



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

LIMERICK CITY AND COUNTY COUNCIL

Brand Guidelines & Logo Usage

Version 1.2: January 2017
Prepared by: Office of Marketing and Communications

Contents

- Part 1: Instructions for use of the logo
- Part 2: Using the brand of Limerick City and County Council
- Part 3: Limerick City and County Council corporate house style



Introduction

This protocol gives you instructions on how to use the Limerick City and County Council logo and information on the Council's 'corporate style'- the way our documents should be produced to make them as accessible as possible to all our citizens.

It is for our staff to use both internally and externally and should be given to all suppliers and contractors who produce promotional and other information on our behalf.

There are also some instructions that can help you when producing documents and reports about the services that we offer. This applies to both internal and external communication and all new documents must adhere to this protocol which will be updated regularly.

These guidelines have been produced to inform and assist staff and external users to correctly apply the brand identity of Limerick City and County Council. It is essential that the identity and logo are used in a consistent manner both internally and externally so this document must be adhered to at all times.

It is the responsibility of Limerick City and County Council managers to ensure that all internal and external communication complies with the branding policy, corporate standards and best practice of Limerick City and County Council.

It is the role of Office of Marketing and Communications to ensure there is consistency across the organisation in the use of the brand identity and that high standards are applied to maintain brand integrity.

Office of Marketing and Communications

For help at any time, please contact the Office of Marketing and Communications:

Laura Ryan	061-557134	laura.ryan@limerick.ie
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Niamh Morgan	061-557352	niamh.morgan@limerick.ie
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All information for Limerick.ie should be sent to web.content@limerick.ie

Part 1: Instructions for use of logo

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- All items relating to or belonging to the Council must carry the Limerick City and County Council logo
- The logo should appear on both internal and external publications
- The logo should be reproduced as described in this protocol
- The logo must only appear on items authorised by the Council
- The logo and any other promotional materials must not be printed or produced in any other format other than that explained in this protocol

Colours and Contrast

- The logo can be reproduced as black on a white background or any other strongly contrasting background
- The reversed logo is available in white to be placed on a dark colour background, preferably on a solid black
- Do not use a dark background with a black logo or a pale background with a white logo or position over an image or photo.

Corporate Colours

The Limerick City and County Council corporate colours should be used on any corporate items, for example, our annual report, power point presentations, pop up stands etc.

Corporate Colours - Primary Logo



Full Colour Version:

Dark Green:
c100 m25 y100 k25

Light Green:
c50 m0 y100 k0

2 Colour Pantone:

Dark Green:
Pantone 349c

Light Green:
Pantone 369c

Key Versions Primary Logo

Black & White:

This is the only black and white version of the primary logo available and should be used in all instance where colour is not available.



Reversed:

The reversed logo is available in white to be placed on a dark colour background, preferably on a solid black.



Corporate Colours - Secondary Logo



Full Colour Version:

Dark Green:
c100 m25 y100 k25

Light Green:
c50 m0 y100 k0

2 Colour Pantone:

Dark Green:
Pantone 349c

Light Green:
Pantone 369c

Key Versions Secondary Logo

Black & White:

This is the only black and white version of the Secondary logo available and should be used in all instance where colour is not available.



Reversed:

The reversed logo is available in white to be placed on a dark colour background, preferably on a solid black.



Corporate Colours - Secondary Colours

These secondary colours correspond to the various directorates within the council as well as HAP Shared Services Centre and Business Improvement Department.

These colours should be used in a subtle way when designing reports. They do not need to be used for forms, day-to-day correspondence.

Economic Development c89 m57 y23 k24 r27 g86 b124	Physical Development c100 m0 y64 k0 r0 g168 b136	Social Development c0 m100 y22 k59 r124 g0 b57
Customer Services, Culture and Arts c0 m82 y0 k0 r239 g86 b159	Service Operations c67 m4 y24 k0 r63 g185 b196	Support Services c0 m62 y100 k0 r245 g126 b32
Regional Services c67 m85 y24 k0 r116 g73 b131	HAP Shared Services Centre c66 m53 y71 k0 r113 g118 b98	Business Improvement Department c12 m100 y73 k2 r209 g31 b67

Clear Space - Primary Logo

To preserve the integrity of the identifier and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides.

The minimum clear space required all round is defined by the height of the 'Swish'.



Minimum Size

When the identifier is reduced there is a point at which it becomes ineffective. By establishing a minimum size for the identifier it ensures it is always prominent and readable across all media.

Minimum size for print material:



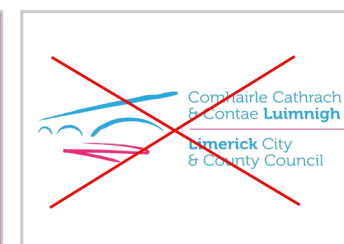
Preferred minimum size for screen / web:



Incorrect Usage - Primary Logo



Do not use on detailed or complicated backgrounds



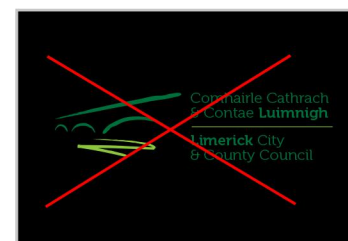
Do not alter colours



Do not reverse out parts of the logo on their own



Do not use logotype without symbol



Do not use full colour logo on a dark background



Do not use symbol without logotype

Clear Space - Secondary Logo

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Use with Other Logos - Primary Logo

When using the Limerick City and County Council logo 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. In the instance where Limerick City and County Council is lead sponsor for an event, it should appear at the start of the line-up. In both horizontal and vertical situations the council logo must never be rendered smaller than any other logo being display in the same visual area. See below sample with visual indicators:



Horizontal Situation

Positioned to the left and of equal height other logos



Vertical Situation

Positioned on top and of equal width

Use with Other Logos - Secondary Logo



Horizontal Situation

Positioned to the left and of equal height other logos

Vertical Situation

Positioned on top and of equal width

Additional Logos

Limerick City and County Council is cognisant that some departments/ areas have their own individual logos e.g.: Limerick Arts Office, Limerick City Gallery of Art, Innovate Limerick. Please adhere to the guidelines regarding the usage of multiple logos (p16).

Any department/ section planning on designing their own logo must contact the Office of Marketing and Communications prior to agreeing on any plans.

Use of Irish Language

Under Limerick City and County Council's Official Languages Act 2003 Language Scheme 2015-2018 we undertake to do the following:

Written Communication

Text in the Irish language:

- Shall appear first
- Shall not be less prominent, visible or legible
- Lettering shall not be smaller in size or in different font e.g.: italics
- Shall communicate the same information
- Shall not be abbreviated unless a word in English is abbreviated

Letters and Electronic Mail

It is mandatory that all written communication will be responded to in the official language in which it was received.

Stationery

It is also mandatory that headings of stationery, including notepaper, compliment slips, fax cover sheets, file covers and other folders, labels and envelopes are provided in Irish or bilingual.

Signage

All signage placed by Limerick City and County Council or on its behalf must be in Irish or bilingual, in accordance with the regulations.

Publications

Documents setting out public policy proposals, audited accounts or financial statements, annual reports and strategy statements will be published simultaneously in Irish and English.



Circulars/Mailshots

Where a public body communicates in writing or by electronic mail with the general public or a class of the general public for the purpose of furnishing information to the public or the class, the body shall ensure that the communication is in the Irish language or in the English and Irish languages.

Age Friendly Limerick

Age Friendly Limerick Strategy 2015-2020 officially declares Limerick as an 'Age Friendly' location. It commits to improving key areas of infrastructure, services, information and an overall social response to older person's issues. When using branding and communications you should be aware of the needs of older people

- Use of Plain English
- Need to use a range of communications channels, particularly traditional media
- Forms and written communication are printed in large print
- Bullet points are easier to read