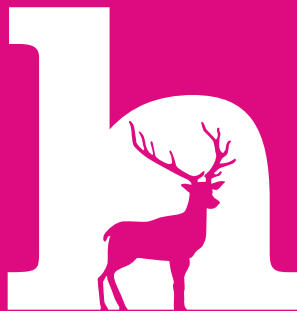


**NATIONAL
HERITAGE
WEEK 2017
19-27 AUG**



Guidelines for using
National Heritage Week logo

April 2017
www.heritagecouncil.ie



**NATIONAL
HERITAGE
WEEK 2017
19-27 AUG**

These guidelines introduce The National Heritage Week logo 2017. They have been compiled with the Heritage Council to ensure the identity is used correctly. Please adhere to them carefully so that the design can be consistently implemented.

THE LOGO DESIGN

The logotype consists of two elements

- 1 the name and date area;
- 2 the 'h' icon

Landscape format



Portrait format



The logo is created in Landscape format & Portrait format only. The most appropriate arrangement should be selected for purpose each time. The date is an integral part of the logo design.

The logo should always appear in a single solid colour on white or contrasting background so that it stands out. The logo should never appear on a clashing or similar tone background. The white version of the logo should ONLY be used on a contrasting background OR sitting on one of the brand colours. The logo colours follow.

THERE ARE SIX LOGO COLOURS

The logo is mono toned and has been designed to work in the following 6 colours – red / pink / orange / yellow / cyan / indigo. These colours are all part of the National Heritage Week branding palette.



THE LOGO COLOURS

The logo can also sit on 'white' on these colour backgrounds.



COLOUR BREAKDOWN



CMYK
21/97/91/1
RGB
153/0/0
WEB
b21b25



CMYK
4/96/0/0
RGB
189/0/124
WEB
dd127f



CMYK
2/66/100/0
RGB
207/113/30
WEB
e97206



CMYK
0/31/98/0
RGB
233/184/28
WEB
fab906



CMYK
68/0/11/0
RGB
114/186/21
WEB
32bcd9



CMYK
85/69/0/0
RGB
67/87/156
WEB
33579f

ALWAYS USE THE LOGO AS SUPPLIED...

NEVER 'type' the words or change font



NEVER change the date details - this will be correctly supplied each year

NEVER re-arrange the words or icon



NEVER stretch or squish this logo



COLOUR DO's

The logo is always a solid colour and single colour – in positive or negative versions



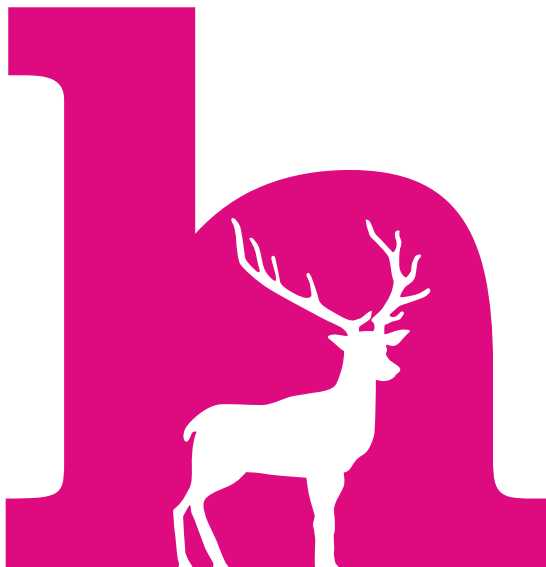
COLOUR DON'Ts

The logo should never mix tones of a colour, or more than one colour – in positive or negative versions



THE 'H' ICON

The 'H' icon is an integral part of the identity. It should ALWAYS sit as arranged within the logo but it can also stand alone as a primary brand feature. In 2017, THE 'DEER' is the cut-out and PINK is the primary colouring. This is associated with 2017 and should NEVER be changed.



COMMUNICATION MATERIALS

There is a distinctive branding style for all communication pieces which must be followed. We have designed posters / flyers and brochure templates with specific styles that must be adhered to. Below see how the layout is divided into 14 rows. **The Heritage Council logo** should always sit in the top left corner of the middle of row 1. **The tagline** sits in the top right area, flush with the image edge, filling rows 2 & 3. The photo should always take up the top 8 rows with the remaining 6 rows in the selected colour (matching the photo used). The end row displays other logos. **The H of the logo** should always sit in WHITE, and take up half of the photo height size. See some samples below:



RECOMMENDED SUPPORT TYPOGRAPHY

FUTURA BOOK

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

0123456789

FUTURA BOLD

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

0123456789

MINIMUM SIZE AND HERITAGE COUNCIL LOGO RELATIONSHIP

It is recommended to use the logo no smaller than 8mm in height



When the logo is used with the Heritage Council logo, there are NO DATES used. There are specific lock-up logos which must be used - portrait and landscape versions. When used in this lockup format, The Heritage Council logo appears out of the block.

Both logos must both be the same colour. Red 1805 is the primary colour, but it may also be used in white or black on suitable backgrounds

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

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The Heritage Council

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