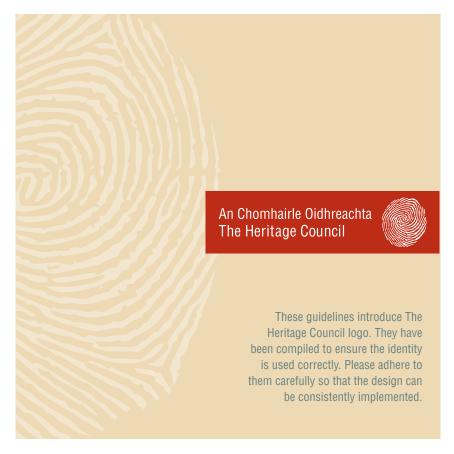
Guidelines for using The Heritage Council logo March 2008

An Chomhairle Oidhreachta The Heritage Council





The logo design consists of three elements: the block, the logotype and the icon. This is a locked design and should never be separated.

An Chomhairle Oidhreachta The Heritage Council



colour version:

The colour logo should always appear on a white or contrasting background so that it stands out. It should never appear on a clashing or similar tone background.

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white or light backgrounds.



black & white - primary version: This is the preferred option to be used for B/W print, newspapers or faxes. It should be used on An Chomhairle Oidhreachta The Heritage Council



black & white - secondary version:

This version is only to be used in B/W print jobs, newspapers or faxes when the logo must appear on a black background.

2 PRIMARY COLOURS

The logo has been designed using a single pantone colour with white. There are two secondary pantone colours which support.



PROCESS: C: 0 M: 91 Y: 100 K: 23 RGB: R: 162 G: 47 B: 29

WEB: A2 2F 1D



PROCESS: C: 0 M: 0 Y: 0 K: 0 RGB: R: 255 G: 255 B: 255

WEB: FF FF FF

SECONDARY COLOURS

Sage Pantone 5487

PROCESS: C: 35 M: 0 Y: 16 K: 54 RGB: R: 110 G: 128 B: 128

WFB: 6F 80 80

Camel Pantone 467

PROCESS: C: 9 M: 15 Y:34 K: 0 RGB: R: 230 G: 216 B: 179

WFB: F6 D8 B3

This range of complimentary swatches supports the primary and secondary colours and allows for a versatile colour palette for The Heritage Council identity.



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To ensure clarity of the design there is a suggested minimum size for usage. The minimum size for this logo is 40mm wide and its corresponding height. It must never be reproduced below this minimum size or never scaled either horizontally or vertically out of proportion.



Every logo requires a minimum amount of clearspace surrounding it to ensure it is not visually compromised. The minimum area of clearspace around this logo design is equivalent to 1/2 of the icon width/height. This space should always be left around the logo to ensure that it is reproduced clearly.

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Occasionally, The Heritage Council logo needs to accompany other logo designs of different shapes and sizes. The Heritage Council logo should always be positioned at the same height as the accompanying logos, unless doing this takes it below its minimum size. The examples indicated should be used as guidelines.

INCORRECT USAGE

We have outlined below some simple errors to avoid when using the logo.

An Chomhairle Oidhreachta
The Heritage Gouncil

The colours of the identity should never be changed, even to colours in the palette.

An Chomhairle Oidhreachta
THE HERITAGE COUNCIL

The font style or layout used in the identity should never be changed.



The position and proportions of the elements - type and icon - should never be altered.

An Chomhairle Oidhreachta The Heritage Council The identity should never be distorted or stretched in any way.

An Chomhairle Oidhreachta The Heritage Council

The logotype and icon should never be taken out of the block.

TYPOGRAPHY

The supporting typeface, which accompanies this identity, is Helvetica Condensed.

Primary Font

Helvetica Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Font

Helvetica Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

8 SUPPORTING GRAPHIC

There is a separate supporting graphic that resembles the icon used in the logo and this can be used when enlarged, in design layouts. It should be used in part, as a subtle supporting element, bleeding off the edge of the layout and it should never interfere with the logo design. Below are two examples of its correct implementation.



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For further details on The Heritage Council logo, or to aquire the identity in specific formats, please contact our Communications Officer.

An Chomhairle Oidhreachta The Heritage Council



An Chomhairle Oidhreachta The Heritage Council Áras na hOidhreachta Church Lane, Kilkenny, Ireland

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