usage 02 A



Usage 02 B

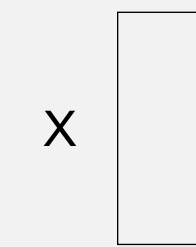




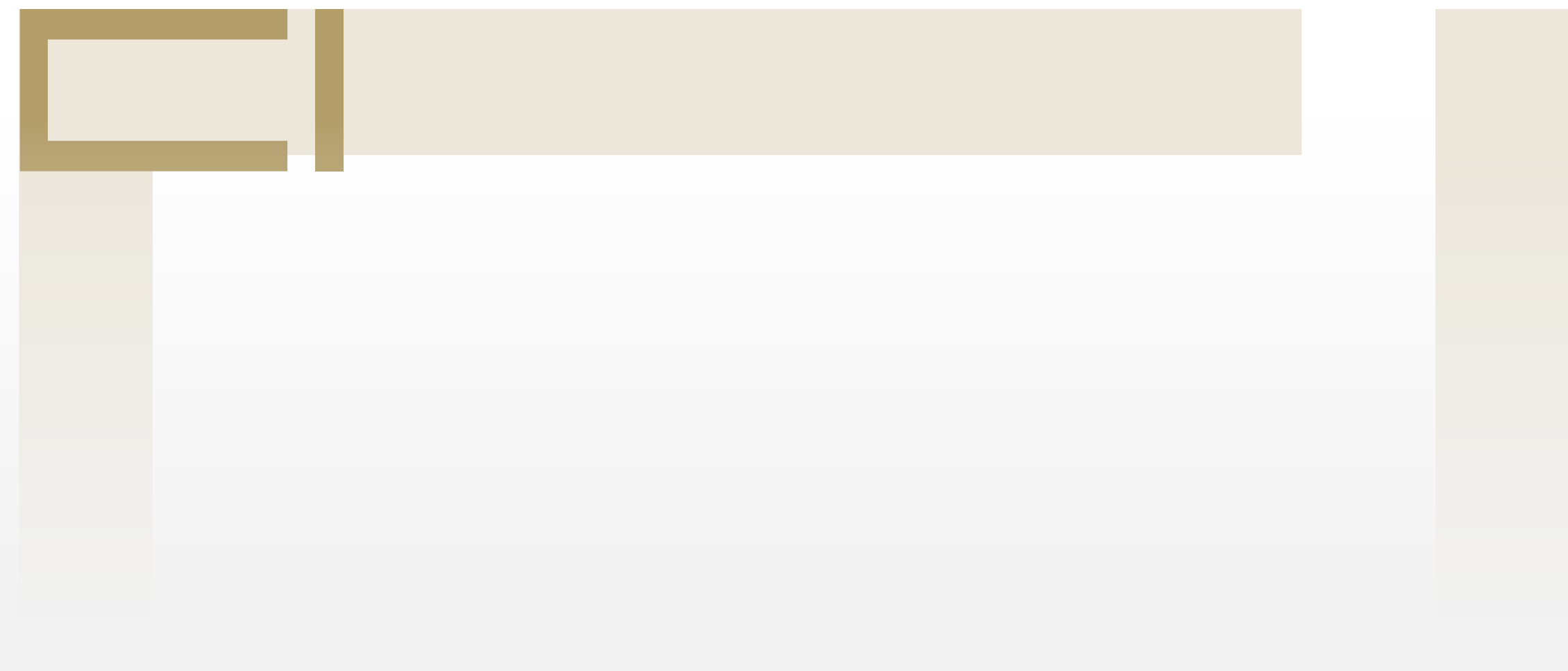
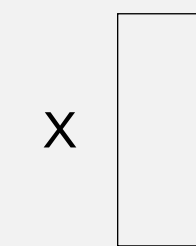
## Logo Lock-ups | Scale

### Large Use

When using the Creative Ireland symbol in a graphic way, abstracted from the programme lock-up, it can be used at a larger scale. This can be any scale above the minimum size but context, type of application and whether it is appropriate should be considered, for example, display and signage projects or print applications with a more graphic and less formal style.



Clár Éire Ildánach  
*Creative Ireland*  
Programme



Large Use

# Partners + Funders

Partners  
+ Funders

## Partner Lock-offs

It is quite common for our logo to appear alongside other logos. For example, with our programme partners and pillars; local authorities; and, government. When applied in this context, the logos should appear in this specific order to ensure the correct hierarchy.

Programme Partner/Pillar



CI Logo



Government and/or Local Authority Logo



Rialtas na hÉireann  
Government of Ireland



Údaráis Áitiúla Éireann  
Local Authorities 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;

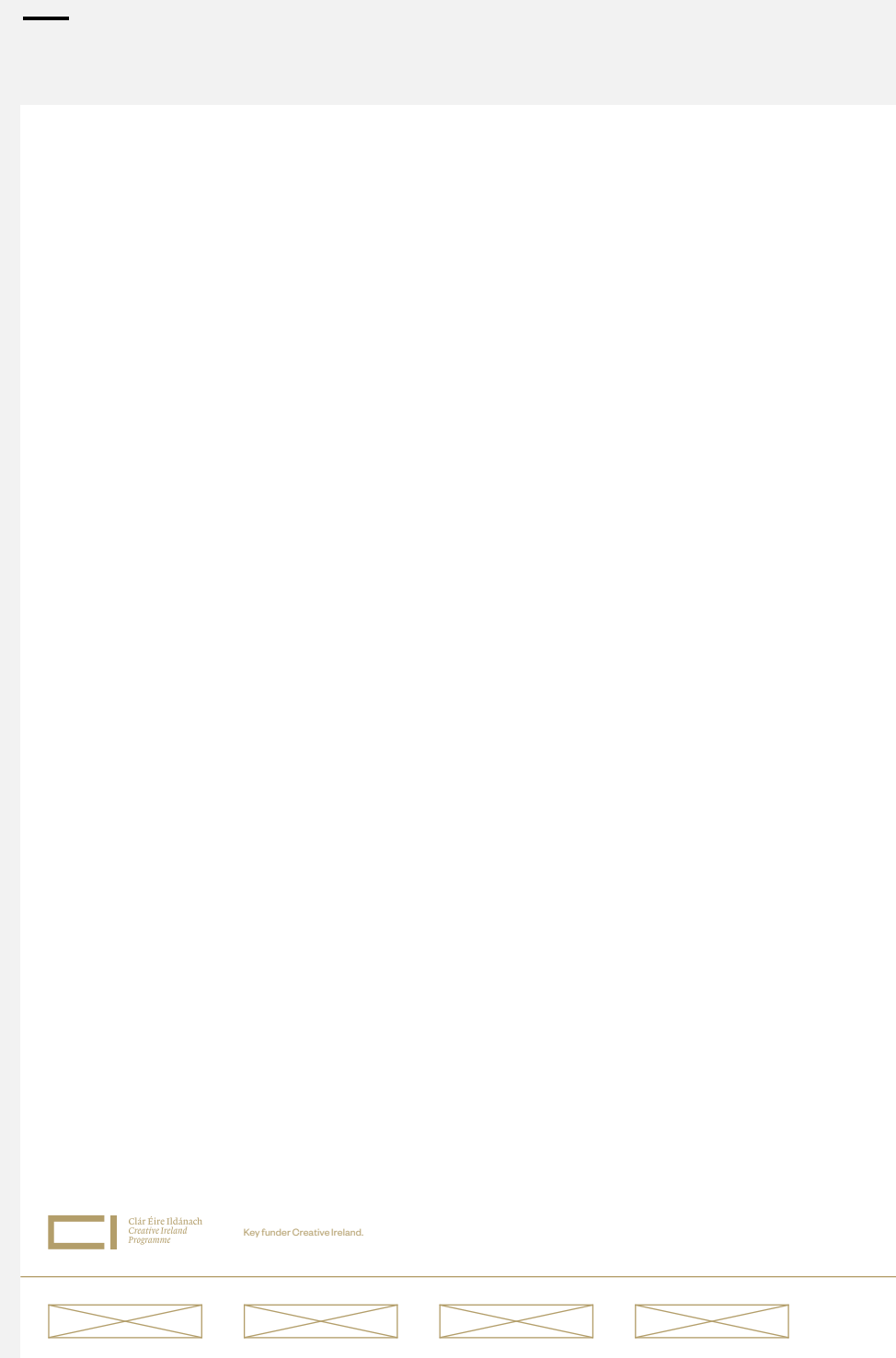
### 01 — Lead

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).

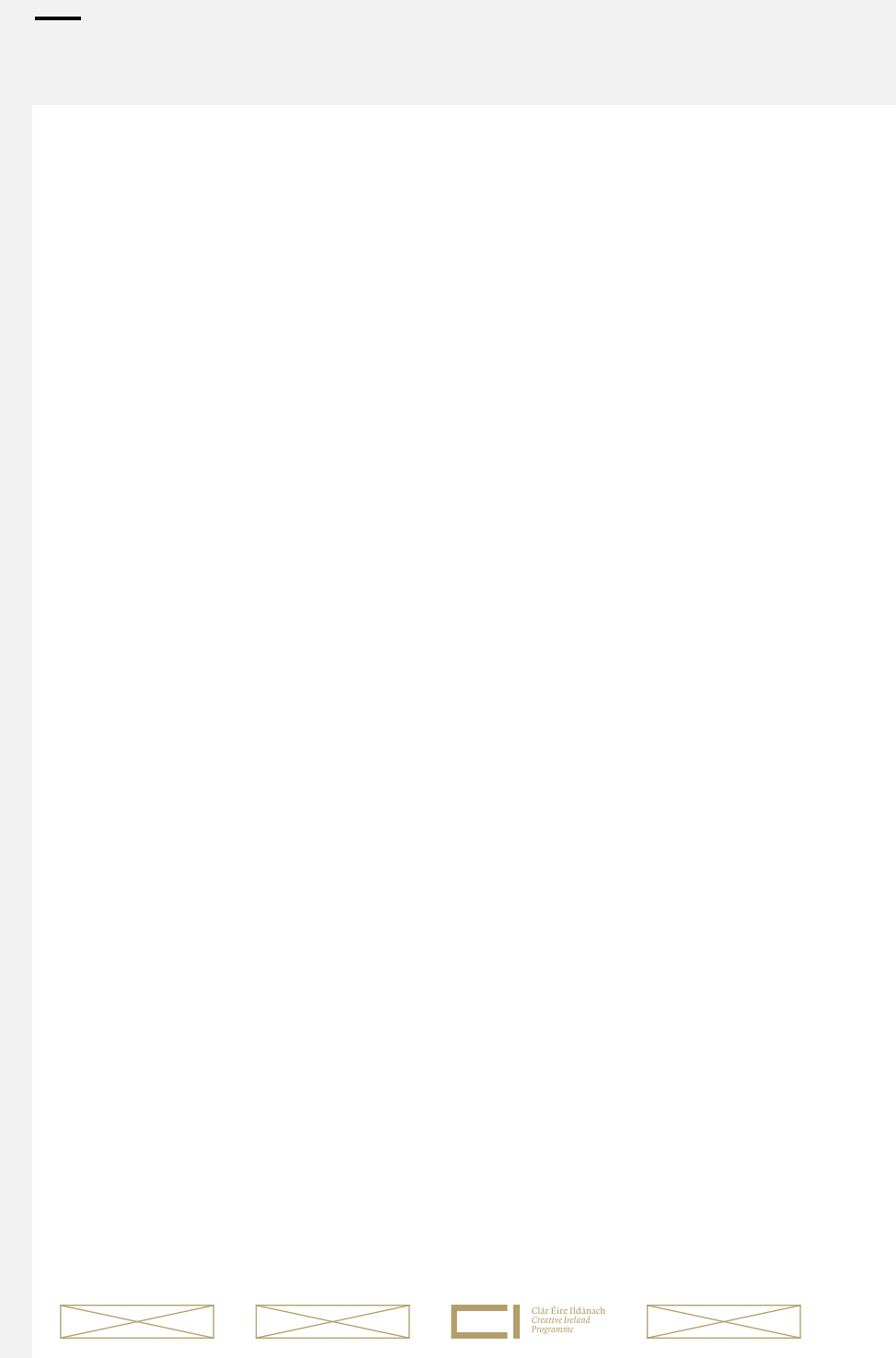
### 02 — Joint Supporter

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.

Usage 01



Usage 02



## 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

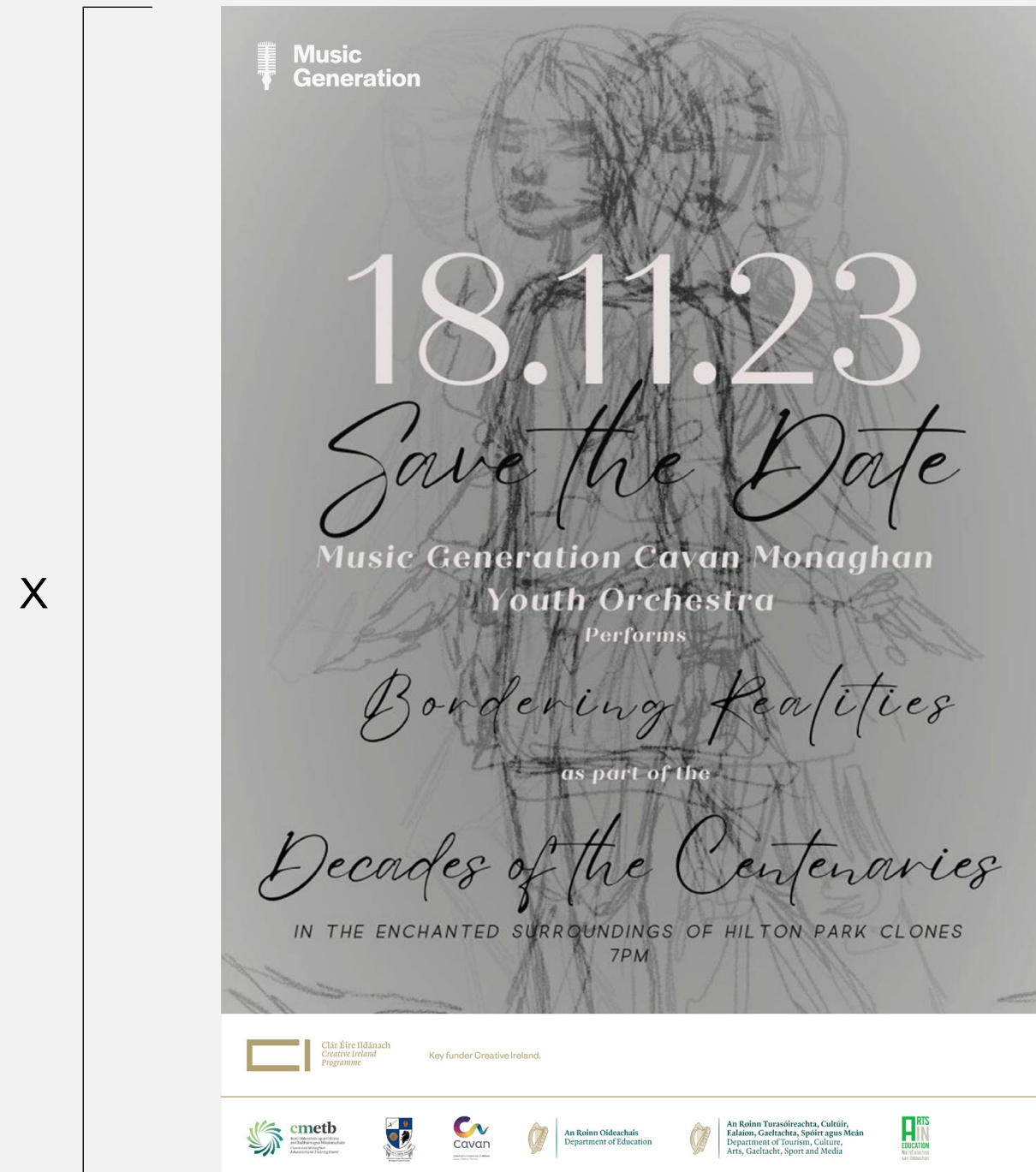
When applied to creative executions, the funder/partner logos can be treated in two ways in order to ensure maximum legibility and impact in contrast to the underlying content.

### 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 01 A



Example 02 A

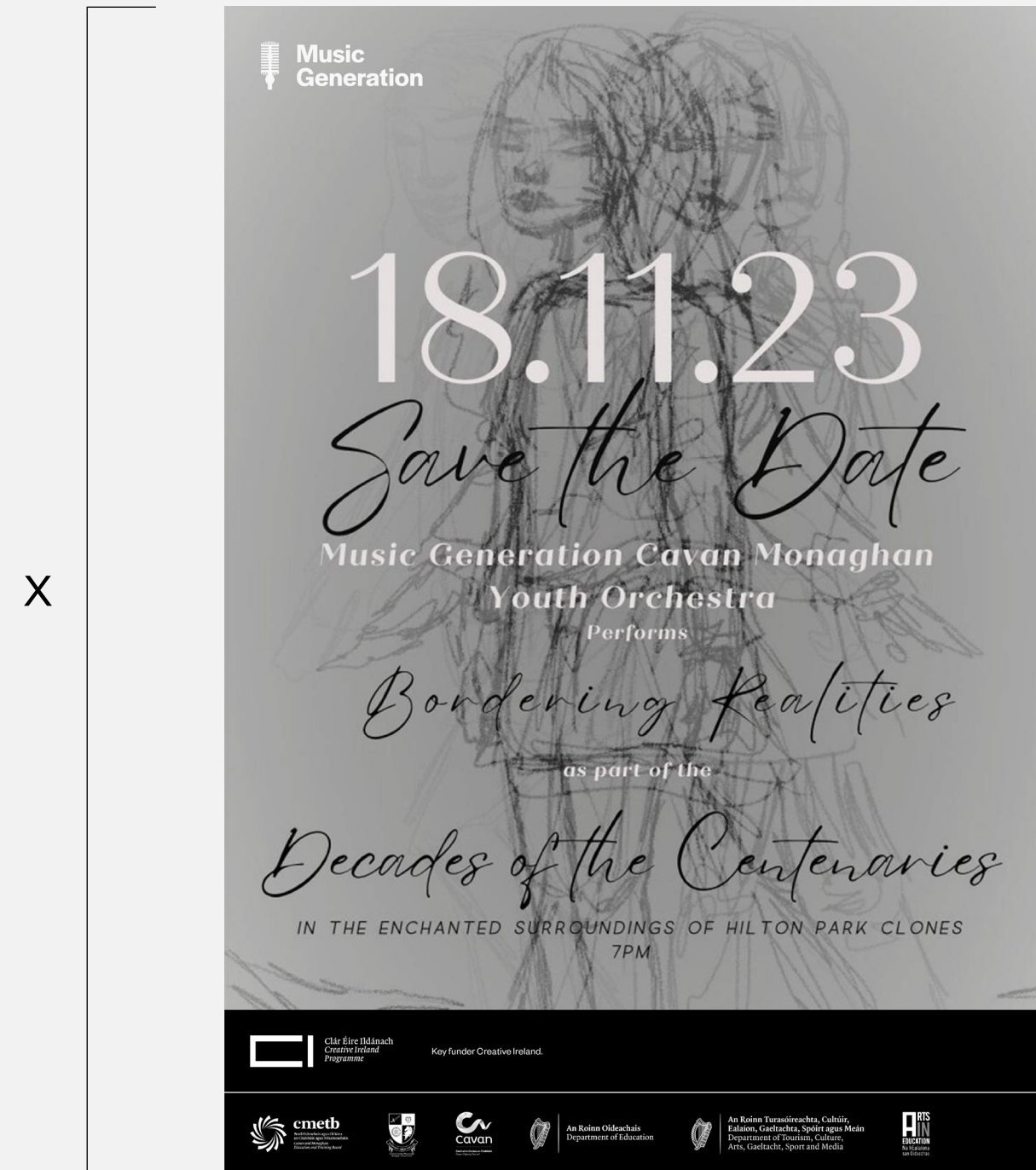




## Funder Lock-offs | Examples

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

Example 01 B



2/10X

Example 02 B



# Typography

Typography



## Font Usage

### 01 — Sparose

Sparose is our display font and is to be **used sparingly**. It's use should be limited to short headlines that are large in size. It should be treated like a main image or, in place of a main image or decorative graphic.

### 02 — Quadraat

Quadraat is our serif font and should be used for formal communications or long-form documents. It can be used for both body text and headlines.

### 03 — Founders Grotesk

Founders Grotesk is our sans-serif font and should be used for informal communications or short-form documents. It can be used for both body text and headlines. It can be used as our primary headline font where possible.

### Office Use

Quadraat and Founders Grotesk should always be used for professionally produced communications. **Georgia and Arial can be used for office use**. This includes email, letter, document and presentation communications.

**NOTE** — When designing written communication where accessibility is a priority, a minimum of 12-point font size should be used.

Font 01

Aa

Aa Bb Cc  
123

*Regular*

Font 02

Aa

Aa Bb Cc  
123

Regular | *Italic*  
**Bold** | *Italic*

Font 03

Aa

Aa Bb Cc  
123

Light | *Italic*  
Regular | *Italic*  
**Medium** | *Italic*  
**Semibold** | *Italic*  
**Bold** | *Italic*

## Creative Ireland Pillars

Our pillars are sub-identities within the Creative Ireland brand. Our five pillars include:

---

**01** Creative Climate Action

---

**02** Creative Communities

---

**03** Creativity, Health & Wellbeing

---

**04** Creative Industries

---

**05** Creative Youth

---

A consistent approach to typography across all of our pillars ensures differentiation from the parent brand and a standardised format for external facing branding.

01

*Creative*  
**Climate Action**

04

*Creative*  
**Industries**

02

*Creative*  
**Communities**

05

*Creative*  
**Youth**

03

*Creativity*  
**Health & Wellbeing**

## Creative Ireland Pillars | Construction

Our pillar lock-up consists of our script font, Sparose, and our sans-serif, Founders Grotesk, stacked on two lines. This pillar formatting should always contain the text 'Creative' or 'Creativity' in the script typeface and the subsequent text, in this case 'Climate Action', in the sans-serif, ensuring consistency and recognisability across all of our communications.



# Colour

*Colour*

# Colour Palette

Colour is a core component of our brand and provides a strong visual link to our identity. The Creative Ireland identity is led by a predominant use of gold and black. Applied consistently it provides an immediate and strong visual link throughout our communications.

## Primary Palette

Our primary palette is used in corporate collateral which includes, but is not limited to, business cards, letterhead, and other stationary items. Any external use of the Creative Ireland identity should be limited to our primary palette.

## Secondary Palette

The secondary palette supports our primary colours. It can be used for graphic elements within our communications for example in illustrations, charts, diagrams and iconography. It can also be used to add colour to items where a photographic image is unsuitable or unavailable. It is important to remember that these are supporting colours only, they should not predominate or overwhelm our primary palette.

**NOTE** — Pantone 872 is a metallic gold. It should be used for decorative or ceremonial purposes, only printed as a spot colour on suitable stock (silk or matt uncoated).

### Primary

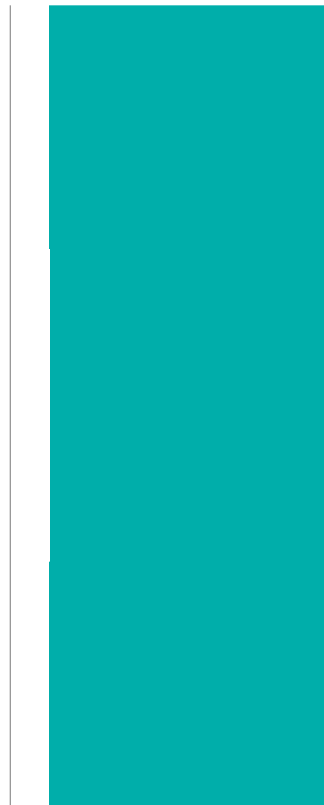


Primary 01  
PMS 872  
C0 M11 Y49 K35  
R179 G158 B106  
#B39E6A



Primary 02  
BLACK  
C0 M0 Y0 K100  
R0 G0 B0  
#000000

### Secondary



Secondary 01  
PMS 375  
C30 M0 Y75 K0  
R115 G201 B45  
#73C92D



Secondary 02  
PMS 375  
C30 M0 Y75 K0  
R115 G201 B45  
#73C92D



Secondary 03  
PMS 143  
C0 M36 Y81 K0  
R246 G160 B77  
#F6A04D



Secondary 04  
PMS 165  
C0 M53 Y89 K0  
R255 G117 B72  
#FF7548



Secondary 05  
PMS 213  
C0 M85 Y10 K0  
R233 G84 B133  
#E95485

# Colour Palette | Tints

## Tints

Each of the colours in our primary and secondary palettes have corresponding tints to provide a range of colour options. These work best when used tonally in combination with the main corresponding colours or the lighter tints can be used as background colours.

**NOTE** — When designing written communication where accessibility is a priority, avoid using text and background colours which have low contrast. Contrast is best when using very dark colours together with very pale colours. If using colour text on a white background, the dark tints (02) highlighted here should be used and should be no smaller than 14pt font size.

	Primary		Secondary			
		Light Tints		Light Tints	Light Tints	
01		#E1D8C3		#F2F2F2		#D8EEA9
02		#D1C5A5		#E6E6E6		#C3E67E
03		#C2B288		#CCCCCC		#ACDD4F
		Dark Tints		Dark Tints	Dark Tints	
01		#87784F		#999999		#6EA100
<b>02</b>		<b>#594F36</b>		<b>#666666</b>		<b>#4A6B00</b>
03		#2E291C		#333333		#263600

		Light Tints		Light Tints	Light Tints	
01		#FFDFB0		#FFC5A4		#FEB305
02		#FED08A		#FFA778		#F98BAA
03		#FAC262		#FF894D		#F2608F
		Dark Tints		Dark Tints	Dark Tints	
01		#B88729		#BF4D17		#AD1759
<b>02</b>		<b>#7A591C</b>		<b>#80330F</b>		<b>#730F3B</b>
03		#3D2E0D		#401A08		#3B081F

In Use

*In Use*



# Print | Stationary

Our stationery suite consists of a comp slip, business card and letterhead.

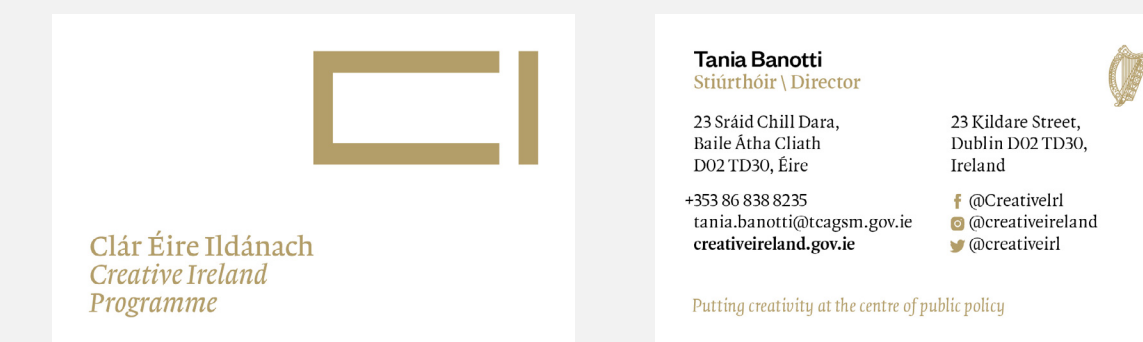
## Letterhead



## Comp Slip



## Business Cards



1.5m

1m

## Print | Event Stands

Our event suite consists of a wide stand and a slim stand and should be used depending on the format and space of the event. Our stands should make use of our rips to separate small scale information.



2.3m

## Digital | Video Usage

There are 3 main animations used for our programme videos, including:

### 01 — Logo Animation

The logo can be used as a title card in a video and should appear consistently in scale and positioning. In a 1080p HD context the full height of the logo should be 82px and be vertically and horizontally centred. In alternate formats, the visual proportion shown here should be matched.

01

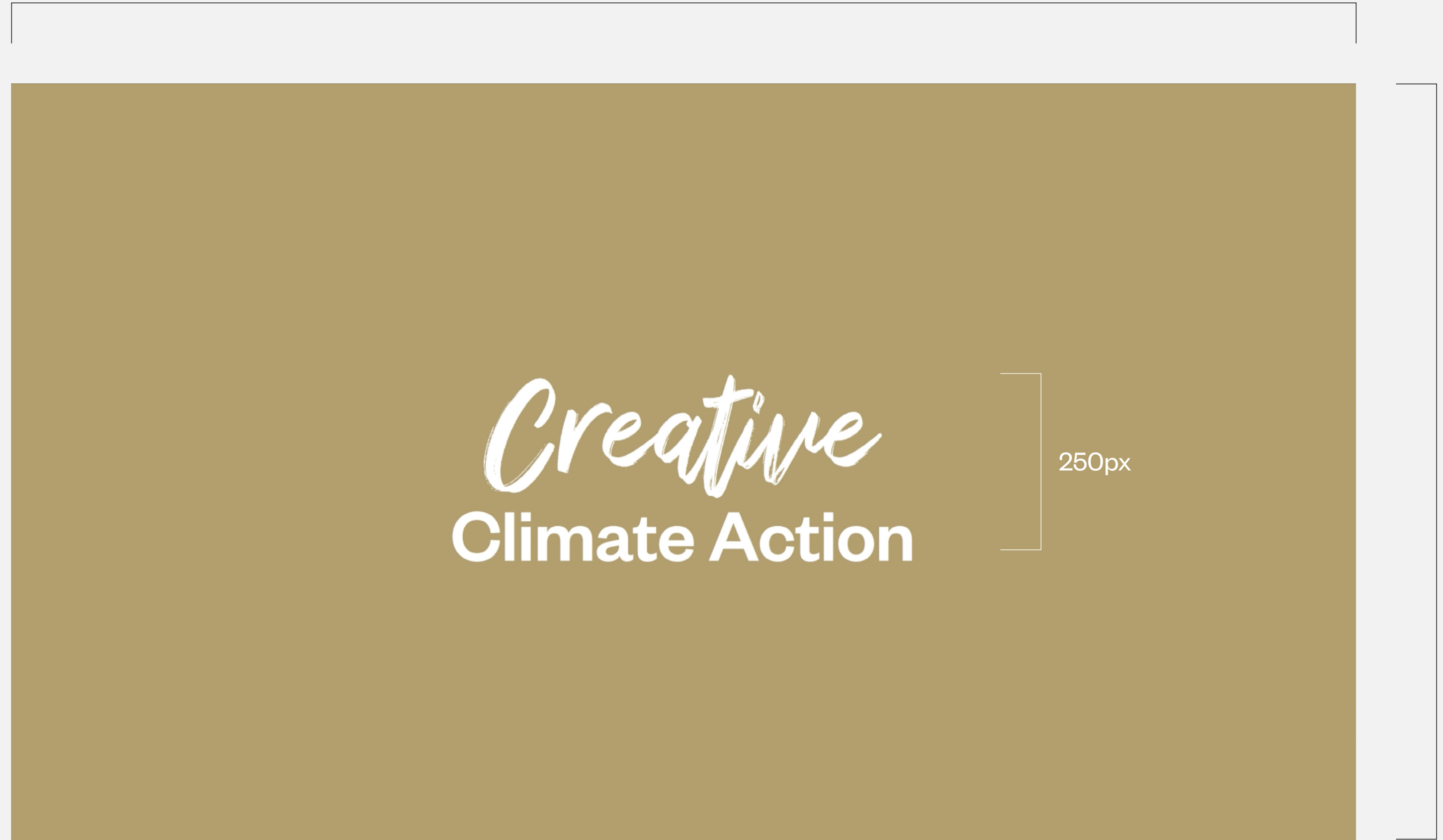


## Digital | Video Usage

### 02 — Pillar Video Introduction

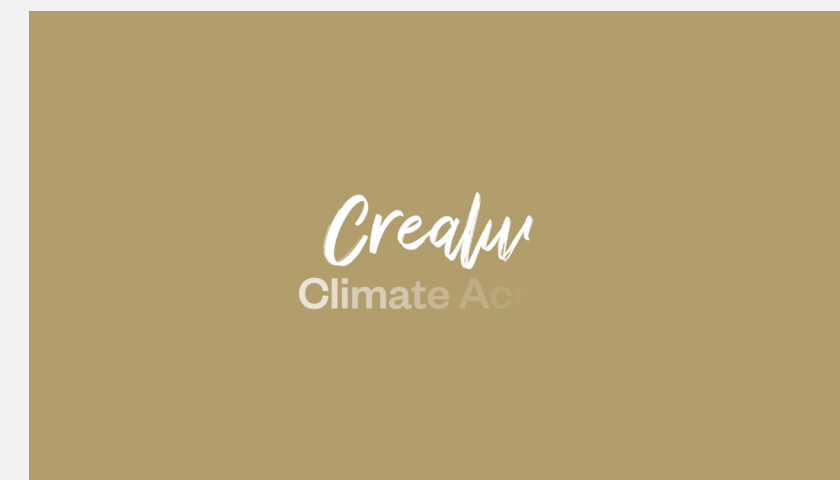
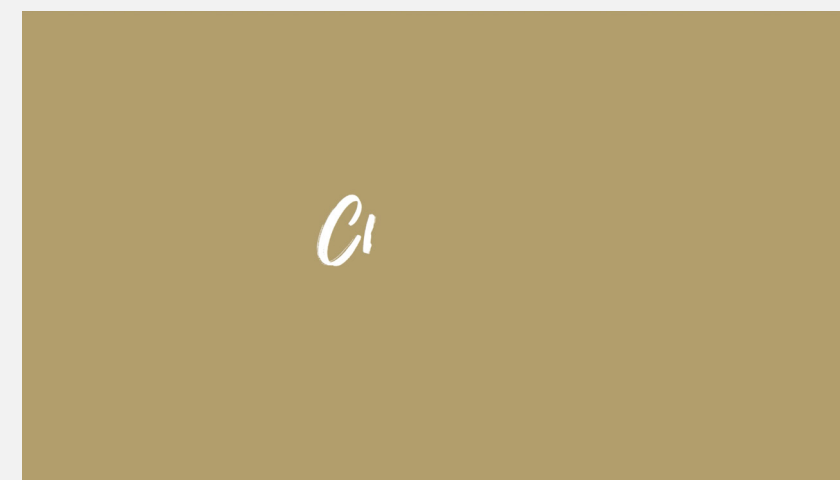
This is to be used at the start of any programme pillar videos and should appear consistently in scale and positioning. In a 1080p HD context the full height of the logo should be 250px and be vertically and horizontally centred. In alternate formats, the visual proportion shown here should be matched. There are 2 colour variants available for use, white on gold and gold on white.

02



250px

1920px

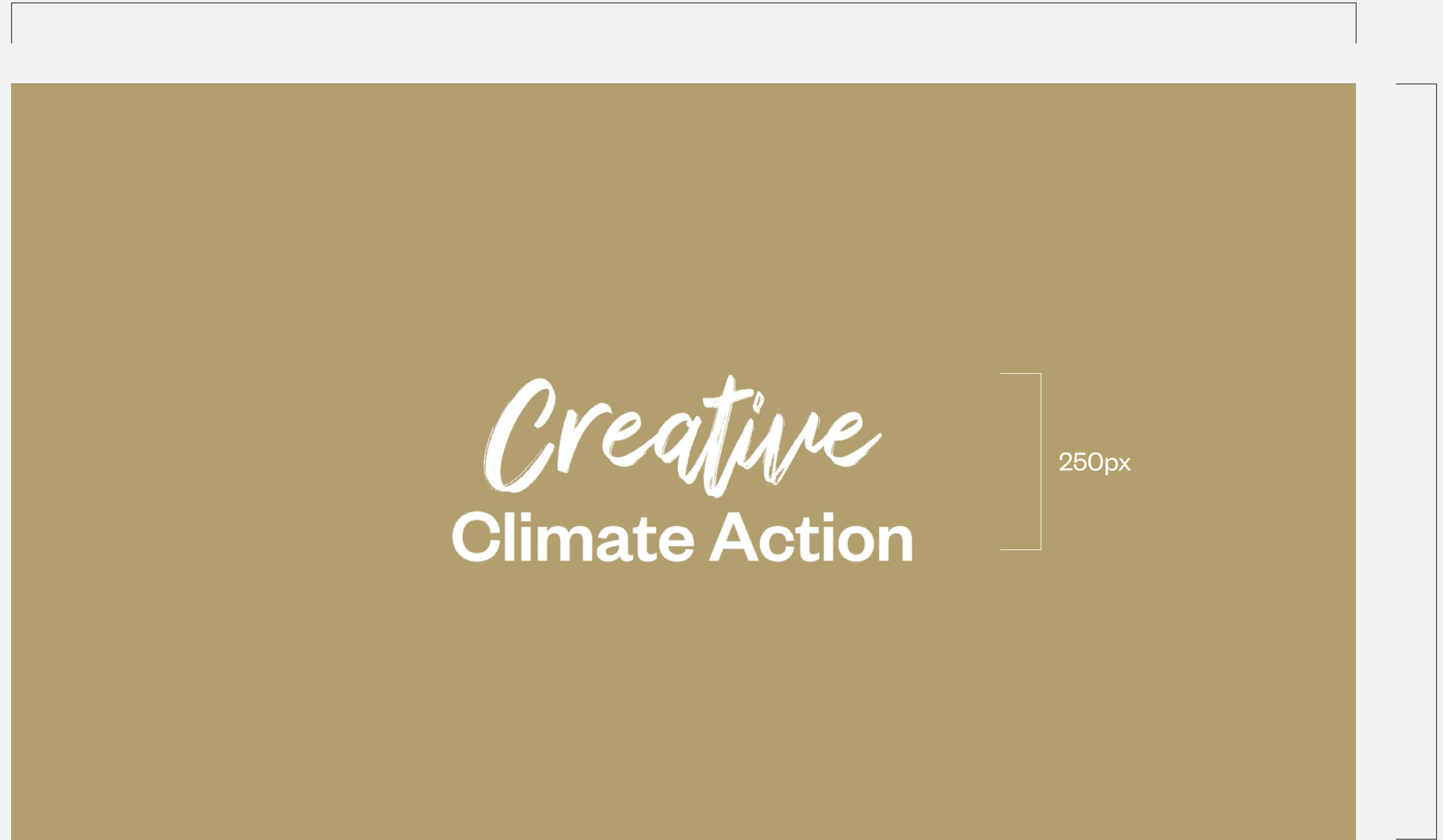


## Digital | Video Usage

### 03 — Pillar Video Conclusion

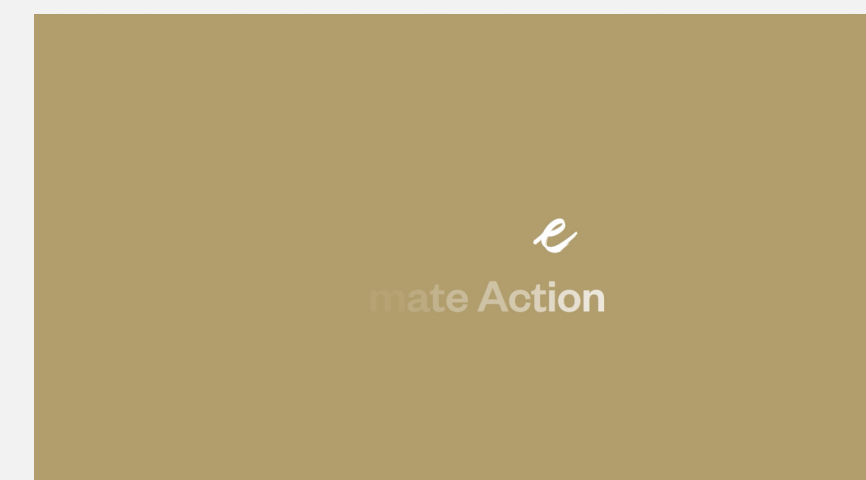
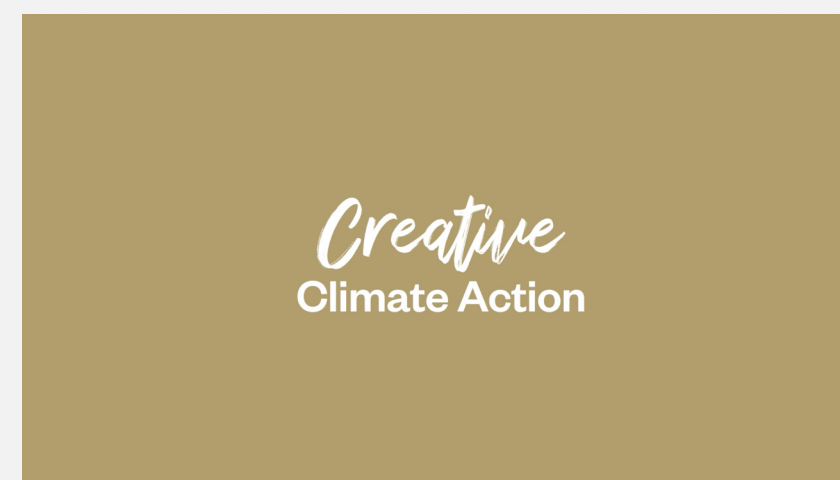
This is to be used at the end of any programme pillar videos and should appear consistently in scale and positioning. In a 1080p HD context the full height of the logo should be 250px and be vertically and horizontally centred. In alternate formats, the visual proportion shown here should be matched. There are 2 colour variants available for use, white on gold and gold on white.

03



250px

1920px



## Digital | Video Usage

When in use in a government context, it is important to feature the connected logos as part of the video conclusion, as shown here. There are two options available depending on the context of the programme video.

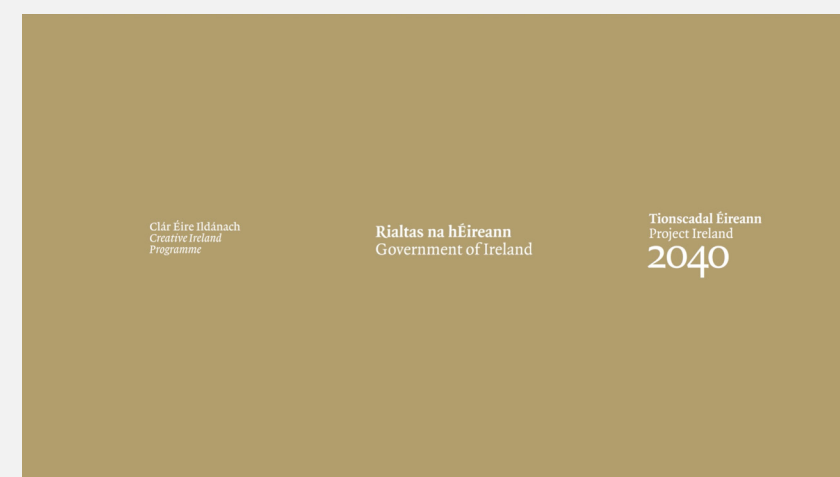
### 03.1 — Partner Logo Video Conclusion 1

This is to be used as part of the video conclusion in the programme pillar videos that have a clear link to a Government programme or funding (with Project Ireland).

03.1



1920px





## Digital | Video Usage

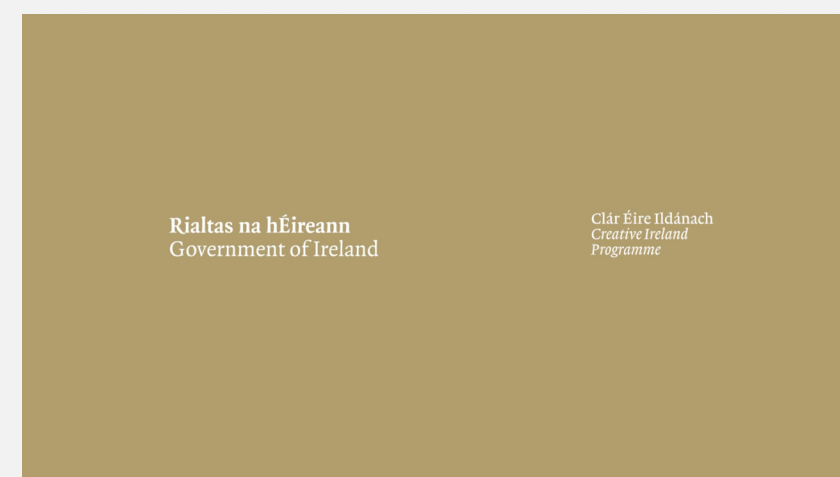
03.2

### 03.2 — Partner Logo Video Conclusion 2

This is to be used as part of the video conclusion in the programme pillar videos that have a clear link to a Government programme or funding (without Project Ireland).



1920px





# Digital | Email

For consistency, we have a standardised email template which contains a header with banner image; section breaks; and, a consistent footer.

## Header Sample



Dear Subscriber,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



## Section Sample

### Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Caption Sample

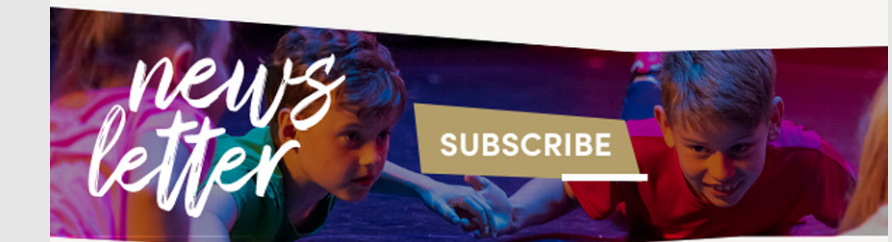
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

### Lorem Ipsum

## Footer Sample



Many thanks and see you again in 2021



Sign up to our newsletter to stay up to date with the latest news and events at Creative Ireland.

Visit us at [creativeireland.gov.ie](https://creativeireland.gov.ie)



Clár Éire Ildánach  
 Creative Ireland  
 Programme



Follow us on social media:



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 23 Kildare Street, Department of Culture, Heritage, Gaeltacht, D02T430 Dublin  
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**An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán**

**The Department of Tourism, Culture,  
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