



Údarás na
Gaeltachta

Brand Guidelines

v0.2



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Introduction

Údarás na Gaeltachta was established to strengthen Irish as the community language of the Gaeltacht. Established in 1980, one of its primary objectives was to support initiatives that use native skills and natural resources. The identity pays homage to this heritage in a contemporary way. The weaving lines reflect those native skills as well as representing how the Údarás is woven into all elements of the Gaeltacht community. The identity also reflects a sense of place, asserting the Gaeltacht as distinct linguistic and physical community.



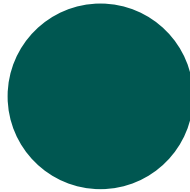
**Údarás na
Gaeltachta**

Colour

Primary Palette

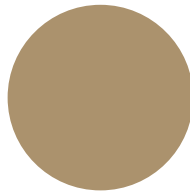
State Green and State Gold are used in the construction of official marks and are the main colours used when identifying the government. White should also be considered a colour within the identity system.

Supporting these primary colours we also use black and two tones of grey with many of the core applications of the identity.



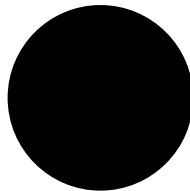
State Green

Pantone:	3292
CMYK:	100/0/50/60
RGB:	0, 77, 68
HEX:	#004D44



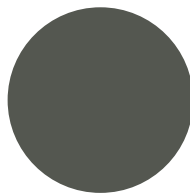
State Gold

Pantone:	872
CMYK:	0/11/50/40
RGB:	163, 145, 97
HEX:	#A39161



Black

CMYK:	0/0/0/100
RGB:	0, 0, 0
HEX:	#000000



Dark Grey

CMYK:	0, 0, 12, 75
RGB:	86, 81, 82
HEX:	#565148



Light Grey

CMYK:	3/3/6/7
RGB:	237, 236, 229
HEX:	#EDECE5



WDC White

CMYK:	0/0/4/3
RGB:	244, 243, 231
HEX:	f4f3e7

Colour

Secondary Palette

Secondary colours are used to reflect the variety and diversity of content across government. Colours should be selected to reflect subject matter being presented.

The number of secondary colours used in combination should be no more than two or three.

	CMYK	RGB	HEX	PANTONE
	53/0/23/0	127/202/205	#7FCACD	2975
	84/0/59/0	0/166/133	#00A685	326
	66/0/39/0	79/186/173	#4FBAAD	319
	96/0/31/2	0/157/177	#009DB1	3135
	100/9/29/47	0/96/114	#006072	322
	100/27/10/56	0/75/108	#004B6C	315
	93/2/15/7	0/154/195	#009AC3	313
	86/0/32/0	0/168/181	#00A8B5	3125
	36/0/9/0	174/220/234	#AEDCEA	2905
	34/0/5/0	179/223/241	#B3DFF1	290
	52/0/1/0	124/206/243	#7CCEF3	291
	100/0/0/0	0/159/227	#009FE3	Process Cyan
	100/13/1/2	0/144/212	#0090D4	Process Blue
	100/100/6/60	29/15/68	#1D0F44	2758
	100/92/0/1	41/49/137	#293189	2738
	90/68/0/0	44/85/162	#2C55A2	2935
	68/34/0/0	86/146/206	#5692CE	285
	42/9/0/0	157/203/239	#9DCBEF	292
	18/15/2/6	206/206/225	#CECEE1	2705
	44/40/5/15	141/138/176	#8D8AB0	2725
	68/78/0/0	111/75/153	#6F4B99	2685
	76/76/0/0	92/77/155	#5C4D9B	2736
	100/100/0/22	42/32/111	#2A206F	2746
	26/100/19/61	102/5/57	#660539	229
	16/100/14/42	141/4/78	#8D044E	235
	6/96/32/13	200/28/93	#C81C5D	233
	0/100/50/0	229/0/81	#E50051	Rhodamine Red
	0/61/72/0	240/126/76	#F07E4C	7416

Mark

File formats

Marks are provided in a variety of formats to suit the background against which they are being placed.



[Download logo variations](#)

Different logo colour configurations

Different logo types: Vector; PNG; Jpeg

Mark Background

The correct version of the mark should be selected to suit the background against which it is being placed.



Mark Don't do

The mark must work in high contrast and be clearly visible to the reader.



Mark

Clear space & with sister brands

The space around the mark should be left clear of other graphic elements. When using the mark within a graphic box the sides should not come too close to the mark itself.



When placed with its sister brands, the main logo should be placed first, the Gaeltacht na hÉireann band next. A dotted divider line is used to separate them, with a distance of two x to the line.



Typography

Lato typeface

Lato

**Erchit, si odipsam facerch icaborum
fugiti cor rehene quam quo tempore
verorro inusant esent occatur a quae.**

Bold 19/21pt

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry Łęty Poland, with support from Google.

Black 7.5/10.5pt

Pellentesque bibendum tortor quam, nec fringilla enim blandit sed. Quisque sodales nisl odio, eu tristique arcu venenatis a. Donec a ultrices mauris. In mollis ex a sapien accumsan commodo. Aliquam posuere dui vel aliquam porta. Pellentesque suscipit efficitur consequat. Morbi posuere magna ut odio feugiat, quis aliquam leo cursus. Suspendisse varius, elit sed dictum posuere, elit lacus viverra ligula, vel semper nibh neque eu nibh.

Light 12/16pt

Pellentesque bibendum tortor quam, nec fringilla enim blandit sed. Quisque sodales nisl odio, eu tristique arcu venenatis a. Donec a ultrices mauris. In mollis ex a sapien accumsan commodo. Aliquam posuere dui vel aliquam porta. Pellentesque suscipit efficitur consequat.

Pellentesque bibendum tortor quam, nec fringilla enim blandit sed. Quisque sodales nisl odio, eu tristique arcu venenatis a. Donec a ultrices mauris. In mollis ex a sapien accumsan commodo. Aliquam posuere dui vel aliquam porta. Pellentesque suscipit efficitur consequat. Morbi posuere magna ut

odio feugiat, quis aliquam leo cursus. Suspendisse

Morbi posuere magna ut odio feugiat, quis aliquam leo cursus. Suspendisse varius, elit sed dictum posuere, elit lacus viverra ligula, vel semper nibh neque eu nibh.

Aliquam posuere dui vel aliquam porta. Pellentesque suscipit efficitur consequat. Morbi posuere magna ut odio feugiat, quis aliquam leo cursus. Suspendisse varius, elit sed dictum posuere, elit lacus viverra ligula, vel semper nibh neque eu nibh.

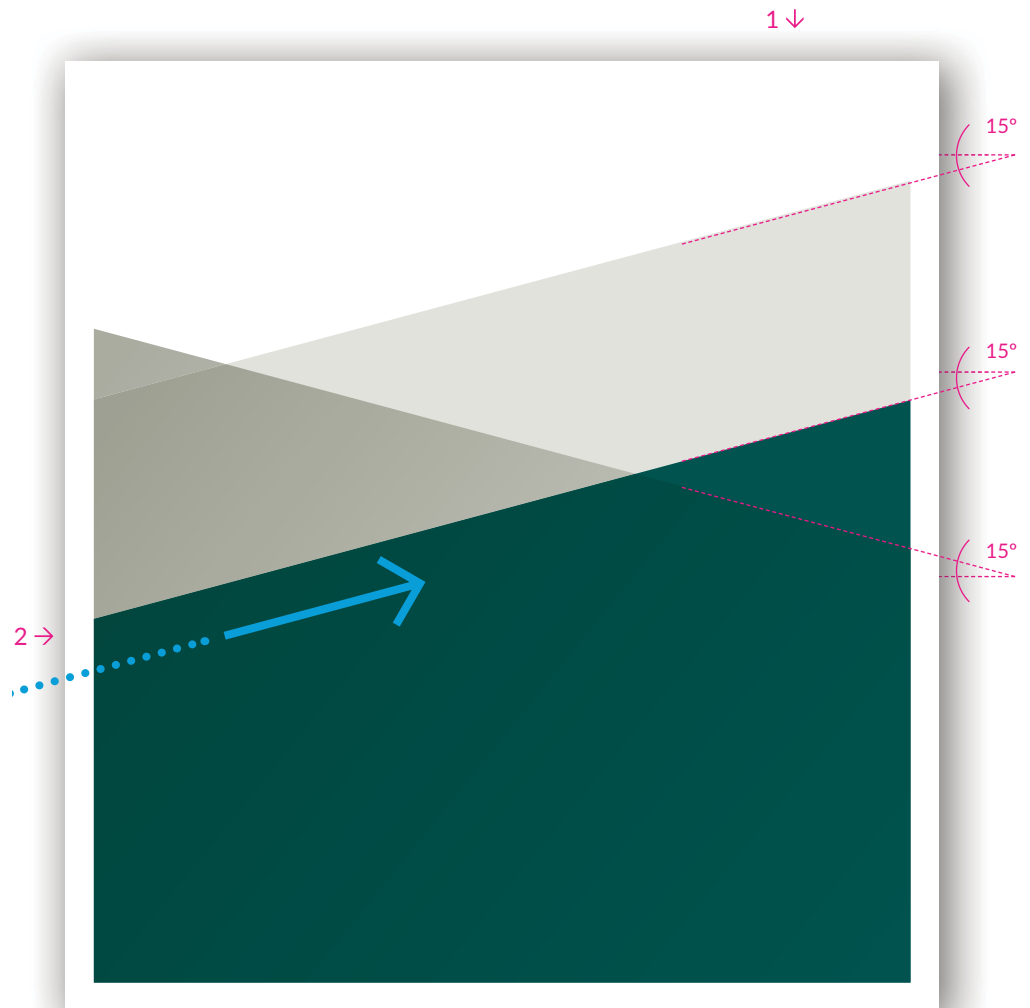
Light 9/12pt

Housestyle graphic

The housestyle graphic is used to establish a recognisable housestyle across print and digital communications.

- 1 Two or more overlapping shapes are used and are constructed using an angle of 15°.
- 2 The overall direction should appear to move upwards as the eyes moves from left to right.

Covers can also be differentiated by changing the colour of this graphic or by including images or illustrations within it. Examples of colour use are illustrated in Section 2 of this guideline.



Branding elements

Pop up template



Branding elements

Business card

Format: 54mm x 85mm Printed in State Green and State Gold, both sides on white uncoated wove card stock, >350gms.



Branding elements

Letterhead

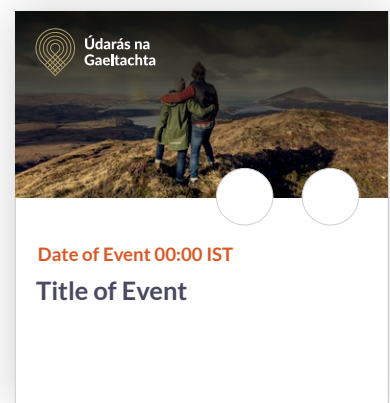
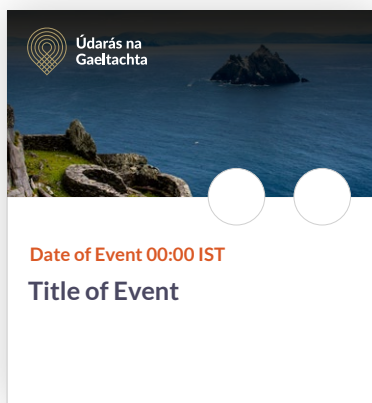
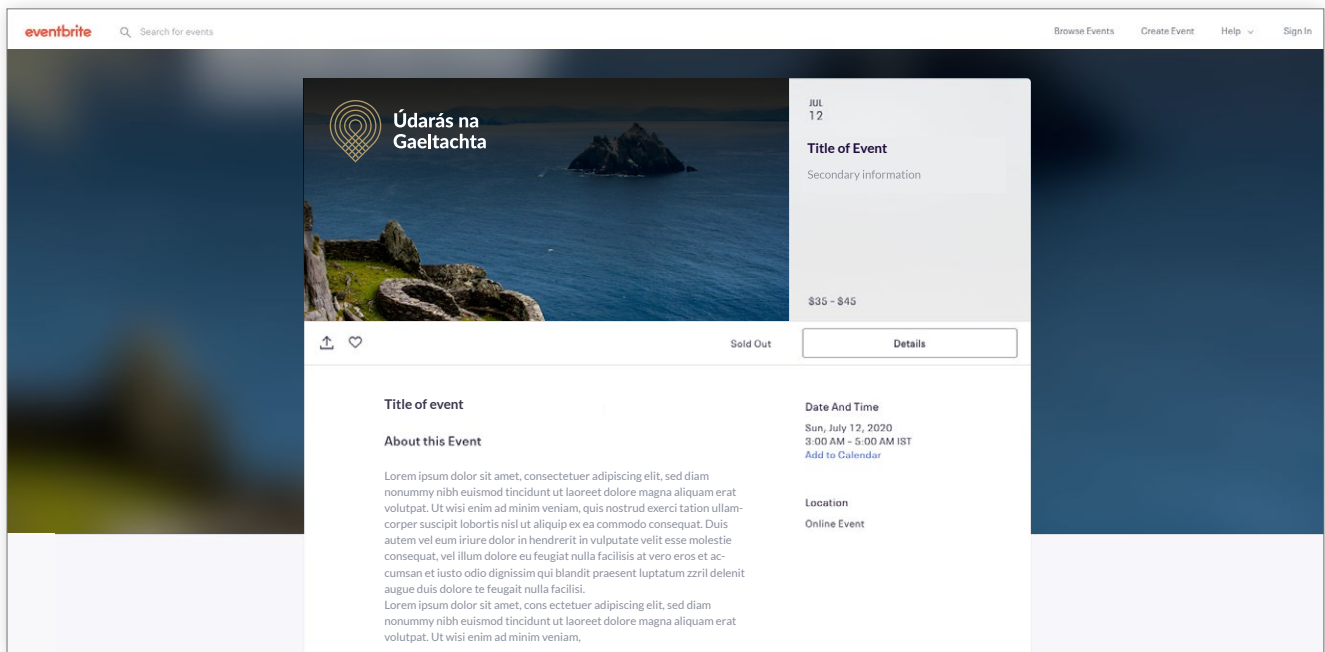
Printed in State Gold,
on white uncoated wove paper stock, ±130gms.

	Údarás na Gaeltachta	Na Forbacha Co. na Gaillimhe H91 TY22, Éire T: + 353 (0) 91 503 100 eolas@udaras.ie udaras.ie				
OIFIGÍ RÉIGIÚNACHA <table><tr><td> Páirc Ghnó Ghaioth Dobhair Doiri Beaga Co. Dhún na nGall F92 E997 T: + 353 (0) 74 956 0100 dnag@udaras.ie </td><td> Áislann Bhéal an Mhuirthead Bóthar an tSéipéil Béal an Mhuirthead Co. Mhaigh Eo F26 W5H0 T: + 353 (0) 66 915 0100 maigheo@udaras.ie </td><td> Páirc Ghnó an Daingin Baile an Mhuilinn Daingean Uí Chóis Co. Chiarraí V92 TX48 T: + 353 (0) 97 81 418 ciarrai@udaras.ie </td><td> Páirc Ghnó Bhaile Mhic Íre Baile Mhic Íre Co. Chorcaí P12 E277 T: + 353 (0) 264 5366 corcaigh@udaras.ie </td></tr></table>			Páirc Ghnó Ghaioth Dobhair Doiri Beaga Co. Dhún na nGall F92 E997 T: + 353 (0) 74 956 0100 dnag@udaras.ie	Áislann Bhéal an Mhuirthead Bóthar an tSéipéil Béal an Mhuirthead Co. Mhaigh Eo F26 W5H0 T: + 353 (0) 66 915 0100 maigheo@udaras.ie	Páirc Ghnó an Daingin Baile an Mhuilinn Daingean Uí Chóis Co. Chiarraí V92 TX48 T: + 353 (0) 97 81 418 ciarrai@udaras.ie	Páirc Ghnó Bhaile Mhic Íre Baile Mhic Íre Co. Chorcaí P12 E277 T: + 353 (0) 264 5366 corcaigh@udaras.ie
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 Rialtas na hÉireann						

Branding elements

Eventbrite

Eventbrite templates have been designed to assist in the creation of effective and consistent branded posts. The template uses the logo in the top left hand corner to ensure constant visibility across the site.



Social

Instagram

Dimensions correct as of Jan 2021. Third party specifications are likely to change however so do check with the relevant social media company's website.

Instagram	Rec. Dims:
Profile Picture	110 x 110 -
Posted Photos	1080 x 1080 -



Profile Photo
110 x 110px



Social

Twitter

Dimensions correct as of Jan 2021. Third party specifications are likely to change however so do check with the relevant social media company's website.

Twitter	Rec. Dims:	Min Dims:	Image Scale:	Max File Size:	Formats:
Profile Photo:	400 x 400	200 x 200	1:1	2MB	JPG, GIF, PNG
Header Photo:	1500 x 500	-	3:1	5MB	JPG, GIF, PNG
In-Stream Photo:	506 x 253	440 x 220	1024 x 512	5MB	JPG, GIF, PNG

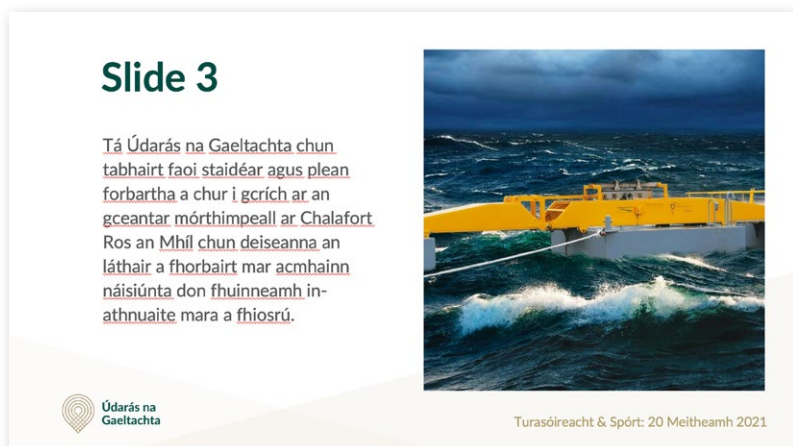
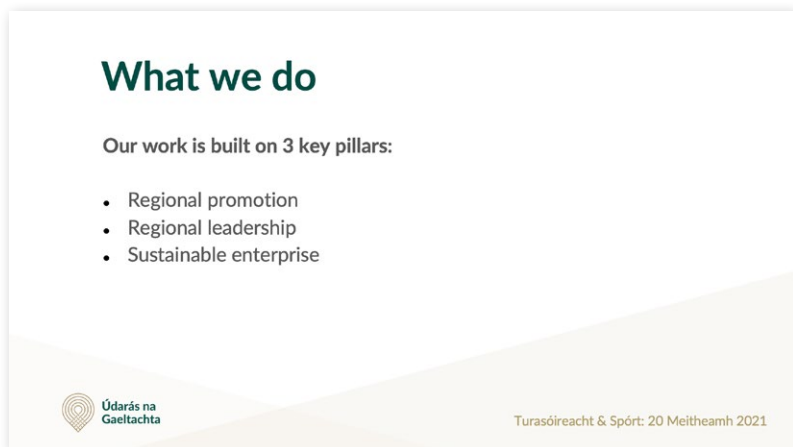
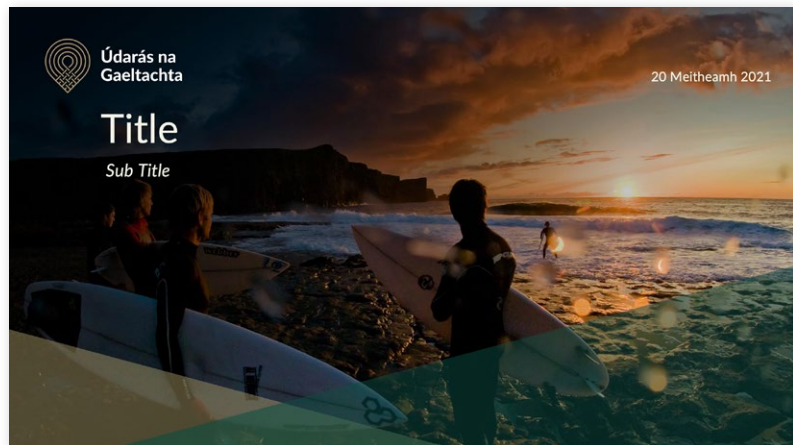


[View all social templates on Canva](#)

Powerpoint

Title, text and image templates

MS PowerPoint presentation templates have been designed to assist in the creation of effective and consistent presentations. The presentation is set to a 16:9 ratio, the standard for most screens and presentations used today.





Údarás na
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@ branda@udaras.ie

f UdarasnaG

t UdarasnaG

u udarasnag

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