IRISH RESEARCH COUNCIL
An Chomhairle um Thaighde in Éirinn

Brand Guidelines

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.

rationale

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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.

rationale

Example of logo on white background

Example of logo on pantone 2627 background

Brand Logo

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.

Proportions

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

Primary Colours
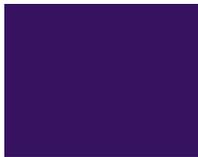
Pantone 2627
C75 M100 Y0 B45
R63 G8 B92

Pantone 362
C76 M0 Y100 B11
R45 G163 B67

Pantone 335
C90 M0 Y60 B20
R0 G104 B83

Pantone 214
C0 M100 Y34 B9
R217 G8 B97

Secondary Colours

Pantone 418
C63 M53 Y63 B36
R81 G83 B74

Pantone 1605
C25 M71 Y100 B15
R132 G126 B86

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

Like any signature it provides the colour palette with
distinction and authority.

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 straight forward
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.

Aa

ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;(!@£€$%^&*)

Hypatia Sans Pro Light is a clean font, ideal for body copy in brochures, leaflets, reports, press ads and online campaigns.

Aa

ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;(!@£€$%^&*)

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

Aa

ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;(!@£€$%^&*)

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