Údarás na Gaeltachta

LÁMHLEABHAR CORPARÁIDEACH AITHEANTAIS

CORPORATE IDENTITY MANUAL

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Údarás na Gaeltachta
Na Forbacha, Gaillimh
Teil: (091) 503100 Facs: (091) 503101 e-mail: eolas@udaras.ie

Aitheantas Corparáideach

Tá an deis á thapú againn i dtaca leis an tsiombail leasaithe agus an lógó foriomlán a thabhairt isteach, chun socrú ar rialacha a chinnteoidh go mbeidh siad in úsáid go rialta. Cuid tábhachtach atá ann den chlár ar mhaithe le haitheantas corparáideach i gcoitinne don eagraíocht, mar go bhfuil sé ciallmhar agus réasúnta, bheith ag súil go mbeadh míreanna cumarsáide ar nós comharthaí, cinn litreacha agus fógraí le feiceáil agus iad ar an dul céanna i réigiúin agus earnálacha éagsúla ina bhfuil ráitis le déanamh ag an Údarás.

Beidh suim ar leith sna rialacha seo a leanas ag dearthóirí, ailtirí, innealtóirí agus ag daoine nach iad a bhfuil baint díreach acu le fógraí a chur ar fáil thar ceann na heagraíochta.

Tabhair faoi deara go gcaithfidh foirne agus gníomhairí uile na heagraíochta cloí go dlúth leis na rialacha seo a leanas.

Baineann na rialacha ginearálta seo le gach iarratas agus iad de bhreis ar shaintreoracha atá le fáil ar leathanaigh ina dhiaidh seo:

1. Ná baintear úsáid as aon obair-ealaíne/ diosca ach iad sin a sholáthraíonn an Rannóg Seirbhísí Eolais ar mhaithe le cuspóirí suntasacha réamhshainithe.

2. Ba cheart teacht ar shocrú faoi aon pháipéarachas nua tríd an Rannóg Seirbhísí Eolais.

3. Tá sé riachtanach go mbeadh an Rannóg Seirbhísí Eolais lánsásta le gach téacs do chomharthaí, fógraí, fógraíocht, bróisiúir, bileoga eolais slr.

4. Ní ceart ach áitainmneacha oifigiúla Gaeilge amháin a úsáid ar chomharthaíocht phoiblí.

5. Ba cheart gurb í an Ghaeilge amháin a d'úsáidfí, sin nó go mbeadh tús áite ag an nGaeilge, i gcomharthaí, fógraí, fógraíocht, bróisiúir, bileoga eolais slr, ach amháin sa chás go n-aontaítear ar eisceachtaí.

6. Níor cheart lógó corparáideach Údarás na Gaeltachta a úsáid riamh gan nasc nó ceangal éigin a bheith aige leis an tsiombail. Ach i gcásanna áirithe is féidir/ba cheart an tsiombail a úsáid ina aonar.

   Idir an dá linn (don chéad bhliain) tá sé inmholta an dá cheann a úsáid i dteannta a chéile d'fhonn an tsiombail nua a bhunú agus a bhuanú. Is léir gurb iad na heisceachtaí anseo, ná na comharthaí sin a mhairfidh breis agus bliain : i dtaca leo seo, tá feidhm leis na treoirlínte sonracha atá rianaithe sna leathanaigh a leanas.

7. Nuair is féidir é, ba cheart ábhair a úsáid atá báúil leis an timpeallacht.

   Tá na rialacha maidir le dathanna, leagan amach, comhréir agus úsáid, leagtha amach go soiléir sna leathanaigh a leanas.

Corporate Identity

We are using the opportunity of the introduction of the revised symbol and overall logo to set out rules to ensure that it is used in a consistent manner. This is an important part of the overall corporate identification programme for the organisation as it is reasonable to expect that items of communication such as signs, letterheads and advertisements should look the same in the various regions and sectors in which the organisation makes statements.

The following rules will be of particular interest to designers, architects, engineers and others who have a direct input into the production of notices on behalf of the organisation.

Please note that the following must be strictly adhered to by all staff and all agents of the organisation.

These general rules apply to all applications and are in addition to specific directions given in later pages:

1. Only use the artwork/disk provided by the Rannóg Seirbhísí Eolais for specific pre-defined purposes.

2. All new stationery should be arranged through the Rannóg Seirbhísí Eolais.

3. All text for all signs, notices, advertisements, brochures, leaflets, etc. must be cleared with the Rannóg Seirbhísí Eolais.

4. Only the official Irish place names should be used on public signage.

5. Irish should be the dominant, if not the only language, used in signs, notices, advertisements, brochures, leaflets, etc. except in agreed exceptional cases.

6. The corporate logo of Údarás na Gaeltachta should never be used without in some way being linked to the symbol. However, in certain cases, the symbol may/should be used on its own.

   In the interim (for the first year), it is advisable that both are always used together to establish the new symbol. Obviously, the exception to this are signs that will have a life of more than a year: for these, the detailed guidelines set out herein apply.

7. Where possible, environmentally friendly materials should be used.

The following pages clearly set out the rules for colours, layouts, proportions and usages.

Bunphrionsabail Pháipéarachais

1. Tá an tsiombail agus an t-ainm ar fáil i dtrí cinn de dhathanna mar atá taispeáinte:

   Gorm - Pantone 281
   Uaithne - Pantone 360
   Dubh - Dubh

2. Ní ceart ach na trí dathanna seo a úsáid le haghaidh páipéarachais: beidh an tsiombail i ndathanna corparáideacha maille leis an téacs ar fad agus ainm Údarás na Gaeltachta i ndubh.

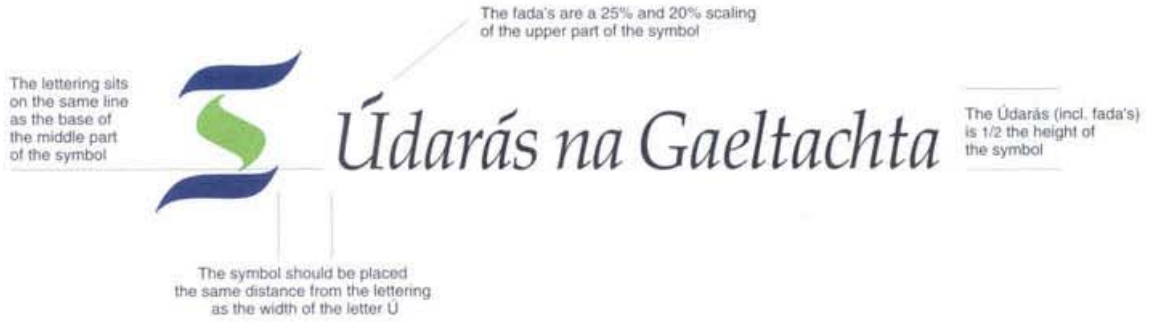
3. I gcás clódóireacht i ndath singil, caithfidh nascbharra na siombaile úsáid a bhaint as fordhath ina bhfuil 30 % den dath singil.

4. Má táthar ag clódóireacht i ndathanna seachas na dathanna corparáideacha, ná déantar meascadh agus meaitseáil ar na dathanna sa tsiombail. Ina áit sin féach ar an lógó iomlán mar chlódóireacht aontoin agus priontáil sa dath cuí singil is láidre.

5. Bain úsáid i gcónaí as obair ealaíne/diosca a sholáthraítear. Ná cum teaglaim den tsiombail agus ainm Údarás na Gaeltachta ó phíosaí ar leith.

Le do thoil glac leis na treoirlínte i dtaca le leagan amach páipéarachais atá le fáil ar na leathanaigh ina dhiaidh seo.

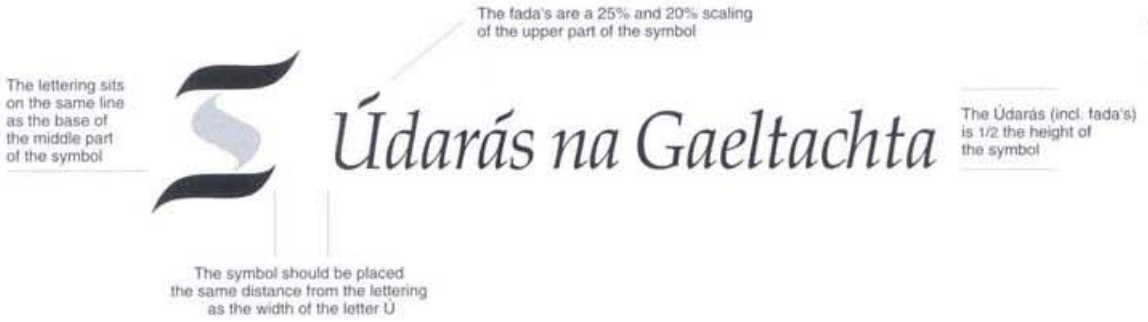
Basic Principles of Stationery



1. The symbol and name is reproduced in three colours as shown above:

   Blue - Pantone 281
   Green - Pantone 360
   Black - Black

2. Only these three colours should be used for stationery: the symbol in corporate colours with all of the text and Údarás na Gaeltachta name in black.



3. If printing in a single colour, the linking bar of the symbol must be a 30% tint of the single colour being used.

4. If printing in colours other than the corporate colours, do not mix and match the colours in the symbol. Instead, treat the entire logo as monotone printing and print in the strongest appropriate single colour.

5. Always use artwork/disk provided. Do not construct a combination of the symbol and Údarás name from separate pieces.

Please follow the stationery layouts supplied on the following pages.

Údarás na Gaeltachta
Na Forbacha, Gaillimh
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Údarás na Gaeltachta
Pádraig Ó hAoláin
Ceannaire Eolais

Na Forbacha, Gaillimh
Teil: (091) 503100 Facs: (091) 503101 e-mail: eolas@udaras.ie

OIFIGÍ RÉIGIÚNACHA:

Na Doirí Beaga, Co. Dhún na nGall	An Daingean, Co. Chiarraí	Béal an Mhuirthead, Co. Mhaigh Eo	35 Bóthar Shíol Broin, BÁC 4	Baile Mhic Íre, Co. Chorcaí

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Le dea-mhéin

Údarás na Gaeltachta
Na Forbacha, Gaillimh
Teil: (091) 503100 Facs: (091) 503101 e-mail: eolas@udaras.ie

FACS

Chuig: _____

Ó: _____

Dáta: _____ Méid Bileoga: _____

Nóta: _____

Bunphrionsabail Fhógraíochta

Seo ceithre cinn de fhógraí priontáilte mar shamplaí de leagan amach fógraíochta. Ba chóir an téacs a bheith i gclóstíl Helvetica nó New Baskerville agus is féidir é a shíneadh ar chlé nó a lárú, ag brath ar an bhfaisnéis. Ba chóir ceannteidil agus fo-cheannteidil a bheith i gcló trom. Ba chóir idirdhealú a dhéanamh idir stroplínte i.e. manaí nó teachtaireachtaí téamacha agus tromlach an téacs, le téacs trom nó é a chur i gcló iodáileach.

Bloic agus Brící cinnte

ach níl iontu sin ach cuid den scéal!

* Community Development Programmes
* Industrial Development
* Aquaculture

...AGUS GO LEOR EILE

BRING YOUR BUSINESS IDEA TO US

Údarás na Gaeltachta

Na Forbacha, Gaillimh. Teil: (091) 503100 Facs: (091) 503101

Comhghairdeas le
Coiste Ghlór na nGael Cheatharlaigh

- a bhain **Craobh na hÉireann**
agus le gach Coiste a ghlac páirt
ghníomhach sa chomórtas!

An Ghaeltacht ...
Tobar agus Foinse Ár dTeanga agus Ár nDúchas

Údarás na Gaeltachta

Na Forbacha, Gaillimh. Teil: (091) 503100 Facs: (091) 503101

Basic Principles of Advertisements

This is a selection of four printed advertisements as examples of advertisement layout. The text should be in either Helvetica or New Baskerville and can be ranged left or centred depending on information. Headings and sub headings should be bold. Strap lines i.e. slogans or thematic messages should be distinguished from the main body text by **bold** or *italic* text.

Production Manager

An International Clothing Company, located in the Irish Gaeltacht, wishes to recruit a production manager for their plant. Only someone with wide experience in the trade and a good record in management would be considered.

The position offers scope for advancement within the organisation for the right person. Attractive remuneration package.

Please send your Curriculum Vitae along with references, in strict confidence. Box No: XXXX

Údarás na Gaeltachta

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FORBAIRT na GAELTACHTA...
... forbairt na Gaillimhe

* Tionscail
* Naíonraí
* Clubanna Óige
* Scéimeanna Forbartha Pobail
* Printísigh
* Scoláireachtaí
* Seirbhísí Teanga
* Féiltí Áitiúla
* Feirmeoireacht agus próiseáil éisc
* Tograí closamhairc agus teilifíse

Forbairt chultúrtha, shóisialta agus thionsclaíochta na Gaeltachta - sin é cúram Údarás na Gaeltachta

I gcuideachta a chéile is fearr sinn!

Údarás na Gaeltachta

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Bunphrionsabail Chomharthaíochta

1. Tá an tsiombail agus an t-ainm ar fáil i dtrí dhath mar atá taispeáinte

Gorm	-	Pantone 281
Uaithne	-	Pantone 360
Dubh	-	Dubh

2. Ní ceart ach na trí dathanna seo amháin a úsáid i gcomharthaí agus iad ar chúlra bán.

3. Caithfidh gach comhartha go bunúsach a bheith dronuilleach i gcruth. (Is iad méarchomharthaí agus treochomharthaí amháin atá mar eisceachtaí).

4. Ba cheart tacaí na gcomharthaí a bheith gorm (sé sin, gorm corparáideach) agus má bhíonn creataí riachtanach ba cheart gorm corparáideach a úsáid freisin.

5 Tá scála na siombaile i leith téacs an ainm éagsúil leis sin a húsáidtear sa cheann litreach corparáideach, dá réir sin, ní ceart ach obair ealaíne a chruthaítear go sainiúil le haghaidh comharthaíochta a úsáid.

6. Ach amháin i gcás ainm Údarás na Gaeltachta ba cheart litreoireacht na gcomharthaí uile bheith in Helvetica Rialta/Meánach, cás mór agus cás beag.

Le bhur dtoil cloítear leis na treoirlínte i dtaca le leagan amach comharthaí atá ar na leathanach a leanas

Tá na comharthaí roinnte in dhá earnáil:

i) *Sainaithint Phríomhúil:*
Tá sé i gceist go mbeadh na comharthaí seo mar phríomhchomharthaí aitheantais do Údarás na Gaeltachta féin.

ii) *Sainaithint Tánaisteach:*
Is é atá i gceist nuair nach bhfuil ainm Údarás na Gaeltachta in úsáid (nach mian leis an Údarás ró-bhéim a chur ar an nasc leis an gcuideachta neamhspleách áirithe); nó sa chás nach mbíonn athrá ar úsáid an ainm oiriúnach e.g. taobh istigh d'fhoirgneamh nó d'eastát atá sainaitheanta cheana féin.

Basic Principles of Signage

1. The symbol and name is reproduced in three colours as shown:

   Blue - Pantone 281
   Green - Pantone 360
   Black - Black

2. Only these three colours on a white background should be used for signs.

3. All signs must be basically rectangular in shape (finger and directional signs are the only exceptions).

4. Supports for signs should be blue (as per corporate blue) and if surrounds are required these should also be corporate blue.

5. The scaling of the symbol to text of the name is different to that used in the corporate letterhead, so only artwork produced specifically for signage should be used.

6. Other than the Údarás na Gaeltachta name, the lettering on all signs should be in Helvetica Regular/Medium, upper and lower case.

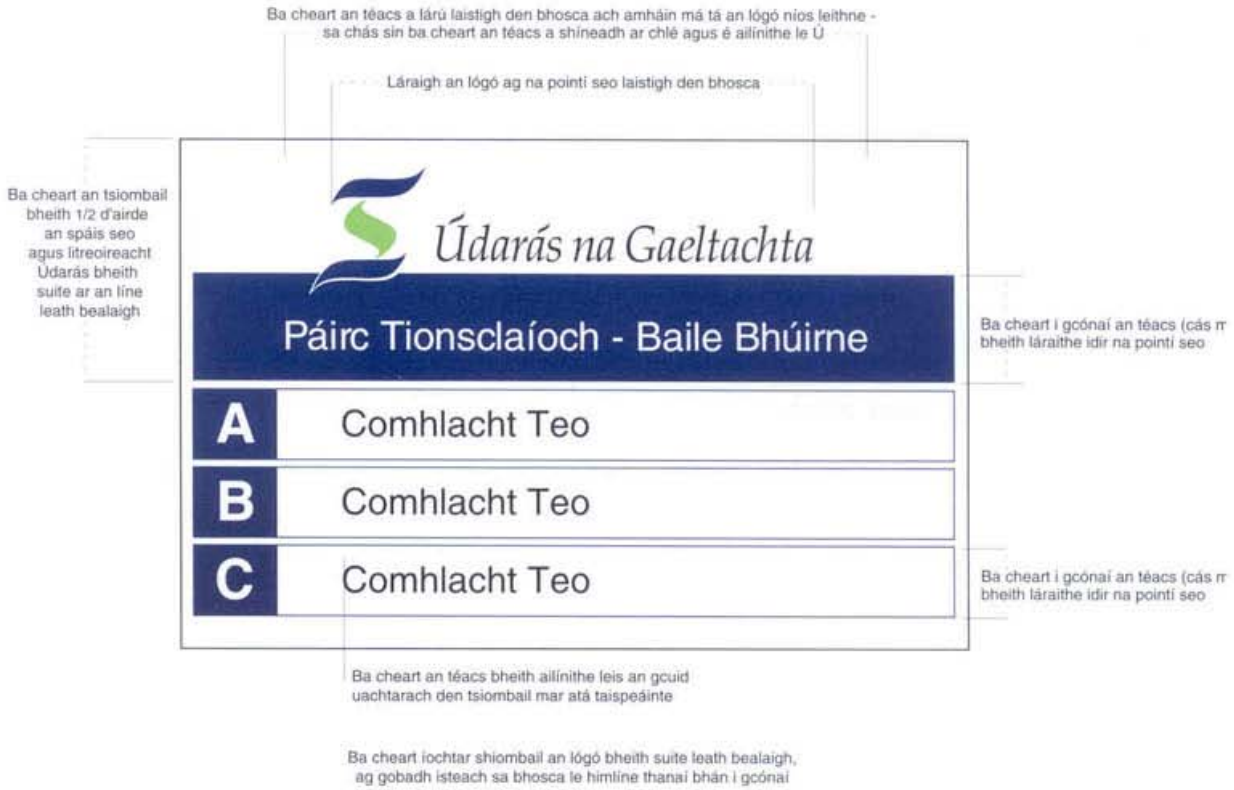
Please follow the sign layout guidelines supplied on the following pages.

We have divided the signs into two categories:

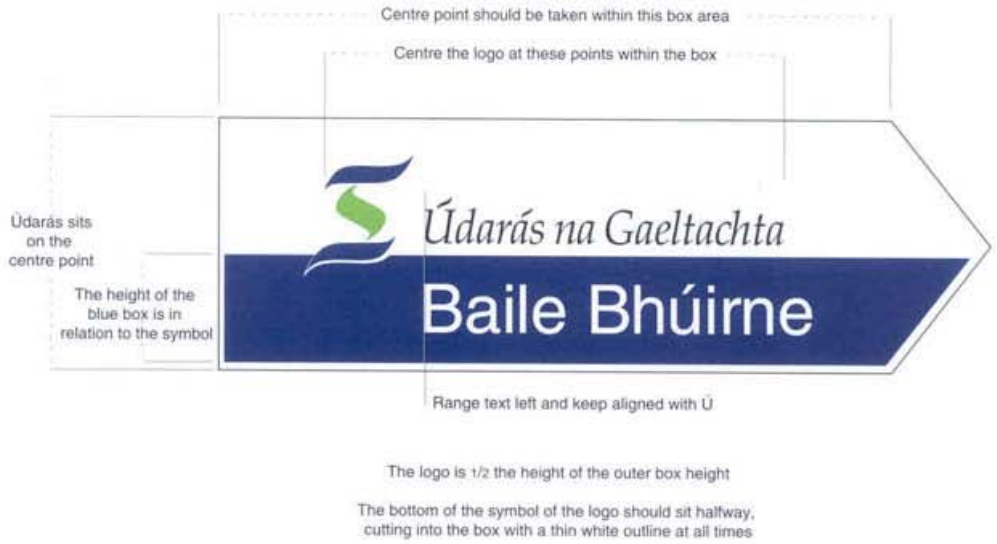
i) *Primary Identification:*
These company signposts are intended as the main identification sign for Údarás na Gaeltachta itself. Therefore, they should always have the symbol and company name.

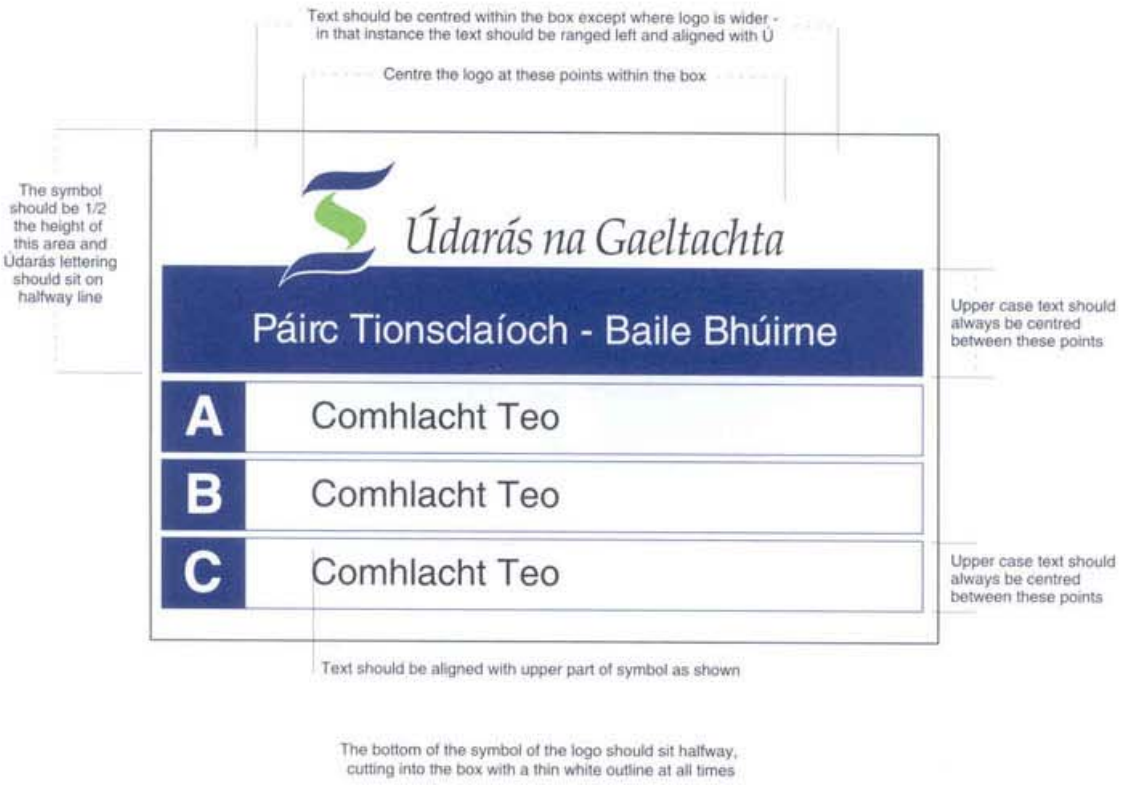
ii) *Secondary Identification:*
These are intended where Údarás na Gaeltachta's name is not used (in cases where it does not want to over emphasise the link between An tÚdarás and an independent company); or where the repeated use of the name would be inappropriate, e.g. within an already identified industrial estate or building.

Sainaithint Phríomhúil



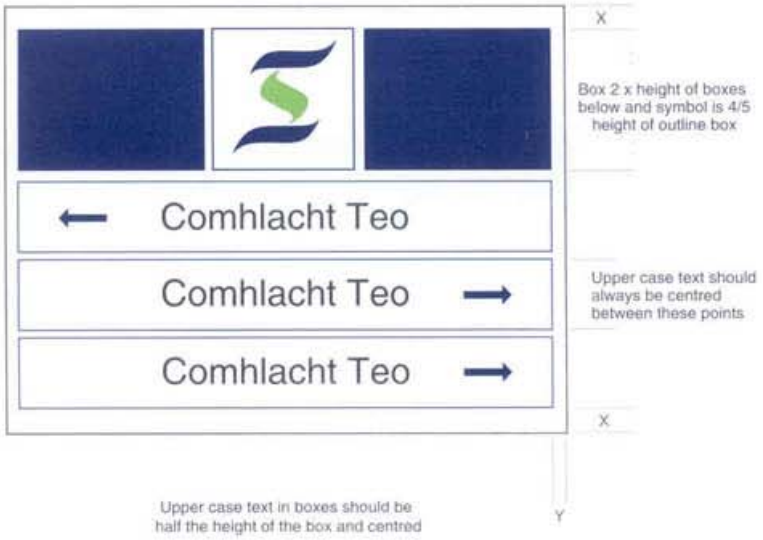
Primary Identification





Sainaithint Tánaisteach

Secondary Identification



Upper case text in boxes should be half the height of the box and centred

X = 2 x Y

Údarás symbol is 4/5 the height of the box it is within which should always be an outline - not a solid box

The existing sign or company logo should be centred within the box area provided - the box height may be increased provided that the Údarás box always remain a fifth of the height

X = 2 x Y

Sainaithint Tánaisteach

Secondary Identification

Tá an tsiombail suite i mbosca imlínithe - ní i mbosca daingean.
Tá an tsiombail 2/3 d'airde an bhosca

The symbol is placed in an outlined box - not a solid box
The symbol is 2/3 height of the box

X = 4.5 x Y

Tá an tsiombail suite i mbosca imlínithe - ní i mbosca daingean.
Tá an lógó 2/3 d'airde an bhosca

The symbol is placed in an outlined box - not a solid box
The logo is 2/3 height of the box

X = 4.5 x Y

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