Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Central Bank of Ireland
Corporate Guidelines

The following are guidelines for the use of the Central Bank of Ireland corporate identity.

The Central Bank corporate mark and its variations have been designed with balance, legibility and usability in mind and must always be reproduced from the relevant master artwork.

Contact: xxxxxxxx if you have any questions

Contents

Original logo

This version of the logo is still in limited circulation, however, we now use the solid colour version of the logo in all communications.

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Solid colour logo

We now only use the solid colour version of the logo in all communications.

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Approved logos

This version of the logo is still in limited circulation, however we now use the simplified we now use the remastered version of the logo.

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Master logo

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Reversed out

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

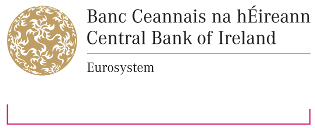
Black

Construction

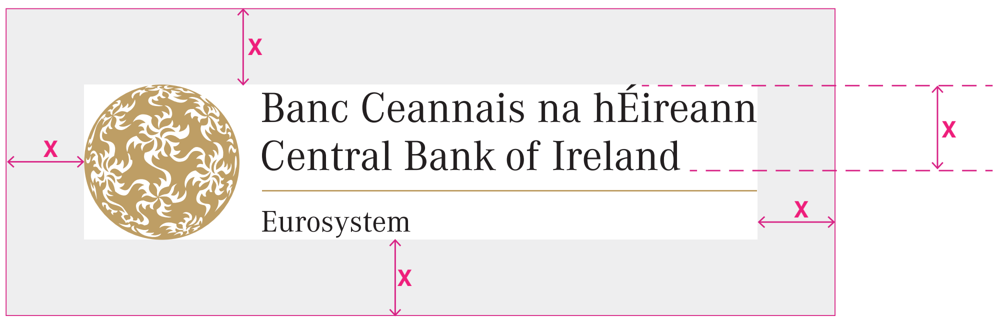
Always use the structure shown for arranging the symbol and logotype. Please ensure that any reproduction conforms to this format.

Minimum size

The logo with full title should not be reproduced smaller then 40mm wide.



Clear space



Our identity must be given adequate surrounding space. A protective clearance zone (X) has been created to maintain integrity and to avoid distraction from type, photographs and illustrations. Nothing should enter this clear space.

Incorrect Usage

DO NOT use elements from the logo in isolation.

DO NOT distort, skew, stretch the logo.

DO NOT use effects or drop shadows on the logo.

DO NOT convert the colour logo to greyscale.
Use the black version.

DO NOT use the logo on detailed or patterned backgrounds.

If the logo is being placed on an image or colour, please use the correct version of the logo in a suitable position to ensure it is clear and legible.

Fonts

Lato

The primary typeface used for Central Bank is Lato.

This is used for print, web, powerpoint, word and other electronic uses

Lato thin

ABCDEFGHJK
lmnopqrstuvwxyz
123@£$%&*()_+?

Lato Regular

ABCDEFGHJK
lmnopqrstuvwxyz
123@£$%&*()_+?

Lato Bold

ABCDEFGHJK
lmnopqrstuvwxyz
123@£$%&*()_+?

Primary font

The primary typeface used for Central Bank is Foundry Sans.

This font is available in a

Droid Serif*

ABCDEFGHJK
klmnopqrstuvwxyz

***We use Droid Serif for Text Pullouts and Quotes**

Foundry is used for internal and external signage

Foundry

ABCDEFGHJK
lmnopqrstuvwxyz
123@£$%&*()_+?

Our colours

Corporate colours

The Central Bank gold should only be used to reproduce the logo

Bronze

C 28
M 38
Y 68
K 0

R 190
G 156
B 104

Pantone 8640

Primary colours

Purple

C 60 R 124
M 84 G 071
Y 26 B 126
K 5

Teal

C 96 R 9
M 65 G 80
Y 40 B 108
K 15

Petrol Blue

C 90 R 0
M 37 G 131
Y 30 B 160
K 0

Turquoise

C 59 R 94
M 0 G 197
Y 28 B 194
K 0

Lime green

C 20 R 212
M 0 G 227
Y 60 B 136
K 0

Mid Blue

C 100 R 0
M 40 G 125
Y 0 B 195
K 0

Secondary colours

Rubine

C 15 R 209
M 95 G 046
Y 20 B 124
K 0

Orange

C 0 R 245
M 63 G 126
Y 100 B 32
K 0

Yellow

C 0 R 252
M 32 G 175
Y 100 B 023
K 0

Pale Gold

C 13 R 223
M 17 G 202
Y 47 B 148
K 0

Buff

C 0 R 243
M 4 G 233
Y 5 B 226
K 4

Dark Grey

C 0 R 035
M 0 G 031
Y 0 B 032
K 90

Mid Grey

C 0 R 216
M 0 G 217
Y 0 B 218
K 17

Light Grey Panel

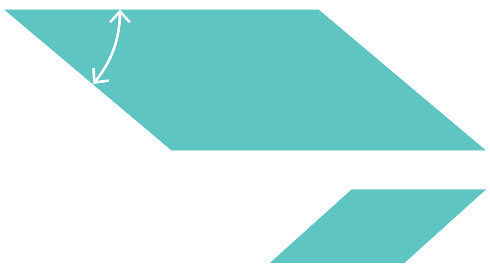
C 0 R 237
M 0 G 237
Y 0 B 238
K 7

Design elements

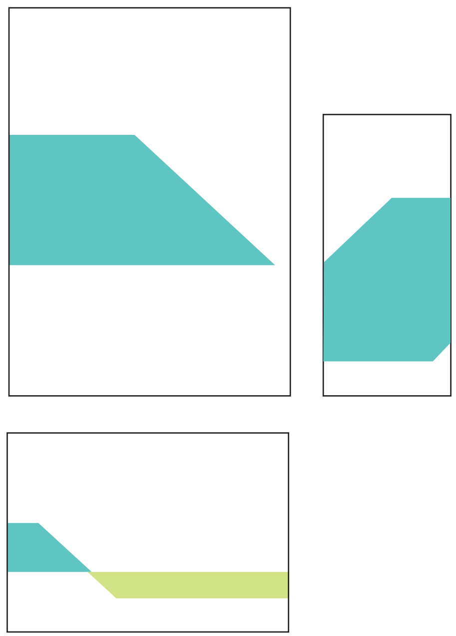
We use four main elements which combine to form our look

1 Parallelogram
2 White space
3 Colour
4 Patterns

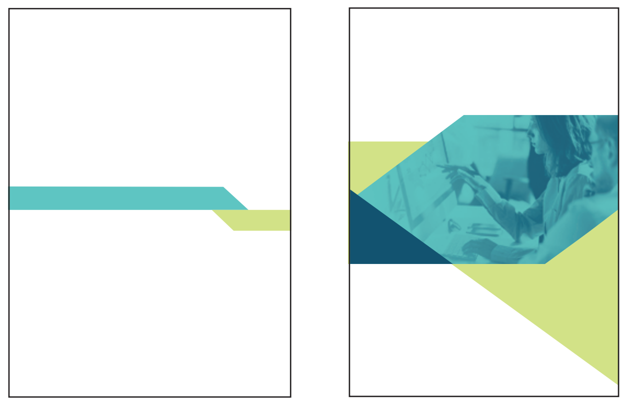
Parallelograms



The parallelogram shape is taken from the shapes found in our buildings. It provides a simple shape for photographs, solids patterns or graphic elements.



The parallelogram can be cropped, enlarged, reduced or overlayed...



... to create very simple or more complex layouts

Empty space

The Central Bank of Ireland logo sits in the top left corner of covers.

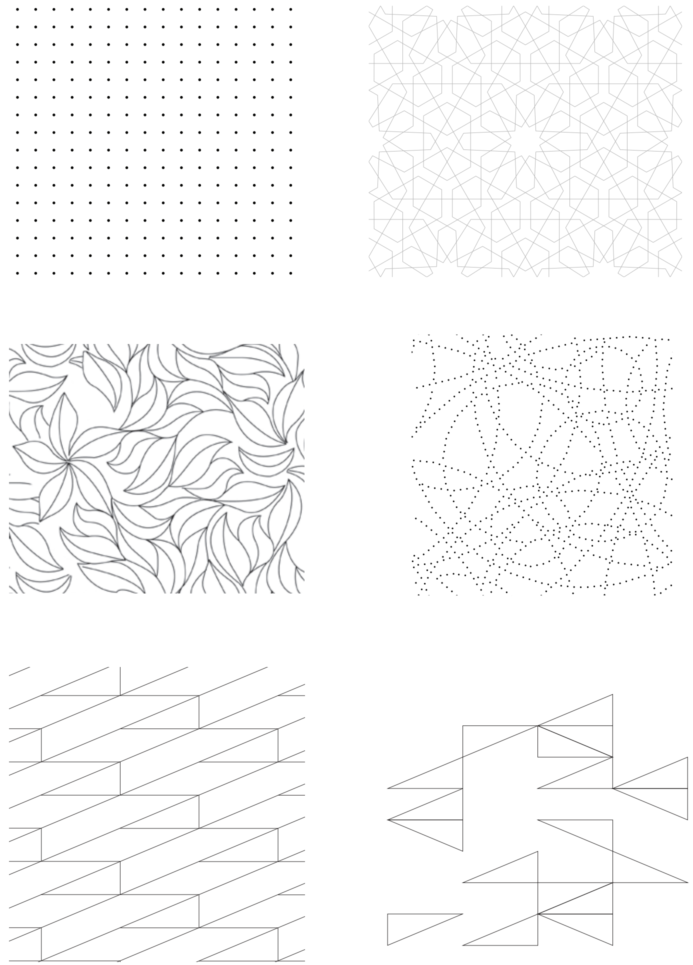
We encourage the use of empty space in the top third of covers and title slides. This creates a clean space for the logo to sit in. It also creates uniformity when multiple communications are viewed together.

Colour

We use our Primary colour palette as the main colours on Covers and layouts.

The Secondary Colour palette should be used to highlight information, infographics, charts and graphs.

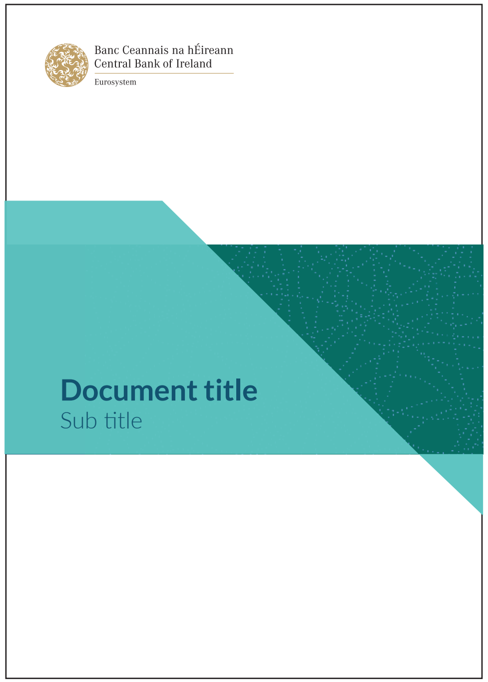
We avoid cluttered layouts please avoid using more than 2 colours on the same page unless you are using charts and graphs.

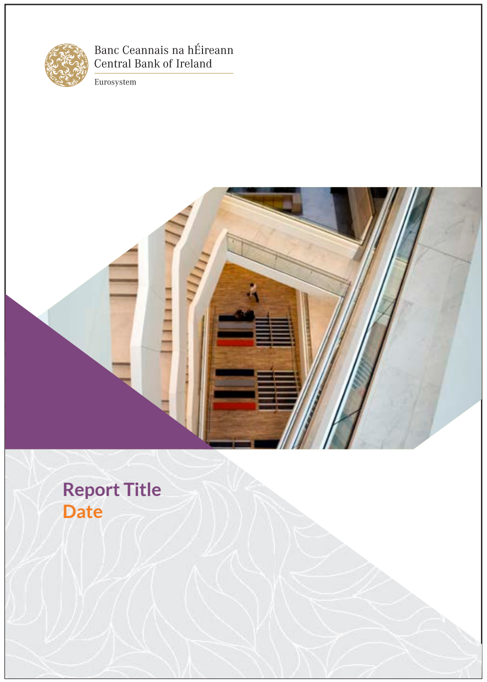


Patterns

We have created a set of patterns which can be used in our visual communications, some examples of these are seen below.

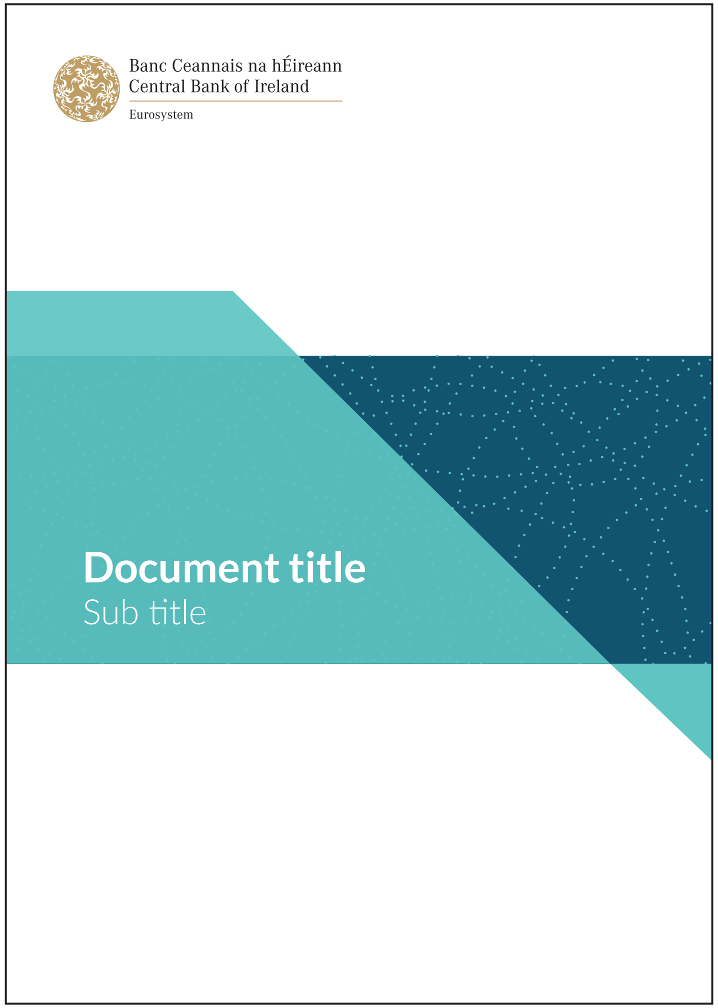
These should be used discreetly within the background shapes to soften or break up an area.





How we use our identity

Examples of cover designs




Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem
Document title
Sub title


Banc Ceannais na hÉireann
Central Bank of Ireland
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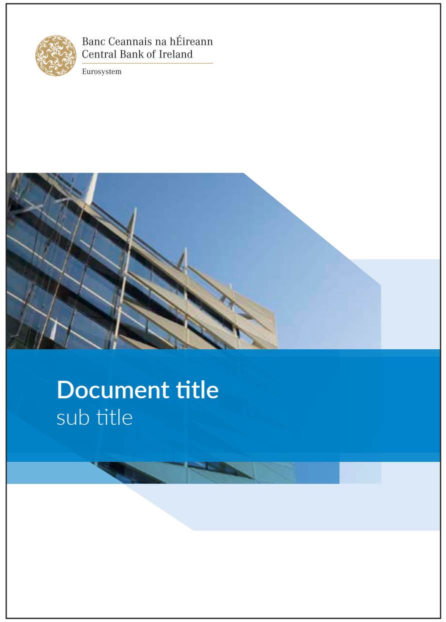
Document title
Sub title


Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem
Document title
sub title


Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem
Document
title on DL
Sub title

Examples of page layouts

Page 2 | Document title | Central Bank of Ireland

1 | Introduction

Morbi hendrerit ornare quam in commodo. Aliquam auctor, dui at porttitor ullamcorper, elit erat pulvinar metus, ut efficitur leo tortor a dui.

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Subhead A

Morbi hendrerit ornare quam in commodo. Aliquam auctor, dui at porttitor ullamcorper, elit erat pulvinar metus, ut efficitur leo tortor a dui. Maecenas at lacinia sapien. Vestibulum vitae lacus vehicula, laoreet nulla id, imperdiet quam.

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- Lobortis felis, luctus posuere nunc convallis eu.
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Subhead B

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Central Bank of Ireland | Document title | Page 3

“The highly-open nature of the Irish economy means that income and employment levels are highly sensitive to external shocks

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Examples of page layouts

Subhead

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Subhead B
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Maecenas at lacinia sapien. Vestibulum vitae lacus vehicula, laoreet nulla id, imperdiet quam.

Examples of page layouts

Page 6 | Document title | Central Bank of Ireland

Table 1.1 | Title of table

LIST 1	LIST 2	LIST 3
TITLE 1	Vestibulum eget elementum tellus.	orem ipsum dolor sit amet, consectetur adipiscing elit. In accumsan id ex ut rhoncus. Phasellus vestibulum metus volutpat, lacinia risus id, tempus metus.
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Central Bank of Ireland | Document title | Page 7

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- Ornare lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

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Future growth

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- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
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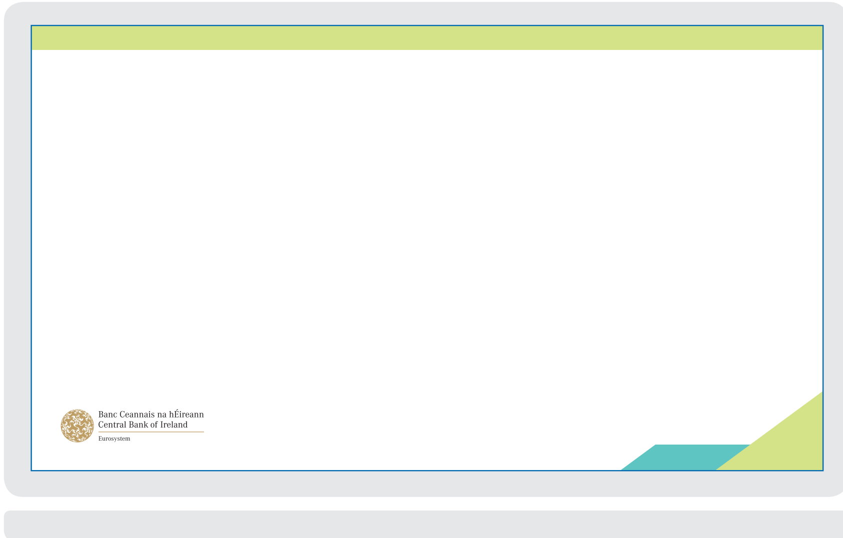
Figure 1.1 | Title of figure

Powerpoint slides

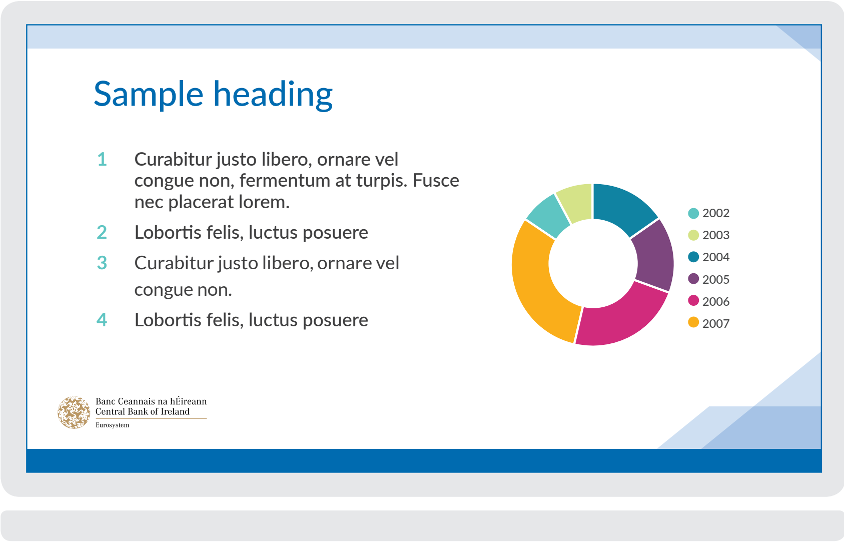
Examples of cover slide

Example of slide interior

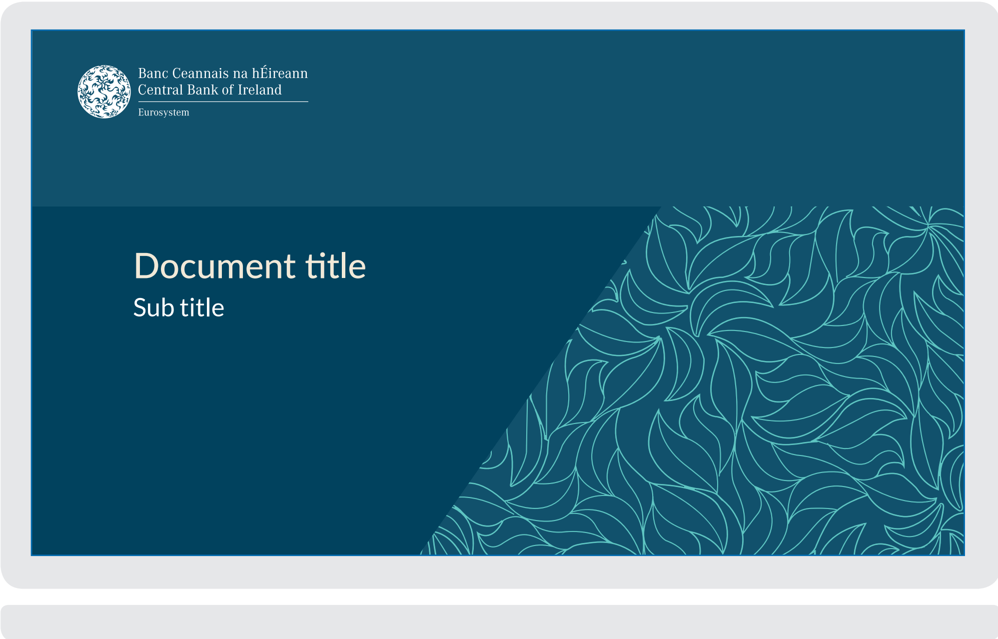


Examples of cover slide

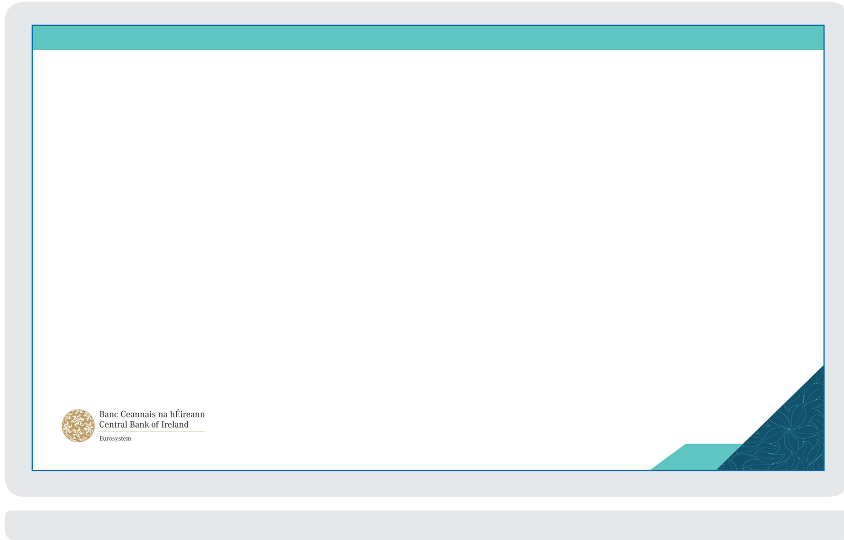
Example of slide interior

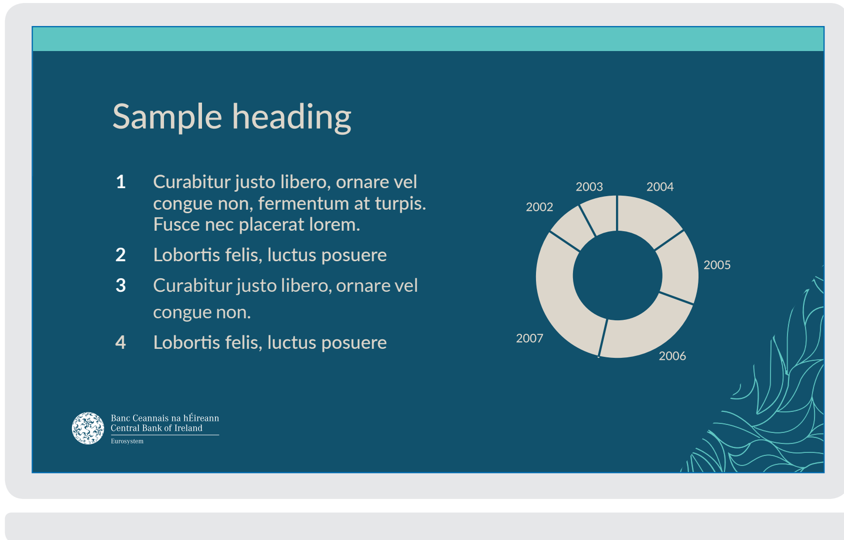


Examples of cover slide



Example of slide interior





Digital screens

Example of Digital Screen

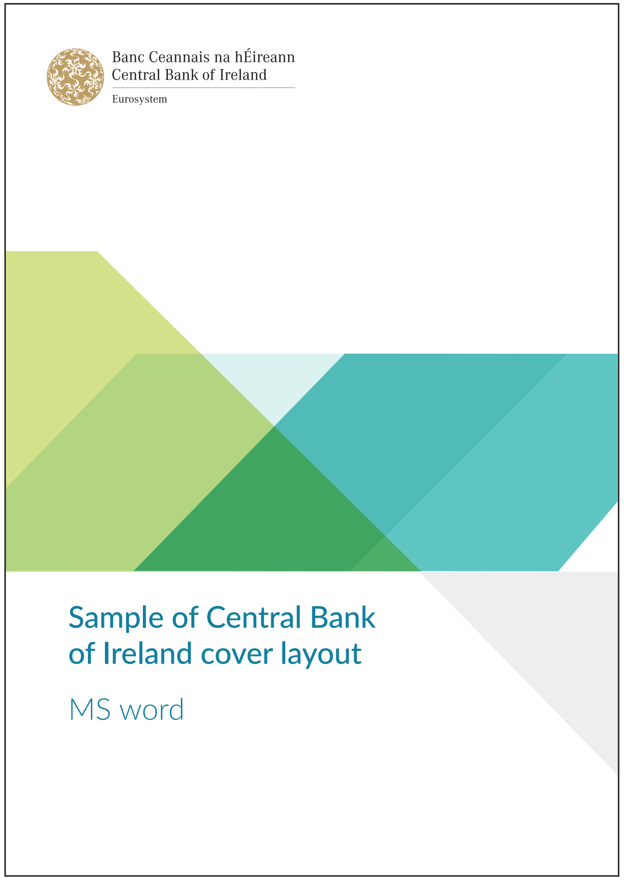
Example of Digital Screens

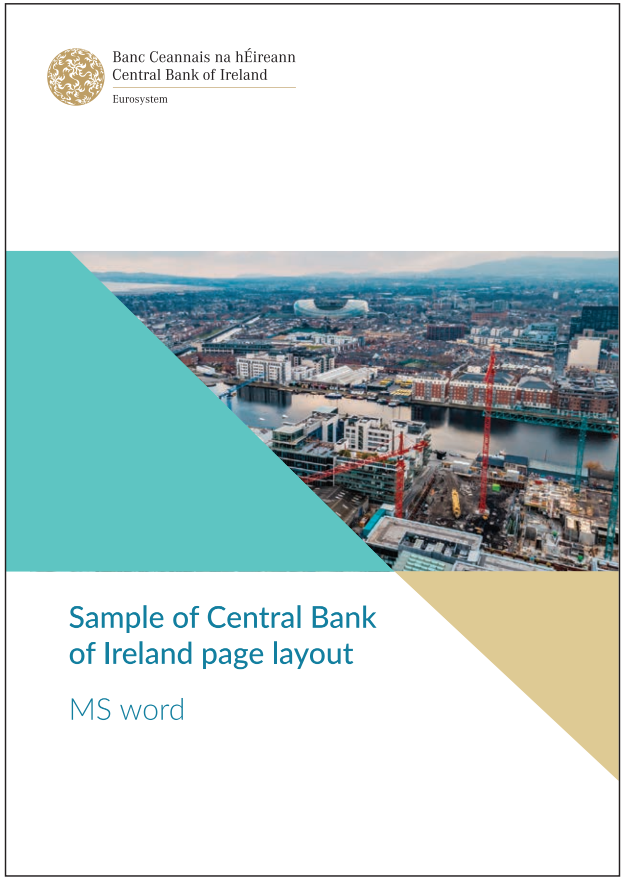
Example of Digital Screens

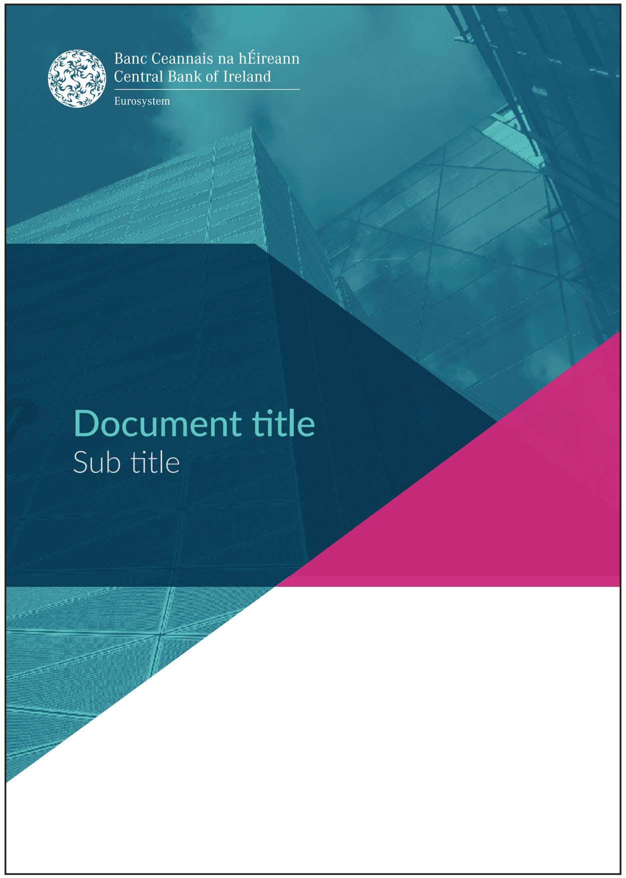
Example of Digital Screens

Word templates

Examples of Word Document covers

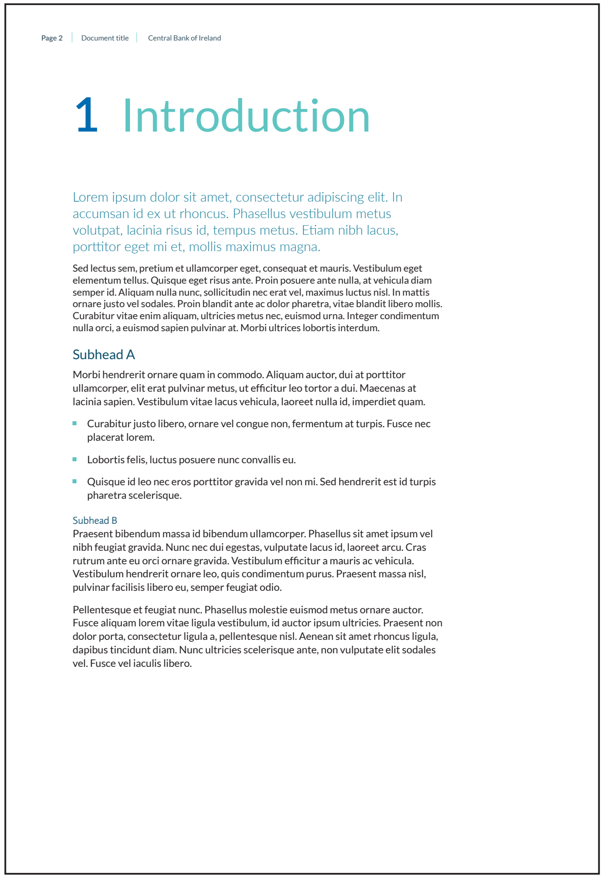






Examples of Word Document page layouts

Sample Word Document layout (1 column)



Page 2 | Document title | Central Bank of Ireland

1 Introduction

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Central Bank of Ireland | Document title | Page 5

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Future growth

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Figure 1.2 | Title of figure

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Central Bank of Ireland | Document title | Page 3

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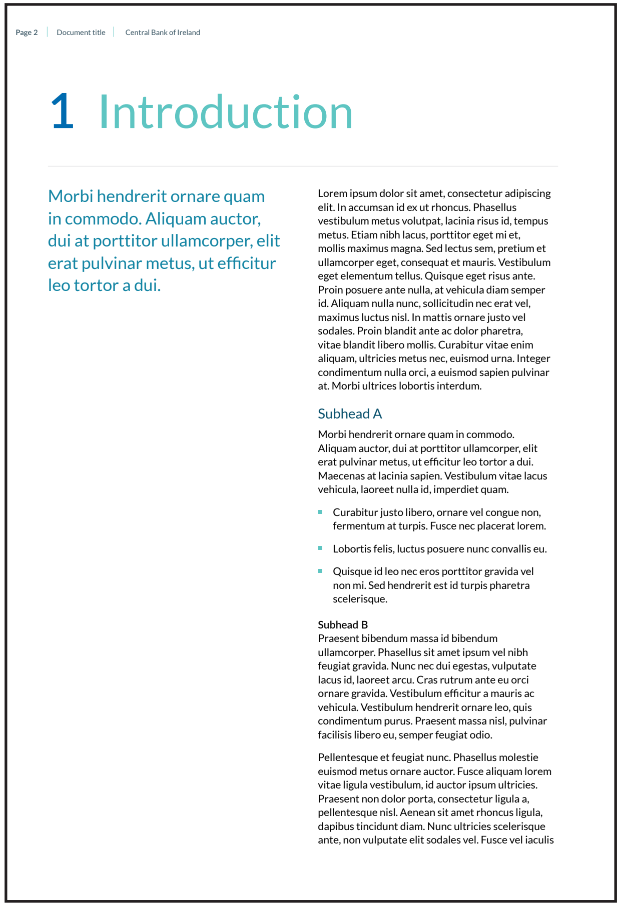
The highly-open nature of the Irish economy means that income and employment levels are highly sensitive to external shocks

Word templates (contd.)

Examples of Word Document page layouts

Sample Word Document layout (2 columns)



Page 2 | Document title | Central Bank of Ireland

1 Introduction

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Central Bank of Ireland | Document title | Page 7

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Future growth

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- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- Ornare lobortis felis, luctus posuere nunc eu.

Figure 1.1 | Title of figure

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Central Bank of Ireland | Document title | Page 3

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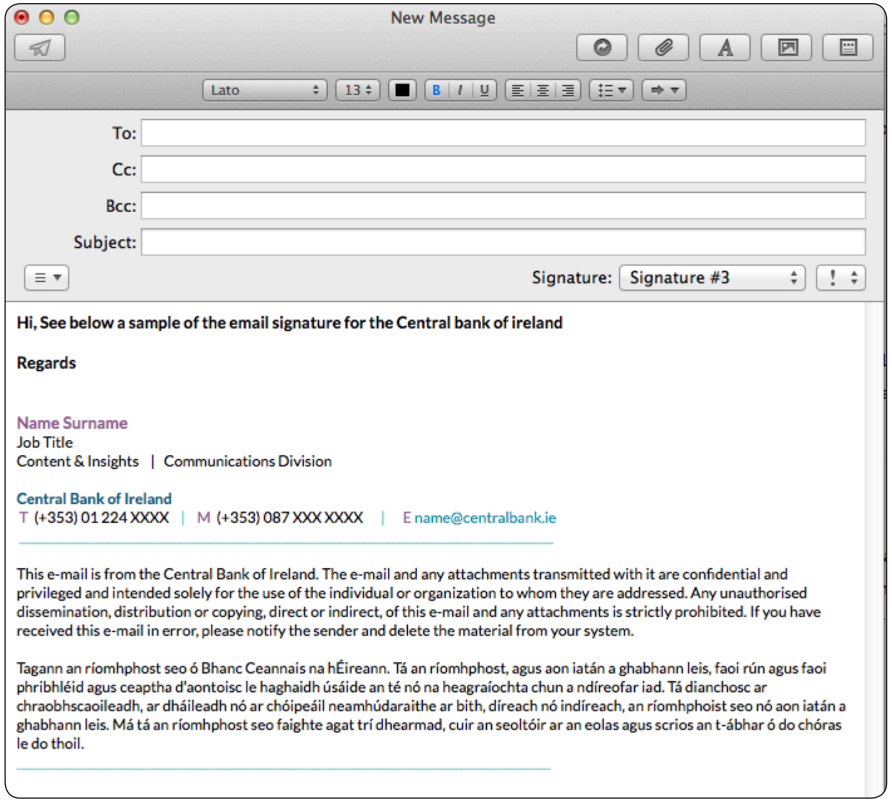
- n ornare lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

The highly-open nature of the Irish economy means that income and employment levels are highly sensitive to external shocks

email

email signature



Stationary

Letterhead

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

73 North Wall Quay,
North Dock,
Dublin
Phone: 353 (1) 224 6000

www.centralbank.ie

Business Card (Front)

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Name Surname
Title

73 North Wall Quay, North Dock, Dublin
Phone: 353 (1) 224 6000
Direct line: 353 (1) 224 6000
Mobile: 353 (86) XXX XXXX
email: name@centralbank.ie

Photography

There is an image bank available for use on Central Bank of Ireland material.

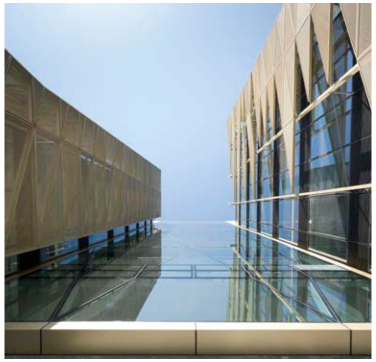
This Image bank is spit into 2 categories

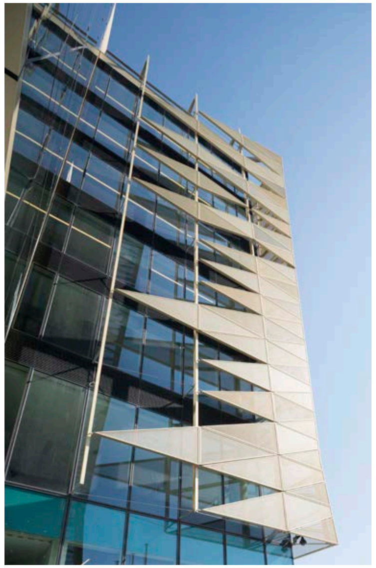
1 **Place**

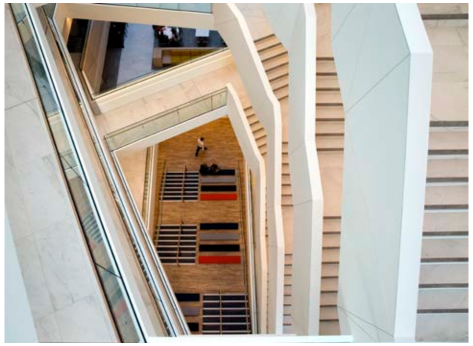
2 **People**

1 Place

Internal and external Images of our offices can be used when the subject matter requires a broad or non specific approach







Photography (contd.)

2 People

The Central Bank of Ireland is not a Retail Bank and when using images of people please avoid consumer based images of people.

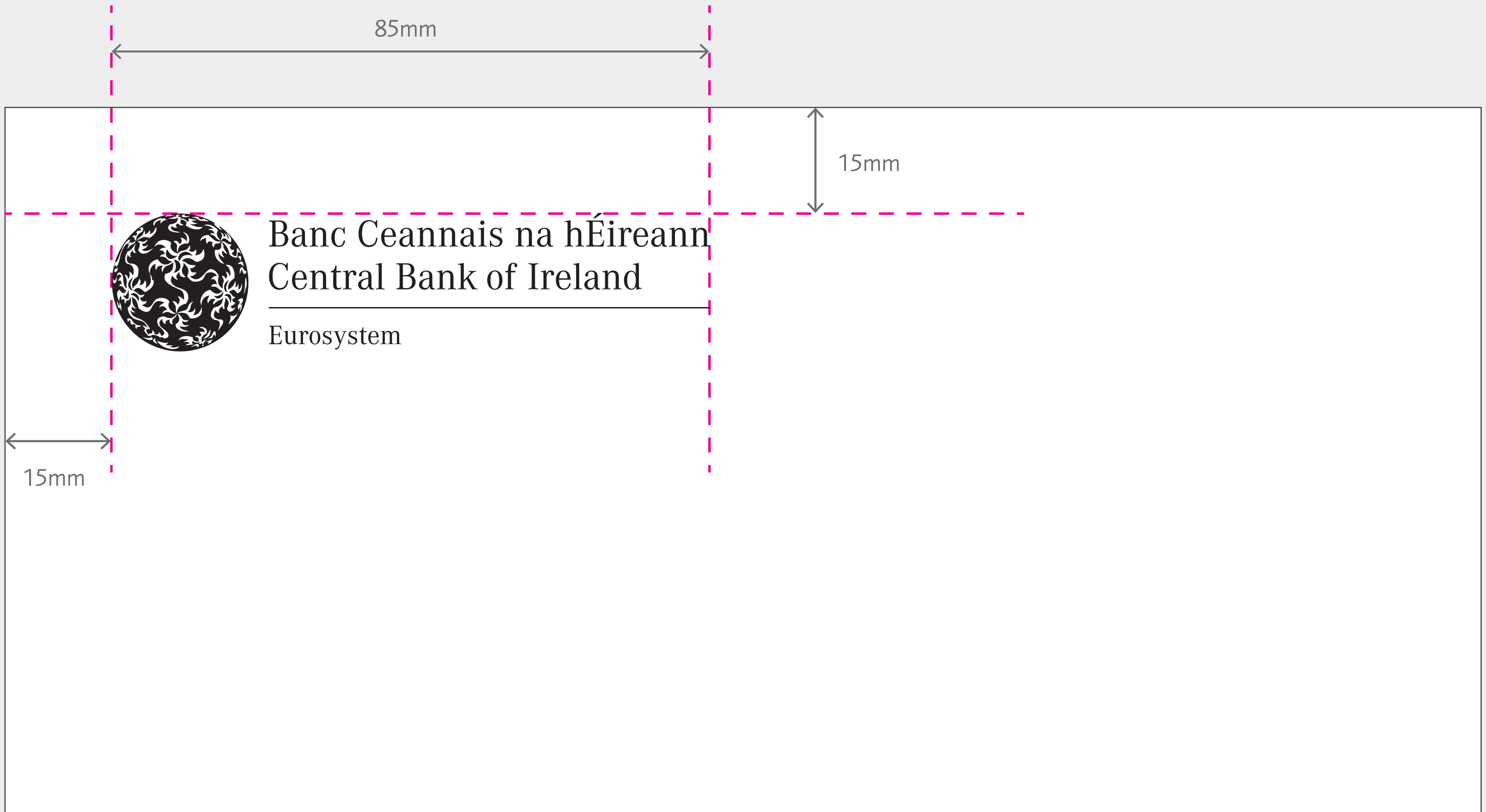
The focus of the image should be about the product and not the model, for example image 1 below focusses on the document and example 2 focusses on the credit card and keyboard.

Images of people should:

- be realistic, credible-looking, not obviously staged
- never show people in a negative light
- reflect the subject matter

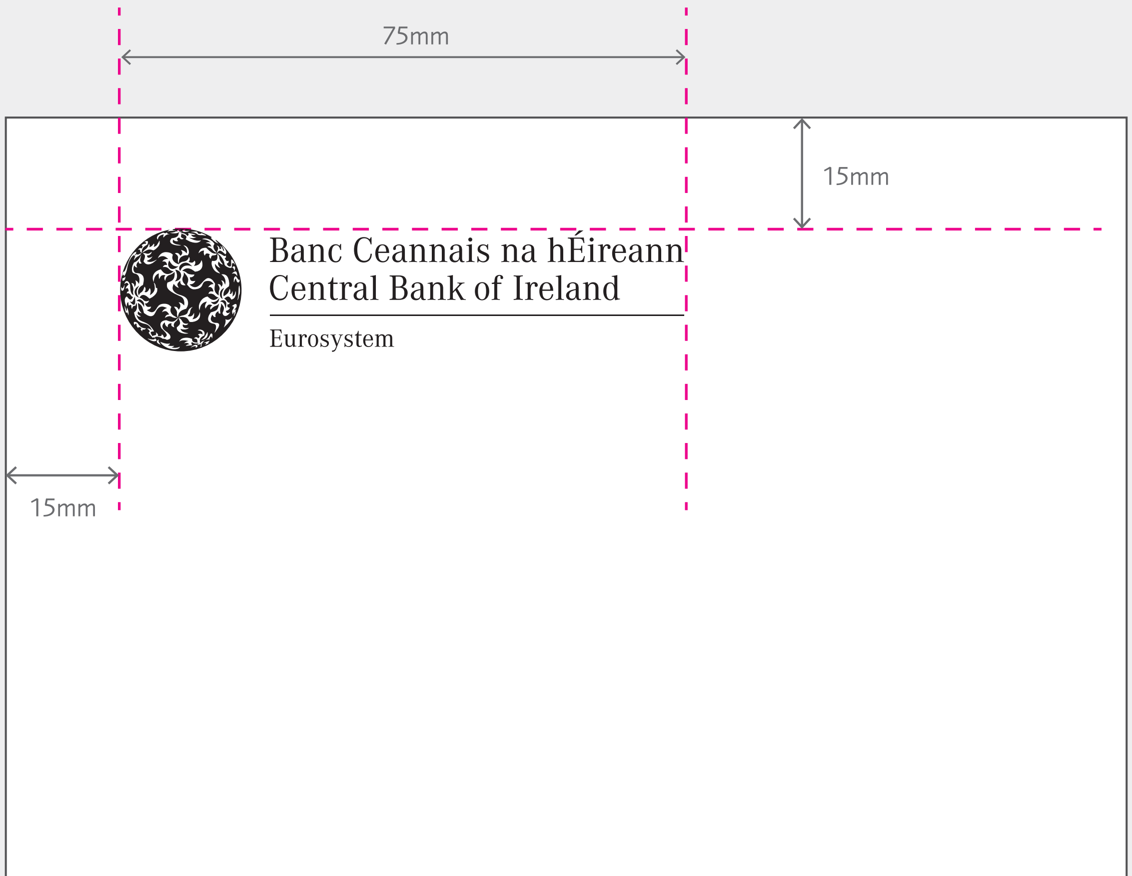
Positioning the logo

Position of the identity on an A4 Cover

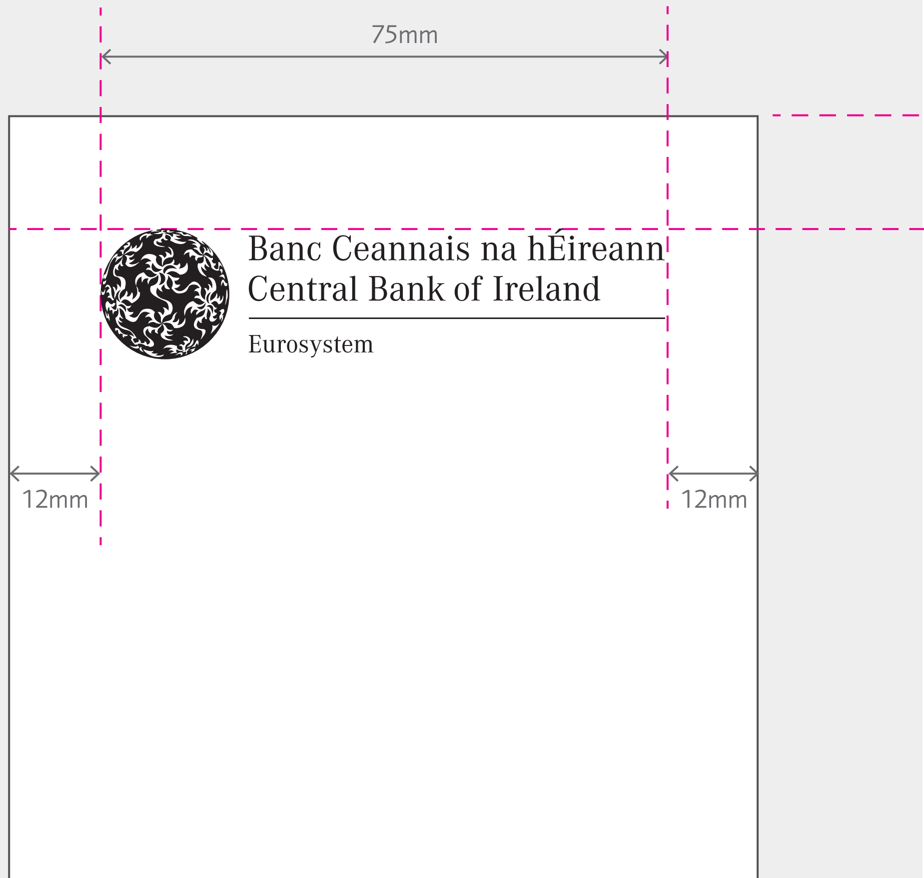


Positioning the logo (contd.)

Position of the identity on an A5 Cover



Position of the identity on a DL leaflet



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