



Óglaigh
na hÉireann
IRISH DEFENCE FORCES

BRAND GUIDELINES



www.military.ie

DEFEND
OUR STATE

CORE IDENTITY

LOGO

The Defence Forces logo is made up of two parts: The badge and the type lockup. When placed on a dark background the white version should be used, when placed on a light background the black version should be used.



**Óglaigh
na hÉireann**
IRISH DEFENCE FORCES



**Óglaigh
na hÉireann**
IRISH DEFENCE FORCES

LOGO

The badge can also be displayed as a stand-alone element. Black, white and gold single colour versions are available when the layout or production method requires a single colour outline.



CORE IDENTITY

LOGO

The logo should be clear and easy to read at all times. The logo should always have enough space around it. This is particularly important when it is being used by a third party.

The logo safe area is indicated as the size of the inner circle of the logo. The logo should never be printed smaller than at a height of 15mm.



Logo Safe Area



Minimum Logo Size

TYPE & TYPOGRAPHY

An emphasis on the correct use of type reflects the importance of language to us in how we communicate. A clear hierarchy, demonstrated by contrasting applications of type, reflects a clarity of vision and expression.

We should make type both legible and readable – not only should it be easy to read, our audience should want to read it. This means that we avoid squashing too much information into a small space, editing as much as we can. It also means that we never set paragraphs of type in all caps, italic, or bold, or use all caps or underlining for emphasis.

Using an economy of styles and elements forces us to be clear in what we hope to express through type. Establishing a clear hierarchy by reviewing content allows us to do this. On extremely rare occasions there is room for expressive and interpretative typography, but only once the core meaning of the content is being communicated.

TYPEFACES

Akzidenz Grotesk, DIN Condensed and Goudy Old Style are the only typefaces that should be used for Irish Defence Forces communications. The only exception to this rule is when the fonts are not available on the user's system in which case, Arial should be used as a fallback for Akzidenz Grotesk and Georgia should be used as a fallback for Goudy Old Style.

Akzidenz Grotesk is a grotesque (early sans-serif) typeface originally released by the H. Berthold AG type foundry in 1896 under the name Accidenz Grotesk. It is known for its clarity and range of weights and styles. This makes it an ideal choice as it enables us to communicate with the use of clear hierarchy in an organised manner.

When Akzidenz Grotesk Condensed is unavailable, DIN Condensed can be used as a substitute for headings.

Goudy Old Style is a classic old-style serif typeface originally created by Frederic W. Goudy for American Type Founders (ATF) in 1915. It is a light, balanced typeface that conveys authority while remaining graceful.

**Berthold Akzidenz
Grotesk Medium**

**Berthold Akzidenz
Grotesk Regular**

**BERTHOLD AKZIDENZ
GROTESK CONDENSED**

DIN CONDENSED

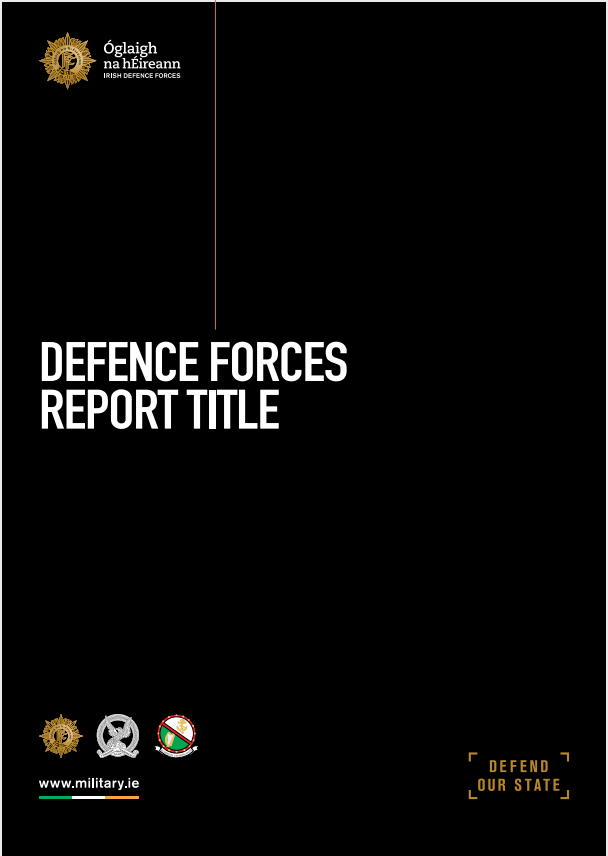
Goudy Old
Style Regular

*Goudy Old Style
Regular Italic*

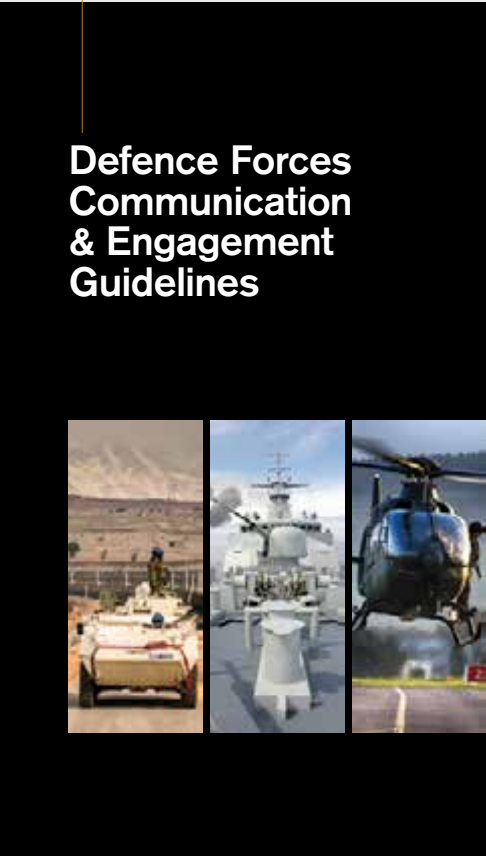
Goudy Old
Style Bold

TYPOGRAPHY

Cover titles should be set in DIN Condensed.



Section titles should be set in Akzidenz Grotesk Medium.



Paragraph headings should be set in Akzidenz Grotesk Bold.

SECTION 1 - Defence Forces Communication & Engagement Guidelines

PARAGRAPH TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula.

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum. Ut arcu purus, eleifend quis eros eget, condimentum cursus quam. Sed ultricies diam quis ex scelerisque, sed vestibulum dui sollicitudin. Nullam laoreet tincidunt scelerisque.

Nullam laoreet tincidunt scelerisque. Proin conallis hendrerit feugiat. Suspendisse consectetur ex urna, auctor aliquet augue fermentum eu. Quisque maximus tincidunt sapien, ac ornare lorem iaculis nec. Maecenas at efficitur sapien. Nulla maximus quam nec augue luctus consequat. Eriam bibendum tempor rhoncus. Quisque ac nibh nunc. Pellentesque habitant morbi tristique.

Senectus et netus et malesuada fames ac turpis egestas. Vivamus urna diam, hendrerit eu bibendum id, lobortis quis mauris. Donec id commodo ex, id vehicula quam. Cras dignissim laoreet consectetur. Donec fermentum nisl vel gravida portitor. Sed velit nulla, suscipit nec mi a, posuere sagittis diam. Donec blandit dui quis felis ullamcorper, non tristique.

PARAGRAPH TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum. Ut arcu purus, eleifend quis eros eget, condimentum cursus quam. Sed ultricies diam quis ex scelerisque, sed vestibulum dui sollicitudin. Nullam laoreet tincidunt scelerisque.

Ipsum: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum. Ut arcu purus, eleifend quis eros eget, condimentum cursus.

Lorem ipsum Dolor

- Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis.
- Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis.

Lorem ipsum

- Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis. Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis.
- Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis.

Enhance External Perception

- Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis. Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis.
- Nulla nec urna quam. Ut finibus, erat sed posuere facilisis, eros turpis.



Annotations and side notes should be set in Goudy Old Style. These should be set in a smaller size than the body copy—8pt as a recommended starting point.

Body type should be set in Goudy Old Style. Body type size should be small but readable—10pt as a recommended starting point.

CORE IDENTITY

TYPOGRAPHY

Akzidenz Grotesk is a versatile typeface that can be used for a range of applications extending the Irish Defence Forces brand.

IRELAND



CORE IDENTITY

TAGLINE

This tagline is the core mission of the Irish Defence Forces, as outlined in Defence Forces Vision 2030. This vision positions Óglaigh na hÉireann as a joint, agile, and fit-for-purpose military force dedicated to protecting Irish sovereignty and its citizens, while also contributing to international peacekeeping and security missions.

The tagline is a concise expression of this responsibility: a clear statement of purpose that reflects both the Defence Forces' enduring role in safeguarding the nation and their commitment to evolving in line with Ireland's future security needs.

「DEFEND OUR STATE」

「DEFEND」 「COSAIN」
「OUR STATE」 「ÁR STÁIT」

「COSAIN ÁR STÁIT」

「DEFEND OUR STATE」

「DEFEND」 「COSAIN」
「OUR STATE」 「ÁR STÁIT」

「COSAIN ÁR STÁIT」

「DEFEND OUR STATE」

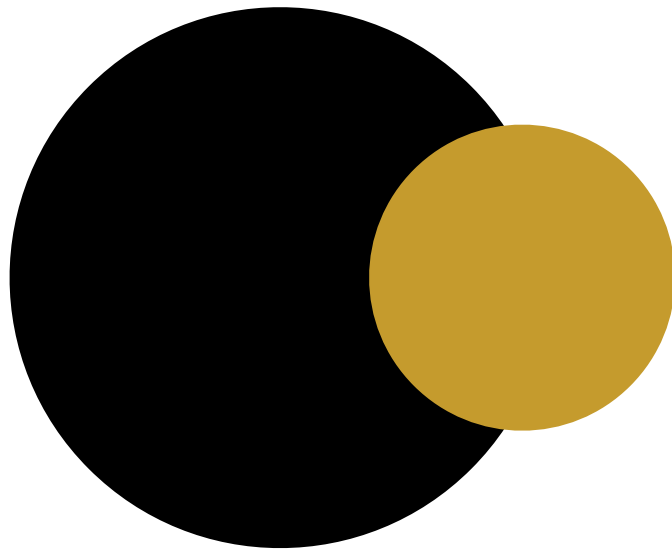
「DEFEND」 「COSAIN」
「OUR STATE」 「ÁR STÁIT」

「COSAIN ÁR STÁIT」

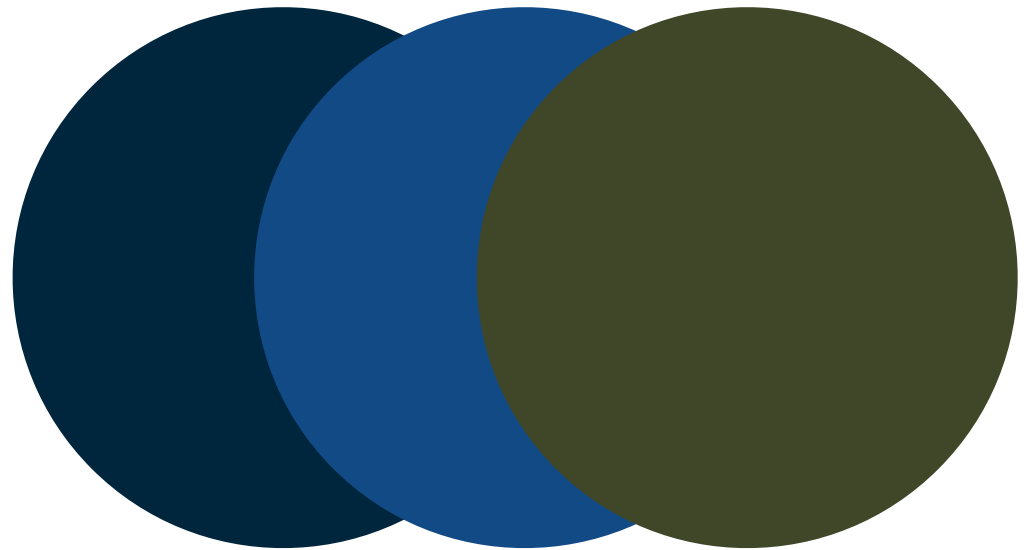
CORE IDENTITY

COLOUR

The Defence Forces main colours are black and gold. The Army, Air Corps and Naval Services have their own distinguishing colours as per the chart on this page.



Irish Defence Forces



Navy · Air Corps · Army

COLOUR



Black

Process Black
C0 M0 Y0 K100
Web #000000



Gold

Pantone 125
C27 M46 Y100 K6
Web #B5852C



White

C0 M0 Y0 K0
Web #FFFFFF



Navy

Pantone 2965
C100 M78 Y48 K54
Web #00253D



Blue

Pantone 301
C100 M72 Y27 K12
Web #004987



Green

Pantone 5743
C66 M50 Y88 K49
Web #3F4727

STATIONERY

The basic stationery set consists of a letterhead, compliment slip, A5 notepaper and business card.

The stationery always displays the Defence Forces logo in top left corner. Badges and contact information are displayed in the footer in order of priority.



STATIONERY

The A5 notepaper and compliment slip are the same size in width. The Defence Forces logo is the same size consistently across all stationery applications.

The elements are fixed in position and the template is to be adhered to in all instances.



Óglaigh
na hÉireann
IRISH DEFENCE FORCES

DEFEND
OUR STATE

<<Unit Name/Designation Irish>>, <<Unit Name/Designation English>>
<<Address Irish w/Eircode>>
<<Address English w/Eircode>>



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Óglaigh
na hÉireann
IRISH DEFENCE FORCES

DEFEND
OUR STATE

<<Unit Name/Designation Irish>>, <<Unit Name/Designation English>>
<<Address Irish w/Eircode>>
<<Address English w/Eircode>>



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Óglaigh
na hÉireann
IRISH DEFENCE FORCES

<<First Name>> <<Last Name>>
<<Rank>>
<<Appointment/Title*>>



Óglaigh
na hÉireann
IRISH DEFENCE FORCES



<<First Name>> <<Last Name>>
<<Rank>>
<<Appointment/Title*>>
IRISHBATT

<<Unit Name/Designation Irish>>
<<Unit Name/Designation English>>
<<Address Irish w/Eircode>>
<<Address English w/Eircode>>
<<E-mail(s)>>
E: <<Office Number>>
M: <<Mobile Number>>

DEFEND OUR STATE



www.military.ie

IRISHBATT
113 Inf Bn UNIFIL
UNP 2-45
Ab-Tri
South Lebanon
E: +961 12345678



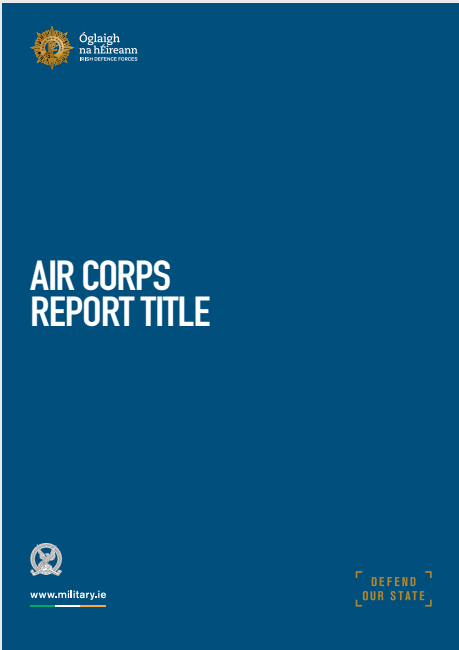
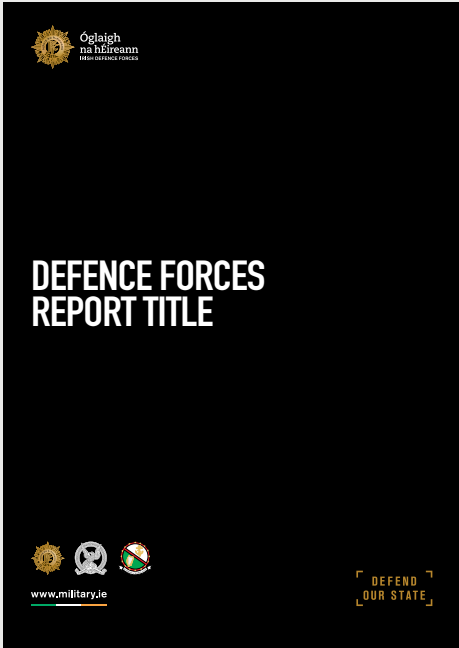
DEFEND OUR STATE



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PRINT LAYOUT

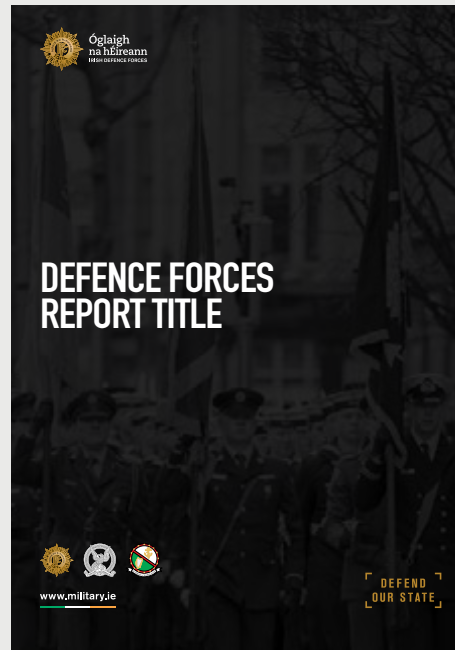
As with the stationery, the covers of print items display the Defence Forces logo in the top left hand corner and flashes can be used to identify the document.



PRINT LAYOUT

Images with a colour overlay representing the corresponding sector can also be used for covers: Black for Defence Forces, dark blue for Naval Services, light blue for Air Corps and green for Army Services.

On the following pages you can see examples of internal page styles. The grid, all character styles and paragraph styles are included in the artwork files and should be used as a starting point for any document.



PRINT LAYOUT

Single large images have more of an impact for section title pages. When there is a need for multiple images, the grid should be adhered to.

Defence Forces Communication & Engagement Guidelines



SECTION 1 Defence Forces Communication & Engagement Guidelines

PARAGRAPH TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula:

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum. Ut arcu purus, eleifend quis eros eget, condimentum cursus quam. Sed ultricies diam quis ex scelerisque, sed vestibulum dui sollicitudin. Nullam laoreet tincidunt scelerisque.

Nullam laoreet tincidunt scelerisque. Proin convallis hendrerit feugiat. Suspendisse consectetur ex urna, auctor aliquet augue fermentum eu. Quisque maximus tincidunt sapien, ac ornare lorem iaculis nec. Maecenas at efficitur sapien. Nulla maximus quam nec augue luctus consequat. Etiam bibendum tempor rhoncus. Quisque ac nibh nunc. Pellentesque habitant morbi tristique

Senectus et netus et malesuada fames ac turpis egestas. Vivamus urna diam, hendrerit eu bibendum id, lobortis quis mauris. Donec id commodo est, id vehicula quam. Cras dignissim laoreet consectetur. Donec fermentum nisl vel gravida porttitor. Sed velit nulla, suscipit nec mi a, posuere sagittis diam. Donec blandit dui quis felis ullamcorper, non tristique.



112

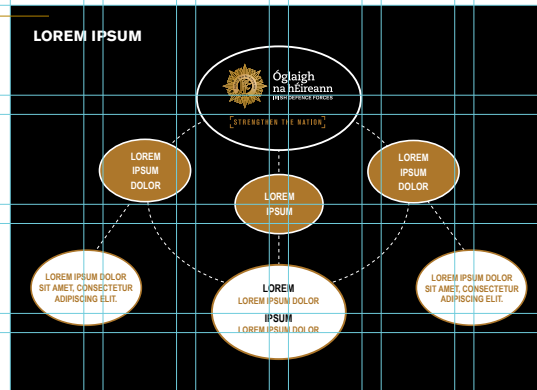
The only content placed in the top section of the page is running headers.

Placing too much information into the layout should be avoided as it overcrowds the page.

Page numbers are always displayed in the same position on the same page.

PRINT LAYOUT

Graphs should use the same style and appear consistent across all print layouts.



PARAGRAPH TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum:				
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- | | |
|---------------------|--|
| • Lorem ipsum dolor | |
| • Lorem ipsum dolor | |
| • Lorem ipsum dolor | |



PARAGRAPH TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum:				
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A. Lorem ipsum dolor sit amet: Consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum. Ut arcu purus, eleifend quis eros eget, condimentum cursus quam. Sed ultricies diam quis ex scelerisque, sed vestibulum dui sollicitudin. Nullam laoreet rincidunt scelerisque.

B. Lorem ipsum dolor sit amet: Consectetur adipiscing elit. Sed lacinia posuere vehicula. Phasellus dictum commodo sapien in interdum. Ut arcu purus, eleifend quis eros eget, condimentum cursus quam. Sed ultricies diam quis ex scelerisque, sed vestibulum dui sollicitudin. Nullam laoreet rincidunt scelerisque.

C. Lorem ipsum dolor sit amet: Maecenas at efficitur sapien. Nulla maximus quam nec augue luctus consequat. Etiam bibendum tempor rhoncus. Quisque ac nibh nunc.

SECTION 1 - Defence Forces Communication & Engagement Guidelines

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus urna diam, hendrerit eu bibendum id, lobortis quis mauris.

Maecenas at efficitur sapien. Nulla maximus quam nec
augue luctus consequat. Eriam bibendum tempor rhoncus.
Quisque ac nibh nunc. Pellentesque habitant morbi
tristique senectus et netus et malesuada fames ac turpis
egestas. Vivamus urna diam, hendrerit eu bibendum id,
lobortis quam mauris.

Donec id commodo ex, id vehicula quam. Cras dignissim laoreet consectetur. Donec fermentum nisl vel gravida porttorit. Sed vel it nulla, suscipit nec mi a, posuere sagittis diam. Donec blandit dui quis felis ullamcorper, non tristique magna pharetra.

PARAGRAPH TITLE
WITH SECOND LINE

Donec id commodo ex, id vehicula quam. Cras dignissim
laoreet -consectetur. Donec fermentum, nisl vel gravida
porttitor. Sed velit nulla, suscipit nec mi, posuere sagittis
diam. Donec blandit dui quis felis ullamcorper, non
tristique magna pharetra.

Donec id commodo ex, id vehicula quam. Cras dignissim
laoreet consectetur. Donec fermentum nisl vel gravida
porttitor. Sed velit nulla, suscipit nec mi a, posuere sagittis
diam. Donec blandit dui quis felis ullamcorper, non
tristique magna pharetra.

Maecenas at efficitur sapien. Nulla maximus quam nec
augue luctus consequat. Etiam bibendum tempor rhoncus.
Quisque ac nibh nunc. Pellentesque habitant morbi
tristique senectus et netus et malesuada fames ac turpis
egestas. Vivamus urna diam.

Maecenas at efficitur sapien. Nulla maximus quam nec
augue luctus consequat. Eriam bibendum tempor rhoncus.
Quisque ac nibh nunc. Pellentesque habitant morbi
tristique senectus et netus et malesuada fames ac turpis
egestas. Vivamus urna diam, hendrerit eu bibendum id,
lobortis quis mauris.

Donec id commodo ex, id vehicula quam. Cras dignissim laoreet consectetur. Donec fermentum nisl vel gravida porttitor. Sed velit nulla, suscipit nec mi a, posuere sagittis diam. Donec blandit dui.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

PARAGRAPH TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Sed lacinia posuere vehicula. Phasellus dictum:

- Lorem ipsum dolor
- Lorem ipsum dolor
- Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula.				
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Tagline: **"Defend our State".**

「DEFEND OUR STATE」

Sed ultricies diam quis ex scelerisque, sed vestibulum dui
sollicitudin. Nullam laoreet tincidunt scelerisque. Proin
convallis hendrerit feugiat.

Suspendisse consectetur ex urna, auctor aliquet augue
fermentum eu quisque maximus.

Tincidunt sapien, ac ornare lorem iaculis nec.Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia posuere vehicula.

Phasellus dictum commodo sapien in interdum. Ut arcu
purus, eleifend quis eros eget, condimentum cursus quam.
Sed ultricies diam quis ex scelerisque, sed vestibulum dui
sollicitudin. Nullam laoreet tincidunt scelerisque. Proin
convallis hendrerit feugiat.

Suspendisse consectetur ex urna, auctor aliquet augue fermentum eu. Sed ultricies diam quis ex scelerisque, sed vestibulum dui sollicitudin. Nullam laoreet tincidunt scelerisque. Proin convallis hendrerit feugiat.

Images can be placed within running body copy where appropriate.

Line length is kept consistent by running across 3 columns on the grid.

PRINT LAYOUT

Annex A — Communication & Engagement Matrix

PARAGRAPH TITLE

Phase 1: Lorem Ipsum

Maccenas at efficitur sapien. Nulla maximus quam nec augue luctus consequat. Phasellus dictum commodo ac tiosus dectar sapien in interdum.

- 1. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 2. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 3. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 4. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 5. Mauris auctor ante vitae est ullamcorper.

Phase 2: Lorem Ipsum

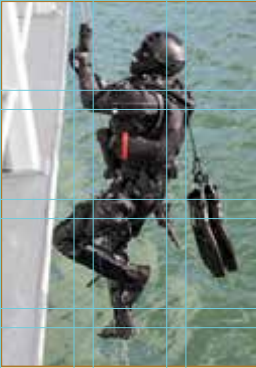
Maccenas at efficitur sapien. Nulla maximus quam nec augue luctus consequat. Phasellus dictum commodo ac tiosus dectar sapien in interdum.

- 1. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 2. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 3. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 4. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 5. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;

Phase 3: Lorem Ipsum

Maccenas at efficitur sapien. Nulla maximus quam nec augue luctus consequat.

- 1. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 2. Mauris auctor ante vitae est ullamcorper, id ornare sapien venenatis;
- 3. Mauris auctor ante vitae est.



>Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SECTION 2 - Annex A—Communication Engagement Matrix

Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Etiam justo	Etiam justo...	Etiam	Etiam justo	Mauris auctor ante
		Proin	Integer ultrices	
		Integer	Etiam justo	
		Suspendisse	Integer ultrices	
Class aptent taciti sociosqu ser	Etiam justo... Integer ultrices...	Etiam Proin Integer	Etiam justo Integer ultrices Etiam justo	Pelentesque habitant
		Integer	Etiam justo	
		Suspendisse & Integer del Proin	Integer ultrices Etiam justo	Proin tristique metus ac eros luctus
Class aptent taciti sociosqu ser	Etiam justo... Integer ultrices...	Etiam Proin	Integer ultrices Etiam justo	Ac eros luctus Ac eros luctus
	Etiam justo...	Integer Integer Integer Proin	Integer ultrices Etiam justo Integer ultrices	Ac eros luctus Mauris auctor ante Mauris auctor ante
Class aptent taciti sociosqu ser	Etiam justo... Integer ultrices...	Suspendisse Suspendisse & Integer del Suspendisse & Proin delto	Etiam justo Integer ultrices	Mauris auctor ante Pelentesque habitant Pelentesque habitant Pelentesque habitant
		Etiam & Tor atinos dicto	Integer ultrices	Pelentesque habitant
Class aptent taciti sociosqu ser et almo dictus	Etiam justo... Integer ultrices...	Etiam Proin Integer	Etiam justo Integer ultrices Etiam justo	Mauris auctor ante Mauris auctor ante Mauris auctor ante
		Etiam	Integer ultrices	Pelentesque habitant
		Proin Integer	Etiam justo Integer ultrices	Suspendisse ullamcorper erat Pelentesque habitant

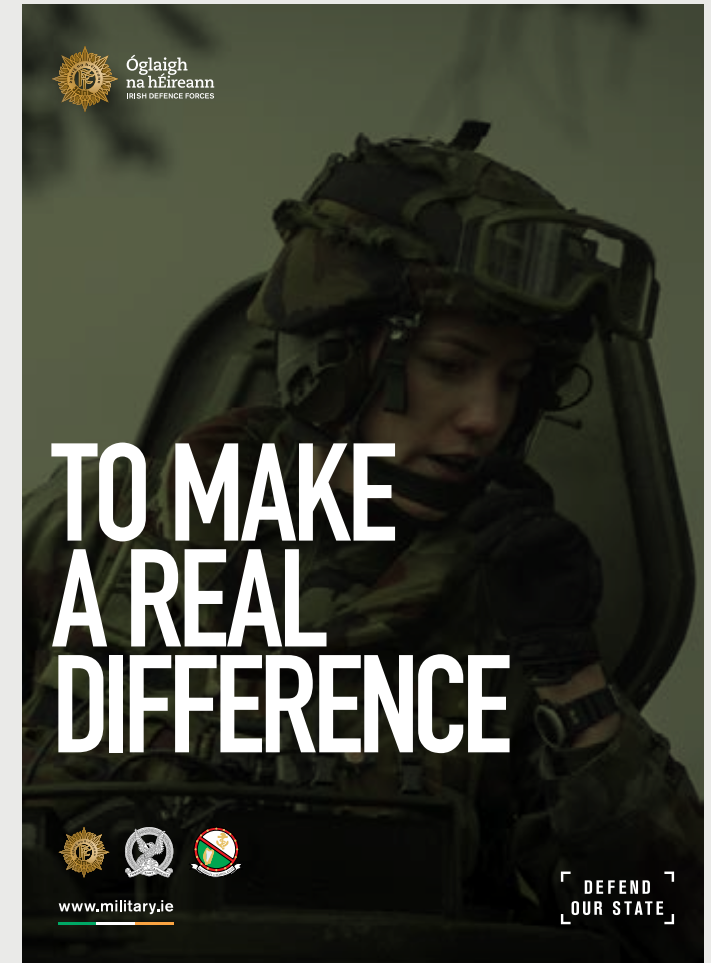
Tables should use the same style and appear consistent across all print layouts.

Numbered lists are supplied in the template and should be adhered to.

Images should adhere to the grid and be annotated using Goudy Old Style Italic.

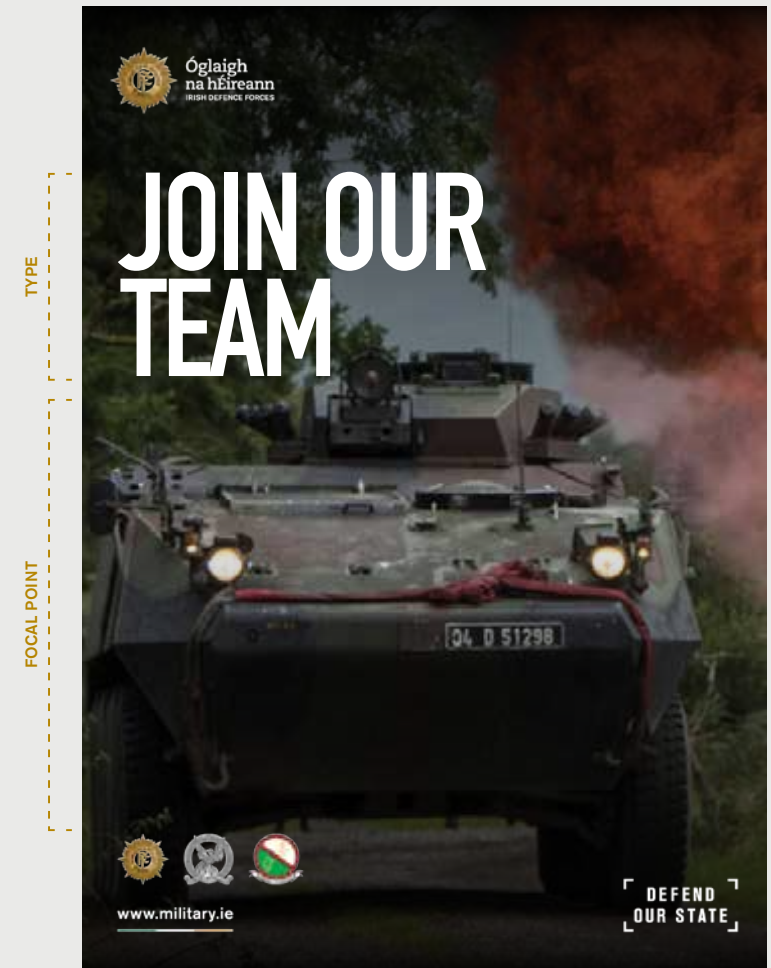
POSTERS

The posters again display the Defence Forces logo in the top left hand corner. A colour overlay is applied to the represent the corresponding sector: Dark blue for Naval Services, light blue for Air Corps and green for Army Services.



POSTERS

Posters can also use an opacity gradient. The type moves up or down depending on the focal point of the image. These posters display the value of contrast in making an eye catching poster. Both versions of the posters are available as templates and should be adhered to.



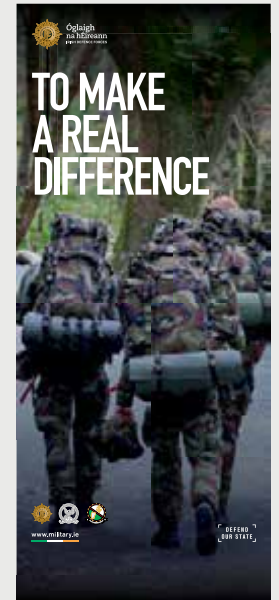
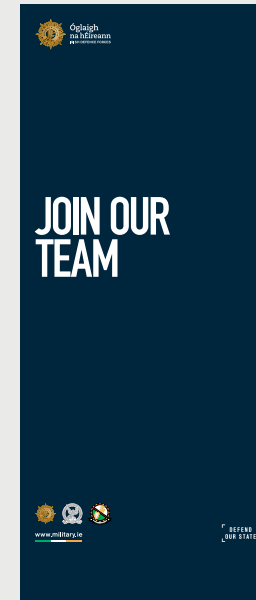
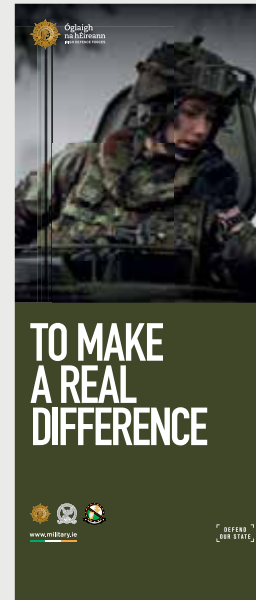
PULL-UP BANNERS

The pull-up banners also display the Defence Forces logo in the top left hand corner. Banners can use an opacity gradient, colour overlay, solid colour or an image can occupy a portion of the banner. The type moves up or down depending on the focal point of the image. Both versions of the pull-up banners are available as templates and should be adhered to.

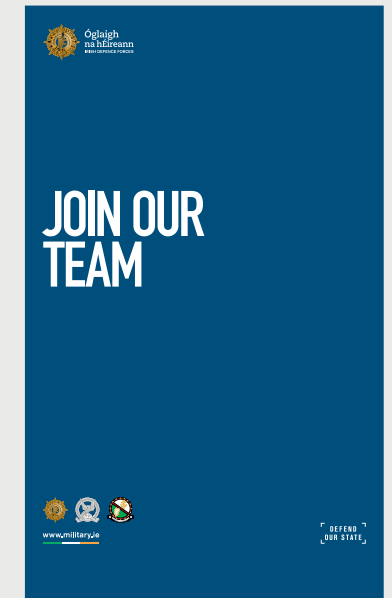
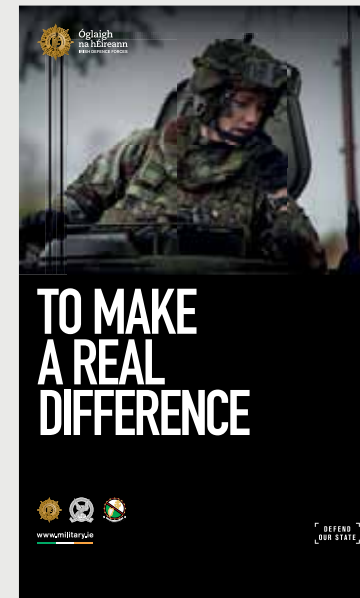


PULL-UP BANNERS

850mm W x 2,000mm H



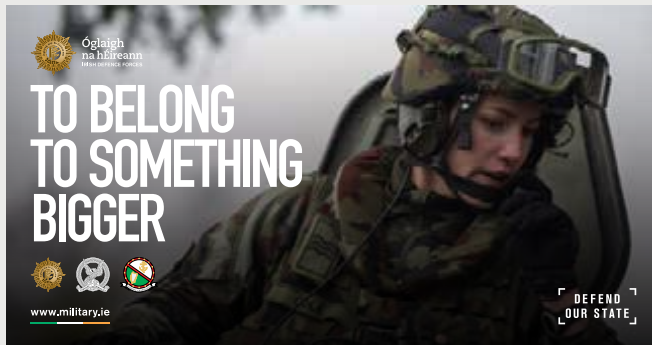
1,200mm W x 2,000mm H



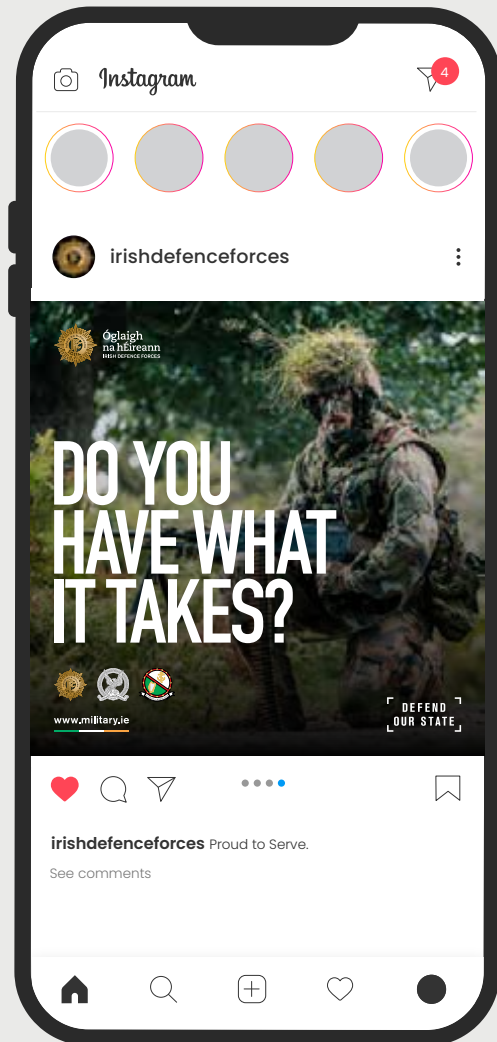
INSTAGRAM

The social media assets display the Defence Forces logo in the top left hand corner.

Posts can use an opacity gradient or a colour overlay to the represent the corresponding sector: Dark blue for Naval Services, light blue for Air Corps and green for Army Services. All social media assets are available as templates and should be adhered to.



Landscape (1080px x 566px)



Square (1080px x 1080px)



Story (1080px x 1920px)



Vertical (1080px x 1350px)

SOCIAL MEDIA APPLICATIONS

X

The social media assets display the Defence Forces logo in the top left hand corner.

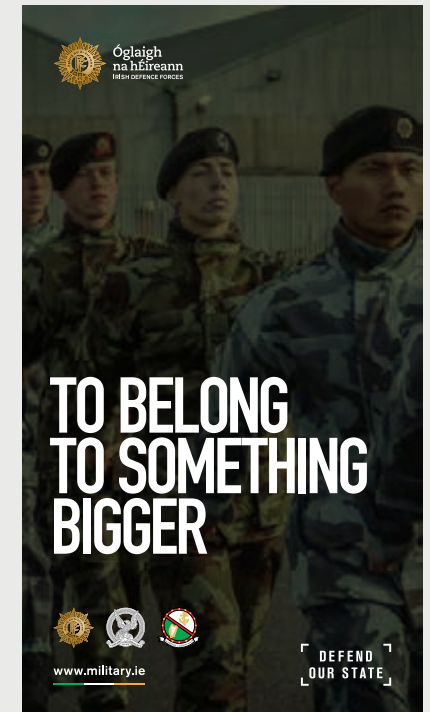
Posts can use an opacity gradient or a colour overlay to the represent the corresponding sector: Dark blue for Naval Services, light blue for Air Corps and green for Army Services. All social media assets are available as templates and should be adhered to.



Square (720px x 720px)



Landscape (1280px x 720px)



Vertical (720px x 1280px)

SOCIAL MEDIA APPLICATIONS

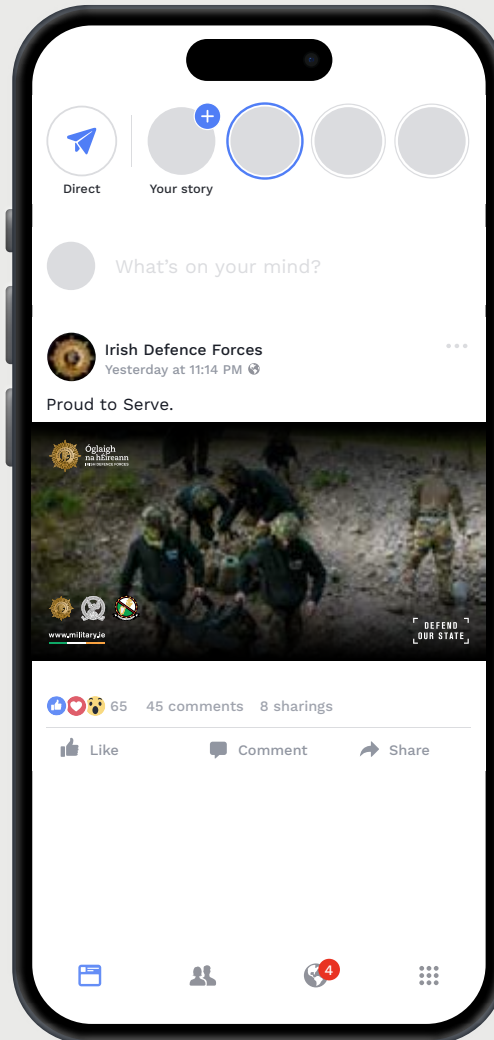
FACEBOOK

The social media assets display the Defence Forces logo in the top left hand corner.

Posts can use an opacity gradient or a colour overlay to the represent the corresponding sector: Dark blue for Naval Services, light blue for Air Corps and green for Army Services. All social media assets are available as templates and should be adhered to.



Square (1080px x 1080px)



Landscape (1080px x 566px)



Story (1080px x 1920px)

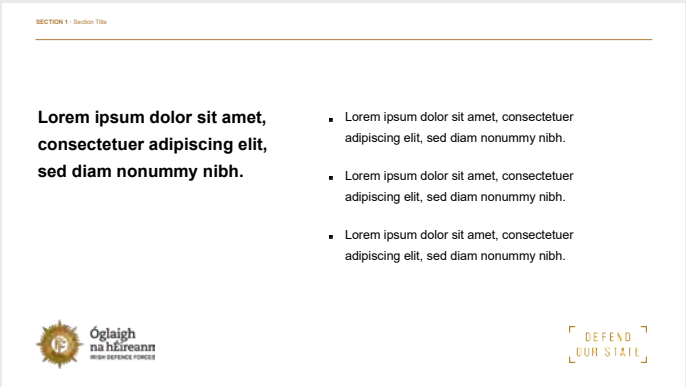
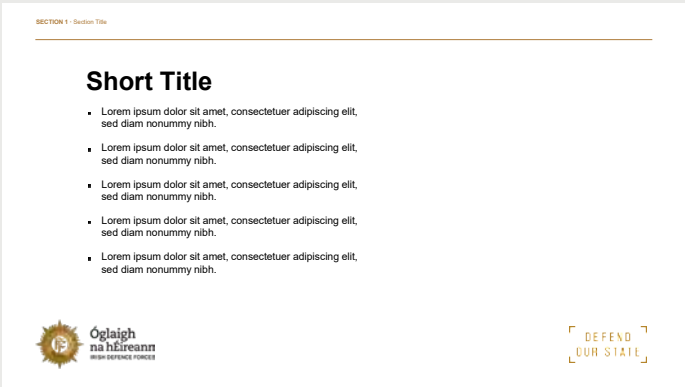
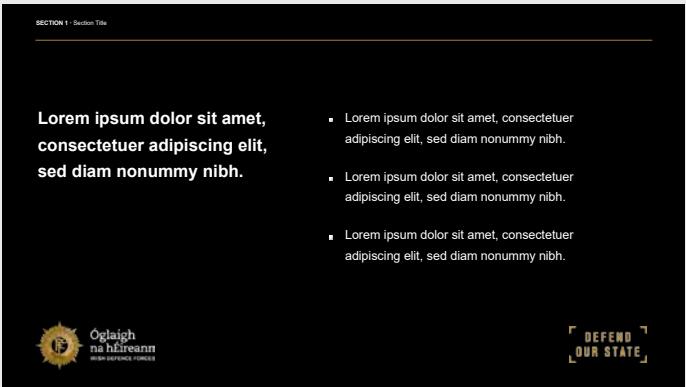
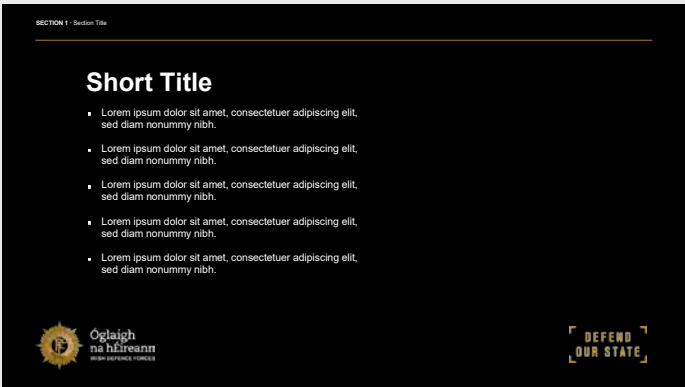
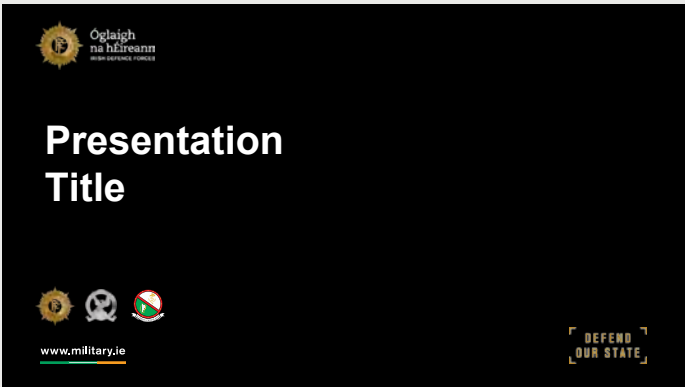


Vertical (1080px x 1359px)

POWERPOINT PRESENTATIONS

The Powerpoint templates follow the brand colours for the Defence Forces, Army, Air Corps and Naval Services. Each template has a title page, a dark internal page and a light internal page.

The Defence Forces logo is presented in the top left hand corner and unit flashes are presented in the bottom left corner of the title page. For all other Pages the Defence Forces logo is presented in the bottom left hand corner





MAKING A DIFFERENCE

Thank you for taking the time to read these guidelines. All assets and templates are available from the Defence Forces Printing Press. If you have any questions about the logo, artwork templates or how the brand identity should be used, please contact the Defence Forces Printing Press. Only the use of official Irish Defence Forces logos is permitted. Guidelines should be adhered to at all times. DF Public Relations Branch is the owner of the DF Brand. Your efforts to maintain a consistent and coherent brand identity for the Defence Forces will make the difference to our audience perception of our brand.