



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

OPW Brand Guidelines

Social Media

This guide explains how the OPW identity should be used, to ensure consistency and demonstrate effectively what the OPW does, and what it stands for. The document also includes practical advice - tips and tricks - you can apply that will optimise the OPW branding on social media platforms.

1

Identity elements

OPW Mark

Colour

Typography

This section of the guidelines introduces you to the basic building blocks of our visual identity. These include our marks, colours and typography. By adhering to the guidelines when using this toolkit, we can create a consistent housestyle that is unified while having the flexibility to create diverse messages.

OPW Mark

Versions

OUR LOGO

Our logo is at the heart of our identity and is a valuable asset. We must therefore take care to use it correctly.

Two versions of the OPW mark are available. The standard version includes the full title and is the primary mark. The secondary (core) mark is an acronym only version and can be used where space is limited or abbreviation is appropriate.

- A. OPW_Mark_Standard
- B. OPW_Mark_Core



OPW Mark

File Formats - Standard

MARK FORMATS

Marks are provided in a variety of formats to suit the background against which they are being placed.



➤ Colour



➤ Colour reverse



➤ Black



➤ White



➤ Green

Please only use official artworks when reproducing OPW marks. Do not attempt to create your own versions of the mark.

All OPW marks are supplied in the full range of versions.

FILE FORMATS

Mark artworks are supplied in PNG, EPS and SVG formats.

PNG – Office use

PNG files are bitmap files to be used in general office applications such as MS Word, PowerPoint or Email. Note that PNG can be used in place of a JPG file.

EPS – Professional use

EPS files are 'vector files' and should be used for professionally

designed items such as brochures or signage. EPS are typically used in professional design programmes such as Adobe Illustrator or InDesign.

SVG – Digital use

SVG is a high-quality vector format for use on websites and other digital formats. The standard version of each mark is supplied in SVG file format.

OPW Mark

File Formats - Core

MARK FORMATS

Marks are provided in a variety of formats to suit the background against which they are being placed.



➤ Colour



➤ Colour reverse



➤ Black



➤ White



➤ Green

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OPW Mark

Clear Space

The space around the mark should be left clear of other graphic elements. When using the mark within a graphic box the sides should not come too close to the mark itself.

NOTE

- 1 Clear space should be left around the mark. We recommend a minimum of quarter of the height of the mark is left clear on all sides.
- 2 If you need to place the mark in a box against a background make sure that minimum space is left around the mark.

3 Incorrect use of the logo

Incorrect use of the logo undermines our brand and our status as a Government office.

The logo must never:

- be distorted or altered
- be shown at an angle
- have information added
- be trimmed, cropped or bled off the edge of the page.



1 ↗



2 ↗



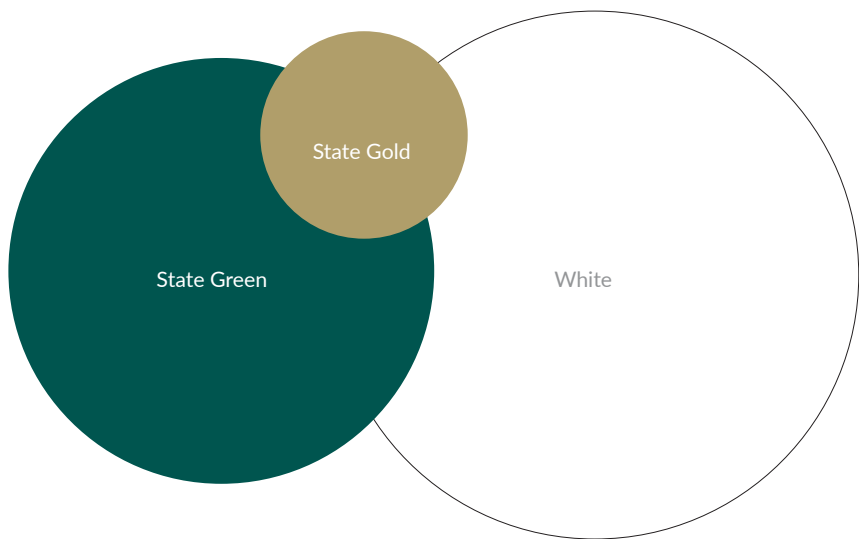
3 ↗

Colour

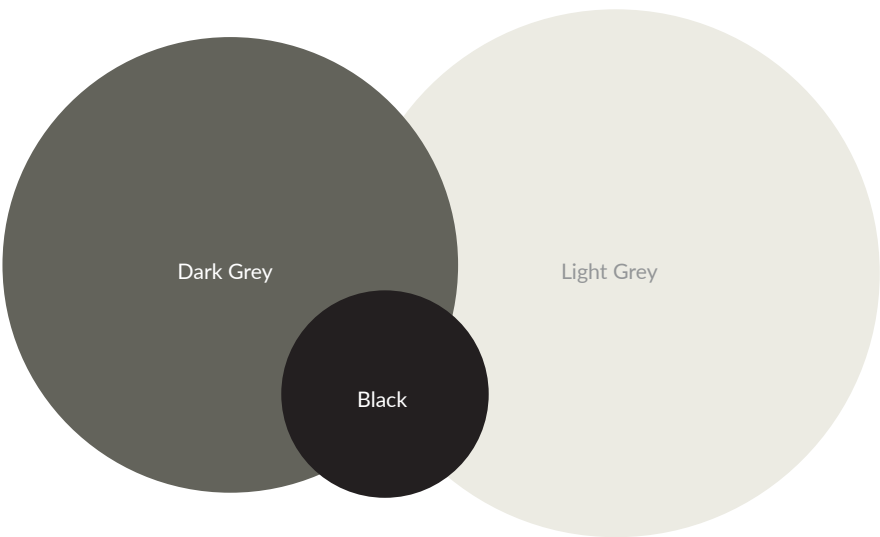
Primary colour palette

State Green and State Gold are used in the construction of official marks and are the main colours used when identifying the OPW. White should also be considered a colour within the identity system.

Supporting these primary colours we also use black and two tones of grey with many of the core applications of the identity.



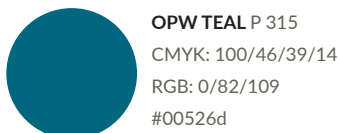
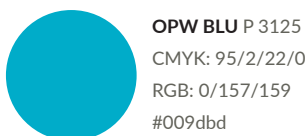
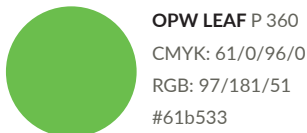
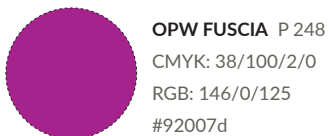
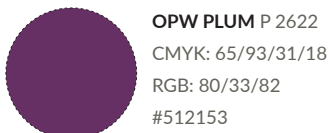
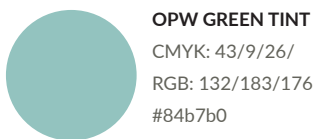
	PMS	CMYK	RGB	HEX
State Green	3292	100, 0, 50, 60	0, 77, 68	#004D44
State Gold	872	0, 11, 50, 40	163, 145, 97	#A39161
Black	Process Black	0, 0, 0, 100	0, 0, 0	#000000
Dark Grey	418	0, 0, 12, 75	86, 81, 82	#565148
Light Grey	Warm Grey 1	0, 0, 4, 8	237, 236, 229	#EDECE5



Colour

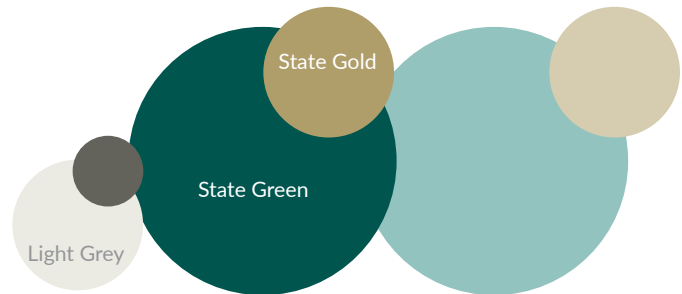
Secondary colour palette

There are different colour options for use on OPW corporate materials. This more limited selection of secondary colours for OPW use will help build the OPW's identity. Each of these colours sits alongside the primary colour palette of State green and State gold.



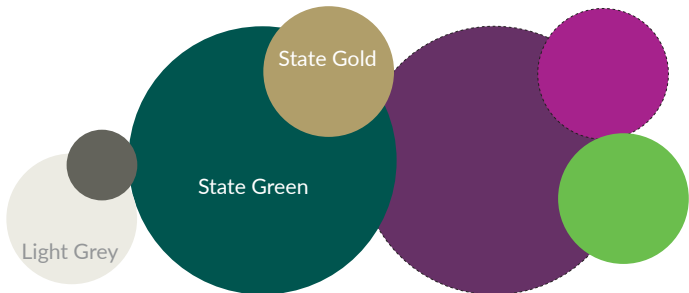
OPW CORPORATE

This sector of the OPW uses the primary colours and supporting tints/tones



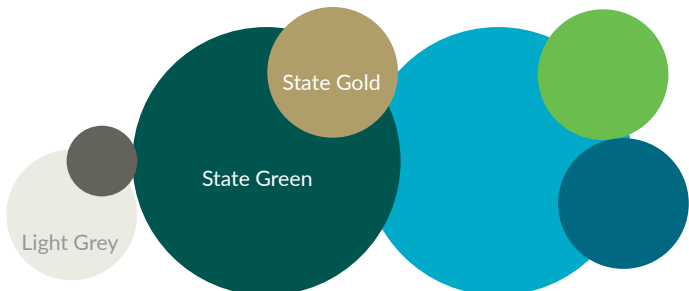
OPW CORPORATE + COLOUR A

This sector of the OPW uses OPW PLUM and OPW FUSCIA colouring (and tones thereof) as its main support palette



OPW CORPORATE + COLOUR B

This sector of the OPW has the OPW TEALS and LEAF colouring in its main support palette



Typography

External – used by design professionals

For all OPW public facing materials the visual identity system consists of two typefaces: Lato (a sans serif typeface) and, to a lesser extent, Quadraat OT (a serif typeface). These will generally be used by graphic designers only.

PRIMARY TYPEFACE

Lato

Lato is available in 16 styles, including Light, Regular, Bold, and Black weights with their corresponding italic versions.

Lato

Abcdefghijklmnopqrstuvwxyz
1234567890@€%!&*()[?]/

SECONDARY TYPEFACE

Quadraat OT

The styles and weights of Quadraat OT are: Bold; Bold Italic; Regular; Italic. Note that Quadraat OT is an OpenType (OT) typeface.

Quadraat OT

Abcdefghijklmnopqrstuvwxyz
1234567890@€%!&*()[?]/

Unified visual
identity guidelines

2

Social Media applications

Consistently using the right methods to engage with
your target audience on social media platforms.

Social Media Sites

Overview

IMAGE SIZES

Below are pixel specific sizes for the top 4 platforms - post sizes. There is some movement for using different sizes, BUT be careful that content is always seen and never cut off.

Other social media platforms include: YouTube, TikTok, SnapChat, Pinterest and more... The same basic principals apply to all. Ensure image clarity, sized appropriately for the specific platform.

When posting to Social Media, there is a little more freedom with identity, however certain basic guides should be followed. Each platform offers different ways to connect with audiences. Some basic principals and cautions are outlined here:

CONTENT

The tone across social media is a lot more 'informal' and so language can be more casual and conversational. Remember it's a 'social' network, so avoid going too commercial or formal. Instead, aim to convey the human side of the OPW brand.

IMAGERY

Images used will grab attention and so where possible something on the image should say OPW, if not logo, then a colour or a recognisable link perhaps. Use the highest resolution possible to avoid pixelation, do not squeeze to fit and follow the specific platform post dimensions (guides below correct Dec 2021).

VIDEO

The attention span of an audience is extremely short on social, so try to keep videos as short as possible. While the maximum video length varies between platforms, it is recommended to keep videos as short as 15 seconds.

COMPOSITION

Each platform, and post 'type' has a specific size. There are similarities across platforms, others differ a lot. It is crucial that information is clear and that the image is appropriately styled and sized to the correct platform.

FACEBOOK

This is still the world's most popular network and has been becoming more and more visual in character, as well as increasingly geared for mobile. Use minimal information on the image, and add content in text/weblinks when you post.

PIXEL SIZES

Facebook image post size:
1200 x 630
Facebook event image size:
1920 x 1005
Facebook Story ad size:
1080 x 1920
Facebook video ad size:
1080 x 1350 (ratio 4:5),
at least 1080 x 1080,
ratios from 16:9 to 9:16 are also supported

INSTAGRAM

Instagram is a visually focussed platform so photos and video are crucial here. Instagram Stories catch attention, but a strongly branded page is also important. Caution - don't go mad with filters!

PIXEL SIZES

Instagram photo and video sizes:
1080 x 1080 (square),
1080 x 566 (landscape),
1080 x 1350 (portrait)
Instagram Stories and Reels size:
1080 x 1920

TWITTER

Tweets with images get retweeted 150% more than those without. Use striking images to stand out in this fast-moving newsfeed. Easy-to-read Infographics work very well on Twitter to increase engagement and successfully grab attention.

PIXEL SIZES

Twitter post image size:
1200 x 675
Twitter video size:
1280 x 1084

LINKEDIN

LinkedIn does not have to be bland! While it's true that it is perhaps a more professional platform, brand clarity is the most important element here. A visually striking LinkedIn profile is invaluable. Aim for polished, maximum resolution pictures.

PIXEL SIZES

ON COMPANY PAGES
LinkedIn Sponsored Content or blog post image size:
1200 x 627
LinkedIn Stories image size:
1080 x 1920

ON PERSONAL PAGES
LinkedIn post image size:
1200 x 1200 (square)
1080 x 1350 (portrait)
LinkedIn video size:
256 x 144 (minimum) to
4096 x 2304 (maximum)

Social Media Good Practice

BRANDING THE PLATFORM

The visual attached demonstrates with Instagram as this is perhaps the most visual, but the same principals apply to all other platforms.

COLOUR USAGE

OPW brand palette should be seen across the platform. The colours below can be randomly used. Other images can sit between to relieve blocks.

TIP

Check the feed before posting to ensure the colour selected works with previous posts.



A Colouring can be used in blocks, with the logo and some content, maybe a 'did you know?' or some date announcement. Perhaps a multiple post can display this on the front page, with other unbranded photos behind.

B Colouring can be used to 'frame' imagery or other events, otherwise unbranded.

C The OPW simplified logo, as a white / green transparent png file, can be used in a single colour to the bottom right of images. It should be used on a clear background to ensure legibility.



Social Media

Things to avoid

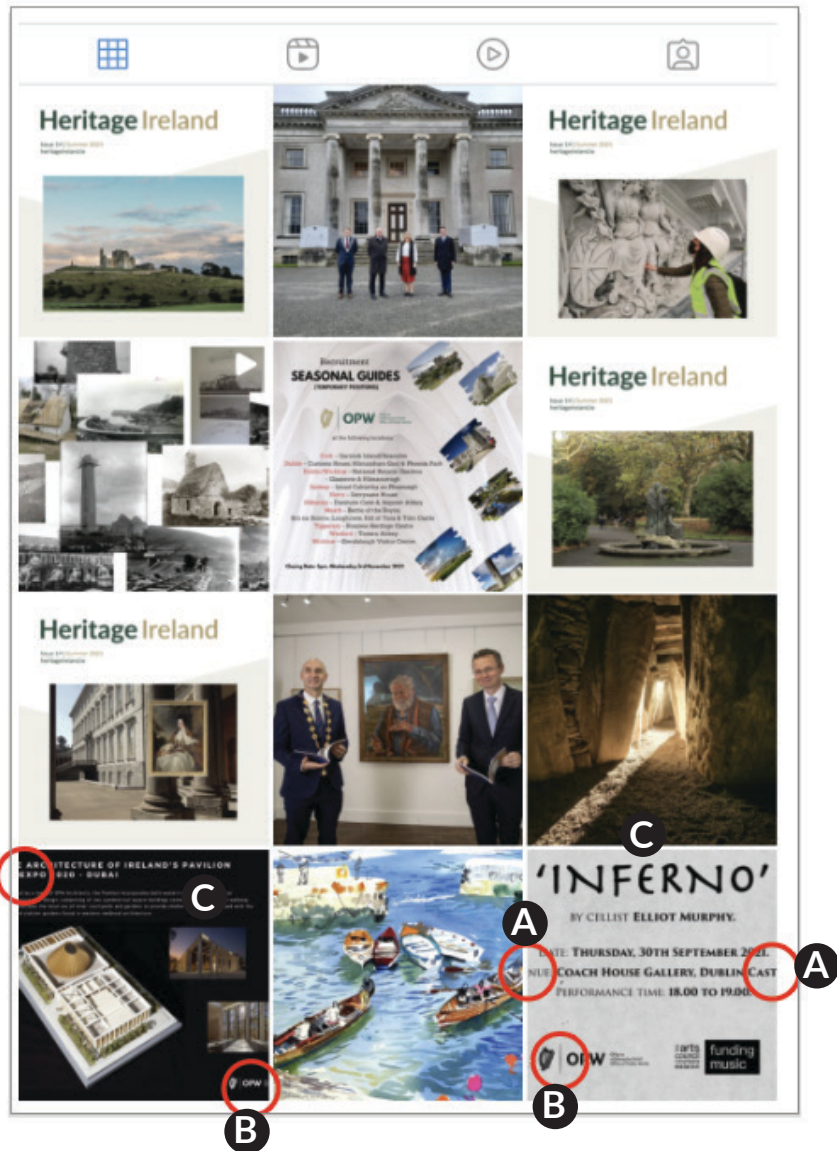
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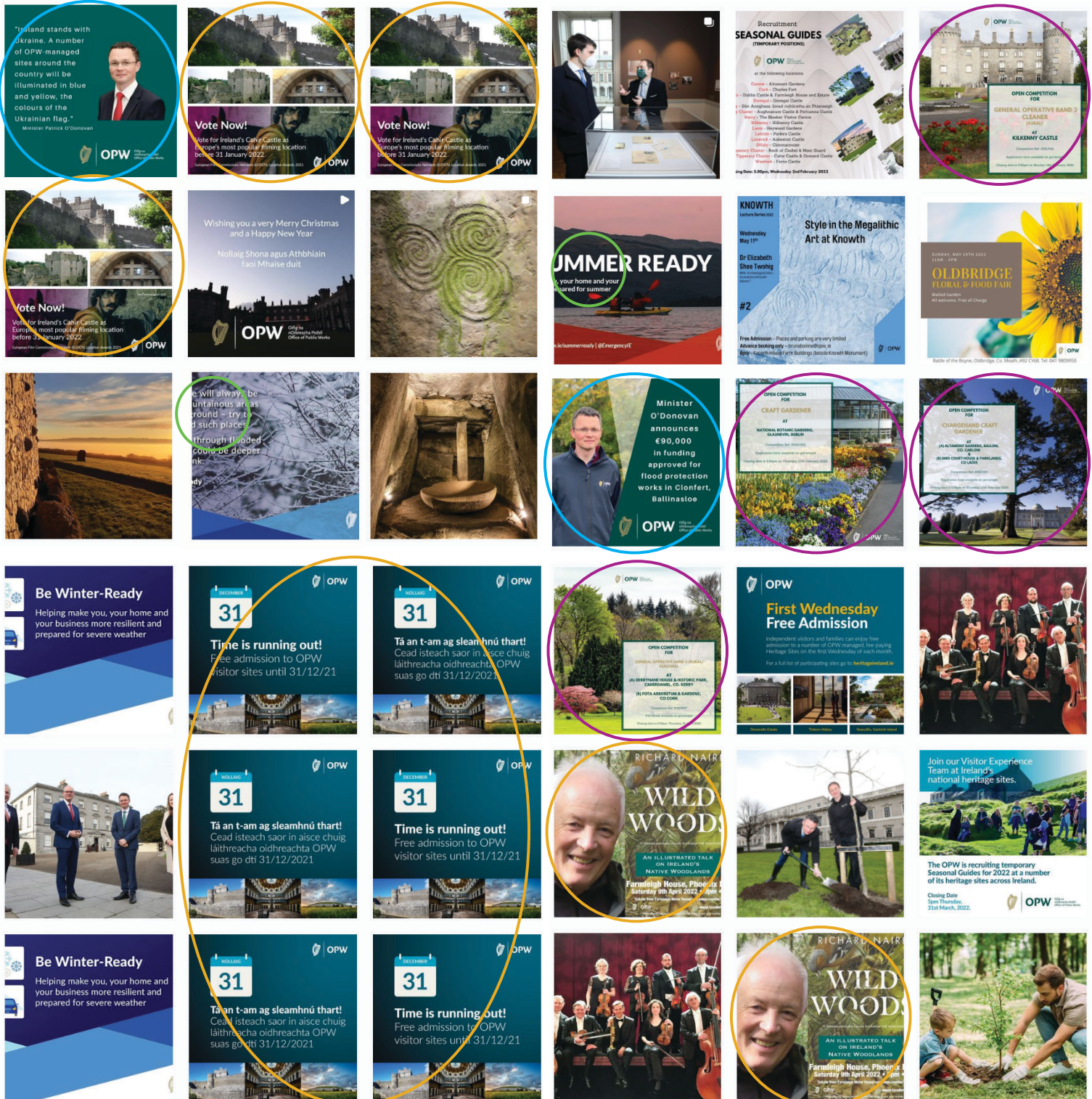
A
Images should be sized appropriately - see below mistakes, ensure no text is missing from the image area

B
Overly branded posts on Instagram are not as successful as ones visually presenting OPW culture, unique site features, or sharing quality photos and engaging with your audience.

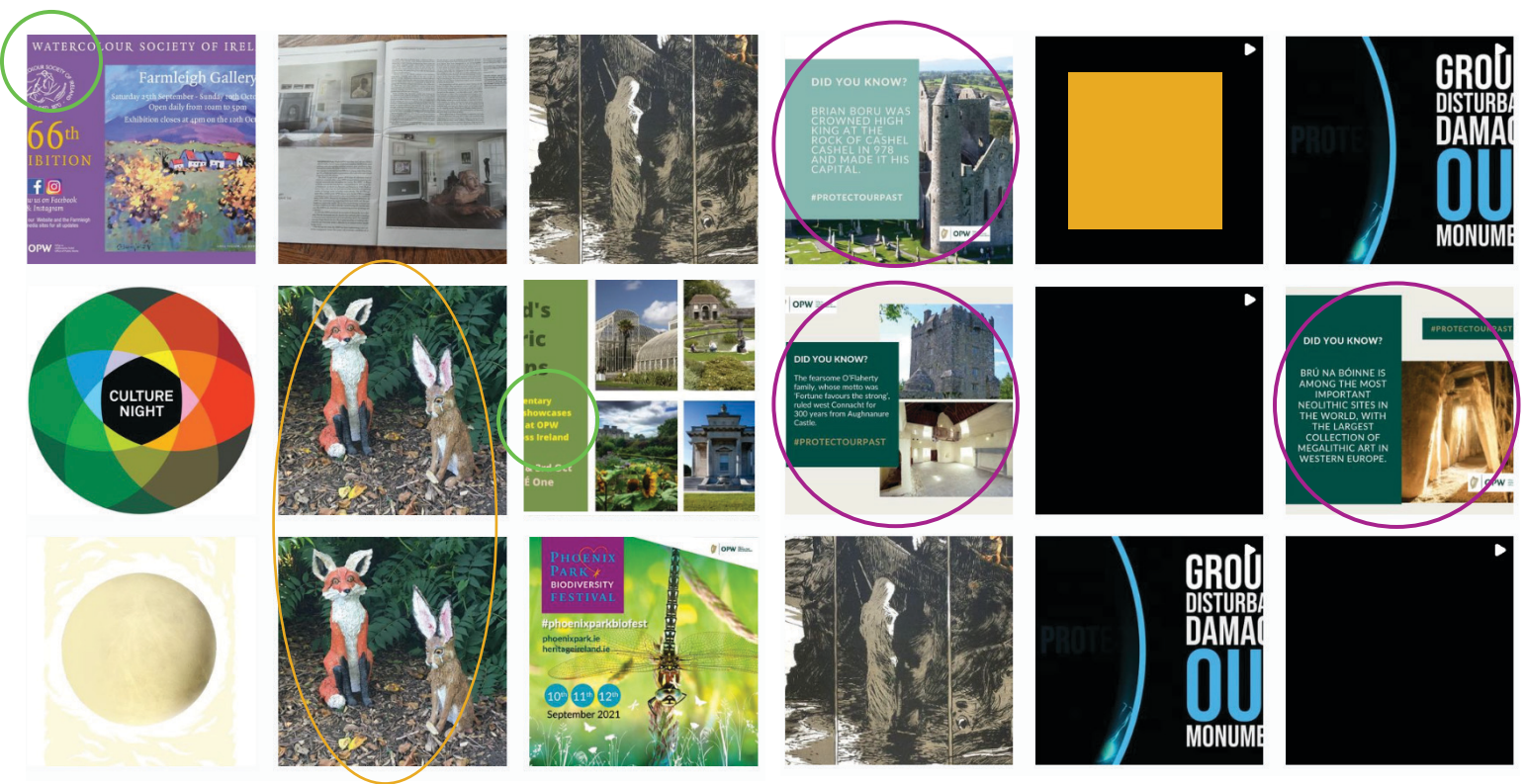
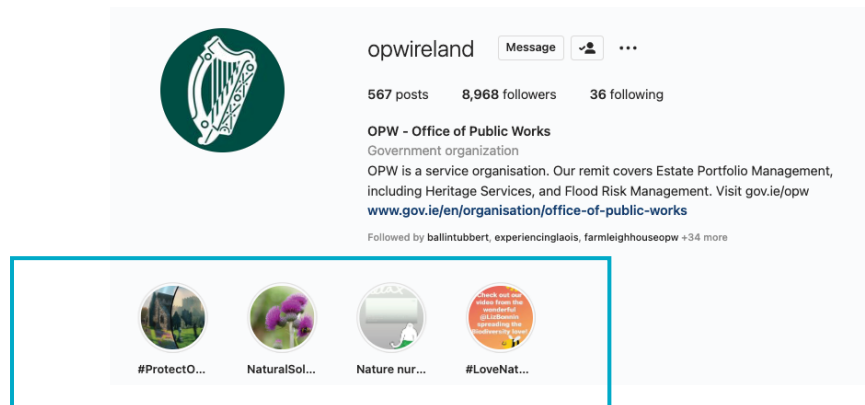
C
Where possible, use the OPW colouring and font (Lato)



Social Media Review

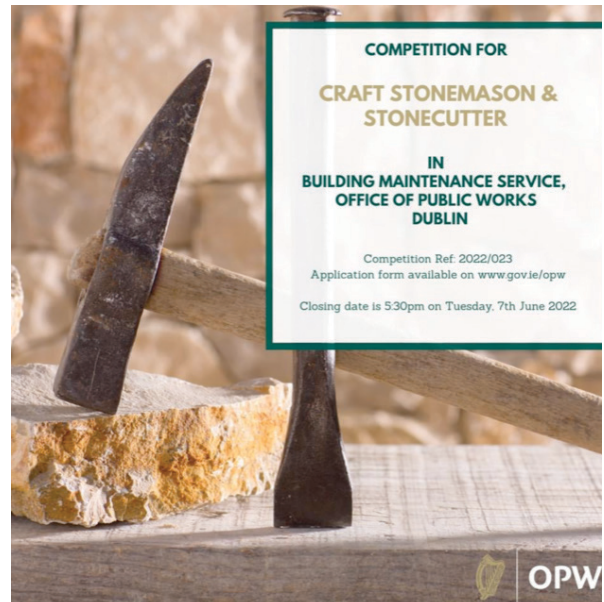
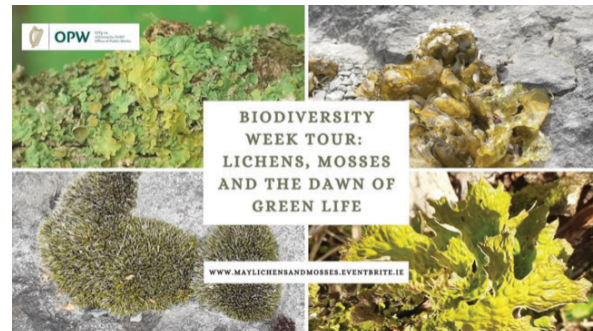


Social Media Review



Social Media

FaceBook



Social Media Review



opwireland

594 posts 9,269 followers 38 following

OPW - Office of Public Works
Government organization

OPW is a service organisation. Our remit covers Estate Portfolio Management, including Heritage Services, and Flood Risk Management. Visit gov.ie/opw
www.gov.ie/en/organisation/office-of-public-works

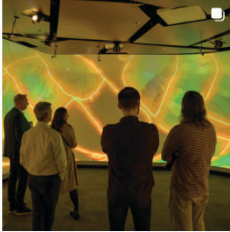
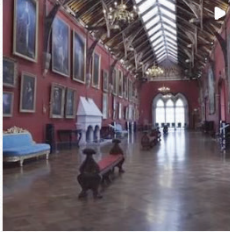
Followed by ballintubert, experiencinglaois, farmleighouseopw +36 more

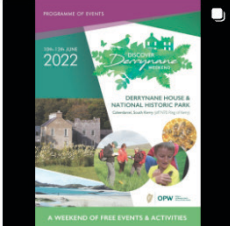





#ProtectO... NaturalSol... Nature nur... #LoveNat...

POSTS REELS VIDEOS TAGGED



heritageireland

323 posts 4,670 followers 34 following

Heritage Ireland

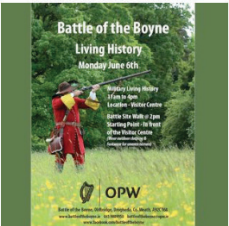
We're responsible for Ireland's most important heritage sites. Visit heritageireland.ie for our Heritage Week projects and Facebook to view our videos
heritageireland.ie

Followed by emocourtowp, farmleighouseopw, anythingartist +9 more

POSTS VIDEOS TAGGED








castletownhouse

455 posts 4,890 followers 933 following

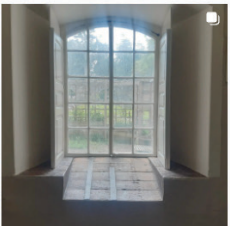
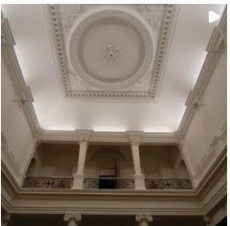
Castletown House & Parklands
Car and Coach parking from: Exit 6, M4
www.castletown.ie

Followed by airfieldestate, farmleighouseopw, irelandsancienteast +21 more

Highlights Highlights

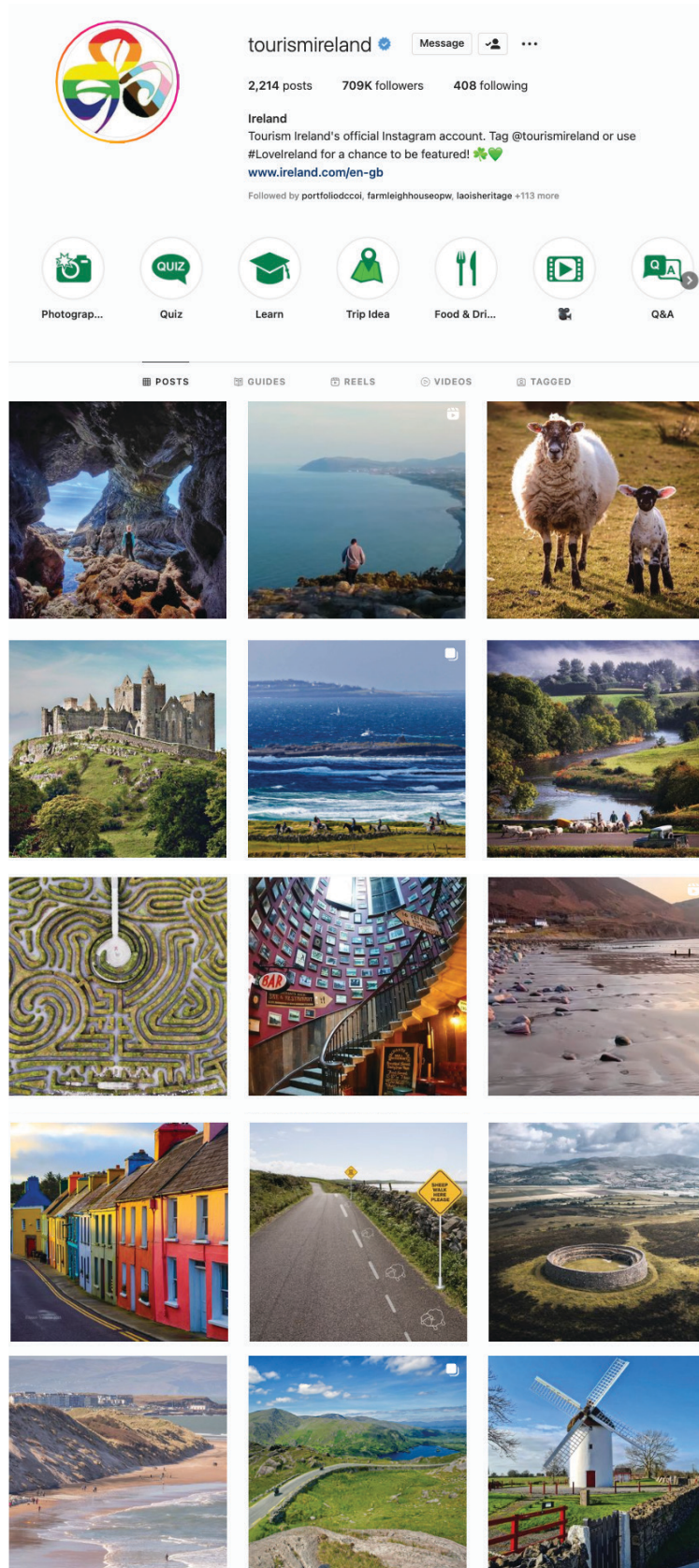
POSTS VIDEOS TAGGED



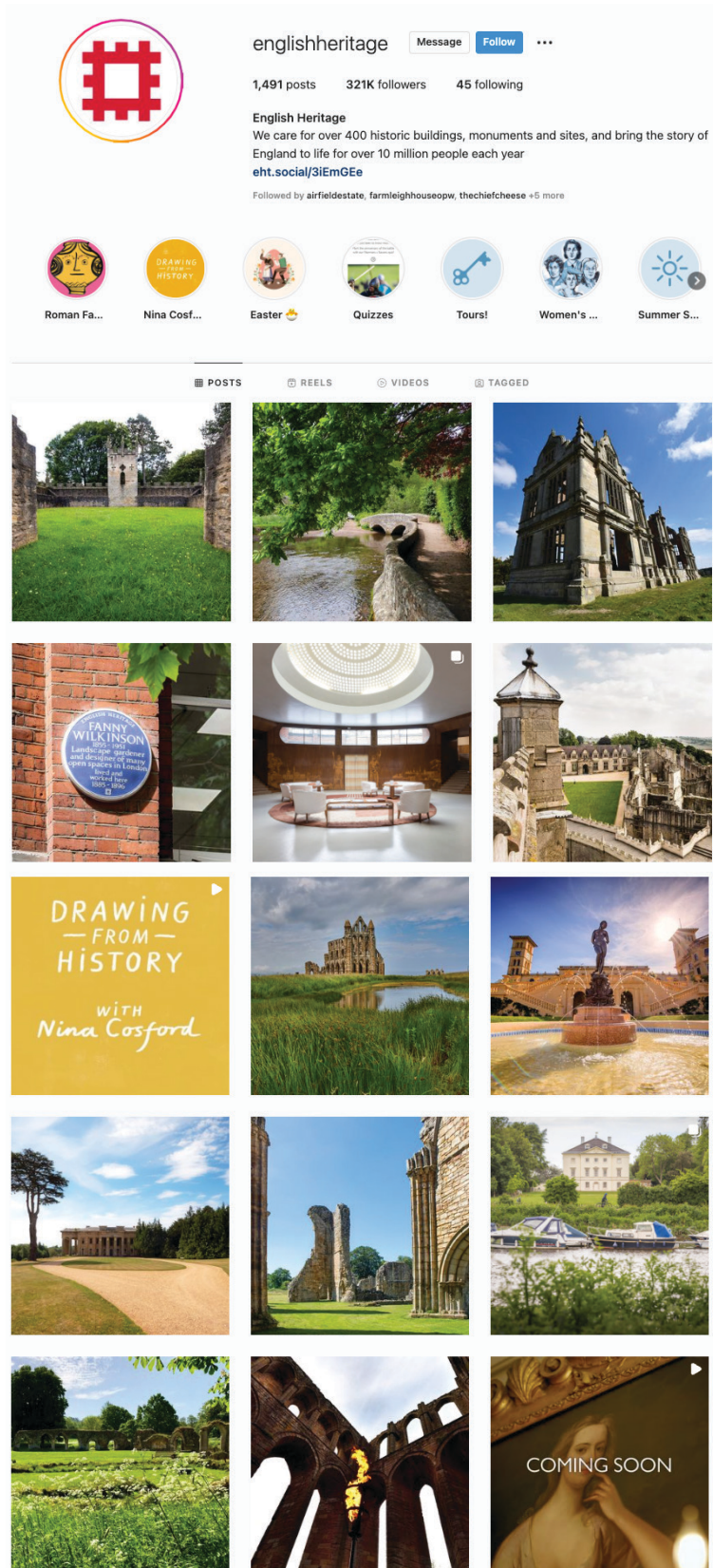

Social Media

Have a look



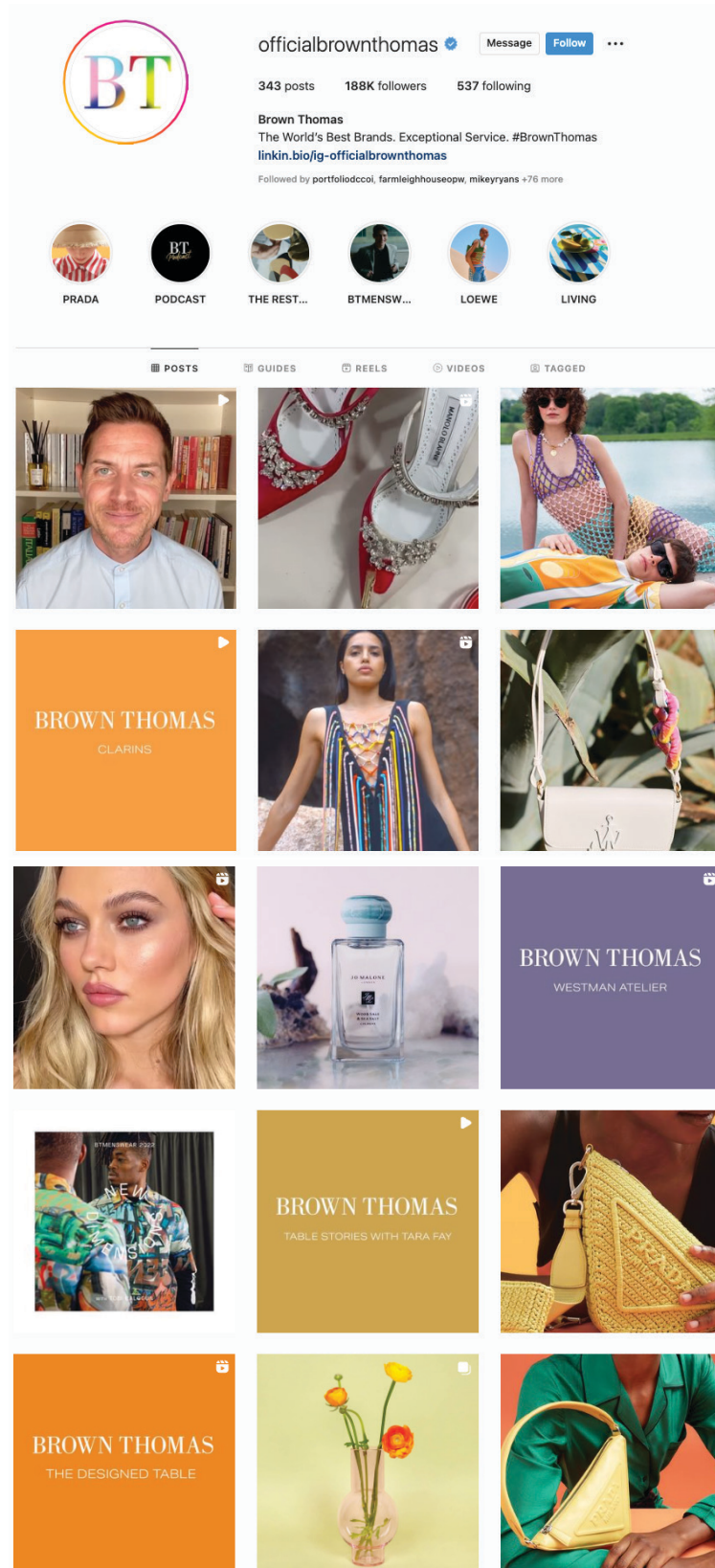
Social Media

Have a look



Social Media

Have a look



Social Media

Have a look



lovindublin Message  

11,001 posts

373K followers

1,472 following

Lovin Dublin
Lovin Dublin helps you discover the best of our city. To feature on our page #lovindublin. Check out the best of what Dublin has to offer, right here 
[Ink.bio/lovindublin](https://ink.bio/lovindublin)
Followed by ateliernow.ie, portfoliodcoi, farmleighhouseopw +136 more

HaveUTrie...

HaveUBee...

**<€10**

HaveUdon...

NewToMenu

Taste Test

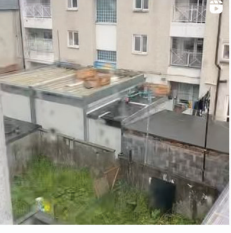
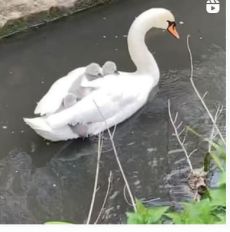
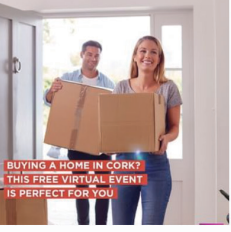
**<€5**

POSTS

REELS

VIDEOS

TAGGED



Useful links

The following links will help with any additional information required concerning Government policy and accessibility guidelines.

Irish language 20 year plan document

<https://www.dcae.gov.ie/documents/20%20Year%20Strategy%20-%20English%20Version.pdf>

Official Languages Act 2003

[http://www.coimisineir.ie/userfiles/files/a3203\(2\).pdf](http://www.coimisineir.ie/userfiles/files/a3203(2).pdf)

Overview information on Official Languages Act 2003

<http://www.coimisineir.ie/reachtaiocht?lang=EN>

Signage accessibility guidelines

<https://www.iwa.ie/downloads/about/iwa-access-guidelines.pdf>

Web content accessibility guidelines

<https://www.w3.org/TR/2018/REC-WCAG21-20180605/>

Web content accessibility techniques

<http://universaldesign.ie/Technology-ICT/Web-accessibility-techniques>

Eircode information

<https://www.dcae.gov.ie/en-ie/communications/topics/Postcodes/Pages/default.aspx>

Find an Eircode

<https://www.eircode.ie/>

Online colour converter

https://www.w3schools.com/colors/colors_converter.asp

Paper size standards guide

<https://www.papersizes.org/a-paper-sizes.htm>

For artworks, templates or support
contact the OPW communications
office at communications@opw.ie



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works