A fresh, vibrant and modern design in both its use of colour and combination of abstract forms, the new logo also draws much of its inspiration and energy from the Celtic and pre-Celtic symbols of the spiral and the knot that are such integral aspects of Irish history and culture.

Such symbols have come to be associated with consciousness, energy and movement, and in this case the connections between the four elements communicate the Council’s role as a unifying element as well as a core facilitator. The message is methodological as well as positive: the best research involves innovation and exploration, but also careful testing and eventual demonstration through publication, leading to further dialogue and discovery.

There are echoes of floral imagery here too, with each of the four elements and the shapes within them representing stylized petals and filaments, suggesting the natural subject matter that is at the very heart of much research in the arts and sciences: those same elements, of course, are reminiscent of the classical elements of earth, fire, air and water.

At once light and strong, the curved shapes of the logo have the sturdiness and substance of modernist sculpture: they are graceful and monumental, traditional and contemporary at the same time.
What are the brand guidelines for

The Irish Research Council Brand is much more than the logo. It is the cornerstone of a visual management system, designed to make communications easier and more recognisable.

It enables the Irish Research community to speak with one voice when presenting Irish based research.

The system includes advice on colour, typography and layout which combine to establish clear and specific communication tools.

The brand guidelines will not provide all the answers to the many communication challenges that you will encounter. It does however provide a design policy that should inform all of your communication solutions.
Our logo is the basis of our brand identity. Its component elements are constant and their relation to each other is fixed. Recognition is built through consistency and accuracy. This is how we build cumulative value and brand equity.

The logo can be reproduced on white or pantone 2627 backgrounds.

The elements comprising the brand are fixed and should not be altered in proportion or shape.

There is a minimum clear distance which should be maintained around the brand. The minimum required clear space is defined by the measurement ‘x’ (equal to the height of the lowercase letters. The width is equal to the height.)

The clear space area must be kept free of all other graphical and visual elements.
colour

Colour

Colour is a central element of the visual management system helping to reinforce and build recognition. Through consistent application it helps key audiences engage with the Irish Research Council.

Maintaining colour consistency in print and screen is not always a straightforward one-to-one mapping. When a CMYK colour is converted to RGB, some information is lost. When you convert that RGB colour back to CMYK, you will in most cases get a different (but similar) colour. The colour values illustrated below aggregate these variances and provide a solid basis to ensure cross display colour consistency.

Pantone 214 is a signature and defining colour in the Irish Research Council colour palette.

Like any signature it provides the colour palette with distinction and authority.
Hypatia Sans Pro Light is a clean font, ideal for body copy in brochures, leaflets, reports, press ads and online campaigns.

Hypatia Sans Pro gives weight to titles, headings, sub-headings and can be used to highlight key messages or words within body copy.

Hypatia Sans Pro Semibold is a headline font for print and on screen. It should only be used for large titles.