COMMUNITY RELATIONS COUNCIL

Equity | Diversity | Interdependence

Brand Guidelines

February 2019

These guidelines are provided
to assist in the application of the logo.

Any queries in relation to this
should be directed to the
Communications Officer
on 028 9022 7500.

Community Relations Council
2nd Floor Equality House
7-9 Shaftesbury Square
Belfast BT2 8DP

Telephone: 028 9022 7500
www.nicrc.org.uk

Northern Ireland Executive
www.northernireland.gov.uk

T:buc
Changing for the better, together

COMMUNITY RELATIONS COUNCIL
Equity | Diversity | Interdependence

Logo

Master Logo
Standard Lock Up

The logo may be reduced or enlarged pro-rata but the height to width ratio may not be altered.

All elements of the logo are 'locked' together and may not be separated for use as individual elements.

Please do not remake the logo with your own image manipulation using desktop publishing software applications.
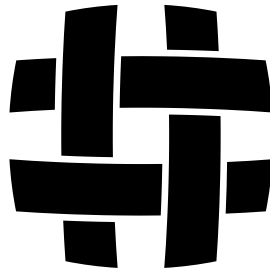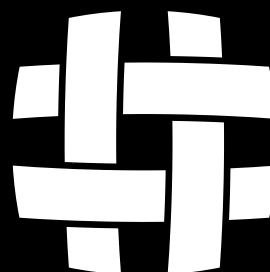
Colour Variations
(from top)

1 Full colour logo
2 Single colour logo black
3 Single colour logo white

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Logo
in application

Backgrounds

The mark may be reversed white out of a flood of colour from the palette.

It is also acceptable to reverse the identity out of an inspiring illustration or photograph.

Clearance
& Size

Exclusion Zone

The positioning of our new identity is a vital part of how we communicate.

We have established a safe area that gives the identity lots of breathing space and ensures that it stands out with confidence.

Minimum Size

The minimum size for our logo is a width of 50mm.

Exceptional Use

In exceptional circumstances eg promotional items, the logo may be used at a small size without the strapline.

The minimum size for our logo, without the strapline, is a width of 25mm.

Please contact the Communications Officer at CRC if this is required.

Logo
Don'ts

DON'T

Distort or stretch the proportions of the logo.

DON'T

Change the colours of the logo.

DON'T

Change the fonts of the logo or add any additional elements.

Colour
Palette

PMS
281

RGB / R0 G32 B32

CMYK / C100 Y90 M31 K35

00205c

PMS
248

RGB / R169 G28 B142

CMYK / C42 Y100 M0 K0

a91c8e

PMS
285

RGB / R0 G113 B209

CMYK / C84 Y55 M0 K0

0071d1

PMS
375

RGB / R148 G21 B0

CMYK / C47 Y0 M100 K0

94d600

Typography

Type

The logo typeface is Gotham.

Guidelines for use

- Align paragraphs left
- Don't justify paragraphs
- Use upper and lowercase
- Use contrasting colours for legibility
- Create a clear hierarchy eg heading, sub-heading, text
- Keep it simple

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789