

BORD SCANNÁN NA HÉIREANN /
THE IRISH FILM BOARD

BRAND GUIDELINES /
A GUIDE TO USING OUR LOGO

It's generally agreed that how you say something is just as important as what you say.

The same applies to the way an organisation presents itself visually.

Bord Scannán na hÉireann / the Irish Film Board (IFB) is committed to communicating its messages with confidence, clarity and consistency. We've invested in the creation of a new brand, which will go a long way to achieving this.

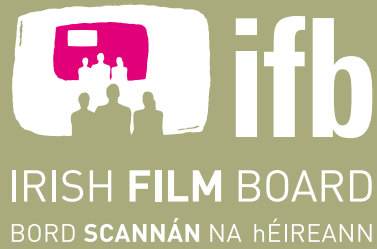
These brand guidelines are designed to avoid any miscommunication on how the IFB logo should be used, and to ensure that the IFB brand grows in recognition, together with the Irish film industry.

They are intended for both print and on-screen usage,



The IFB logo is made up of four components: the IFB mark, the IFB title, the full name and the strap line. These four components are always placed in a fixed relationship and should never be altered, separated or reproduced in any other way.

The IFB logo has been designed to be versatile and can be used in conjunction with other identities. Nevertheless, it is essential that the integrity of the IFB logo is maintained, and that the logo is used in accordance with the following guidelines.



THE LOGO / FOR PRINT /

The IFB logo is composed of two colours - Green PMS 5773 and Process Magenta.

The logo may also be printed in CMYK process colours. See the CMYK colour equivalents below. No other colour combinations should be used.

Two-Colour Spot Uncoated

Spot: Green Pantone 5773 CVU

Spot: Magenta Magenta CVU

Two-Colour Spot Coated

Spot: Green Pantone 5773 CVC

Spot: Magenta Magenta CVC

Full-Colour Process

Process: Green c 12 m 0 y 53 k 42

Process: Magenta c 0 m 100 y 00 k 00

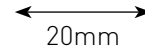
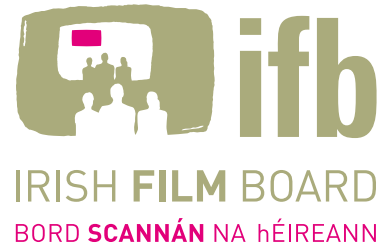


POSITIVE LOGO / FOR PRINT /

This is the original version of the logo and should be used on all promotional materials where it is to be printed on a white (not coloured) background.

When printing on a coloured backgrounds please use the reverse version of the logo.

The logo must never be reproduced below its minimum size. Minimum size: 20mm wide.



REVERSE LOGO / FOR PRINT /

For production of promotional materials where the use of the positive logo is deemed unsuitable. Minimum size: 20mm wide



WHITE LOGO / FOR PRINT /

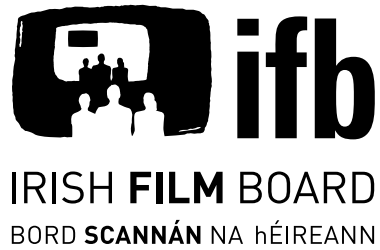
This logo can only be reversed out of black, green or magenta. This version of the logo should only be used when absolutely necessary.

The logo must never be reproduced below its minimum size. Minimum size: 20mm wide



BLACK LOGO / FOR PRINT /

For production of promotional materials where the printing of tones is not appropriate. This is to be used only when **absolutely** necessary:
e.g. fax or newspaper.
Minimum size: 20mm wide

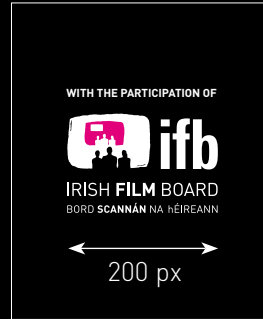
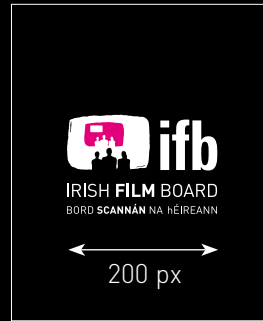


THE LOGO / FOR SCREEN /

This logo can only be reversed out of black, green or magenta. The logo must never be reproduced below its minimum size.

A logo with an integrated credit line may be used when necessary.

Minimum size: 200 pixels wide



ANIMATED LOGO /

The animated logo may be supplied to you on DVD by the IFB. Please contact Louise Ryan for more details.

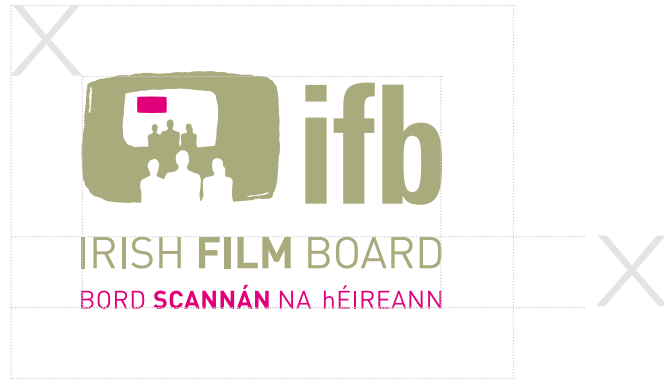


CLEAR SPACE /

To ensure its integrity and visibility, the IFB logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space.

The minimum areas of clear space shown are based on a measurement equivalent to the total height of IFB title and strapline.

It is permissible to leave more space than that shown around the logo, but **never** less.



UNACCEPTABLE USE /

Only logo formats shown in this guidelines document can be used. Do not alter any aspects of a Logo format.



TYPOGRAPHY /

To maintain a consistent typographic look throughout all professionally produced applications, the font **Din** should be used. Body text should be set between 8 and 10pt.

Din Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890.,:;'&%?!

Din Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890.,:;'&%?!

Din bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890.,:;'&%?!

Complementary Fonts

All correspondence for in-house printing (Microsoft Word, Excel etc) should be created in Arial if possible, to compliment the corporate fonts.

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890.,:;'&%?!

Only these fonts are recommended for use on all IFB communication to ensure consistency across all branding.

IFB is not licensed to distribute fonts. Please buy fonts from licensed distributors.

