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Communicating your research has many benefits. It can help keep the research community informed about your research and create opportunities for collaboration and stakeholder engagement. It can be a key pathway to impact by informing the public, policy and decision makers about your research. It can generate support for your research and help raise your research reputation.

Dissemination, communications, and public engagement are also an important means of demonstrating the value of publicly funded investment in research and innovation.

Taighde Éireann – Research Ireland is the new national research and innovation funding agency, established on the 1st August 2024 through the amalgamation of the activities and functions of Science Foundation Ireland (SFI) and the Irish Research Council (IRC). All active research awards of the IRC and SFI transferred to Research Ireland on 1st August 2024, and as such should be acknowledged as Research Ireland awards.

It is important for all award holders to acknowledge Taighde Éireann – Research Ireland as the source of funding in all communications/dissemination activities. Where additional sponsorship or funding is secured from other sources, the requirement to acknowledge Research Ireland funding still applies.

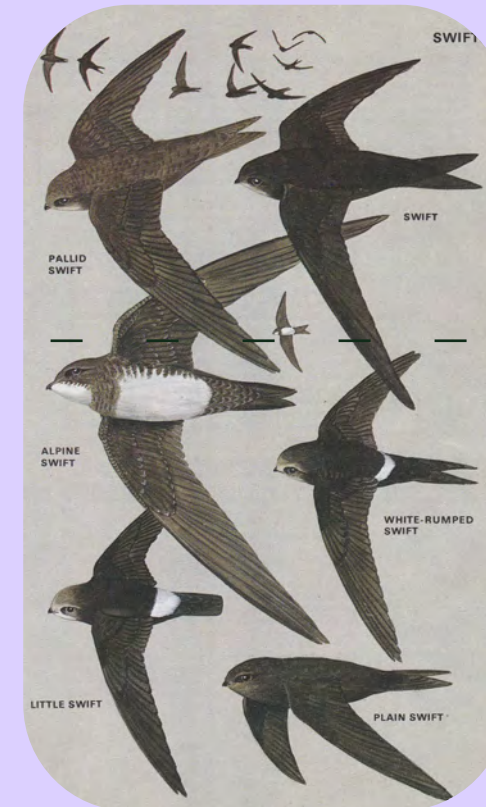
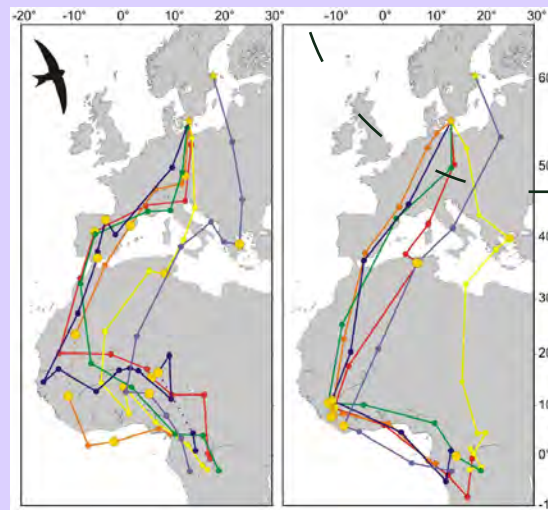
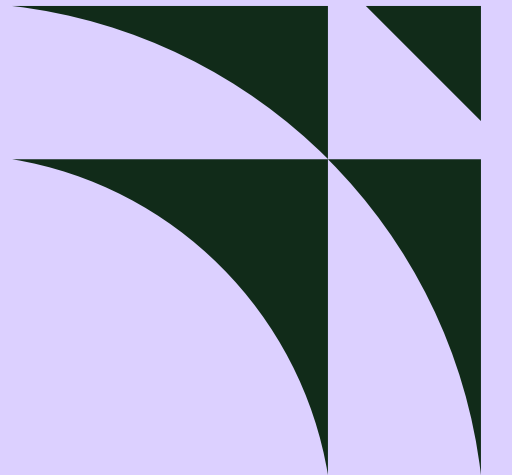
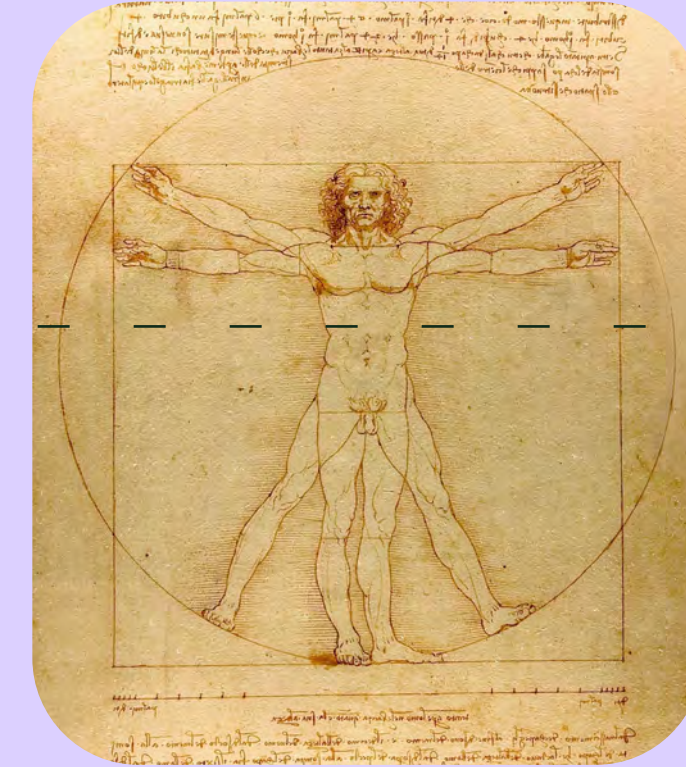


## Introduction

A strong brand is one of the most valuable assets an organisation owns. To make it truly impactful it needs to be applied consistently. Everyone has a part to play in doing this and bringing our brand to life.

Our brand's foundation shapes every touchpoint – it tells the story of research as a journey fueled by curiosity. It's a story of collaboration, where ideas and information move beyond geographical and ideological boundaries.

Our logo was created with geometric precision. Overlapping circles and squares produce a diagrammatic simplification of complex natural forms.



It's also inspired by the characteristics of migratory birds like the swift, whose precise and persistent cross-continental flight reflects the researcher's journey from exploration to discovery, from idea to result.

Ireland has a rich history of recording and sharing ideas and information. The forms in our new logo are influenced by the calligraphic styles of Irish Insular scripts from the 4th and 5th centuries.





## Brand identity

A geometric simplification of complex natural forms, our logo represents the journey of ideas and information.

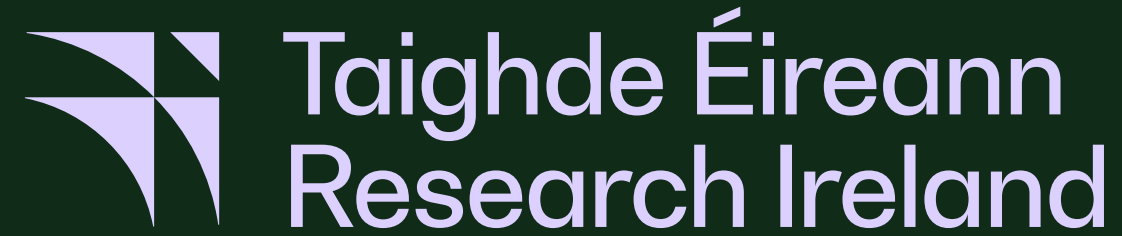
Inspired by the calligraphic markmaking of the Irish insular tradition – as well as the dynamic movement of a swift in flight – our logomark combines gestural energy with mathematical precision.

Our logotype gives equal prominence to the Irish and English languages, in accordance with the Official Languages Act.

Our logo should only appear in one of our two core brand colours – Pale Lavender or Bush Green. In certain instances the logo may also appear in black or white, when necessary.



LIGHT ON DARK



DARK ON LIGHT



LIGHT ON DARK (MONOCHROMATIC)



DARK ON LIGHT (MONOCHROMATIC)



## Logo misuse

This page contains a selection of common errors when using a logo. Follow these guides to make sure that our brand is always represented in a clear, consistent and attractive manner. This list is not exhaustive but it outlines a series of application principles that can help when considering how to use the logo.

DO USE THE LOGO LOCKUP AS SHOWN HERE



DON'T CREATE SINGLE-LANGUAGE VERSIONS OF THE LOGO



DON'T EMPHASISE ONE LANGUAGE



DON'T CHANGE THE SCALE RELATIONSHIP BETWEEN THE ELEMENTS



DON'T CHANGE THE ORIENTATION OF THE LOGOMARK



DON'T USE A DIFFERENT TYPEFACE



DON'T CHANGE THE PROPORTIONS



DON'T CREATE TWO-COLOUR VERSIONS OF THE LOGO



## Typeface

A geometric sans serif typeface with high-contrast details, BW Gradual is a bold and distinctive part of our visual identity. We primarily use BW Gradual in the Bold and Regular weights.

Our alternate/support typeface is Inter from Google Fonts. Inter should only be used when BW Gradual is not supported or featured.

BW Gradual Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890,.,?!\*

Driving  
excellence  
in research

Research Ireland leads  
and supports the  
development of our  
national research and

BW Gradual Bold

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890,.,?!\***

**Driving**  
**excellence**  
**in research**

**Research Ireland leads**  
**and supports the**  
**development of our**  
**national research and**

Inter Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890,.,?!\*

Driving  
excellence  
in research

Research Ireland leads  
and supports the  
development of our  
national research and

## Brand colour palette

Pale Lavender and Bush Green are our primary colours.

The secondary palette features a series of colour pairings to allow for complimentary combinations within specified hue ranges.

**Pale Lavender**  
#DCD0FF

**Bush Green**  
#112B19

**Scampi**  
#7169B2

**Granny Smith**  
#9CD696

**Fuel Yellow**  
#ECAF30

**Santa Fe**  
#C47965

**Port Gore**  
#2A2457

**Zucchini**  
#307159

**Christine**  
#E2740E

**Brown Derby**  
#472616



## Accessibility

The colour pairings on this page score highly for accessibility on screen. Whether using dark text on a light background or vice versa, these pairings all pass WCAG 2.0 level AA requirements, and level AAA requirements in most cases.

<b>Pale Lavender</b> #DCD0FF  <b>AA</b> <b>AAA</b>	<b>Bush Green</b> #112B19  <b>Contrast ratio 10.48:1</b>
---	---

<b>Pale Lavender</b> #DCD0FF  <b>AA</b> <b>AAA</b>	<b>Port Gore</b> #2A2457  <b>Contrast ratio 9.74:1</b>
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<b>Granny Smith</b> #9CD696  <b>AA</b> <b>AAA</b>	<b>Bush Green</b> #112B19  <b>Contrast ratio 9.01:1</b>
--	--

<b>Granny Smith</b> #9CD696  <b>AA</b> <b>AAA</b>	<b>Port Gore</b> #2A2457  <b>Contrast ratio 8.37:1</b>
--	---

<b>Fuel Yellow</b> #ECAF30  <b>AA</b> <b>AAA</b>	<b>Bush Green</b> #112B19  <b>Contrast ratio 7.76:1</b>
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<b>Pale Lavender</b> #DCD0FF  <b>AA</b> <b>AAA</b>	<b>Brown Derby</b> #472616  <b>Contrast ratio 9.32:1</b>
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<b>Santa Fe</b> #C47965  <b>AA</b> <b>AAA</b> *	<b>Bush Green</b> #112B19  <b>Contrast ratio 4.53:1</b>
--	--

<b>Fuel Yellow</b> #ECAF30  <b>AA</b> <b>AAA</b> *	<b>Brown Derby</b> #472616  <b>Contrast ratio 6.89:1</b>
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\* Large text only (24px+)

## Funding acknowledgement requirements

Communications/dissemination activities would include, but are not limited to:

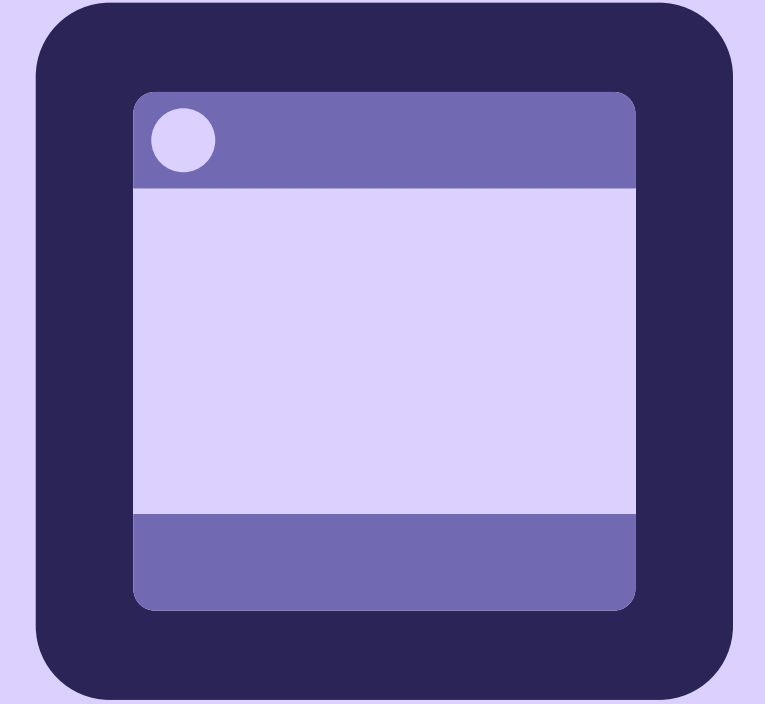
1

Research publications



2

Social media



3

Press releases/  
media coverage



4

Digital and broadcast  
media – video,  
podcast, radio,  
broadcast, websites



5

Events, conferences,  
workshops, launches



6

Print media,  
promotional  
material, signage



## Research publications

All publications resulting from a Taighde Éireann – Research Ireland award should refer to the funder as shown in **Examples 1 & 2**.

Where applicable, include co-funders in the acknowledgment of grant funding awarded as shown in **Example 3**.

### FUNDING ACKNOWLEDGEMENT EXAMPLE 1

“This publication has emanated from research conducted with the financial support of Taighde Éireann – Research Ireland under Grant number [ ]”;



### FUNDING ACKNOWLEDGEMENT EXAMPLE 2

“This publication has emanated from research jointly funded by Taighde Éireann – Research Ireland under Grant number [ ], and by ..... under grant number [ ]”



### FUNDING ACKNOWLEDGEMENT EXAMPLE 3

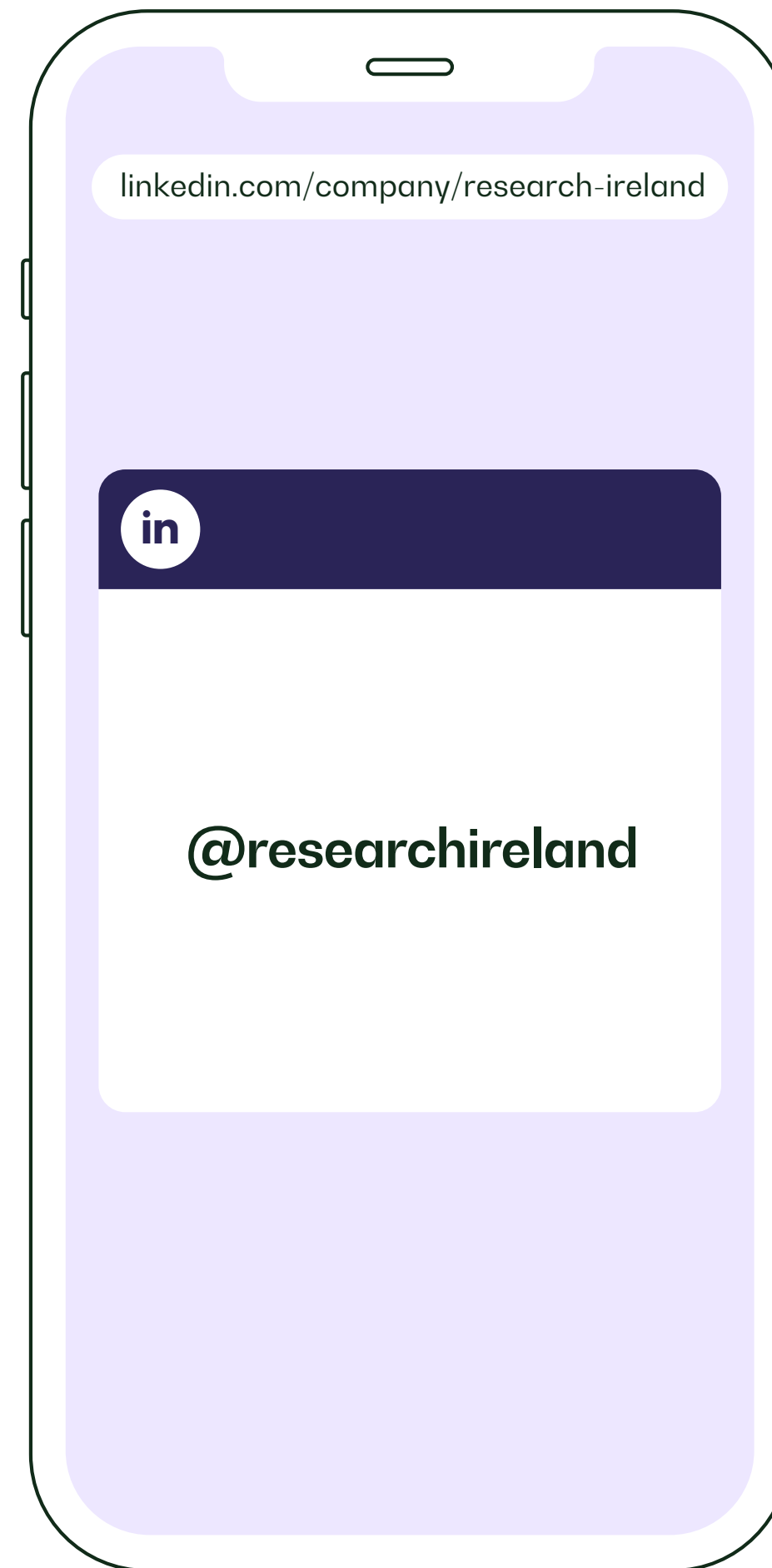
“This publication has emanated from research jointly funded by Taighde Éireann – Research Ireland, and the Department of [ ] under Grant number [ ].”



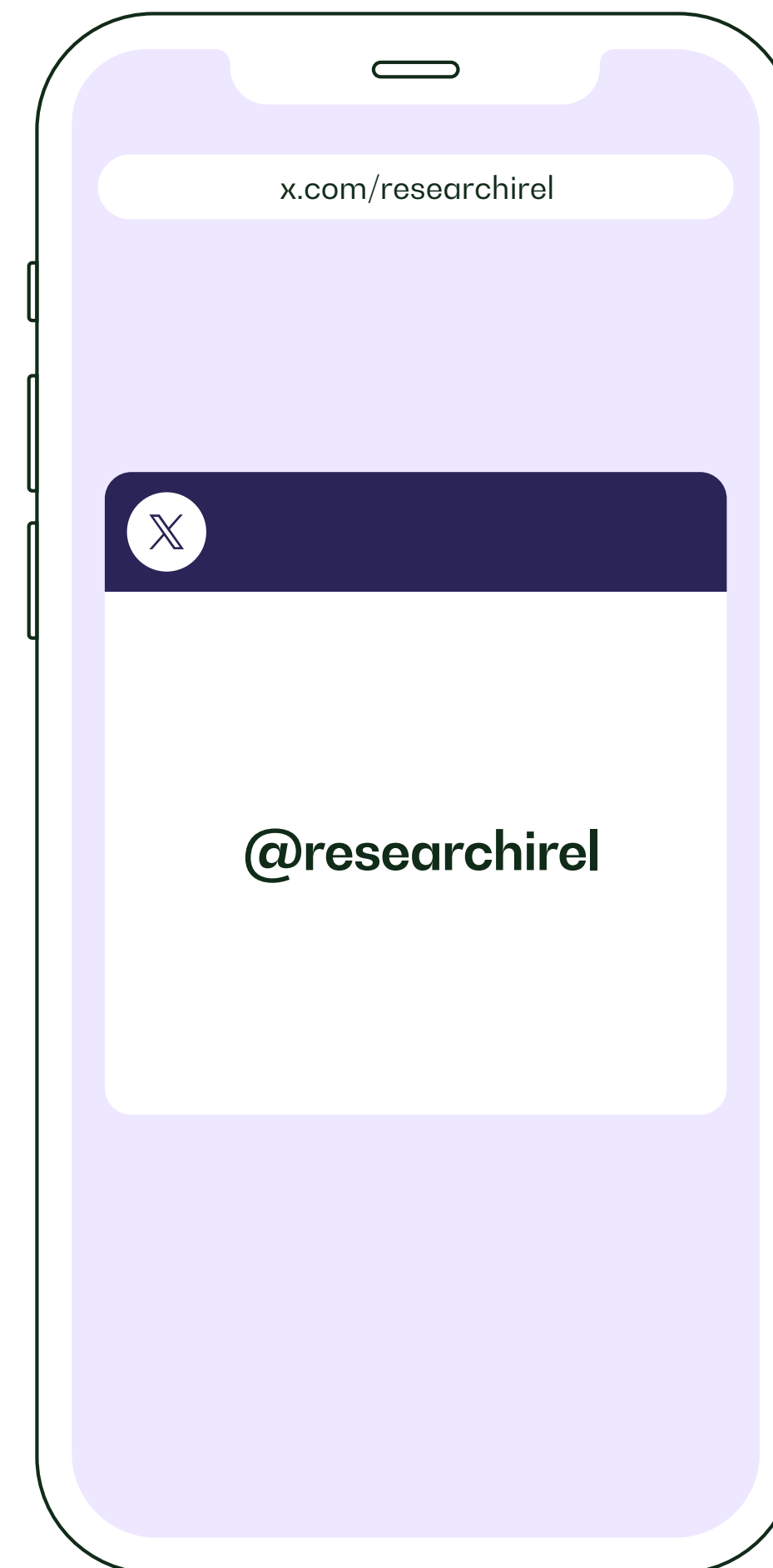
## Social media

The support of Research Ireland should be acknowledged appropriately in all social media activity.

Please tag/mention Research Ireland in all posts on social media.



LINKEDIN DETAILS



X DETAILS



INSTAGRAM DETAILS



## Press releases & media coverage

The support of Research Ireland must be acknowledged in all press releases related to funded research/projects. Please note that acronyms are not permitted when referring to the agency.

The Research Ireland logo may be published in accordance with Research Ireland guidelines wherever journal or other media rules permit.

Any Research Body or member of the Research Team intending to issue a press release relating to Research Ireland funded work, should provide reasonable advance notice to enable us to assist in the promotion of the research to **communications@researchireland.ie**.

Where you require a quote from Research Ireland for your press release, please send a draft copy to the Communications Team with a minimum of five working days' notice, in advance of your issue date. Final copy of all press releases should be provided in advance of your issue date to ensure Research Ireland can provide appropriate promotional support via researchireland.ie and on social media.

In addition, where a photocall event is taking place where a Research Ireland representative(s) is being invited to attend, please provide a minimum of two weeks' notice for diary coordination. Before they are released to the media all press releases must be emailed to **communications@researchireland.ie**

If you are producing a press release related to a Research Ireland award, please include the following detail as additional information in the 'Notes to Editors':

*Taighde Éireann – Research Ireland is the new national research and innovation funding agency, established on the 1st August 2024 through the amalgamation of the activities and functions of Science Foundation Ireland (SFI) and the Irish Research Council (IRC).*

## Events, conferences, workshops & launches

Any event organised with funding or other support from Research Ireland should be flagged with Research Ireland's Communications Team at least four weeks in advance of the event.

The following information should be sent to [communications@researchireland.ie](mailto:communications@researchireland.ie):

1

Event title and  
brief summary



2

Key attendees  
at event



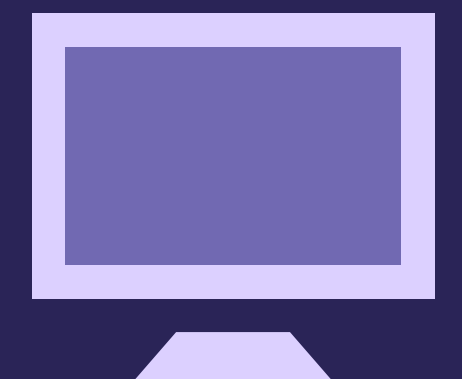
3

Date & location  
of event



4

Press release,  
website, or other  
publicity information



## Digital and broadcast media – video, podcast, radio, broadcast, websites

The support of Research Ireland should be referenced orally in news media interviews, radio, television, and news magazines. Please note that acronyms are not permitted to refer to the agency.

The Research Ireland logo may be published in accordance with Research Ireland guidelines wherever media rules permit. This must be reproduced only as it appears in the current Branding Guidelines, using the master artwork supplied to you and must never be altered, trimmed or re-coloured.



## Print media, promotional material, signage

All print and digital collateral, such as pull-ups, brochures, banners, and signage pertaining to a Research Ireland award should include the Research Ireland logo. This must be reproduced only as it appears in the current Branding Guidelines, using the master artwork supplied to you and must never be altered, trimmed or re-coloured.

There are specific Host & Partner ribbons/lock-ups designed for using Research Ireland branding in conjunction with Research Centres and Co-Centres. Please refer to the Research Ireland Centre Branding Guidelines or Co-Centre Branding Guidelines as appropriate.

We are available to assist and support our funded researchers and HEIs to communicate the benefits and outcomes from the research we support. Please contact the Communications Team with any queries at:

[communications@researchireland.ie](mailto:communications@researchireland.ie)