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This document sets out the basic guidelines for the successful implementation of our brand identity. It provides a practical and flexible framework to ensure global consistency with enough scope for creativity and initiative.

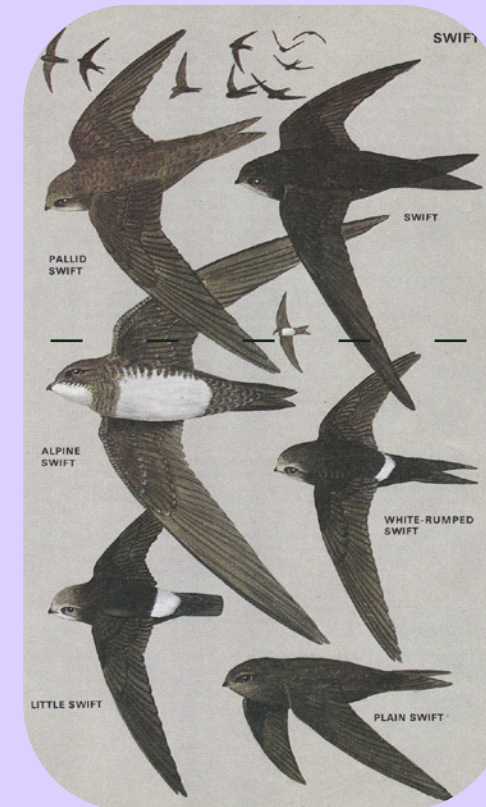
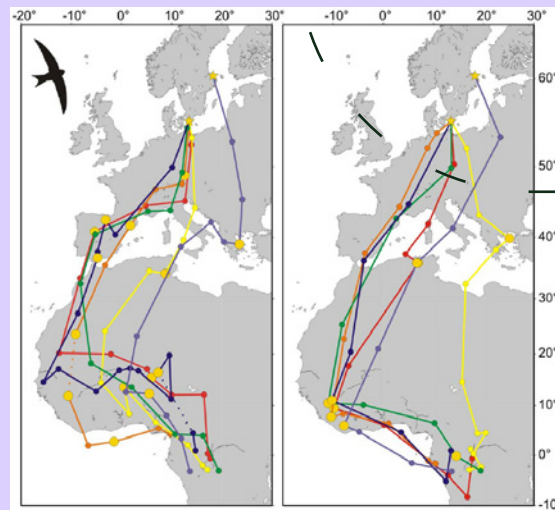
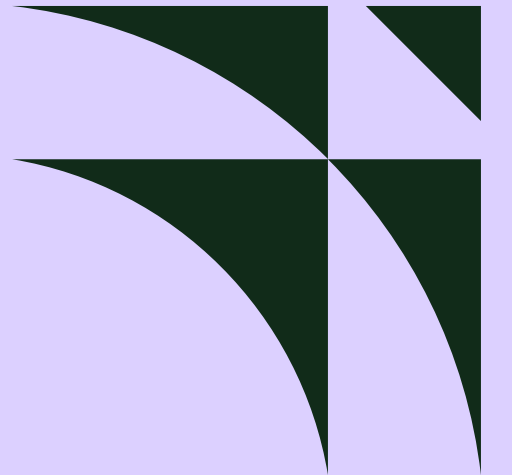
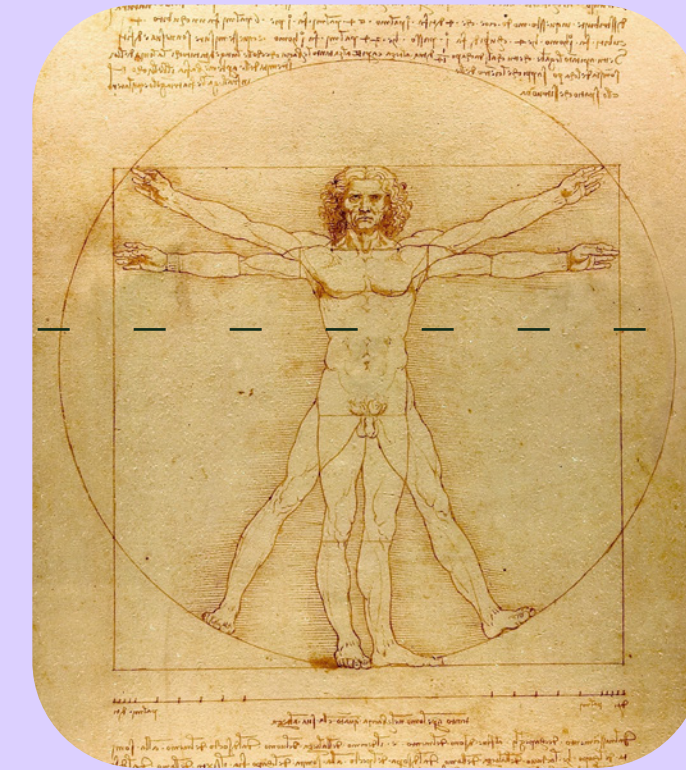
A strong brand is one of the most valuable assets an organisation owns – it can mean the difference between a researcher, funder or partner choosing us or one of our competitors. It is the visual and written expression of everything we are, and everything we promise to deliver.

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 – these elements are here to help you.

## Introduction

The story of research is the story of curiosity. It's a story of collaboration, of ideas and information crossing 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.

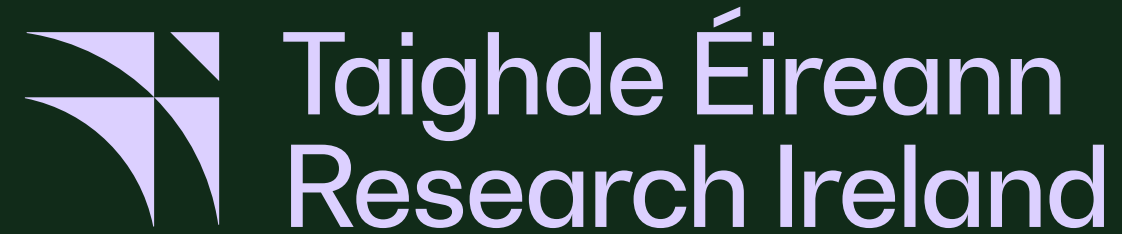
Inspired by the calligraphic markmaking of the Irish insular tradition – as well as the dynamic movement of a swift in flight – our logomark combines gestural energy with mathematical precision.

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. Our alternative typeface is Inter from Google Fonts. Inter works best using all capital letters.

### 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 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>
---	---

<b>Granny Smith</b> #9CD696  <b>AA</b> <b>AAA</b>	<b>Bush Green</b> #112B19  <b>Contrast ratio 9.01:1</b>
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<b>Granny Smith</b> #9CD696  <b>AA</b> <b>AAA</b>	<b>Port Gore</b> #2A2457  <b>Contrast ratio 8.37:1</b>
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<b>Fuel Yellow</b> #ECAF30  <b>AA</b> <b>AAA</b>	<b>Bush Green</b> #112B19  <b>Contrast ratio 7.76:1</b>
---	--

<b>Pale Lavender</b> #DCD0FF  <b>AA</b> <b>AAA</b>	<b>Brown Derby</b> #472616  <b>Contrast ratio 9.32:1</b>
---	---

<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>
---	---

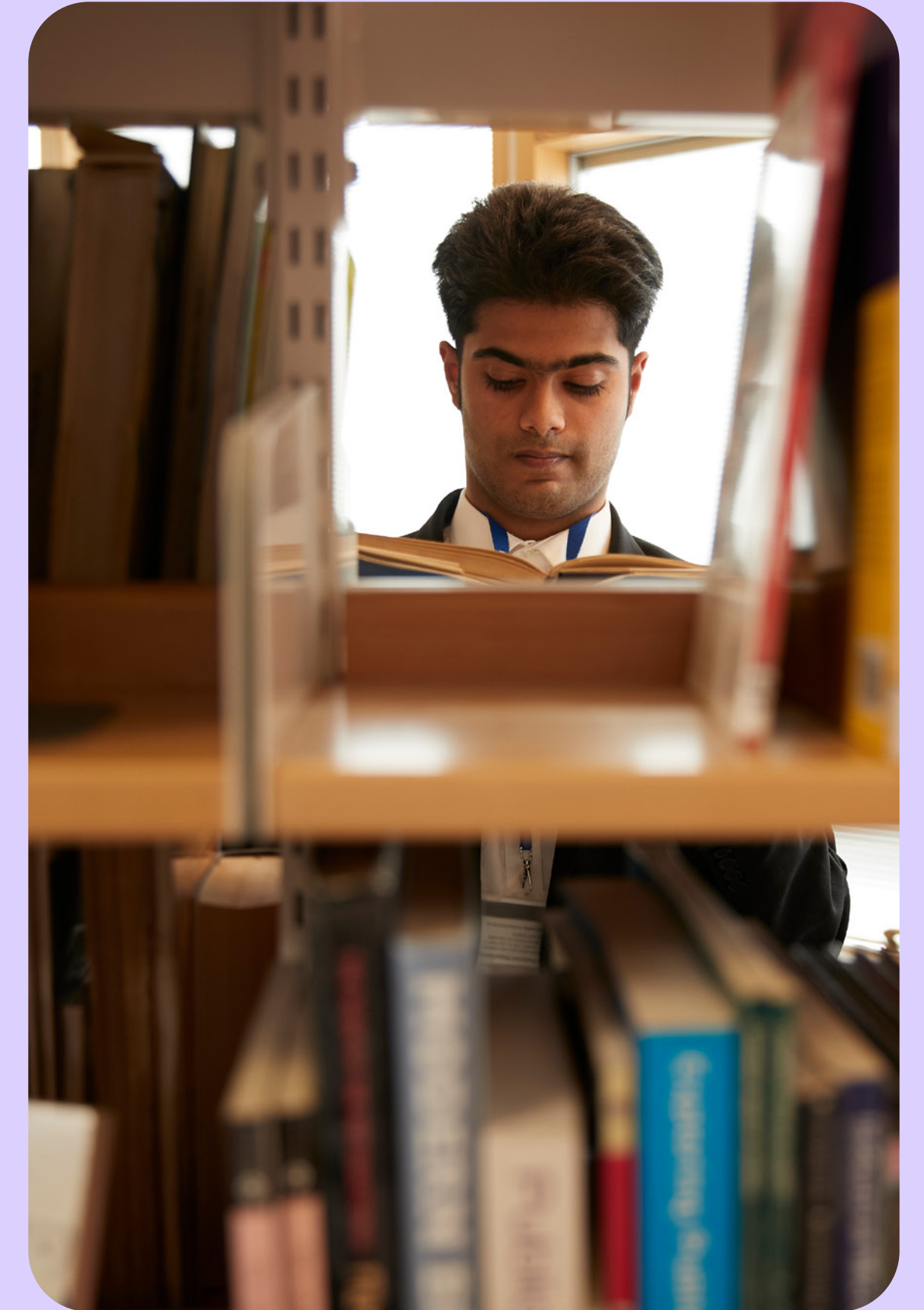
\* Large text only (24px+)

## Choosing photography

Our photography approach is simple – highlight the heroes at the heart of our work. Whether they're researchers, staff members or partners, we showcase the individuals who inhabit the research ecosystem. We favour photography that depicts people at work – either a full scene or a close-up of their face or hands.

When choosing stock photography, look for candid images with natural lighting and realistic locations. Avoid shots of models looking directly into the camera or posed setups.

Represent the diversity of Ireland and the broader research community in our photography. Feature a mix of ages, ethnicities, genders and types of people.



## Treating photography

It's not always possible to choose our photographs – we will inevitably receive images of varying styles and qualities from third parties.

The best way we can take ownership of these images is by applying gradient overlays using our colour palette. This not only brings consistency to otherwise disparate groups of photographs, it can also help with masking a lack of image size or quality.

The colour pairings on this page are examples rather than an exhaustive list. In theory any combination of colours from our palette can be used. In practice some pairs will work better than others.



Pale Lavender

Bush Green



Granny Smith

Zucchini



Fuel Yellow

Christine

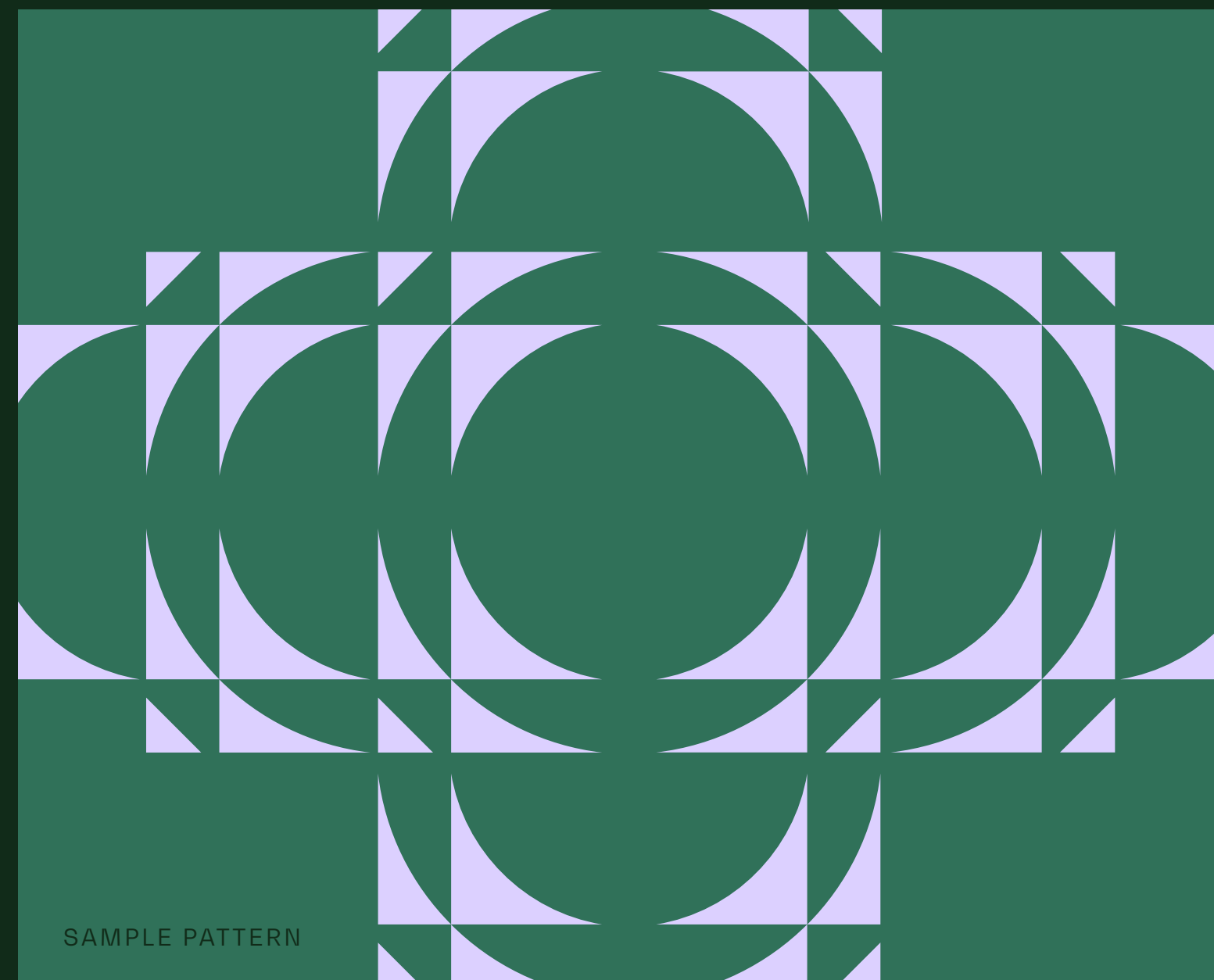
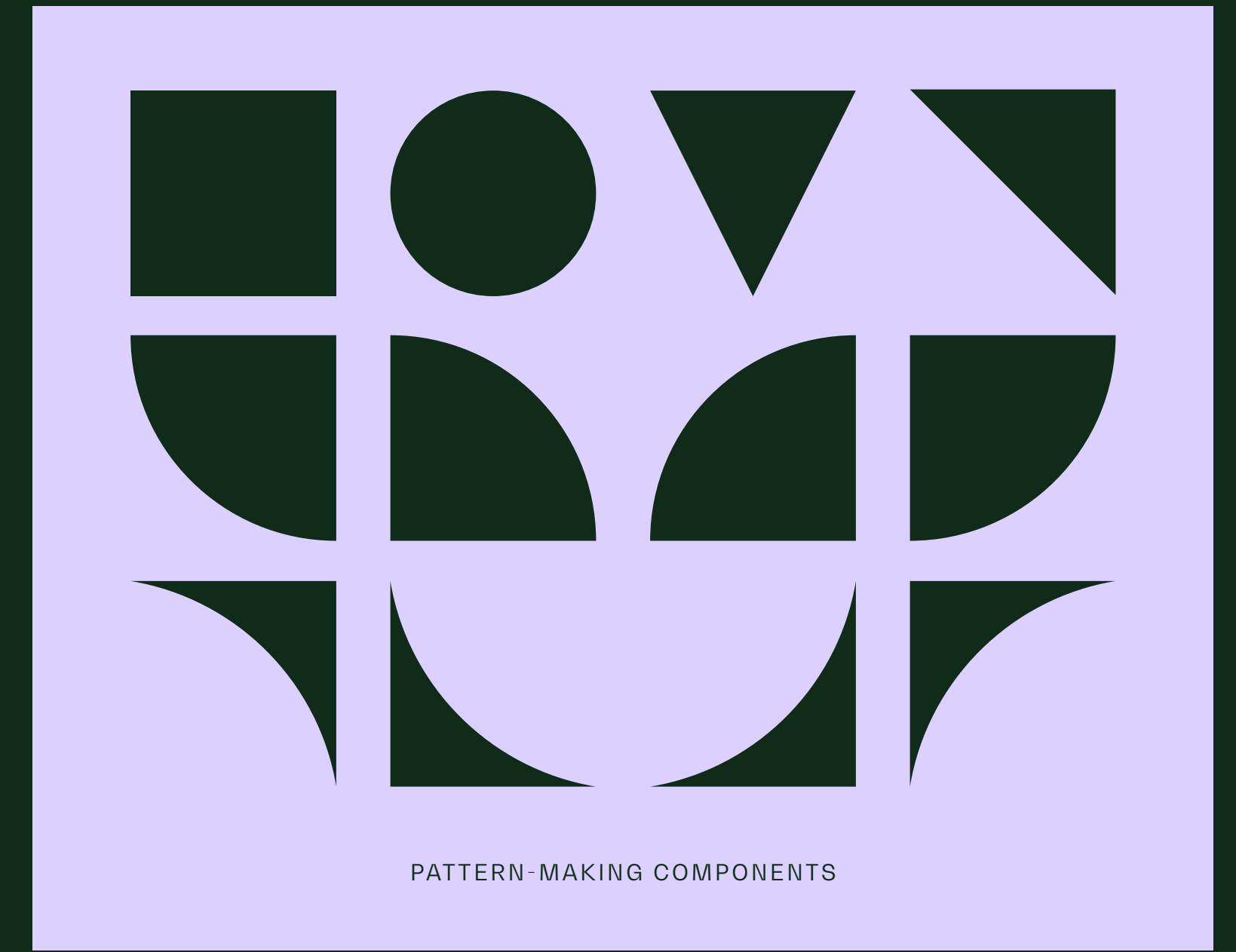
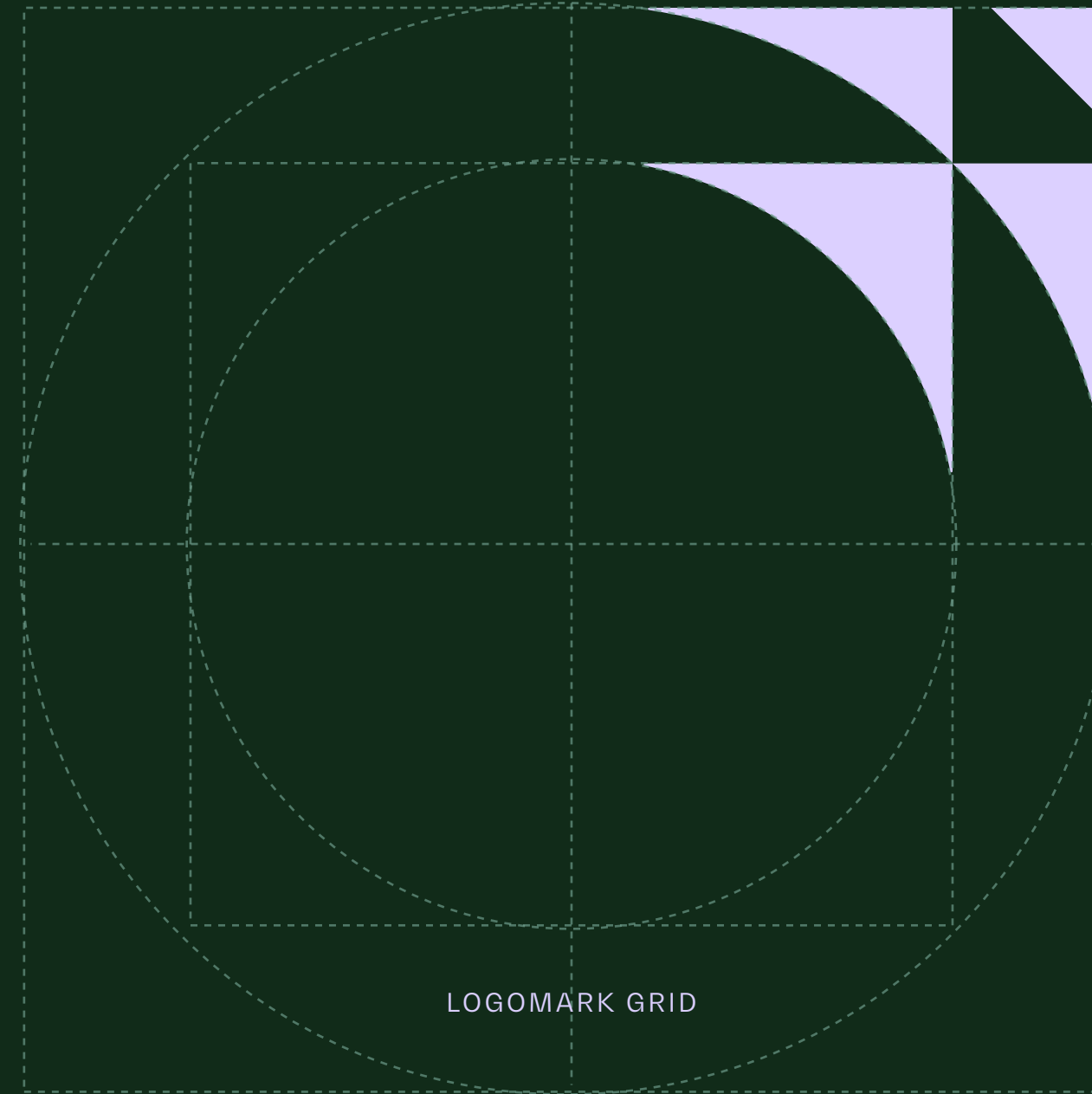


Scampi

Port Gore

## Working with our identity system

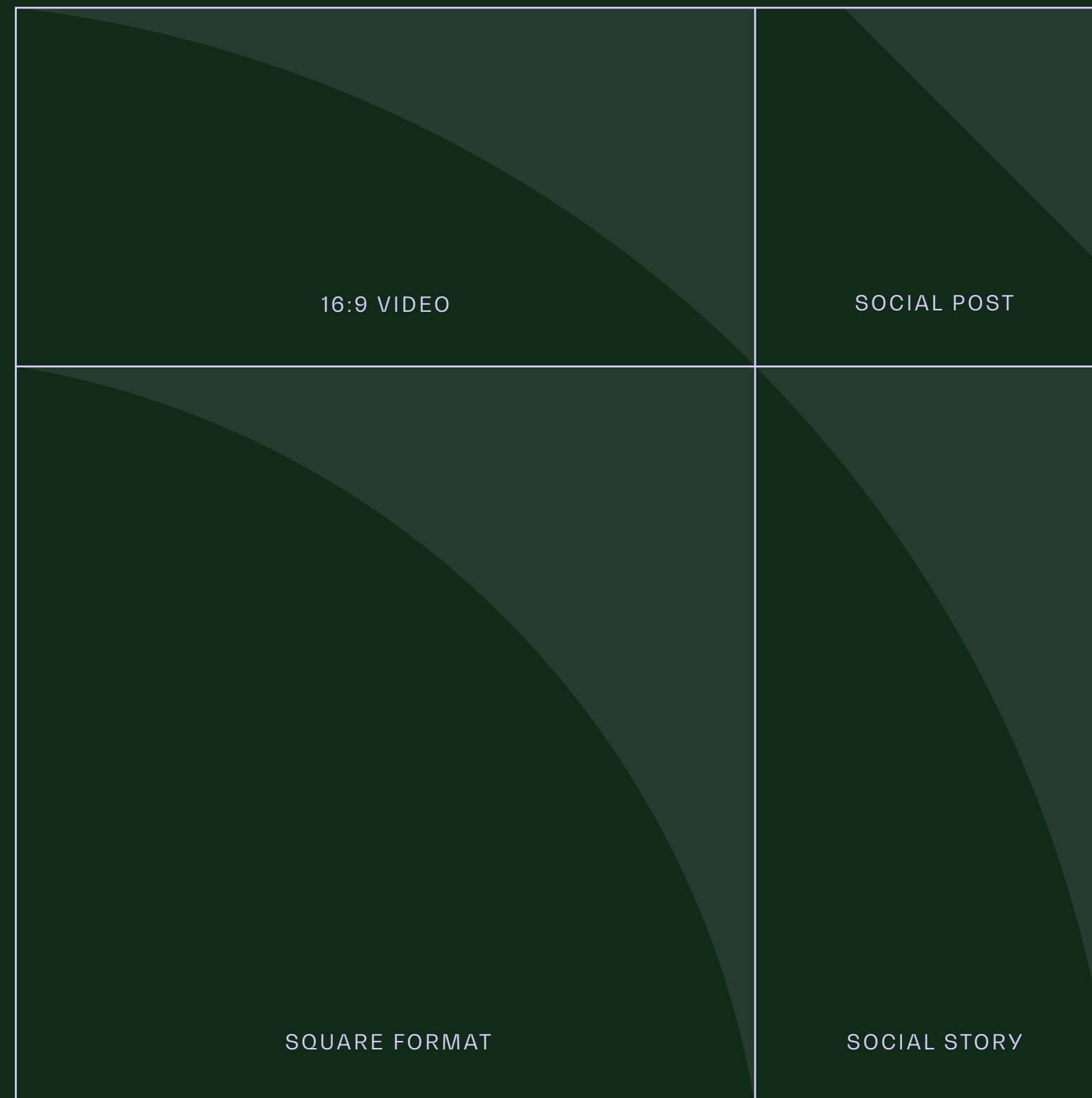
The Research Ireland logomark is built with overlapping squares and circles. These geometric forms are the basis for a series of shapes that can be used to create patterns, icons and frames/overlays for images.

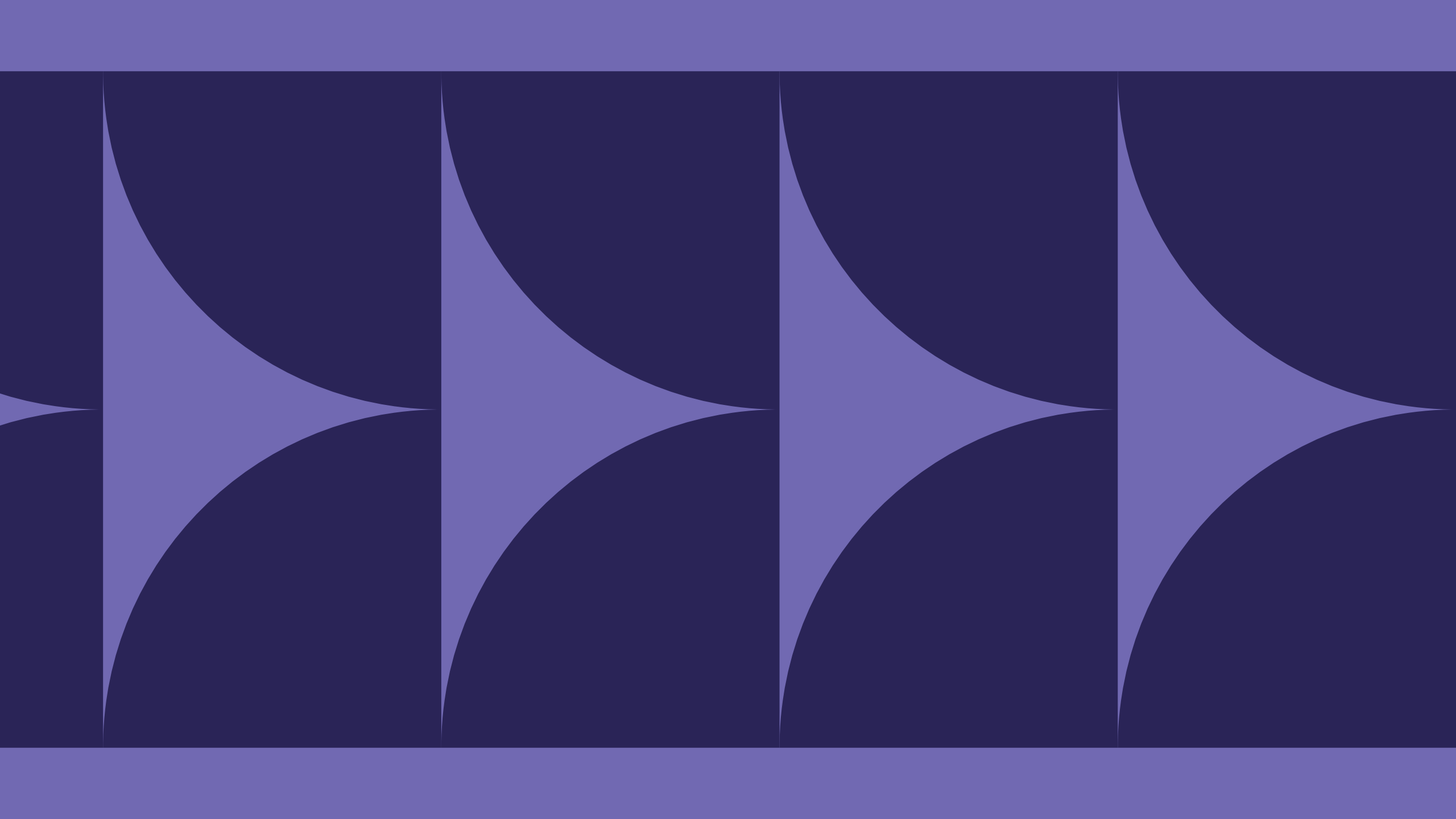
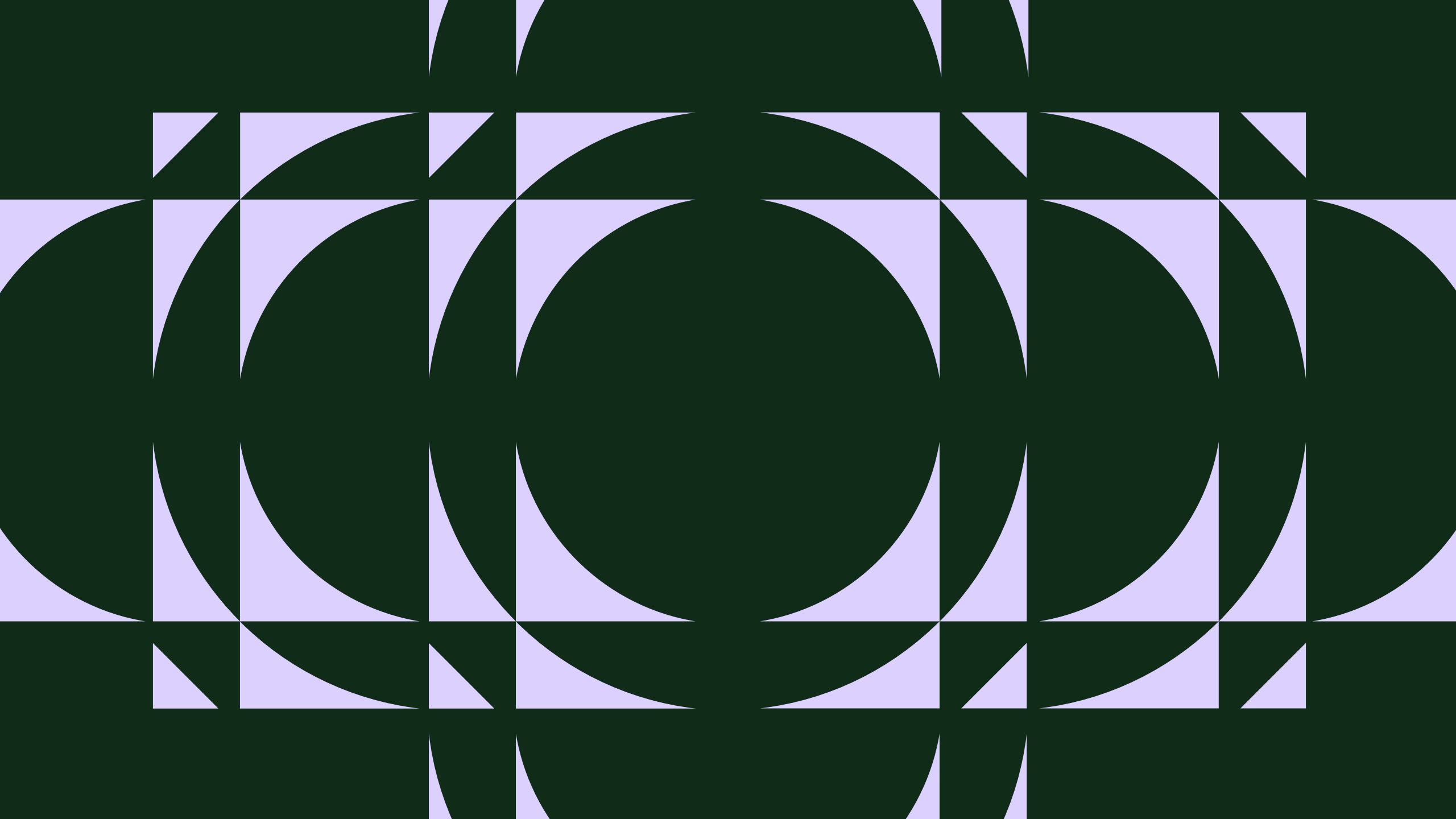


## Social media overlays

Social post / story / video format overlays made from the component parts of the logomark.

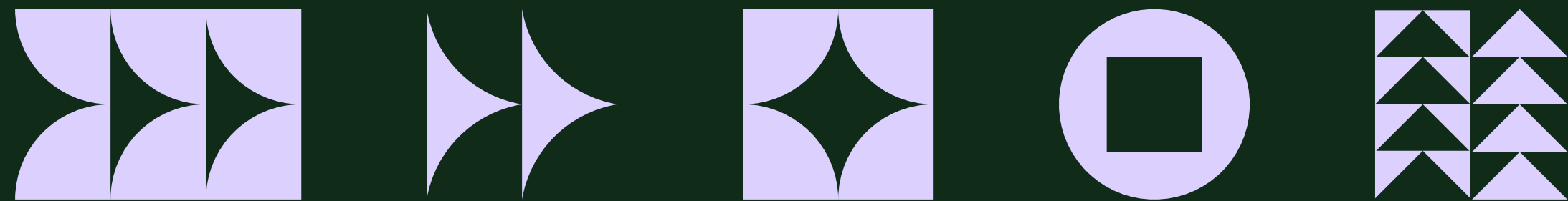
Useful as text or logo placement areas when posting images that don't have a suitable clear space.



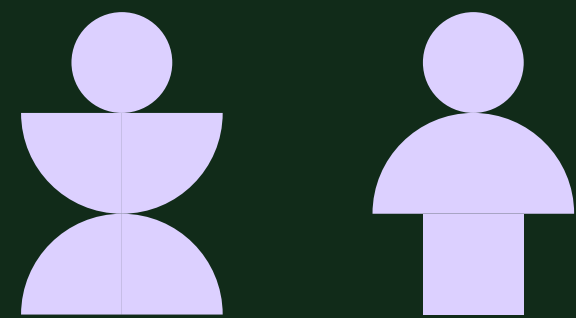


## Icons & illustrations

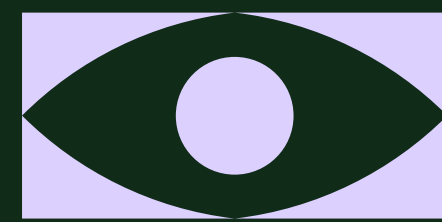
Our geometric system can be used to create characterful and distinct icons and simple illustrations. Applications include wayfinding, website navigation and infographics.



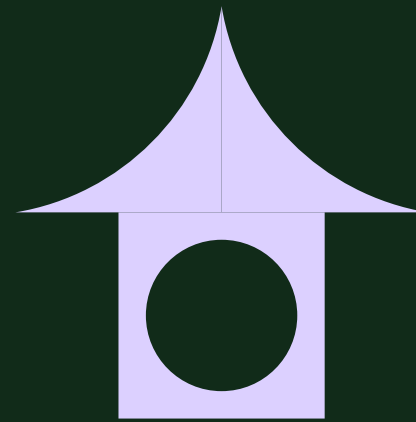
DIRECTIONAL



ANTHROPOMORPHIC



ILLUSTRATIVE



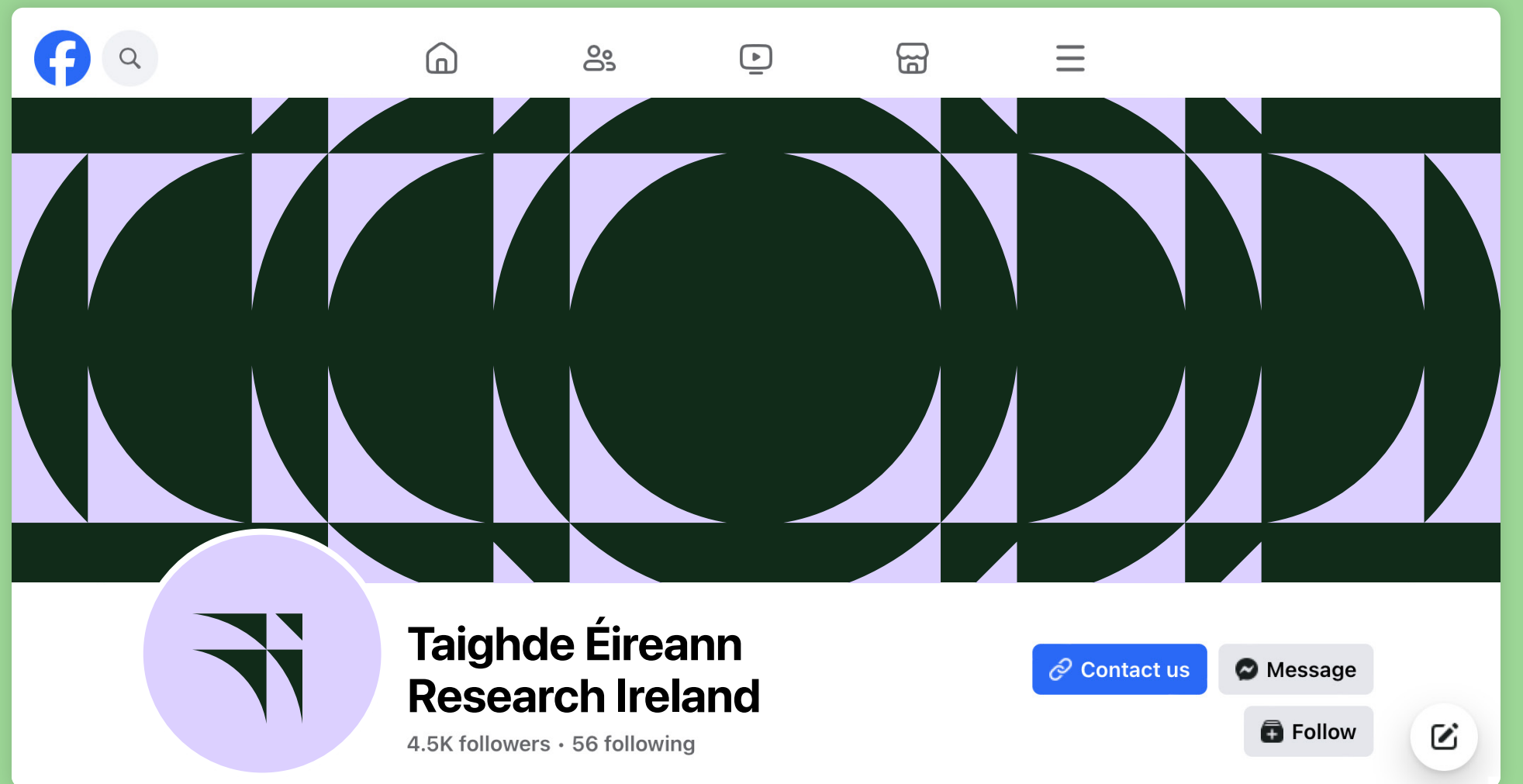
## Corner adjustments

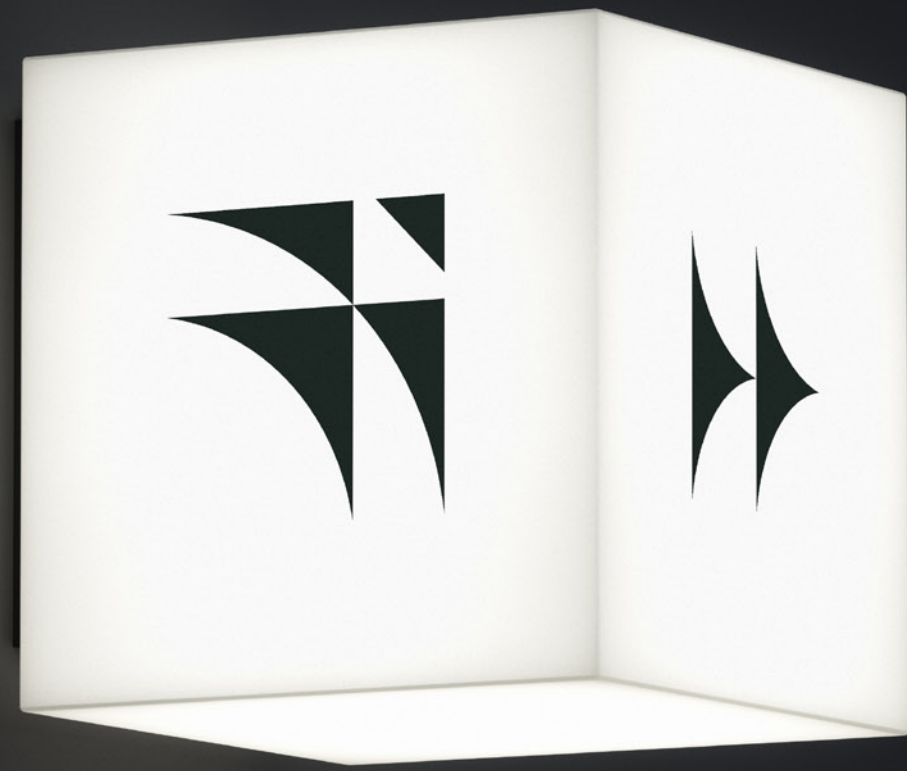
Rounded corners bring brand personality to photographs and colour blocks by referencing the curves in the Research Ireland logomark. Rounding can be subtle or bold as long as it is always circular in nature, and never squashed or stretched into other elliptical shapes.

Streamlined  
Simple  
Cohesive  
Relevant

Supporting  
Researchers

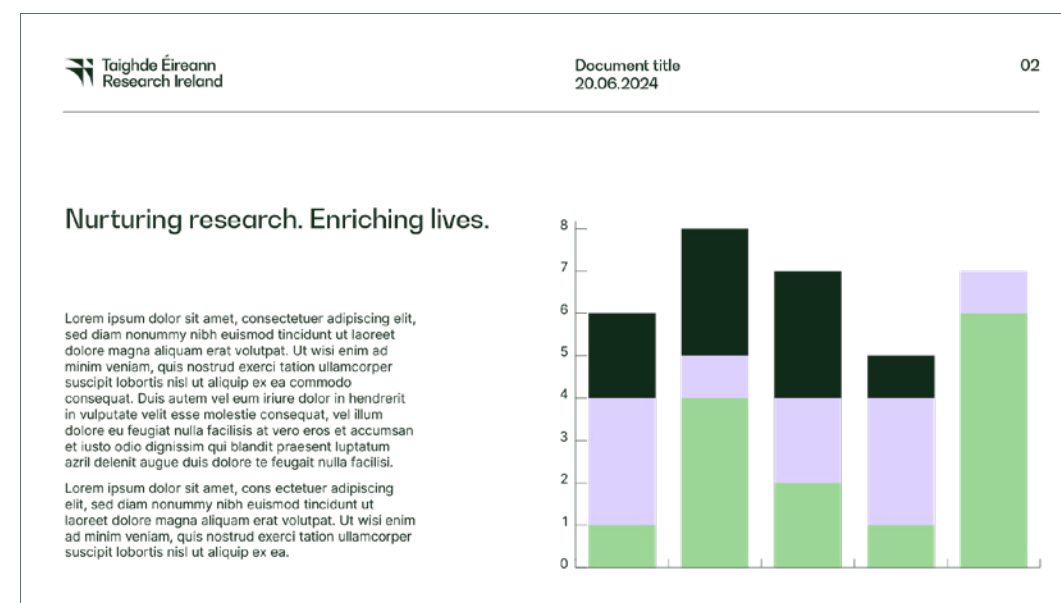
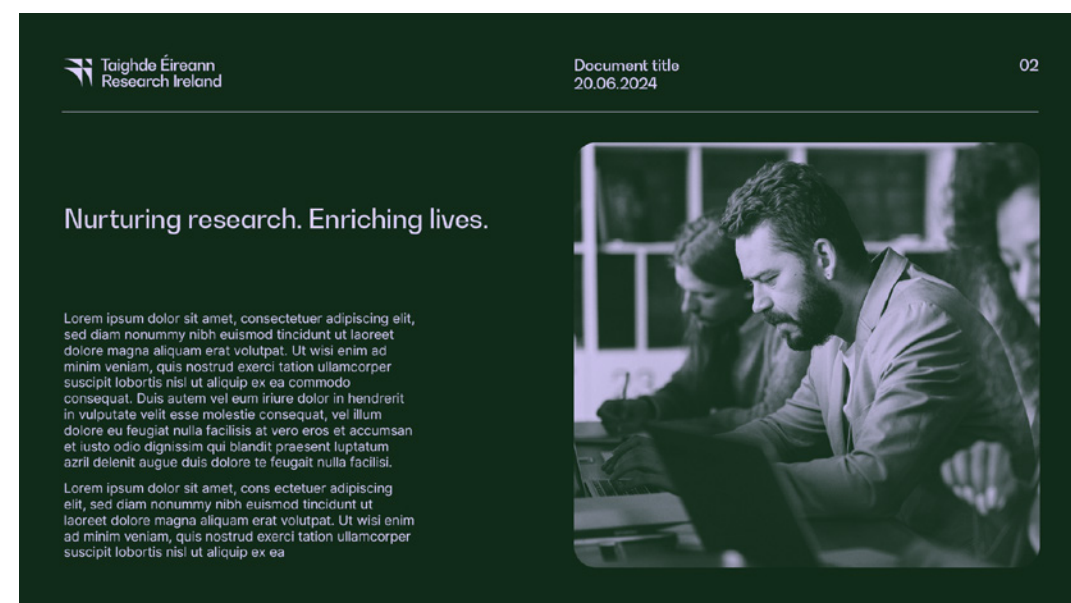
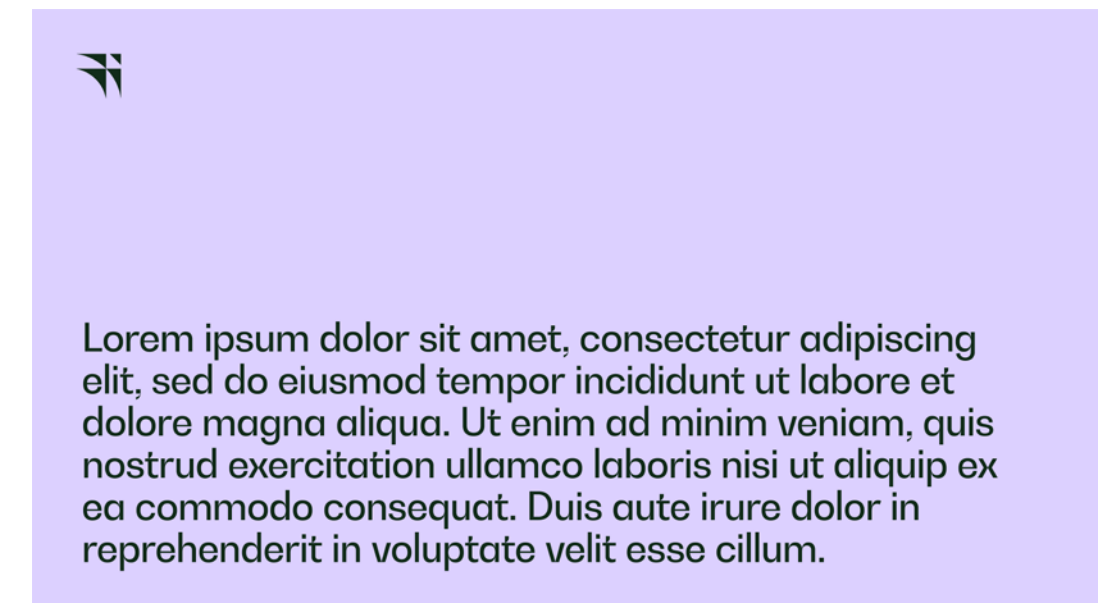
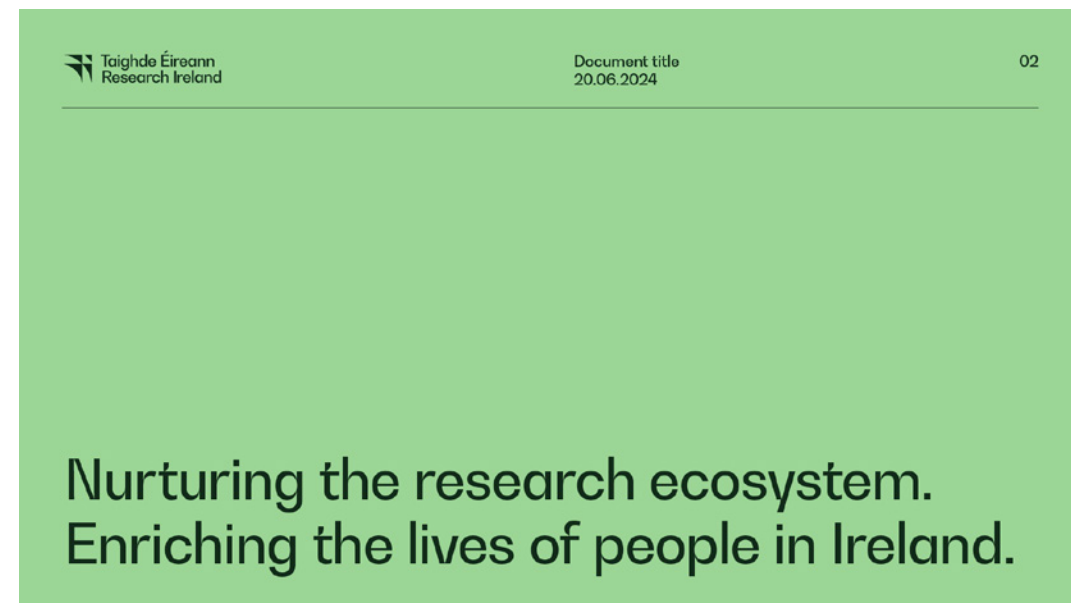
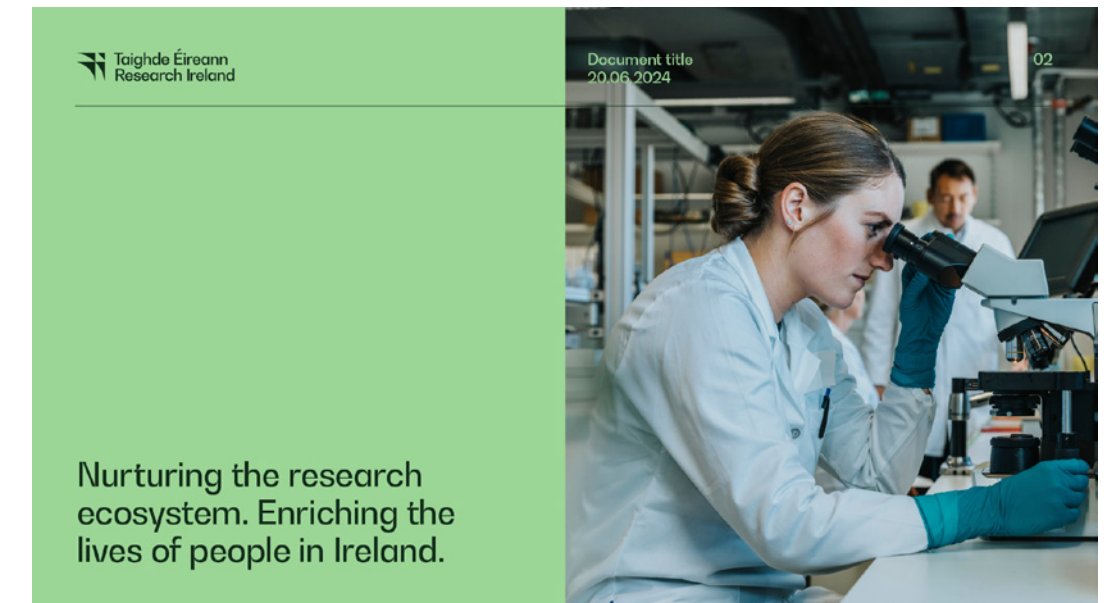
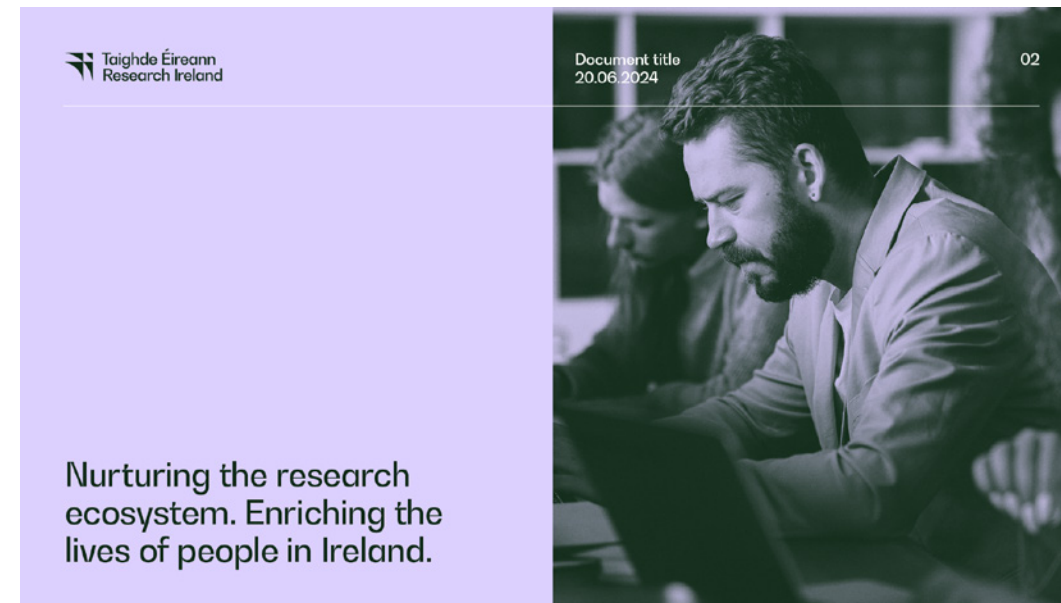
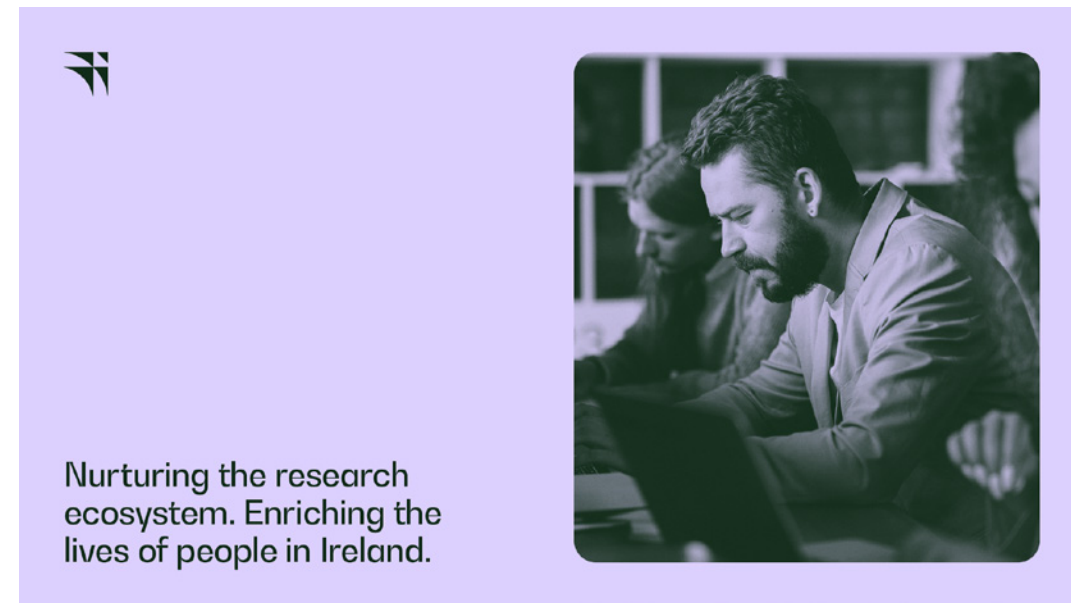
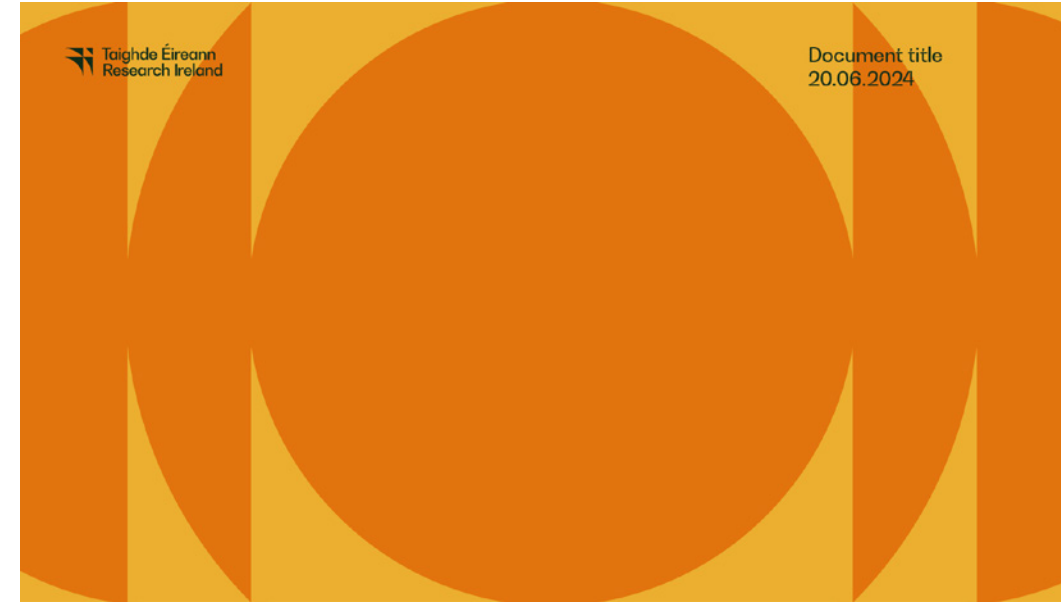
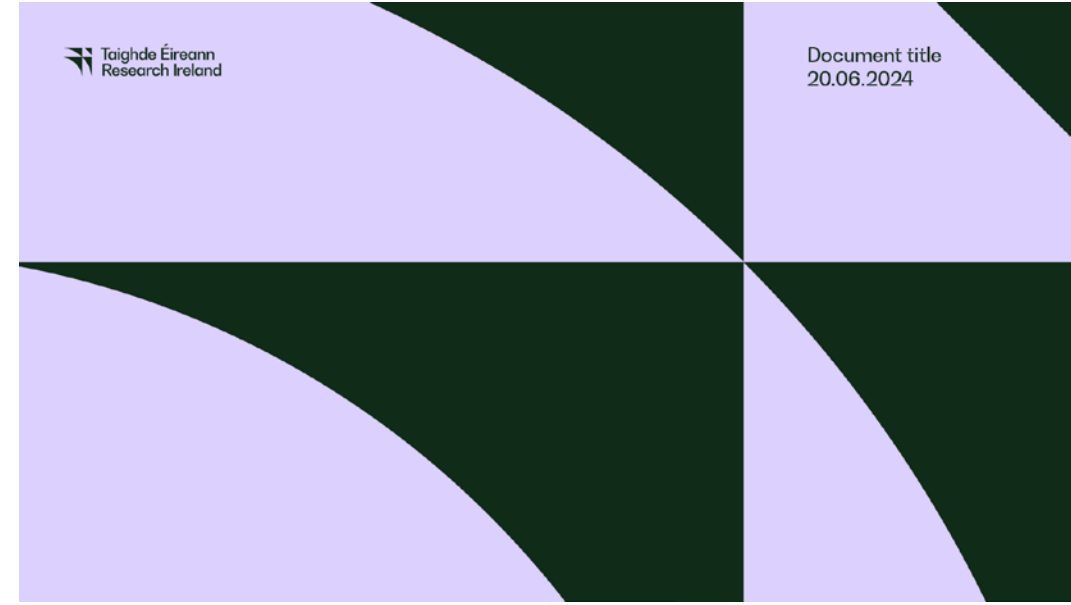






## PowerPoint documents

Sample designs for covers, breakers and content slides in PowerPoint. A fully editable PowerPoint template is available upon request from [communications@researchireland.ie](mailto:communications@researchireland.ie).



Branding queries to:  
[communications@researchireland.ie](mailto:communications@researchireland.ie)