



Identity Guidelines



Identity Guidelines

The full title of the organisation is Foróige, National Youth Development Organisation and it should be referred to as such in all official documentation.

Foróige's logo is designed to be visually attractive and to reflect the objectives and core values of the organisation.

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

A particularly strong feature of the design is that it is versatile and can be used in conjunction with other identities of various groups, partnerships, and organisations that are linked to or part of Foróige.

Nevertheless, it is essential that the integrity of the Foróige logo is maintained, and that the logo is used in accordance with the following guidelines.

Please read the guidelines carefully before using versions the logo, which are available in formats compatible with Mac and PC.

The Logo

The Foróige logo is composed of three colours. Lime Green PMS 389, Violet PMS Violet and Fuchsia PMS 240.

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



Three Colour Spot Uncoated

spot : lime green Pantone 389 CVU
spot : violet Pantone Violet CVU
spot : fuchsia Pantone 240 CVU

Three Colour Spot Coated

spot : lime green Pantone 389 CV
spot : violet Pantone Violet CV
spot : fuchsia Pantone 240 CV
***NB poster use only**

Full Colour Process

process : lime green **c** 18 : **m** 0 : **y** 83 : **k** 0
process : violet **c** 94 : **m** 91 : **y** 0 : **k** 0
process : fuchsia **c** 22 : **m** 95 : **y** 0 : **k** 0

Minimum Size

The minimum size recommended for printing has been set out to ensure clarity and legibility at all times. The logo must never be reproduced below its minimum size*.

Minimum size: 28mm wide

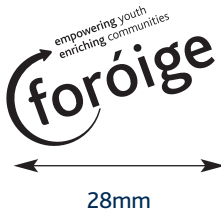
* The white logo must never be reproduced below 32mm



Black Logo

For production of promotional materials where the printing of tones is not appropriate. This is to be used only when necessary: e.g. fax or newspaper.

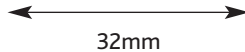
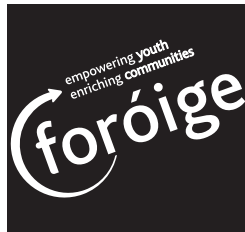
Minimum size: 28mm wide



White Logo

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

Minimum size: 32mm wide

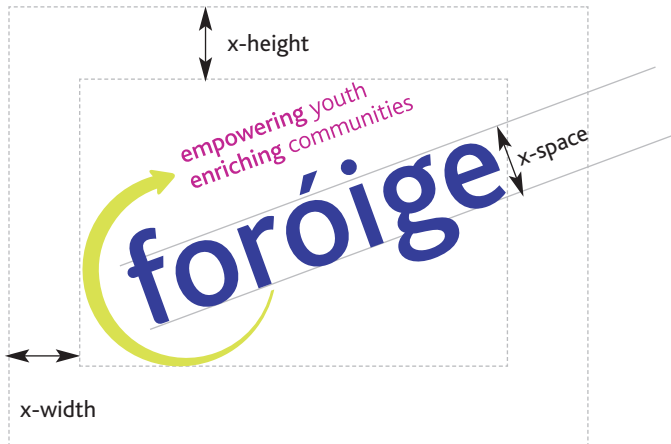


Clear Space

To ensure its integrity and visibility, the Foróige 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 below are based on a measurement equivalent to the x-height of of the 'Foróige' text.

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



Irish Version of Logo

For production of promotional materials where the Irish language version is required only.

As with the English version of the logo, the same basic principles apply re: colours, minimum size, clear space etc.



Unacceptable Use

- ▶ Only Logo formats shown in this Manual can be used.
- ▶ Do not alter any aspects of a Logo format.



Logo must always be at a 20° angle



Unapproved Colours



Horizontal or vertical scaling



Typography

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

Bliss Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890.,:;'&%?!

Bliss Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890.,:;'&%?!

Bliss bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890.,:;'&%?!

Complementary Fonts

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

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890.,; &%?!

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

- ▶ Foróige is not licensed to distribute fonts.
- ▶ Please buy from licensed distributors.

Paper Stocks

All brochures, leaflets, programmes, invites, DL flyers and the Annual Review should all be printed on uncoated paper. For consistency we recommend that you use UPM Fine 100 or Challenger Offset. They are available in a number of weights from 60gms to 300gms.

Posters should be printed on a 170gms silk stock.











Any enquiries about the reproduction of this logo can be directed to karen.hannify@foroige.ie or aine.mcpeake@reddog.ie

© www.reddog.ie









Foróige National Youth Development Organisation
Block 12D : Joyce Way : Park West : Dublin 12

t +353 1 630 1560

f +353 1 630 1568

e info@foroige.ie

w www.foroige.ie



www.foroige.ie