Clár Éire Ildánach
Creative Ireland
Programme

CI

Creative
Youth

**Creative
Youth**
Guidelines

Our logo

The Creative Youth 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 Youth

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 consistent communications.

Reference the colour section of this guide for more details.

Creative Youth

Creative Youth

Creative Youth

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

Creative
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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 Youth 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.

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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 Yoouth 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.
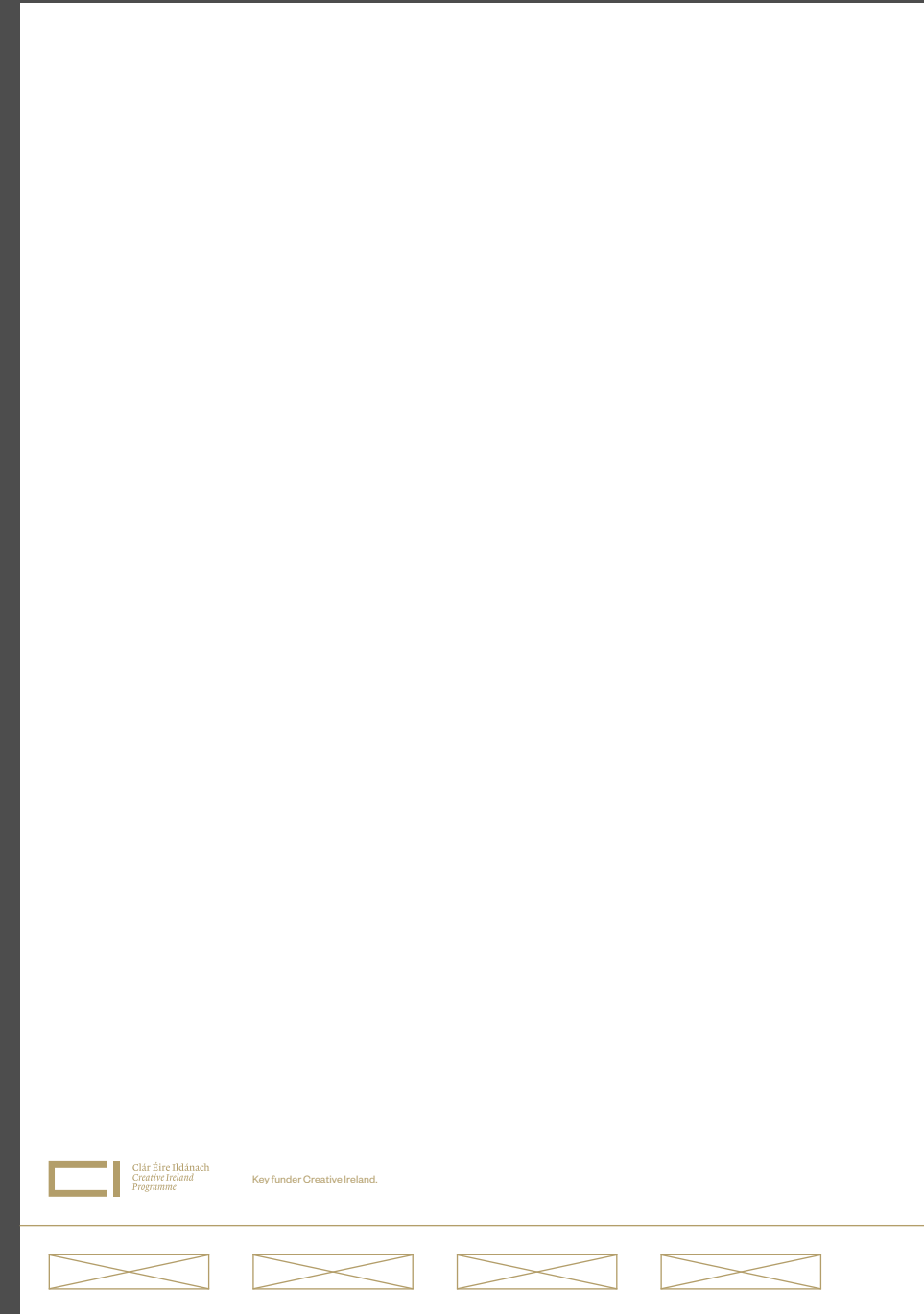
Funder Lock-offs
Usage

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
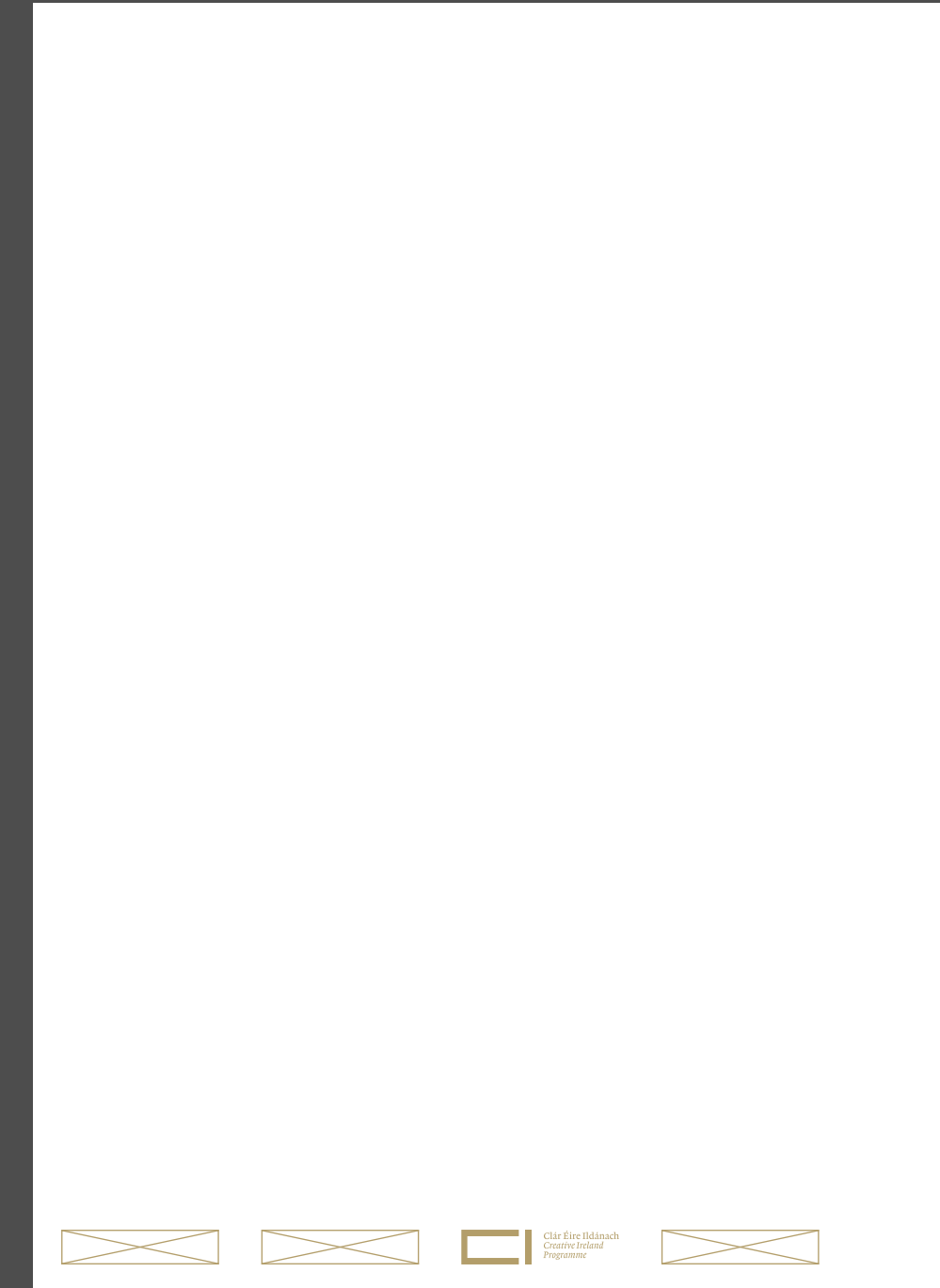
Joint Supporter

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 inorder 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.
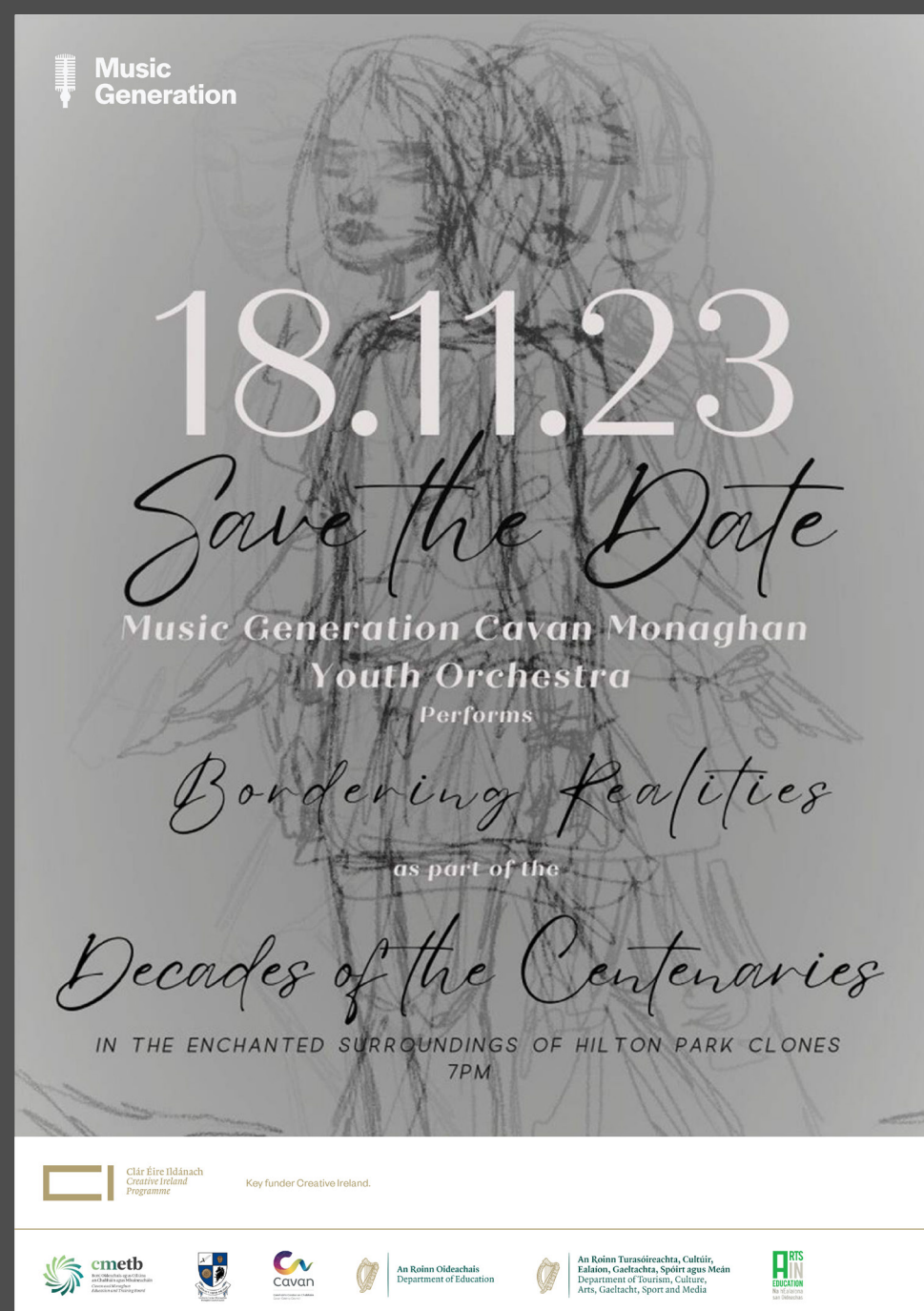
Example 1A

Example 2A

Funder Lock-offs
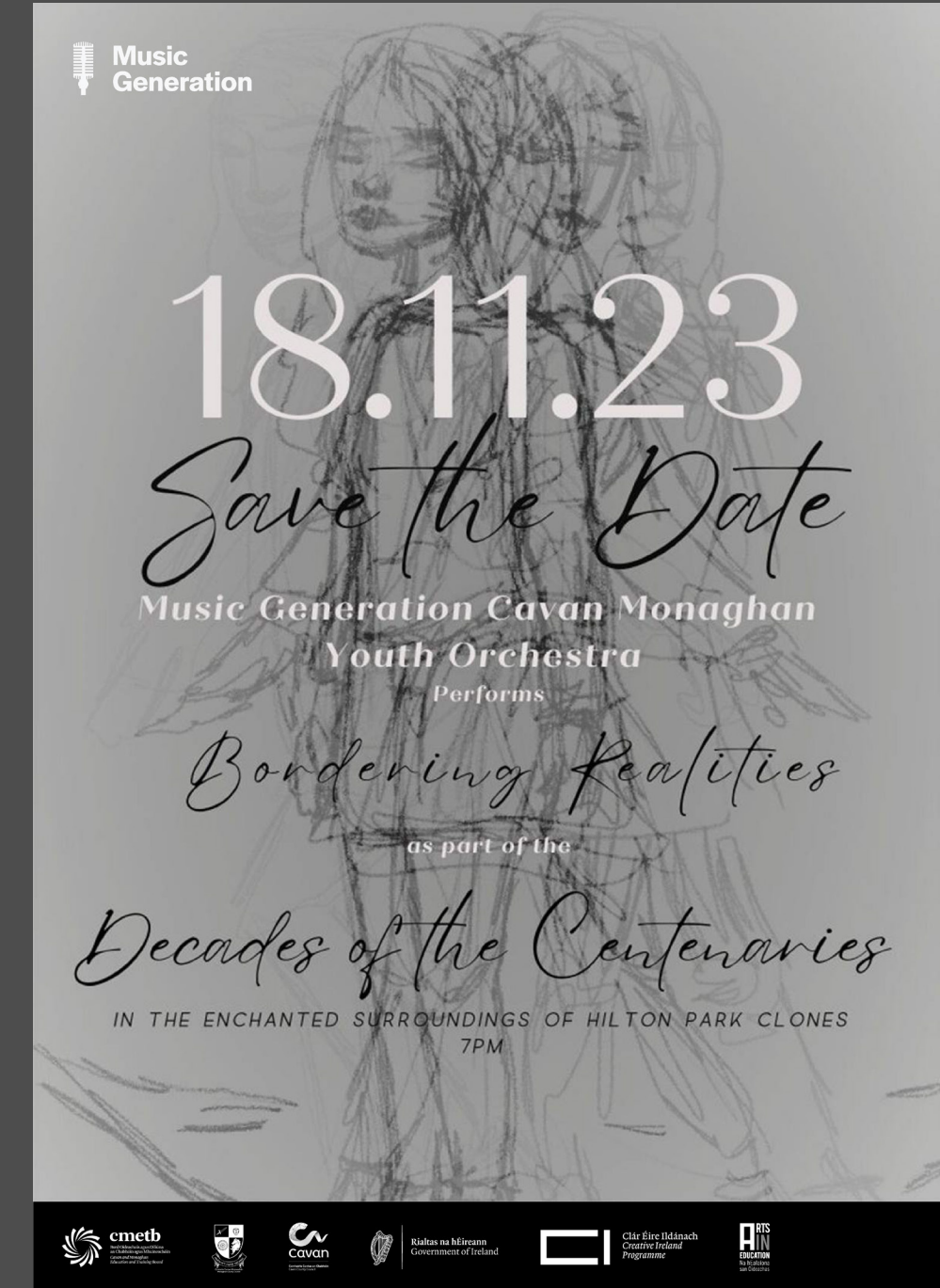## Examples

B

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

Example 1B


Example 2B

Creative Youth

Colour

Colour

Colour is a core component of our visual identity.

The Creative Youth 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 guidlines and perferably with the use of a professional designer.

Any external use of the Creative Youth identity should be limited to gold, black and white.
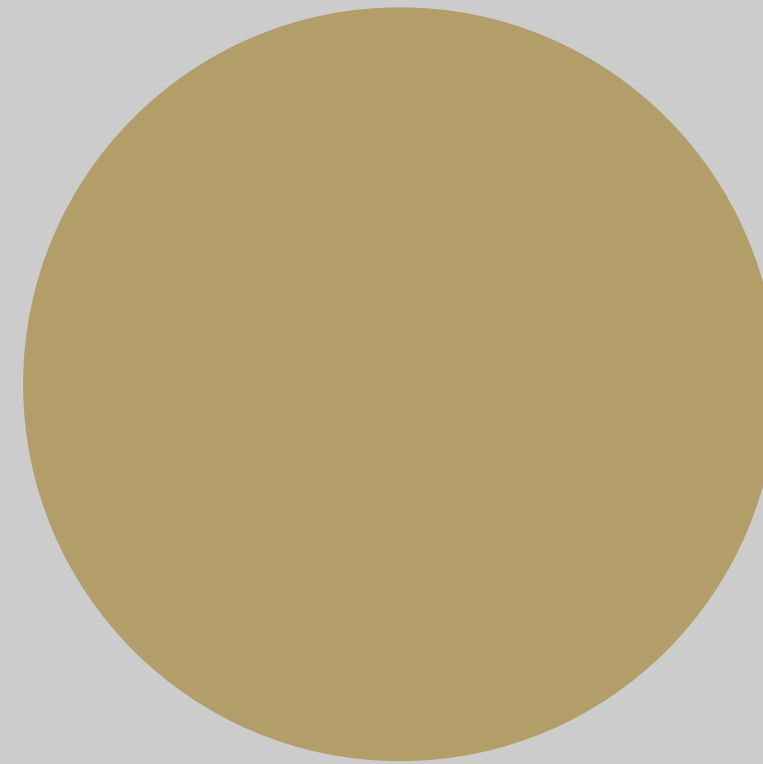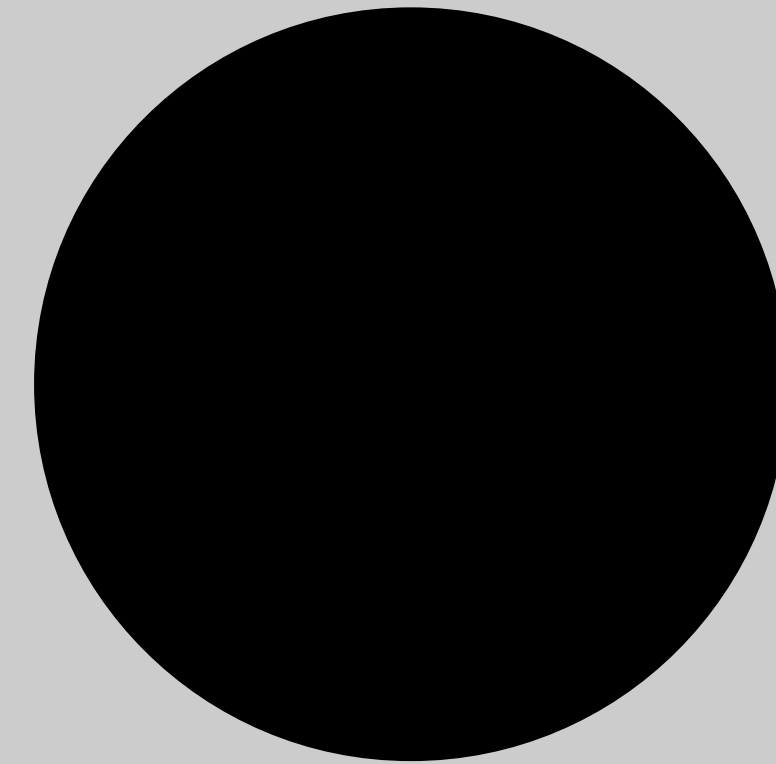
Pantone 871

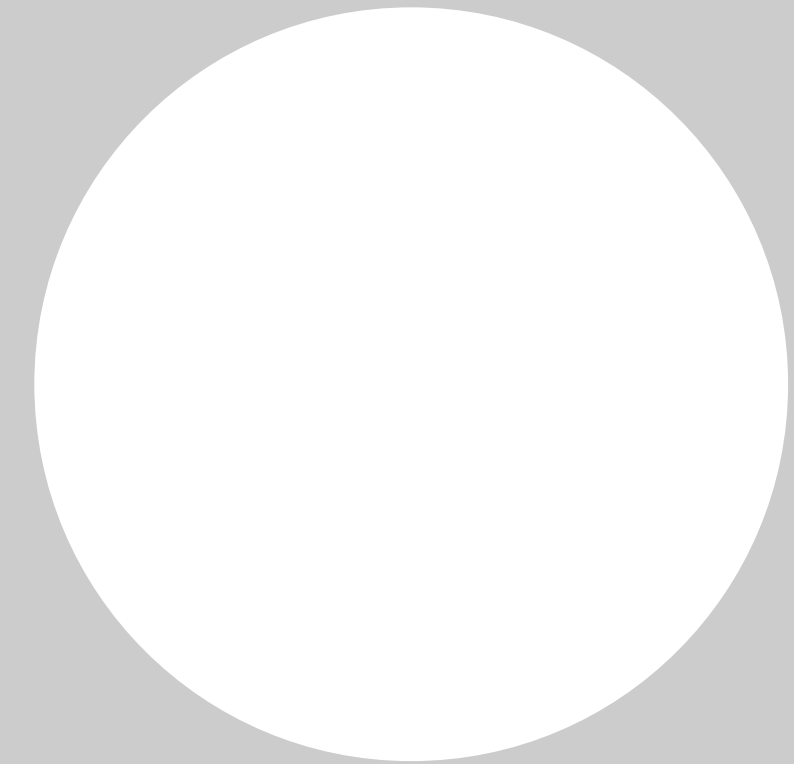C0 M17 Y55 K50

R179 G158 B106

#B39E6A

Black

C0 M0 Y0 K100

R0 G0 B0

#000000

White

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

Creative Youth

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
opqrstuvwxyz
1234567890-
Áéíóú

Main Font

01 Founders Grotesk

Founders Grotesk is our main identity font. The vast majority of our text commincations 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 addrress 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 used be replaced by Founders Grostesk where possible and appropriate.

01

AaBbCc

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

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 odiorep edionse

Bold

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

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 conseque nonseque porem quis deribercit, temo cusam, ipsanti beaquide nobis ex

Bold

Creative Youth
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 Youth videos.

2 Video Conclusion with Funders

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

3 Video Conclusion

This is to be used at the end of any Creative Youth videos.
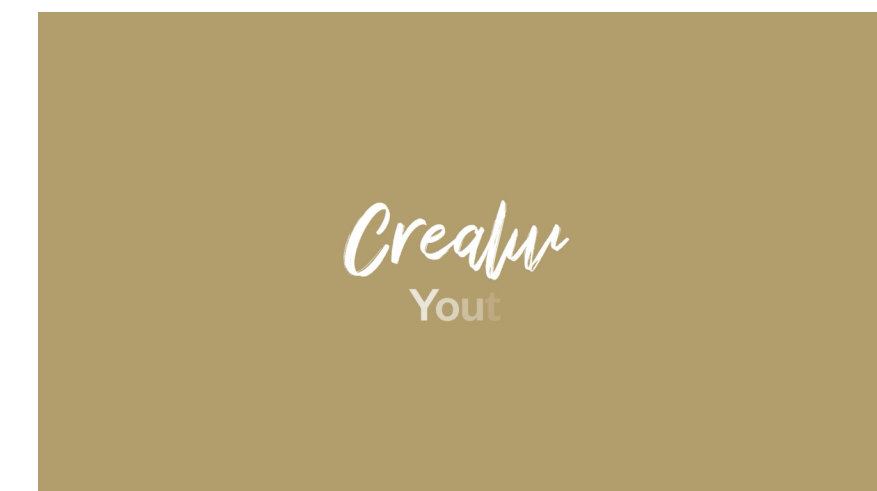
Introduction
Video Usage

This is to be used at the start of any Creative Youth 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.
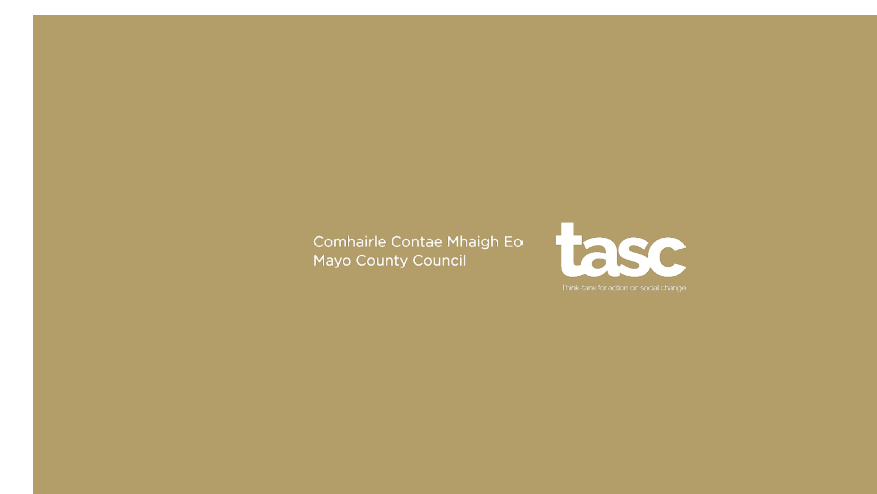
1080px

1920px

Conclusion
Video Usage
with Funders

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

1080px

1920px

Conclusion
Video Usage

This is to be used at the end of any Creative Youth 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.

1080px

1920px
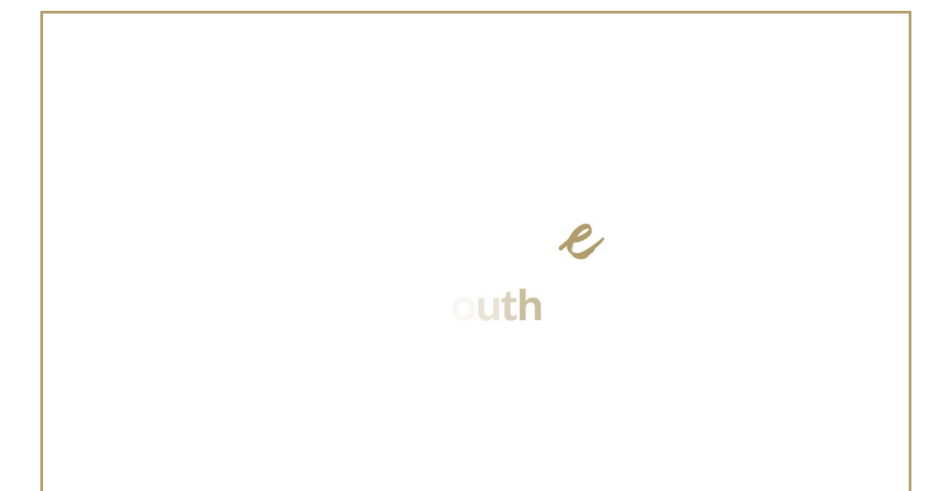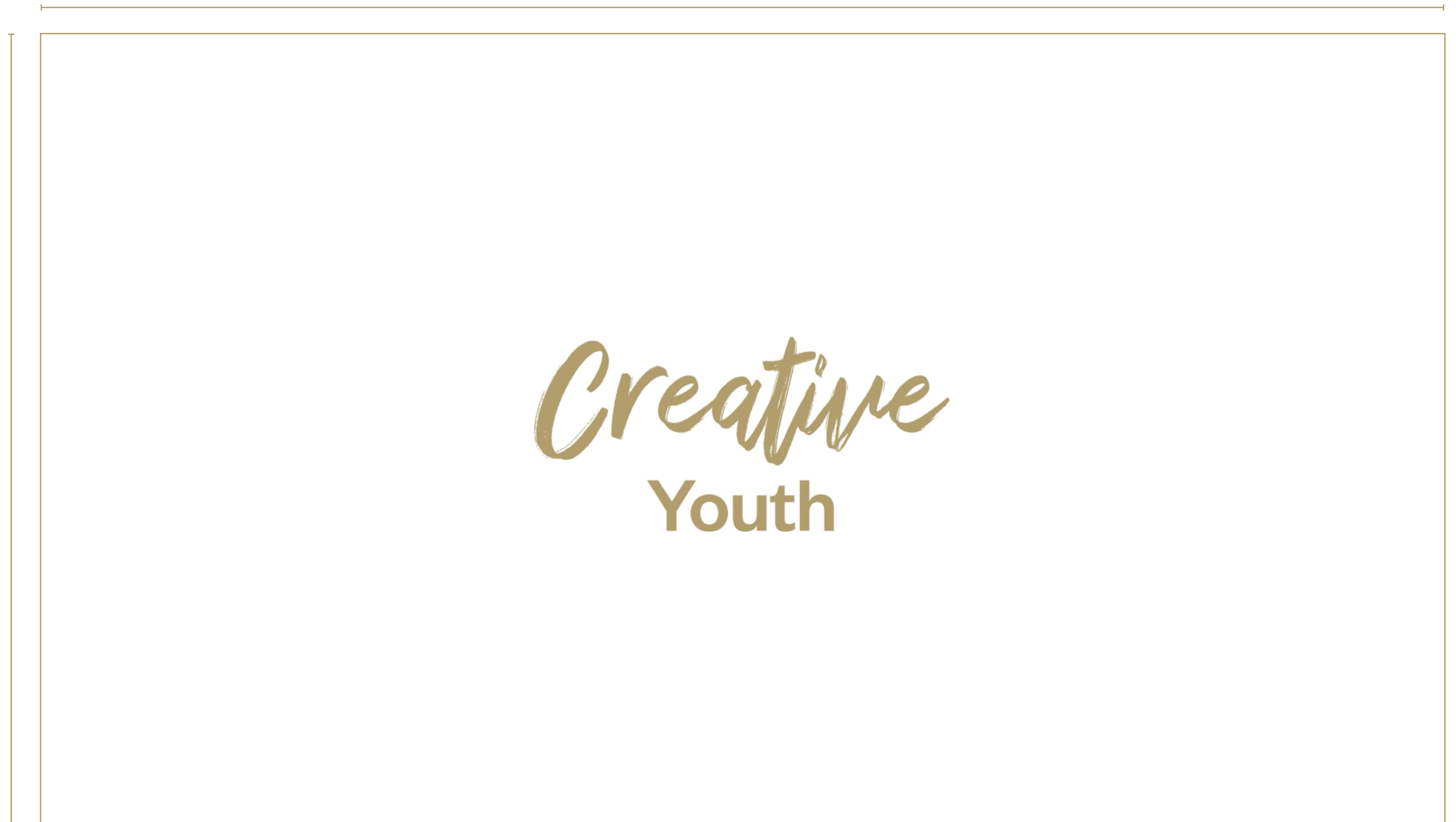
Suggested copy for the "notes to editor" section when you are issuing press releases

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.

For further information or brand assets please contact:

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087 680 1443
—

commscreativeireland@tcagsm.gov.ie

www.creativeireland.gov.ie
—

Twitter: @creativeirl
Facebook: @CreativeIrl
Instagram: @creativeireland
LinkedIn: Creative Ireland
—

#CreativeIreland
#CreativeYouth