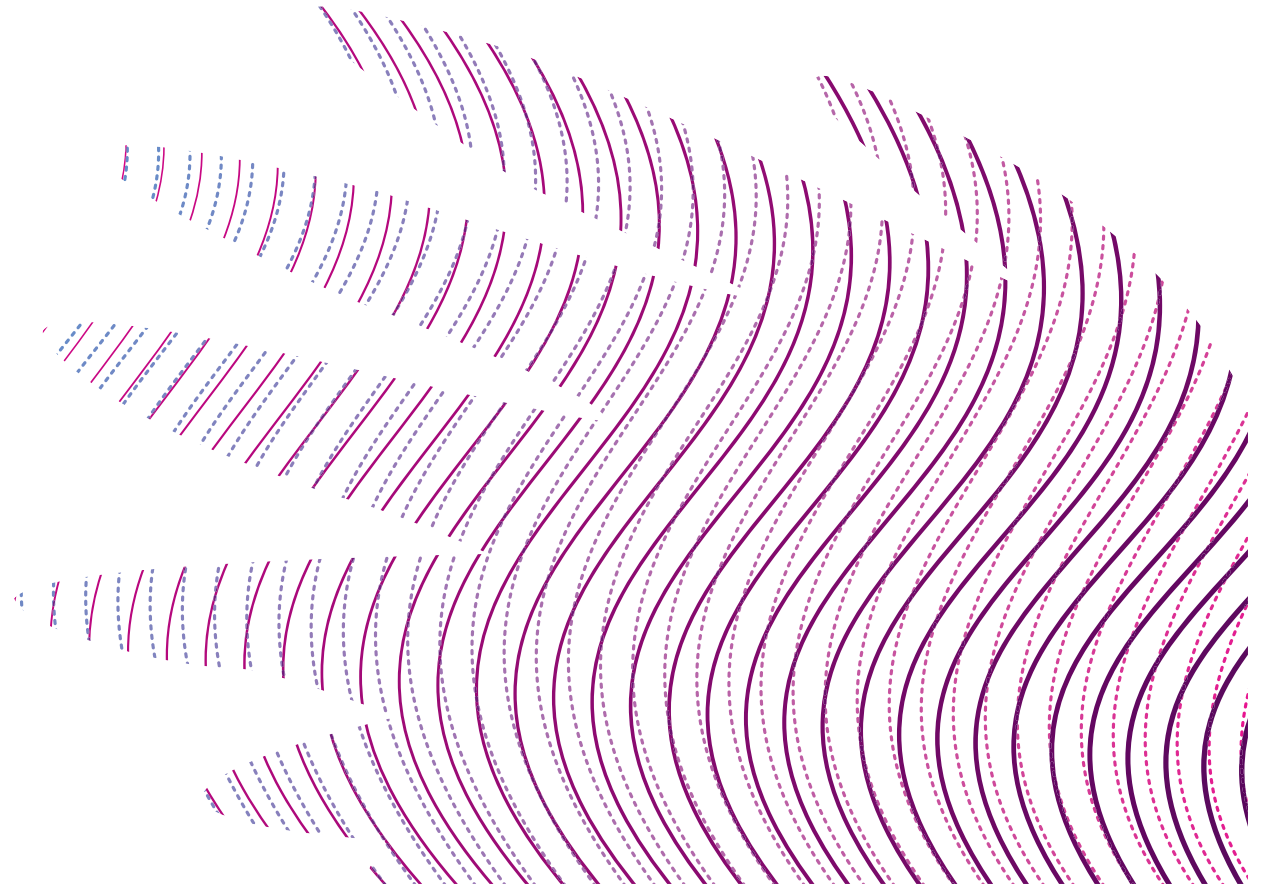


Comhairle Contae Fhine Gall
Fingal County Council



Brand Visual Identity Guidelines

for Third Party Organisations



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Introduction

This document is a guide for organisations who have received funding or support from Fingal County Council. It explains how to use our branding to acknowledge help received.

Acknowledgement Requirements for Fingal County Council

Why should we use the Council's Marks?

Fingal County Council supports many projects and initiatives in a variety of ways. We believe that members of the public should be aware, to the maximum extent possible, of the ways our support and the investment of public funds contributes to these events and initiatives.

Financial contributions, expertise and advice provided by the Council is vital to the success of many projects in Fingal and we would like to see this support acknowledged with the use of the 'funded by' or 'supported by' Fingal County Council Marks.

How do we use the Council's Marks?

To acknowledge financial or non-financial support from Fingal Council for your project or event, the 'funded by' or 'supported by' compact mark should be used on everything that you produce to inform the public about the project or event we have funded or supported with Council resources.

In cases where sponsorship or funding is given from other sources, the requirements for acknowledgement of Fingal County Council funding or support still apply and this acknowledgement must be proportionate to the level of funding or support provided by each supporter.

Our 'funded by' and 'supported by' compact marks must be used correctly as they appear in the Fingal County Council Brand Guidelines. They may only be reproduced from the master artwork and must never be redrawn, trimmed or modified.

Press and media

All press releases issued to promote your event or initiative should acknowledge Council support and should be copied and emailed to press@fingal.ie at the same time as they are released to the media.

The Mark

Any organisation in receipt of funding or support from Fingal Council must use the Fingal Council Mark below. If colour printing isn't available the black version should be used. The Mark comprises a symbol, the raven and type. The relationship between these two elements is fixed and shown below. The symbol, colour and typographic treatment cannot be altered. Fingal County Council Brand Guidelines are available on: www.fingal.ie/brand



Colour

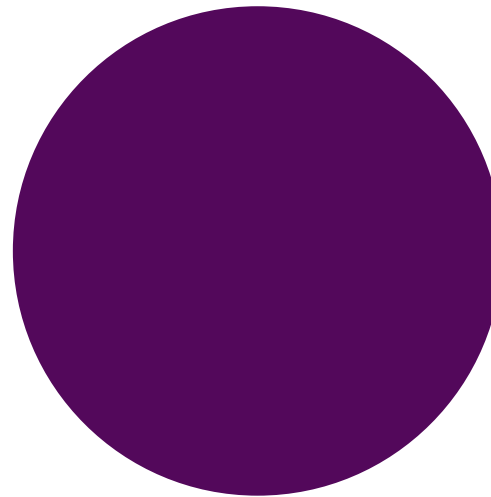
The Mark must only be reproduced in purple. If colour printing isn't available, then the black version may be used. Fingal purple should not be used as a tint.

Colours should only be matched to an up-to-date **Pantone** swatch. A printout of this document might not offer a consistent colour match.

CMYK values are for use in publishing tools such as InDesign and MS Publisher.

RGB values are included for use online in MS Word and PowerPoint

HEX codes are available for use online.



Correct colour use

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Incorrect colour use

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Fingal County
Council



	Pantone	CMYK	RGB	HEX
Fingal Purple	2622	C57 M98 Y0 K46	R90 G14 B86	#5A0E56

Using the Mark

Clear Space

The clear zone is the area surrounding the Mark that must be kept free of other graphic elements. The minimum clear zone is defined as 1/4 height of the Mark, shown (fig. 1). To ensure the Mark is clearly reproduced a minimum size has been specified.

Minimum - height

For legibility the minimum height the Mark should be applied at is 15 mm (fig. 2).

Placement

The Mark can be placed over images and solid colours. Always include the built in white background (fig. 3).

Fig1. CLEAR SPACE

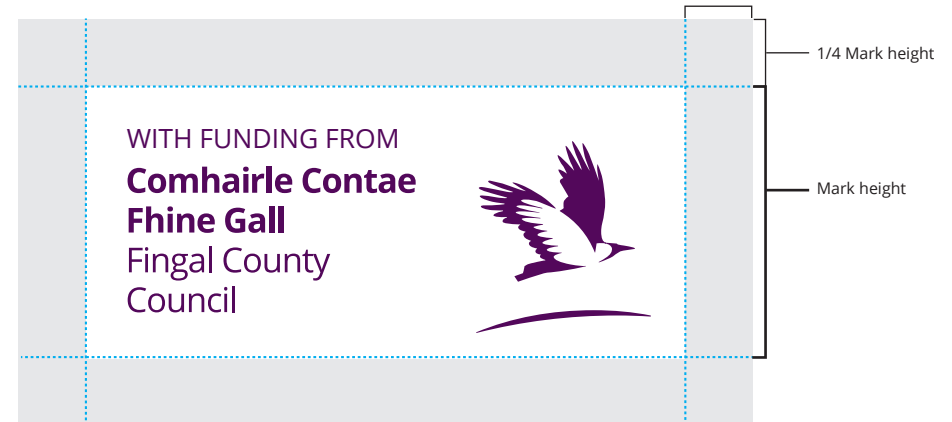


Fig2. MIN-HEIGHT



Fig3. PLACEMENT



Positioning the Mark when Fingal County Council is the primary funder

Positioning the Mark, it should be positioned in the extreme bottom left corners of a design layout.

Where Fingal County Council is the primary funder, the Mark must be the most prominent and should appear first in a mark line-up.

The Mark should be positioned in the extreme bottom left corner of a design layout. If you need to display one or more marks in a line-up, please ensure they are exactly aligned and reflective of the investment hierarchy and that the other marks are a quarter mark of distance away.

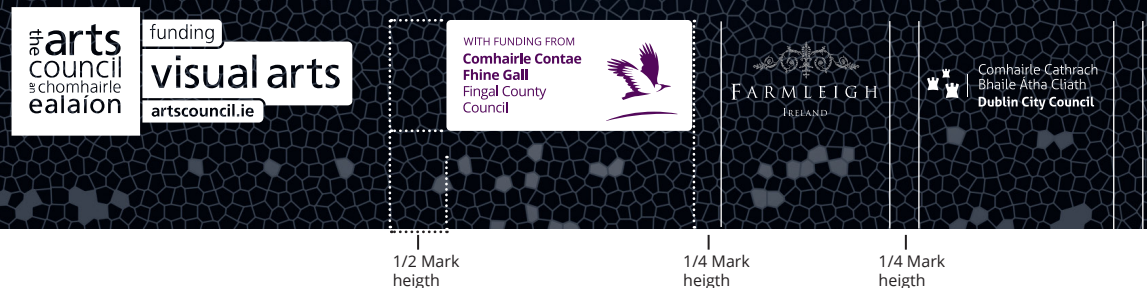


Positioning the Mark when Fingal County Council is not the primary funder

In cases where sponsorship or funding for a project is secured from other sources, the requirements for acknowledgement of Fingal County Council funding still apply and this acknowledgement must be proportionate to the level of funding provided by each supporter.

Our 'funded by' compact Mark as it appears in the Fingal County Council Brand Guidelines must be used correctly. It may only be reproduced from the master artwork and must never be redrawn, trimmed or modified.

POSTER EXHIBITION



Online Usage

If you develop a website for the project, event or initiative supported by Fingal County Council we would like to see our logo displayed prominently on your home page providing a link to www.fingal.ie. If you use Facebook or other online channels please also include our Mark in the correct format and clearly visible. Please contact us for exact digital or online Mark specifications.