Rialtas Áitiúil Éireann
Local Government Ireland

# Brand
# **Guidelines**

# Introduction

The Local Government Ireland identity represents all 31 local authorities and the local government sector. This document provides guidance on the basic elements and application of the identity, including how it is applied to shared services.

The visual identity guidelines are supported by online resources including artwork and template downloads. Information on how to access these resources are available from **communications@lgma.ie.**

# 1

# Visual identity elements

This part of the guidelines illustrates the essential elements of the visual identity, including marks, colours and fonts. These guidelines will keep a consistent look and feel across all internal and external resources.

# Using the Local Government Ireland marks

**Local Government Ireland mark**
The Local Government Ireland mark is our single unified identifier for local government. Our intention is to create a greater sense of clarity and consistency in how we communicate the work of local government. It is made up of the circular graphic and the wordmark — Local Government Ireland.

Rialtas Áitiúil Éireann
Local Government Ireland

# Visual identity mark
## Visual identity elements

This part of the guidelines illustrates the essential elements of the visual identity, including marks, colours, and fonts. These guidelines will keep a consistent look and feel across all internal and external resources.

**The circle graphic element**
The circular graphic functions as the universal identifier for local government. Aiming to foster clear and consistent communication, it embodies our unified vision and the work of local government. It is made up of a multi-circle graphic and the wordmark.

**Mark construction**
The official mark consists of the circular graphic and a wordmark with the name of the specific entity. The same construction is used for the unified Local Government Ireland mark.

Local Government
Ireland brandmark



Rialtas Áitiúil Éireann
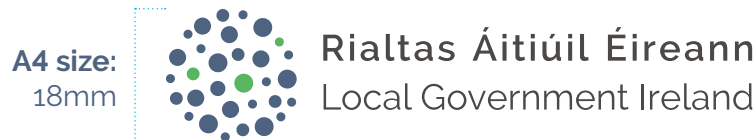Local Government Ireland

## Clearspace around the marks

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.



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# Mark standard sizes

When sizing the mark, consideration should be made for the process being used to reproduce or print the mark and the material on which it is being reproduced or printed.

**A3 size:**
23mm



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**A4 size:**
18mm



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**A4 size:**
13mm



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# Mark minimum size

9mm



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100px



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We recommend when the brandmark is under 8mm, that the brandmark is used in single colour.



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## Local Government Ireland brandmark
Using the correct version of the brandmark

When the brandmark is to be used in colour documents, the full colour version should be used. This is the preferred version of the brandmark and the one that should be used wherever possible.



When the brandmark is reversed out of a colour block (as shown here), the reverse version should be used, where the entire brandmark is in White.



When the brandmark is used in a single colour document, the mono version should be used.
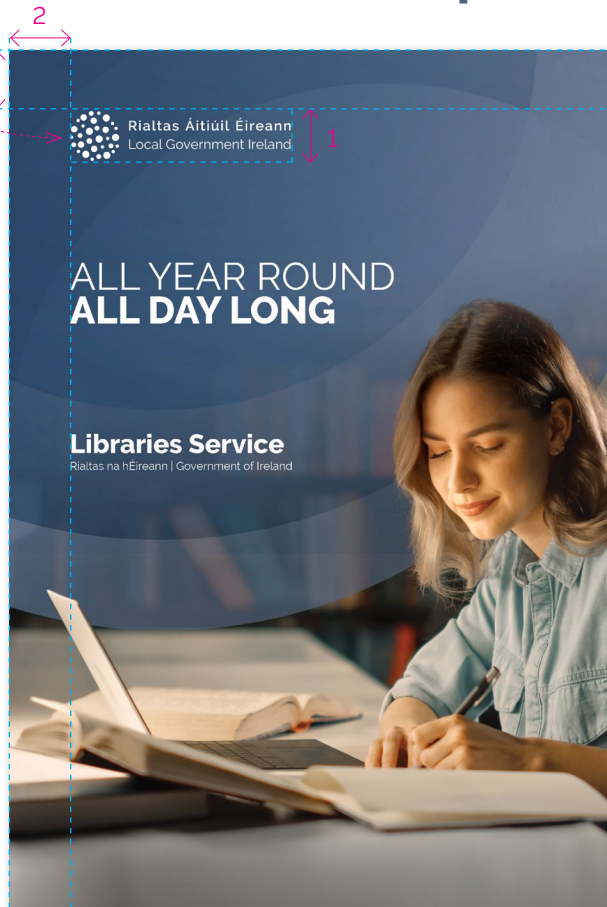
# Recommended position

**Recommended logo position on an A4 report cover.**
1: Logo height (18mm)
2: Horizontal margin (21mm)
3: Vertical margin (21mm)

**A5 report cover**
1: Logo height (15mm)
2: Horizontal margin (15mm)
3: Vertical margin (15mm)



**Recommended logo position for a press advert.**
Position from left = AA
Position from top = A

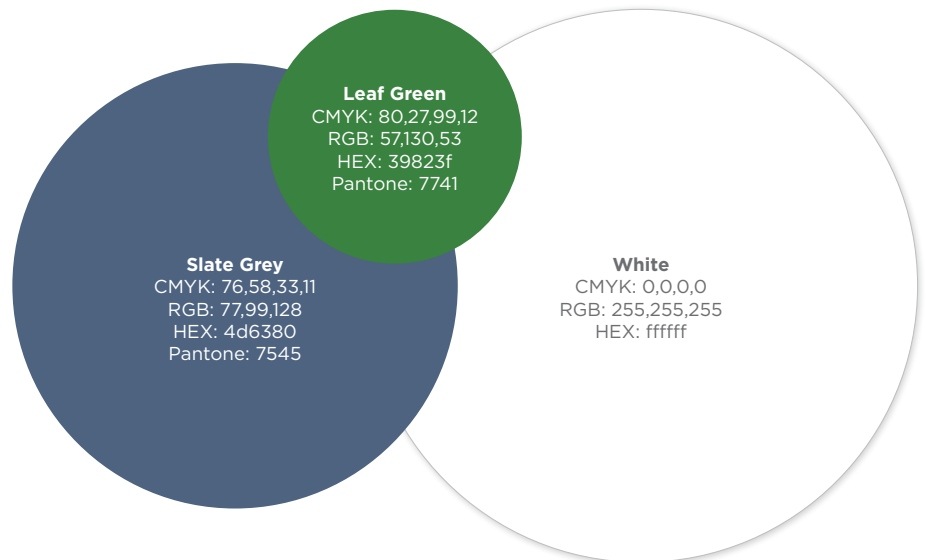# Brand
## Primary colour palette

The Local Government Ireland corporate colours are important to our visual identity. It is important that we maintain a consistency in the colours used and see that they are reproduced accurately.

Our primary colours of Slate Grey, Leaf Green and White should be a constant, but choose from our secondary set of colours to build colour schemes that are complementary and balanced.

For greyscale use, Black, Dark Grey and Cool Grey are used respectively in place of our colours.
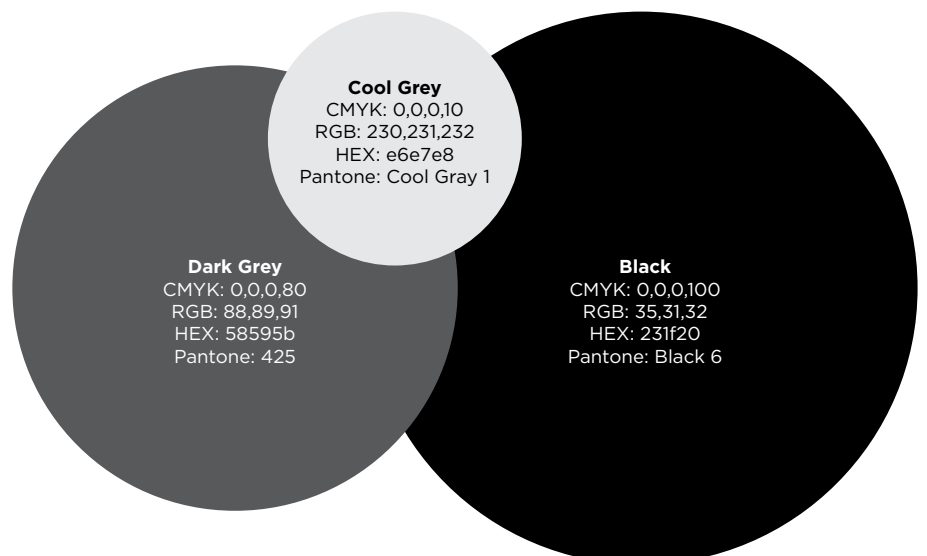
**Primary
Colour Palette**

**Leaf Green**
CMYK: 80,27,99,12
RGB: 57,130,53
HEX: 39823f
Pantone: 7741

**Slate Grey**
CMYK: 76,58,33,11
RGB: 77,99,128
HEX: 4d6380
Pantone: 7545

**White**
CMYK: 0,0,0,0
RGB: 255,255,255
HEX: ffffff

**Primary
Black & White Palette**

**Cool Grey**
CMYK: 0,0,0,10
RGB: 230,231,232
HEX: e6e7e8
Pantone: Cool Gray 1

**Dark Grey**
CMYK: 0,0,0,80
RGB: 88,89,91
HEX: 58595b
Pantone: 425

**Black**
CMYK: 0,0,0,100
RGB: 35,31,32
HEX: 231f20
Pantone: Black 6

# Brand
# Secondary colour palette

Secondary colours are used to reflect the variety and diversity of content across Local Government Ireland. Colours should be selected to reflect subject matter being presented.
We recommend the number of secondary colours used in combination to be no more than two.

**Secondary
Colour Palette**

CMYK: 42,33,22,0
RGB: 153,158,176
HEX: 999eb0

CMYK: 80,3,40,34
RGB: 61,51,84
HEX: 3d3354

CMYK: 63,53,10,0
RGB: 110,120,171
HEX: 6e78ab

CMYK: 71,23,14,0
RGB: 64,158,194
HEX: 409ec2

CMYK: 72,36,29,2
RGB: 79,135,158
HEX: 4f879e

CMYK: 92,50,43,18
RGB: 3,97,115
HEX: 036173

CMYK: 82,52,7,11
RGB: 41,125,115
HEX: 297d73

CMYK: 80,53,56,34
RGB: 51,82,84
HEX: 335254

CMYK: 40,100,47,27
RGB: 128,23,74
HEX: 80174a

CMYK: 20,92,69,8
RGB: 186,54,71
HEX: ba3647

CMYK: 16,82,100,5
RGB: 199,79,38
HEX: c74f26
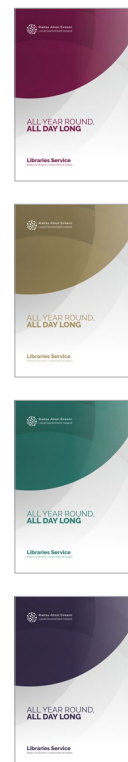
CMYK: 34,36,71,5
RGB: 168,148,97
HEX: a89461

# Housestyle graphic

The housestyle graphic is used to establish a recognisable style across print and digital communications.

Document covers, advertisements and web pages can also be differentiated by changing the colour of this graphic or by including images or illustrations within it.

**Housestyle graphic for non-image use**
Example of layout using 'non-image' version of housestyle graphic



**Sample colour variations**

**Housestyle graphic for use with imagery**
Example of layout using 'image' version of housestyle graphic



**Sample colour variations**

# Housestyle graphic

The housestyle graphic is used to establish a recognisable housestyle across print and digital communications.

Combining the overlapping circular graphic with a gradient colour from the Local Government Ireland colour palette
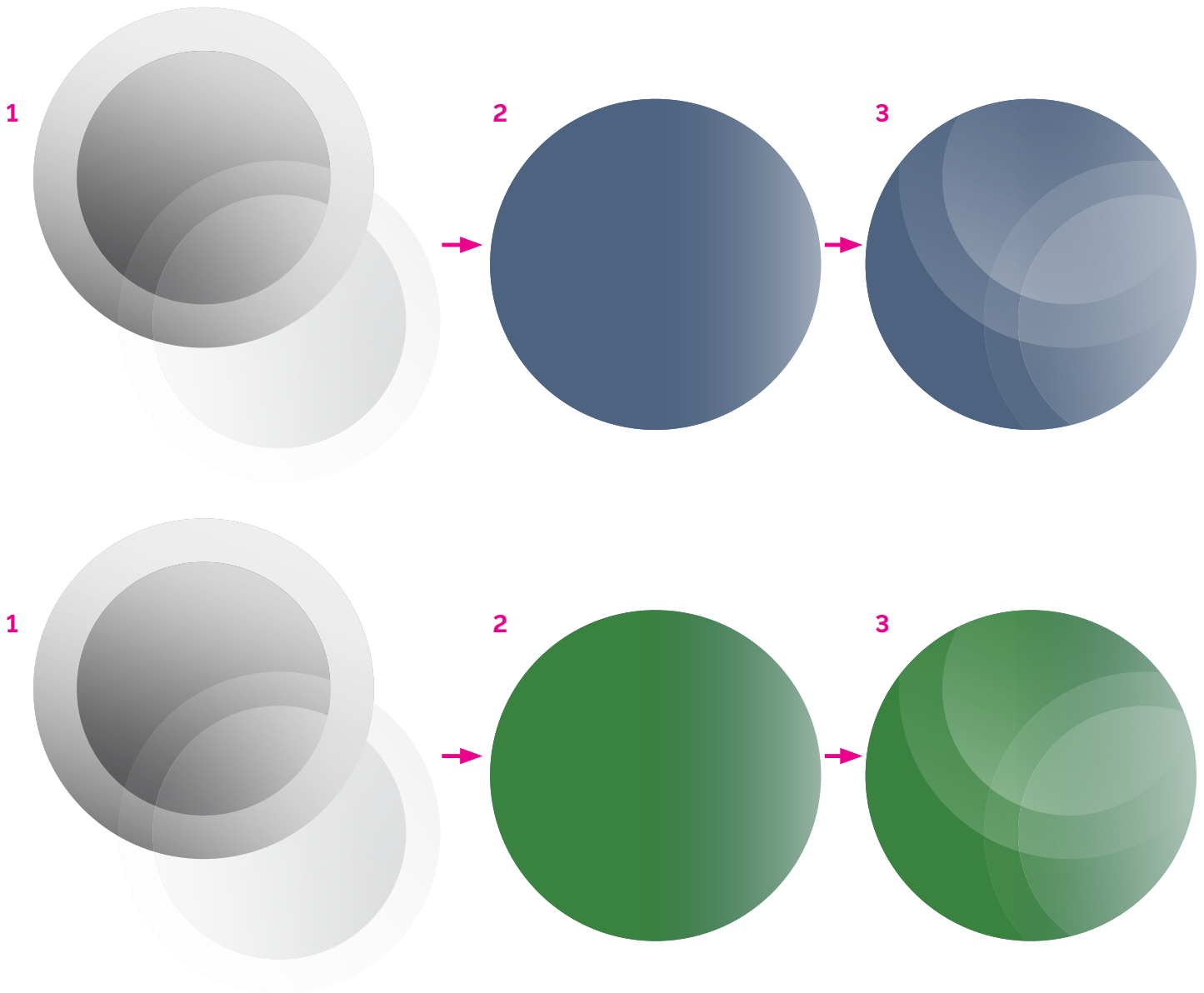
**1.** Overlapping circle graphic
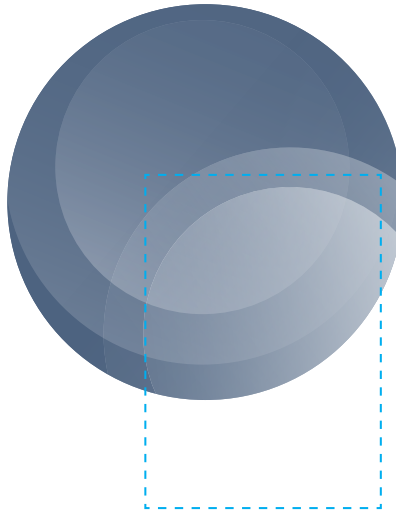**2.** Gradient colour
**3.** Finished combined effect

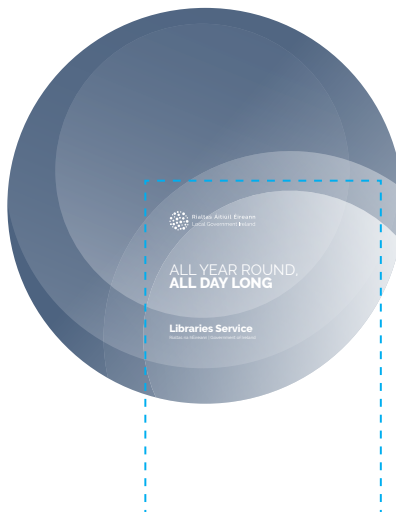# Housestyle graphic
## Image application - portrait

Apply 'image' version of circular graphic to portrait layout



Apply text and logo over the circular graphic within the portrait layout



Some elements of the photograph can be cut out, to come to the foreground for effect, if desired.

Transparent fade applied the the top of image.

# Housestyle graphic
## Image application – colour variations in portrait format

You can select from the brand colour palette to bring distinctiveness to your message.
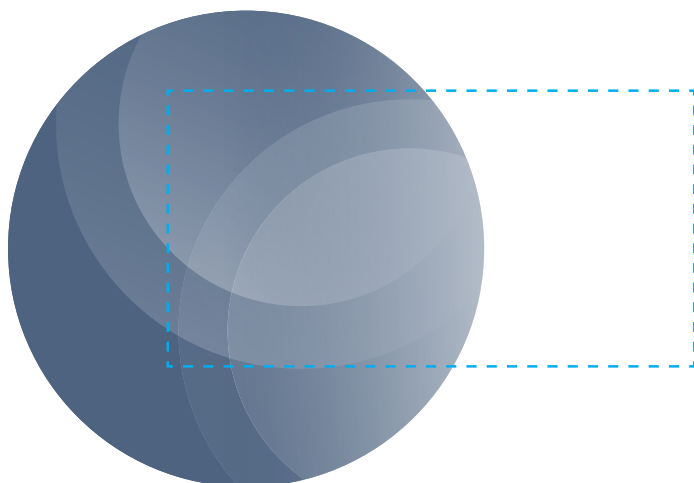
# Housestyle graphic
## Image application - other formats

The circular graphic can be used for different shaped communications. Always position to the top left.
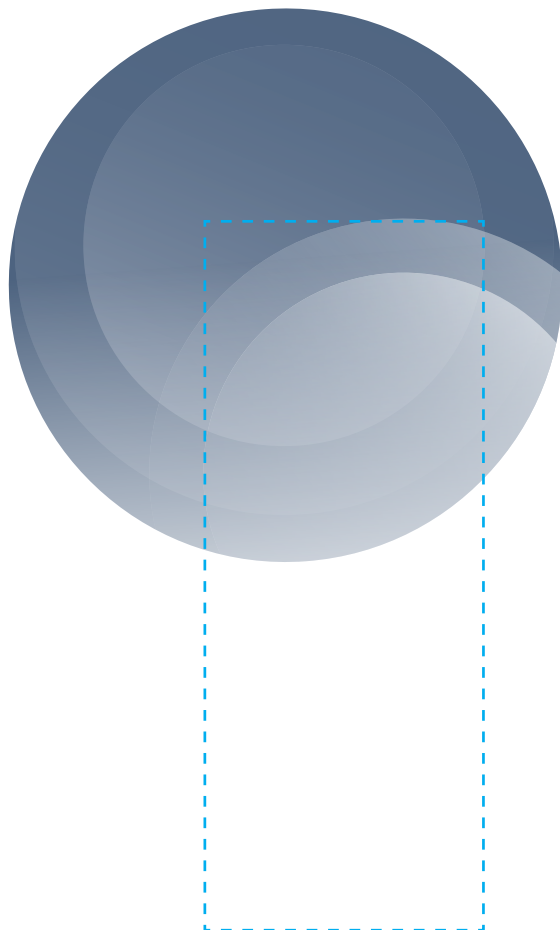
### Landscape format



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ALL YEAR ROUND,
**ALL DAY LONG**

**Libraries Service**
Rialtas na hÉireann | Government of Ireland

### Long portrait format



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WORKING
TOGETHER
**EFFECTIVELY**

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# Housestyle graphic
## Image application – colour variations in landscape format

You can select from the brand colour palette to bring distinctiveness to your message.
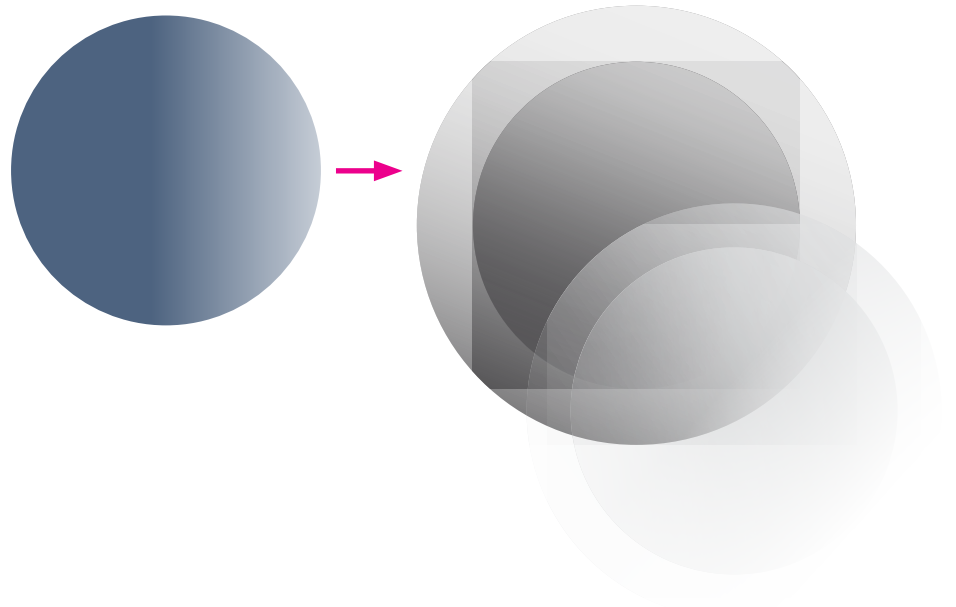
# Housestyle graphic
## Non-image version
## - application to portrait format

**Portrait Format**
Combining the overlapping
circular graphic with a
gradient colour from the
Local Government
Ireland colour palette

Combined effect

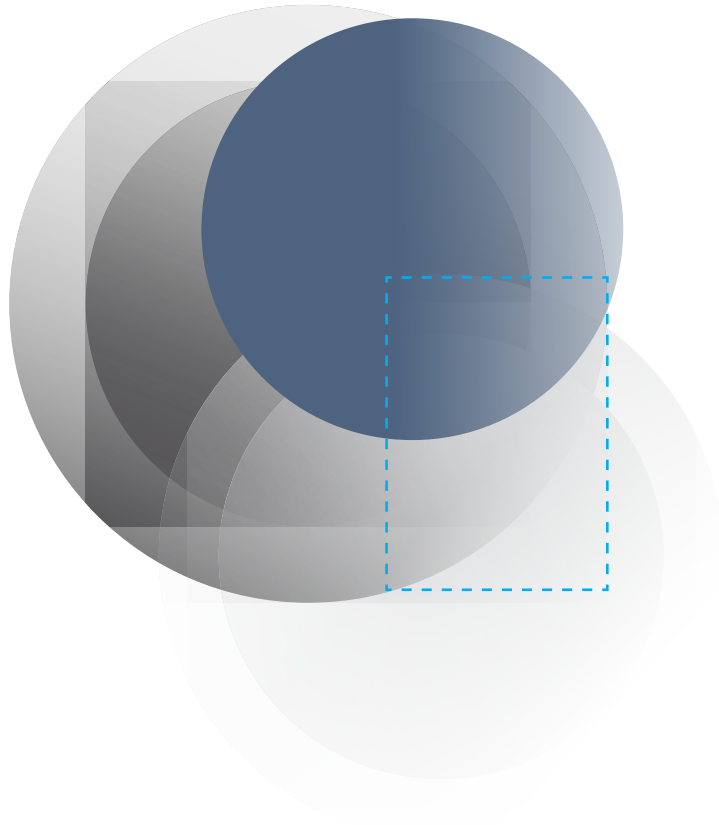# Housestyle graphic
## Non-image version
## - application to portrait format

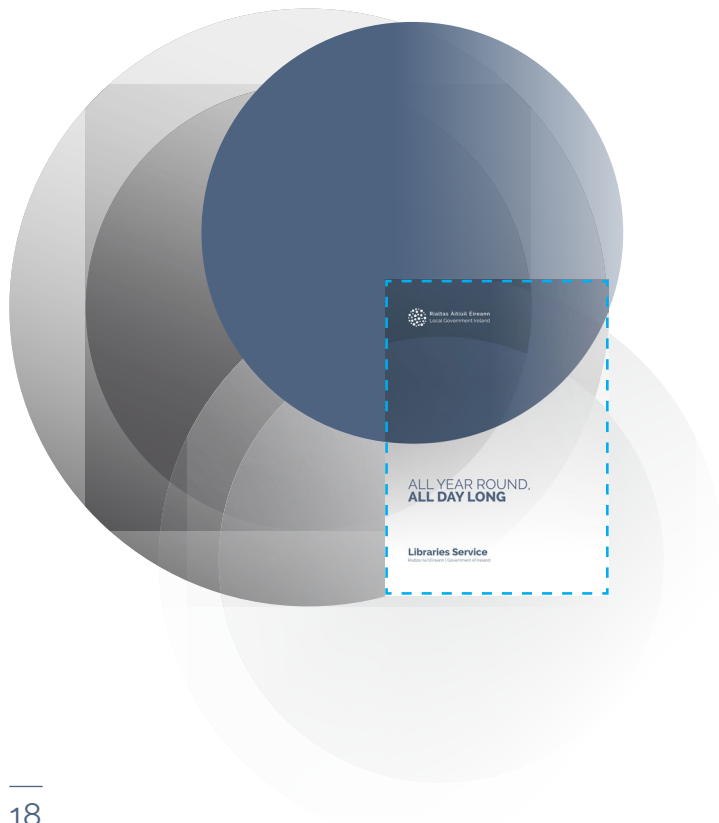Apply circular graphic to portrait layout

Apply text and logo over the circular graphic within the portrait layout

ALL YEAR ROUND,
**ALL DAY LONG**

**Libraries Service**

# Housestyle graphic
## Non-image version - colour variations in portrait format

You can select from the brand colour palette to bring distinctiveness to your message.
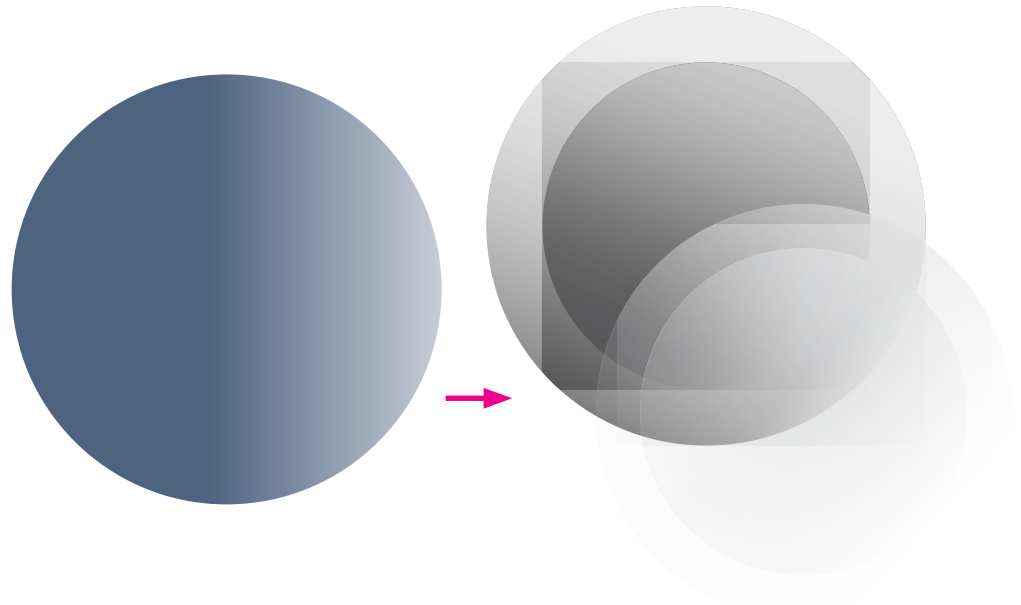
# Housestyle graphic
## Non-image version
## - application to landscape format

**Portrait Format**
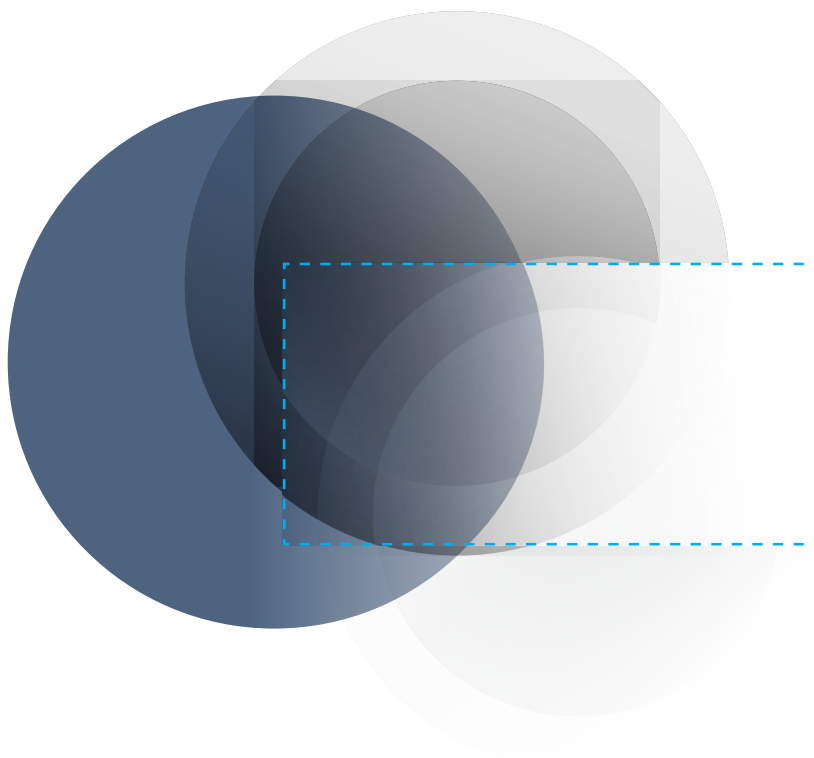Non-image version
- Application to portrait format

Combined effect

# Housestyle graphic
## Landscape application

Apply circular graphic to landscape layout

Apply text and logo over the circular graphic within the landscape layout

**Rialtas Áitiúil Éireann**
Local Government Ireland

ALL YEAR ROUND,
**ALL DAY LONG**

**Libraries Service**
Rialtas na hÉireann | Government of Ireland

# Housestyle graphic
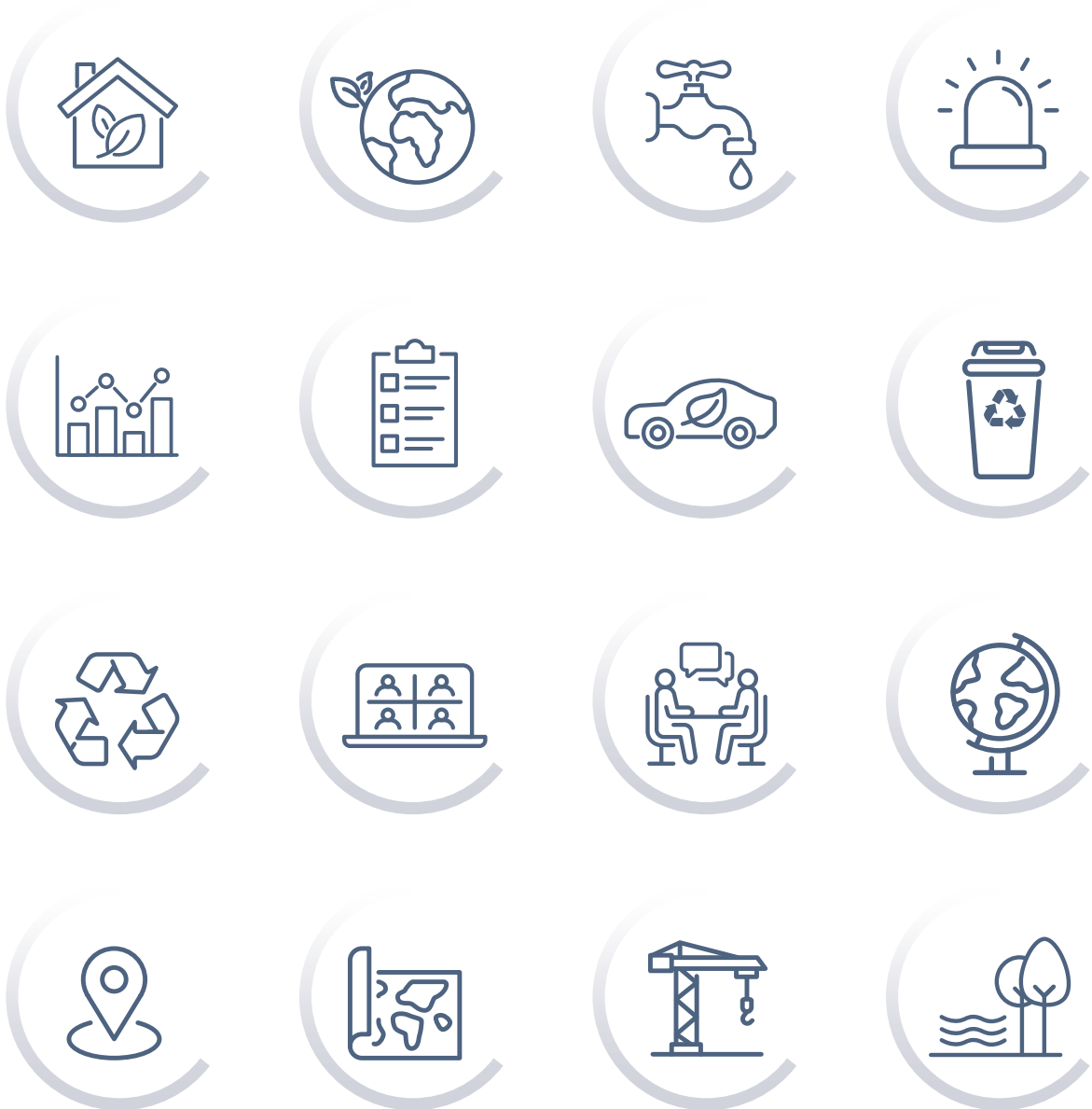## Non-image version - colour variations in landscape format

You can select from the brand colour palette to bring distinctiveness to your message.

# Iconography

Select from our approved range of icons. Icons should be used to highlight key information or support more text-heavy pieces of communication.

# Mark
## Placing the mark on a background

Marks are provided in a variety of formats to suit the background against which they are being placed.
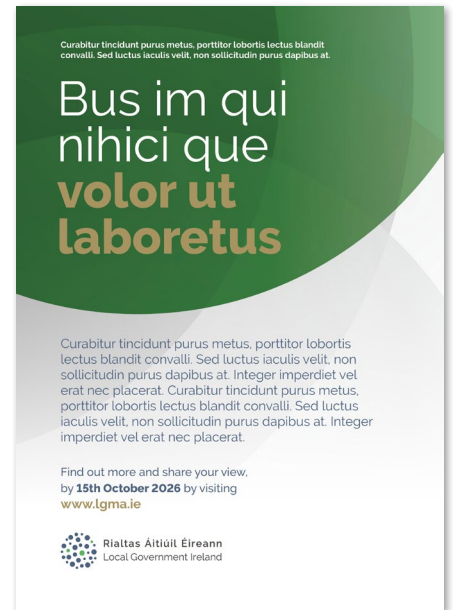
# Mark
## Placing the mark on a background

The correct version of the mark should be selected to suit the background against which it is being placed. The mark should only be used against a low-contrast background.

1. Use the white version of the mark against mid-tone or dark coloured backgrounds.

2. Use the full colour version of the mark against light coloured backgrounds.

3. The white version of the mark is recommended when placing the mark on low-contrast dark areas of image backgrounds.

4. The full colour version of the mark is recommended when placing the mark on low-contrast light areas of image backgrounds.



**1**



**2**
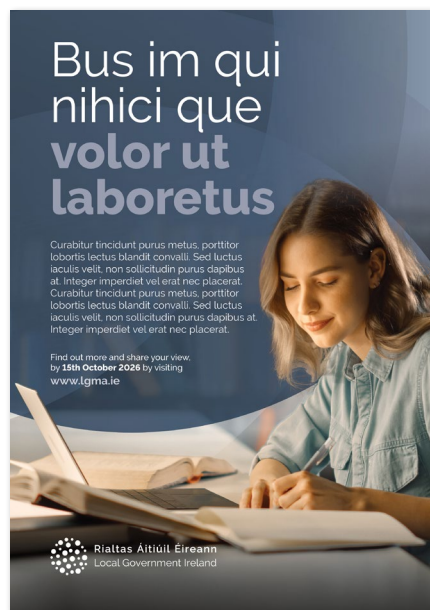


**3**



**4**

# Mark
## Background

The correct version of the mark should be selected to suit the background against which it is being placed.

1 Always ensure the full colour mark can be read easily against the background.

2 Always ensure the white mark can be read easily against the background.



**1**



**2**

1 Do not use the colour mark against colour image backgrounds.

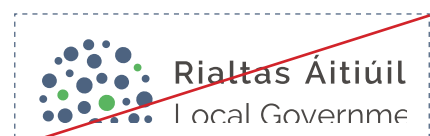2 Do not use the mark against dark elements of image backgrounds.

3 The mark should not be distorted in any way.

4 The mark should never have its colours altered.

5 The mark should never have its minimum clearspace interupted.

6 The mark should never be cropped.



**1**



**2**



**3**



**4**



**5**



**6**

# Mark
## File formats

Marks are provided in a variety of formats to suit the background.

**PNG format**
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.

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**EPS format**
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.

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**SVG format**
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.

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# Typography

The Local Government Ireland visual identity consists of a primary typeface: **Raleway (a sans serif typeface).**

The styles and weights of Raleway used within the identity system are: **Bold, Bold italic, Regular, Italic.**

Note: Raleway is an OpenType (OT) typeface.

Raleway Bold

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

Raleway Bold Italic

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

Raleway Regular

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

Raleway Italic

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

**Secondary typeface**
In certain situations, it may not be possible to install or embed the primary typefaces for use in a document. In these instances, system typefaces (typefaces that are already installed in your computer system) can be used. We refer to these typefaces as our secondary typefaces. Uses include MS Word and PowerPoint documents.

Our secondary typeface is Arial (a sans serif typeface).

Arial Bold

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

Arial Bold Italic

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

Arial Regular

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

Arial Italic

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

# **Typography**
# Application

eLetterheads and PowerPoint templates are created using the secondary fonts.

## **eLetterheads**
## Primary typeface application - Raleway



## **eLetterheads**
## Secondary typeface application - Arial



## **Powerpoint**
## Primary typeface application



## **Powerpoint**
## Secondary typeface application

# Typography
## Standard A4 grid

Using a grid to structure the design of reports and brochures supports consistency and coherency across all publications. The standard A4 grid is based on nine columns on a 12pt baseline grid. The grid facilitates dynamic layouts as well as single column correspondence or reports. Please refer to the typography pages in section 1 of this guideline for suggestions on type sizes. Grid construction specifications are indicated on the next page.
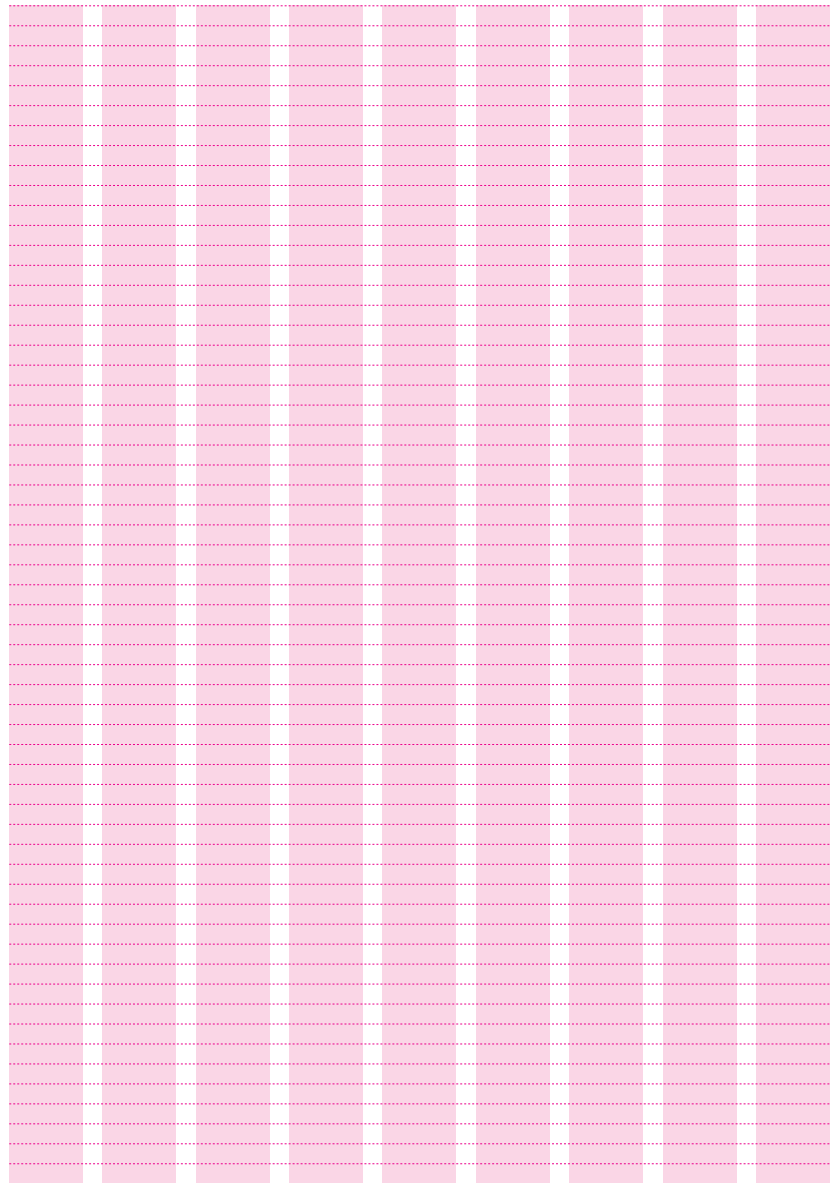
4.3mm

21mm

← 15.6mm →

HEADING →

BODY →

18mm

18mm

38mm

26mm

00

# Typography
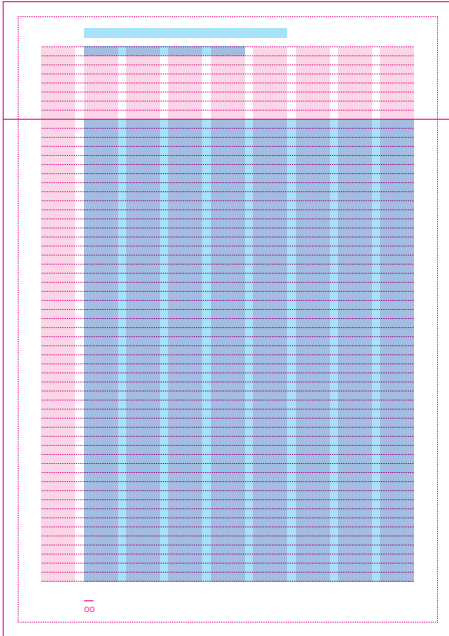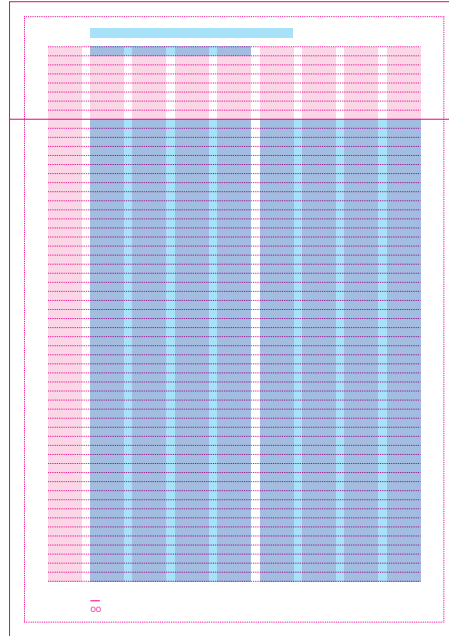## Using the standard A4 grid

The standard grid offers a wide range of layouts. Illustrated here are some of the many possible ways it can be used to structure content.
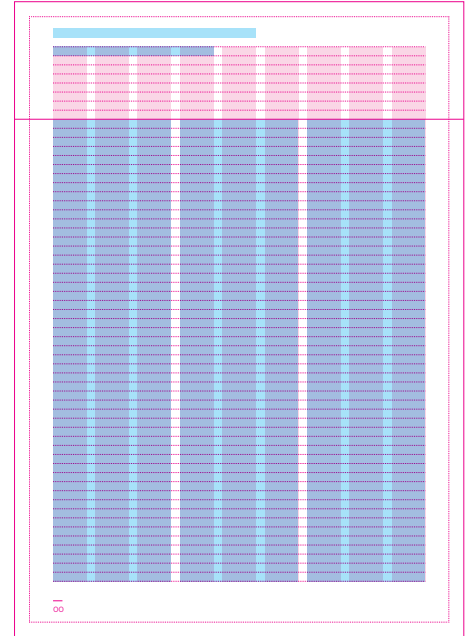
**Single column**
Single column layouts occupy eight columns of the grid and leave the left-hand column free. This reduces the line length and supports readability of the text.

**Two column**
For two column layouts the left-hand column is also left empty, and the text occupies 2 x 4 columns of the grid.

**Three column**
For three column layouts all nine columns of the grid are used in a 3 x 3 column configuration.
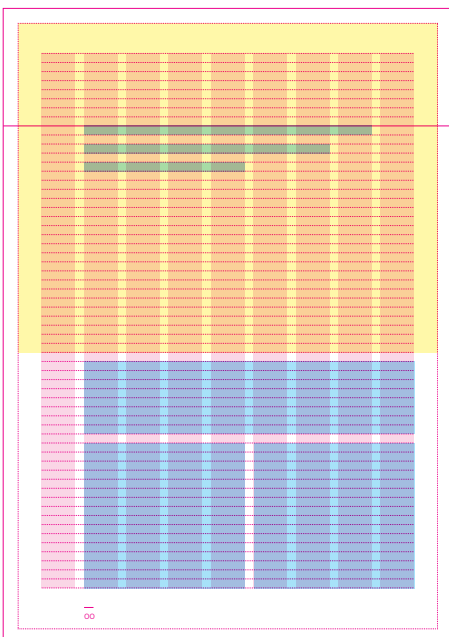
**Multi column / headline over image**
This layout illustrates use of a large introductory image over which the headline is placed. The introduction text spans eight columns, while the body text spans 2 x 4 columns.
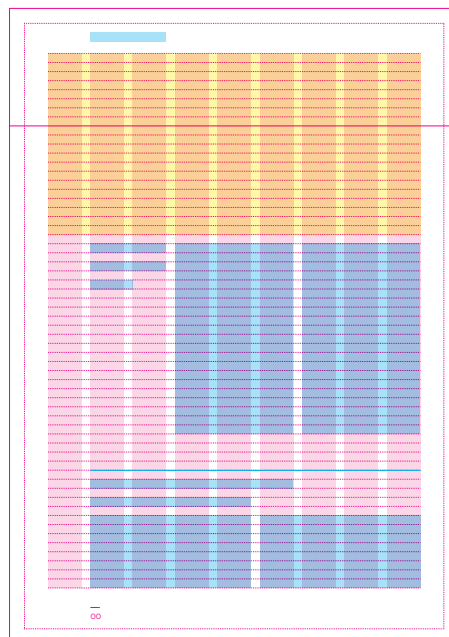
**Multi article newsletter**
This layout illustrates how the grid can be used for newsletter layout by combining variations of column options to distinguish between articles.
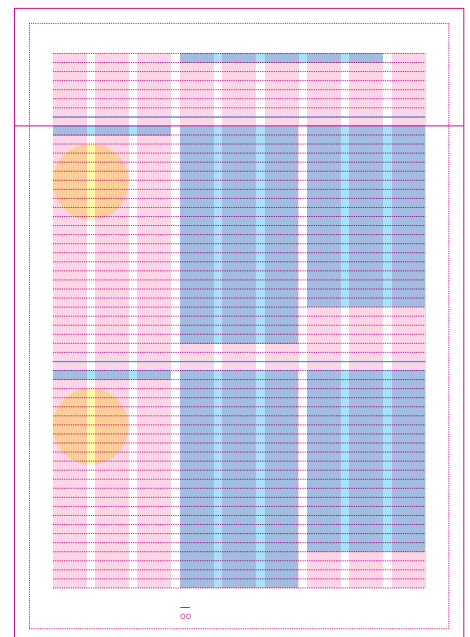
**Asymmetric listing**
This layout illustrates the grid being used to present a set of sub-articles. The headline and image for each occupies the left three columns of the grid while the body text for each spans the remaining 2 x 3 columns.

# Raleway

**Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae.** Bold 16/21pt

**Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis.** Extra Bold 7.5/10.5pt

Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int. Light 12/16pt

Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia quis es eum, occus reius qui ommoluptatur audaecto magnis maionsequo blab in consequam ipis mos dollabo reperum consecustota apienim dolorporest eumquaeribus mos eiuntecto molore volor sed ullab intiunto eume quatem veligenia dis raectius. Regular 9/12pt

The grid in the background is the standard A4 grid.

# Arial

**Volorenti bero offic tota simalla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae.** Bold 16/21pt

Volorenti bero offic tota simalla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int. Light 12/16pt

**Volorenti bero offic tota simalla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis.** Extra Black 7.5/10.5pt

Volorenti bero offic tota simalla verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod eatet maximus exerum, occumque eatur sequos deleseque conseri consecat. Odis aut fuga. Et et aperionetur sumquam eum audigni hiciisc ienihit arum quiaspe ommo ero eos aut quiduntiur sitatemos sendaero molor sum incia quis es eum, occus reius qui ommoluptatur audaecto magnis maionsequo blab in consequam ipis mos dollabo reperum consecustota apienim dolorporest eumquaeribus mos eiuntecto molore volor sed ullab intiunto eume quatem veligenia dis raectius. Regular 9/12pt

The grid in the background is the standard A4 grid.

# Raleway

Operational documents created in
MS Word are typically single columns
of type. In these instances the
recommended size and line spacing for
our primary and secondary typefaces are
as follows:

**Raleway** 10.5 on 16pt line spacing

**Arial** 11 on 16pt line spacing

**Raleway**

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**Arial**

Volorenti bero offic tota simila verfernat ut il ium ducimi, comnihitati sit res quo delestios erchit, si odipsam facerch icaborum fugiti cor rehene quam quo tempore verorro inusant esent occatur a quae. Nam, eversperum illitatium re, volupta ectioritio. Bitatempedi quo exceptus evenda eritiisse cum eictotatur aut odi aborate lissima preruptatis el mos ra ant esserorum laborro vitatemod i consecat. Odis aut fuga. Itatior maionse el enim secto volore aliqui cus eos molupta quo tempossi dem rempores int.Quate veliquia quat eatesciatem verro culluptatum alique cum re explant eos seque explatur mi, sit labor mi, oditatis dem sit et omnis apiciat uriberum laut quas aut aut facid ullaute mquossi omniae ipis dendem fuga. Nam eiunt hictotatum nam aturest lanimendenda consequo dolento dunt la ipiet id modi commolessed maximil lenitamenis si audantis aut volorecum faceria ipsum, autas restionetur autas dolore denda volum ea ex et exerro beatus. Bist plaudi beriorist, cum, aped que quia volor accab in plitasitat. 11/16pt

The grid in the background is the standard A4 grid.

# 2

# Identity applications

This section shows you all the elements of the identity brought together. When looking at the various examples, please consider the context in which each one might be applied. These visuals are intended to offer a prompt to the generation of new communications.

# Letterhead
## A4 eLetterhead template

The eLetterhead is a Microsoft Word template that contains the header and footer graphics. This allows you to print out the correspondence on a blank sheet of paper or to generate a PDF for email or electronic distribution.

**Template**
An eLetterhead template is supplied in MS Word. This contains the graphics within the header and footer and does not require a pre-printed letterhead. The template is created using the system typeface Arial. No additional typefaces are required for regular use.

**Artwork**
eLetterheads can be exported to PDF if the correspondence is being sent electronically.

**Address & contact details**
Please note that the specific address and contact details need to be saved into the document footer.



Rialtas Áitiúil Éireann
Local Government Ireland

Mr Firstname Surname,
Name of Company,
Address Line 1,
Address Line 2,
Country, Post Code

Re: Unified identity
1st January 2023

Dear Firstname,

Pudia cusanihit volupiet quam velis rem remoluptae as resecepre, is aut quunt ilignit aturit hicienti omnim ressim accate dolupta turepuda volor ad quis rerchil latisqui cuscid quosame aximus ene ent. Ectur as aut omnihiciet reratusam, unto quis andit quaecte peratem aut volent. Ucimagnim quatem sed quia elluptat apistiuria diciet, eos doluptati unt ereprec tisquias voluptur as et, cuptati test aliae cuptatur? Ribus porion plibus ditiscil ipiet ad eosa corrum volescid quo idus nonserro iur, alibusciis doluptatur rerchil et qui solupta ape volore es am et omnime niscips untiatur magniam nonsequo quas rem fuga. Am cum quo dolecatus, coris est, sit pra veles est que nonsequam, sitat. Lautest ut volupta tioremporent es etur aute veruptatibus cum harchil luptas sum harchit fugiae lam, ut doluptae peres quossedi dolorem sin reprae.

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Is mise,

**Seoladh 1, Seoladh 2, Countae, Postchód**
Address Line 1, Address Line 2, County, Postcode
T +353 1 369 246 | info@localgoverenmentireland.ie
www.localgoverenmentireland.ie

54% actual size

# Letterhead
## Pre-printed

### Print Specification
Printed white uncoated wove paper stock, ±130gms.

### Colour
PMS 7545
PMS 7741

### Artwork
Adobe InDesign (CC version) templates are available for the creation of pre-print artwork. The typeface Raleway is required. This artwork is also used to print the continuation sheet.

### Page margins in MS Word
Left: 30mm  |  Right: 30mm
Header: 45mm  |  Footer: 30mm

Rialtas Áitiúil Éireann
Local Government Ireland

45mm

TEXT AREA

30mm

30mm

30mm
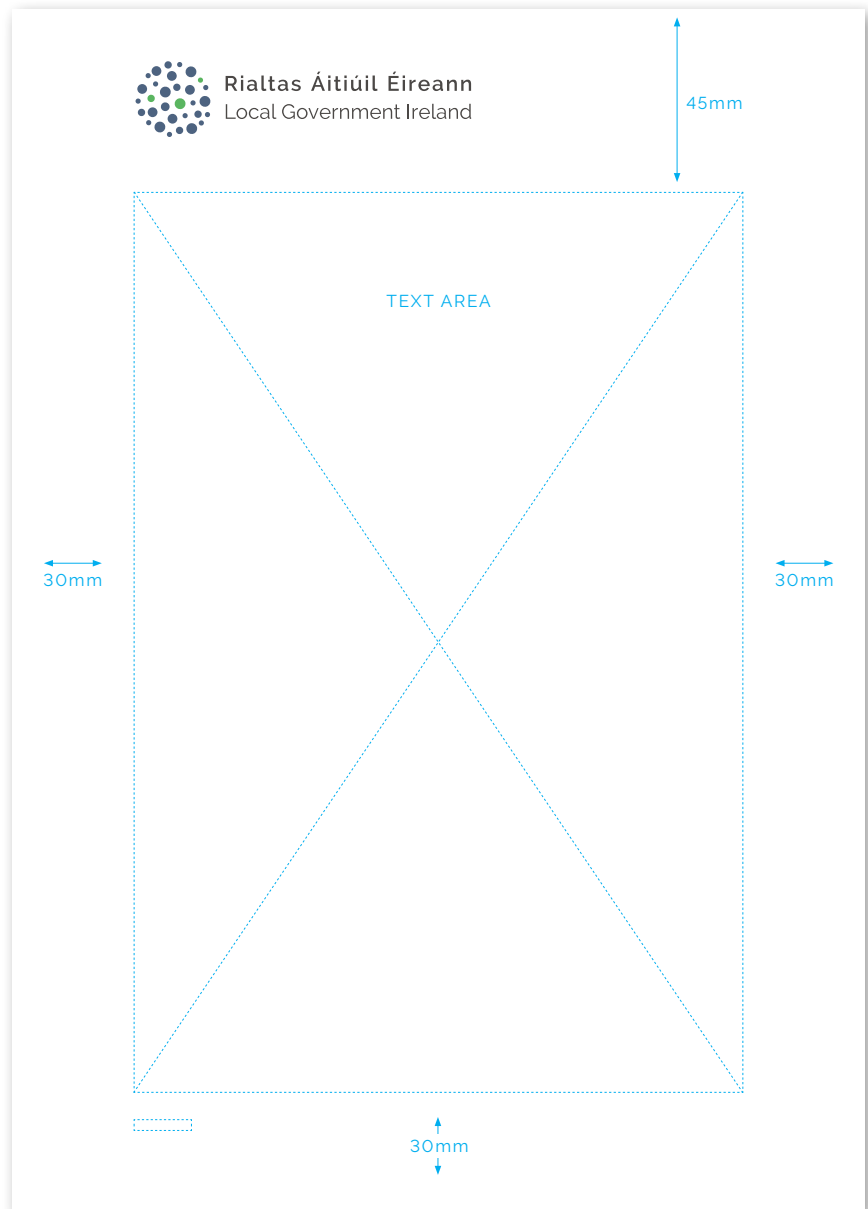
54% actual size

# Letterhead
## Pre-printed continuation sheet

**Print Specification**
Printed white uncoated wove
paper stock, ±130gms.

**Colour**
PMS 7545
PMS 7741

**Artwork**
Adobe InDesign (CC version)
templates are available for the
creation of pre-print artwork. The
typeface Raleway is required.

**Page margins in MS Word**
Left: 30mm  |  Right: 30mm
Header: 45mm  |  Footer: 30mm
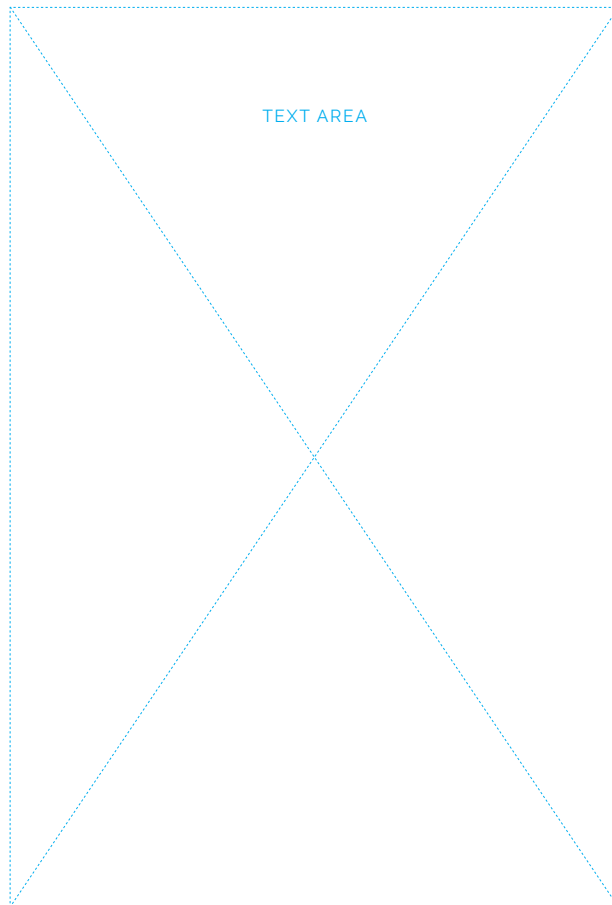
TEXT AREA

**Seoladh 1, Seoladh 2, Countae, Postchód**
Address Line 1, Address Line 2, County, Postcode
T +353 1 369 246  |  info@localgoverenmentireland.ie
www.localgoverenmentireland.ie

54% actual size

# Report cover

## Construction

**1 Mark**
A 17mm (h) mark is placed in the top left corner.

**2 Alignment of text**
Text on the cover of the report should align with the text in the wordmark. This gives the page structure and clear hierarchy.

**3 Housestyle graphic**
The housestyle graphic is used to establish a recognisable housestyle across print and digital communications. Covers can be differed by changing the colour of this graphic or by including images or illustrations within it.

**4 Headline copy**
Headline and subhead are placed an appropriate distance below the mark with weight of type being used to create hierarchy between headline and subheading.

**5 Endorsement**
The endorsement line acknowledges the Shared Service involved in the preparation of the report.

The name of the Shared Service should be set in 26pt Raleway Extra Bold.

Rialtas Áitiúil Éireann
Local Government Ireland

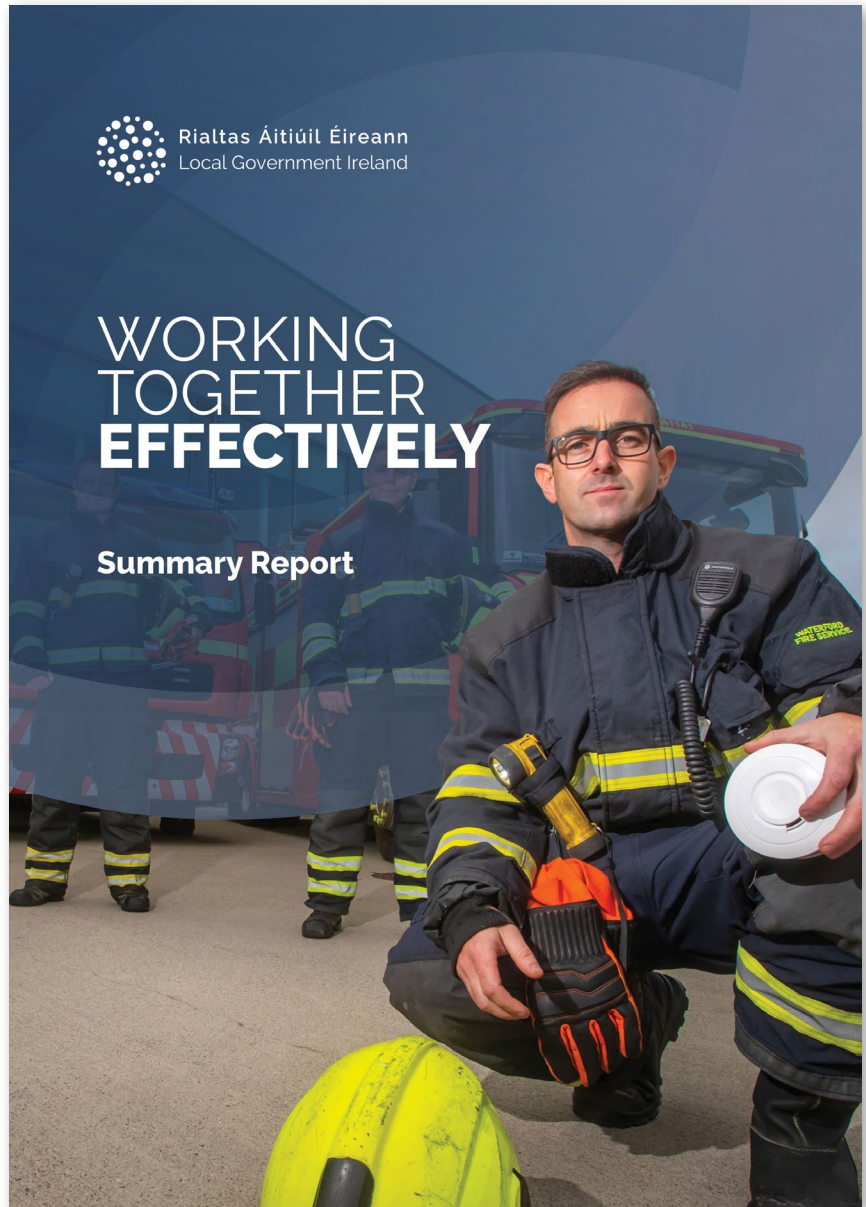BROADENING
OUR SERVICES

Department Name

54% actual size

# Report cover

## Half image

Images can be used on the bottom section of the report and framed within the housestyle graphic. Legibility of the type should be maintained at all times.



WORKING
TOGETHER
**EFFECTIVELY**

**Summary Report**

Rialtas Áitiúil Éireann
Local Government Ireland

<span style="color:magenta">54% actual size</span>

# Press announcement
## Type only / colour

This text-based announcement uses colour from the primary colour palette.

**Construction**

**1 Mark**
A 19mm (h) mark is placed in the top left corner.

**2 Alignment of text**
Text on the cover of the report should align with the text in the wordmark. This gives the page structure and clear hierarchy.

**3 Housestyle graphic**
The housestyle graphic is used to establish a recognisable housestyle across print and digital communications. Covers can be differented by changing the colour of this graphic or by including images or illustrations within it.

**4 Headline copy**
Headline and subhead are placed an appropriate distance below the mark with weight of type being used to create hierarchy between headline and subheading.

2

Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at.

3 →

# Bus im qui nihici que volor ut laboretus

4 →

Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at. Integer imperdiet vel erat nec placerat. Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at. Integer imperdiet vel erat nec placerat.

Find out more and share your view, by **15th October 2026** by visiting **www.lgma.ie**

1 →

Rialtas Áitiúil Éireann
Local Government Ireland

<span style="color:magenta">54% actual size</span>

# Press announcement
## Type only / black and white

When creating single colour type only announcements ensure that type is clear and readable.

**Black and White on white background**

Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at.

# Bus im qui nihici que **volor ut laboretus**

Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at. Integer imperdiet vel erat nec placerat. Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at. Integer imperdiet vel erat nec placerat.

Find out more and share your view, by **15th October 2026** by visiting **www.lgma.ie**

**Rialtas Áitiúil Éireann**
Local Government Ireland

54% actual size

# Press announcement
## Type / half image

This version caters for the introduction of an image.

**Construction**

**1 Mark**
A 22mm mark is placed in the top left corner.

**2 Alignment of text**
Text on the cover of the report should align with the text in the wordmark. This gives the page structure and clear hierarchy.

**3 Headline copy**
Headline and subhead are placed an appropriate distance below the mark with weight of type being used to create hierarchy between headline and subheading.

**4 Housestyle graphic**
The housestyle graphic is used to establish a recognisable housestyle across print and digital communications. Visuals can be differented by changing the colour of this graphic or by including images or illustrations within it.



**Rialtas Áitiúil Éireann**
Local Government Ireland

# Bus im qui nihici que volor ut laboretus

Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at. Integer imperdiet vel erat nec placerat. Curabitur tincidunt purus metus, porttitor lobortis lectus blandit convalli. Sed luctus iaculis velit, non sollicitudin purus dapibus at. Integer imperdiet vel erat nec placerat.

Find out more and share your view, by **15th October 2026** by visiting **www.lgma.ie**

54% actual size

# Press announcement
## Type / half image

**Black and White on image background**

# Presentation template

The PowerPoint presentation templates have been designed to assist in the creation of effective and consistent presentations. The template uses the Arial typeface (available on all computers). The presentation is set to a 16:9 ratio, the standard for most screens and presentations used today.
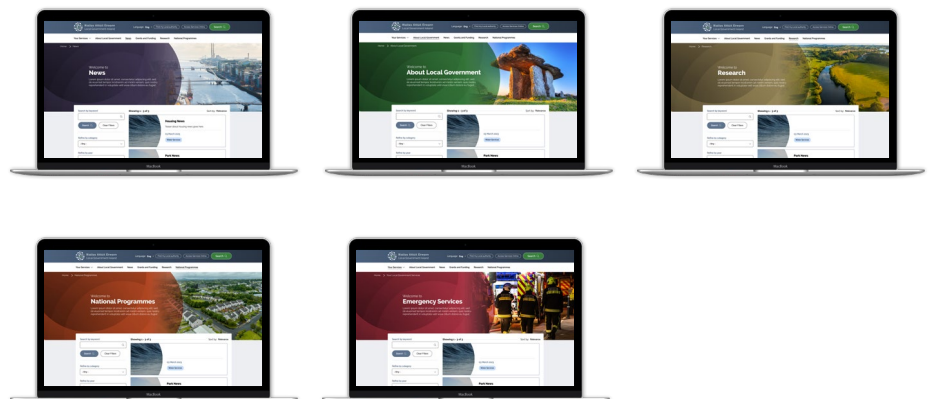


Chapter slides with imagery



Non-image title and chapter slides

# **Website graphic**
## Primary and secondary colour treatments

Secondary colours should be used throughout our websites to reflect the variety and diversity of local government. Colours should be selected to reflect the subject matter being presented.

# Social graphic
## Primary and secondary colour treatments

Use the primary and secondary colour palettes to bring vibrancy and diversity to social media messaging.
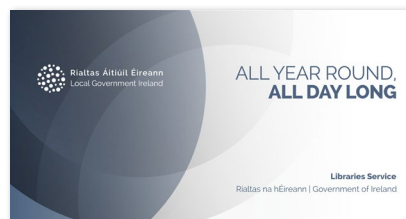
# Pull-up banners

The banners illustrated here lead with the core identity or an image. These basic banners are used to identify the government or specific departments at events. Keep core information towards the top of your design.



**Non-image option**
Use logo and text in white over the housestyle graphic, selecting from the primary and secondary colour palettes.

**Image option**
Use the image to fill the bottom two thirds of the artwork. Use logo and text in white over the housestyle graphic, selecting from the primary and secondary colour palettes.

# Displays: Image and no image

The range of secondary colours, used in combination with the housestyle graphic means that you don't always need to use an image to achieve effective communication.

# Signage
## Format

Signs can be subject to local planning requirements and limitations on space or location. When considering a sign, consideration should be given to the most appropriate format for the context.
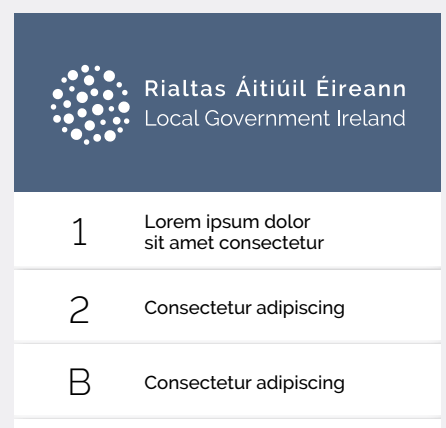
---

**Standard**
Use the standard horizontal panel signs or where the mark is used as a header for floors or directions as illustrated below.

Rialtas Áitiúil Éireann
Local Government Ireland

Note how on listing signs the information aligns with the wordmark.

Rialtas Áitiúil Éireann
Local Government Ireland

| 1 | Lorem ipsum dolor sit amet consectetur |
| 2 | Consectetur adipiscing |
| B | Consectetur adipiscing |

Rialtas Áitiúil Éireann
Local Government Ireland

Lorem ipsum dolor
sit amet consectetur

Consectetur adipiscing

Consectetur adipiscing

Rialtas Áitiúil Éireann
Local Government Ireland

| 1 | Lorem ipsum dolor sit amet consectetur |
| 2 | Consectetur adipiscing |
| B | Consectetur adipiscing |

# Signage
## Material

**Slate Grey**
Signs can be created using a Slate Grey panel. Possible materials include enamelled steel, powder-coated steel or Alucabond.



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**White**
Signs can be created using a white panel. Possible materials include enamelled steel, powder-coated steel or Alucabond.



Rialtas Áitiúil Éireann
Local Government Ireland
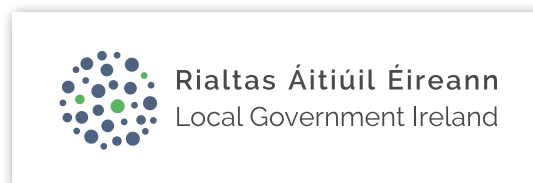
**Brass**
When creating a brass panel sign the mark should be etched into the plate and enamel filled in black.



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**Brushed Steel**
When creating a brushed steel panel sign the mark should be etched into the plate and enamel filled in either black, Dark Grey or Slate Grey.



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Local Government Ireland

**Note:** the Slate Grey and Leaf Green icon should not be used against brass or brushed steel.



Rialtas Áitiúil Éireann
Local Government Ireland



Rialtas Áitiúil Éireann
Local Government Ireland

# 3

# Identity management

Now that you understand the unified visual identity, please ensure that it is managed regularly and effectively.

# Checklist

Producing a communication piece involves drafting a brief, designing it, and often arranging for its printing or production. This checklist outlines key considerations for each phase of the process.

## Brief

**When preparing a brief or creating an item of communications, please consider the following:**

☐ The specific objective you wish to achieve

☐ The specific audience you wish to connect with and the ideas that will resonate with them

☐ The context within which that connection will be made

☐ The feelings and thoughts you wish to evoke

☐ The limitations and possibilities of the proposed communications channels

☐ How you might simplify, humanise or energise the information to communicate more effectively.

## Design

**Before starting to design, check that you have the following:**

☐ A clear brief with an understanding of the specific audience and objectives

☐ An understanding of the visual identity building blocks and the unified visual identity for Local Government Ireland

☐ Original mark artworks and the primary typefaces required for informational texts

☐ Identified artwork and copy writing requirements

☐ Supplied information arranged into a clear hierarchy to focus messages and ensure simple, effective impact

☐ Considered copy (and if required imagery) that engages with the intended audience.

## Production

**When producing artwork, ensure that the following are addressed:**

☐ Original mark artwork has been used in the right colour and with appropriate visibility

☐ The specified typefaces have been used for informational texts

☐ Headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy

☐ The style and tone are appropriate to the audience and consistent with the housestyle

☐ The housestyle graphic device is used effectively if required – and not over-used!

☐ The final design is as simple and focused on desired objectives and outcomes.

# Glossary of terms

**Adobe Illustrator:** A professional Adobe software programme used to create vector graphics.

**Adobe InDesign:** A professional Adobe software programme used to create and design layouts and printed document.

**Aspect Ratio:** the ratio of the width to the height of an image or screen.

**CMYK:** 'Cyan, Magenta, Yellow, Key', is a color model that is used for print purposes.

**EPS:** Encapsulated PostScript is a vector format designed for printing to PostScript printers and imagesetters. It is considered the best choice of graphics format for high resolution printing of illustrations.

**Font:** Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation.

**GSM:** 'Grams per Square Meter' allows print buyers and print suppliers to know exactly about the quality of paper that is being ordered. The higher the GSM number, the heavier the paper.

**HEX:** 'Hexadecimal' is a colour model that is used when coding web pages in HTML.

**Housestyle:** This refers to the established Local Government Ireland identity style used across branded materials.

**HTML:** Hypertext Markup Language. The standing coding language used for creating websites.

**JPG/JPEG:** A commonly used method of lossy compression for digital images. JPG stands for "Joint Photographic Experts Group".

**Lockup:** The final form of a mark, with all its elements in their respective positions relative to each other.

**Pantone (PMS):** The 'Pantone Matching System' is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

**PDF:** Portable Document Format is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else.

**PNG:** Portable Network Graphics is a file format for image compression.

**RGB:** 'Red, Green, Blue' is a color model that is used for on-screen purposes.

**SVG:** Scalable Vector Graphic. Vector image format for two-dimensional graphics with support for interactivity and animation.

**Typeface:** a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features.

**Typography:** the style and appearance of printed type.

**Vector Graphic:** computer graphics images that are defined in terms of points, which are connected by lines and curves to form polygons and other shapes.

# 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.dccae.gov.ie/documents/20%20Year%20Strategy%20-%20English%20Version.pdf

**Official Languages Act 2003**
http://www.coimisineir.ie/userfiles/files/a3203(2).pdf

**Overview information on Official Languages Act 2003**
http://www.coimisineir.ie/reachtaiocht?lang=EN

**Official Languages (Amendment) Act 2021**
https://www.irishstatutebook.ie/eli/2021/act/49/enacted/en/print

**Signage accessibility guidelines**
https://www.iwa.ie/app/uploads/access-guidelines/best-practice-access-guidelines/3188_IWA_Best_Practice_Access_Guidelines_4.pdf

**Web content accessibility guidelines**
https://www.w3.org/TR/WCAG21/

**Web content accessibility techniques**
https://universaldesign.ie/communications-digital/web-and-mobile-accessibility/web-accessibility-techniques

**Eircode information**
https://www.dccae.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

## Contacts

For artworks, templates or support email: communications@lmga.ie