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Introduction

The design and application of this new identity is intended to reflect the changes within the management of the environment and the EPA's role of leadership in this area. The core of this new identity is a strong and authoritative rendering of the EPA initials. The firm 'sans serif' font combined with a new corporate blue sets a tone appropriate to the EPA as the recognised guardians of the environment. Supporting the initials and the type is an abstract symbol which is the evolution of an eye and a leaf. The soft rendering of this 'symbol' illustrates the care needed with our most precious resource.

The new OFFICE of ENVIRONMENTAL ENFORCEMENT logo is an adaptation from the main organisation's identity. The close visual link is intended to reinforce that the OEE is an integral component of the EPA's activities. The 'symbol' has been further evolved, resulting in a clear abstraction of an 'eye'. The corporate colours retain the EPA blue and introduces a sterner navy for the 'symbol'.

It is important to see both new logos as part of a single new brand identity. The OEE treatment is specifically designed to allow for future specialisations by the EPA without diluting the EPA brand. Both new logos convey a contemporary image which is in keeping with the dynamic and proactive nature of the EPA.

Note on materials and specifications

All artwork files required by suppliers are available from EPA Publications, Dublin. These files have all specifications built-in as default settings to facilitate ease of amendment. This facility simplifies artwork changes and negates the need for complex specification guides within this document.

The Environmental Protection Agency has a policy of only using environmentally friendly and recyclable stock on all print material. There is currently a wide range of papers available that meet these criteria.

Section 1: Basic Identity Elements



The Master Logo

The Colours of the Logo

Use of Colour

Digital Artwork

Placing the Logo

Irish Language



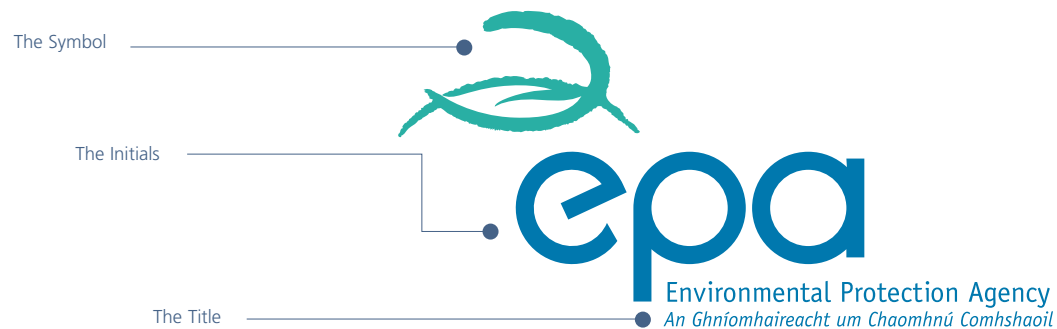
The Master Logo

The Mater logo is composed of three elements:

- The Symbol
- The Initials
- The Title

A second logo is available using only the Symbol and the Initials (see Fig 2)

The 'Master Artwork' for this logo was generated using Adobe Illustrator™ with all fonts outlined. The logo files supplied on the Identity Guideline CD have been saved down as Illustrator™ 8 files to allow for ease of distribution. There are also master logos available in TIFF, JPEG and GIF files as well as logos in Illustrator suitable for Windows applications.



The Master Logo (epa(master).eps)



Abbreviated Logo (epa(no-title).eps)



The Colours of the Logo

The two key colours used for the EPA identity are:

EPA Blue: Pantone® 307

EPA Green: Pantone® 7473

Illustrated to the right is a breakdown of the use of colour and specific Pantone® references for print applications. Wherever possible the logo should be applied using both colours. However, to facilitate single colour printing and acknowledging the wide application requirements for this identity, a series of logos are available that should cover most, if not all, applications.

The Pantone® colours should be used when printing with spot colours, such as stationery. Please note that there are two different versions of Pantone; Coated and Uncoated, the former used for art/glossy paper and the latter for matt paper.

The CMYK colours should be used when printing in full process colour, e.g. when printing brochures.

The RGB and Web Safe process should only be used when the Corporate Identity is being applied through multimedia techniques such as websites and CD-ROMs.



Pantone References

EPA Blue (Pantone 307)

Pantone 307C Coated Stock (Brochures, posters, gloss & silk papers)

Pantone 307U Uncoated Stock (Stationery, matt & semi matt surfaces)

Note:

No perfect match exists for either of the above Pantones in Process Colour (full colour) printing and we recommend a 'special' or 5th colour in these circumstances.

EPA Green (Pantone 7473)

Pantone 7473C Coated Stock (Brochures, posters, gloss & silk papers)

Pantone 7473U Uncoated Stock (Stationery, matt & semi matt surfaces)

Pantone	C	Y	M	K	R	G	B	Web Safe	Spot Colour Mix		
Pantone 307	100	44	4	2	3.5	34.4	61.7	006699	16 pts	Pantone Pro. Blue	98.5
									1/4 pts	Pantone Black	1.5
Pantone 7473	70	0	38	8	28	65.6	53.4	339999	5 1/2 pts	Pantone Pro. Blue	24.6
									1 1/4 pts	Pantone Yellow	5.6
									5/8 pts	Pantone Black	2.8
									15 pts	Pantone Trans. Wt.	67.0



Use of Colour

The logo has been executed in a number of variations to allow for most colour applications.

The logo can be used in single, reverse and full colour in many combinations and possibilities. Since the shape and format of the logo is extremely dynamic it is possible to apply the logo in any environment and still be guaranteed impact.

Illustrated to the right are the reverse options and other single and two colour options for the identity. However, the preferred option is full colour on a white background.



Single Colour EPA Blue (Pantone 307)



Single Colour EPA Green (Pantone 7473)



Single Colour Black



Two Colour on EPA Blue (Pantone 307) Background



Two Colour on EPA Green (Pantone 7473) Background



Reverse Logo on Black Background



Reverse Logo on Duotone Background



Digital Artwork

To ensure that all suppliers to the EPA have access to complete identity files, the logos have been prepared digitally using Adobe Illustrator™.

Each of the logos are available in a variety of formats suitable for all platforms. Depicted to the right are the logos and the files available for each.

All Adobe Illustrator™ files are available as downloads from www.baseline.ie/epa and also on CD from the EPA. No fonts are required to use any of the digital files. Adobe Photoshop™ JPEG's and Adobe Illustrator™ are available on CD.

Digital artwork, available from the EPA Publications, Dublin in Illustrator™ EPS and AI formats, are as follows:

epa(master).eps

epa(no-title).eps

epa(blue).eps

epa(green).eps

epa(black).eps

epa(reverse).eps



Master Logo Digital File

Master Logo

epa(master).eps - Mac
epa(master).ai - Mac/PC
epa(master).jpg - Mac/PC
epa(master).tif - Mac



EPA Logo Black

EPA Logo Black

epa(black).eps - Mac
epa(black).ai - Mac/PC
epa(black).jpg - Mac/PC
epa(black).tif - Mac



EPA Logo Single colour

EPA Logo Single Colour

epa(green).eps - Mac
epa(green).ai - Mac/PC
epa(green).jpg - Mac/PC
epa(green).tif - Mac



EPA Logo Single colour

EPA Logo Single Colour

epa(blue).eps - Mac
epa(blue).ai - Mac/PC
epa(blue).jpg - Mac/PC
epa(blue).tif - Mac



Placing the Logo

It is essential that when placing the EPA Identity that there is an allowance for 'breathing space' around the logo. This is relevant whether the logo is used on its own or as an endorsement to other organisations.

To facilitate this a space composed of 20% of the vertical and horizontal dimensions of the overall logo should be created. The guideline below dictates the 'Minimum Breathing Space' allowed. The guide to spacing is available as an Adobe Illustrator™ file.

The illustration at the bottom of the page shows the Minimum Size at which the logo can be used which is 41mm in total width of the logo including all elements.



Guideline for Minimum 'Breathing Space'



Minimum 'Breathing Space'



Minimum Logo Size



Irish Language Requirements

Irish and English shall be displayed in equal proportions on all printed and display material, including stationery, brochures, flyers and digital media, such as CD-Roms and websites. It is especially important that the addresses of the EPA offices are displayed in both languages on the back of report covers, folders and other such publications.

Please look to the right for examples of how the two languages have been used together.

NOTE

The representation of both languages within the logo itself will not change



EPA Logo's use of the Irish Language

PO Box 3000, Johnstown Castle Estate
County Wexford, Ireland

Bosca Poist 3000, Eastát Chaisleán Bhaile Sheáin
Contae Loch Garman, Éire

EPA stationery's use of the Irish Language

Section 2: Typography



EPA Fonts

Support Fonts



EPA Fonts

One of the tools to help create consistency in an identity is that of typography. The consistent use of the same font throughout all communications material ensures that each piece can be quickly recognised as, in this case, an EPA communication.

The typeface used for the creation of the EPA Logo Initials was hand rendered and is therefore a unique typographic piece. The font used in the title is ITC Officina Sans which is widely available - it can be purchased through the Adobe Type collection.

ITC Officina Sans can be used as a supporting font in documents and is particularly useful for headings. This font has also been specified for EPA signage and vehicle livery.

EPA Typeface ITC Officina Sans

ITC Officina Sans Book

abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ITC Officina Sans Book Italic

abcdefghijklmnopqrstuvwxyz!@£\$%^&(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*

ITC Officina Sans Bold

**abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

ITC Officina Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890***



Support Fonts

Internal Use (Staff)

For effective communications it is not always possible to rely on a single font. For this reason the fonts Arial and Times New Roman are specified as supporting typefaces to be used **by staff** throughout all EPA communications. Each of these fonts are widely available, for both Windows and Apple platforms.

External Use (Design Agencies)

Frutiger and Adobe Garamond are used for design purposes in design material, such as the annual report. These fonts have a wide spectrum of weights within their families and are therefore very appropriate as a supporting design tool. Depicted to the right are a number of family members of both fonts.

Here are some examples of how the fonts to the right may be applied:

Heading - Arial Bold 10 pts

This is some sample text. This is some sample text.
This is some sample text. - Times New Roman 10 pts

Heading - Times New Roman 11 pts

This is some sample text. This is some sample text.
This is some sample text. - Arial 9pts

Heading - Frutiger 67 Bold Condensed 11 pts

This is some sample text. This is some sample text.
This is some sample text. - AGaramond 10 pts

Heading - AGaramond Bold 11 pts

This is some sample text. This is some sample text. This is some sample text. This is some sample text.
- Frutiger 47 Light Condensed 10 pts

Internal Use (Staff)

Arial Font Family

Arial
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Arial Italic
abcdefghijklmnopqrstuvwxyz!@£\$%^&(){}~?*
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Times New Roman Font Family

Times New Roman
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Times New Roman Italic
abcdefghijklmnopqrstuvwxyz!@£\$%^&(){}~?*
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Times New Roman Bold Italic
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

External Use (Design Agencies)

Frutiger Font Family

Frutiger 45 Light
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger 46 Light Italic
abcdefghijklmnopqrstuvwxyz!@£\$%^&(){}~?*
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger 55 Roman
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger 65 Bold
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger 57 Condensed
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Adobe Garamond Font Family

AGaramond Bold
abcdefghijklmnopqrstuvwxyz
!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AGaramond Semi Bold
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AGaramond Semi Bold Italic
abcdefghijklmnopqrstuvwxyz!@£\$%^&*(){}~?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Section 3: Incorrect Use of the Logo



Examples of Incorrect Use of the Logo



Examples of Incorrect Use of the Logo

Consistency of use of the EPA identity is extremely important and at ALL times use ONLY the artwork that is supplied in electronic format by the EPA.

We have compiled on the right just some of the ways in which the logo could be placed incorrectly. Please see the correct way in which the logo should be placed to the right of the incorrect one.

The logo MUST NEVER be distorted in any way through vertical or horizontal scaling.

INCORRECT USAGE



Fig 17. Incorrect realignment of the leaf in the logo



Fig 18. Use only the appropriate reversed logo



Fig 19. never place the logo in an area that reduces readability

CORRECT USAGE





Examples of Incorrect Use of the Logo cont.

INCORRECT USAGE



Fig 20. Never distort the logo in any fashion



Fig 21. Never distort the logo in any fashion



Fig 22. Use the correct colour logo for every application

CORRECT USAGE



Section 4: Printed Material



EPA Operational Stationery

EPA Letterhead

ODG Letterhead

EPA Regional Letterheads

EPA Continuation Sheet

EPA Compliment Slip

EPA Business Card

EPA Envelopes

Operational Material

EPA Media Information Sheet

EPA Invite

EPA Pre-printed Cover

EPA Spines

EPA Pamphlets & Internal Communications

EPA Corporate Folder

EPA Operational Stationery: EPA HQ Letterhead



The artwork for the EPA Letterhead, Continuation Sheet, Envelopes, Business Cards and Complimentary Slips are available as Quark Xpress™ 4.1 artwork files. They are available on CD from the Environmental Protection Agency Publications, Dublin.

Please note to make changes to this artwork use the file **EPA_LH_wex_art**. It is prohibited to move, alter, remove or replace any of the elements of this file without clear instructions from the EPA. Simple changes can be made by typing over the details on the file.

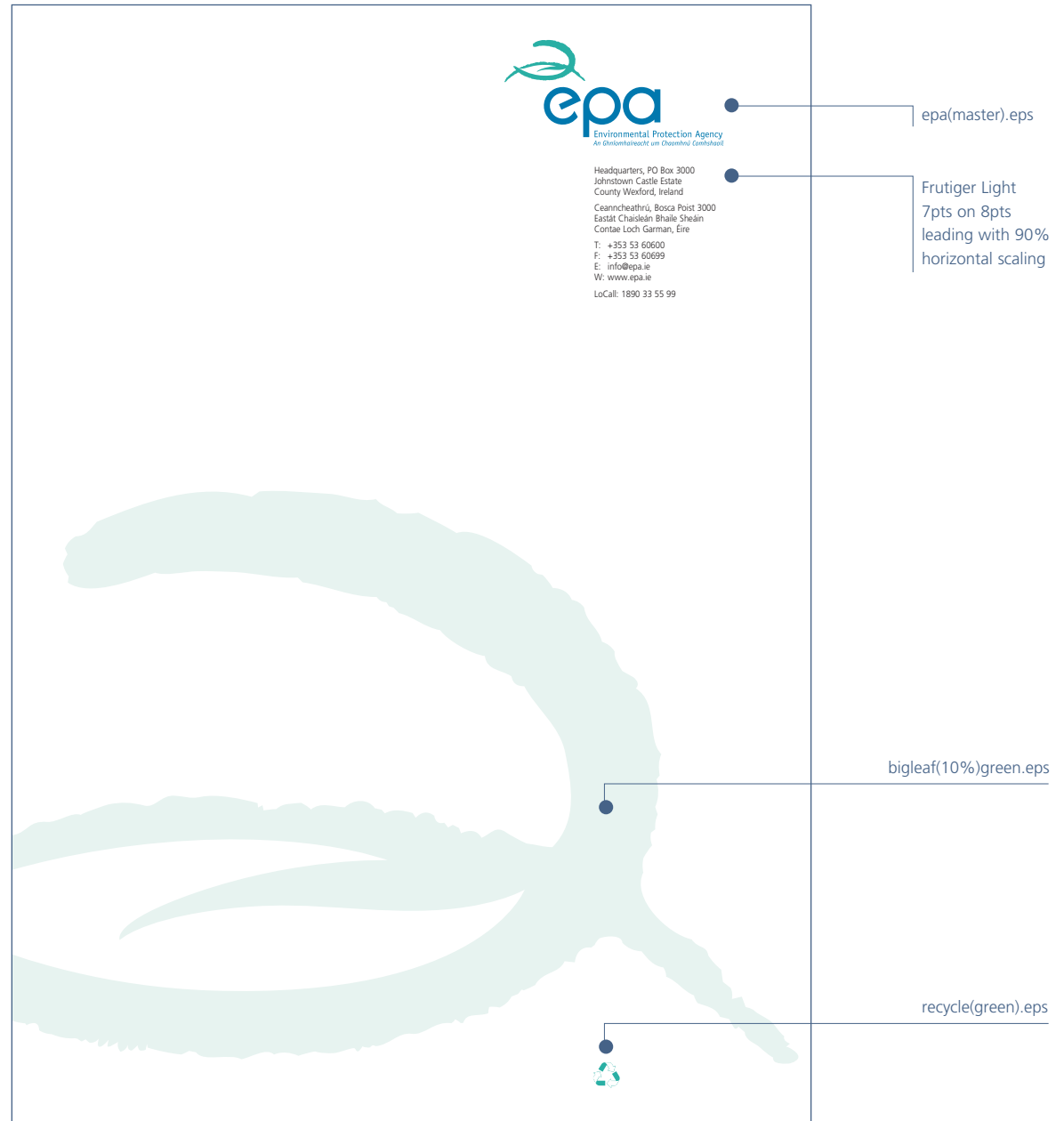
This artwork is also available in Microsoft Word format for the use of electronically mailing letters only. These are available on CD from the EPA Publications, Dublin.

EPA Letterhead (Headquarters) Art File

epa_LH_wex_art Quark Xpress 4.1 (Mac)

Support Files epa(master).eps
recycle(green).eps

Fonts needed Frutiger





EPA Operational Stationery: DG Letterhead

The office of the Director General has its own letterhead and compliment slip, which varies from the other stationery by the green line with the name of the office of the Director General in English and Irish at the bottom left hand side. The artwork is available from the EPA Publications, Dublin for the office of the Director General under the file name:

EPA_LH_dg_art office of the Director General

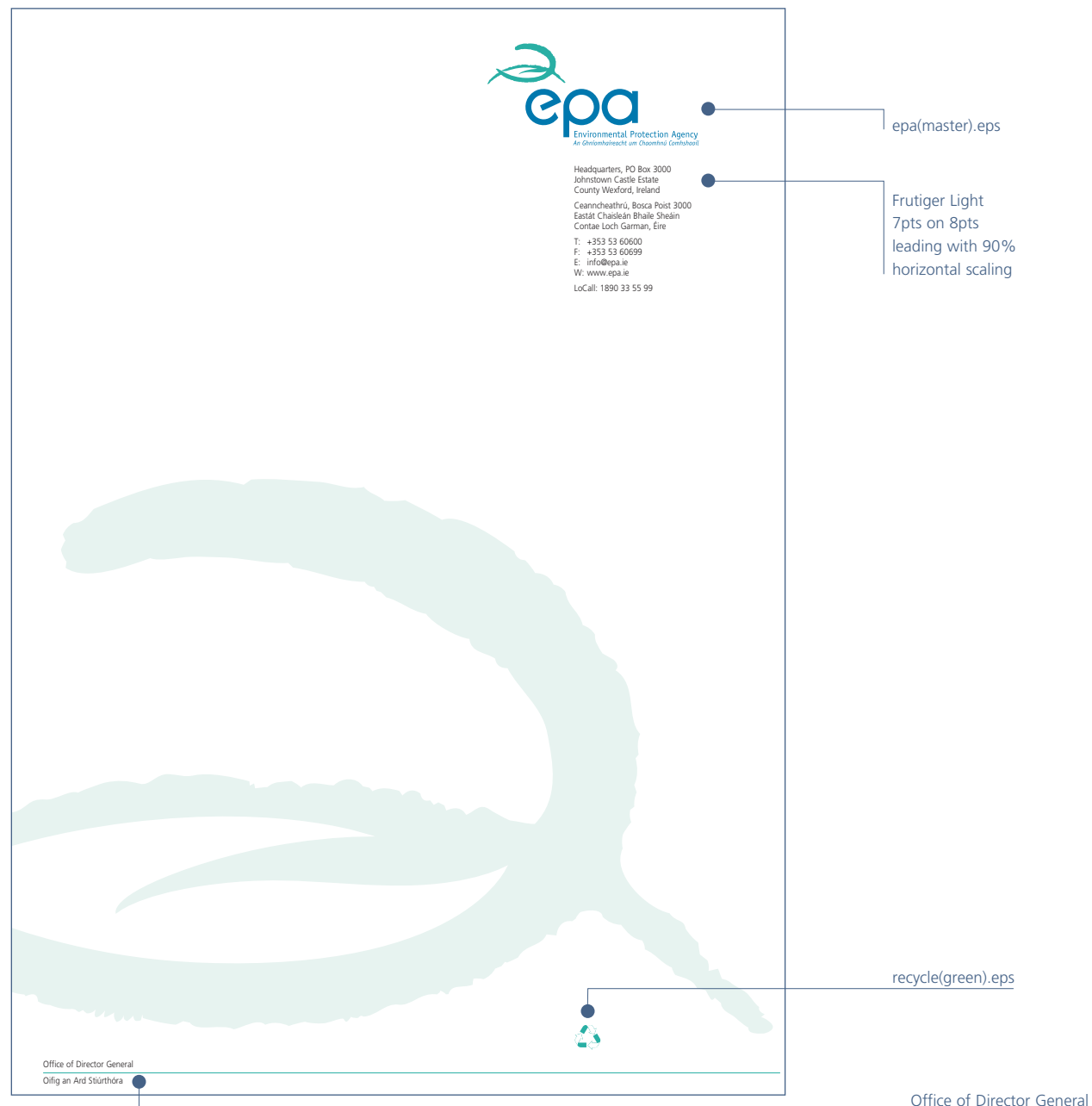
It is prohibited to move, alter, remove or replace any of the elements of this file without clear instructions from the EPA. Simple changes can be made by typing over the details on the file.

EPA Letterhead (DG) Art File

epa_LH_dg_art Quark Xpress 4.1 (Mac)

Support Files epa(master).eps
recycle(green).eps

Fonts needed Frutiger



Operational Stationery: EPA Regional Letterhead

The Environmental Protection Agency has regional inspectorate throughout the country and each of these have specific stationery requirements. The artwork files currently available from the EPA Publications, Dublin are:

EPA_LH_cork_art	Regional Inspectorate Cork
EPA_LH_dub_art	Regional Inspectorate Dublin
EPA_LH_kil_art	Regional Inspectorate Kilkenny
EPA_LH_mayo_art	Regional Inspectorate Mayo
EPA_LH_mon_art	Regional Inspectorate Monaghan

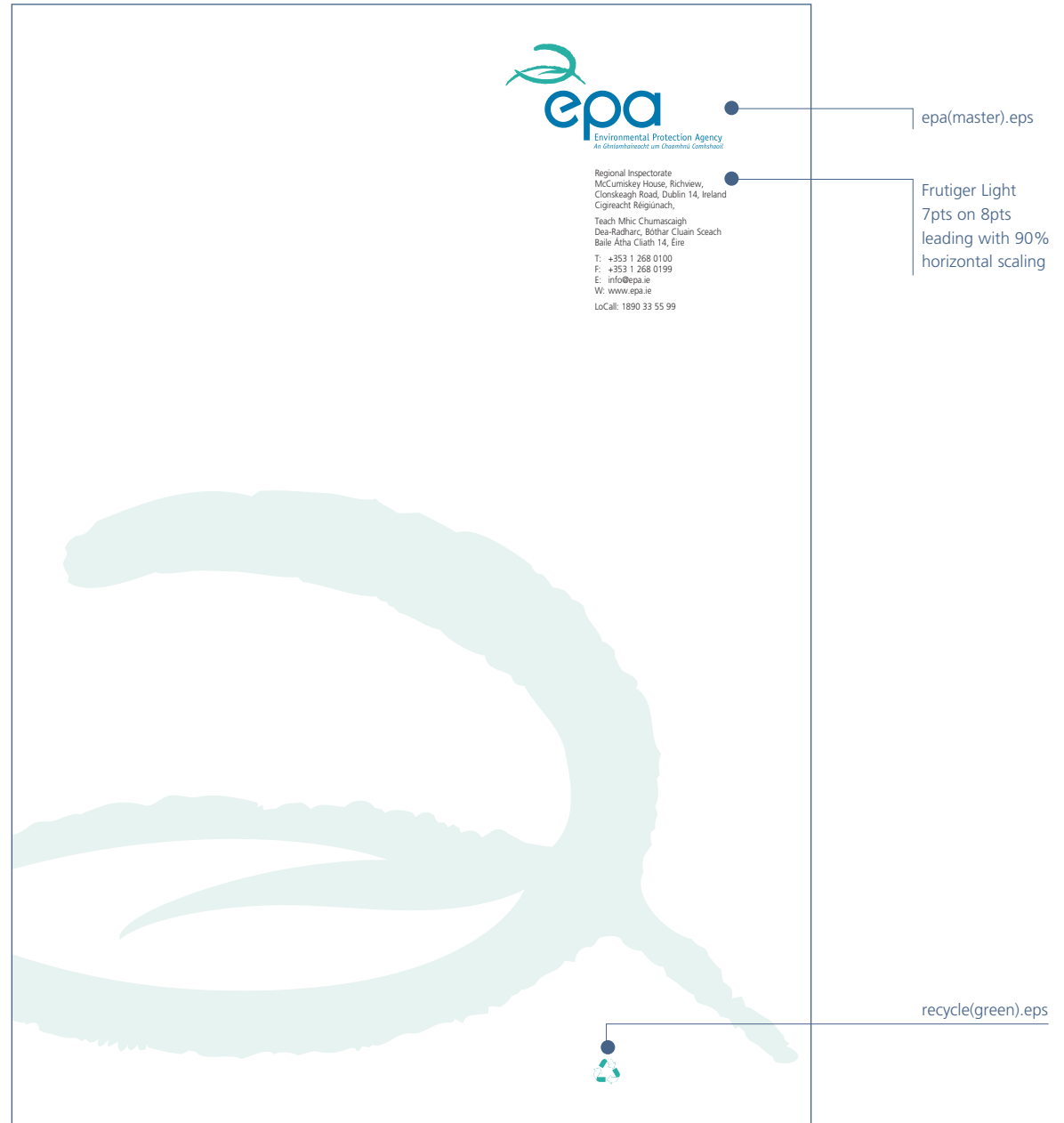
It is prohibited to move, alter, remove or replace any of the elements of this file without clear instructions from the EPA. Simple changes can be made by typing over the details on the file.

EPA Letterhead (Regional) Art File

epa_LH_wex_art Quark Xpress 4.1 (Mac)

Support Files epa(master).eps
recycle(green).eps

Fonts needed Frutiger



Operational Stationery: The Continuation Sheet



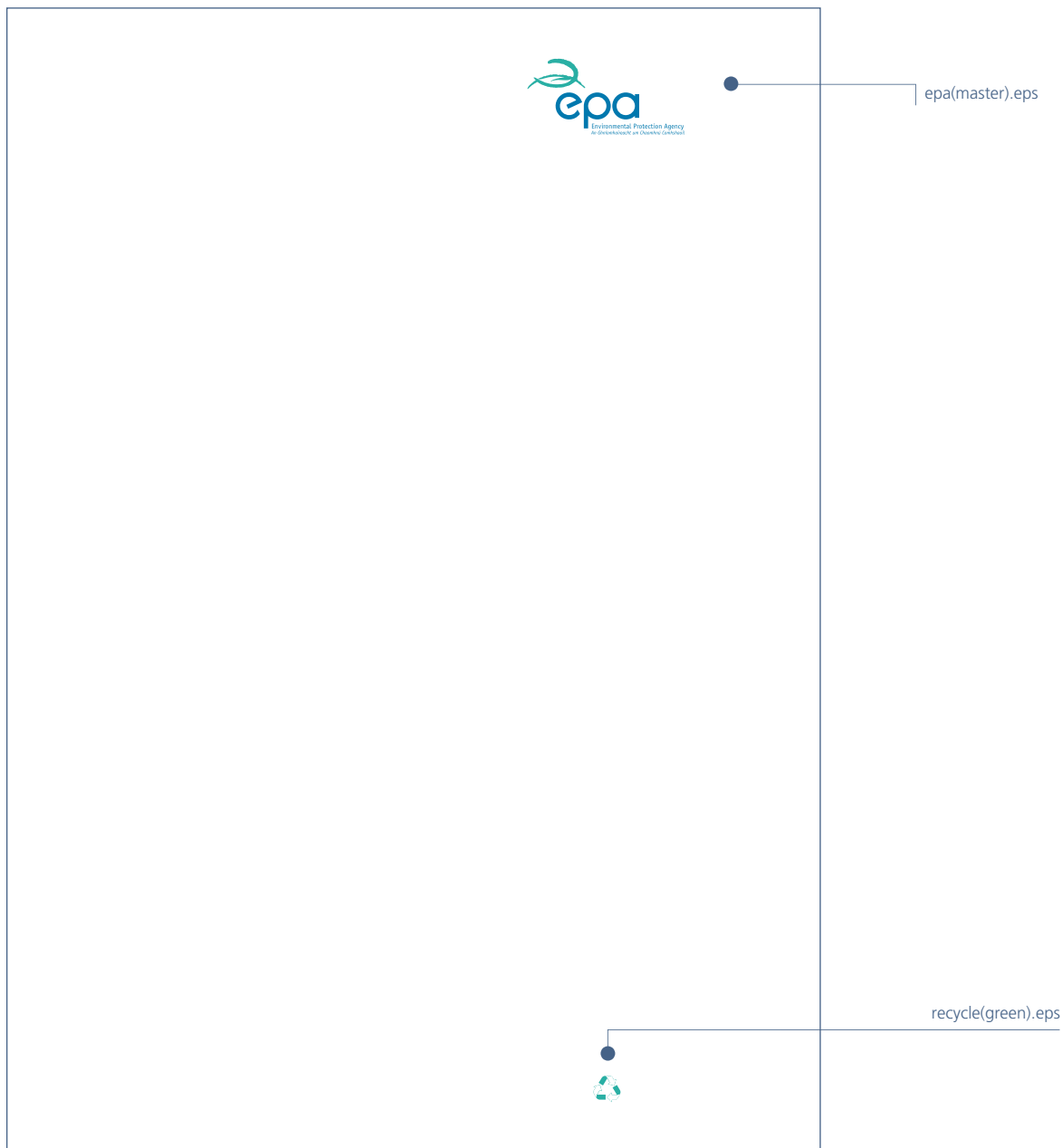
The continuation sheet is common to all offices and the artwork is available from the EPA Publications, Dublin.

EPA Continuation Sheet Art File

epa_con's_art Quark Xpress 4.1 (Mac)

Support Files epa(master).eps
recycle(green).eps

Fonts needed None



Operational Stationery: The Complimentary Slips

The artwork for the EPA Complimentary Slips are available as Quark Xpress™ 4.1 artwork files. They are available on the Identity Guidelines CD. Simple changes can be made by typing over the details on the file.

There are specific Complimentary Slips available for the Regional Inspectorates and Head Quarters. These are as follows:

EPA_CS_wex_art	Headquarters
EPA_CS_cork_art	Regional Inspectorate Cork
EPA_CS_dub_art	Regional Inspectorate Dublin
EPA_CS_kil_art	Regional Inspectorate Kilkenny
EPA_CS_mayo_art	Regional Inspectorate Mayo
EPA_CS_mon_art	Regional Inspectorate Monaghan

There is also artwork available for the Office of the Director General, please see the bottom compliment slip.

EPA_CS_odg_art	Office of the Director General
----------------	--------------------------------

EPA Complimentary Slips Art File

epa_cs_wex_art	Quark Xpress 4.1 (Mac)
epa_cs_dub_art	Quark Xpress 4.1 (Mac)

Support Files	epa(master).eps recycle(green).eps
---------------	---------------------------------------

Fonts needed	Frutiger ITC Officina Sans
--------------	-------------------------------





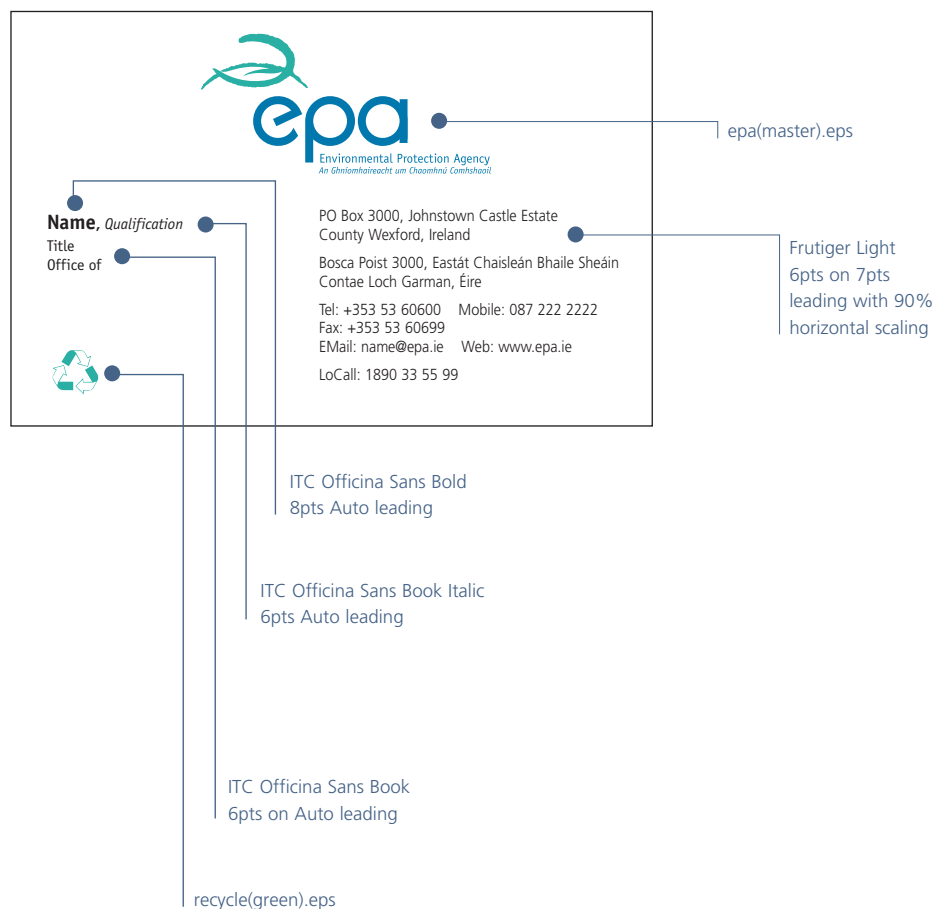
Operational Stationery: The Business Cards

The artwork for the EPA Business Cards are available as Quark Xpress™ 4.1 artwork files. They are available on CD from the EPA Publications, Dublin.

Business Card artwork has been set up on an A4 format (eight-up). Please note to make changes to this artwork use the file **EPA_BC_art**. Also provided is artwork suitable for over-printing entitled **EPA_SHELL_art**.

It is prohibited to move, alter, remove or replace any of the elements of this file without clear instructions from the EPA. Simple changes can be made by typing over the details on the file.

EPA Business Cards Art File	
epa_BC_art	Quark Xpress 4.1 (Mac)
Support Files	epa(master).eps recycle(green).eps
Fonts needed	Frutiger ITC Officina Sans





Operational Stationery: The Envelopes

In exceptional cases, envelopes carrying the EPA logo may be printed.

There is a wide selection of envelopes available in the market. The guide details the general approach and the specific artwork for DL, C4 and C5 envelopes. These envelopes are printed single colour. The solutions for the C4 and DL are illustrated on the right.

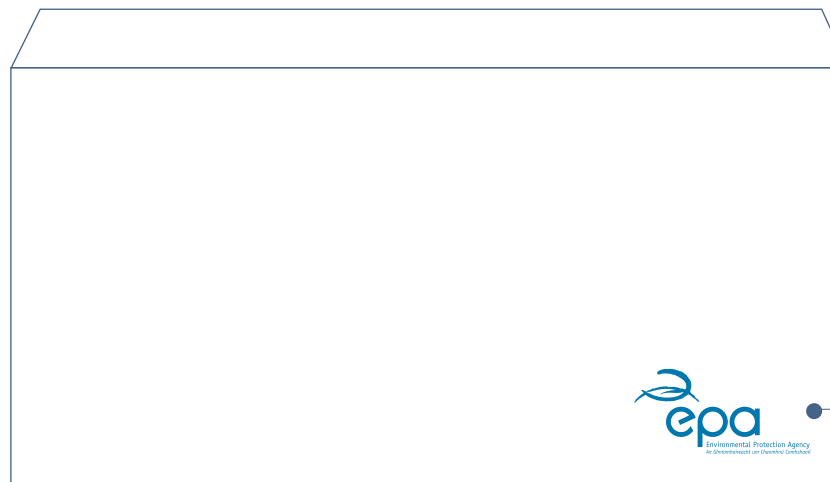
The artwork for these is available from the EPA Publications, Dublin.

EPA Envelopes Art Files

epa_dl_envelope	Quark Xpress 4.1 (Mac)
epa_c4_envelope	Quark Xpress 4.1 (Mac)
epa_c5_envelope	Quark Xpress 4.1 (Mac)

Support Files epa(blue).eps

Fonts needed None





EPA Media Information Sheet

The EPA Media Information Sheet is provided in a Microsoft Word format, and the file is available from the EPA Publications, Dublin:

EPA_media_info.doc



epa(master).eps

Media Information Eolas do na Meáin

Media Information Title
Times New Roman 20pts on
single paragraph spacing

Title

Main Title
Times New Roman 16pts on
single paragraph spacing

Date: 01/11/04

- Press Release bullet point 1
- Press Release bullet point 2
- Press Release bullet point 3

Main Body Text
Arial 10pts on single
paragraph spacing

Press release details....

Contact: Media Relations: Tel: +353 53 70770 Fax: +353 53 60696 Email: media@epa.ie
EPA Headquarters: Tel: +353 53 60600 Fax: +353 53 60699 Web: www.epa.ie

Footer
Arial 9pts on single paragraph spacing



EPA Invitation

The EPA Invitation template is provided in Quark Express format, and the artwork is available from the EPA Publications, Dublin:

EPA_invitation



The Directors,
Environmental Protection Agency
invite you to attend the launch by

Mr Dick Roche, TD,
Minister for the Environment, Heritage and Local Government

of Report Title

on 12th November 2004 at 4.30pm in the
EPA Headquarters, Johnstown Castle Estate, Co. Wexford

RSVP to (name of event organiser)

Tel: +353 53 60669 **Email:** name@epa.ie

EPA Invitation Art Files

epa_invitation_art Quark Xpress 4.1 (Mac)

Support Files epa(master).eps
 A4vignette10%.eps

Fonts needed Frutiger



Operational Material: Pre-printed Cover

A design has been created to facilitate the binding of internal documents and also for presentation purposes for some external documents. The artwork for this file is available from the EPA Publications, Dublin.

This artwork also includes Inside Front and Back covers.

EPA Report Cover Art Files

epa_preprinted_cover

epa_preprinted_back

Support Files epa(master).eps
 background_leaf.eps
 recycle307.eps

Fonts needed Officina Sans Book





Operational Material: Report Cover Spines

A design has been created to facilitate the binding of internal documents and also for presentation purposes for some external documents.

As each documents width varies according to the amount of pages and stock contained within, a spine is needed to join it together. To the right are examples of the minimum spine using just the icon of the EPA logo, the minimum spine using the whole logo without the Descriptor, and a spine using the EPA logo in its whole form.



Operational Material: EPA Medium-Level Reports

1 Medium-Level Reports

The Environmental Protection Agency produces a wide range of reports and publications annually. It is important to implement a design policy for these to ensure that they are consistent in terms of design and layout. The objective is to deliver a design that is instantly recognisable as an EPA report.

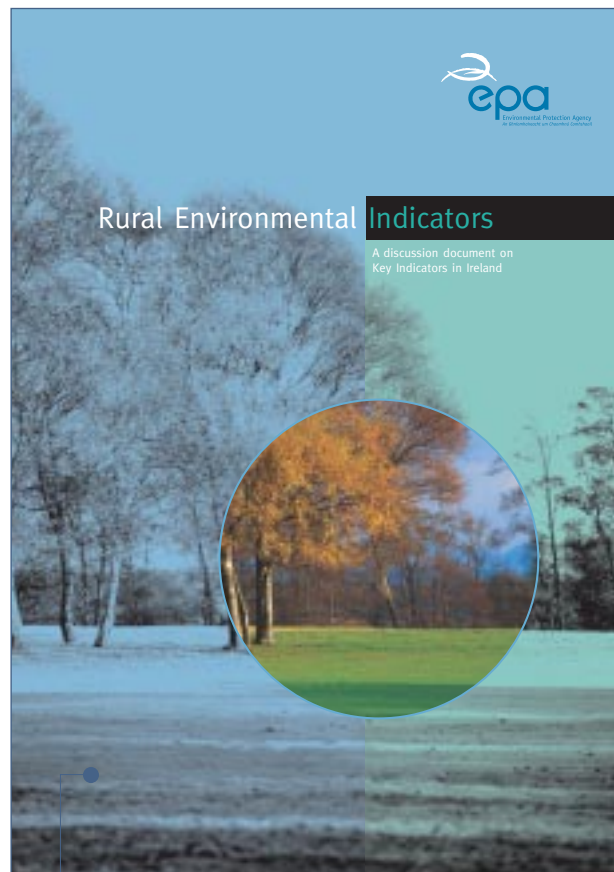
In terms of identity management it is essential to apply the EPA identity in a consistent way - placing the logo in the same place on each cover. Shown on the right is a solution for placement of the logo and arrangement of pictorial elements. The design is based on applying a single, relevant, image in an innovative way on each cover. A full colour and a three-colour solution (Black and the two EPA corporate colours) is available from the EPA Publications, Dublin.

NOTE 1

It is advised that the EPA logo be placed 'left or right' and never centred.

NOTE 2

To ensure the success of this design system it is crucial to use an appropriate, high resolution, photograph.



Grey-scale image in Tiff format
applied in variety of colours



Duotones of key corporate
colours and black



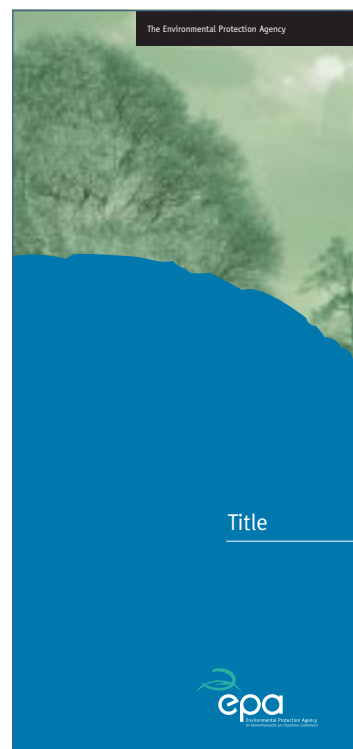
Operational Material: Low Level Reports & High Volume Communications

2a Low Level Reports & High Volume Communications

A cost-effective design solution has been applied to pamphlets and internal communications. The design is based on an exploitation of the logo to provide a shape - unique to the EPA.

The 'Abstract' design solution is based on the use of a large flat area of corporate colour to allow for complex titles. The picture are works best when a suitable abstract image is applied. It is important to select images carefully to ensure they work with the abstract shape provided by the template.

Although full process colours can be used, the examples shown here are three colour. A template for the curved area is available on the Guidelines CD in the corporate colours and white entitled **epa-lit-template-dl.eps** and **epa-lit-template-A4.eps**.



Applying DL template with clear top-area



Applying A4 template with image in top-area

Operational Material: Low Level Reports & High Volume Communications

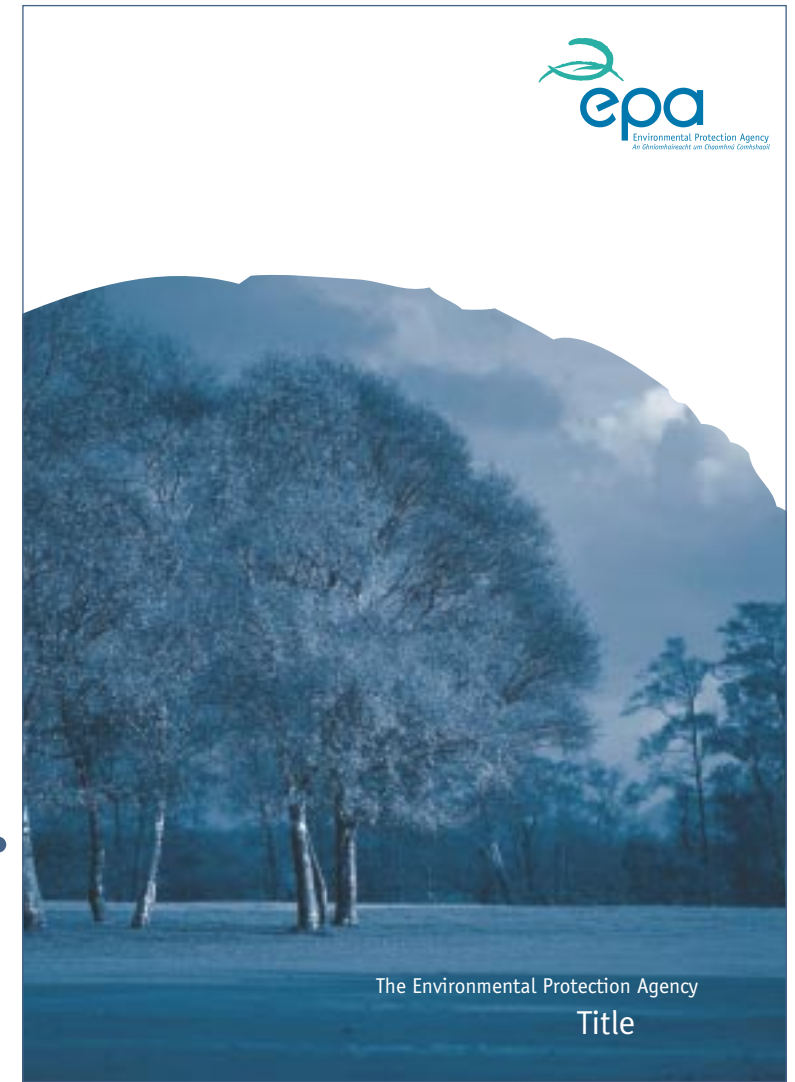
2b Low Level Reports & High Volume Communications

The pictorial solution is similar to the example on the previous page with the orientation of the template being reversed. This solution relies on the use of a figurative pictorial or photograph.

It is important to select images carefully to ensure they work with the abstract shape provided by the template.



Applying DL template with clear top-area



Applying A4 template with clear top-area



Operational Material: The Corporate Folder

As part of the launch of the new EPA identity a corporate folder was designed. This is based on a three colour solution and is available in artwork format from Baseline (info@baseline.ie).

This document is unlikely to change with the exception of the contact details.



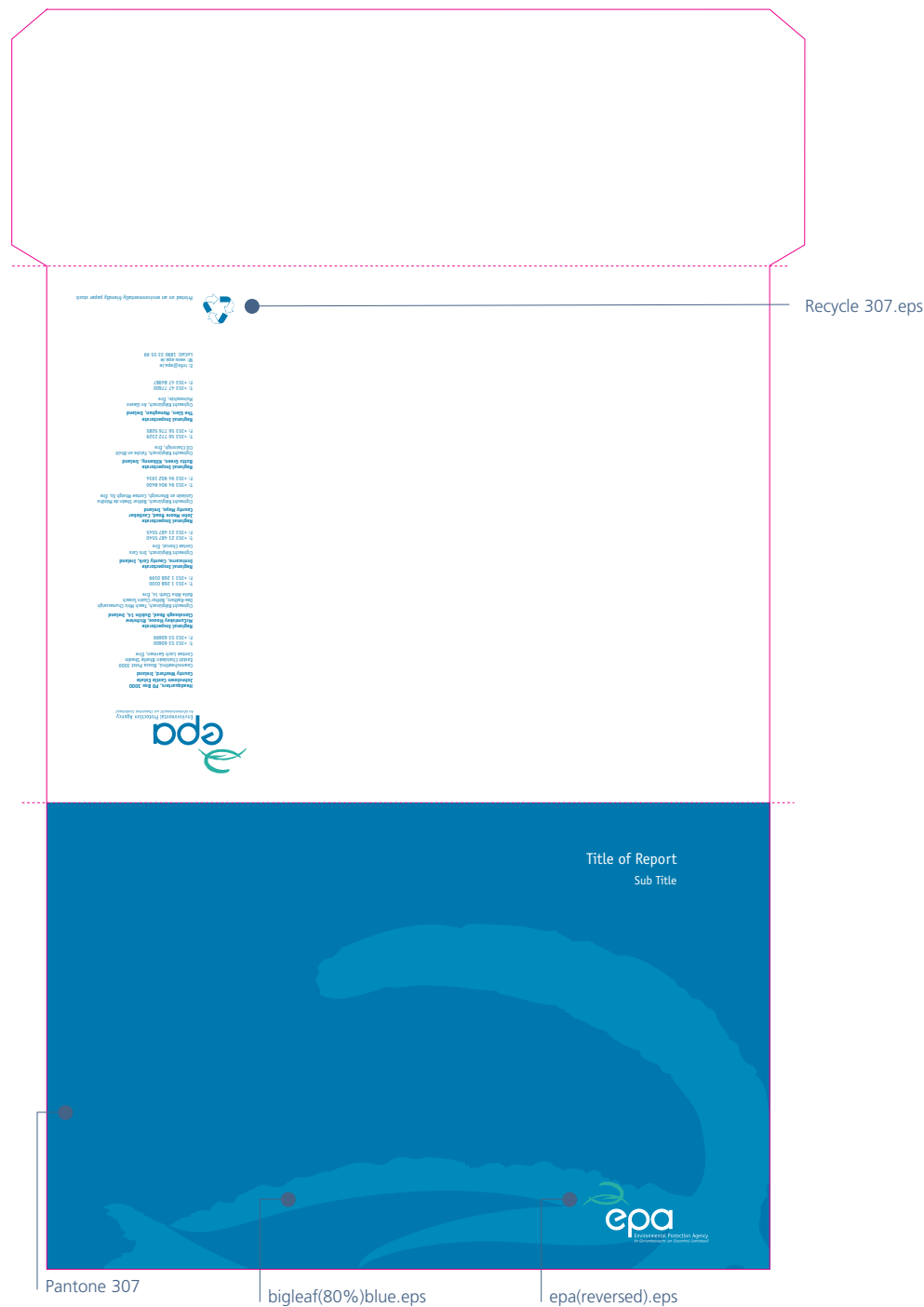


Operational Material: The Corporate Folder

Envelope style folder.

As part of the launch of the new EPA identity a range of corporate folders were designed. These are based on a three colour solution and are available in artwork format from the EPA Publications, Dublin.

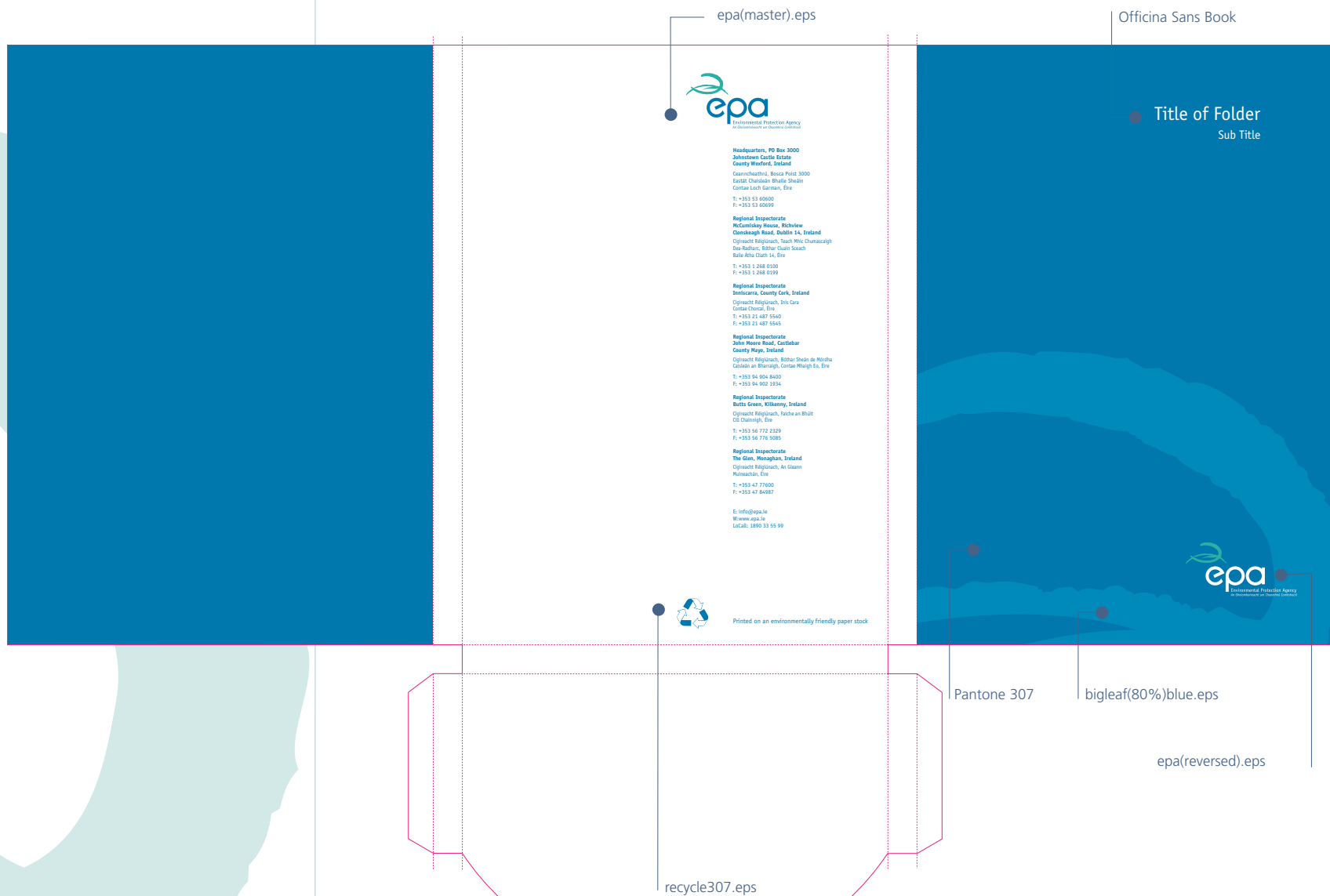
This document is unlikely to change with the exception of the contact details.





Operational Material: The Corporate Folder

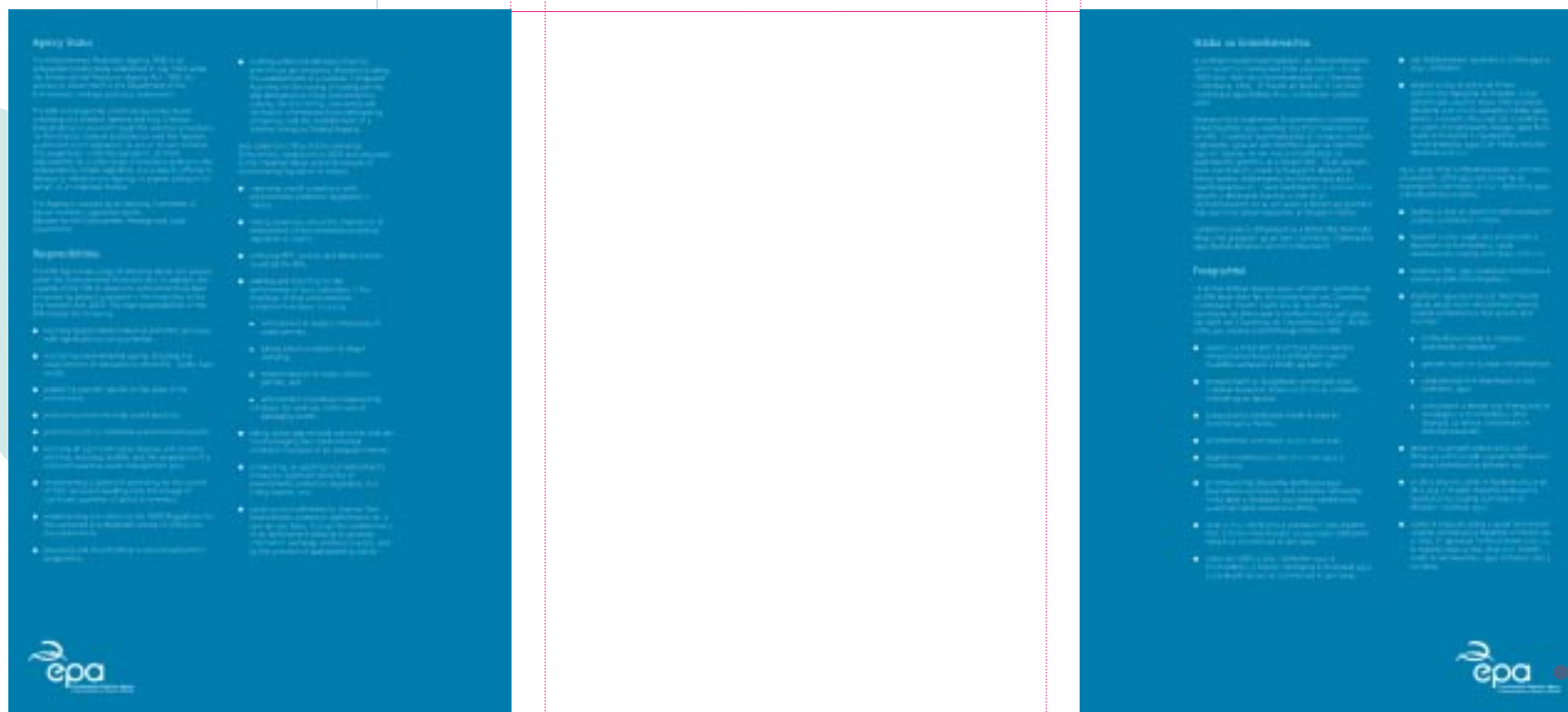
The A4 Gusset Folder





Operational Material: The Corporate Folder

The A4 Gusset Folder, inside



epa(black).eps

Section 5: Literature



High Level Communications

Literature: Layouts

Adverts

EPA Newsletter Cover

EPA Newsletter Inside Layouts



Literature: High Level Communications

The Environmental Protection Agency publishes many reports, pamphlets and brochures on an annual basis.

High-Level Corporate Communications

High Level Communications

These are usually once-off or annual publications that communicate to a wide audience. They would include the Annual Report and once-off publications.

The design philosophy for these publications should centre on a desire to find cover and content design solutions that reflect the subject. The overall intention should be to produce memorable design solutions that will stand out from other more frequent publications.

In terms of identity management it is essential to apply the EPA logo in a zone that is clear of all other elements. Background colours should be chosen carefully to ensure that the logo is clearly discernible.

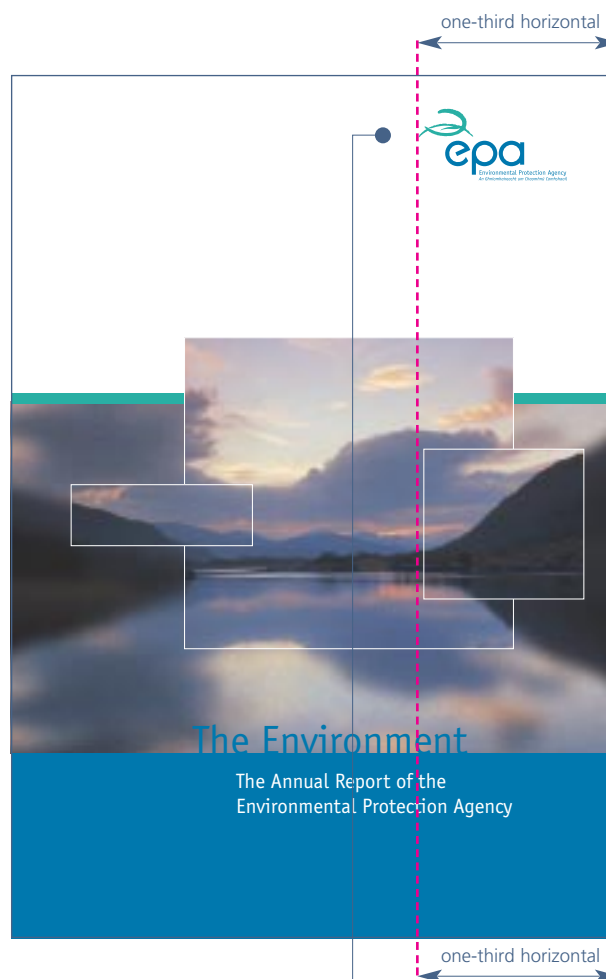
Shown on the right is a solution for placement of the logo. This is based on applying the logo in a zone 'one-third' from the right hand edge.

NOTE 1

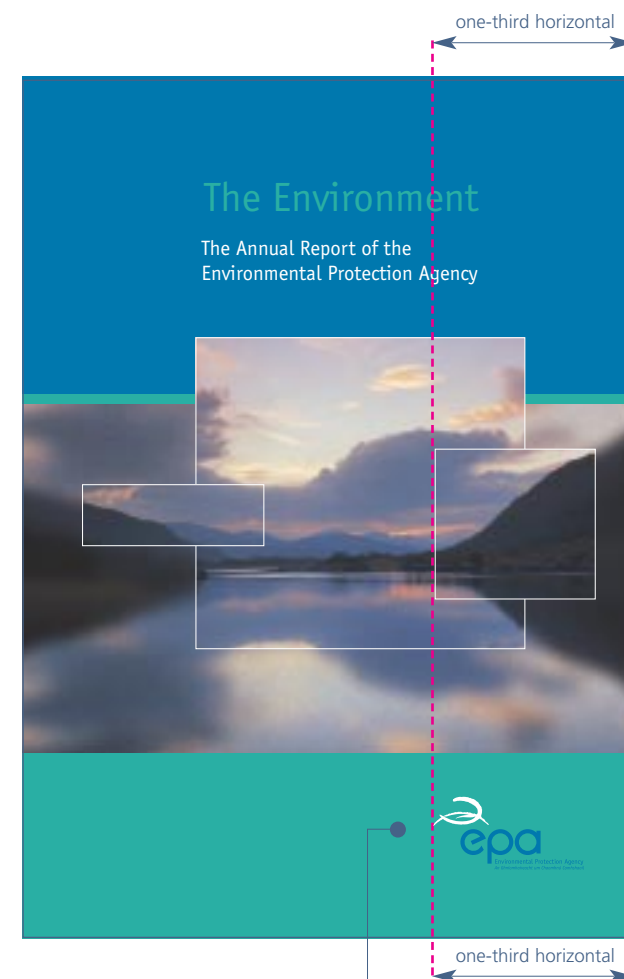
It is advised that the EPA logo be placed 'left or right' and never centred.

NOTE 2

The design illustrated is ONLY for the purpose of demonstrating the placement of the logo, and it is NOT intended that it be used as a design solution.



EPA Logo placed on a completely clear background guarantees impact



EPA Logo placed on a background composed of one of the corporate colours



Literature: Layouts (Designer Generated)

Literature Layouts

Consistency can be achieved in this area of publications by applying a simple layout solution. Shown below are Single, Two and Three-Column solutions. Fonts used are Frutiger and ITC Officina Sans.

These templates are available from the EPA Publications, Dublin for reports generated in-house.

Key specifications:

Body Copy	Frutiger Light 9pts/14pts
Italics	Frutiger Italic 9pts/14pts
Headings	ITC Officina Sans Book 14pts
Outside Margin	Minimum 10mm
Inside Margin	Minimum 15mm

Chapter Title: Report Title

Main page title here

Those who flout environmental law and cause environmental pollution as a result of their actions must, as a matter of course, be held to account.

Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novus? Excludat iurgia finis, "Est vetus atque probus, centum qui perficat annos." Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

- So, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et vir tutem aestimat annis miraturque nihil nisi quod Libitina sacrauit.
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Sub-Title

Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus. scriptor

“Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagore. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambiguit quotiens, uter utro sit prior, aufert Pacuvius docti famam sens Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Sculi proferare Epicharmi, vincere Caecilius gravitate, Terentius arte.”

Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraeque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et lova iudicat aequo.

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbiliam dicare, sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

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Environmental Protection Agency

Page 1

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Environmental Protection Agency

Page 1

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Environmental Protection Agency

Page 1

Environmental Protection Agency: Visual Identity Guidelines

Autumn 2004: V1/04

Section 5: Literature Page 37



Literature: Layouts (MS Word Generated)

Literature Layouts

Consistency can be achieved in this area of publications by applying a simple layout solution for publications generated in-house using the application Microsoft Word. Shown below are Single and Two column solutions. Fonts used are Arial for the main body of text and Times New Roman for headings. Please see below for exact font sizes and paragraph spacing.

These templates are available from the EPA Publications, Dublin for reports generated in-house.

Page Set-up in MS Word

Margins

Top	2.54 cm
Bottom	2.54 cm
Left	3.17 cm
Right	3.17 cm

Misc

Gutter	0 cm (Gutter Position Left)
Header	1.25 cm
Footer	1.25 cm
Rule	0.75 (Line Rule Width)

Arial 9pts
Single paragraph spacing
Colour: Teal (Greeny Blue)

Times New Roman 18pts
Single paragraph spacing
Colour: Teal (Greeny Blue)

Arial Italic 11pts
Single paragraph spacing
Colour: Teal (Greeny Blue)

Arial 11pts
Single paragraph spacing
Colour: Black

New Times Roman 14pts
Single paragraph spacing
Colour: Teal

Arial 9pts
Single paragraph spacing
Colour: Teal (Greeny Blue)

Page number to be tabbed in to 5.5"

Key specifications:

Body Copy	Arial 9pts with paragraph spacing of normal
Italics	Arial Italic with paragraph spacing of normal
Headings	Times New Roman 14pts with paragraph spacing of normal

Option A: One Column

Chapter Title: Report Title

Main page title here

Those who flout environmental law and cause environmental pollution as a result of their actions must, as a matter of course, be held to account.

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Sub-Title

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroyet annus.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorae. Naevius in manibus non est et meritis haeret paene recens? Adeo sanctum est vetus omne poema, ambiguit quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alii, dicunt Afrani toga convenisse Menandro, Plautus ad exemplar Siculi propeare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Interdum volvus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraeque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et lova ludicat aequo.

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbillum dictare; sed emendata videri pulchraeque et exactis minimum distantia miror. Inter quae verbum vendique poema.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroyet annus, scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter villi atque novos? Excludat lurgia finis, "Est vetus atque probus, centum qui perlicit annos." Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

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Environmental Protection Agency Page 1

Option B: Two Column

Chapter Title: Report Title

Main page title here

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Environmental Protection Agency Page 2



Advertisements

In general the Environmental Protection Agency will require simple advert solutions for press advertising. More complex advertisements should be commissioned through relevant agencies. However, for simple notices and event announcements the advert shown opposite is appropriate.

These employ the Black & White logo and the normal EPA fonts. The advert dimensions will dictate font sizes.



Environmental Protection Agency Act, 1992

*Notice under Article 41(3)(c) of the EPA
(Licensing) Regulations, 1994.*

The Agency granted an IPC license, subject to conditions, on 25th May 2004, to Johnson Manufacturing Limited, Moneen Road, Castlebar, County Mayo, Reg. No. 675, for the manufacture of reservoirs, tanks and other sheet metal containers where the production area exceeds 500 square meters.

The decision and licence may be inspected at EPA Headquarters, P.O. Box 3000, Johnstown Castle Estate, Co. Wexford, (tel: 053 60600) or obtained there on payment of a fee of €3.80.



Newsletter

EPA Newsletter - Cover

The EPA newsletter 'epaNews' has been designed to incorporate many of the features of the new identity. The key font is Frutiger supported by ITC Officina Sans. Corporate colours are used throughout and the layout has been designed to allow for easy 'overlay' of new text for each issue. As the main delivery vehicle for this is in PDF format colour has been used to help differentiate articles and pages.

Shown on the left is the cover of the first edition of epaNews in the new design structure.

EPA News Title



Issue Date

Image banner area

Content Area

EPA Logo



Newsletter

EPA Newsletter - Content

Shown on the left is a sample, two-page, spread of the first edition of epaNews in the new design structure.

EPA Newsletter Title
& Issue Date



EPA Logo

Section 6: Multimedia



Power Point Presentations

CD Rom Label



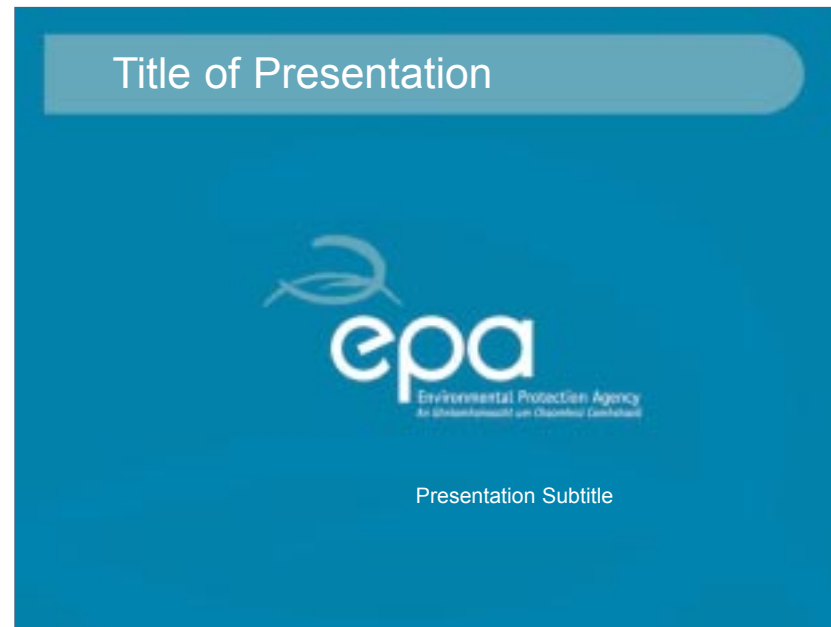
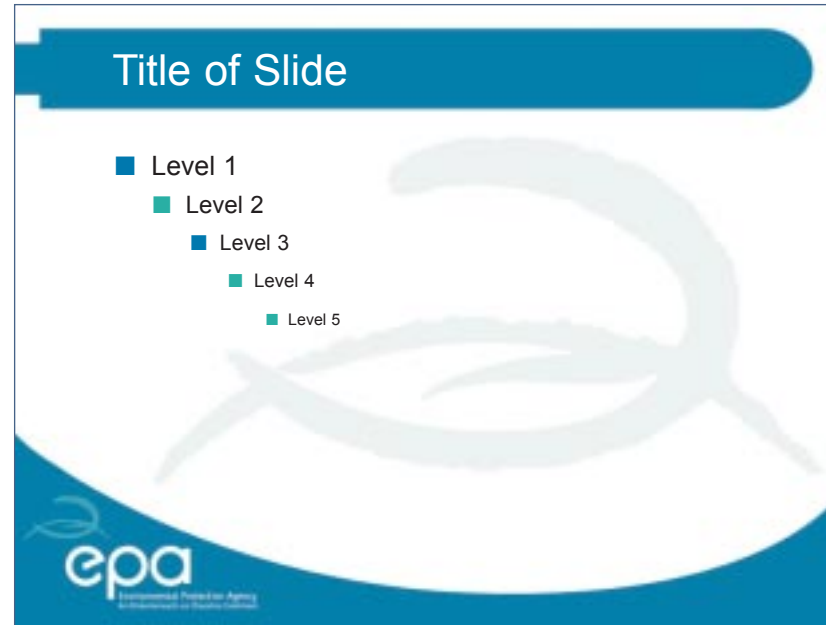
Power Point presentations

A set of Power Point templates have been created for the Environmental Protection Agency. These are designed to allow EPA personnel to prepare Power Point presentations in a consistent manner. Arial is the selected font, as this is common to most Windows applications.

Illustrated opposite are two examples of the Power Point presentation suite of templates.

For a more detailed break-down of the Power Point Guidelines please contact the Communications Department of the EPA.

It is prohibited to use any other presentation templates than those supplied on the Master Guidelines CD ROM. Under no circumstances should the master templates be altered in any way.





CD ROM

A CD ROM label has been prepared for the Environmental Protection Agency. This has been created to allow EPA personnel to send out digital material in a professional manner. Power Point presentations and any other digital material can be dispatched using this CD.



Section 7: Signage



Livery & Logo Medallion

Wall Plates

Free-standing Entrance Signage

Directional Signage

Entrance Doors

Free-standing Internal Signage

EPA Flag

In many cases the visitors first interface with the EPA will be signage. Professionally designed and constructed signage solutions are important in delivering the identity of any organisation. For the Environmental Protection Agency there are a variety of areas that will require signage systems:

The EPA Signage Vinyl Colours are:

- ## 1 Logo medallion

This design requires a neutral and flat background to allow the logo to stand-out from the background and to ensure the fasson lettering can be easily applied.





Signage

2 Wall plates

This solution is designed to use the existing signage hardware. The logo and text can be achieved through either silkscreen printing or the use of external, weather-proof, fasson.

Size: 450 mm x 315 mm

EPA Signage Vinyl Colours are:

- EPA Green - Kelly Green Avery 634
- EPA Blue - Scuba Blue Avery 641





Signage

3 Freestanding Entrance Sign

This sign uses the existing hardware and is a three-sided sign with graphics on 2 faces the final face can remain white.

Sign constructed from aluminium.

White stove enamelled or similar durability paint finish to all parts of support pole, base and brackets.

Base to be well weighted for stability.

Sign single sided, to colours as shown. No visible fixings to front.

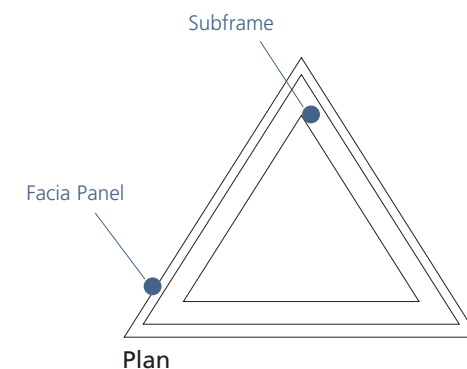
EPA Signage Vinyl Colours are:

- EPA Green - Kelly Green
Avery 634
- EPA Blue - Scuba Blue
Avery 641



EPA Green: Pantone 7473 / Kelly Green - Avery 634

EPA Blue: Pantone 307 / Scuba Blue - Avery 641



EPA Green: Pantone 7473 /
Kelly Green - Avery 634



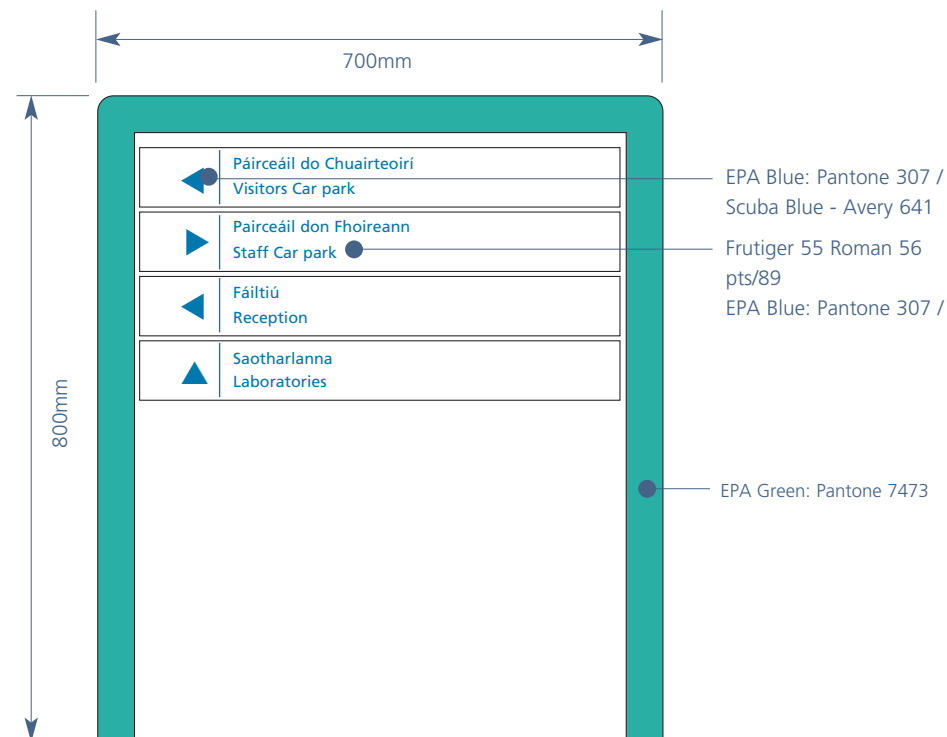
Signage

- 4 Fingerpost and Directional Signage**
Directional signs to be created using fasson or silkscreen printing. If spraying with paint it is important to use paints that match the vinyls selected and not pantone colours.

EPA Signage Vinyl Colours are:

- EPA Green - Kelly Green
Avery 634
- EPA Blue - Scuba Blue
Avery 641

EPA Green:
Pantone 7473



EPA Blue: Pantone 307 /
Scuba Blue - Avery 641

Frutiger 55 Roman 56
pts/89
EPA Blue: Pantone 307 /

EPA Green: Pantone 7473



Signage

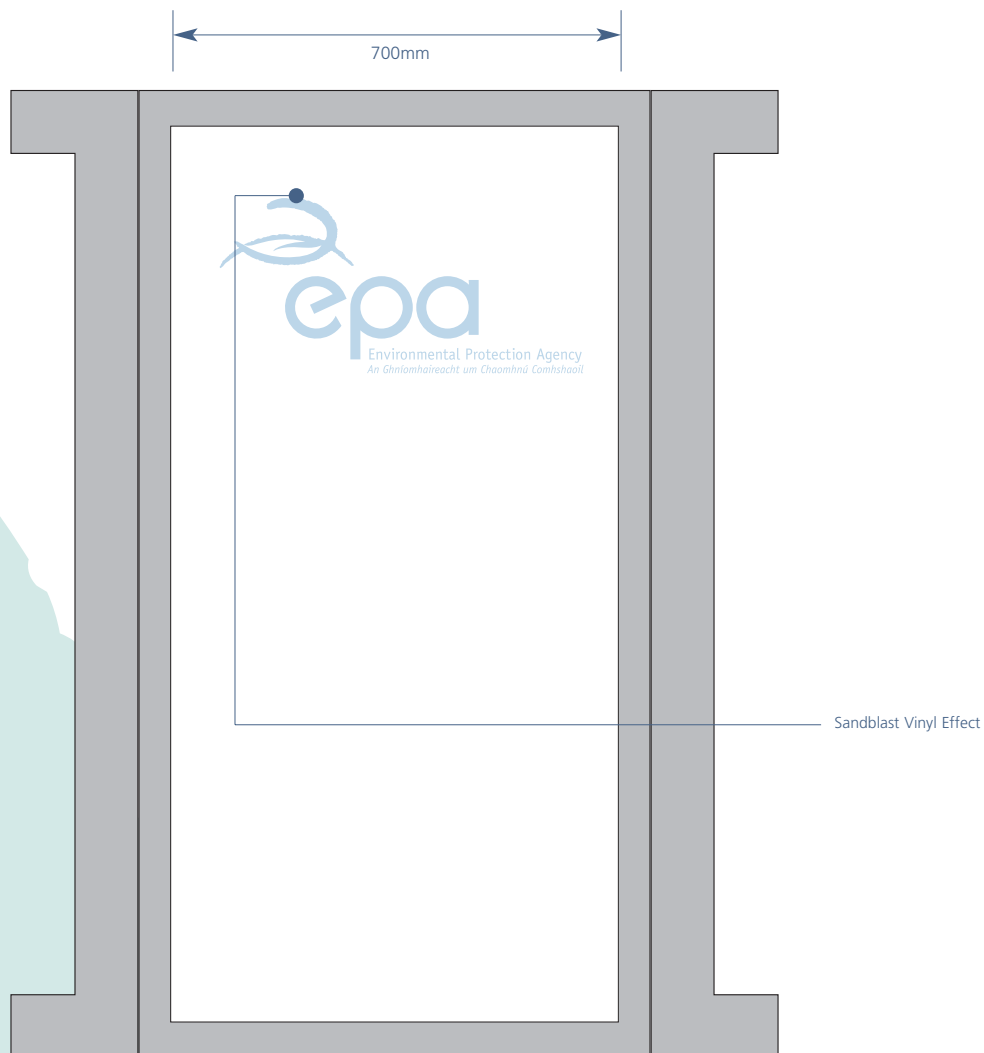
5 Entrance Doors

Logos can be placed on doors and windows using a vinyl 'sandblast' effect.

Logos can be used in colour on the doors using the below vinyl colours.

EPA Signage Vinyl Colours are:

- EPA Green - Kelly Green
Avery 634
- EPA Blue - Scuba Blue
Avery 641





Signage

6 Free Standing Internal Signs

This is the existing hardware for this signage system.

Sign constructed from aluminium.

White stove enamelled or similar durability paint finish to all parts of support pole, base and brackets.

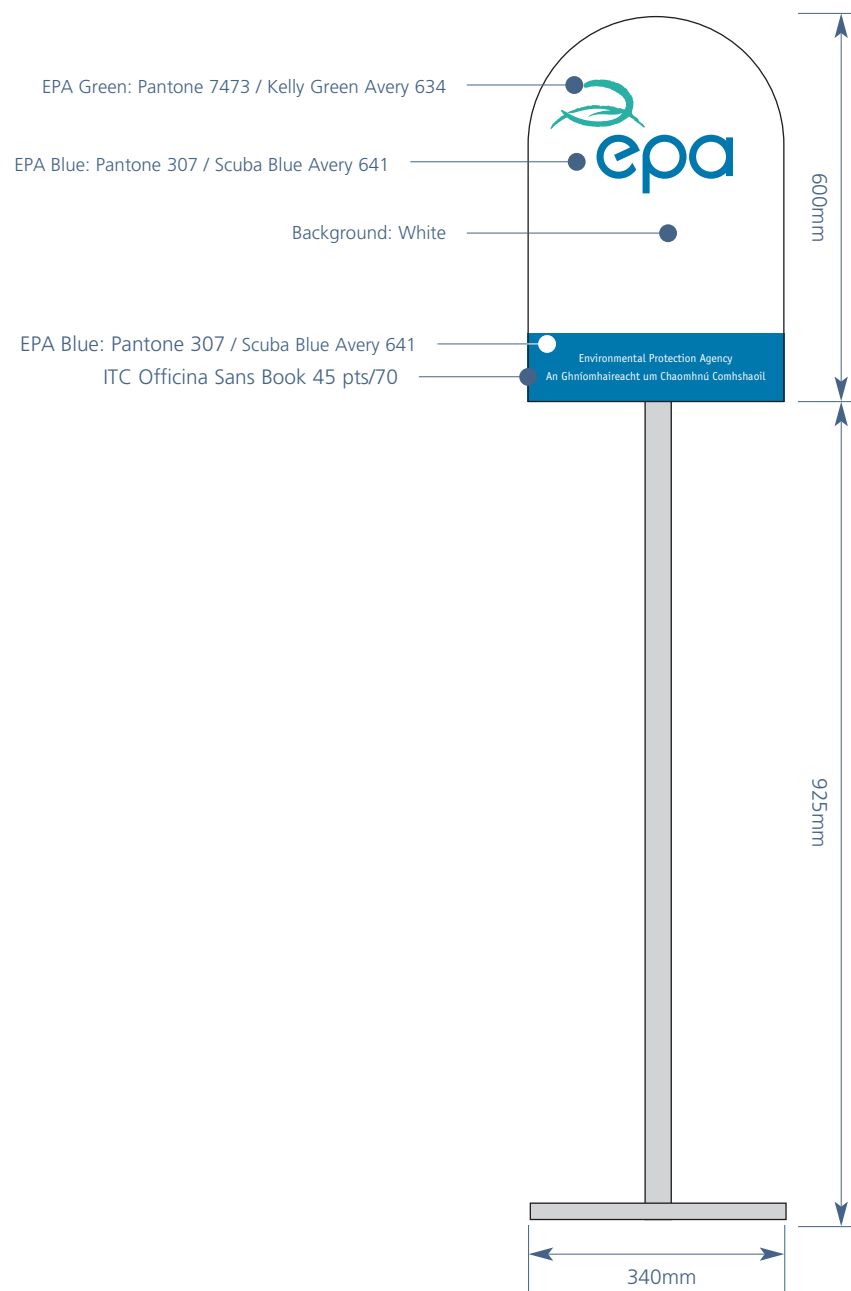
Base to be well weighted for stability.

Sign single sided, to colours as shown. No visible fixings to front.

EPA Signage Vinyl Colours are:

■ EPA Green - Kelly Green Avery 634

■ EPA Blue - Scuba Blue Avery 641

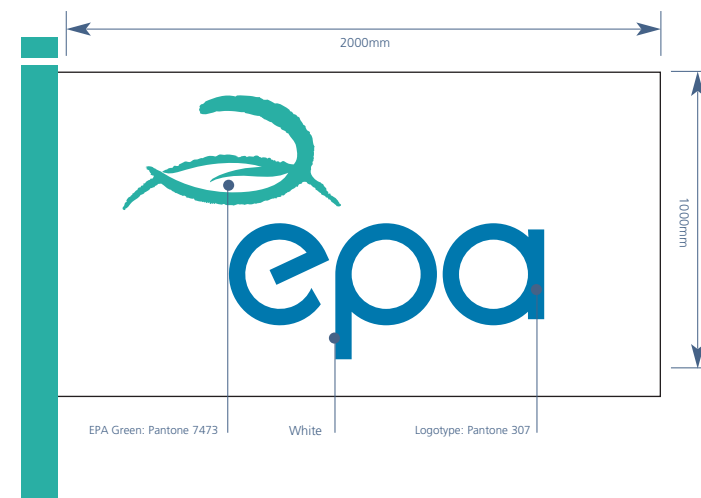
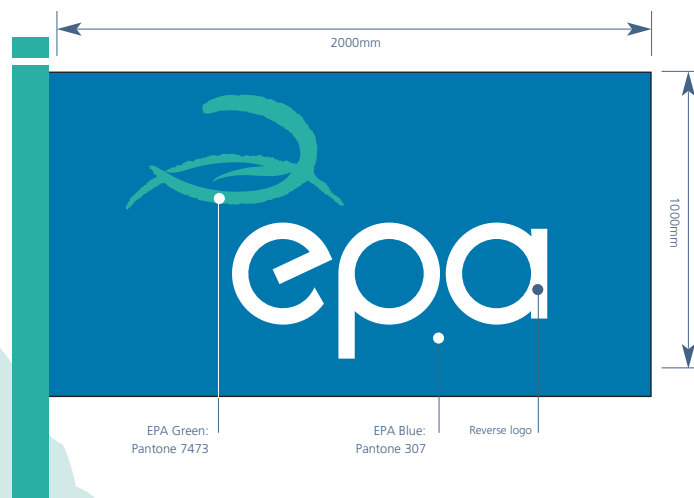




Signage

6 EPA Flag

The flag uses the reverse logo for the EPA and should be fabricated from lightweight non-absorbent material.



Section 8: OEE Basic Identity Elements



Introduction & OEE Logo

The Colours of the OEE Logo

Use of Colour

Digital Artwork

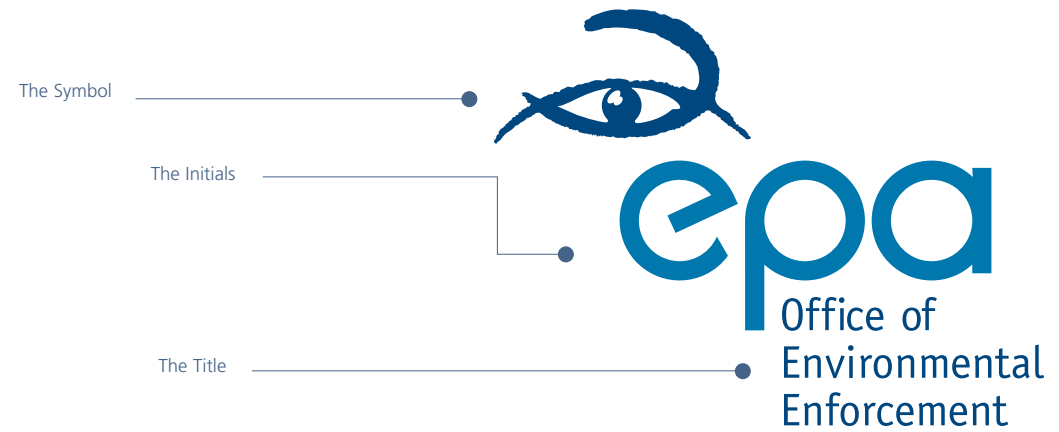
Placing the Logo



The Office of Environmental Enforcement

Introduction

The Office of Environmental Enforcement's (OEE) logo has been evolved from the main EPA logo to reinforce that it is an integral part of the EPA. The differences are the symbol, the title and the application of a 'navy' colour to replace the softer green in the EPA.



The Master Logo (oee(master).eps)



Abbreviated Logo (oee(no-title).eps)



The Colours of the OEE Logo

The two key colours used for the OEE logo are:

- EPA Blue: Pantone® 307
- OEE Navy: Pantone® 541

Illustrated to the right is a breakdown of the use of colour and specific Pantone® references for print applications. Wherever possible the logo should be applied using both colours. However, to facilitate single colour printing and acknowledging the wide application requirements for this identity, a series of logos are available that should cover most, if not all, applications.

The Pantone® colours should be used when printing with spot colours, such as stationery. Please note that there are two different versions of Pantone; Coated and Uncoated, the former used for art/glossy paper and the latter for matt paper.

The CMYK colours should be used when printing in full process colour, e.g. when printing brochures.

The RGB and Web Safe process should only be used when the Corporate Identity is being applied through multimedia techniques such as websites and CD-ROMs.

Note:

No perfect match exists for either of the above Pantones in Process Colour (full colour) printing and we recommend a 'special' or 5th colour in these circumstances

Pantone References

OEE Navy Pantone 541

Pantone 541C Coated Stock (Brochures, posters, gloss & silk papers)

Pantone 541U Uncoated Stock (Stationery, matt & semi matt surfaces)

EPA Blue Pantone 307

Pantone 307C Coated Stock (Brochures, posters, gloss & silk papers)

Pantone 307U Uncoated Stock (Stationery, matt & semi matt surfaces)



Pantone	C	Y	M	K	R	G	B	Web Safe
Pantone 307	100	44	4	2	3.5	34.4	61.7	006699
Pantone 541	100	0	57	38	2.9	16.9	37.9	003366



Use of Colour

The logo has been executed in a number of variations to allow for most colour applications.

The logo can be used in single, reverse and full colour in many combinations and possibilities. Since the shape and format of the logo is extremely dynamic, it is possible to apply the logo in any environment and still be guaranteed impact.

Illustrated to the right are the reverse options and other single and two colour options for the identity.



Single Colour EPA Blue (Pantone 307)



Single Colour EPA Navy (Pantone 541)



Single Colour Black



Two Colour on OEE Blue (Pantone 307) Background



Two Colour on OEE Navy (Pantone 541) Background



Reverse Logo on Duo Tone Background Image



Reverse Logo on Black Background



Digital Artwork

To ensure that all suppliers to the EPA have access to complete identity files, the logos have been prepared digitally using Adobe Illustrator™.

Each of the logos are available in a variety of formats suitable for all platforms. Depicted to the right are the logos and the files available for each.

All Adobe Illustrator™ files are available as downloads from www.baseline.ie/epa and also on CD from the EPA. No fonts are required to use any of the digital files. Adobe Photoshop™ JPEG's and Adobe Illustrator™ are available on CD.

Digital artwork, available in Illustrator™ EPS and AI formats, are as follows:

EPA_blue(single307).eps

EPA_green(single7473).eps

EPA(black).eps

EPA(reverse).eps

EPA(reverse+green7473).eps



OEE Master Logo Digital File

OEE Master Logo

oee(master).eps - Mac
oee(master).ai - PC
oee(master).jpg - Mac/PC
oee(master).tif - Mac



OEE Logo Black

OEE Logo Black

oee(black).eps - Mac
oee(black).ai - Mac/PC
oee(black).jpg - Mac/PC
oee(black).tif - Mac



OEE Logo Single colour

OEE Logo Single Colour

oee(blue).eps - Mac
oee(blue).ai - Mac/PC
oee(blue).jpg - Mac/PC
oee(blue).tif - Mac



OEE Logo Single colour

OEE Logo Single Colour

oee(navy).eps - Mac
oee(navy).ai - Mac/PC
oee(navy).jpg - Mac/PC
oee(navy).tif - Mac

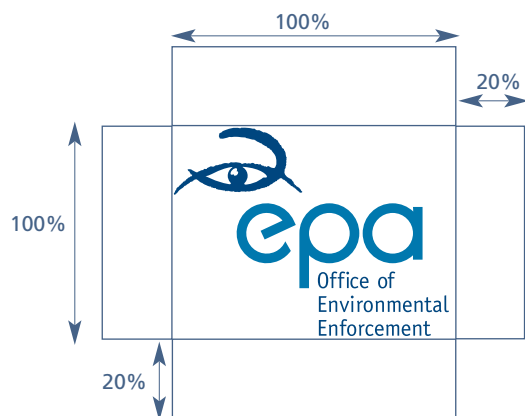


Placing the Logo

It is essential that when placing the OEE Identity that there is an allowance for 'breathing space' around the logo. This is relevant whether the logo is used on its own or as an endorsement to other organisations.

To facilitate this a space composed of 20% of the vertical and horizontal dimensions of the overall logo should be created. The guideline below dictates the 'Minimum Breathing Space' allowed. The guide to spacing is available as an Adobe Illustrator™ file.

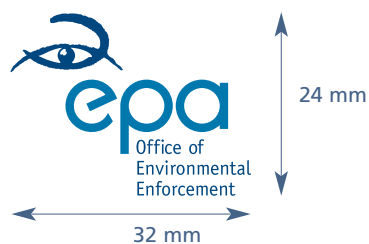
The EPA logo at the bottom of this page illustrates the Minimum Size at which the logo can be used which is 32mm in total width of the logo including all elements.



Guideline for Minimum 'Breathing Space'



Minimum 'Breathing Space'



Minimum Logo Size

Section 9: OEE Printed Material



OEE Operational Stationery

OEE Letterhead

OEE Continuation Sheet

OEE Compliment Slip

OEE Business Card

OEE Envelopes

Operational Material

OEE Pre-printed Cover

OEE Report and Leaflet Covers

OEE Corporate Folder

OEE Layout Structure



OEE Operational Stationery: The Letterhead

The artwork for the OEE Letterhead, Continuation Sheet, Envelopes, Business Cards and Complimentary Slips are available as Quark Xpress™ 4.1 artwork files. They are available on CD from the Environmental Protection Agency.

Please note to make changes to this artwork use the file **OEE_LH_dub_art**. It is prohibited to move, alter, remove or replace any of the elements of this file without clear instructions from the EPA. Simple changes can be made by typing over the details on the file.

The OEE has regional inspectorate offices throughout the country and each of these have specific stationery requirements. The artwork files currently available are:

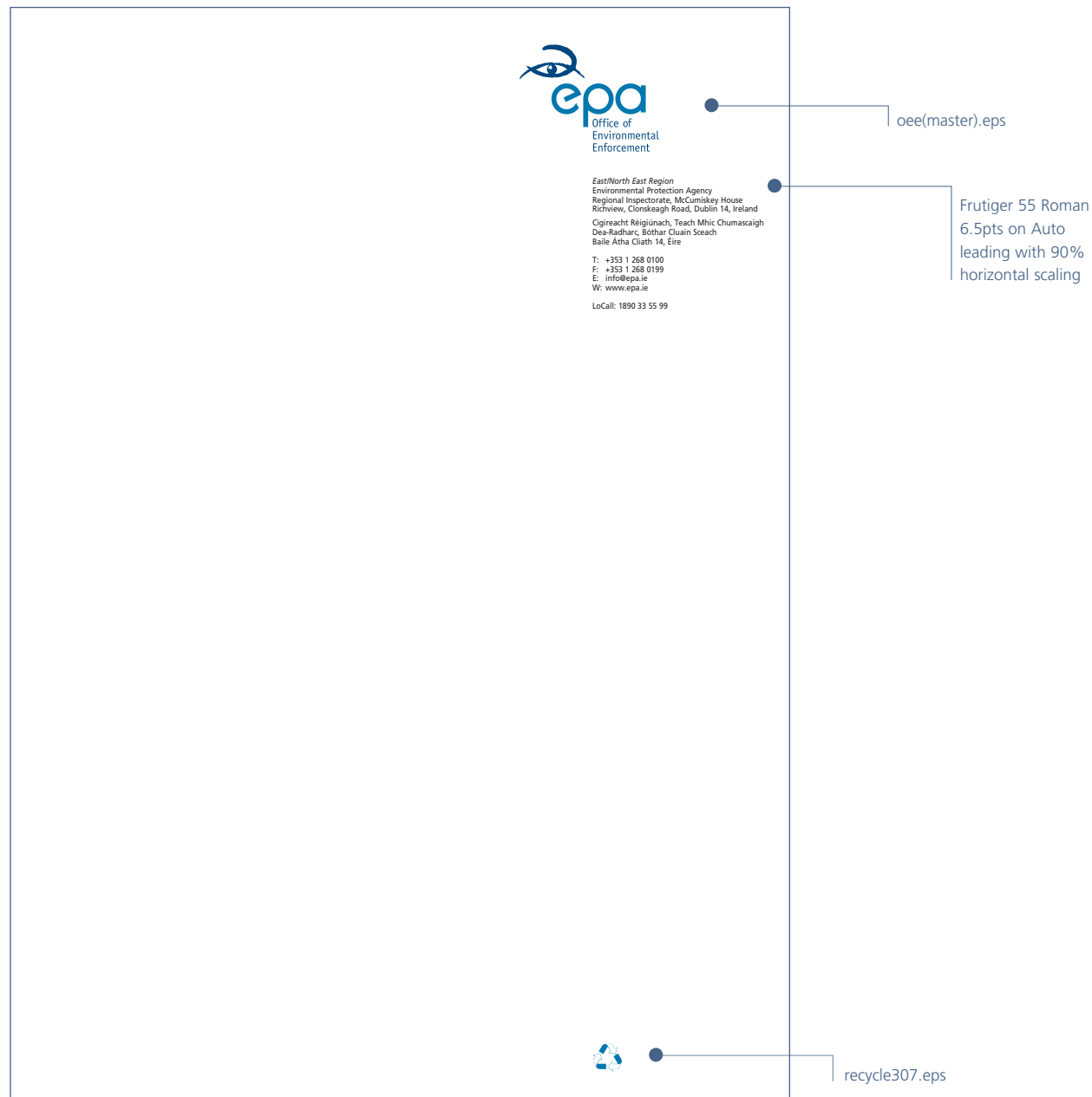
OEE_LH_cork_art	Regional Inspectorate Cork
OEE_LH_dub_art	Regional Inspectorate Dublin
OEE_LH_mayo_art	Regional Inspectorate Mayo

OEE Letterhead (Headquarters) Art File

oeo_LH_dub_art	Quark Xpress 4.1 (Mac)
----------------	------------------------

Support Files	oeo(master).eps Recycle 307.eps
---------------	------------------------------------

Fonts needed	Frutiger
--------------	----------



OEE Operational Stationery: The Continuation Sheet



The continuation sheet is common to all offices and is available from the EPA Publications, Dublin.

OEE Continuation Sheet Art File

oe_con's_art	Quark Xpress 4.1 (Mac)
Support Files	oee(master).eps Recycle 307.eps
Fonts needed	None





OEE Operational Stationery: The Complimentary Slips

The artwork for the OEE Complimentary Slips are available as Quark Xpress™ 4.1 artwork files. They are available on the Identity Guidelines CD. Simple changes can be made by typing over the details on the file.

There are specific Complimentary Slips available for the Regional Inspectorates. These are as follows:

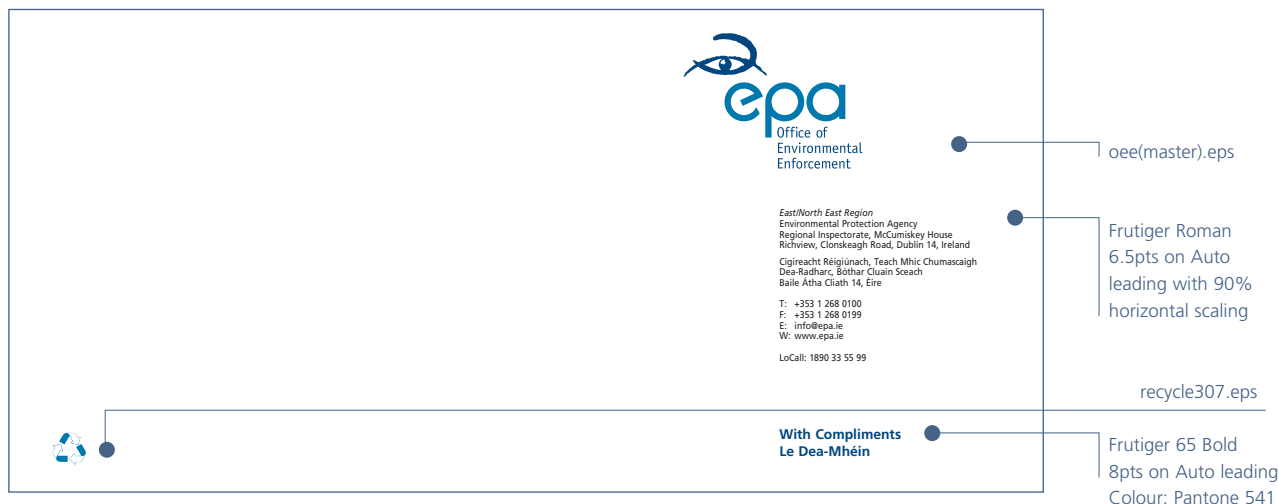
OEE_CS_cork_art Regional Inspectorate Cork
OEE_CS_dub_art Regional Inspectorate Dublin
OEE_CS_mayo_art Regional Inspectorate Mayo

OEE Complimentary Slips Art File

oeo_cs_wex_art	Quark Xpress 4.1 (Mac)
oeo_cs_dub_art	Quark Xpress 4.1 (Mac)

Support Files	oeo(master).eps Recycle 307.eps
---------------	------------------------------------

Fonts needed	Frutiger ITC Officina Sans
--------------	-------------------------------





OEE Operational Stationery: The Business Cards

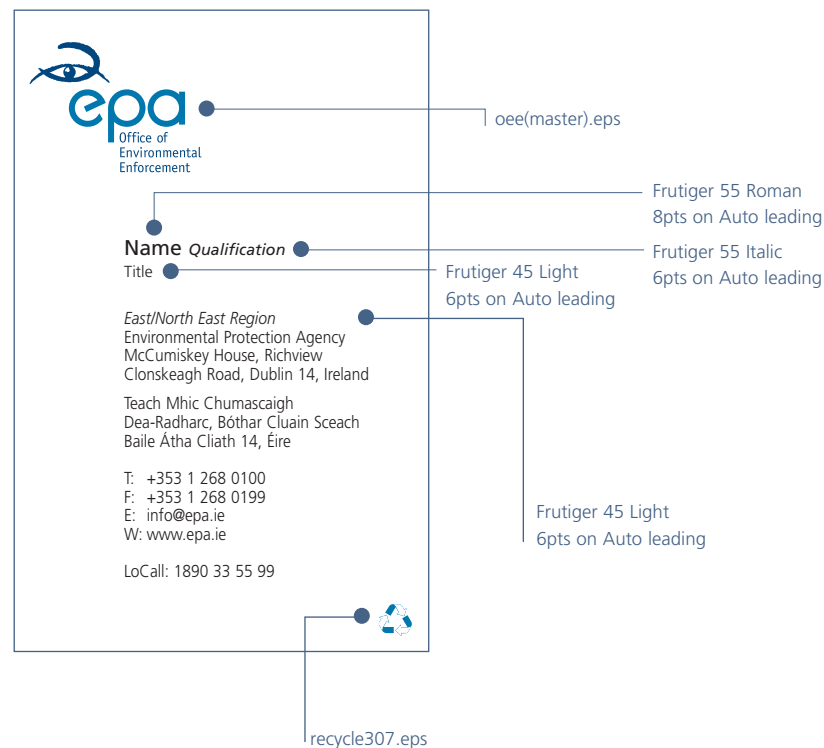
The artwork for the OEE Business Cards and are available as Quark Xpress™ 4.1 artwork files. They are available from the EPA Publications, Dublin on CD.

Business Card artwork has been set up on an A4 format (eight-up). Please note to make changes to this artwork use the file **OEE_BC_art**. Also provides is artwork suitable for over-printing entitled **OEE_SHELL_art**.

It is prohibited to move, alter, remove or replace any of the elements of this file without clear instructions from the EPA. Simple changes can be made by typing over the details on the file.

OEE Business Cards Art File

oeo_BC_art	Quark Xpress 4.1 (Mac)
Support Files	oeo(master).eps Recycle 307.eps
Fonts needed	Frutiger ITC Officina Sans





OEE Operational Stationery: The Envelopes

In exceptional cases, envelopes carrying the EPA logo may be printed.

There is a wide selection of envelopes available in the market. The guide details the general approach and the specific artwork for DL, C4 and C5 envelopes. These envelopes are printed single colour. The solutions for the C4 and DL are illustrated on the right.

The artwork for these are available from the EPA Publications, Dublin.

OEE Envelopes Art Files

oe_e_dl_envelope	Quark Xpress 4.1 (Mac)
oe_e_c4_envelope	Quark Xpress 4.1 (Mac)
oe_e_c5_envelope	Quark Xpress 4.1 (Mac)

Support Files oe(singleblue).eps

Fonts needed None



OEE DL Envelope



OEE C4 Envelope



Operational Material: Pre-printed Cover

A design has been created to facilitate the binding of internal documents and also for presentation purposes for some external documents. The artwork for this file is available from the EPA Publications, Dublin.

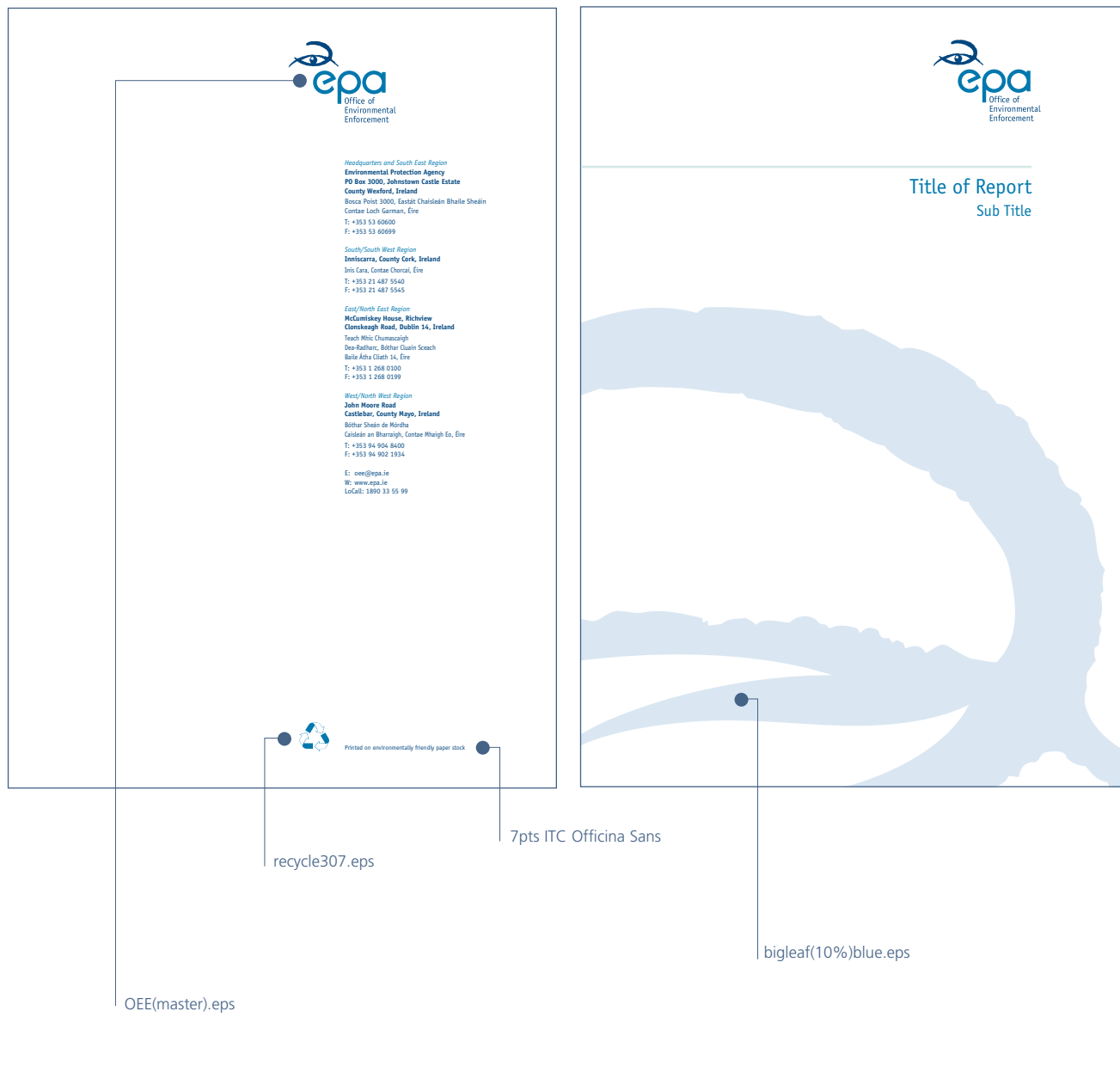
This artwork also includes Inside Front and Back covers.

EPA Report Cover Art Files

epa_report_back
epa_report_cover1

Support Files oee(master).eps
 Leaf(10%blue307).eps
 epa(reverse+green).eps

Fonts needed ITC Officina Sans Book



OEE Operational Material: OEE High-Level Report and Leaflet cover

OEE Report and Leaflet Covers

The Office of Environmental Enforcement produces a wide range of reports and publications annually. It is important to implement a design policy for these to ensure that they are consistent in terms of design and layout. The objective is to deliver a design that is instantly recognisable as an OEE report.

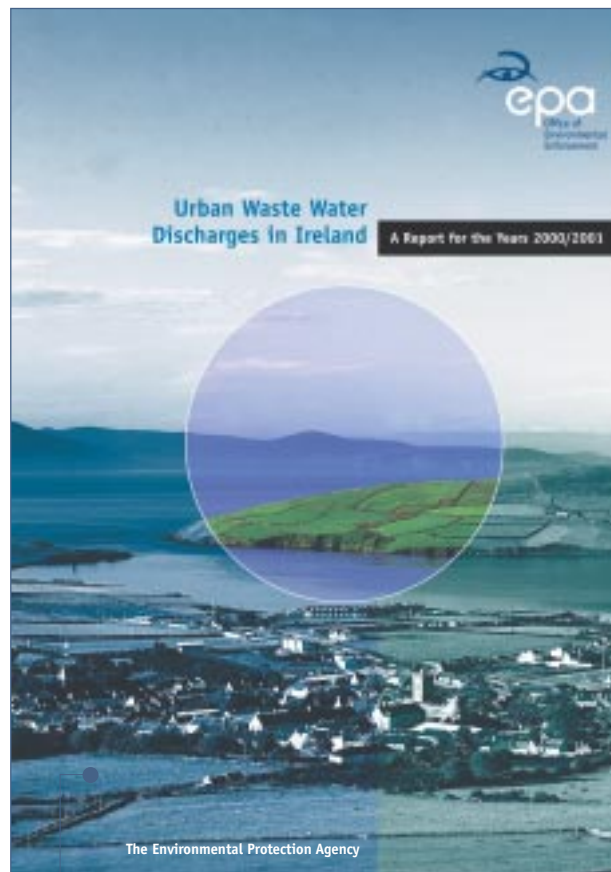
In terms of identity management it is essential to apply the OEE identity in a consistent way - placing the logo in the same place on each cover. Shown on the right is a solution for placement of the logo and arrangement of pictorial elements. The design is based on applying a single, relevant, image in an innovative way on each cover. A full colour and a three-colour solution (Black and the two OEE corporate colours) is available from the EPA Publications, Dublin.

NOTE 1

It is advised that the EPA logo be placed 'left or right' and never centred.

NOTE 2

To ensure the success of this design system it is crucial to use an appropriate, high resolution, photograph.



Duotones of image applied in the colours of the EPA and OEE, with full colour image in the centre of circle



Duotones of image applied in the colours of the EPA and OEE, with full colour image in the centre of circle



OEE Operational Material:
OEE Medium-Level Report and Leaflet cover

OEE Report and Leaflet Covers

The pictorial solution is similar to the example on the previous page with the orientation of the template being reversed. This solution relies on the use of a figurative pictorial or photograph.

It is important to select images carefully to ensure they work with the abstract shape provided by the template.

OEE Report Cover Art Files	
oeo_dl_report	Quark Xpress 4.1 (Mac)
Support Files	oeo(master).eps
	Big eye 80%(307).eps
	oeo(reversed).eps
Fonts needed	None





OEE Operational Material: OEE Lower Level Report & Leaflet covers

OEE Report and Leaflet Covers

This solution relies on the use of a figurative pictorial or photograph as the main focus point, with a white blank area where the OEE logo is placed, which will guarantee impact.

It is important to select images carefully to ensure they work with the abstract shape provided by the template.

OEE Report Cover Art Files

oe_d1_report Quark Xpress 4.1 (Mac)

Support Files
oee(master).eps
A4vignette_blue.eps
oee(reversed).eps

Fonts needed ITC Officina Book





Operational Material: The Corporate Folder

As part of the launch of the new EPA identity a corporate folder was designed. This is based on a three colour solution and is available in artwork format from Baseline (info@baseline.ie).

This document is unlikely to change with the exception of the contact details.

oee(master).eps

oee(reversed).eps



Headquarters and South East Region
Environmental Protection Agency
PO Box 3000, Johnstown Castle Estate
County Wexford, Ireland
Bosca Point 3000, Eastát Chaisleáin Bhaile Sheáin
Contae Loch Garman, Éire
T: +353 53 606000
F: +353 53 606999

South/South West Region
Iniscarra, County Cork, Ireland
Inis Cara, Contae Chorcaí, Éire
T: +353 21 487 5540
F: +353 21 487 5545

East/North East Region
McCumskey House, Richview
Clonsilla Road, Dublin 14, Ireland
Teach Mhic Chumascaigh
Dee-Radharc, Bóthar Cluain Sceach
Baile Átha Cliath 14, Éire
T: +353 1 268 0100
F: +353 1 268 0199

West/North West Region
John Moore Road
Castletbar, County Mayo, Ireland
Bóthar Sheáin de Mórdha
Caisleán an Bharráigh, Contae Mhaigh Eo, Éire
T: +353 94 904 8400
F: +353 94 902 1934

E: oee@epa.ie
W: www.epa.ie
LoCall: 1800 33 55 99



bigleaf(10%)blue.eps

recycle307.eps

bigleaf(80%)blue.eps

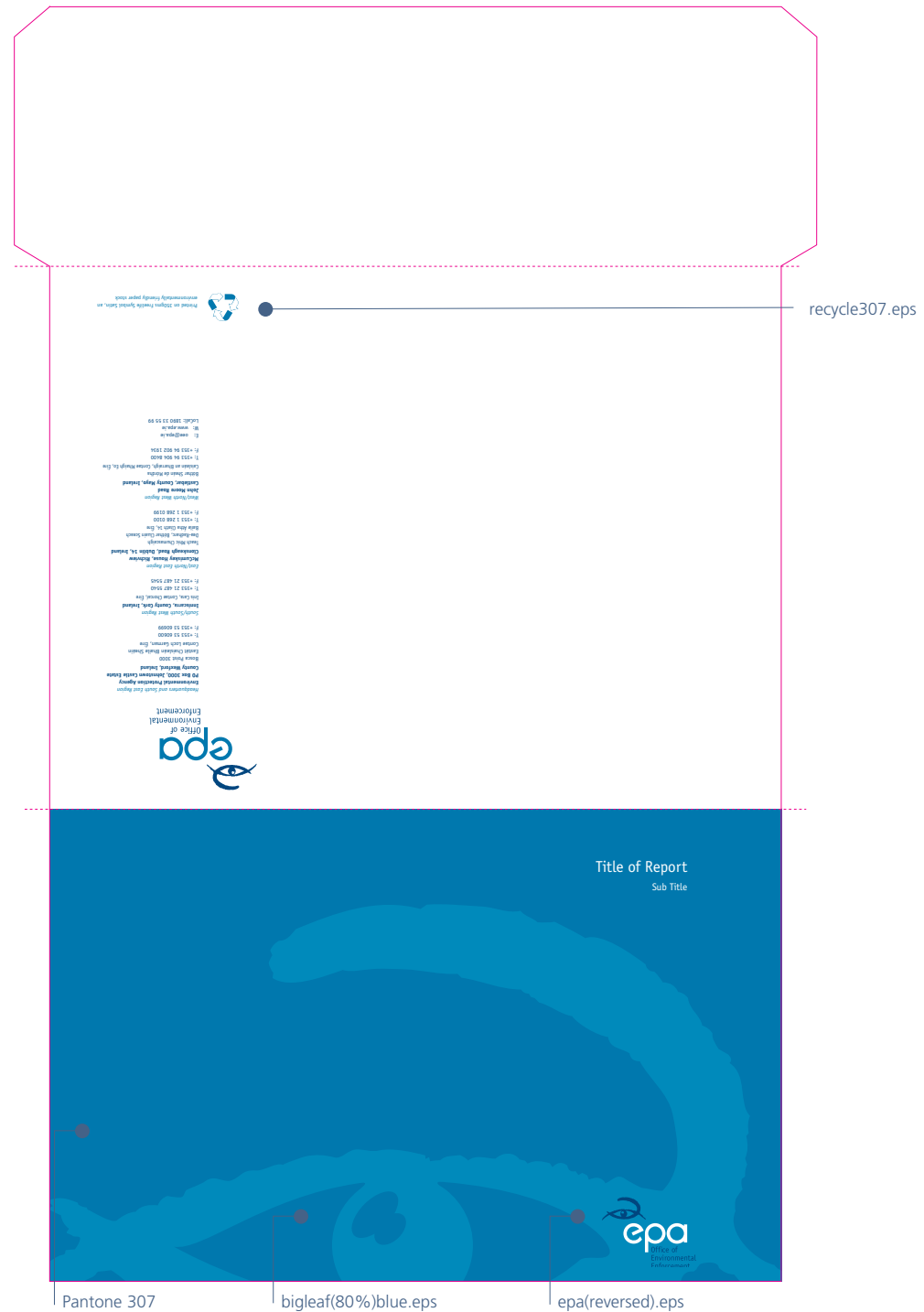
Pantone 307

Operational Material: The Corporate Folder

Envelope style folder.

As part of the launch of the new EPA identity a range of corporate folders were designed. These are based on a three colour solution and are available in artwork format from the EPA Publications, Dublin.

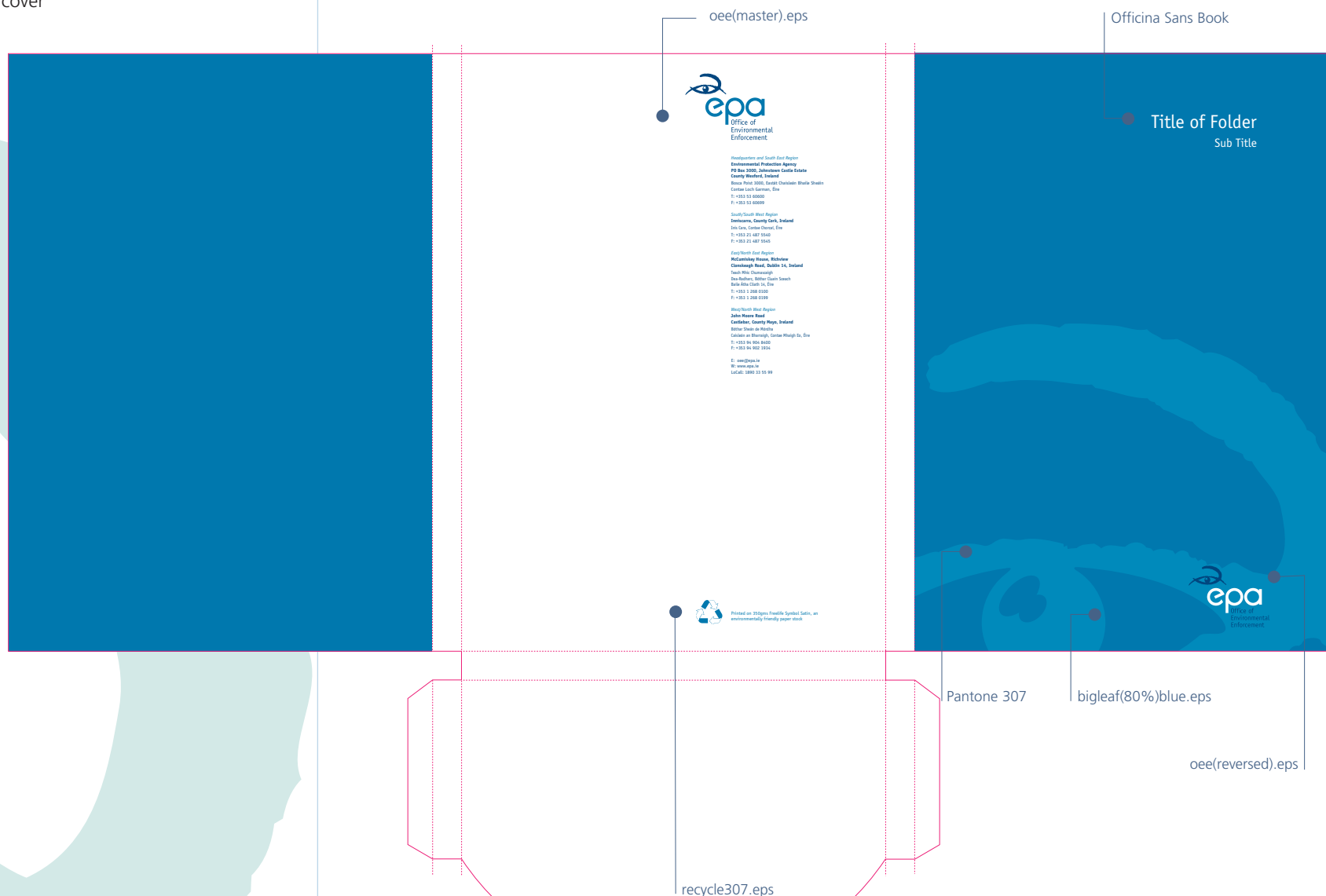
This document is unlikely to change with the exception of the contact details.





Operational Material: The Corporate Folder

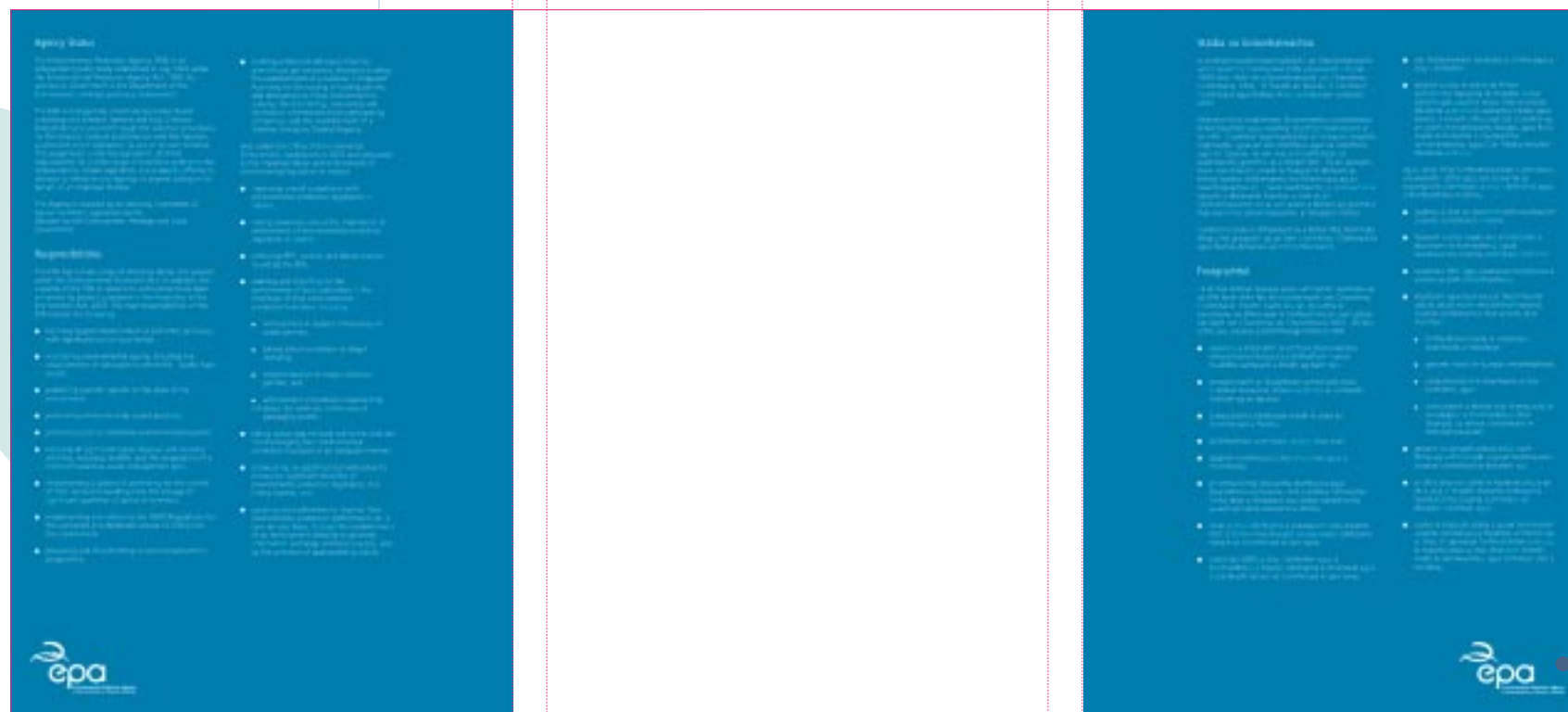
The A4 Gusset Folder, cover





Operational Material: The Corporate Folder

The A4 Gusset Folder, inside



oee(b&w).eps



OEE Operational Material: The Layout Structure

A layout structure for OEE has been developed similar to the EPA guides for this (see page 28). This template is available for the staff from EPA Publications, Dublin.

Key specifications:

Body Copy
Italics
Headings

Frutiger Light 9pts/14pts
Frutiger Italic 9pts/14pts
ITC Officina Sans Book 14pts

OEE Layout Art Files

oe_layout

Quark Xpress 4.1 (Mac)

Fonts needed

Frutiger
ITC Officina Sans



Section 10: OEE Vehicle Livery



Vehicle Livery - Large Vans

Vehicle Livery - Vans

Vehicle Livery - Car Vans

Vehicle Livery - 4-Wheel Drive



OEE Vehicle Livery

The Office of Environmental Enforcement uses a number of different vehicles in its fleet. As there is such a wide variety of vehicles that are used by the OEE, these are only a brief guide to show how the logo, symbol, colours and website address should be used in the different sizes and shapes of the vans and cars.

OEE Signage Vinyl Colours are:

- OEE Blue - Scuba Blue Avery 641
- OEE Navy - Cobalt Blue Avery 624

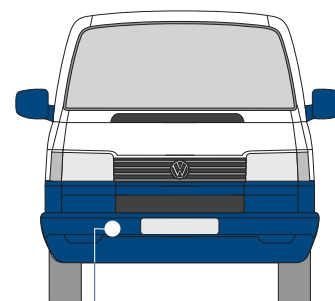
OEE Paint Colours* are:

- OEE Navy - Imron Traffic - B3-3288

*Only available from:
Spectrum Paint
Unit 11, Western Parkway, Bus Park,
Ballymount Road, Walkinstown, Dublin 12

T: 01 450 6604

OEE Logo



OEE Navy Paint
(OEE Navy - Imron Traffic - B3-3288)

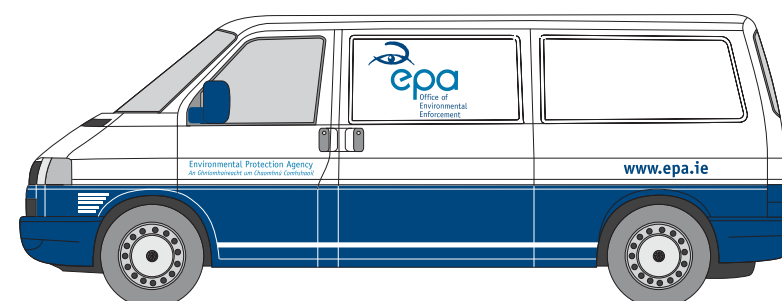
Website
(OEE Navy
- Cobalt Blue Avery 624)



OEE Navy Paint
(OEE Navy - Imron Traffic - B3-3288)

OEE Logo
(OEE Blue - Scuba Blue Avery 641)
(OEE Navy - Cobalt Blue Avery 624)

EPA Title
(OEE Blue - Scuba Blue Avery 641)





OEE Vehicle Livery continued

OEE Signage Vinyl Colours are:

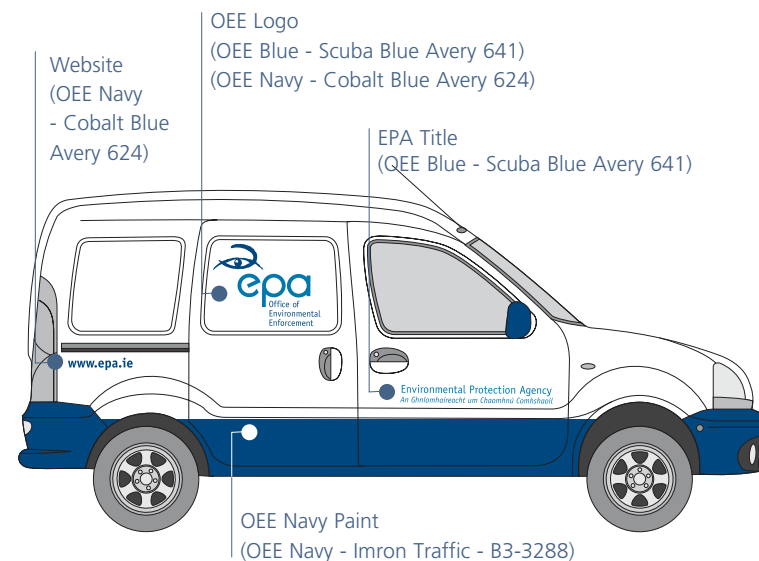
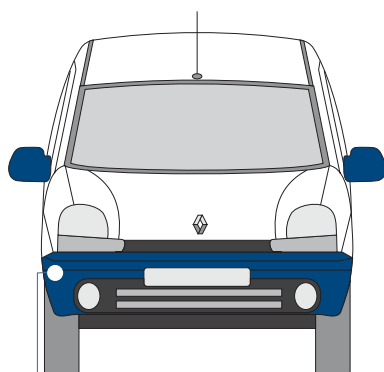
- OEE Blue - Scuba Blue Avery 641
- OEE Navy - Cobalt Blue Avery 624

OEE Paint Colours* are:

- OEE Navy - Imron Traffic - B3-3288

*Only available from:
Spectrum Paint
Unit 11, Western Parkway, Bus Park,
Ballymount Road, Walkinstown, Dublin 12

T: 01 450 6604



OEE Vehicle Livery continued

OEE Signage Vinyl Colours are:

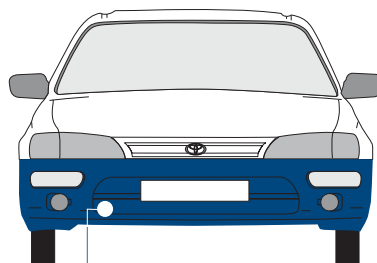
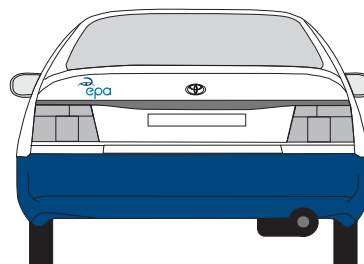
- OEE Blue - Scuba Blue Avery 641
- OEE Navy - Cobalt Blue Avery 624

OEE Paint Colours* are:

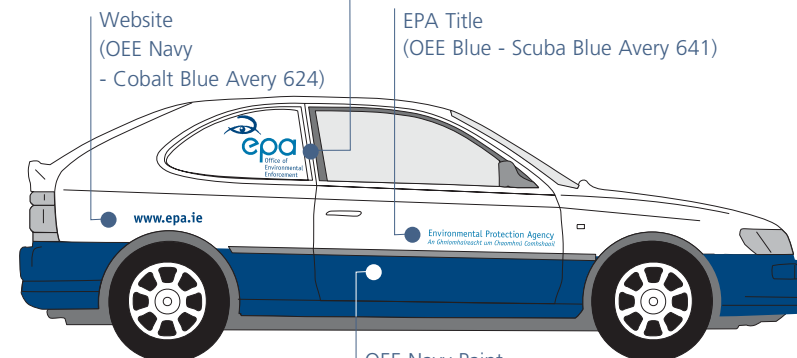
- OEE Navy - Imron Traffic - B3-3288

*Only available from:
Spectrum Paint
Unit 11, Western Parkway, Bus Park,
Ballymount Road, Walkinstown, Dublin 12

T: 01 450 6604



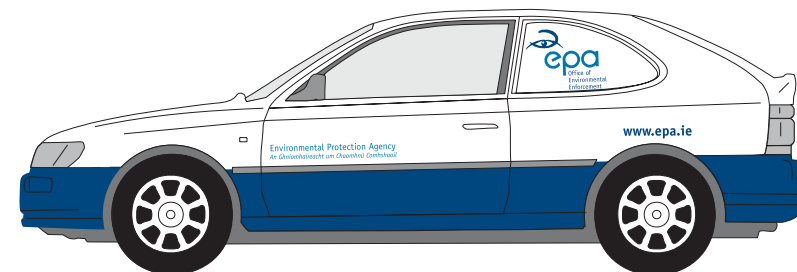
OEE Navy Paint
(OEE Navy - Imron Traffic - B3-3288)



Website
(OEE Navy
- Cobalt Blue Avery 624)

EPA Title
(OEE Blue - Scuba Blue Avery 641)

OEE Navy Paint
(OEE Navy - Imron Traffic - B3-3288)





OEE Signage Vinyl Colours are:

- OEE Blue - Scuba Blue Avery 641
- OEE Navy - Cobalt Blue Avery 624

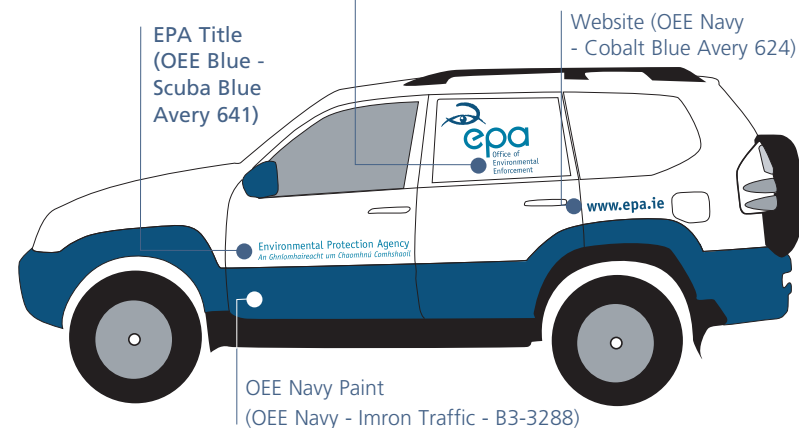
OEE Paint Colours* are:

- OEE Navy - Imron Traffic - B3-3288

*Only available from:
Spectrum Paint
Unit 11, Western Parkway, Bus Park,
Ballymount Road, Walkinstown, Dublin 12

T: 01 450 6604

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OEE Navy Paint
(OEE Navy - Imron Traffic - B3-3288)



