

quick reference guide

A guide to our brand identity

This guide has been produced to inform and assist staff how to correctly apply the brand identity of Dublin City Council. It is essential that the visual identity and Brand Mark are used in a consistent manner both internally and externally. Therefore, the requirements set out in this guide and in the manual 'A guide to working with the brand' must be adhered to at all times.

The Brand Mark and its Use

Standard Brand Mark

This is the standard Brand Mark for Dublin City Council, figure A. It will be used in 90% of all communication material.

Full Legal Title

This is the full legal Brand Mark for Dublin City Council, figure B. It will be used where the full name is required for legal reasons, eg corporate stationery, contracts, maps, official report/plans, tenders, etc.



Correct Application

The relationship between the icon and the logotype (Dublin City and Irish translation) has been carefully designed for balance, clear reproduction and legibility. The elements therefore may not be redrawn or rearranged in any way. The distance between the Dublin City Council icon and its logotype (X) cannot be modified. The distance between the two lines of text also cannot be changed (Y), figure C.

Exclusion Zone

The Brand Mark needs adequate breathing space on all sides. Nothing may infringe around the Brand Mark shown by the largest castle, figure C. This distance is determined by the height of the largest castle.

Recommended Size

The size of the Brand Mark for an A sized publication (A3 - A6) is 24mm x 20mm, figure D. For sizes above A3, the Brand Mark should increase in scale and proportion.

Minimum Size

The Brand Mark should never be scaled below the minimum size of 10mm high and the proportion should be kept at all times, figure E.



C



D



E

Use with Other Logos

When using the Dublin City Council Brand Mark in conjunction with other logos please ensure that it has the same prominence and is sized appropriately to match the shape and size of the other logos displayed. The logos should be arranged in a 'tramline' format as shown in the illustration, figure F.



F

The rules are simple:

- If the organisation is a lead sponsor/stakeholder for an event the Dublin City Brand Mark appears on the left (first). If this is not the case the Brand Mark appears on the right (last).
- The Council Mark must never be rendered smaller than any other Brand Mark placed in the same field of vision.

Typefaces

External Use

Helvetica is the standard family of fonts to be used for all **externally** produced printed communication material.

Helvetica Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Internal Use

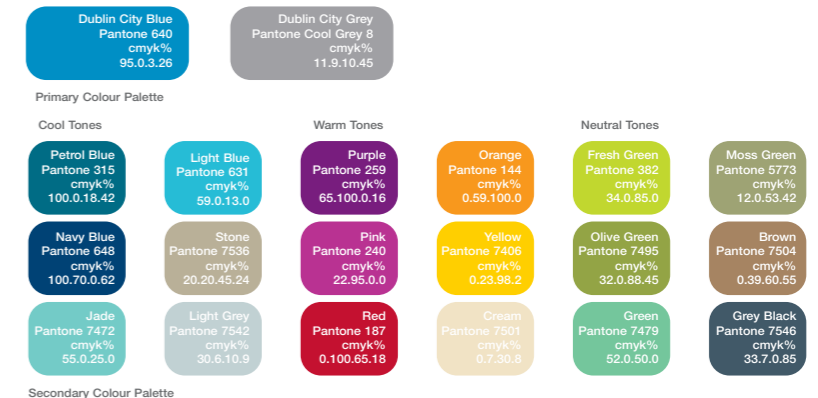
To ensure a consistent look is maintained in all our communications, Arial is the standard typeface to be used for all **internal** correspondence within Dublin City Council (letters, memos, fax, agenda etc.)

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Colour Palette

To ensure consistency in the appearance of the visual identity of Dublin City Council, a corporate colour palette has been created. The palette consists of two primary colours and 18 complimentary colours, which can be used in a variety of different combinations to suit the diverse range of printed materials that are produced on behalf of the Council.

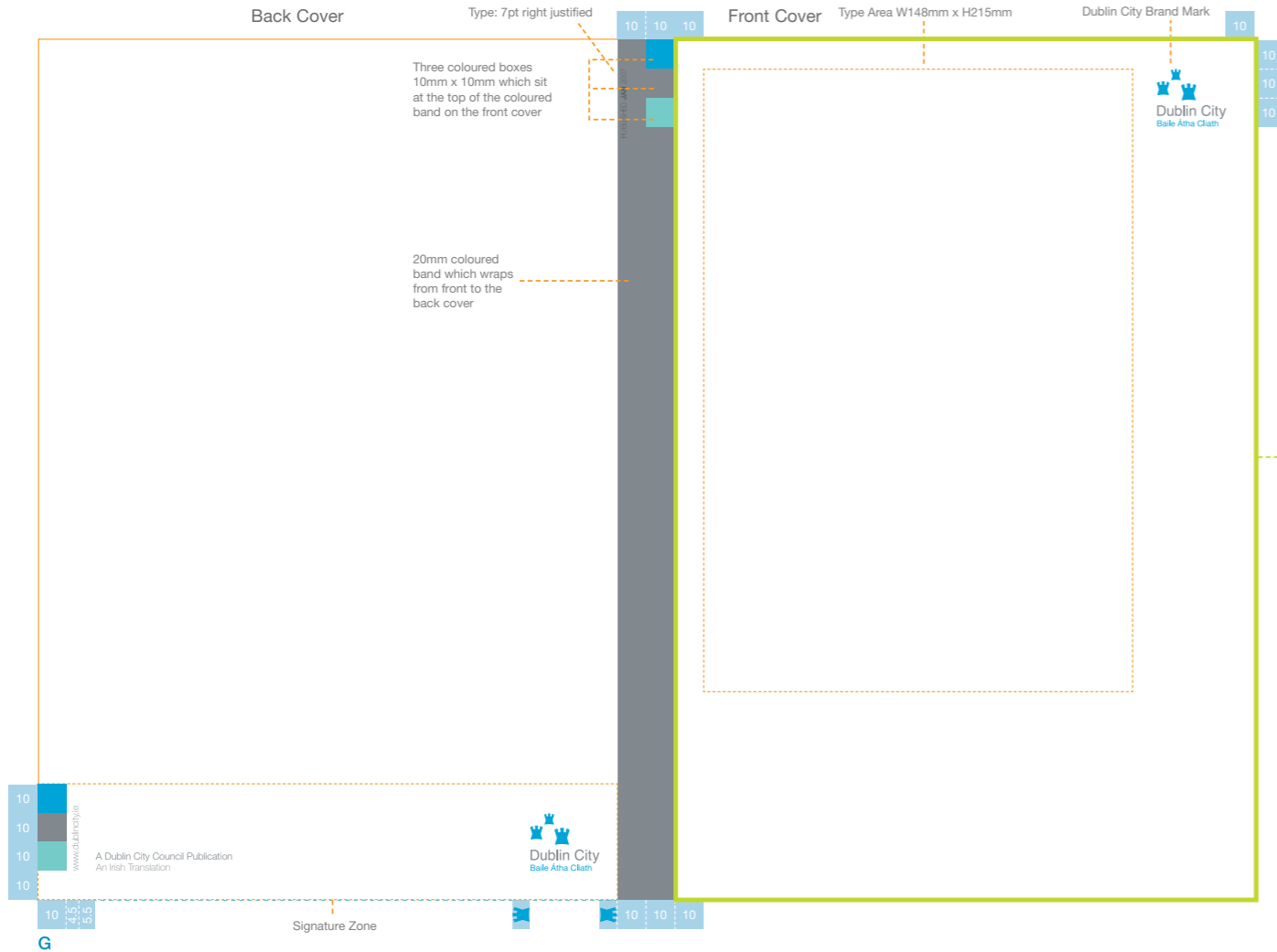


Secondary Colour Palette

Publications Template

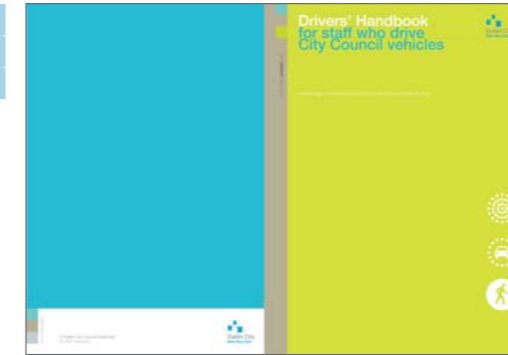
New House Style

A new visual style has been designed to carry across on all Dublin City Council printed pieces of communication. This house style brings together a combination of elements such as imagery both graphic and photographic, type, colour and a concise template.



G

When used collectively, the template will bring a very cohesive and fresh style to all of Dublin City Council printed communication pieces. Figure H are examples of the template (front and back covers) in use.



H

Figure G shows the key brand elements that form the new design template and where they are positioned (see manual pg. 35).

Quick Brand Checklist for Printed Publications

The following is a checklist which must be followed when designing or checking a printed piece of communication for Dublin City Council.

See the relevant page/section of the brand identity manual 'A guide to working with the brand'. The manual is available on Teamware Library/Corporate Services/Brand Guidelines.

- The Brand Mark must always appear in the top right corner as per the template. Only if the top right isn't appropriate for a specific design solution can the Brand Mark be positioned in the bottom right corner. Size, position and colour should be considered according to the correct guidelines (see pg. 20, 33).
- Colours used must be consistent with the City Council's colour palette (see pg. 27).
- As a general rule, printed material must be in Irish and English (see pg. 8-11).
- The design template for printed publications must be adhered to for consistency (see pg. 35).
- The Dublin City Council web address www.dublincity.ie must appear on the back cover of all publications.
- All printed publications for Dublin City Council should be of a standard A or DL size.
- Type should always be set in the standard typeface, Helvetica and should be structured in a tiered fashion (see pg. 36).
- Headings should never go beyond the Type Area (see pg. 36).
- If a photographic image is being used, it is recommended that a single image is used as per visual examples shown, (see pg. 36).
- All applications of the brand should be forwarded to the Communications Section, Corporate Services Department for clearance and sign-off. Allow 3-5 working days for this in your timeline.

For further information on the correct use of the brand identity:

Contact the Communications Section, No. 3 Palace Street, Dublin 2.
T. 222 2266 E. comms@dublincity.ie