



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

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Part One

The Identity

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Part Two

How we use our identity

Cover design examples
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Digital screens examples
Microsoft Word template examples
Email signature
Stationery
Photography
Positioning the logo

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



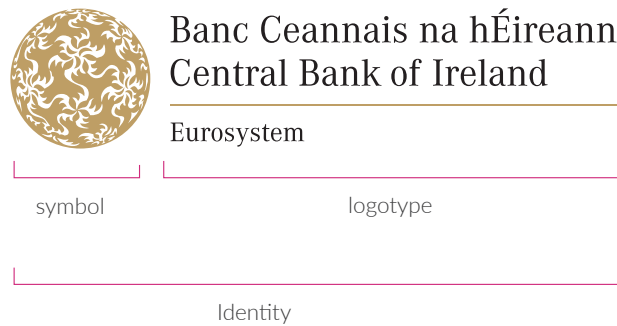
Banc Ceannais na hÉireann
Central Bank of Ireland

Eurosystem

Black

Construction

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

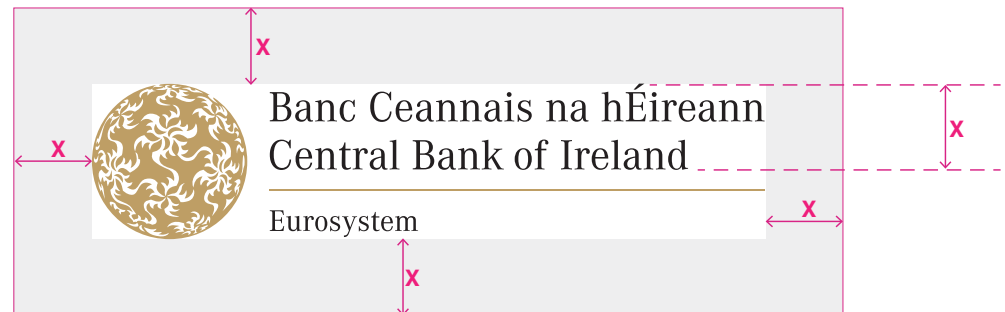


Minimum size

The logo with full title should not be reproduced smaller than 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

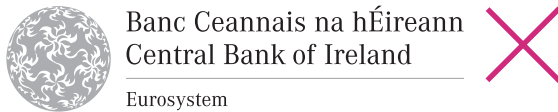


Banc Ceannais na hÉireann
Central Bank of Ireland

DO NOT use elements from the logo in isolation.



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

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

Lato Regular

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

Lato Bold

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

Primary font

The primary typeface used for Central Bank is Foundry Sans.

This font is available in a

Droid Serif*

ABCDEFGHIJK
klmnopqrstuvwxyz

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

Foundry is used for
internal and external
signage

Foundry

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

Our colours

Corporate colours



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

Bronze

C 28	R 190
M 38	G 156
Y 68	B 104
K 0	

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	



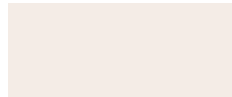
Yellow

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	



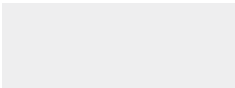
Dark Grey

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

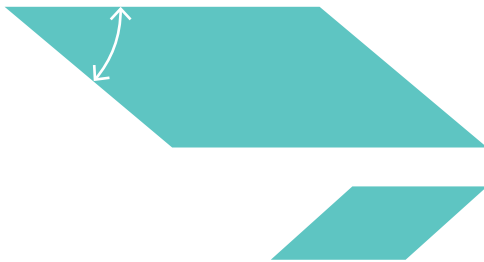
C 0	R 237
M 0	G 237
Y 0	B 238
K 7	

Design elements

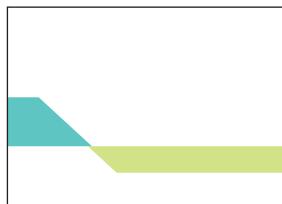
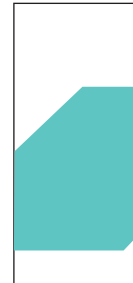
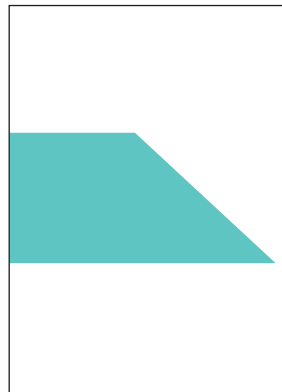
We use four main elements which combine to form our look

- 1 Parallelogram
- 2 White space
- 3 Colour
- 4 Patterns

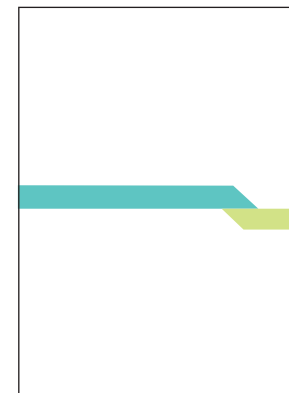
Parallelograms



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...

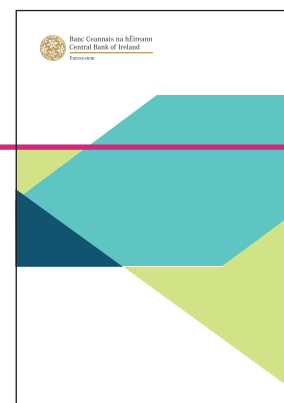
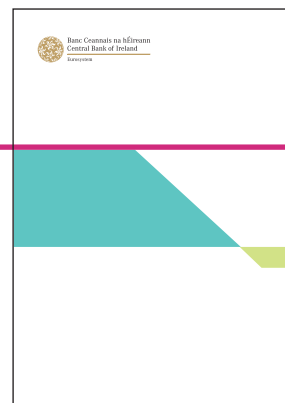
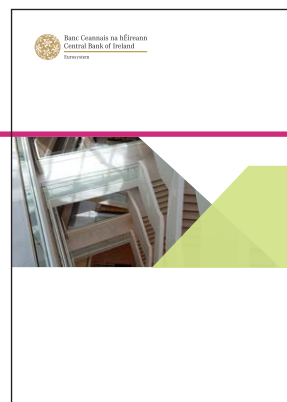
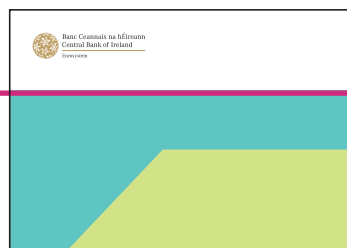


... to create very simple or more complex layouts

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.



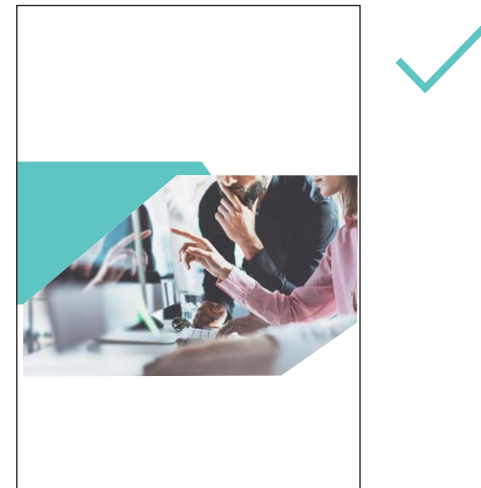
Colour

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.



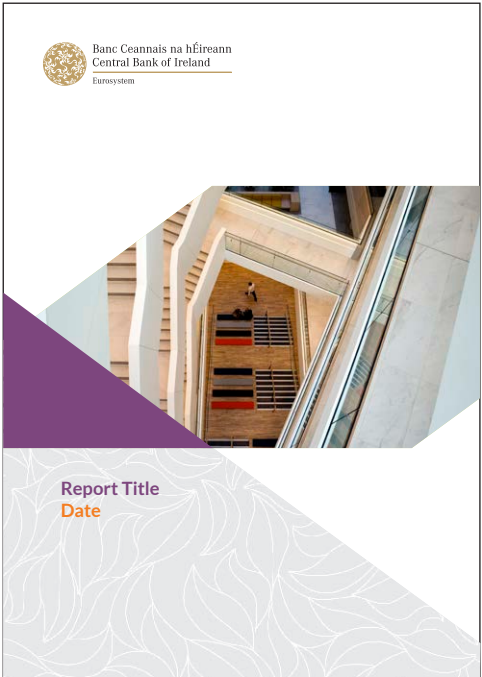
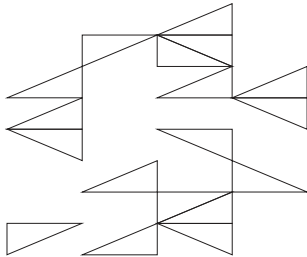
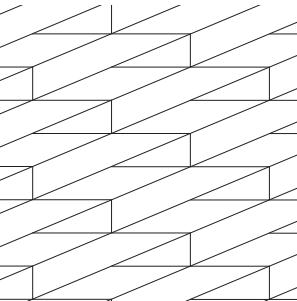
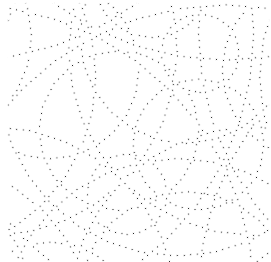
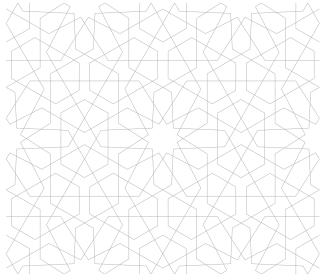
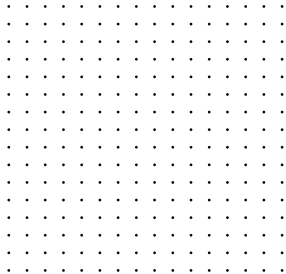
We avoid cluttered layouts please avoid using more than 2 colours on the same page unless you are using charts and graphs.



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

Cover design examples

Page layout examples

Powerpoint slide examples

Digital screens examples

Microsoft Word template examples

Email signature

Stationery

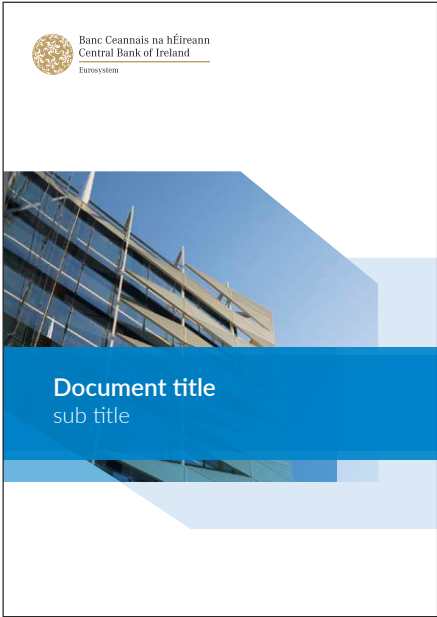
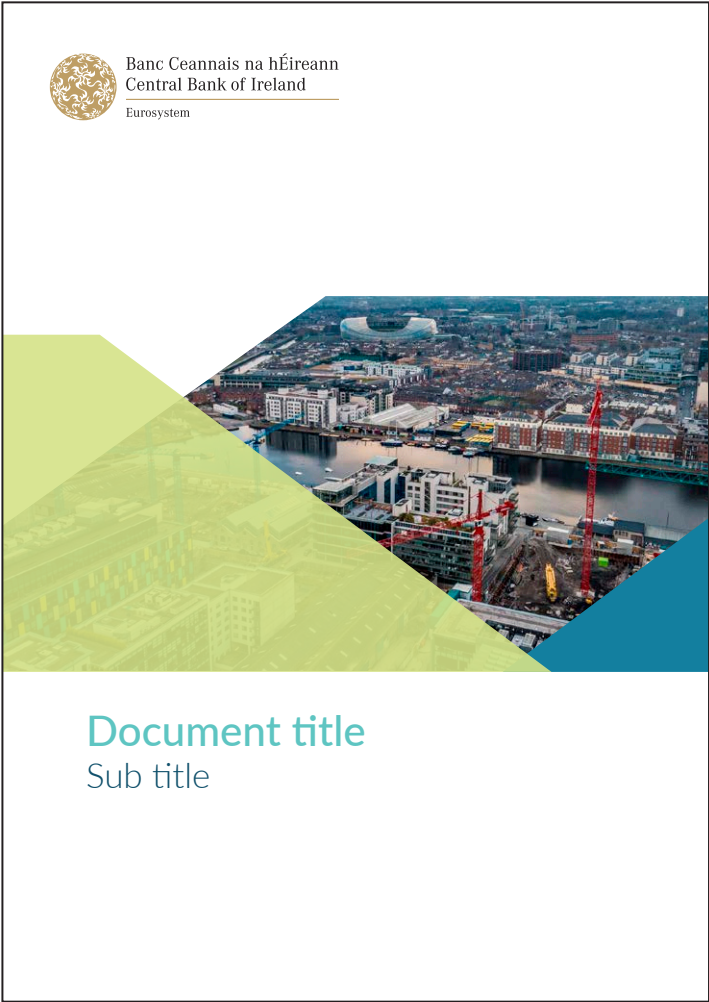
Photography

Positioning the logo



Examples of cover designs





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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In accumsan id ex ut rhoncus. Phasellus vestibulum metus volutpat, lacinia risus id, tempus metus. Etiam nibh lacus, porttitor eget mi et, mollis maximus magna. Sed lectus sem, pretium et ullamcorper eget, consequat et mauris. Vestibulum eget elementum tellus. Quisque eget risus ante. Proin posuere ante nulla, at vehicula diam semper id. Aliquam nulla nunc, sollicitudin nec erat vel, maximus luctus nisl. In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

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.

- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- Lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

Subhead B

Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus. Praesent massa nisl, pulvinar facilisis libero eu, semper feugiat odio.

Pellentesque et feugiat nunc. Phasellus molestie euismod metus ornare auctor. Fusce aliquam lorem vitae ligula vestibulum, id auctor ipsum ultricies. Praesent non dolor porta, consectetur ligula a, pellentesque nisl. Aenean sit amet rhoncus ligula, dapibus tincidunt diam. Nunc ultricies scelerisque ante, non vulputate elit sodales vel. Fusce vel laculis libero.

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

Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus. Praesent massa nisl, pulvinar facilisis libero eu, semper feugiat odio.

Vivamus pretium libero at ultricies dapibus, mi risus pretium nulla, sit amet scelerisque tortor metus a nunc. Vestibulum vitae massa quis turpis malesuada auctor eget et magna.

In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

Examples of page layouts

Page 4

Subhead

at, lacinia risus id, tempus metus. Etiam nibh lacus, porttitor eget mi et, mollis maximus magna.

Sed lectus sem, pretium et ullamcorper eget, consequat et mauris. Vestibulum eget elementum tellus. Quisque eget risus ante. Proin posuere ante nulla, at vehicula diam semper id. Aliquam nulla nunc, sollicitudin nec erat vel, maximus luctus nisl. In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

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



Page 5

Central Bank of Ireland | Document title | Page 5



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.

- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- Lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

Subhead B

Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a

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.
TITLE 2	Quisque eget risus ante.	Etiam nibh lacus, porttitor eget mi et, mollis maximus magna. Sed lectus sem, pretium et ullamcorper eget, consequat et mauris.
TITLE 3	Proin posuere ante nulla, at vehicula diam semper.	Vestibulum eget elementum tellus. Quisque eget risus ante. Proin posuere ante nulla, at vehicula diam semper id. Aliquam nulla nunc, sollicitudin nec erat vel, maximus luctus nisl. In mattis ornare justo vel sodales.
TITLE 4	Aliquam nulla nunc,	Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.
TITLE 5	sollicitudin nec erat vel, maximus luctus nisl.	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.
TITLE 6	In mattis ornare justo vel sodales.	Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
TITLE 7	Quisque eget risus ante.	Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus. Praesent massa nisl, pulvinar facilisis libero eu, semper feugiat odio.
TITLE 8	Proin posuere ante nulla, at vehicula diam semper.	Pellentesque et feugiat nunc. Phasellus molestie euismod metus ornare auctor. Fusce aliquam lorem vitae ligula vestibulum, id auctor ipsum ultricies. Praesent non dolor porta, consectetur ligula a, pellentesque nisl. Aenean sit amet rhoncus ligula, dapibus tincidunt diam. Nunc ultricies scelerisque ante, non vulputate elit sodales vel. Fusce vel laculis libero.

Central Bank of Ireland

Document title

Page 7

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

Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus.

Praesent massa nisl, pulvinar facilisis libero eu, semper feugiat odio ate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus.

Future growth

Vivamus pretium, libero at ultricies dapibus, mi risus pretium nulla, sit amet scelerisque tortor metus a nunc.

Vestibulum vitae massa quis turpis malesuada auctor eget et magna.



In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

- 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



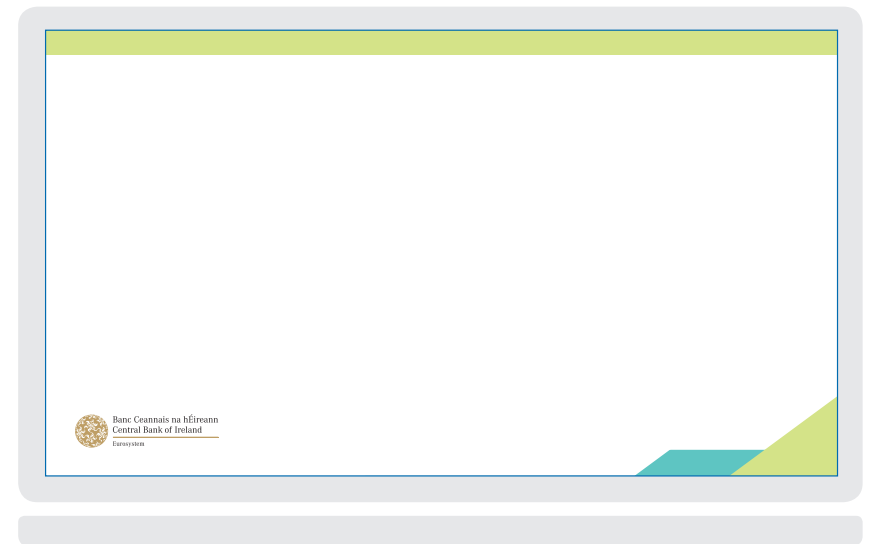
2002
2003
2004
2005
2006
2007

Powerpoint slides

Examples of cover slide



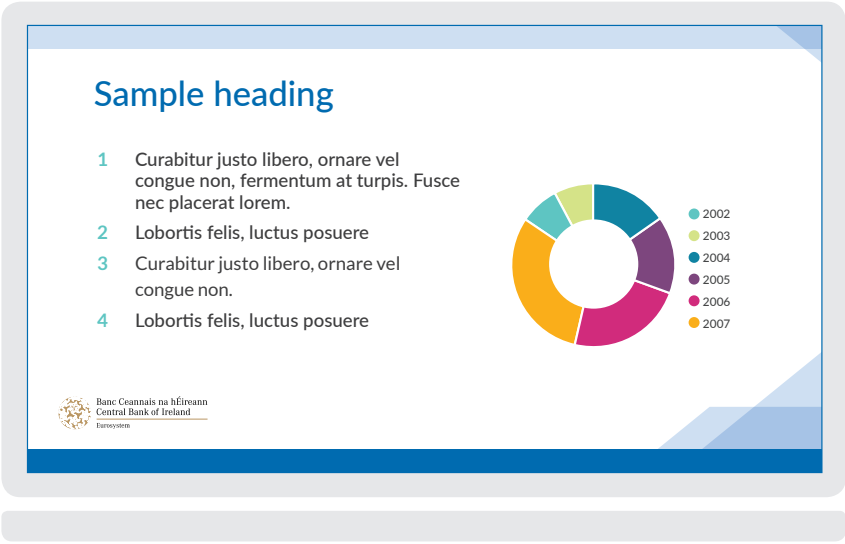
Example of slide interior



Examples of cover slide



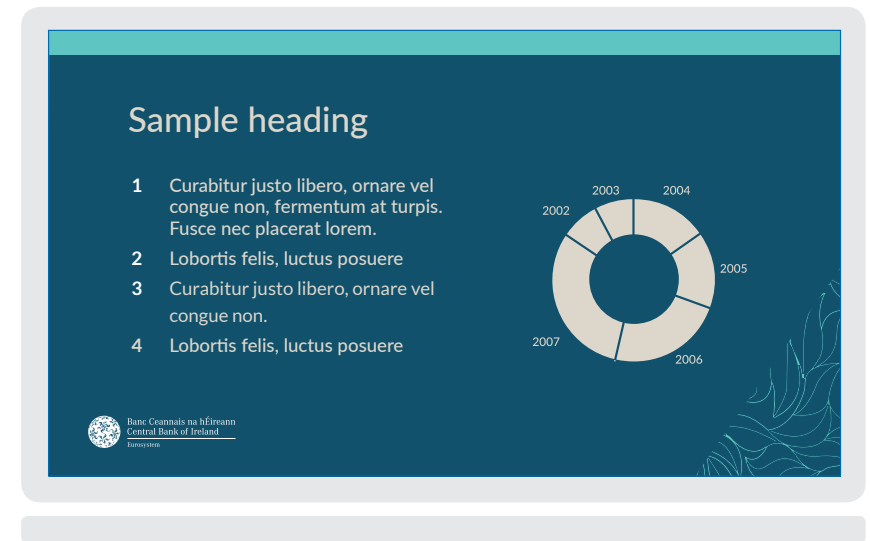
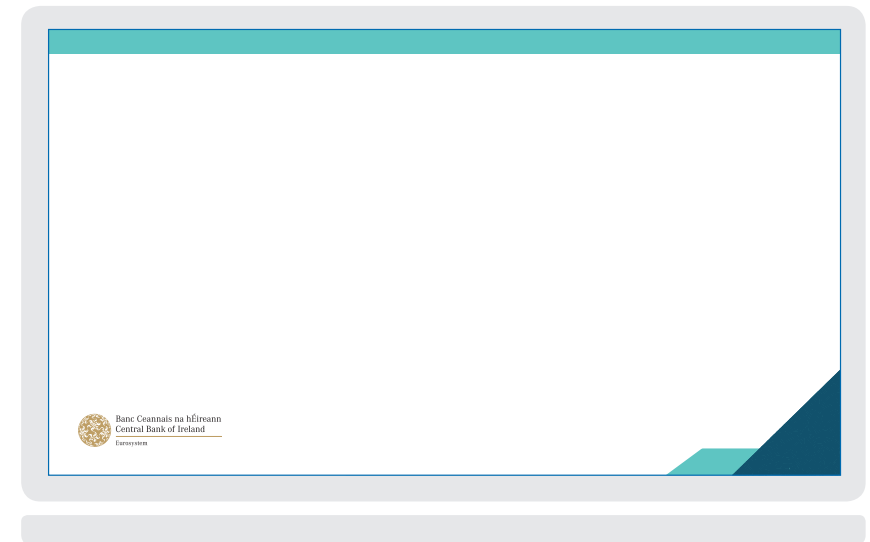
Example of slide interior



Examples of cover slide



Example of slide interior



Digital screens

Example of Digital Screen



Example of Digital Screens

Financial Stability in Ireland

- We aim to improve the resilience of the financial system
- We aim to reduce financial and economic risks
- We aim to safeguard financial stability through technical tools called macroprudential measures which address specific risks



Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

REMEMBER

Secure your work station when you leave your desk



Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

Example of Digital Screens

Working in the Bank



Opportunity

- Interesting and challenging work
- Exposure across a range of areas/ disciplines



Learn & Grow

- Sponsored further study
- Classroom training
- Coaching & mentoring



Get Involved

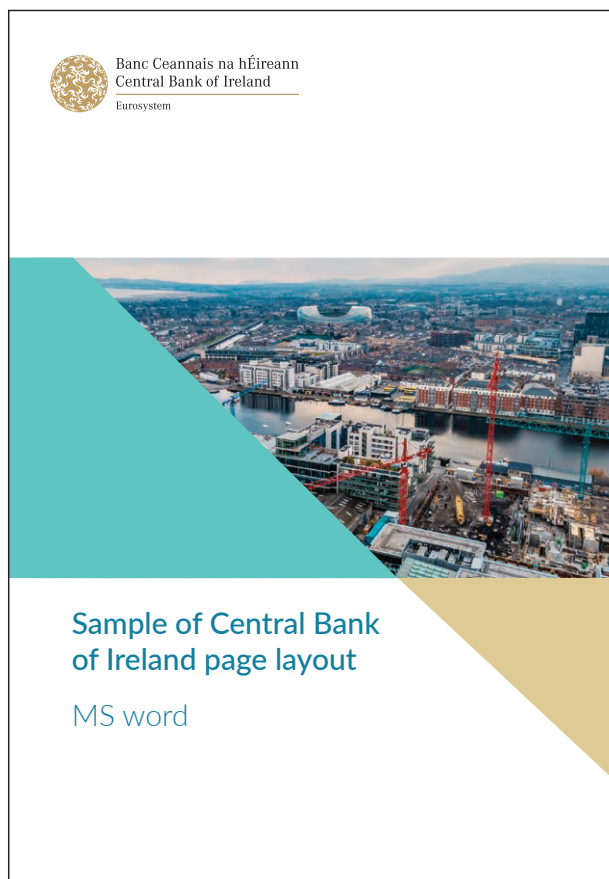
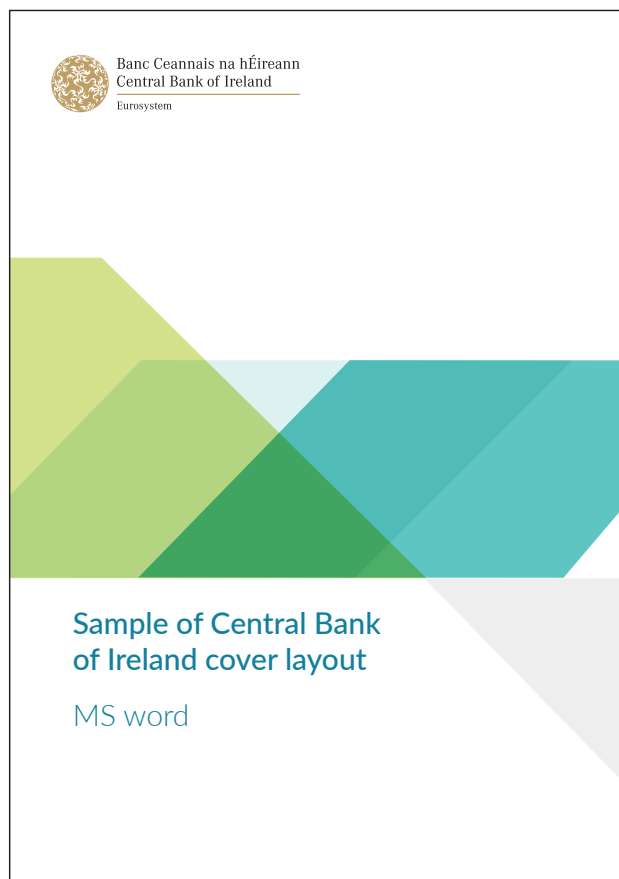
- Working with the community
- Charity work
- Sports & Social Club

Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

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

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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Figure 1.1 | Title of figure

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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- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

email

email signature

The screenshot shows a 'New Message' window with a standard email composition interface. The 'To:', 'Cc:', 'Bcc:', and 'Subject:' fields are empty. The 'Signature:' dropdown is set to 'Signature #3'. The email body contains a sample signature for the Central Bank of Ireland, including contact information and a disclaimer in both English and Irish.

To:

Cc:

Bcc:

Subject:

Signature: **Signature #3**

Hi, See below a sample of the email signature for the Central bank of Ireland

Regards

Name Surname
Job Title
Content & Insights | Communications Division

Central Bank of Ireland
T (+353) 01 224 XXXX | M (+353) 087 XXX XXXX | E name@centralbank.ie

This e-mail is from the Central Bank of Ireland. The e-mail and any attachments transmitted with it are confidential and privileged and intended solely for the use of the individual or organization to whom they are addressed. Any unauthorised dissemination, distribution or copying, direct or indirect, of this e-mail and any attachments is strictly prohibited. If you have received this e-mail in error, please notify the sender and delete the material from your system.

Tagann an ríomhphost seo ó Bhanc Ceannais na hÉireann. Tá an ríomhphost, agus aon iatán a ghabhann leis, faoi rún agus faoi phríbhléid agus ceaptha d'aontais le haghaidh úsáide an té nó na heagraíochta chun a ndíreofar iad. Tá dianchosc ar chraobhscaoileadh, ar dháileadh nó ar chóipeáil neamhúdaraíthe ar bith, díreach nó indíreach, an ríomhphoist seo nó aon iatán a ghabhann leis. Má tá an ríomhphost seo faighte agat trí dhearmad, cuir an seoltóir ar an eolas agus scríos an t-ábhar ó do chóras le do thoil.

Stationary

Letterhead

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



Banc Ceannais na hÉireann
Central Bank of Ireland

Eurosystem

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

www.centralbank.ie

Photography

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

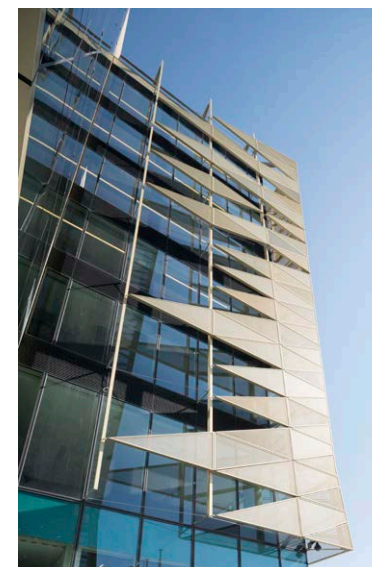
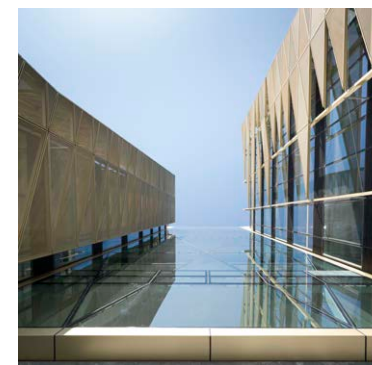
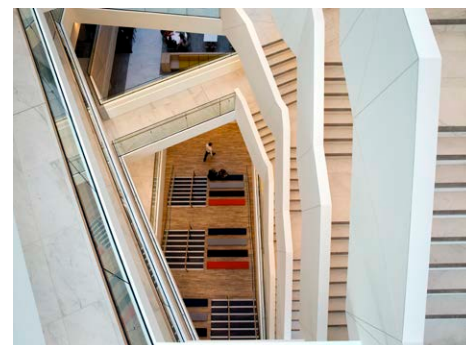
This Image bank is spit into 2 categories

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.

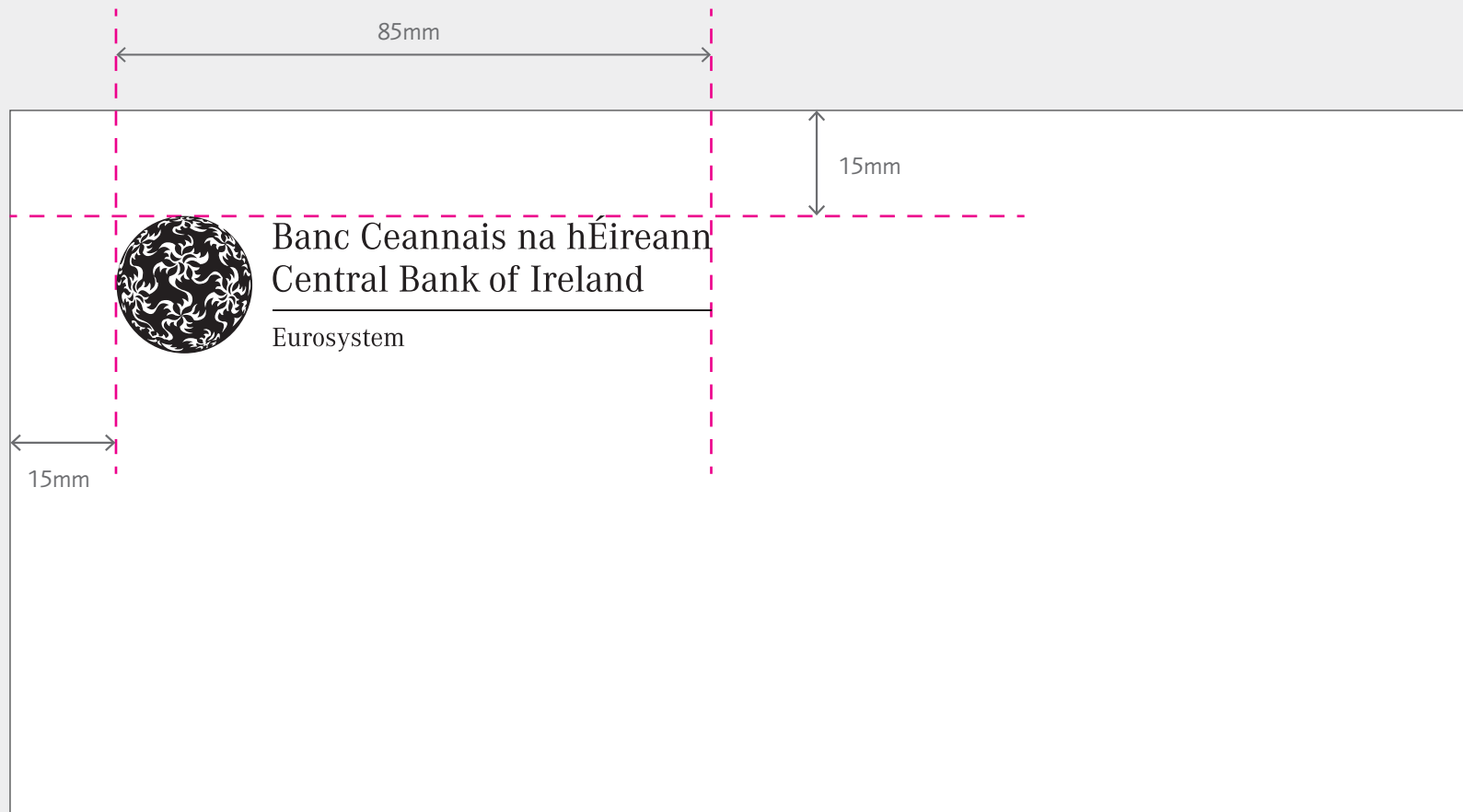
Images of people should:

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



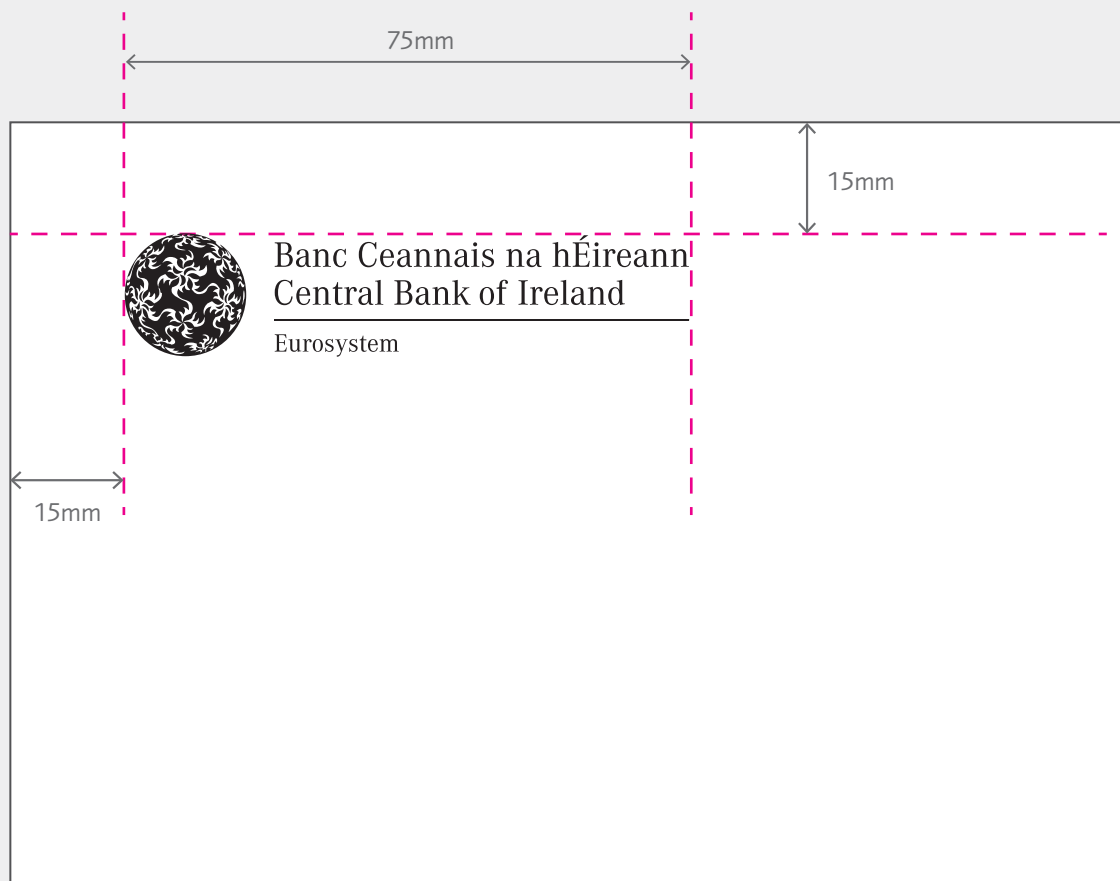
Positioning the logo

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

