

OCTOBER 2023



Clár Éire Ildánach
Creative Ireland
Programme



Creative Health & Wellbeing

**Creative
Health & Wellbeing**
Guidelines

Our logo

The Creative Health & Wellbeing 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.

Creative
Health & Wellbeing

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
Health & Wellbeing

Creative
Health & Wellbeing

Creative
Health & Wellbeing

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

It is quite common for our logo to appear alongside others. When in use in a government context, it is important to feature the connected logos as shown here.

Creative Health & Wellbeing 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.

Creative
Health & Wellbeing



Clár Éire Ildánach
Creative Ireland
Programme

Partner Lock-offs

It will be quite common for our logo to appear alongside others. When in use in a local authorities context, it is important to feature the connected logos as shown here.

Creative Health & Wellbeing 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



Údarás Áitiúla Éireann
Local Authorities Ireland

Funder Lock-offs

Usage

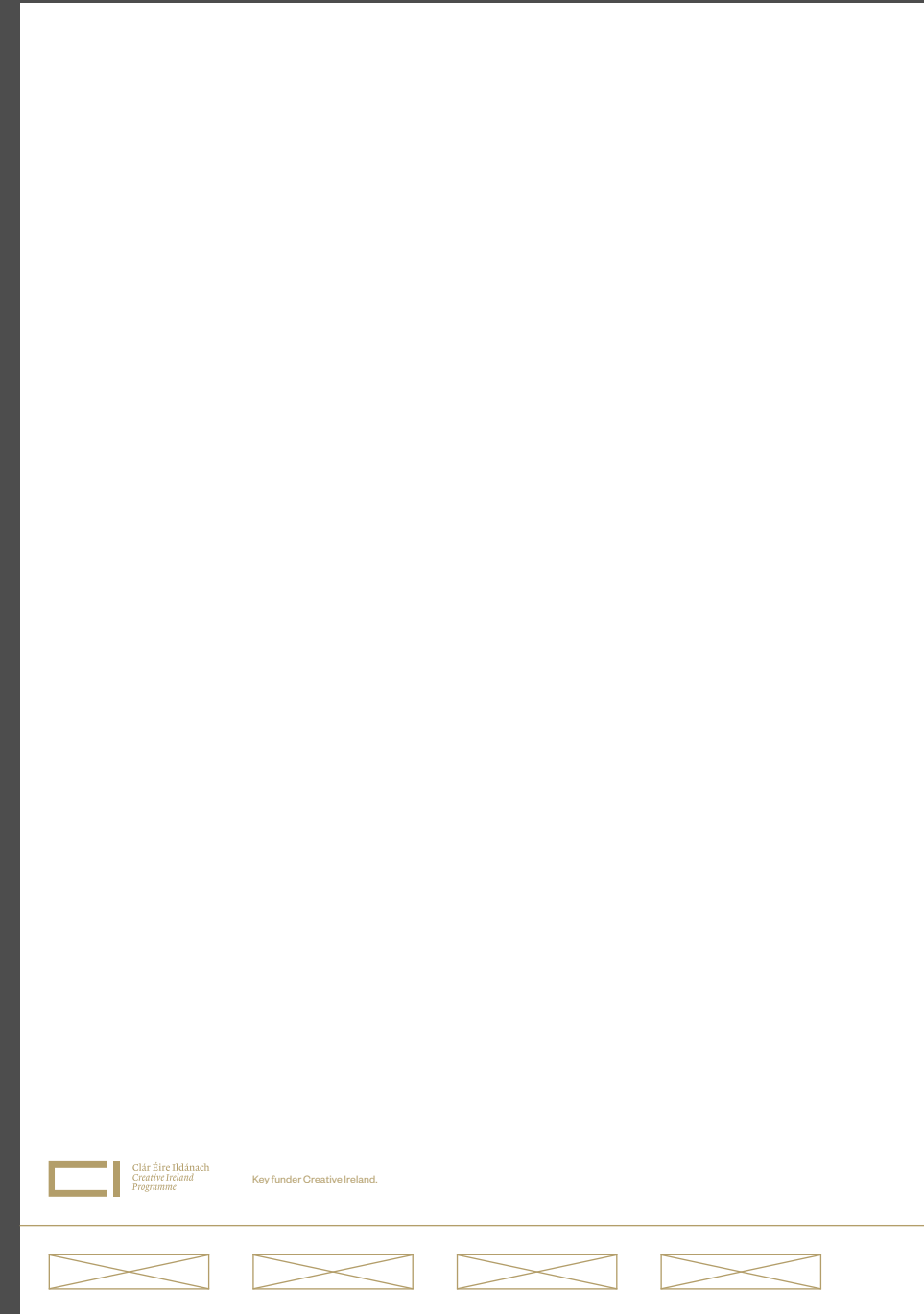
Our logo will also appear alongside funders and partners on communications from an external organisation and can be applied in two ways;

Lead

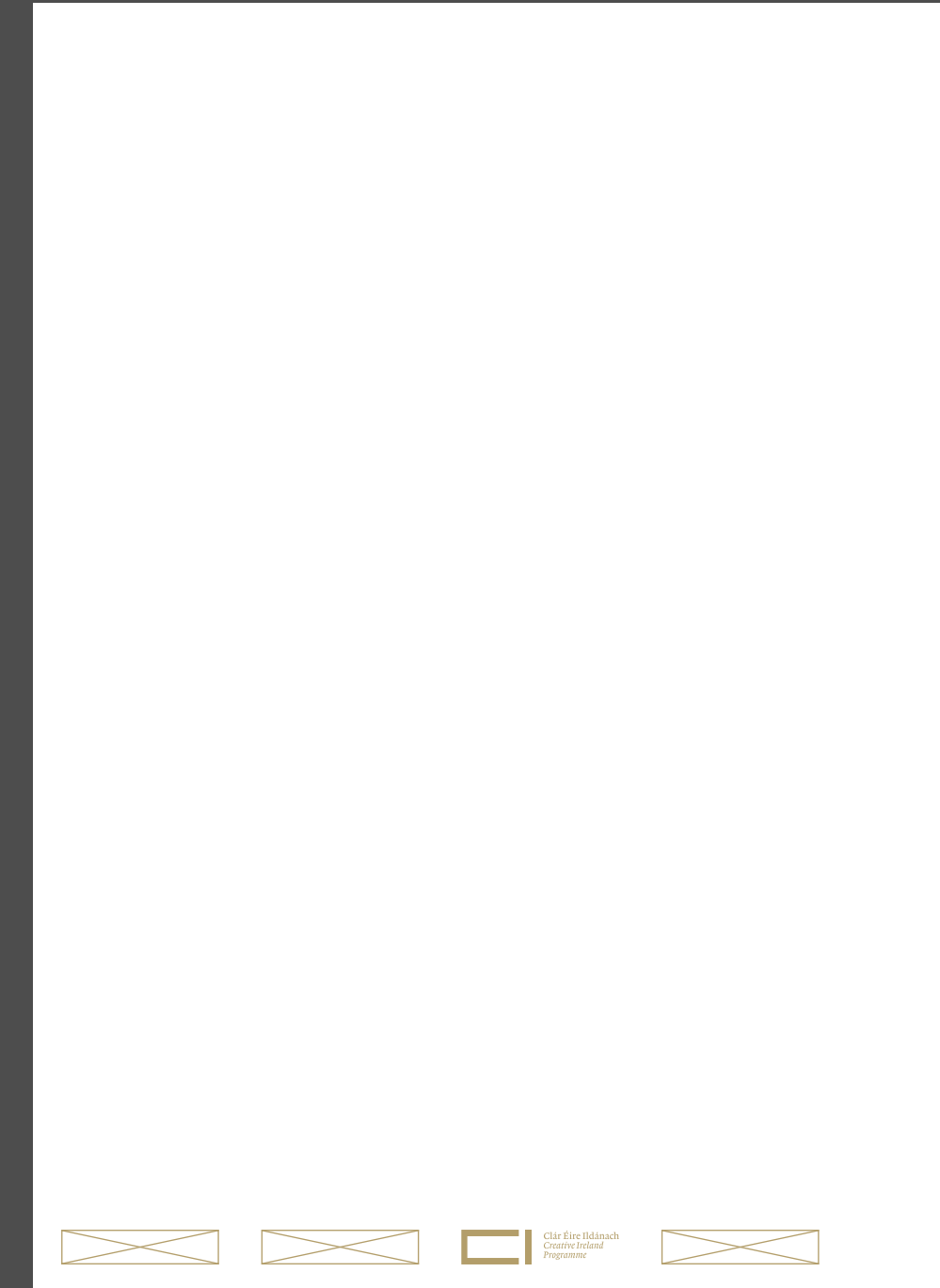
When Creative Ireland is the lead funder, our logo should appear above the funder/partner logos with a separating keyline and the accompanying supporting copy (as visualised).

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).

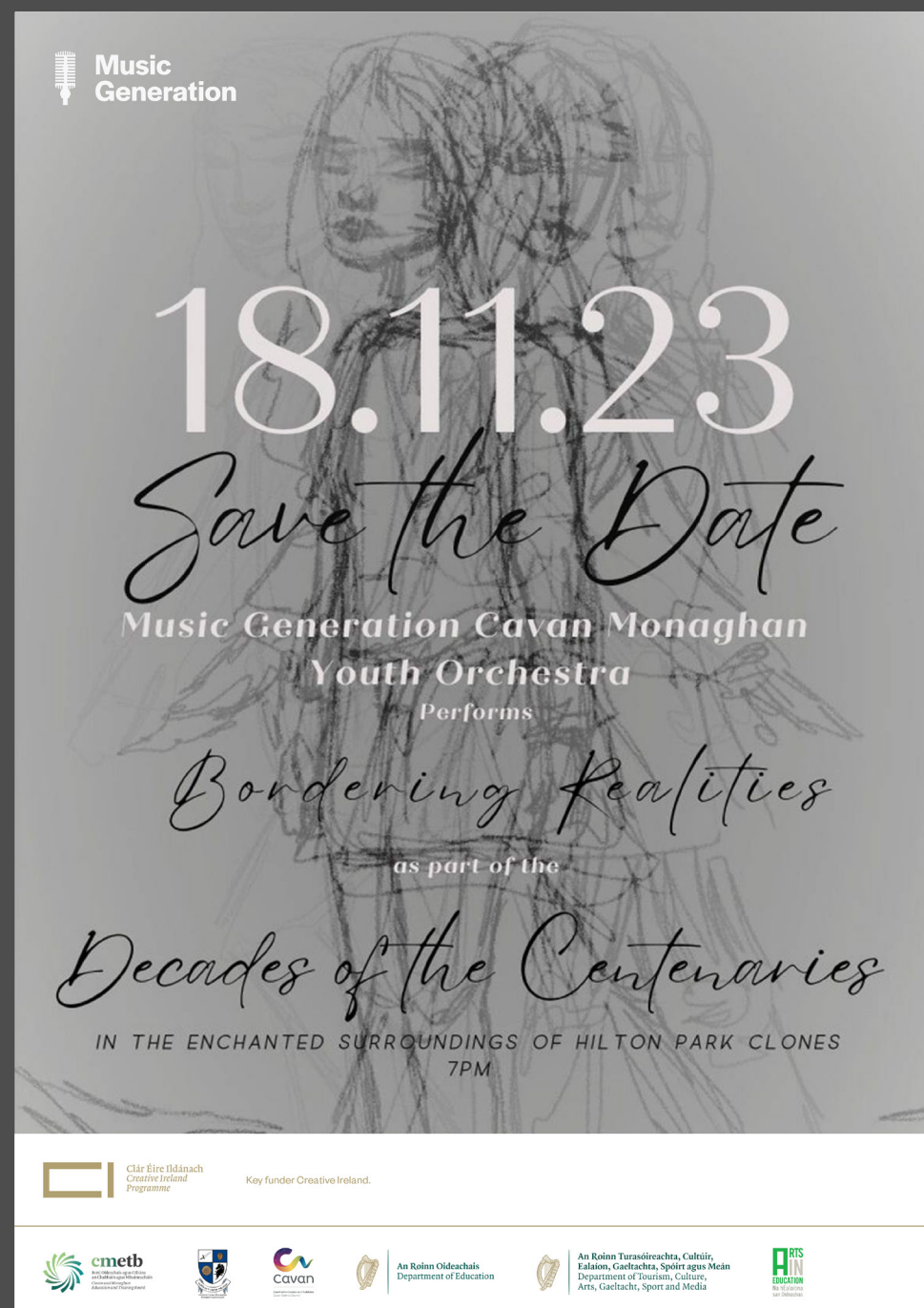
Variations

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

Funder Lock-offs

Examples

B

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



Example 1B



Example 2B

Creative Health & Wellbeing

Colour



COLOUR

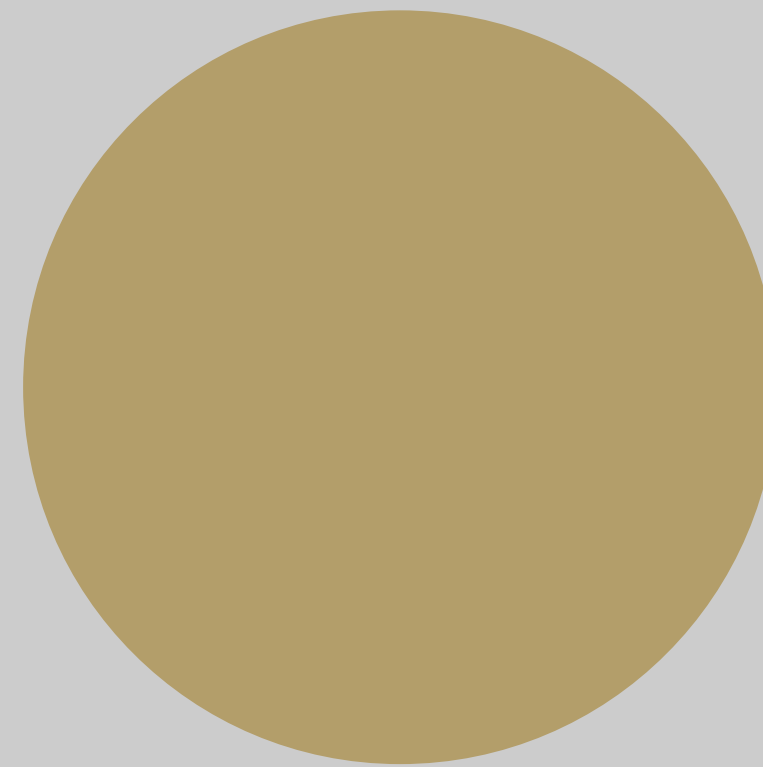
Colour

Colour is a core component of our visual identity.

The Creative Health & Wellbeing 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 Health & Wellbeing identity should be limited to gold, black and white.

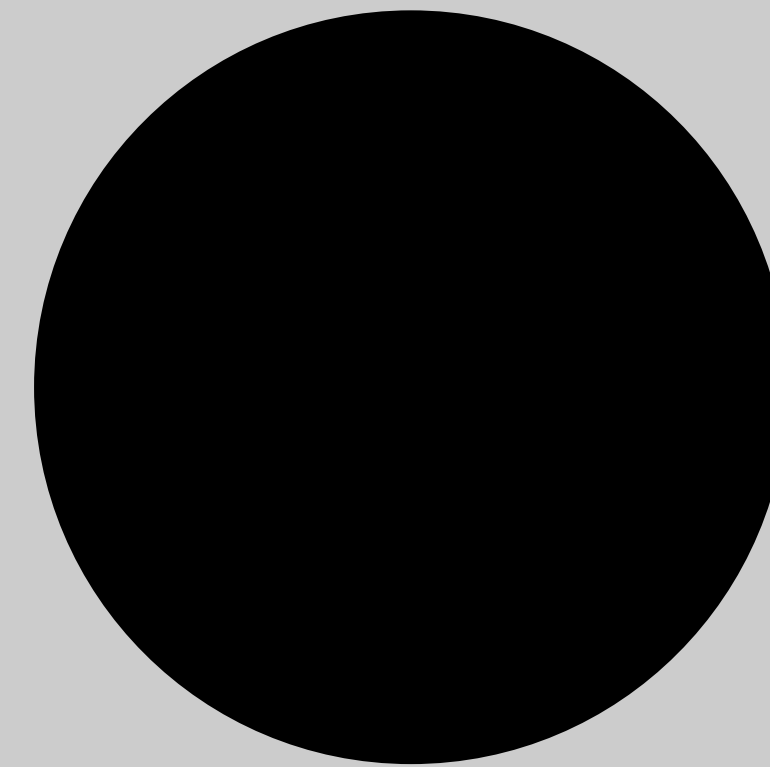


Pantone 871

C0 M17 Y55 K50

R179 G158 B106

#B39E6A

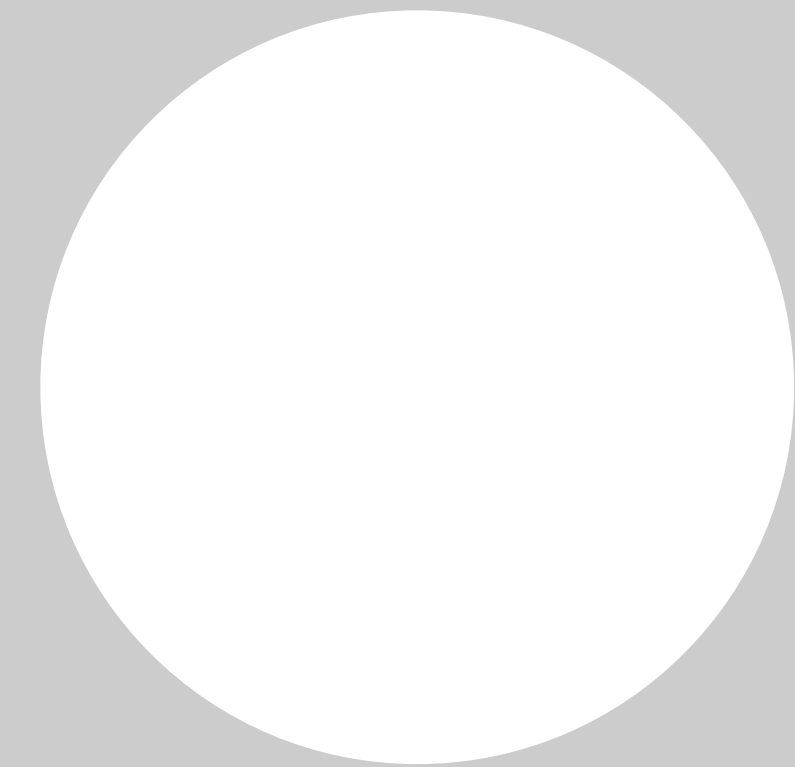


Black

C0 M0 Y0 K100

R0 G0 B0

#000000



White

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

Creative Health & Wellbeing

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/

Sparose

Abcdefghijklmn

opqrstuvwxy z

1234567890-

Àáîïü

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/

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 Health & Wellbeing

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 Health & Wellbeing videos.

2 Video Conclusion with Funders

This is to be used on the penultimate page of any Creative Health & Wellbeing videos that include funders.

3 Video Conclusion

This is to be used at the end of any Creative Health & Wellbeing videos.

Introduction Video Usage

This is to be used at the start of any Creative Health & Wellbeing 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 Health & Wellbeing 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 Health & Wellbeing 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



Creative
Health & Wellbeing



Creative
Health & Wellbeing



reative
Health & Wellbeing



e
th & Wellbeing

Suggested copy for the “notes to editor” section when you are issuing press releases

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.

Tone of Voice

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

Dairne O'Sullivan
087 680 1443

commscreativeireland@tcagsm.gov.ie

www.creativeireland.gov.ie

Twitter: @creativeirl

Facebook: @CreativeIrl

Instagram: @creativeireland

LinkedIn: Creative Ireland

#CreativeIreland

#CreativeHealth&Wellbeing