

Limerick City and County Council Brand Guidelines



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Introduction

This protocol gives you instructions on how to use the Limerick City and County Council logo and information on the Council's corporate style - the way our documents should be produced to make them as accessible as possible to all our citizens.

It is for our staff to use both internally and externally and should be given to all suppliers and contractors who produce promotional and other information on our behalf.

There are also some instructions that can help you when producing documents and reports about the services that we offer.

This applies to both internal and external communication and all new documents must adhere to this protocol which will be updated regularly.

2020 saw the launch of the 'Limerick' brand. As custodians and promoters of the brand, Limerick City and County Council are employing the Limerick brandmark on everything we print or publish.

It is essential that the branding is used in a consistent manner both internally and externally so this document must be adhered to at all times.

It is the responsibility of Limerick City and County Council managers to ensure that all internal and external communication complies with the branding policy, corporate standards and best practice of Limerick City and County Council.

It is the role of Office of Communications and Marketing to ensure there is consistency across the organisation in the use of the brand identity and that high standards are applied to maintain brand integrity.



Use of the Limerick City and County Council Logo

The Limerick City and County Council Logo

- All items relating to or belonging to the Council must carry the Limerick City and County Council logo
- The logo should appear on both internal and external publications
- The logo should be reproduced as described in this protocol
- The logo must only appear on items authorised by the Council
- The logo and any other promotional materials must not be printed or produced in any other format other than that explained in this protocol



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Limerick City and County Council logo / Key versions

Primary version of the logo



Black & White:

This is the only black and white version available and should be used in all instances where colour is not available.



Full Colour Version:

 **Dark Green:**
c100 m25 y100 k25

 **Light Green:**
c50 m0 y100 k0

2 Colour Pantone:

 **Dark Green:**
Pantone 349c

 **Light Green:**
Pantone 369c

Reversed:

The reversed logo is available in white to be placed on a dark colour background, preferably on a solid colour.



Limerick City and County Council logo / Key versions

Secondary version of the logo



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Important note:

The secondary logo is only to be used where there is a limit in the amount of space for the logo makes the primary logo illegible or if the size allowable for logos is restricted.

Black & White:

This is the only black and white version available and should be used in all instances where colour is not available.



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Reversed:

The reversed logo is available in white to be placed on a dark colour background, preferably on a solid colour.



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Full Colour Version:

 **Dark Green:**
c100 m25 y100 k25

 **Light Green:**
c50 m0 y100 k0

2 Colour Pantone:

 **Dark Green:**
Pantone 349c

 **Light Green:**
Pantone 369c

Limerick City and County Council logo / Clearspace rule

To preserve the integrity of the identifier and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides.

The minimum clear space required all round is defined by the height of the capital letter 'L' of the word 'Limerick'.



Limerick City and County Council logo / Sizing

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in applications. Always maintain their set proportions and never squeeze or extend the logo.

Logo positioning

Our preferred position of the logo is the bottom left corner. For occasions where this is not possible, you may place it center or right aligned.

Print

Minimum size for print material:



Digital

Preferred minimum size for screen / web:



Limerick City and County Council logo / Don't's

These are common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

1. Do not place the logo on detailed or complicated backgrounds.
2. Always respect the exclusion zone – no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo or wordmark.
5. Do not alter the colours of the logo elements.
6. Do not create unauthorised straplines for the logo.
7. Do not reorientate.
8. Never contain the logotype within a shape.
9. Do not distort in any way.

1



2



3



4



5



6



7



8



9



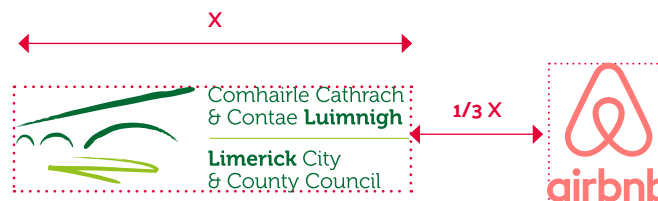
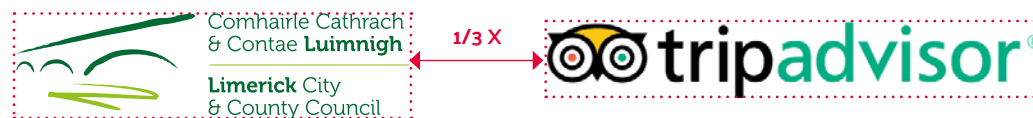
Our logo / Locking up

When using the Limerick City and County Council logo in conjunction with other logos, please ensure that it has the same prominence and is sized appropriately to match the shape and size of the other logos displayed. In the instance where Limerick City and County Council is lead sponsor for an event, it should appear at the start of the line-up. In both horizontal and vertical situations the council logo must never be rendered smaller than any other logo being displayed in the same visual area.

When using our landmark in combination with other logos, always ensure the minimum distance is equal to 1/3 of the width of our logo.

When used in combination of a wider logo, please ensure the Limerick landmark is no smaller than 75% of partner logo width.

When used in combination of a taller logo, please ensure the Limerick landmark is no smaller than 75% of partner logo height.

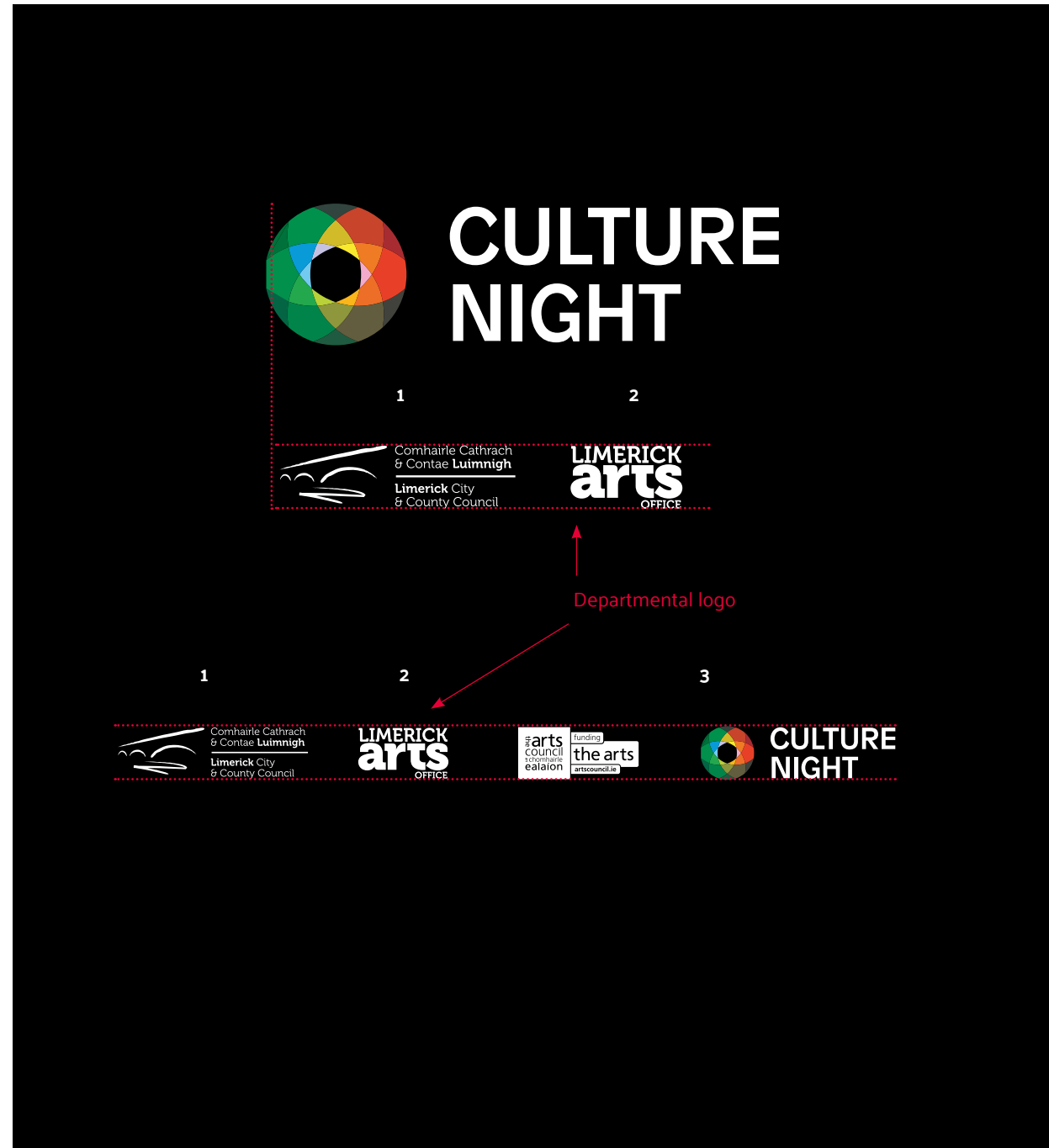


Our logo / Sponsorships

When Limerick City and County Council are sponsors or co-sponsors of an event, please take due care with logo scale and placement. The LCCC logo should be placed to the left or below the event logo, at least one third of its size. If LCCC are sponsoring via a Department or Division, please ensure the main LCCC logo appears to the left of the Departmental logo, at equal height.

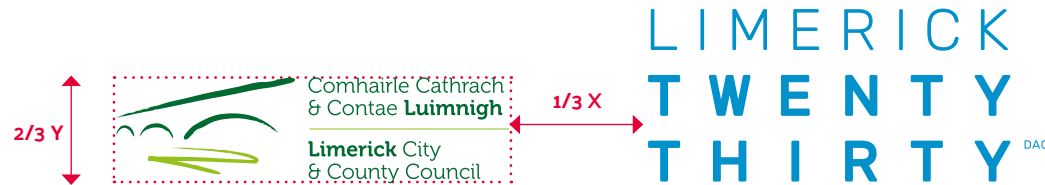
This also applies to logo line-ups involving other third parties.

Department names or LCCC sub brands should never appear on their own. The only **exception** to this rule is Limerick Fire Service.



Our logo / Subsidiary companies, third party stakeholders

When using the Limerick City and County Council logo in conjunction with those of subsidiary companies, DACS or third party stakeholders, other logos, please ensure that the LCCC logo is positioned to the left of the other logo and that it has the same prominence and is size.



Always ensure the minimum distance is equal to 1/3 of the width of the LCCC logo, and that our logo is a minimum of 2/3 the height of the other logo.

Synergy with the ‘Limerick’ brand

In 2020, Limerick’s landmark was launched.
It embodies these key attributes:

- Modern and characterful
- Rich and multi dimensional
- Embedded with Limerick DNA (the Treaty Stone and LSAD collaboration)
- Evoking multiple powerful interpretations (the Shannon, the Atlantic ocean, sky).

As custodians and promoters of the brand, Limerick City and County Council are employing the landmark on everything we print or publish.

These pages will give guidance on how the Limerick brand should be used on our materials.

Top edge borderline emphasises the idea of Atlantic Edge.

Texture and gradient to help us stand out and convey our ambitious and resilient character.

ATLANTIC EDGE



Heavy condensed typography, a big statement on its own.
Reflects our strong personality and bold proposition.

Strapline defining our brand proposition line.

Use of the Limerick logo with the Limerick City and County Council Logo

The Limerick City and County Council (LCCC) logo should always be accompanied by the Limerick logo, wherever possible.

Where the LCCC logo is the primary logo, the Limerick logo should not exceed 3/4 of the size of the LCCC logo. The exception to this is if the Limerick logo is in danger of going below 25mm / 175px in width.

Where circumstances dictate that the Limerick logo is below 25mm / 175px in width, the simplified version shown – without brand strapline – should be used.



Simplified version - for under 25mm / 175px



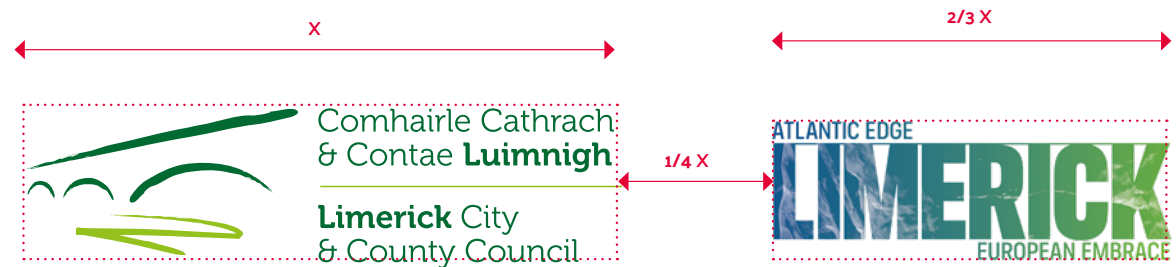
Use of the Limerick logo with the Limerick City and County Council Logo

The preferred position for the Limerick logo is always the bottom left, regardless of where the LCCC logo is positioned.



Use of the Limerick logo with the Limerick City and County Council Logo / Locking up

When locking up the two logos together, the LCCC logo should appear to the left of the Limerick logo. The logos are close companions, so the distance between should be no more or less than 1/4 of the width of the LCCC logo.



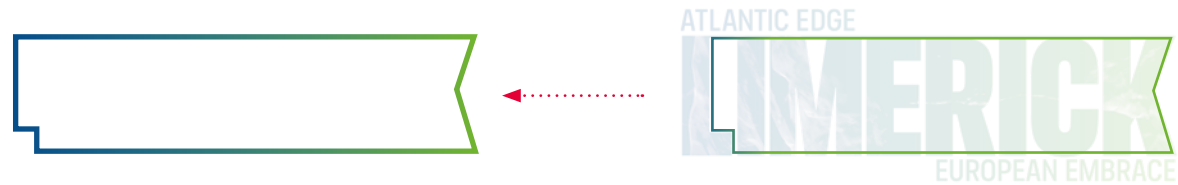
The Limerick icon

This is the Limerick brand icon. It has been developed from the Limerick logotype, and synthesizes it in a simple graphic shape.

It has a flexible nature as visualized in the icon variation section. This allows it to be used as a device that fits into different formats and layouts, as well as creating framing devices for imagery and content.

Its lines and angles have been used to reinforce our brand identity, assuring that every piece of communication we create references back to the Limerick name and logo.

Shape construction



Main icon



Icon variations



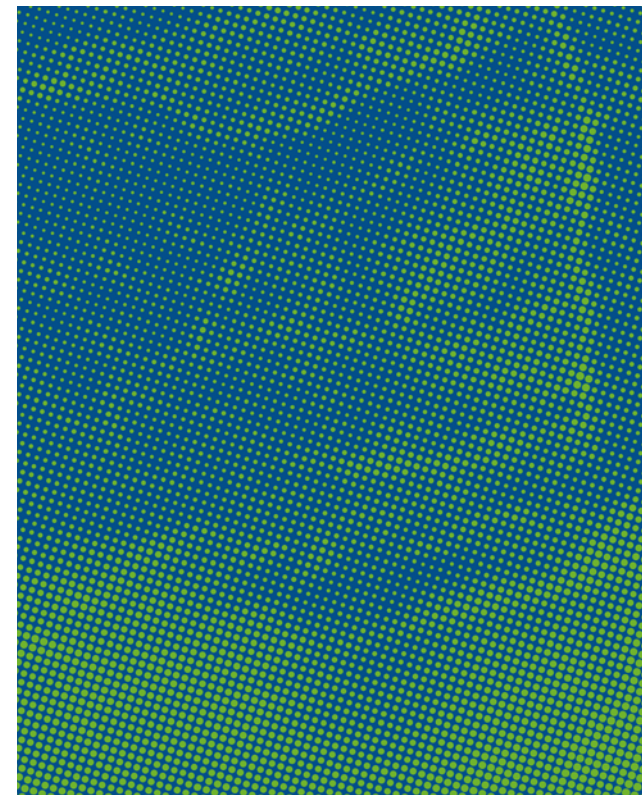
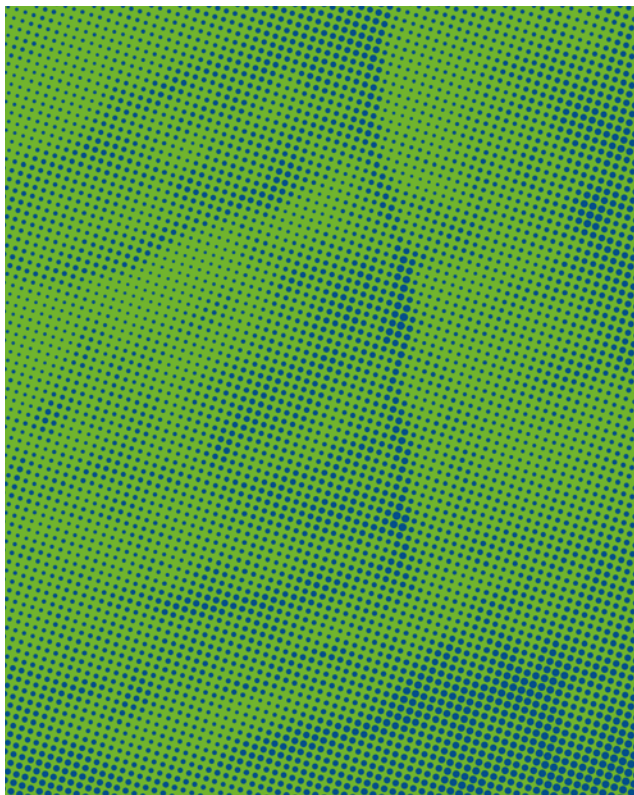
Pattern

This halftone pattern style has been developed as a part of the Limerick identity. It's always constituted of the Limerick brand colours, which may vary depending on the circumstances. This pattern element can be used sparingly in design as a decorative element to reinforce the Limerick brand.

Always make sure this halftone effect doesn't interfere with the legibility of the copy that is placed on it. To achieve this, the opacity of the textured background may be reduced.

How to create a halftone pattern

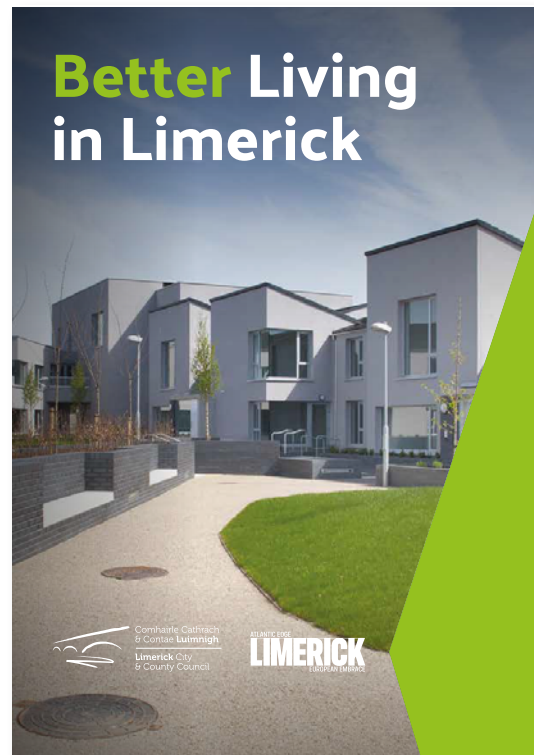
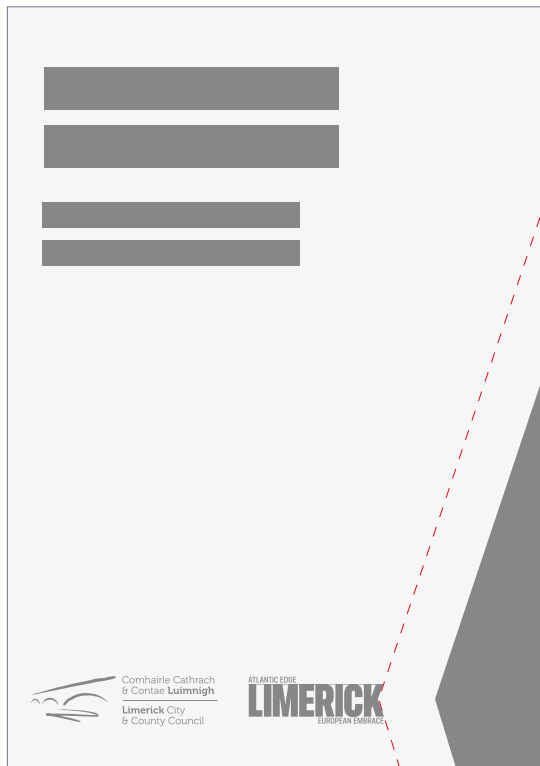
1. Apply a Colour Halftone effect on Photoshop to the image layer you want to modify. Channel Screen Angles should be set to 108. The Max. Radius may vary depending on the application.
2. Apply a Gradient Map adjustment layer on top of the halftone one, and edit it with our brand colours. These may be a combination of greens and blue, or a single colour transition to white.



Samples / Layouts

Design layouts should utilise the shape formed from the angled lines of the 'K' from the Limerick logo and icon.

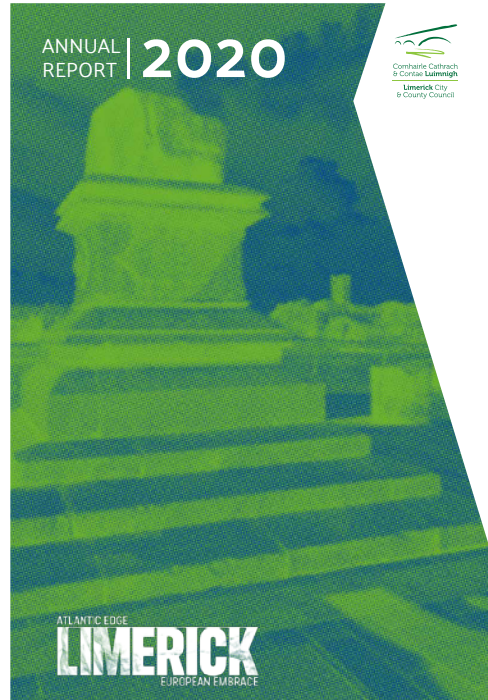
These are a couple of examples of how you may do it.



Samples / Layouts

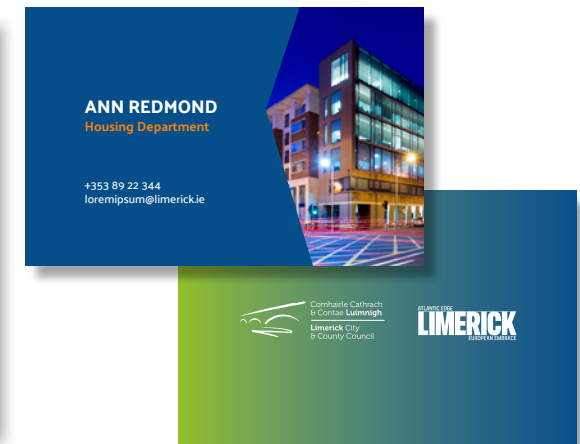
The 'K' device as well as the texture should be employed wherever possible.

Examples are shown here.



The 'K' device allows for pictorial department-relevant material to be produced.

See these Business card examples.



Typography

These are all the fonts available to use in Limerick City and County Council communications. As a general rule, Palanquin should be used. Bold and regular weights are our preferred versions, although the rest of the suite can also be used if required by the circumstances.

FS Industrie is our special font. We use it for impactful, more creative visuals and pieces of communication. It should be used sparingly in headers and short headlines.

Standard font

Palanquin Bold

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin SemiBold

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin Medium

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin Regular

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin Extra Light

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Special font

FS INDUSTRIE NARROW BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

FS INDUSTRIE NARROW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Typography / Internal

Calibri is the standard typeface to be used for all internal correspondence within Limerick City and County Council (Letters, memos, agenda etc)

Standard font - internal use

Calibri Bold

AaBbCbDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01232456789 &*!%@(.,,;

Calibri Regular

AaBbCbDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01232456789 &*!%@(.,,;

Calibri Light

AaBbCbDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 01232456789 &*!%@(.,,;

Typography style

Typography can be used in many ways, it should be used as expressively as possible.

It's important to achieve a sense of hierarchy when applying the different styles.

As a general use, Palanquin font should be the standard font used across our communications.

To enhance visual impact and create emphasis in headlines, words may be highlighted using Limerick's designated accent colour. This is applicable in headlines only, not subheads or body copy.

Sim im **nonsenseas** qui totat essi

Sim im nonsenseas qui totat essi lbusa que et quodipi dessitaecat

I'm body copy lorem ipsum dolorFerspere heniet que diti conest,
et rerorpo remperum fugia est es magnihi lluptatium illa comnis
exerior porporatur, nonsequi consero is vero disimus apersperum et
excerferum eosapero blab illestias nonsect

I'm more body copy lorem ipsum olutati apiduntem del magnihi ciendip
itaquoditat que aut volori omnient rempedi teceribus idest, to etur?
Udae vidunte velent quiate net que iur ape velitias mil ipsam, ut fuga.
Etur, sit excea peditatectum idi ipiende ndiore, odis eatem eaquam,
ulparum imet qui volent.

Ta delenda escipis alicim qui ut re magnis dempos estiunt otatur?

Porepudignim volorumetus dem nis sa verioria dessi officias eum qui
reped qui sam, ulpa sam fugit ea quat vellibus quat dolut lantor

Headline

Displays the most important information, and may include no more than 3 highlighted words.

Subheading

Body copy

Typography style

FS Industrie font should be used for bolder and more impactful creative communications such as advertising or posters. It allows for more flexible and playful layouts.

This approach should aim to create a bigger visual impact, achieved partially by creating contrast in the relationship of the different elements of the layout.



Headline

Can be placed freely in the page, in order to establish certain relationships with an image or to produce a bigger visual impact.

Subheading

Body copy

Our colour palette

Note: The LCC Green colours should only be used in the logo - see page 6

		C	M	Y	K	R	G	B	Hex Value	Pantone	RAL
	Charcoal To be used for body copy on white backgrounds.	100	83	48	58	19	34	55	132237	5395 CP	5011
	White To be used as a background, and body copy over dark backgrounds.	0	0	0	0	255	255	255	ffffff	P 75-1 C	9016
	Blue Primary colour. May be used generously for headers and backgrounds.	98	70	18	4	5	78	138	054e8a	7462 C	5000
	Pine Green Primary colour. May be used generously for headers and backgrounds.	82	34	47	24	34	110	113	226e71	18-5121 TCX	5021
	Green Primary colour. May be used generously for headers and backgrounds.	74	22	83	6	73	143	79	498f4f	8704 C	6017
		WEB				49	135	62	31873e		
	Kelly Green Secondary colour. Use sparsely as a decorative asset. Be cautious when combined with copy.	62	2	99	0	112	180	47	70b42f	2421 CP	6018
	Orange Accent colour. Used for highlights and to make certain elements standout.	0	58	95	0	239	129	23	ef8117	151 CP	2003
	Limerick Gradient Use sparsely as a decorative asset.	Transition in between the Blue and Kelly Green colours									

Colour pairings

This tables indicates all possible text and background colour combinations. Use it as a reference when creating your designs.

- ✓ Use freely in any creatives.
- ! Use with caution. Make sure the copy is used at large sizes and avoid using this combination on large pieces of copy.
- ✗ Don't use.

Text	Text	Text	Text	Text	Text
✗	✓	✓	!	✗	✓
Text	Text	Text	Text	Text	Text
✗	✓	✓	!	!	✓
	Text	Text	Text	Text	Text
✗	!	!	✗	✗	!
Text	Text	Text	Text	Text	
✓	✗	✗	!	✓	✗

Sub Brands and Council Departments

When using a LCCC sub brand or Department logo in association with LCCC and the Limerick logo, it must sit 3rd in a lineup, as per the order shown (across) and in the examples (below). Department names or LCCC sub brands should never appear on their own.

The only **exception** to this rule is Limerick Fire Service.

ORDER OF APPEARANCE

1



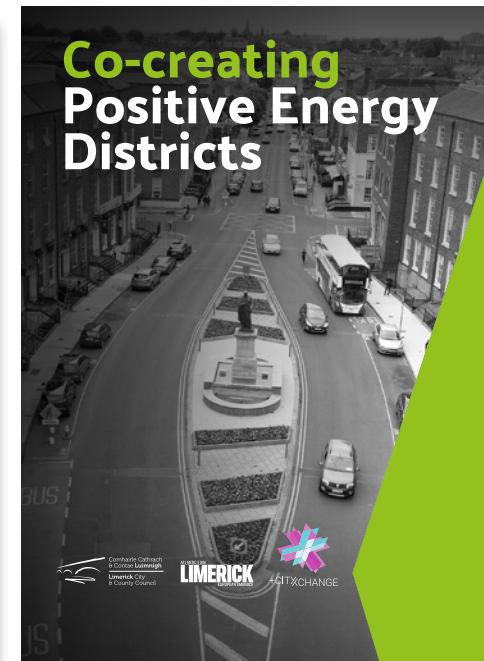
Comhairle Cathrach
& Contae Luimnigh
**Limerick City
& County Council**

2



3

**Dept
Logo**



Photography style

Photography should seek to capture the beautiful contradictions of Limerick's distinctive character: warm, yet gritty; proud, yet humble; creative, yet driven - best expressed by the two essential elements at the heart of the Limerick brand: Edge and Embrace.

This should apply always to the depiction of LCCC activities. Photographs should, at every opportunity, project the innovation and dynamism of our organisation, and Limerick itself.

Avoid dry, overly corporate photographs. Choose the images that show a different point of view, a quirky side, and exciting angle.



People

Always use imagery that feels natural. Avoid the use of forced poses, people staring directly at camera, or any kind of scene that feels overly staged.

Images that celebrate personality, individuality and that tell the story of LCCC and Limerick are most successful.



Places

Limerick is a place with a story around every corner. Our photography of the city and county should seek to reveal, surprise and delight.

Favour light conditions that enhance the beauty of a particular place: avoid flat light in favour of conditions which create contrast and atmosphere such as crisp blue skies, sunset, sunrise, or subtle light.

Use wide angle lenses to cover all the space in big spaces, or use depth of field to narrate a more intimate part of the scene.



Don'ts

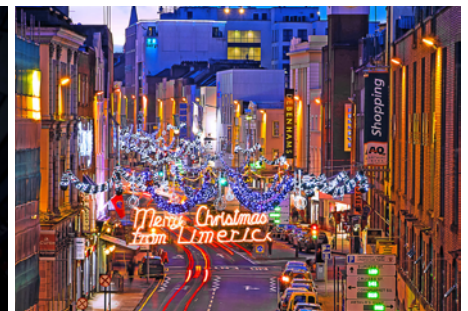
Don't use forced poses and expressions.

Don't use overly retouched images.

Don't use photos that lack a story.

Avoid the use of expressions that don't convey a positive or characterful feel.

Avoid pictures where the light is too harsh or contrasted.



Contact

For any queries please contact:

E: communications@limerick.ie

T: +353 61 556000

W: www.limerick.ie

Marketing & Communications Department,
Limerick City and County Council,
Merchant's Quay
Limerick V94 EH90