



Brand Guidelines

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The logo

Primary logo



Primary logo
with container





Logo rules

Clearance area



100%



Minimum size



10mm width

Logo misuse

Altering the logo can change the meaning of the brand so due care should be taken when using our logo. Here are some examples of what NOT to do.



✗ Don't distort the logo



✗ Don't outline the logo



✗ Don't add special Effects



✗ Don't add drop shadows



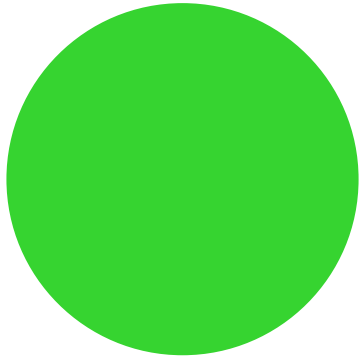
✗ Don't mix colours



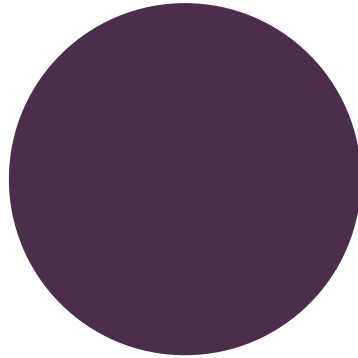
✗ Don't add gradations

Colour

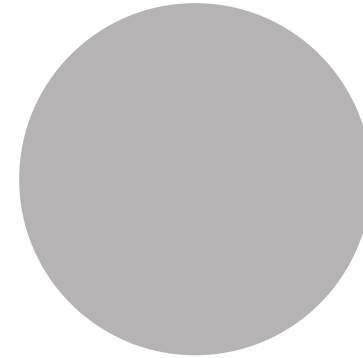
Colour palette



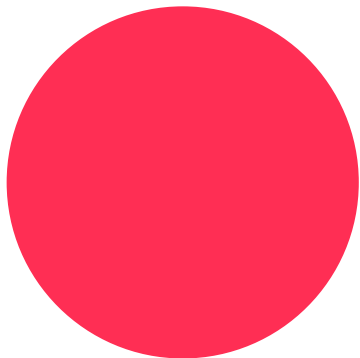
Pantone® 802
CMYK 70, 0, 100, 0
RGB #38d430



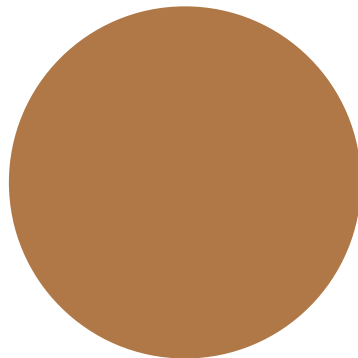
Pantone® 518
CMYK 65, 82, 45, 42
RGB #4c2f48



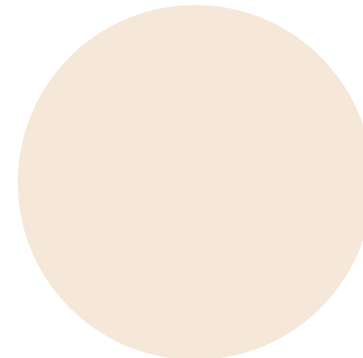
Pantone® 421
CMYK 30, 25, 25, 0
RGB #b5b2b2



CMYK 0, 90, 54, 0
RGB #ff2e54



CMYK 27, 53, 80, 9
RGB #b07847



CMYK 3, 8, 13, 0
RGB #f5e8d9

Typography

Primary typeface

Headlines and body font

Houschka Rounded

Medium

Bold

Extra Bold

Secondary typeface

Website

Gilroy

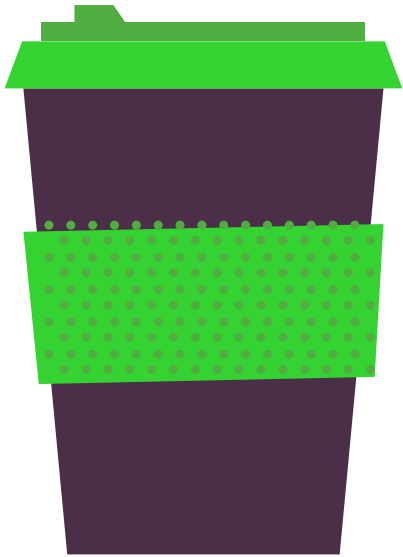
Regular

Bold

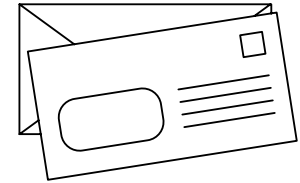
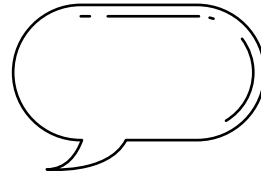
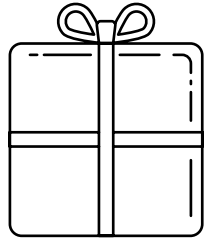
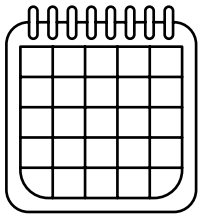
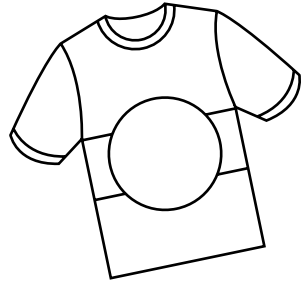
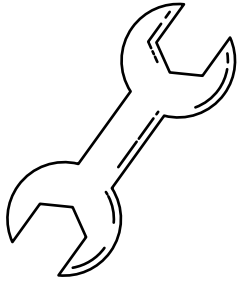
Black

Icons & illustrations

Illustration style



Icons style



Sample applications

Sample applications

Toolkit » For your Business

This October set your reuse goal



Why reuse?

Reuse is about valuing our stuff, by using and reusing it for as long and as often as possible. This avoids the need to extract raw materials, manufacture and distribute new stuff, and avoids waste thereby cutting down on greenhouse gas emissions.

Reuse Month 2019

National Reuse Month 2019's aim was to inspire you and provide you with the skills and tools to reuse more **At Home, At Work, and At Play**. For example, you may have already reused by getting shoes resoled rather than replacing them, or borrowing books from the library. To cut down on waste and greenhouse gas emissions, we asked everyone to go further in October and beyond by prioritising repair, buying second hand and upcycled, borrowing, swapping and refilling.

Looking for ways to become a more circular business? Try the following:

Events

Get someone in to talk about decluttering or food waste prevention. Run a repair event or upcycling workshop for staff. Show a movie about prevention & reuse over lunch.

Donate surplus

- Donate surplus IT equipment for refurbishment.
- Talk to FoodCloud about redistribution of surplus food
- Talk to ReCreate about surplus packaging or byproducts

Repair not replace

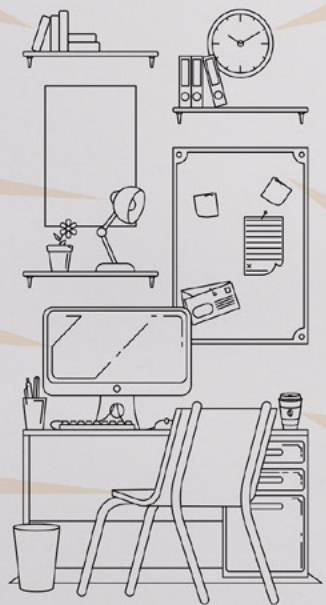
- Make it a policy to repair instead of replacing during October
- Add your local repair business to repairstuff.ie

Talk about it

- Organise an upcycling competition for staff for furniture or fashion up-styling
- Run a league table for staff with points for reuse activities they undertake in October

Toolkit » For your Business

How to be a reuser at work



Buy (or donate)

Buy (or donate) pre-loved instead of new with Irish Charity Shops; social enterprises (Limerick, Cork, Kerry, Longford), Baby market, vintage stores & markets.

Repair or revive

Repair or revive office equipment with an authorised repair person, the Repair Directory or local sources

Borrow

Borrow books or specialised equipment. Try your local library, WeShare or lease it with Tryl

Upcycle

Upcycle existing or buy upcycled furniture or office clothes for that special touch. Try social enterprises (Dublin, Limerick, Cork, Kerry, Longford)

Donate




Donate surplus computers to authorised refurbishers, Rehab Recycle or Camara, food to FoodCloud, packaging to ReCreate


Reuse

Reuse coffee cups and water bottles when on the go. See Conscious cup & Refill Ireland

Swap

Swap stationery & office furniture for free on FreeTrade, WeShare, or trade with Adverts, Done Deal



Sample applications



Sample applications



