Taighde Éireann
Research Ireland

Brand Identity Guidelines

September 2024

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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.

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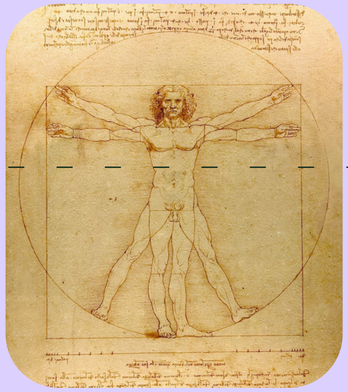
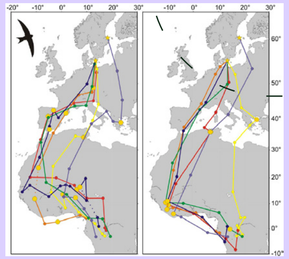
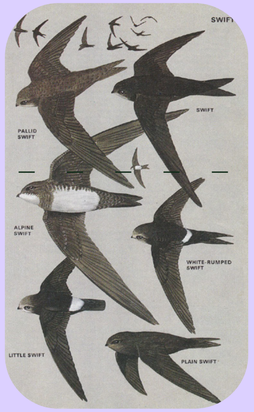
Introduction

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

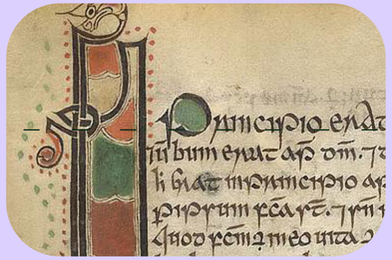
Our logo was created with geometric precision. Overlapping circles and squares produce a diagrammatic simplification of complex natural forms.







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.

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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

Taighde Éireann
Research Ireland

DARK ON LIGHT

Taighde Éireann
Research Ireland

LIGHT ON DARK (MONOCHROMATIC)

Taighde Éireann
Research Ireland

DARK ON LIGHT (MONOCHROMATIC)

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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

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DON'T CREATE SINGLE-LANGUAGE VERSIONS OF THE LOGO

Taighde Éireann

DON'T EMPHASISE ONE LANGUAGE

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DON'T CHANGE THE SCALE RELATIONSHIP BETWEEN THE ELEMENTS

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DON'T CHANGE THE ORIENTATION OF THE LOGOMARK

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DON'T USE A DIFFERENT TYPEFACE

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DON'T CHANGE THE PROPORTIONS

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DON'T CREATE TWO-COLOUR VERSIONS OF THE LOGO

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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

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Research Ireland

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

Zuccini
#307159

Christine
#E2740E

Brown Derby
#472616

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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.

Pale Lavender #DCD0FF AA AAA	**Bush Green** #112B19 **Contrast ratio** 10.48:1	
Pale Lavender #DCD0FF AA AAA	**Port Gore** #2A2457 **Contrast ratio** 9.74:1	
Granny Smith #9CD696 AA AAA	**Bush Green** #112B19 **Contrast ratio** 9.01:1	
Granny Smith #9CD696 AA AAA	**Port Gore** #2A2457 **Contrast ratio** 8.37:1	
Fuel Yellow #ECAF30 AA AAA	**Bush Green** #112B19 **Contrast ratio** 7.76:1	
Pale Lavender #DCD0FF AA AAA	**Brown Derby** #472616 **Contrast ratio** 9.32:1	
Santa Fe #C47965 AA AAA*	**Bush Green** #112B19 **Contrast ratio** 4.53:1	
Fuel Yellow #ECAF30 AA AAA*	**Brown Derby** #472616 **Contrast ratio** 6.89:1	

* Large text only (24px+)

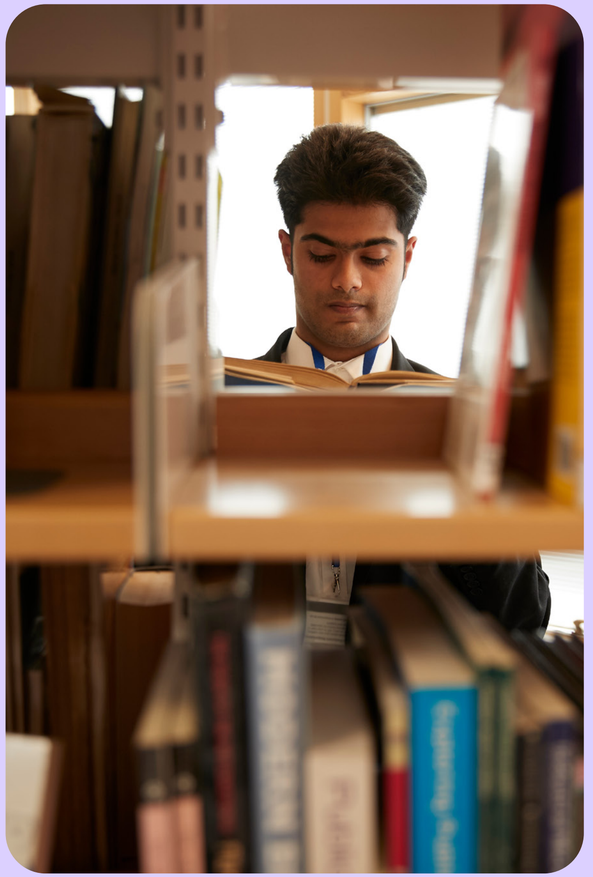
Taighde Éireann
Research Ireland

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.



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Treating photography

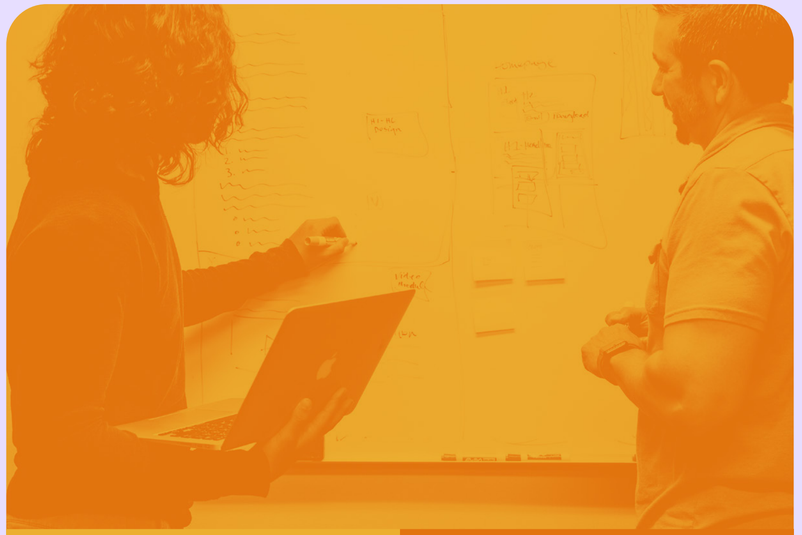
It's not always possible to choose our photographs – we will inevitably recieve images of varying styles and qualities from third parties.

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 | Zuccini



Fuel Yellow | Christine

Scampi | Port Gore

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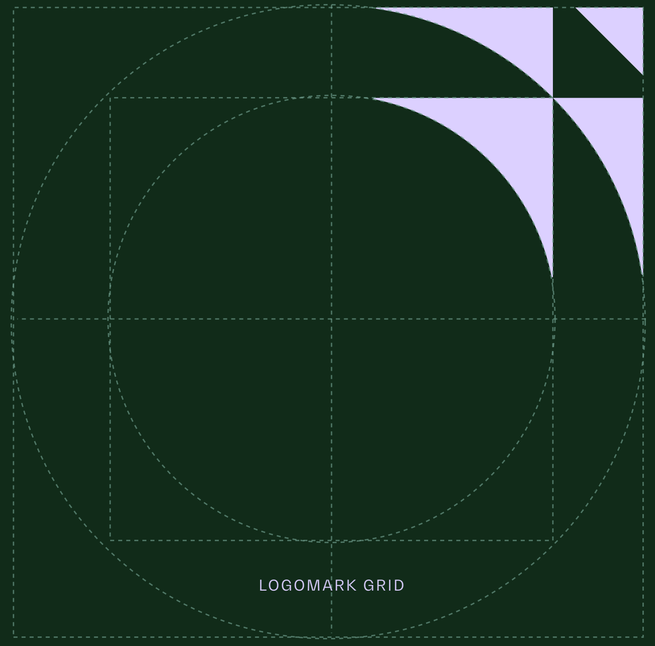
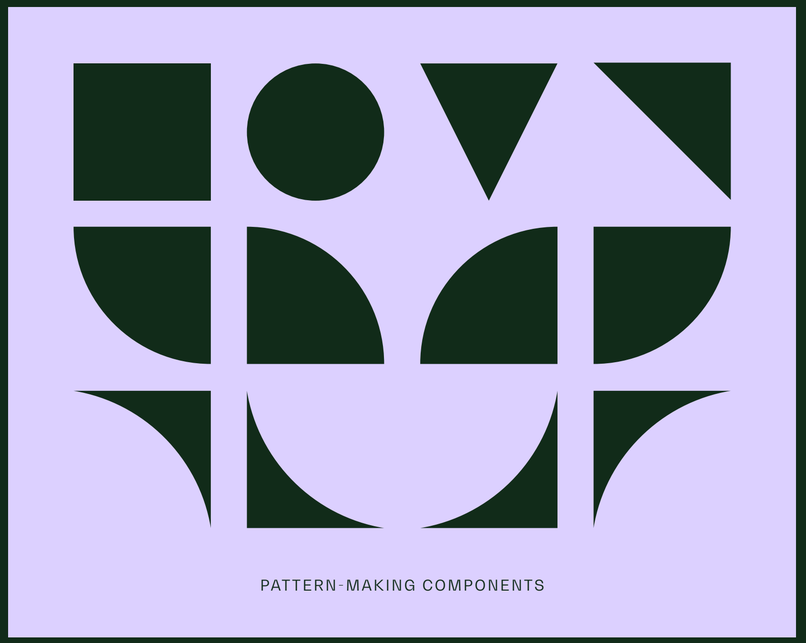
Working with our identity system

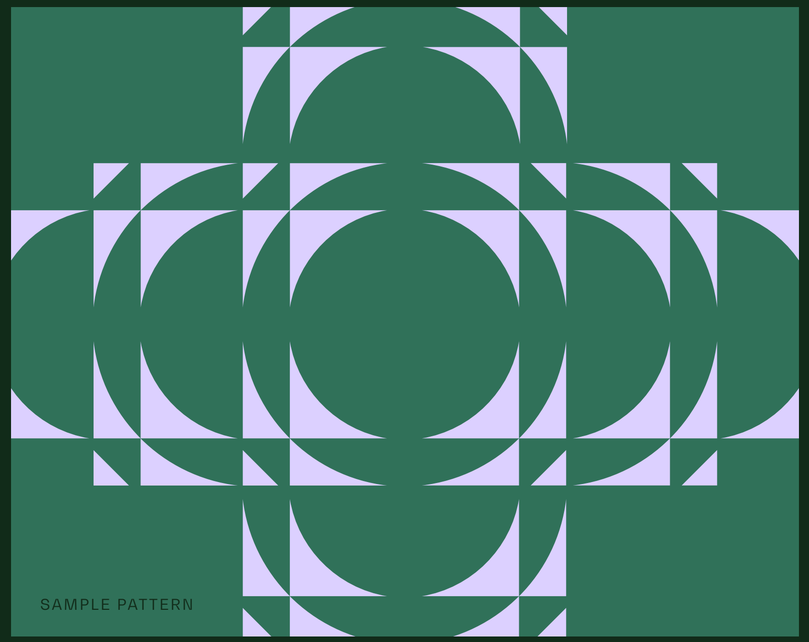
The Research Ireland logomark is built with overlapping squares and circles. These geometric forms are the basis for a series of shapes that can be used to create patterns, icons and frames/overlays for images.



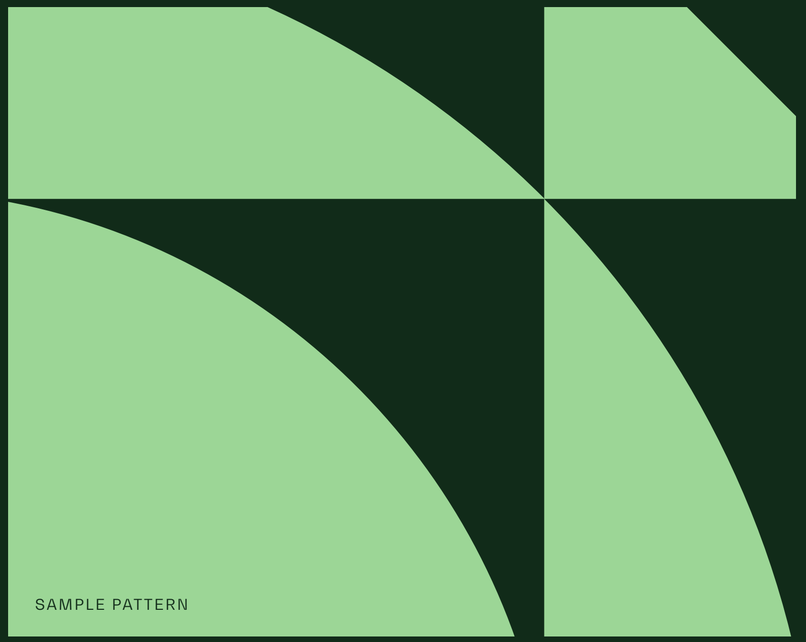
LOGOMARK GRID



PATTERN-MAKING COMPONENTS



SAMPLE PATTERN



SAMPLE PATTERN

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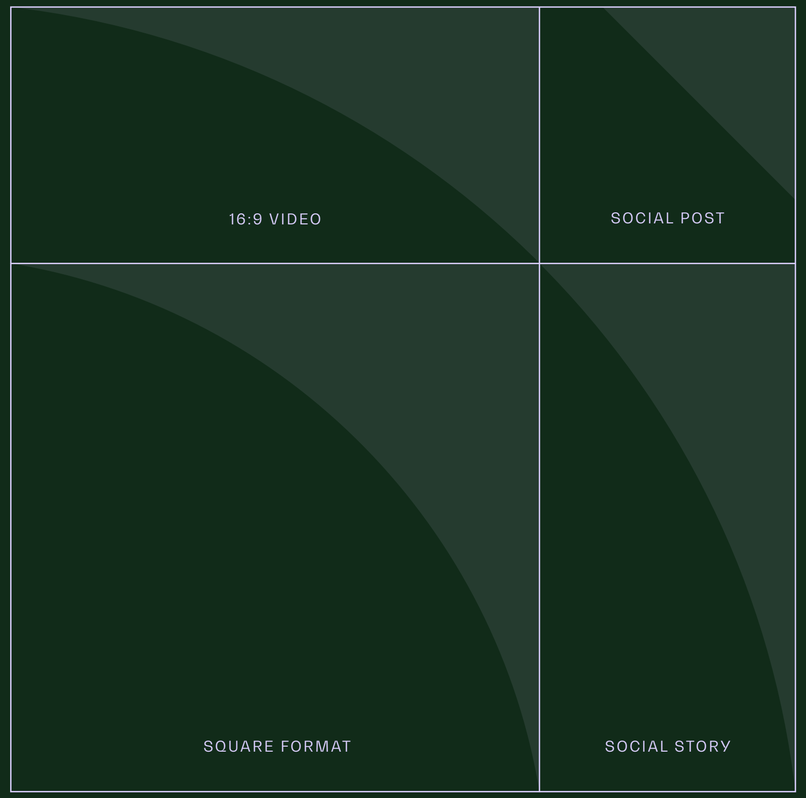
Social media overlays

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.



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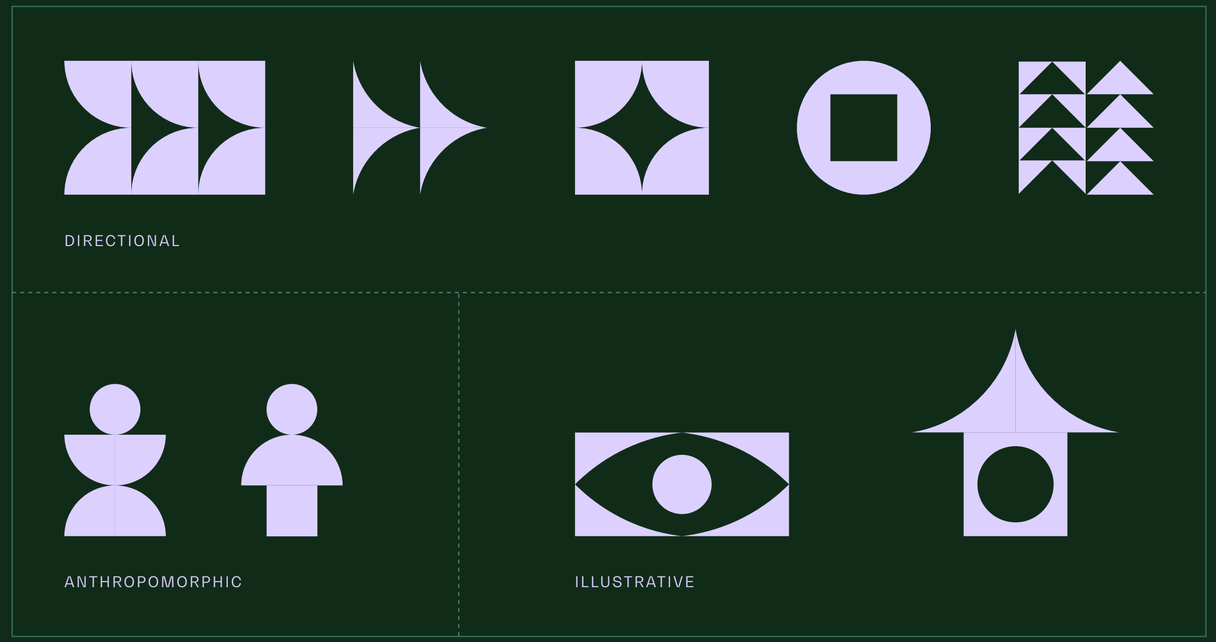
Icons & illustrations

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



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.

Funding programmes

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Taighde Éireann
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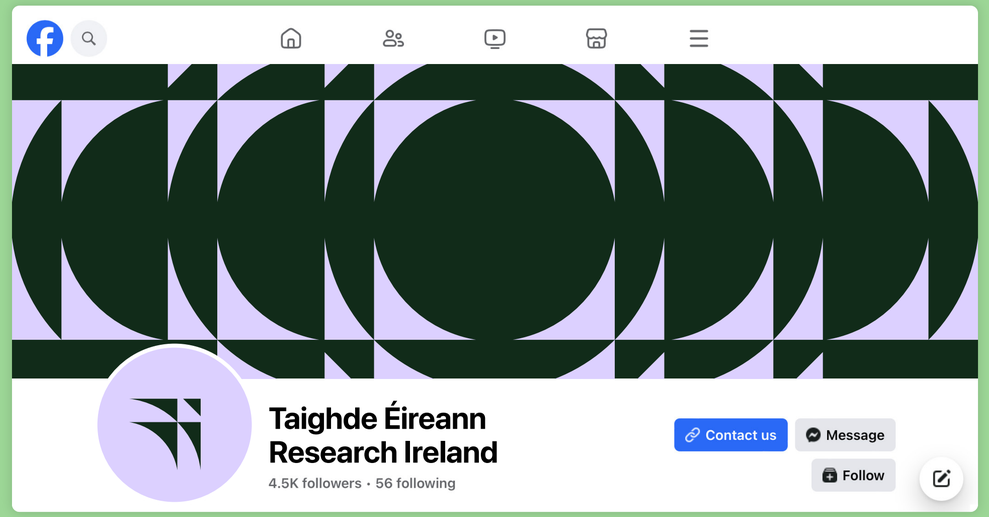
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Events
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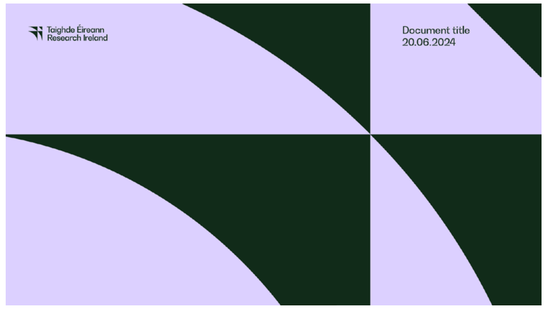
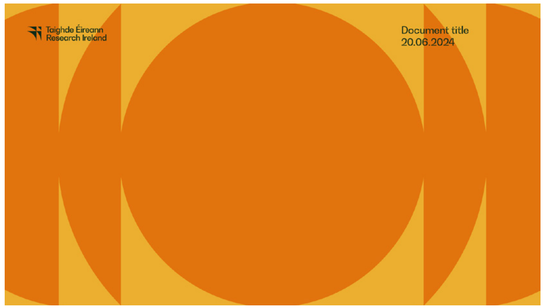
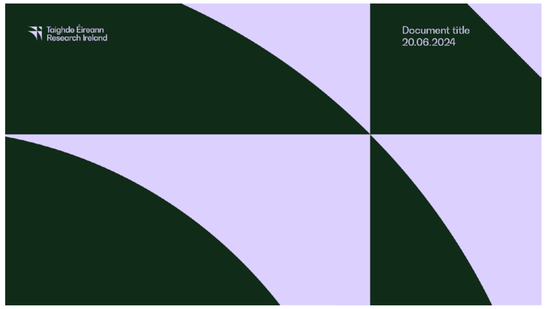
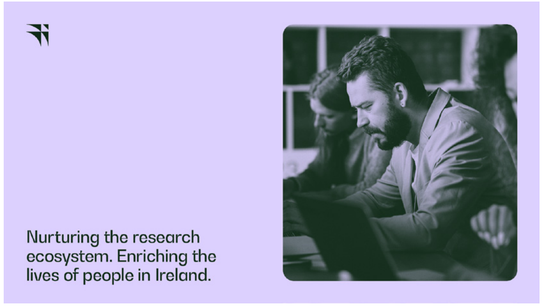
PowerPoint documents

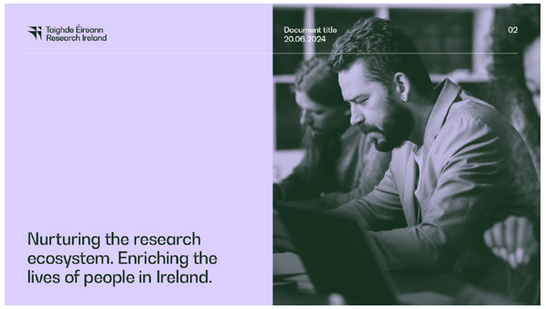
Sample designs for covers, breakers and content slides in PowerPoint. A fully editable PowerPoint template is available upon request from xxx.

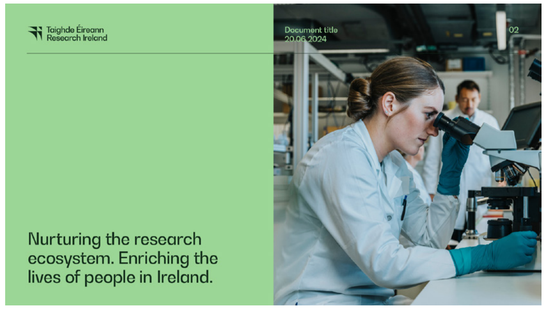


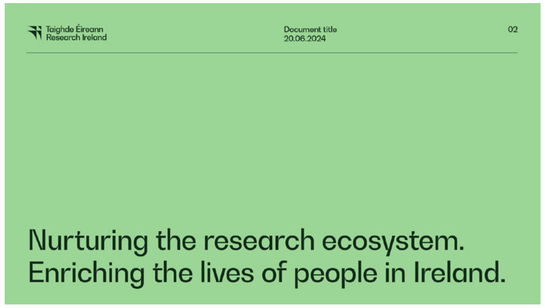


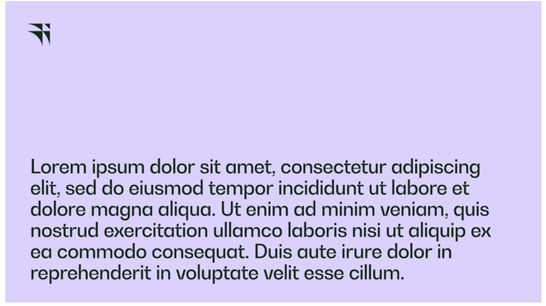












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Branding queries to:
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