



Ceangal

Clár den Chomhairle Oidhreachta
A Heritage Council programme

Identity Guidelines

2025

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Introduction

The Heritage Council has supported local authority heritage services for 25 years, beginning with the Heritage Officer programme in 1999 and expanding to include Biodiversity Officers from 2022. From 2025, this support has expanded to include new Archivist and Architectural Conservation Officer roles, with other supports in place for local heritage professionals including the Heritage Stewardship Scheme and Museums Standards Programme.

To give coherence to these expanding roles and provide a focal point for the Heritage Council's contribution, a new programme identity has been developed.

In Irish 'ceangal' can mean a connection, tie or link. It can also refer to the act of tying or binding. Ceangal evokes collaboration of effort towards a shared goal. It captures the spirit of partnership and a unified effort to conserve and promote Ireland's built, natural and cultural heritage at local level.

This document is designed to provide guidance to local authorities in the use of the Ceangal identity. Throughout this document, when we refer to 'The Ceangal Identity', we are talking about the use of the Local Authority and Ceangal logos together to form a local identity.

Communication, public engagement and visibility are vital for demonstrating the value of public investment in our heritage. Helping to build awareness, encourage stakeholder collaboration, and showing the impact of the Heritage Council's support.

Accessing funding and other support is contingent upon successful application of these guidelines, which will be monitored by the Heritage Council.

Primary Logo



Ceangal

Clár den **Chomhairle Oidhreachta**
A **Heritage Council** programme

The Icon

The icon is inspired by spirals found on Newgrange. The spirals also symbolise growth while standing the test of time. The icon can be used in a flexible way to communicate Ceangal where space is very limited, such as social media, stamps and small stationary.

The icon is an integral part of the Heritage Council's, Heritage Week and Ceangal's visual identities. However, it is important to keep these identities separate, they should not be used together.



Secondary Lockups

At times, due to design or print restrictions there might be a requirement for our logo to appear in reverse colours, as black or on a black background.



Clear Space

Clear space should be left around the logo. We recommend a minimum of half the height of the logo to be left clear on all sides. If you need to place the mark in a box against a background make sure that minimum space is left around the mark.

The space around the logo should be left clear of other graphic elements. When using the logo within a graphic box the sides should not come too close to the logo itself.



Things to avoid



Do not apply new colours



Do not alter elements / master colours



Do not stretch or distort



Do not use the colour logo against colour image backgrounds.



Do not alter elements / master lockup



Do not alter fonts / master lockup

Brand Colours

Primary Colour

Teal is used in the construction of the official logo and the main colour used when identifying Ceangal.



Secondary Colours

The secondary palette features a series of colour pairings to allow for complementary combinations.



Typeface

Headline Copy Font

Orbikular

This font type should be used for headings and sub-headings only. Used to grab attention and create visual hierarchy. It sets the tone or personality of the brand/message.

Body Copy Font

Altform

This font type should be used across all the body copy text. It ensures comfortable long-form reading.

Orbikular Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890,?!*

Orbikular SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890,?!*

Orbikular Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890,?!*

Altform Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890,?!*

Altform Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890,?!*

Altform Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890,?!*

Ceangal Identity Usage

The Ceangal identity is used whenever work is led or funded through the Heritage Council's Local Authority Heritage Programme. It does not replace other funders' or departmental identities; it sits beside them to show shared delivery.

The Ceangal Identity should be used by the following Local Authority Heritage Professionals:

1. Those whose post is supported by the Heritage Council Local Authority Heritage Programme. This includes:
 - Heritage Officers
 - Biodiversity Officers
 - Archivists
 - Architectural Conservation Officers (ACOs)

2. Local Authority staff in receipt of Heritage Stewardship Scheme funding

Heritage professionals whose post is not supported by the Heritage Council are not required to use the Ceangal identity, but are encouraged to do so if they find it useful.



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Ceangal
Clár den Chomhairle Oidhreachta
A Heritage Council programme

How the Ceangal Identity should be used?

The Ceangal identity will always appear alongside the relevant local authority logo. There are no instances where the Ceangal identity will appear on its own.

The local authority logo will always appear on the left and Ceangal on the right.

On Heritage Council publications, the Ceangal identity will appear alongside the Local Government Ireland logo.



The Ceangal identity should be used on materials relating to any project or programme led by the professionals in a Heritage Council supported role. The following is a list of funds/ programmes/projects where these heritage professionals are obliged to use the logo on any materials relating to same:

- City and County Heritage Plan Funding
- Community Archaeologist Fund
- Local Biodiversity Action Plan funding
- Projects funded by a third party where these are led by the officer should include the Ceangal identity in addition to the relevant funders' logo.
- Community Monuments Fund
- Local Biodiversity Action Fund
- Historic Structures Fund
- Built Heritage Investment Scheme

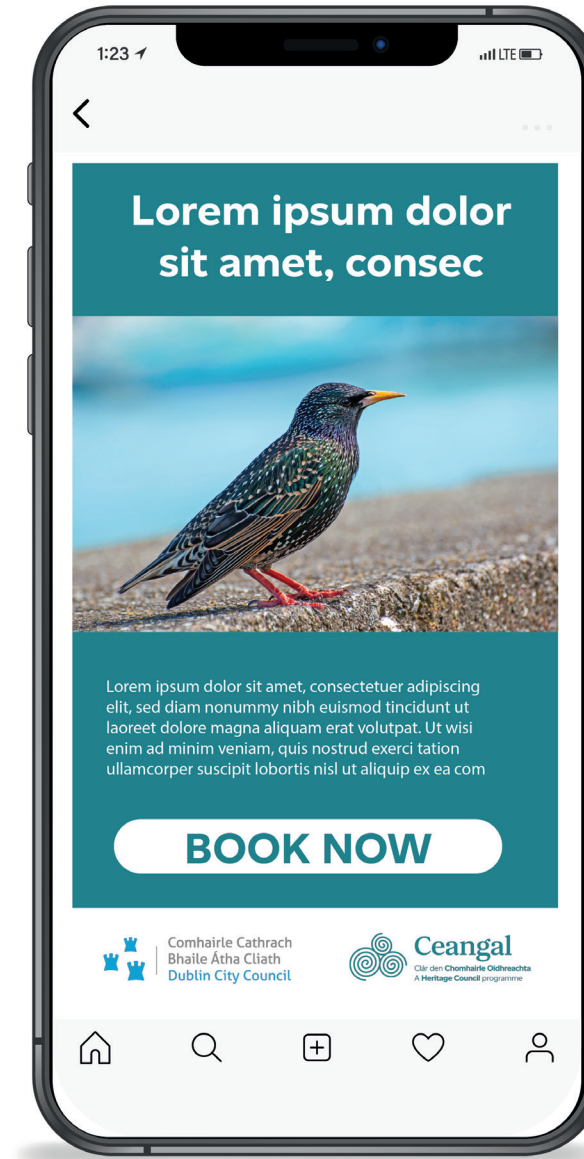
Heritage Stewardship Fund - For professionals not in a Heritage Council-supported role, the Ceangal identity should be used in relation to projects funded through the Heritage Stewardship Fund.



In instances where the heritage professional is leading on the project and is responsible for the project budget and delivery of outputs, the Ceangal identity must be used on all materials related to the project (media, reporting, website uploads).

In any circumstance where leadership is shared, the Ceangal identity should also be used.

If responsibility and leadership roles are unclear, please contact the communications team at the Heritage Council for assistance.



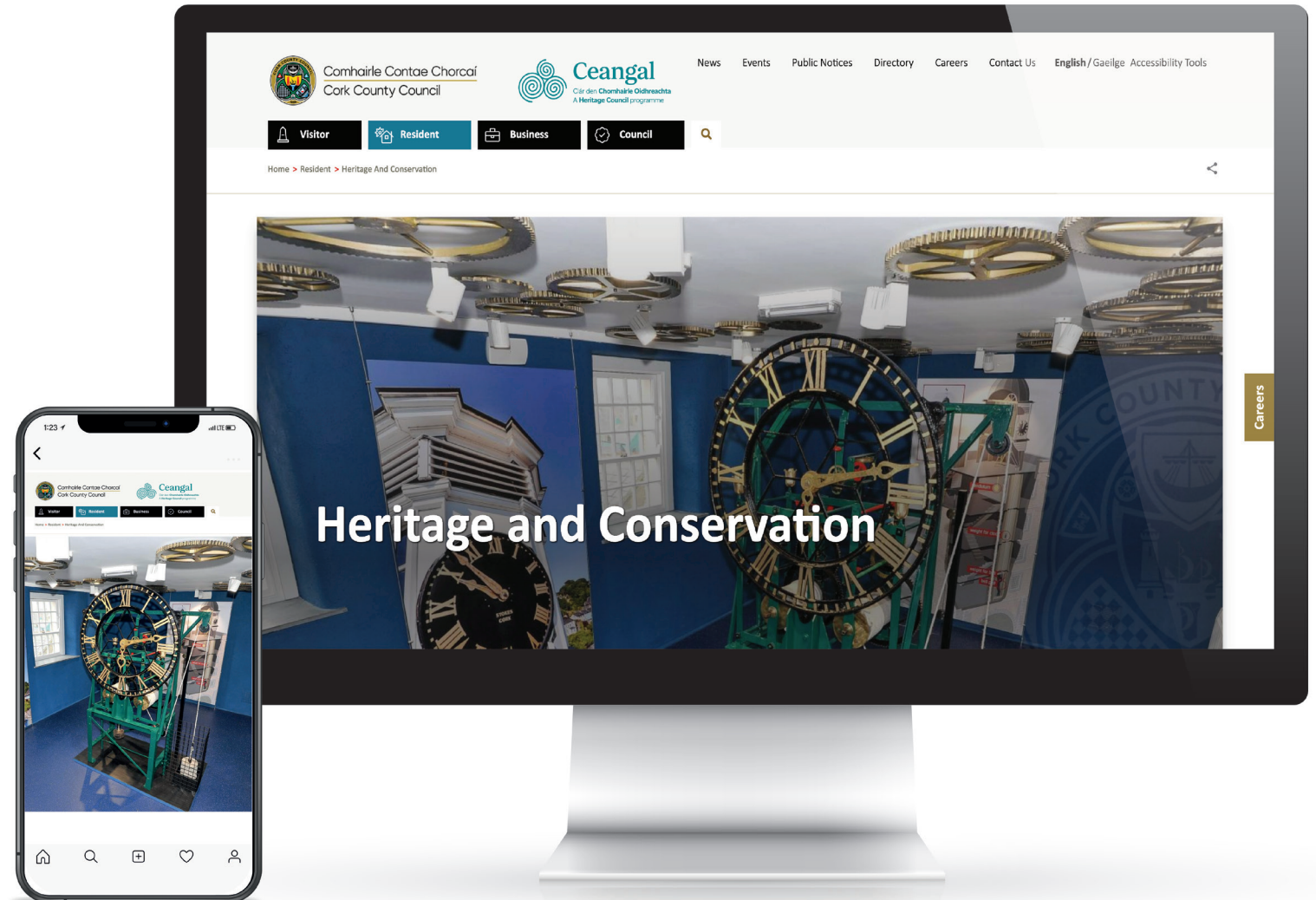
Websites

Most Local Authority websites feature a section which showcases the work of the heritage professionals. It is required that these sections are all updated to include the Ceangal identity. Where the Heritage Council’s logo is currently featured, this needs to be replaced by the Ceangal identity and accompanied by the following text:

“Ceangal, the Local Authority Heritage Programme, is delivered in partnership between the Heritage Council and Local Government Ireland”

“Clár Oidhreachta na nÚdarás Áitiúil is ea Ceangal, arna chur ar fáil ag comhpháirtíocht idir an Chomhairle Oidhreachta agus Rialtas Áitiúil Éireann”

A permanent hyperlink to the Ceangal page on the Heritage Council website should also always be included on all relevant webpages.



Media, Communications and Press

The support of the Heritage Council should be acknowledged in all press releases. When issuing any press release on work done by a heritage professional, please include the paragraph below when describing the Ceangal programme in the ‘Notes for Editors’ section at the bottom of the release:

“Ceangal, the Local Authority Heritage Programme, is delivered in partnership between the Heritage Council and Local Government Ireland”

Any heritage professional in a Heritage Council supported role intending to issue a press release relating to Heritage Council funded work, should provide the Communications Team reasonable advance notice to enable us to assist in the promotion of the research. Where you require a quote from the Heritage Council 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.

Please also include the above wording, where relevant, in other documentation relating to the work of heritage professionals such as strategic plans, reports, signage etc.



Radio

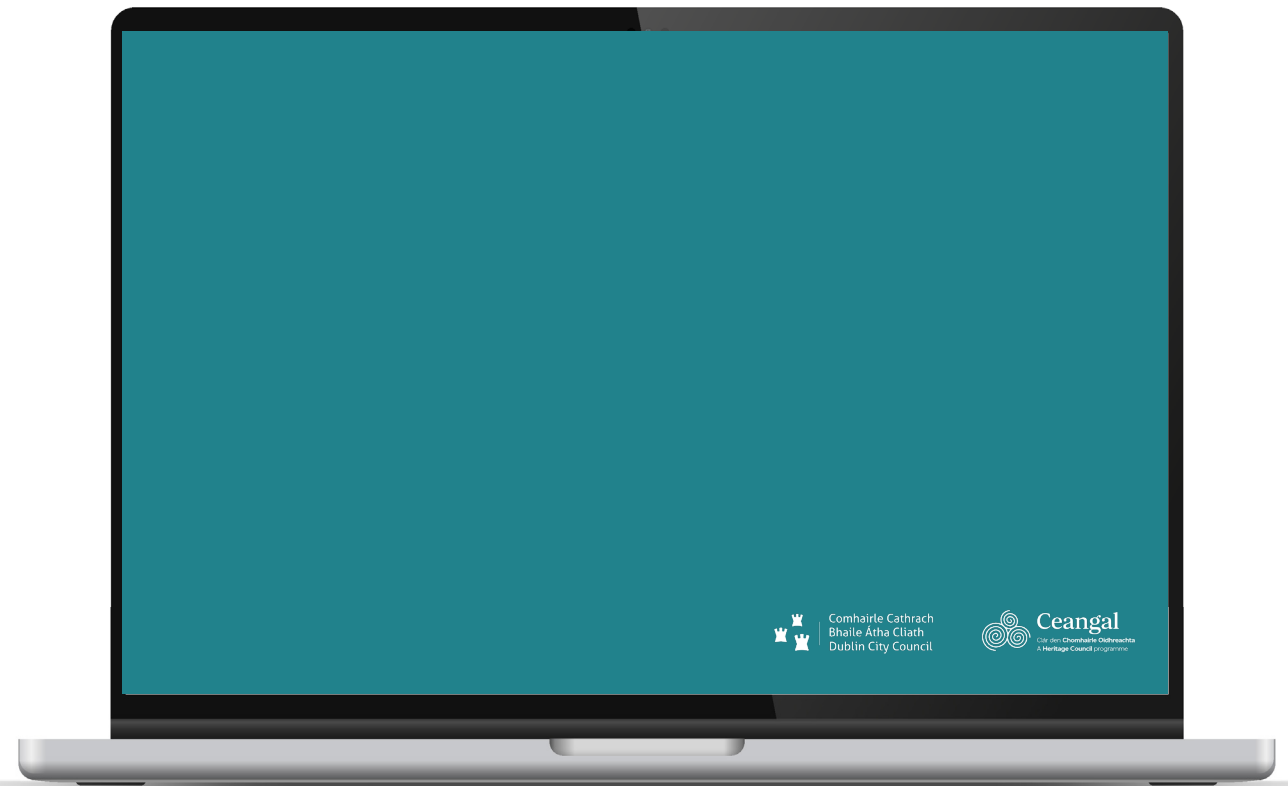
If planning any radio advertising to promote work related to the Ceangal Programme, the ad should include the following tagline at the end of the recording:

“This programme/initiative/scheme is funded through the Heritage Council and Local Authority Ceangal Programme”

Video

If producing video materials related to your programme, please include the Ceangal identity on screen at the end/beginning of the video.

The logo should appear along the base of the video, ideally on the bottom right of the screen. The Ceangal identity will always appear alongside the relevant local authority logo. There are no instances where the Ceangal identity will appear on its own. The local authority logo will always appear on the left and Ceangal on the right.



Social Media Guidelines

The support of the Heritage Council should be acknowledged appropriately in all social media activity.

Please tag or mention the Heritage Council in all relevant posts on social media.



@theheritagecouncil



The Heritage Council



The Heritage Council

Reports and Publications

Where a publication, strategy, toolkit or report is produced as part of a Ceangal-supported project or by a funded heritage professional, the Ceangal identity should appear on the cover and/or title page. Use the approved logo, colour palette and typeface where possible. The partnership line should also be included:

“Ceangal, the Local Authority Heritage Programme, is delivered in partnership between the Heritage Council and Local Government Ireland”



Events, Conferences and Workshops

Where a photocall, launch, conference, workshop or any relevant Ceangal event is being organised, the Heritage Council requires that an invitation be issued through the Local Authority Liaison Officer so that the Heritage Council can arrange that representative(s) are/can be present.

Please provide a minimum of two weeks' notice for diary coordination.

Ceangal Backdrops

Each local authority has been issued with a physical backdrop to be used at conferences, events, launches or at any event where a heritage professional is exhibiting or showcasing.

Heritage professionals have also been issued with a digital template backdrop to use if they wish to customise a backdrop with images relevant to their Local Authority area. Please ensure that the Ceangal identity with accompanying Local Authority logo are visible on the top right of the backdrop.

If your local authority logo is updated, please send us a copy so that we can update your Ceangal identity and issue a new high resolution digital image.



Signage (Physical and Temporary)

This includes:

- Exhibition panels
- Project site signage (e.g. conservation or biodiversity works)
- Interpretive signage in public spaces
- Event signage (e.g. pop-up banners not covered under the “backdrops” section in this document)
- Directional signage at launches or workshops

For any temporary or permanent signage related to Heritage Council-supported work, the Ceangal logo should be included alongside the local authority logo. The Ceangal logo must be displayed clearly and proportionately, without alteration to colours or layout.

Where signage includes other funders or partners, logos should be arranged with equal visual weight and clear attribution.



Clothing and Promotional Items

As part of the roll out of the Ceangal identity guidelines, the Heritage Council will supply clothing to all Heritage Council supported officers. Those in roles not supported by the Heritage Council can also request clothing.

Any new officers, or existing officers who require new clothing, should contact the Heritage Council's communications team at media@heritagecouncil.ie

Promotional Items

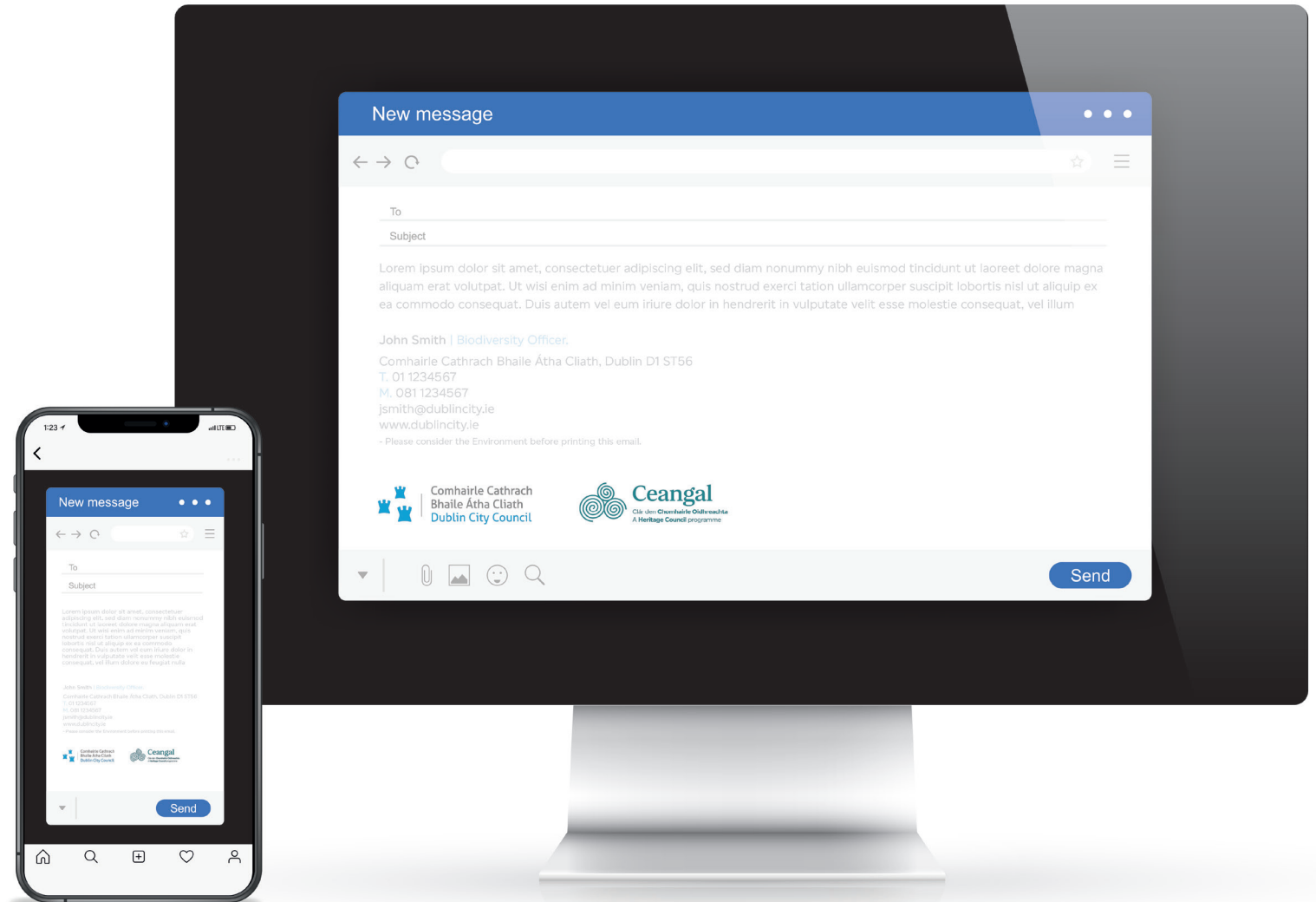
If Heritage Council-supported work involves ordering clothing or promotional items (e.g. for events or schools), please contact the Heritage Council Communications Team for approval on logo usage and design.



Email Signature

Where your local authority uses its own email signature, please continue to use that, and include the Ceangal logo where appropriate. If possible, reflect the Ceangal colour palette to support a shared visual identity.

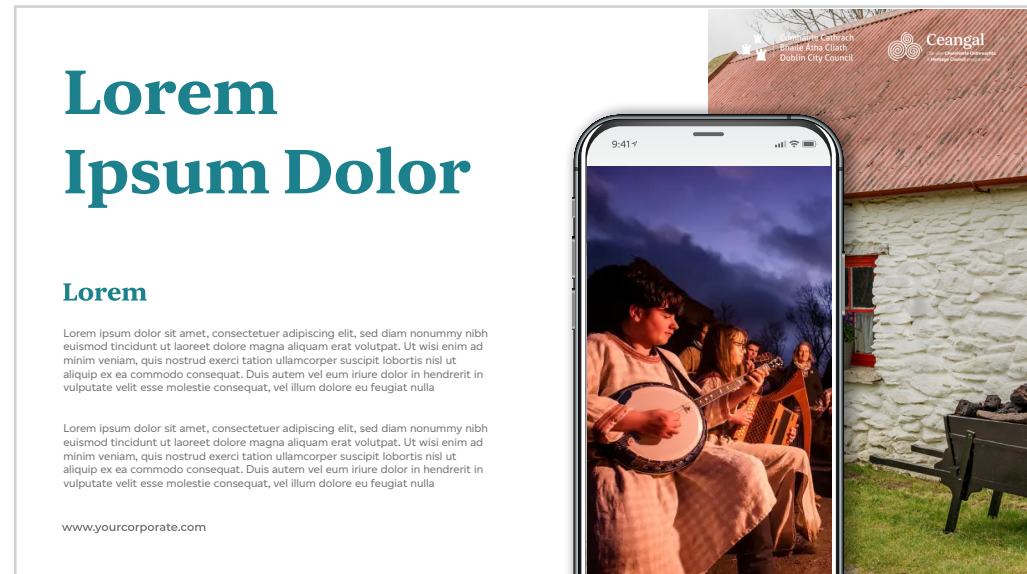
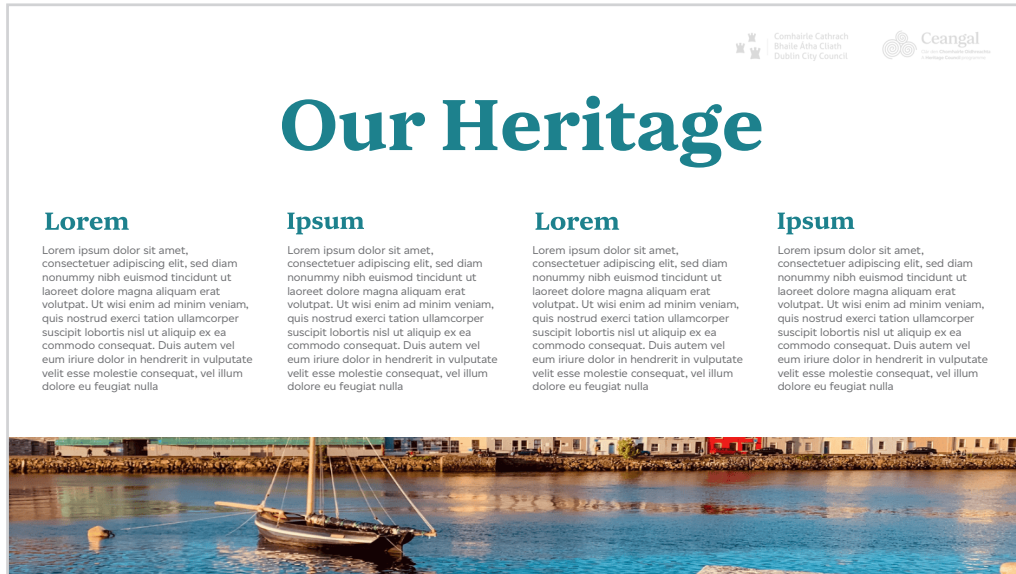
If no standard local authority signature is currently in use, or for Ceangal-specific communications, the approved Ceangal signature is available. It includes the correct proportions, colours and logo placement to ensure a consistent and professional presentation.



PowerPoint Template

Many local authorities have their own PowerPoint templates. Where that's the case, please use your local template and include the Ceangal logo. Where possible, we also encourage the use of the Ceangal colour palette to support a consistent visual identity.

If no local template is in use, the Ceangal PowerPoint file is available and can be used directly. It includes master slides for titles, section dividers and content, with built-in colours, fonts and layout to ensure clarity and consistency.



We would like to thank the Local Authority Heritage Professionals and Local Authorities for your help and cooperation in the implementation of these guidelines.

If you have any questions, please do get in touch.

media@heritagecouncil.ie | +353 56 777 0777



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