



Banc Ceannais na hÉireann  
Central Bank of Ireland

Eurosystem



Central Bank of Ireland  
**Corporate Identity Guidelines**

# Welcome

These are the official Central Bank of Ireland Corporate Identity Guidelines. They govern the use of our logo, typeface and colours for external audiences. They also can be used to ensure consistency when preparing material in-house.

The Corporate Identity Guidelines are in two parts.

## **Part One: The identity**

This covers the key aspects including the use of the Central Bank logo, typeface, colour usage and popular templates. We also have guidance on email signatures and our address policy.

## **Part Two: How we use our identity**

This section provides technical detail for colleagues who produce external documents on a regular basis or commission design services from suppliers.

To download key graphics including the logos – go to the [Communications Plaza Page > Branding & Style Guide](#)

The Content & Insights team within the Communications Division can advise on the use of the identity.

Please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie) for more information.

These guidelines will be updated periodically.

The Central Bank Style Guide which defines standards for all written communications is a sister publication to the Corporate Identity Guidelines and can also be found on the Communications Plaza Page.

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## Part One

### The identity

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## Part Two

### How we use our identity

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# The identity

## Our logo

This is the Central Bank of Ireland master logo.



Banc Ceannais na hÉireann  
Central Bank of Ireland

Eurosystem

Master logo

This is the reversed-out version for use on a solid colour.



Banc Ceannais na hÉireann  
Central Bank of Ireland

Eurosystem

Reversed-out

This is the black or monochrome version to be used when colour is not available.



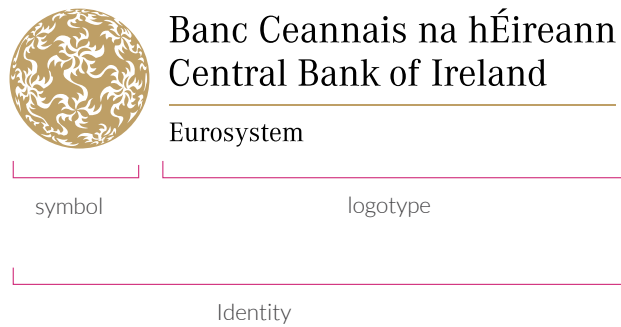
Banc Ceannais na hÉireann  
Central Bank of Ireland

Eurosystem

Black

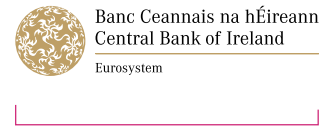
## Construction – logo elements

Always ensure any reproduction of the logo conforms to this format.  
Never use elements of the logo separately or amend them in any way.

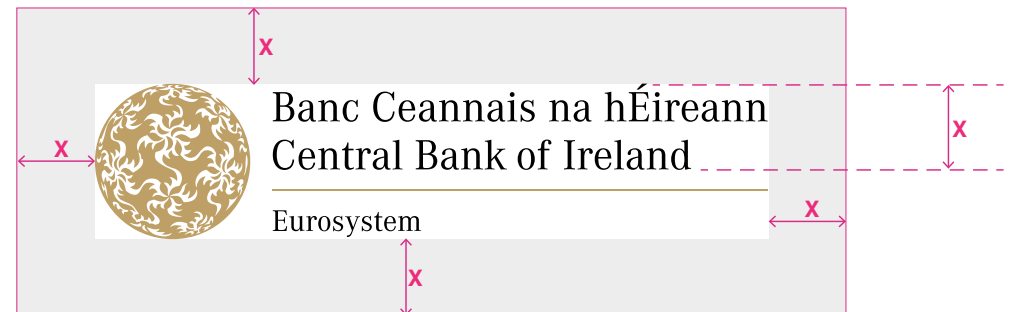


## Minimum size

Don't use the logo with the full title smaller than 40mm wide.



## Clear zone



Don't crowd the logo. X on this graphic indicates a protective zone which helps the logo maintain its integrity. No type, photographs, illustration or other material should enter this space.

# What to avoid



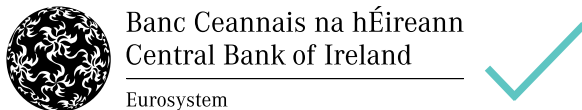
**Banc Ceannais na hÉireann  
Central Bank of Ireland**

**DO NOT** use elements from the logo in isolation.



**DO NOT** distort, skew, stretch the logo.

**DO NOT** use effects or drop shadows on the logo.



**DO NOT** convert the colour logo to greyscale. Use the black version.



**DO NOT** use the logo on detailed or patterned backgrounds.

If the logo is being placed on an image or colour, please use the correct version of the logo in a suitable position to ensure it is clear and legible.

Never use type/graphics over the logo or any of its individual elements.

# Our typefaces

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## Lato

Lato is the Central Bank's primary typeface. It is used for print, web and other electronic external channels.

Lato is installed on Central Bank computers and is available in three different weights.

### Lato Light

ABCDEFGHIJK  
lmnopqrstuvwxyz  
123@£\$%&\*()\_+?

### Lato Regular

ABCDEFGHIJK  
lmnopqrstuvwxyz  
123@£\$%&\*()\_+?

### Lato Bold

ABCDEFGHIJK  
lmnopqrstuvwxyz  
123@£\$%&\*()\_+?

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## Foundry

Foundry was the original Central Bank typeface and is still occasionally used, mainly for signage.

### Foundry

ABCDEFGHIJK  
lmnopqrstuvwxyz  
123@£\$%&\*()?

# Our Colours

## Primary colours

You will see these colours in use throughout our templates.



**Purple**

C 60 R 124  
M 84 G 071  
Y 26 B 126  
K 5



**Petrol Blue**

C 96 R 9  
M 65 G 80  
Y 40 B 108  
K 15



**Teal**

C 90 R 0  
M 37 G 131  
Y 30 B 160  
K 0



**Turquoise**

C 59 R 94  
M 0 G 197  
Y 28 B 194  
K 0



**Citrus Green**

C 20 R 212  
M 0 G 227  
Y 60 B 136  
K 0



**Cornflower Blue**

C 100 R 0  
M 40 G 125  
Y 0 B 195  
K 0

## Secondary colours

These colours are for use in our charts and other graphical elements.



**Rubine**

C 15 R 209  
M 95 G 046  
Y 20 B 124  
K 0



**Orange**

C 0 R 245  
M 63 G 126  
Y 100 B 32  
K 0



**Yellow**

C 0 R 252  
M 32 G 175  
Y 100 B 023  
K 0



**Pale Gold**

C 13 R 223  
M 17 G 202  
Y 47 B 148  
K 0



**Bronze**

C 28 R 190  
M 38 G 156  
Y 68 B 104  
K 0

**Please note:**

The Central Bank Bronze should only be used in the reproduction of the logo.



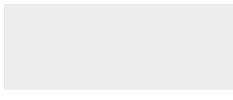
**Dark Grey**

C 0 R 035  
M 0 G 031  
Y 0 B 032  
K 90



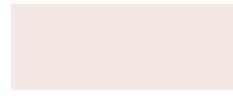
**Mid Grey**

C 0 R 216  
M 0 G 217  
Y 0 B 218  
K 17



**Light Grey Panel**

C 0 R 237  
M 0 G 237  
Y 0 B 238  
K 7



**Bronze**

C 0 R 243  
M 4 G 233  
Y 5 B 226  
K 4



# Our templates – PowerPoint

The Central Bank has official templates including some for Microsoft PowerPoint presentations. The PowerPoint templates are pre-installed on most Central Bank computers.

We advise the use of the **Lato** typeface no smaller than **27 point**.

Images can be used in the portrait window of the title slide – see Photography – see page 11.

Examples of PowerPoint layouts are in the Gallery – see page 18.

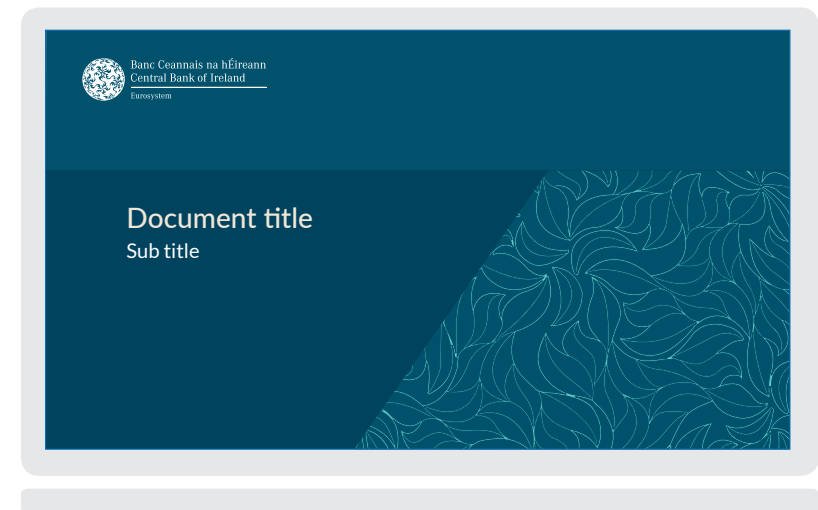
## Option 1



## Option 2



## Option 3



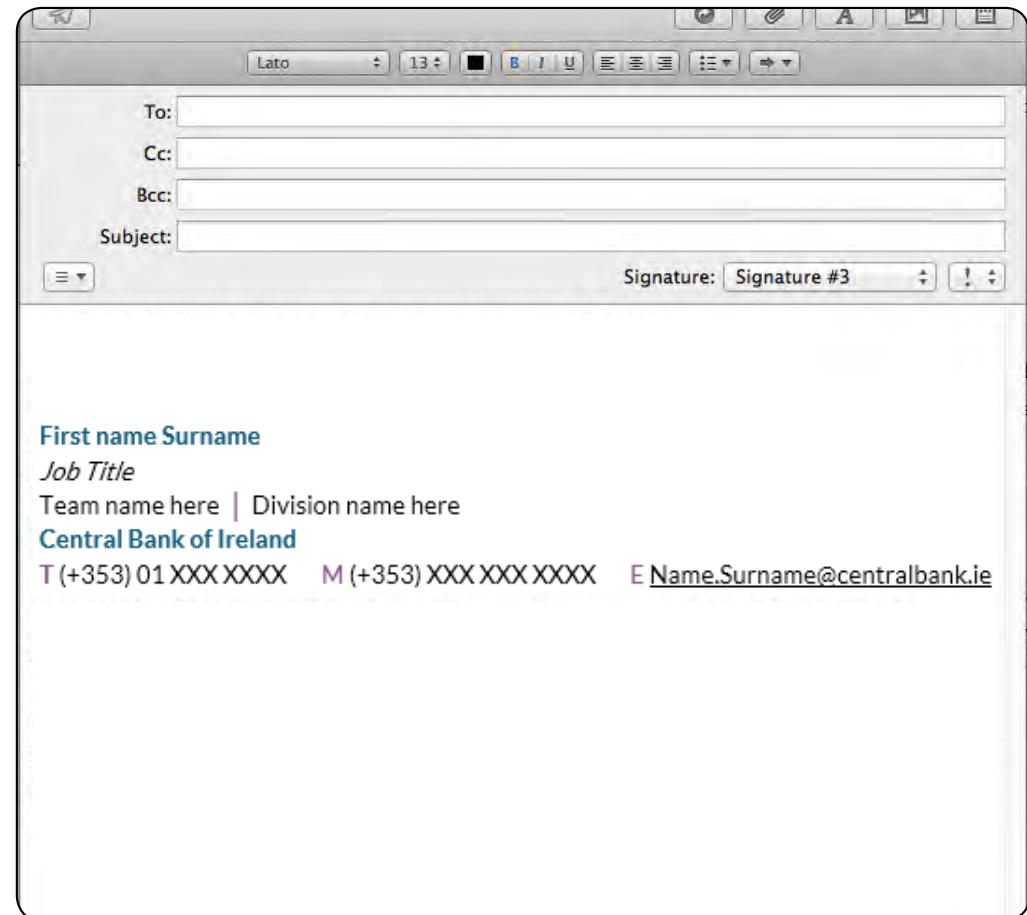
For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

# Email signature

Using a consistent email signature projects a professional image of the Central Bank of Ireland. This is the format that should be used.

To download editable email signature template go to the [Communications Plaza Page > Branding & Style Guide](#)

## email signature



For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

# Central Bank address usage guidelines

Postal addresses with PO Box numbers are used on printed materials in preference to versions with geographical/street details. PO Box addresses do not have Eircodes.

## Primary Address

Banc Ceannais na hÉireann  
Bosca PO 559  
Baile Átha Cliath 1

Central Bank of Ireland  
PO Box 559  
Dublin 1

## Secondary Addresses

There are also secondary postal addresses for use by teams based in Spencer Dock and Sandyford.

Banc Ceannais na hÉireann  
Bosca PO 11517  
Duga Spencer  
Baile Átha Cliath 1

Central Bank of Ireland  
PO Box 11517  
Spencer Dock  
Dublin 1

And

Central Bank of Ireland  
PO Box 61  
Sandyford  
Dublin 16

Banc Ceannais na hÉireann  
Bosca PO 61  
Áth an Ghainimh  
Baile Átha Cliath 16

## Geographical addresses

These addresses are used on rare occasions when the precise location needs to be specified. This usage is only applicable to city centre locations.

Banc Ceannais na hÉireann  
Sráid Wapping Nua  
Cé an Phoirt Thuaidh  
Baile Átha Cliath 1  
D01F7X3

Central Bank of Ireland  
New Wapping Street  
North Wall Quay  
Dublin 1  
D01F7X3

Banc Ceannais na hÉireann  
Duga Spencer  
Baile Átha Cliath 1  
D01 W920

Central Bank of Ireland  
Spencer Dock  
Dublin 1  
D01 W920

# How we use our identity

This section of the guidelines is for people in the Central Bank who regularly create material for external use.

It is also for external graphic design companies and other suppliers working with our identity.

Contact the team at [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie) for advice on these specialist uses of the identity.

Advance notice of at least a month before publication will help us to assist in producing professional material.



# Photography

Sometimes you will want to use photography as part of a presentation or other communication aimed at an external audience.

Content & Insights in the Communications Division is developing an image bank of images we own or our licensed to use.

This image bank includes images of all our locations, many of our people and other generic images.

**Contact us at [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie) for advice and access to the image bank when you require imagery for external use.**

These are the principles that guide our use of photography.

## 1 Our people

Where we create content with imagery we aim to use our own people and our own environments to represent the Central Bank.

## 2 Our place

We have a bank of imagery relating to our three locations. This imagery reflects our vision around transparency and clarity representing the Central Bank in a dynamic and focused fashion.

## 3 The human touch

We also work with a selection of imagery that represents the work that we do and how we do it. Where possible we aim to show human interactive.

## 1 Our people

### Images should be:

- Open, collaborative & friendly
- Representative of our diversity & values
- Authentic

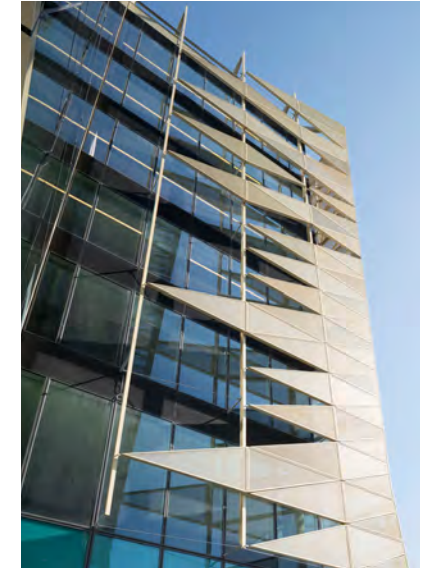


# Photography

## 2 Our place

### Images should be

- Dynamic, sharp, bold & strong
- Angular & interesting
- Bright and light



Internal and external images of our offices can be used when the subject matter requires a broad or non specific approach.

## 3 The human touch

### Images should be

- Realistic
- Feature human interaction
- Reflect the subject matter

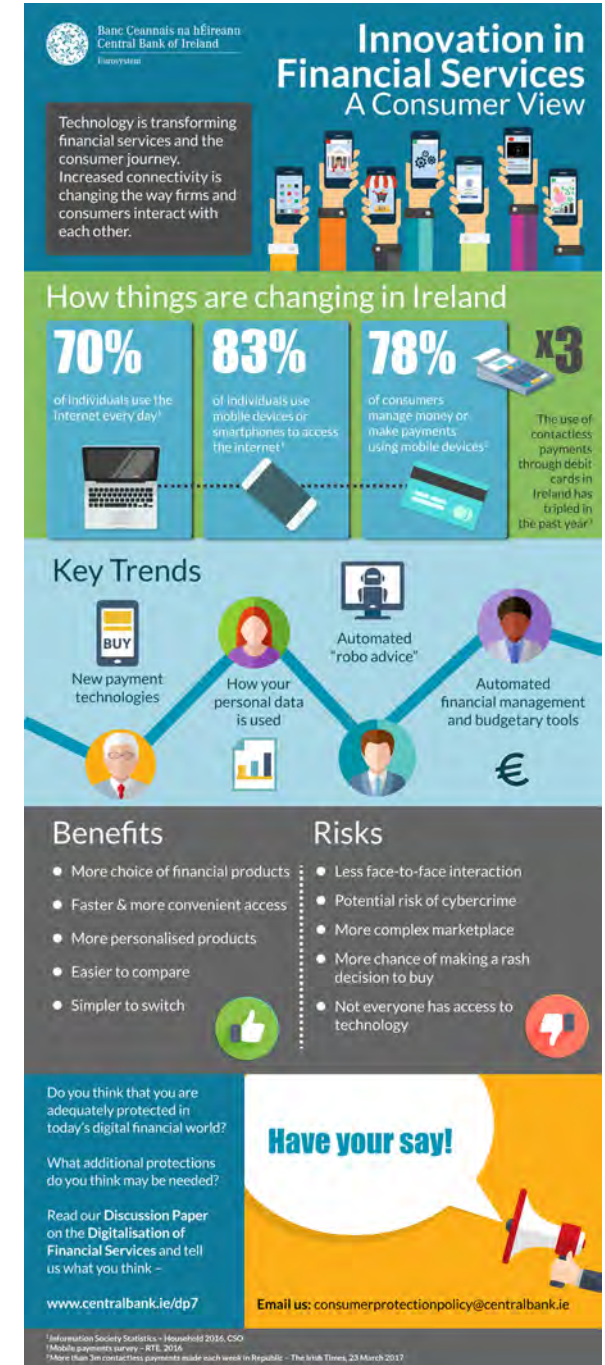




# Infographics

Content & Insights in the Communications Division can advise on the creation of infographics for external audiences.

Here are some examples.



## 1 Simple

- Mainly figures or limited words
- Percentages and stats work best

## 2 Complex

- More potential for more indepth analysis
- Graphical representation of simple concepts
- Percentages and stats work best

For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

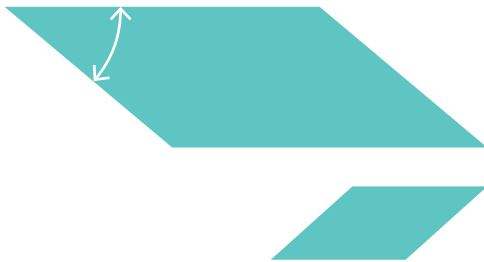
<sup>1</sup>Information Society Statistics - Household 2016, CSO  
<sup>2</sup>Mobile payments survey - RTE, 2016  
<sup>3</sup>More than 3m contactless payments made each week in Republic - The Irish Times, 23 March 2017

# Design elements

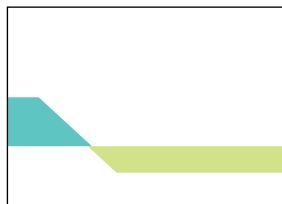
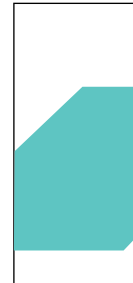
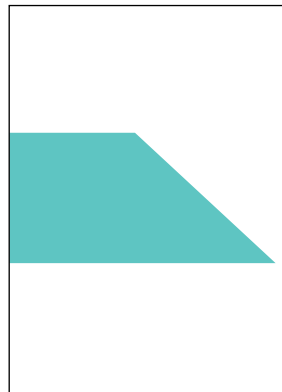
We use four main elements which combine to form our look

- 1 Parallelogram
- 2 White space
- 3 Colour
- 4 Patterns

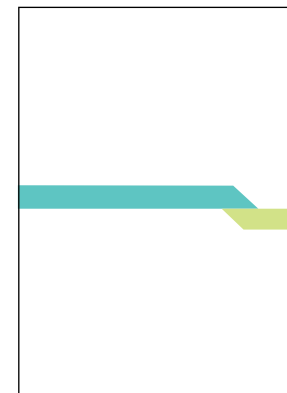
## Parallelograms



The parallelogram shape is taken from the shapes found in our buildings. It provides a simple shape for photographs, solids patterns or graphic elements.



The parallelogram can be cropped, enlarged, reduced or overlaid...



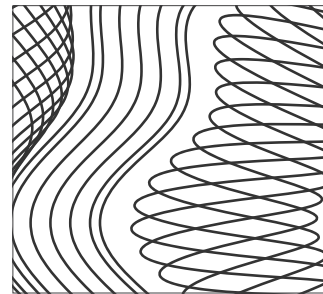
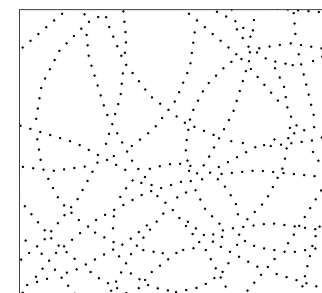
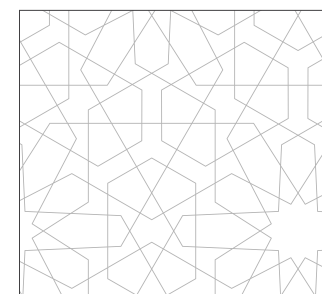
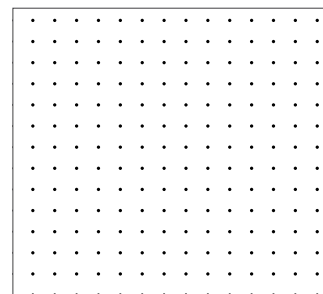
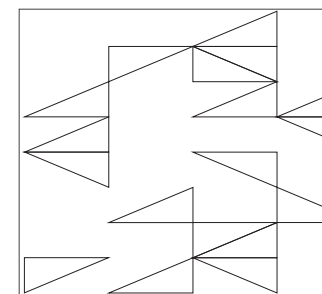
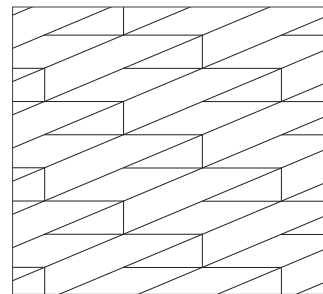
... to create very simple or more complex layouts.



## Patterns

We have created a set of patterns which can be used in our visual communications, some examples of these are seen below.

These should be used discreetly within the background shapes to soften or break up an area.



## Empty space as a design feature

The Central Bank of Ireland logo sits in the top left corner of covers.

We encourage the use of empty space in the top third of covers and title slides. This creates a clean space for the logo to sit in. It also creates uniformity when multiple communications are viewed together.



For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

## Colour as a design feature

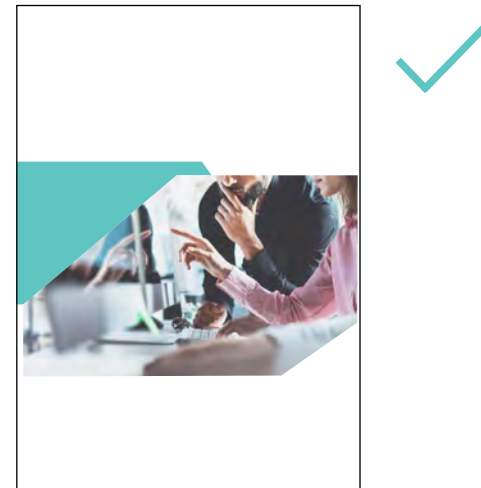
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We use our Primary Colour palette as the main colours on covers and layouts.

The Secondary Colour palette should be used to highlight information, infographics, charts and graphs.



We avoid cluttered layouts please avoid using more than 2 colours on the same page unless you are using charts and graphs.

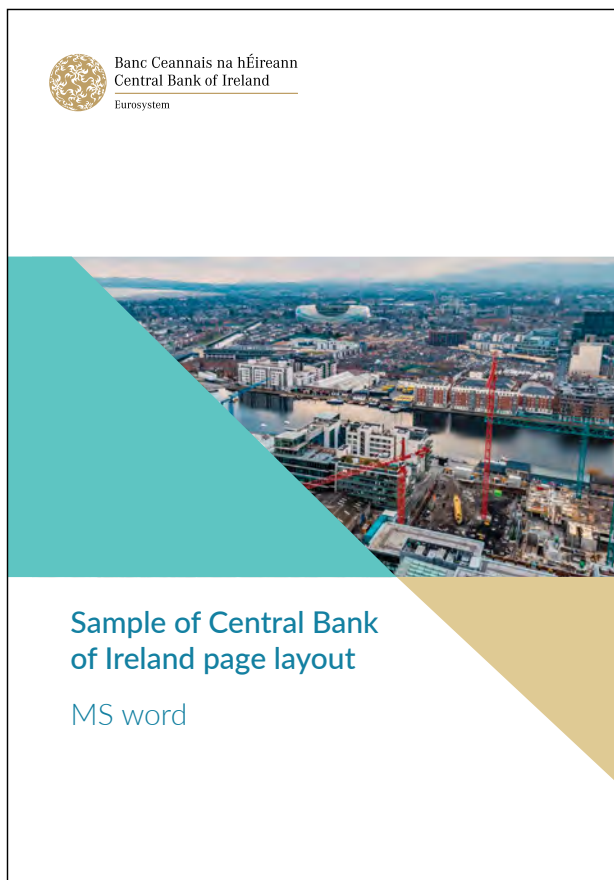
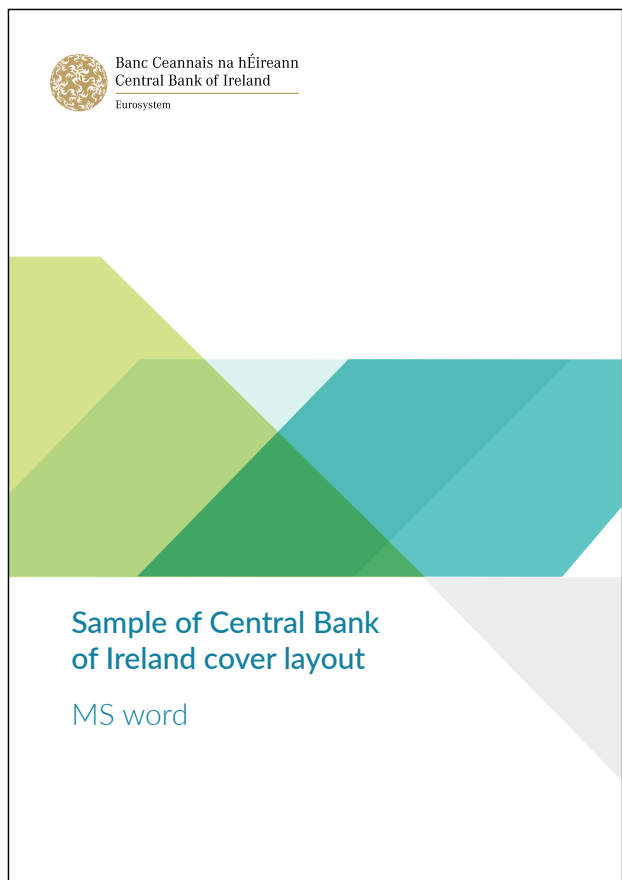


For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

# Gallery

Where the Central Bank creates newsletters or other documents in Word for external use, new templates are available. Please contact Content & Insights in the Communications Division for advice on the installation and use of these templates.

Here are some examples of the Word templates covers.



## Examples of Word Document covers

For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

# Word templates

Page 2 | Document title | Central Bank of Ireland

## 1 Introduction

Morbi hendrerit ornare quam in commodo. Aliquam auctor, dui at porttitor ullamcorper, elit erat pulvinar metus, ut efficitur leo tortor a dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In accumsan id ex ut rhoncus. Phasellus vestibulum metus volutpat, lacinia risus id, tempus metus. Etiam nibh lacus, porttitor eget mi et, mollis maximus magna. Sed lectus sem, pretium et ullamcorper eget, consequat et mauris. Vestibulum eget elementum tellus. Quisque eget risus ante. Proin posuere ante nulla, at vehicula diam semper id. Aliquam nulla nunc, sollicitudin nec erat vel, maximus luctus nisl. In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

**Subhead A**

Morbi hendrerit ornare quam in commodo. Aliquam auctor, dui at porttitor ullamcorper, elit erat pulvinar metus, ut efficitur leo tortor a dui. Maecenas at lacinia sapien. Vestibulum vitae lacus vehicula, laoreet nulla id, imperdiet quam.

- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- Lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

**Subhead B**

Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus. Praesent massa nisl, pulvinar facilisis libero eu, semper feugiat odio. Pellentesque et feugiat nunc. Phasellus molestie euismod metus ornare auctor. Fusce aliquam lorem vitae ligula vestibulum, id auctor ipsum ultricies. Praesent non dolor porta, consectetur ligula a, pellentesque nisl. Aenean sit amet rhoncus ligula, dapibus tincidunt diam. Nunc ultrices scelerisque ante, non vulputate elit sodales vel. Fusce vel iaculis

Central Bank of Ireland | Document title | Page 7

orem ipsum dolor sit amet, consectetur adipiscing elit. In accumsan id ex ut rhoncus. Phasellus vestibulum metus volutpat, lacinia risus id, tempus metus. Etiam nibh lacus, porttitor eget mi et, mollis maximus magna. Sed lectus sem, pretium et ullamcorper eget, consequat et mauris. Vestibulum eget elementum tellus. Quisque eget risus ante. Proin posuere ante nulla, at vehicula diam semper id. Aliquam nulla nunc, sollicitudin nec erat vel, maximus luctus nisl. In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- ornare lobortis felis, luctus posuere nunc eu.
- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- Ornare lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

Praesent bibendum massa id bibendum ullamcorper. Phasellus sit amet ipsum vel nibh feugiat gravida. Nunc nec dui egestas, vulputate lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus.

Praesent massa nisl, pulvinar facilisis libero eu, semper feugiat odio ante lacus id, laoreet arcu. Cras rutrum ante eu orci ornare gravida. Vestibulum efficitur a mauris ac vehicula. Vestibulum hendrerit ornare leo, quis condimentum purus.

**Future growth**

Vivamus pretium, libero at ultricies dapibus, mi risus pretium nulla, sit amet scelerisque tortor metus a nunc.

Vestibulum vitae massa quis turpis malesuada auctor eget et magna.



In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- Ornare lobortis felis, luctus posuere nunc eu.

**Figure 1.1 | Title of figure**



Year	Value
2002	15%
2003	20%
2004	25%
2005	30%
2006	35%
2007	40%

Central Bank of Ireland | Document title | Page 3



orem ipsum dolor sit amet, consectetur adipiscing elit. In accumsan id ex ut rhoncus. Phasellus vestibulum metus volutpat, lacinia risus id, tempus metus. Etiam nibh lacus, porttitor eget mi et, mollis maximus magna. Sed lectus sem, pretium et ullamcorper eget, consequat et mauris. Vestibulum eget elementum tellus. Quisque eget risus ante. Proin posuere ante nulla, at vehicula diam semper id. Aliquam nulla nunc, sollicitudin nec erat vel, maximus luctus nisl. In mattis ornare justo vel sodales. Proin blandit ante ac dolor pharetra, vitae blandit libero mollis. Curabitur vitae enim aliquam, ultricies metus nec, euismod urna. Integer condimentum nulla orci, a euismod sapien pulvinar at. Morbi ultrices lobortis interdum.

- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- ornare lobortis felis, luctus posuere nunc eu.
- Curabitur justo libero, ornare vel congue non, fermentum at turpis. Fusce nec placerat lorem.
- ornare lobortis felis, luctus posuere nunc convallis eu.
- Quisque id leo nec eros porttitor gravida vel non mi. Sed hendrerit est id turpis pharetra scelerisque.

The highly-open nature of the Irish economy means that income and employment levels are highly sensitive to external shocks



## Examples of Word Document page layouts

For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

# Digital screens

These screens are created by the Internal Communications team in Communications Division.  
Guidelines on submission for these screens are on Plaza at

**Communications Plaza Page > Branding & Style Guide**



Example of Digital Screens

## Financial Stability in Ireland

- We aim to improve the resilience of the financial system
- We aim to reduce financial and economic risks
- We aim to safeguard financial stability through technical tools called macroprudential measures which address specific risks



Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem

## REMEMBER

Secure your work station when you leave your desk



Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem

Example of Digital Screens

For advice and guidance – please contact [contentinsights@centralbank.ie](mailto:contentinsights@centralbank.ie).

## Working in the Bank



**Opportunity**

- Interesting and challenging work
- Exposure across a range of areas/ disciplines



**Learn & Grow**

- Sponsored further study
- Classroom training
- Coaching & mentoring



**Get Involved**

- Working with the community
- Charity work
- Sports & Social Club

Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem

Example of Digital Screens

These Guidelines will be periodically updated so please always check on the Plaza page that you are using the most current version.

Content & Insights can provide these guidelines in electronic form to external suppliers.

November 2017 (V1.0)

