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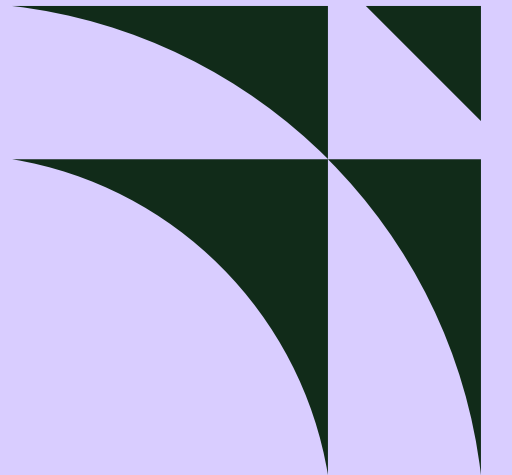
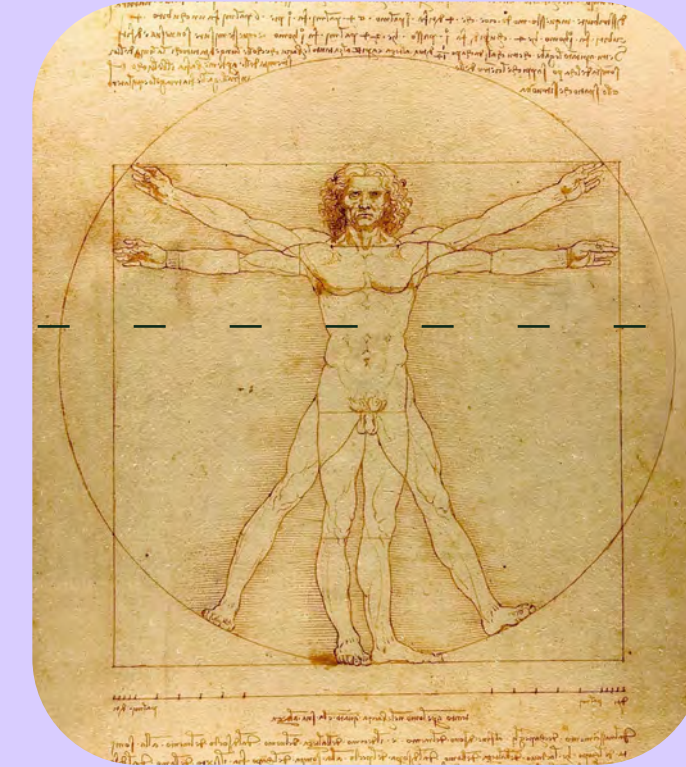
CLICK SECTION TITLE TO JUMP TO SECTION

Research Ireland in partnership with Higher Education Institutions (HEIs), has established a network of world-leading Research Centres in strategic areas of combined basic and applied research.

Clear, consistent and identifiable branding of Research Ireland Centres benefits each one in furthering their global reputation, increasing opportunities for meaningful partnerships and external funding, and attracting world-class research talent and investment to Ireland. Research Ireland Centres are required to prepare a communications plan and report on implementing the plan in their annual reports.

This toolkit is designed to provide guidance to the Research Centres in producing their communications and branding. Partnerships between Research Ireland Centres and Higher Education Institutions (HEIs) are key aspects of their innovative operating model. Research Centres should engage with the Communications Offices in partner HEIs to coordinate delivery of communications plans.

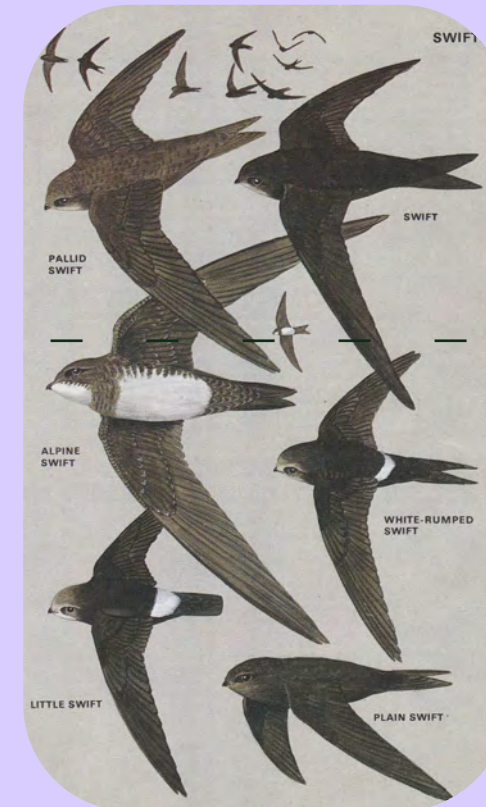
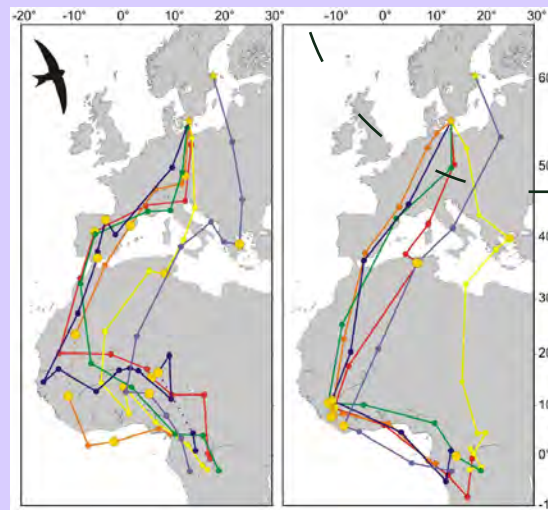
Our logo was created with geometric precision. Overlapping circles and squares produce a diagrammatic simplification of complex natural forms.



Introduction

A strong brand is one of the most valuable assets an organisation owns. 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.

Our brand's foundation shapes every touchpoint – it tells the story of research as a journey fueled by curiosity. It's a story of collaboration, where ideas and information move beyond geographical and ideological boundaries.



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.



Brand identity

A geometric simplification of complex natural forms, our logo represents the journey of ideas and information.

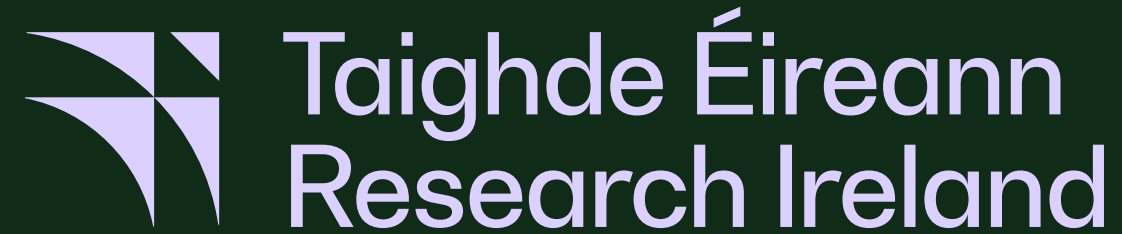
Inspired by the calligraphic markmaking of the Irish insular tradition – as well as the dynamic movement of a swift in flight – our logomark combines gestural energy with mathematical precision.

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



DARK ON LIGHT



LIGHT ON DARK (MONOCHROMATIC)



DARK ON LIGHT (MONOCHROMATIC)



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. Inter should only be used when BW Gradual is not supported or featured.

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

Brand colour palette

Pale Lavender and Bush Green 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

Zucchini
#307159

Christine
#E2740E

Brown Derby
#472616

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
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* Large text only (24px+)

Funder logo lockup misuse

This page contains a selection of common errors when using a logo. Follow these guides to make sure that our funder logo lockup 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



Taighde Éireann
Research Ireland

DON'T CREATE SINGLE-LANGUAGE VERSIONS OF THE LOGO LOCKUP



Taighde Éireann

DON'T EMPHASISE ONE LANGUAGE



Taighde Éireann
Research Ireland

DON'T CHANGE THE SCALE RELATIONSHIP BETWEEN THE ELEMENTS



Taighde Éireann
Research Ireland

DON'T CHANGE THE SHAPE OF THE LOGO LOCKUP



Taighde Éireann
Research Ireland

DON'T USE A DIFFERENT TYPEFACE



Taighde Éireann
Research Ireland

DON'T CHANGE THE PROPORTIONS



Taighde Éireann
Research Ireland

DON'T USE UNAPPROVED COLOURS FOR THE LOGO LOCKUP



Taighde Éireann
Research Ireland

Host logo lockup misuse

Follow these guides to make sure that our host logo lockup is always represented in a clear, consistent and attractive manner. If the existing lockup doesn't meet your needs – for example, to accommodate multiple partner institutions – please contact communications@researchireland.ie for a custom solution.

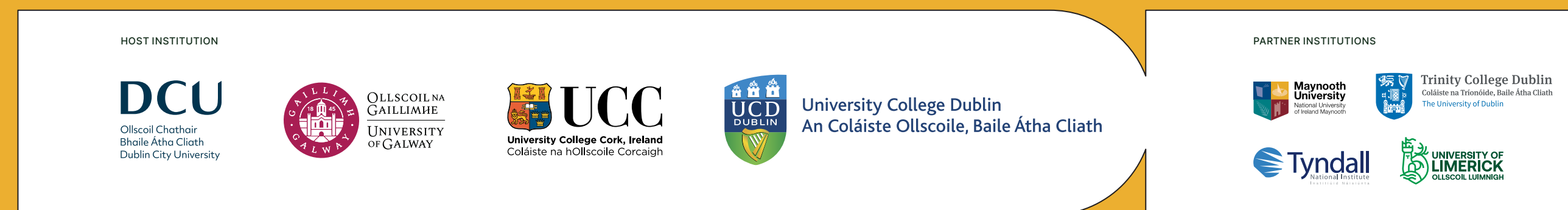
DO USE THE LOGO LOCKUPS PROVIDED



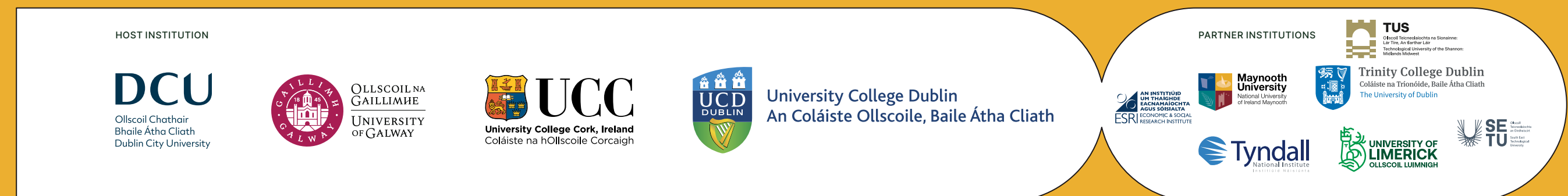
DO NOT STRETCH THE RIBBON TO ACCOMMODATE MORE INSTITUTIONS



DON'T CREATE NEW HOST LOGO LOCKUP SHAPES



DON'T OVERCROWD THE LOCKUP WITH INSTITUTION LOGOS



Funding acknowledgement requirements

Dissemination, communications, and public engagement are important means of demonstrating the value of publicly funded investment in research and can be key enablers for generating awareness, stakeholder engagement, collaboration, and impact.

It is a Research Ireland Centre funding requirement that the source of funding be acknowledged in all communications/dissemination activities, and to use the agreed Host and Partner branding ribbon/lock-ups and the Research Ireland logo on all marketing collateral, including printed publications, websites, social media, and display material in the correct colour and format.

HOST INSTITUTION →



← PARTNER INSTITUTIONS

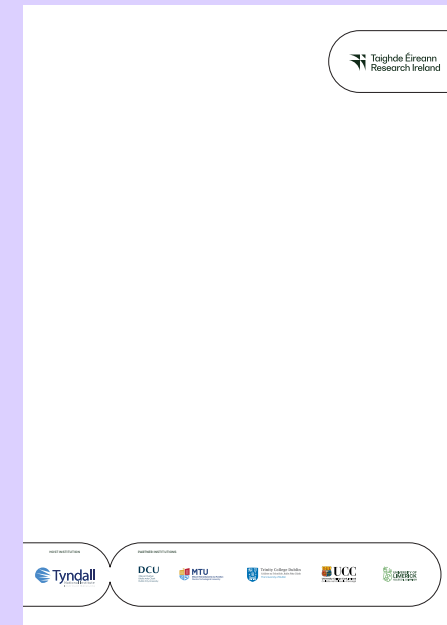
← SOURCE OF FUNDING

Funding acknowledgement requirements

Communications/dissemination activities would include, but are not limited to:

1. Research publications
2. Social media
3. Press releases/media coverage
4. Digital and broadcast media – video, podcast, radio, broadcast, websites
5. Events, conferences, workshops, launches
6. Print media, promotional material, signage

1 host institution, 1-6 partners



A FORMAT

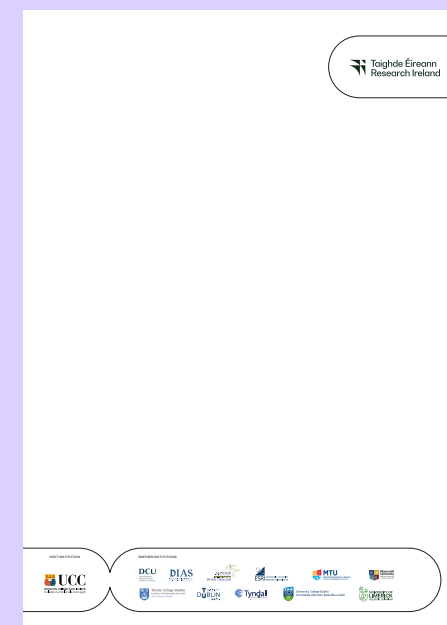


16:9 FORMAT



16:9 FORMAT

1 host institution, 7-12 partners



A FORMAT

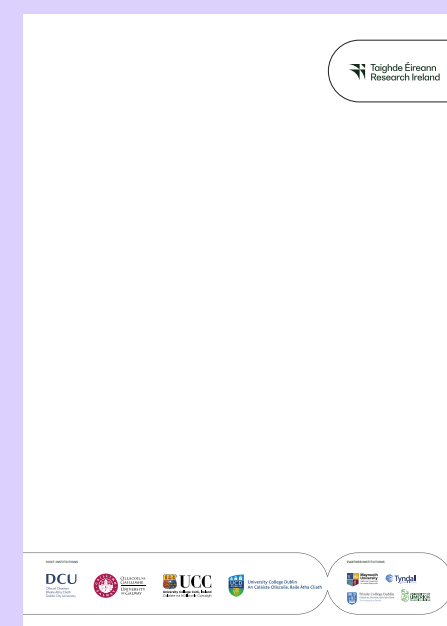


16:9 FORMAT

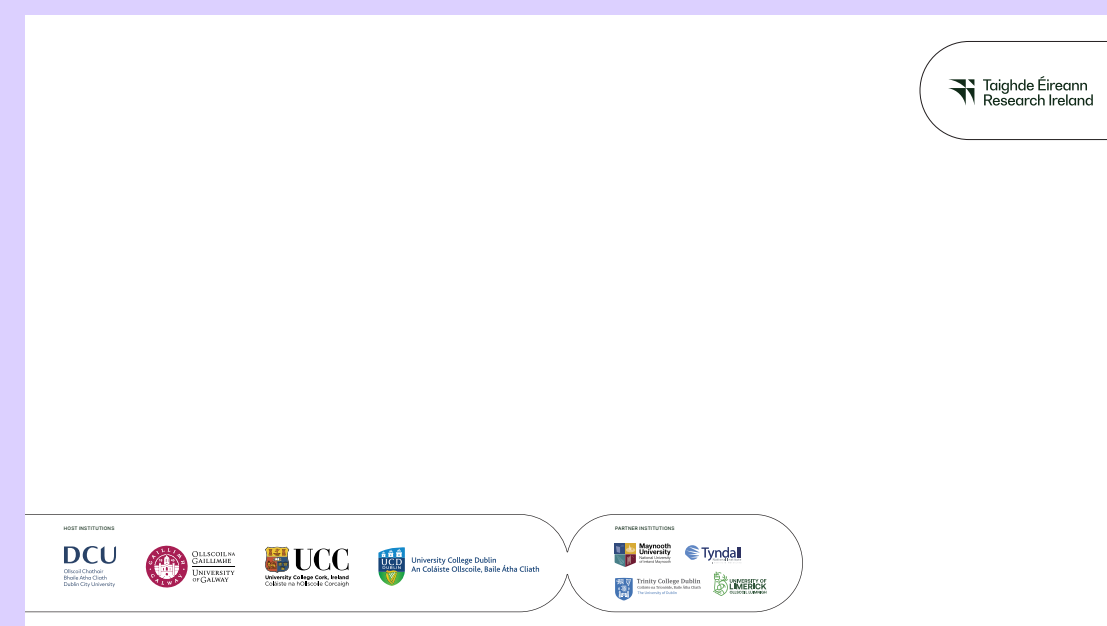


16:9 FORMAT

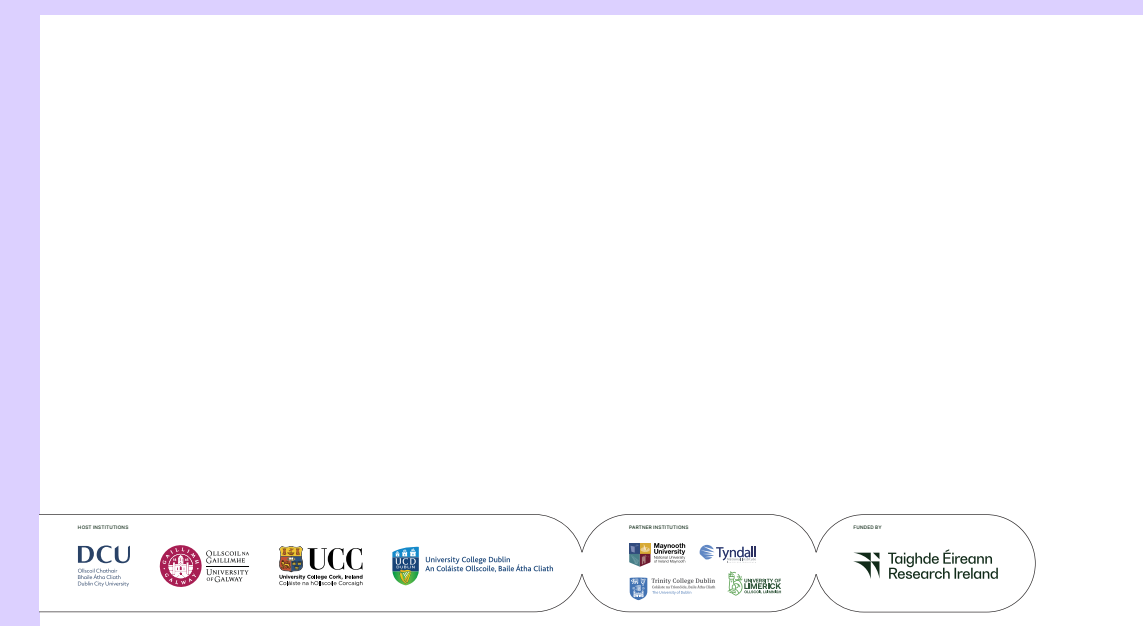
Multiple host institutions



A FORMAT



16:9 FORMAT



16:9 FORMAT

Research publications

Any and all publications resulting from a Research Centre award must include the following reference:

“This publication has emanated from research conducted with the financial support of Taighde Éireann – Research Ireland, under Grant number [22/CC/XXXX] at (Centre Name Here) Research Ireland Centre for XXXX.”



This publication has emanated from research conducted with the financial support of Taighde Éireann – Research Ireland, under Grant number [22/CC/XXXX] at (Centre Name Here) Research Ireland Centre for XXXX.

Press releases & media coverage

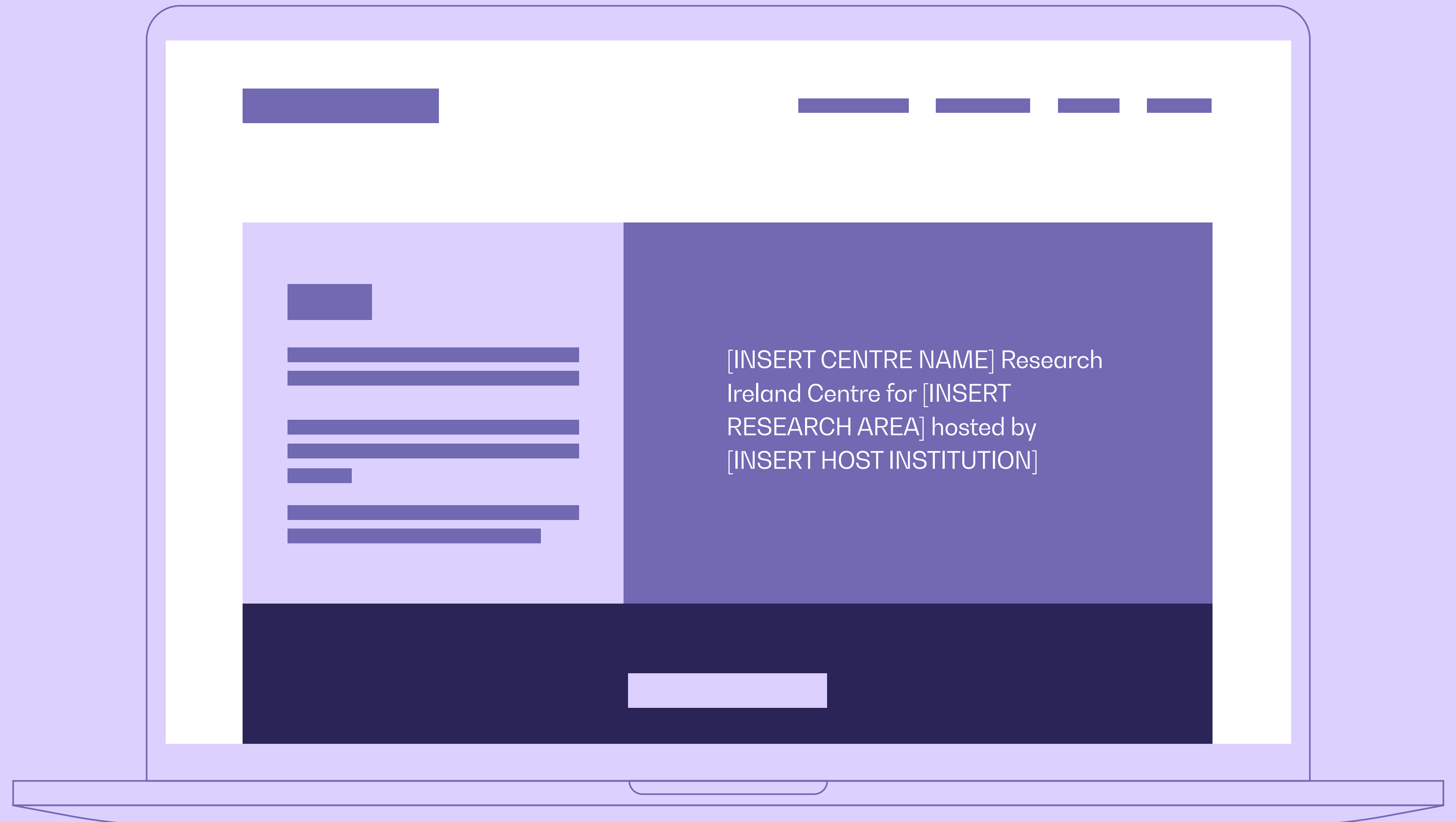
The support of Research Ireland must be acknowledged in all press releases related to funded research/projects. Please note that acronyms are not permitted when referring to the agency. The Research Ireland logo may be published in accordance with Research Ireland guidelines wherever journal or other media rules permit.

Any Research Body or member of the Research Team intending to issue a press release relating to Research Ireland funded work, should provide reasonable advance to enable us to assist in the promotion of the research to communications@researchireland.ie

Each Research Ireland Centre should consistently format their title across all online platforms, website, press releases and in all media engagements. When initially referring to the Research Ireland Centre the following format should be used:

[INSERT CENTRE NAME] Research Ireland Centre for [INSERT RESEARCH AREA] hosted by [INSERT HOST INSTITUTION].

Host and Partner HEIs should also be referred to clearly and consistently.



Press releases & media coverage

The support of Research Ireland should be acknowledged in all press releases. Please note that acronyms are not permitted to refer to the agency.

If any member of a Research Ireland Centre Team intends to issue a press release about the Centre Programme or any uses of, or activities funded by the Centre, they should provide reasonable advance notice to Research Ireland's Communications Team: communications@researchireland.ie

Where you require a quote from Research Ireland for your press release, please send a draft copy to the Communications Team with a minimum of five working days' notice, in advance of your issue date. Final copy of all press releases should be provided in advance of your issue date to ensure Research Ireland can provide appropriate promotional support via ResearchIreland.ie and on social media.

In addition, where a photocall event is taking place where a Research Ireland representative(s) is being invited to attend, please provide a minimum of two weeks' notice for diary coordination.

All press releases must be emailed to communications@researchireland.ie before they are released to the media.

If you are producing a press release related to a Research Ireland award, please include the following detail as additional information in the 'Notes to Editors'.

Taighde Éireann – Research Ireland is the new national research and innovation funding agency, established on the 1st August 2024 through the amalgamation of the activities and functions of Science Foundation Ireland (SFI) and the Irish Research Council (IRC).

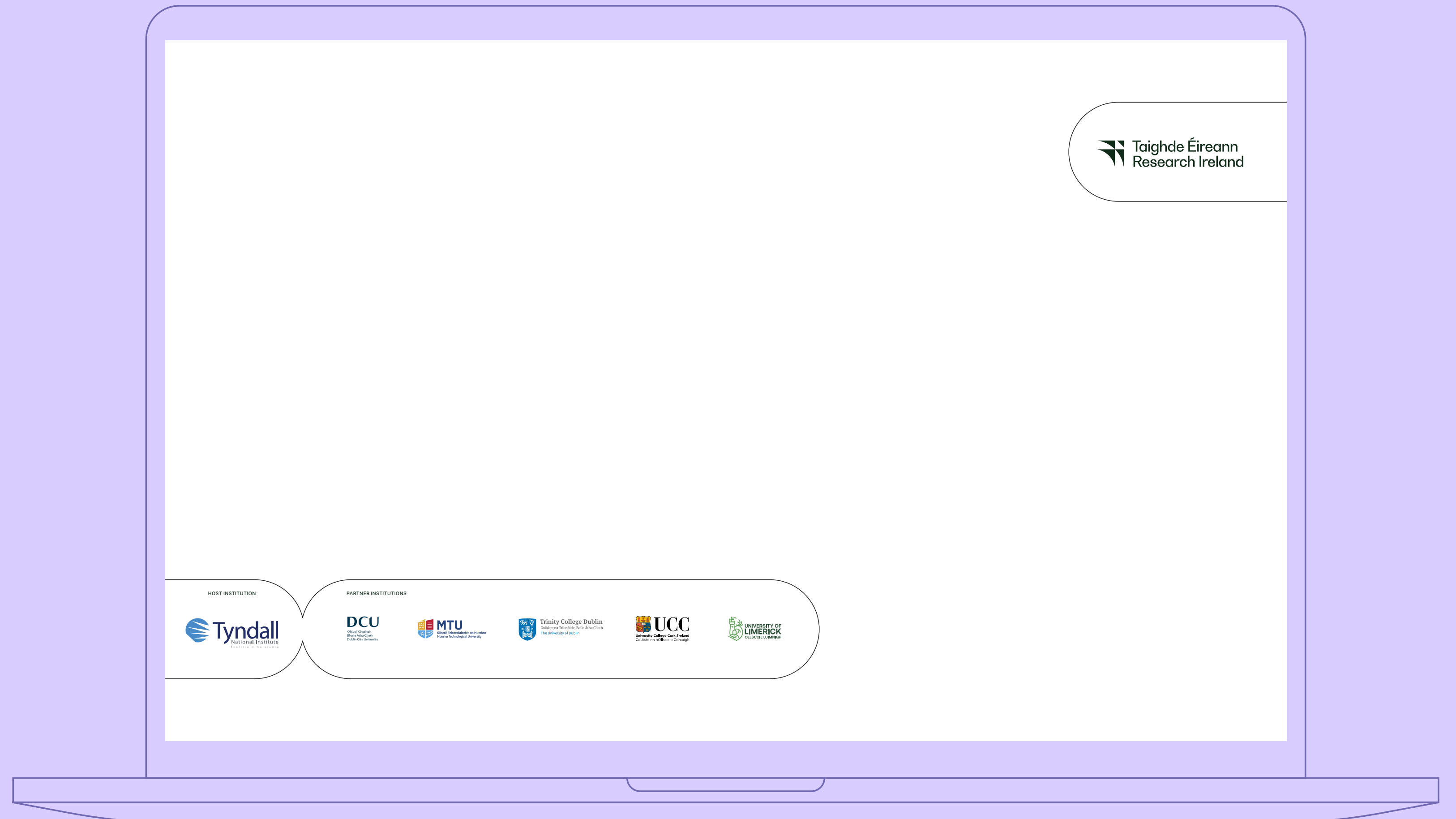
Website

Research Ireland Centres should make their status as such clear on their website homepage and should include the Host and Partner institution lock-up and Research Ireland logo provided.

If you require any particular formats/colours/versions of the Research Ireland logo or lock-ups please let us know at:

communications@researchireland.ie

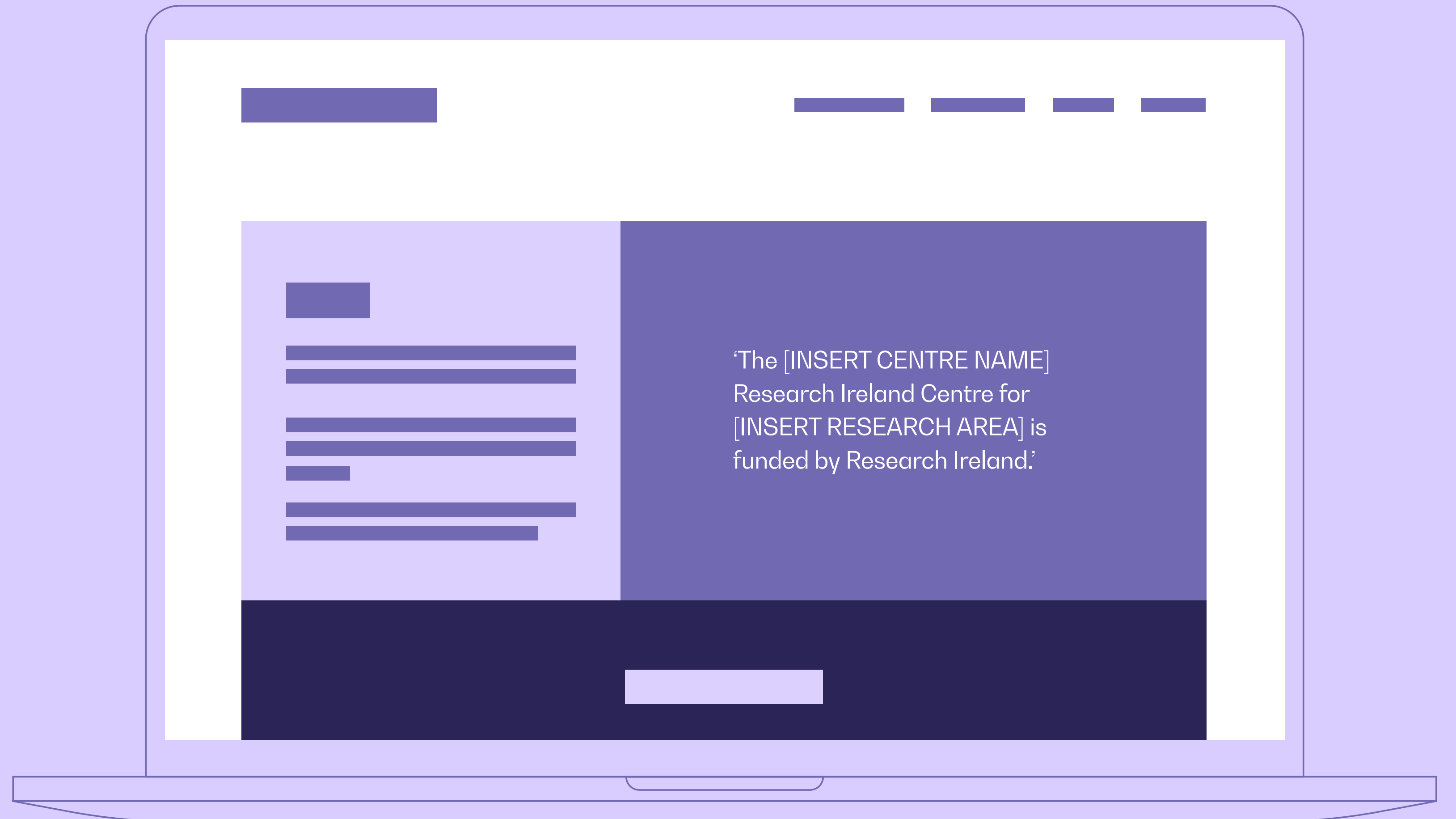
Please contact the relevant HEI communications office to obtain specific institutional logos and guidelines.



Website

Each Research Ireland Centre website should have an 'About Us' section which must include the below acknowledgement, as well as details of the relevant HEIs that make up the Centre's Host and Partner institutions.

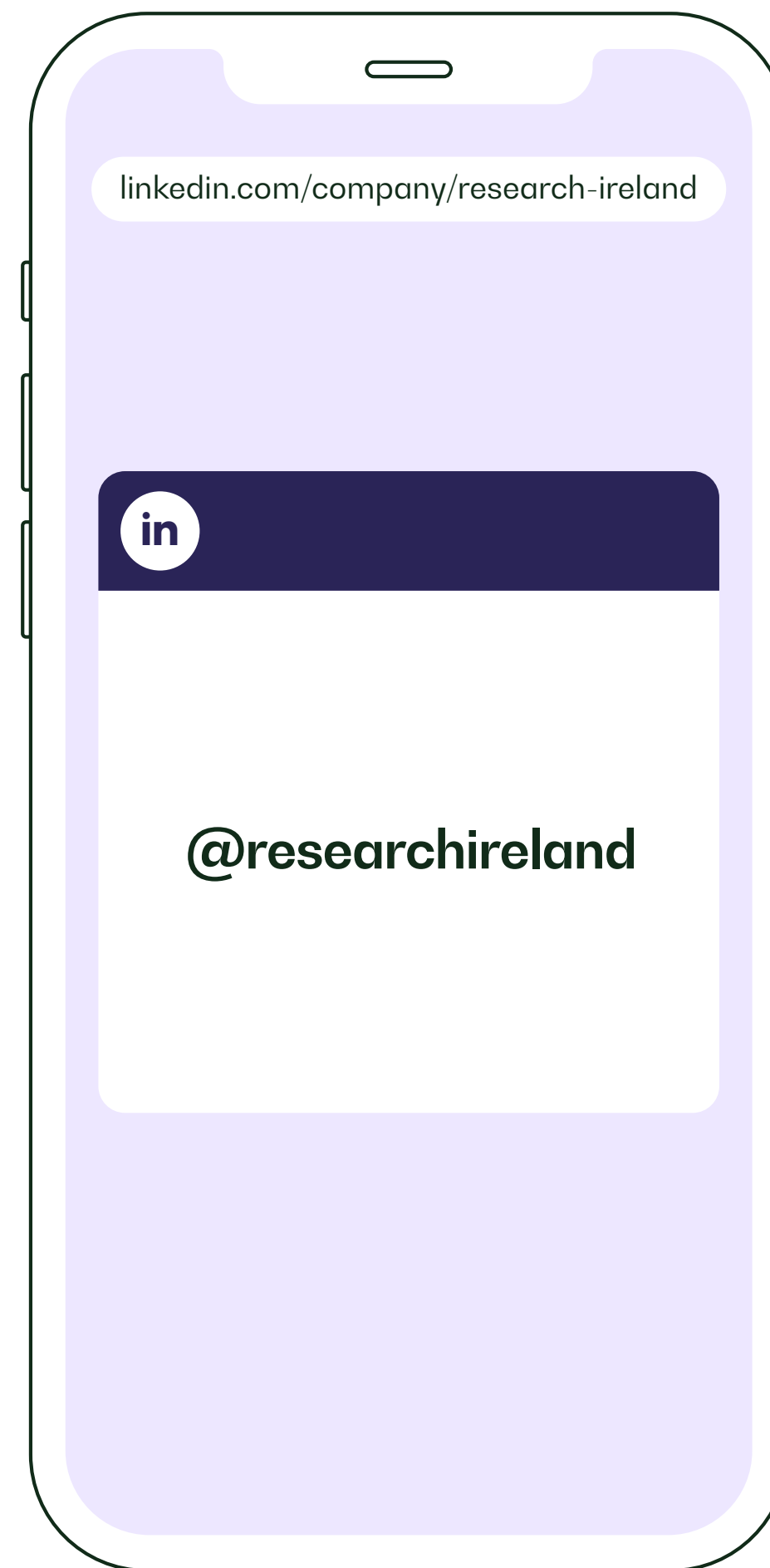
'The [INSERT CENTRE NAME] Research Ireland Centre for [INSERT RESEARCH AREA] is funded by Research Ireland.'



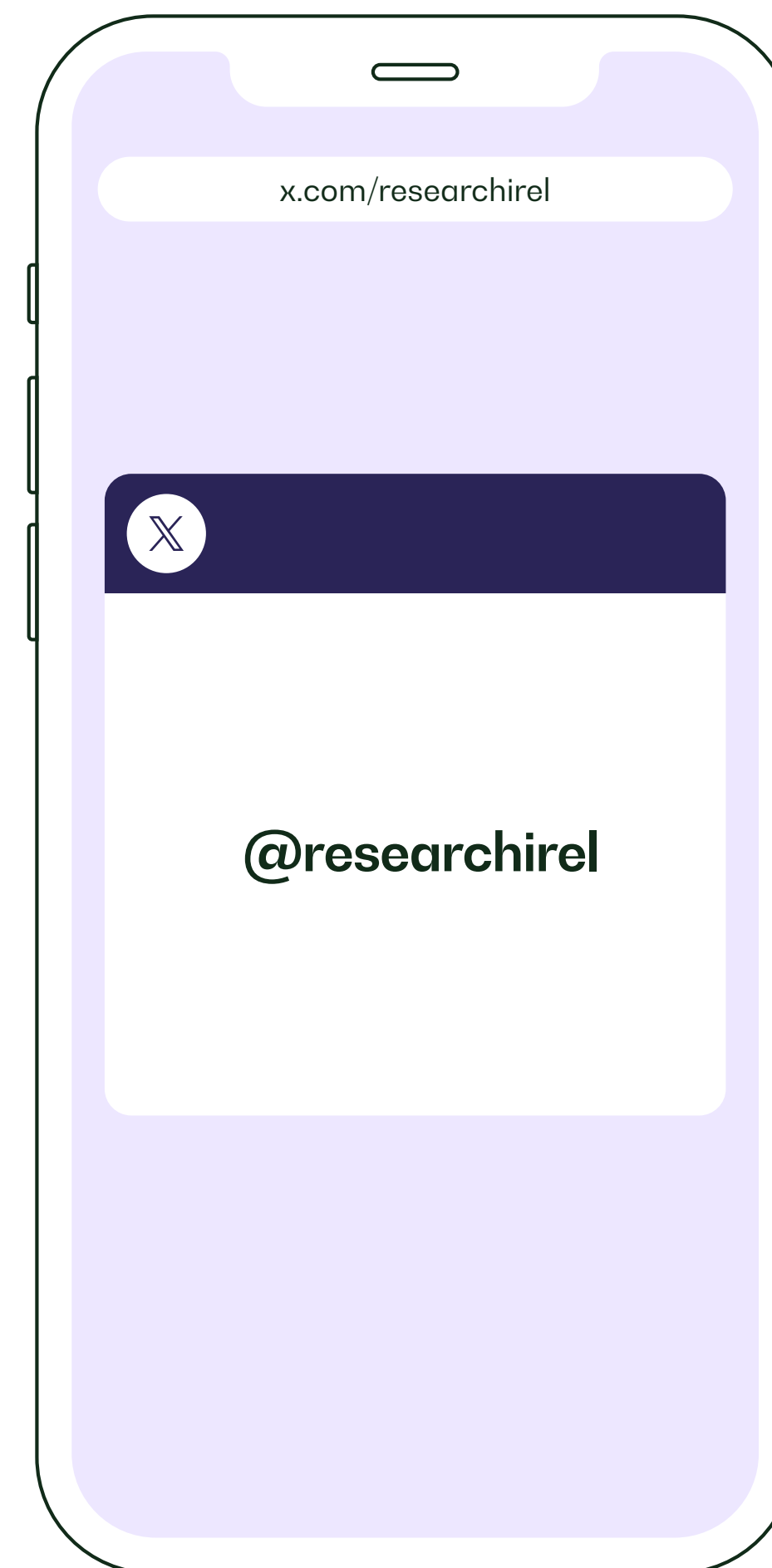
Social media

The support of Research Ireland should be acknowledged appropriately in all social media activity.

Please tag/mention Research Ireland in all posts on social media.



LINKEDIN DETAILS



X DETAILS



INSTAGRAM DETAILS

Events, conferences, workshops & launches

Liaising with Research Ireland from an early stage in the event management process will mean Research Ireland's Communications team can offer support in finding a suitable time and date for the event, promoting the event across Research Ireland's networks, and ensuring representation from Research Ireland can attend, if required.

Any event organised by a Research Centre should be flagged with Research Ireland's Communications Team at least four weeks in advance of the event.

The following information should be sent to communications@researchireland.ie:

1

Event title and
brief summary



2

Key attendees
at event



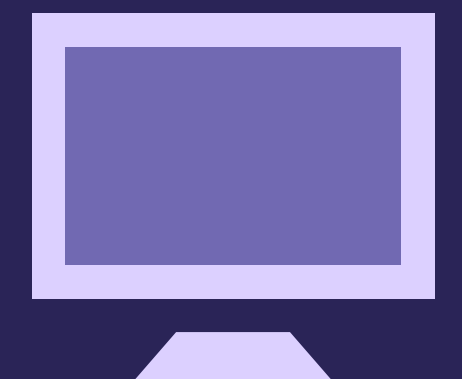
3

Date & location
of event



4

Press release,
website, or other
publicity information



Ministerial representation

Ministerial presence at a Research Centre event can be valuable for prestige events or announcements and for highlighting the excellence of the research being showcased, as well as the significant government investment in research.

Before inviting a representative of a Government Department, the Communications lead for the Research Centre should contact both Research Ireland's Communications team and the host HEI communications team, to make them aware of the upcoming event and to agree on a date prior to inviting a Minister or Government representative.

For all such events, a Minister from the Department of Further and Higher Education, Research, Innovation and Science (DFHERIS) must be reached out to in the first instance, as the governmental body overseeing Research Ireland budget and expenditure.

If a Minister from a different government department is to be invited, this should only be done secondary to inviting a Minister from the Department of Further and Higher Education, Research, Innovation and Science (DFHERIS).

When a date has been chosen the submission of the invite to a Minister from the Department of Further and Higher Education, Research, Innovation and Science (DFHERIS) should be coordinated between all parties.

Print media, promotional material, signage

All Research Centre print and digital collateral, such as pull-ups, brochures, banners, and signage should include the Research Ireland logo and the Research Centre Host and Partner lock-up. This must be reproduced only using the master artwork supplied to you and must never be altered, trimmed or re-coloured.

Contact the Communications Team at communications@researchireland.ie with any queries.

