



01. Primary Lock-up – Right

Our primary logo lock-up features the Irish and English supporting text positioned to the right of the mark. This format is used when it's important to keep the text closely connected to our name, particularly in busy communications or when we need to show strength and clarity alongside partnership lock-ups or other branding elements.

Note: It should only be used when it feels balanced within the overall composition. If it appears visually unbalanced or clashes with the layout, use the alternative primary lock-up where the supporting text sits below the logo.



Comhairle Contae
Átha Cliath Theas

South Dublin
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02. Primary Lock-up – Below

Our primary logo lock-up features the Irish and English supporting text stacked over two lines beneath the logomark. This version is the most versatile and is used across the majority of applications, offering a strong, balanced presence that works well in both digital and print formats. It provides clarity and flexibility, especially when there is enough vertical space for the logo to stand confidently on its own.

Note: If a horizontal format works better for the layout — such as in busy compositions or when aligning with partner logos — the alternative lock-up with the text to the right can be used instead. Only use this horizontal version when it feels visually balanced and appropriate for the space.



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03. Secondary Lock-up – Linear

Secondary Logo Lock-ups are used when the Irish and English supporting text is positioned to the right of the logomark in a double-stacked format. There is a version where all heights are balanced, but the more commonly used version is when the text sits below the logo. This approach is often seen in standard A-format communications, such as posters, brochures, forms, and documents. It is also well-suited for tall digital formats, including 1080x1920 portrait layouts for digital screens and Instagram Stories. These lock-ups offer flexibility and allow the mark to have more space within the layout. For further details on logo positioning and layouts, see the [Logo Positioning](#) section below.

The logo consists of the letters 'SDCC' in a bold, white, sans-serif font. The 'S' and 'D' are connected, and the 'C's are also connected.

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The logo consists of the letters 'SDCC' in a bold, white, sans-serif font. The 'S' and 'D' are connected, and the 'C's are also connected.

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04. Tertiary Lock-up – Stacked

Tertiary logos are used minimally. This Tertiary Stacked Lock-up is when the supporting text sits below the logomark but is the same width as the mark itself. This lock-up is used when the logo needs to be applied at a smaller size, ensuring the supporting Irish and English text remains legible and clear.



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05. Tertiary Lock-up — Stacked Single-line

This Tertiary Stacked Single Line Lock-up places the supporting text in a single line beneath the logomark. This logo lock-up is typically applied in select utilities, such as high-vis jackets and other specialised uses where the focus needs to be on the logo itself.