



Comhairle Contae an Chabháin
Cavan County Council

Brand Guidelines



Introduction

Welcome to our brand guidelines, which introduce you to our brand architecture and our brand look and feel. We need to ensure that our brand and our communications are in line with our mission, our values and our personality. How we present ourselves to our many different audiences influences their view of us and our brand.

Like all organisations, particularly those that operate a number of different programmes under a single brand we need to capitalise on the combined strength of the Cavan County Council brand, by presenting ourselves consistently across everything we do.

These guidelines are about understanding and demonstrating how we use the Cavan County Council brand and associated communications. They should be applied imaginatively and effectively across all our communications. They have been kept as succinct as possible but further advice can be sought from our communications department.

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Logotype

The logotype uses special chosen fonts.

The typeface used for the word Cavan is based on the lettering from Percy Metcalfe's beautiful and influential pre-decimal coinage of Ireland. It symbolises rich heritage of the County. The font is perfect for small and large scale display purposes.

The typeface used for the name Cavan County Council in both languages has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. Its clean open shapes, precise letter fit, and extensive kerning pairs make this typeface an excellent choice for text typography that is comfortable to read.

Logomark

The logomark with its multiple meanings is echoing the name Cavan in a form of a unique signature as well as the natural grace and sweeping beauty of our drumlins and lakes. Through its unique colour palette and shape it represents embracing our passion for culture, family and diversity of our community. The collaborative business networks, invested in empowerment through connection is represented by connecting lines on the letter C.

Brand Mark

Our Brand Mark is a unique signature. Proud of our heritage whilst flowing with progressive values, evoking inclusiveness, leadership and vision. It is a pledge to our community. It represents our future.

Master Brand

The Cavan County Council brand has been designed to reflect the values of our organisation and must never be altered in any way.



Comhairle Contae an Chabháin
Cavan County Council

Master Brand / Clearance Zone and Minimum Size

It is important that the brand mark is impactful and legible. To ensure this we have set a minimum size and a minimum clearance zone which no other graphic element may infringe upon.

Clearance Zone

This construction grid is used as a quick reference to ensure that adequate clearance is given to the logo.

Minimum Size

To ensure legibility, the brand mark must never appear smaller than 25mm across.



Brand Mark – Horizontal

This variation of the logo can be used when working with space of more elongated, horizontal proportions.



**Comhairle Contae
an Chabháin**
Cavan
County Council

Brand Mark Horizontal / Clearance Zone and Minimum Size

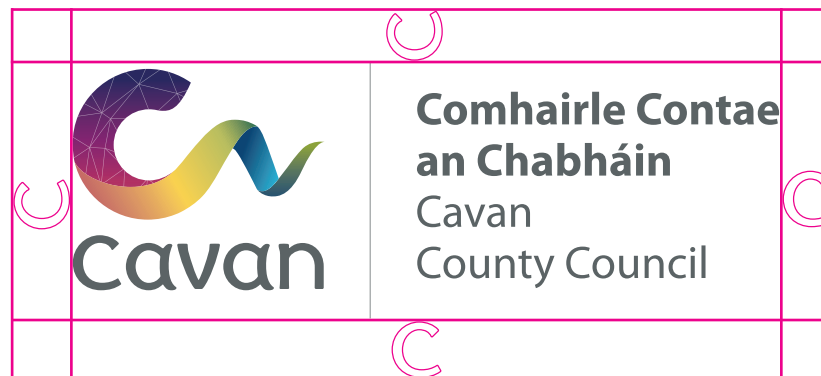
It is important that the brand mark is impactful and legible. To ensure this we have set a minimum size and a minimum clearance zone which no other graphic element may infringe upon.

Clearance Zone

This construction grid is used as a quick reference to ensure that adequate clearance is given to the logo.

Minimum Size

To ensure legibility, the brand mark must never appear smaller than 28mm across.



28mm

Usage

Our brand mark has been designed to reflect the values of our organisation and must never be altered or distorted in any way. To ensure consistency and recognition, we have created rules for the usage of the brand mark.

Correct Usage

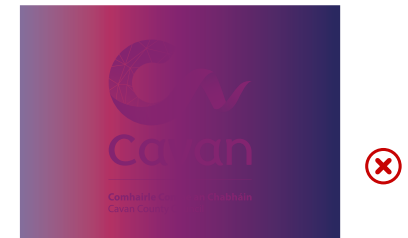
There are several versions of the brand mark to accommodate every application. Examples are provided to illustrate how the brand mark works in multiple colours, 1 colour and reversed out of a solid colour or image. The multi-colour version is our primary version of the identity and should be used wherever possible. The 1 colour version is to be used mostly in 1 colour jobs.



Incorrect Usage Examples

Incorrect Usage

The following versions are examples of how the brand mark must not be used. The brand colours must never be swapped or changed. The balance between the logotype and the symbol must never be altered in any way. When using the brand mark on an image background it is important to use the correct version of the logo.



Brand Colours

Our brand mark is a multi-colour identity. The colour palette has been selected to reflect the values of our organisation and must never be altered or distorted in any way. The colours may be used to highlight elements such as headlines but should not dominate the communication piece.

Printing Colours

When printing, always the colours and gradients are represented correctly. You must never substitute these colours for similar ones



Typeface

Our corporate typeface is Myriad Pro. There are several different weights including Myriad Pro Light, Myriad Pro Semibold and Myriad Pro Bold, they can be used across all printed communications.

Myriad Pro

Myriad Pro has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. Myriad Pro's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette.

Myriad Pro Light

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Myriad Pro Regular

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Myriad Pro Semibold

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Myriad Pro Bold

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Myriad Pro Light Italic

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Myriad Pro Italic

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Myriad Pro Semibold Italic

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Myriad Pro Bold Italic

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Typeface

For electronic applications such as PowerPoint, email and web, Myriad Pro should be substituted with Calibri.

Calibri

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

Calibri was tuned for ClearType rendering environment and is included with Windows and Office Software.

Calibri

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Calibri Bold

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Calibri Italic

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Calibri Bold Italic

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Letterhead


Cavan
Comhairle Contae an Chabháin
Cavan County Council

Cavan, 30th January 2018

Mrs Heather Humphreys TD
Minister for Culture, Heritage and the Gaeltacht,
Cavan-Monaghan


Dear Minister Humphreys,

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Yours sincerely,

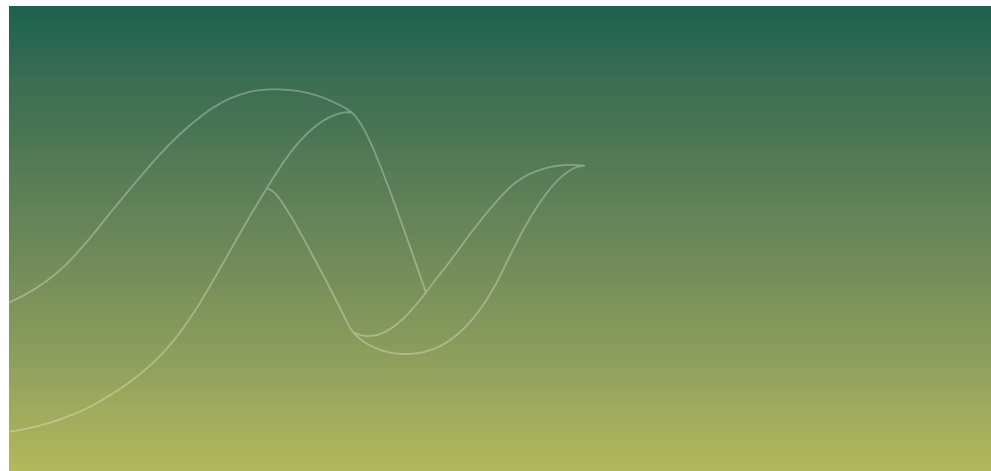
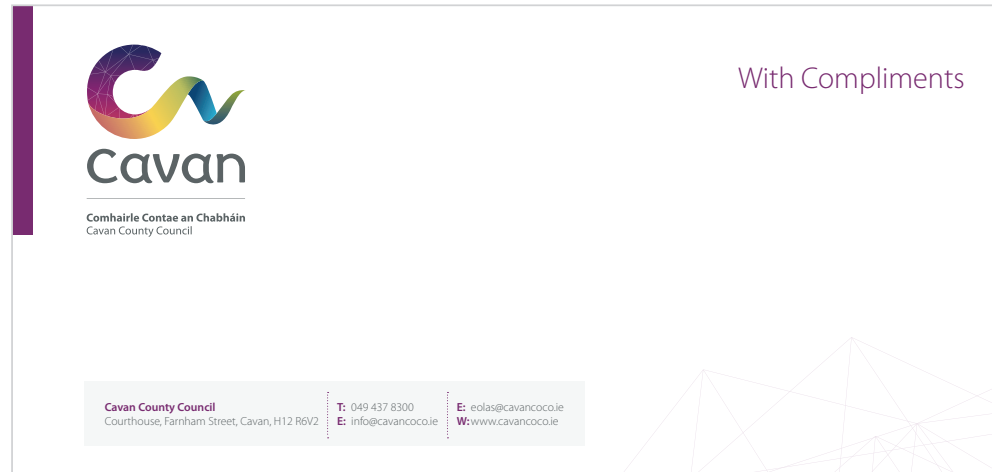


Tommy Ryan
Chief Executive | Cavan County Council

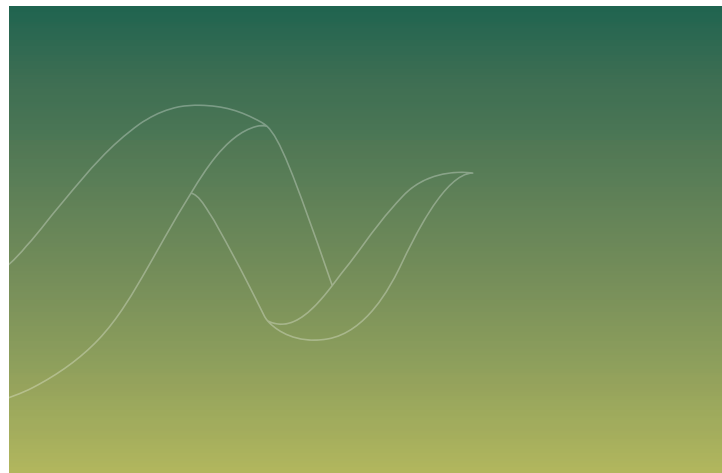

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Comp Slip



Business Card



Photography Overview

Our photography plays a central role in communicating to our audiences. Therefore it is important that we are using a consistent style of photography in order to convey a strong brand image.

Brand photography appeals to the emotions. It talks about who we are and what we value. It is used to give our brand a personality. Our photography is both practical and people focused. It greatly supports our programmes and schemes.

Brand Photography

Photography

Brand photography is used to convey the brand values, spirit of our organisation and the community of County Cavan.

The tone should be positive and natural. Images with sun behind the subject and unusual angles give the shots a warm contemporary and progressive feel.

Depersonalised and emotionless shots without relevant context should be avoided.

Note: The images on this page are for visual reference only, they are not to be used or distributed.



Signage and fleet branding



Advertising



Branded Merchandise



Summary

Our brand is at the heart of everything we do at Cavan County Council, therefore it is essential that we communicate it in the right way. A consistent brand image is central in delivering a strong message to our community and partners.

By following these basic guidelines we can help to create a consistent, strong and engaging look and feel which can become a catalyst in achieving our goals.

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