



Tionól Réigiúnach  
an Tuaiscirt & an Iarthair  
**Northern & Western  
Regional Assembly**

# Brand Guidelines

Version 1.0

[www.nwra.ie](http://www.nwra.ie)



**Tionól Réigiúnach  
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Northern & Western  
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This identity manual has been produced to assist organisations in correct usage and application of the NWRA logo.

Use of these guidelines will ensure consistency throughout all visual communications within NWRA and from other stakeholders.



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## PRIMARY LOGO (COLOUR)



Tionól Réigiúnach  
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## 2 COLOUR (PANTONE 2935 + BLACK)



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## REVERSED



Tionól Réigiúnach  
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## MONO GREYSCALE



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## Primary Logo

The Primary Logo is the full colour positive version and is the preferred version.



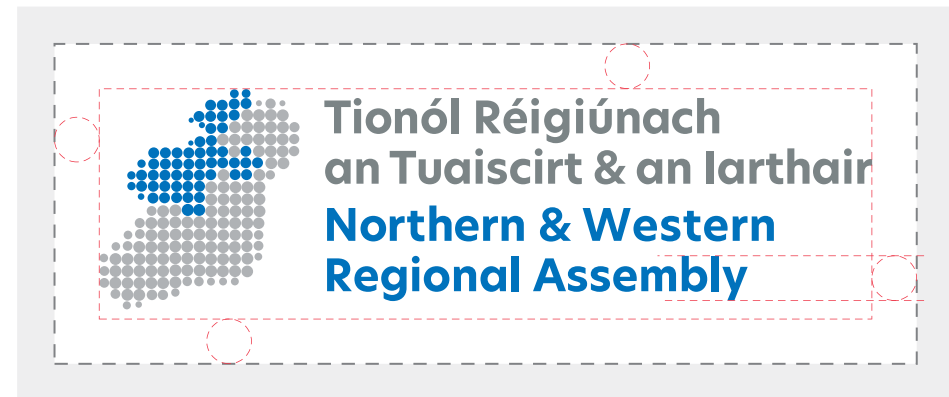
The Primary version of the logo is available in the following file formats:

- 1) RGB .png
- 2) CMYK .eps
- 3) TWO COLOUR PANTONE/SPOT .eps

Other versions of the logo can be used if it is not possible to use the primary version, for example, on coloured backgrounds or limited colour reproduction.

## Exclusion Zone

Please ensure a minimum clear space all around the logo equal to the diameter of the circle shown.



Sizes:	SMALL (750px PNG) Websites / Blog Content	LARGE (1500px PNG) Powerpoint/Video/Word/ Website (Full page)	XLARGE (3000px PNG) Hi-resolution for large format	VECTOR (EPS) Resolution independent - scales to any size
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## Usage on Backgrounds

For best results when using the positive version of the logo, place on a white or light tint background.

For best results when using the reversed version of the logo, place on a dark background colour or dark background image with low-detail.



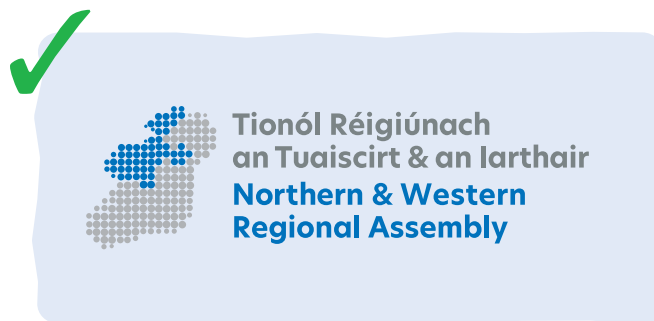
White



Darker Tones / colours



Darker Tones / colours



Light tint



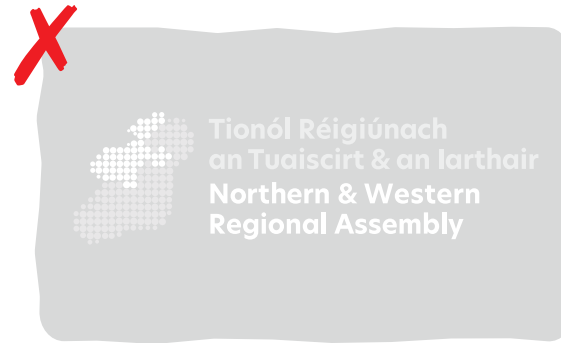
Dark image background with low detail

# Incorrect Use of the Logo

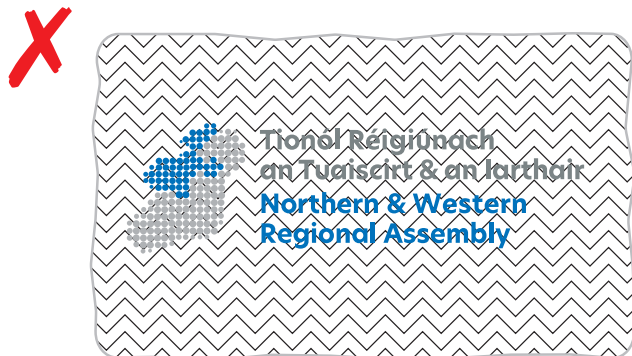
The logo MUST NOT appear on backgrounds that reduce legibility:



Tone of background too similar to lettering (use the reversed version)



Background too light for reversed version (use the positive version)



DO NOT place on detailed or patterned backgrounds (use a light low-detail background)

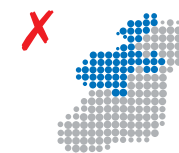


Background image contains too much detail (use a darker tone low-detail background)

The logo MUST NOT be stretched, distorted, re-coloured or have effects such as drop-shadows:



DO NOT isolate elements from the logo:



For body copy and headings we use the “New Hero” font family. This font is available at [fonts.adobe.com](https://fonts.adobe.com) and is included as part of an Adobe Cloud subscription.

This font should be used in all external NWRA publications where possible.

Use New Hero Regular for body copy.

Use New Hero SemiBold or Bold for headings.

## New Hero Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&

## New Hero SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&

## New Hero Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&

## Fallback font

When the New Hero fonts are unavailable, headings and body copy may be portrayed using Calibri Bold and Calibri Regular font, which are included on most PC systems.

## Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&

## Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&



## Primary Palette

### NWRA BLUE

**C100 M50 Y0 K0**

**R0 G114 B188**

**HEX: #0072bc**

**Pantone: 2935**

### NWRA DARK BLUE

**C100 M90 Y10 K70**

**R0 G0 B51**

**HEX: #000033**

**Pantone: 282**

### NWRA GREEN

**C50 M0 Y100 K0**

**R122 G212 B83**

**HEX: #7ad453**

**Pantone: 368**

## Secondary Palette

#### DEEP BLUE

**C100 M85 Y10 K15**  
**R30 G68 B136**  
**HEX: #1e4488**  
**Pantone: X**

#### LIGHT BLUE

**C45 M15 Y4 K0**  
**R251 G176 B64**  
**HEX: #89badc**  
**Pantone: 292**

#### PALE BLUE

**C11 M2 Y0 K0**  
**R222 G235 B248**  
**HEX: #DFEEF9**  
**Pantone: 642**

#### LIGHT GREEN

**C24 M0 Y40 K0**  
**R197 G225 B174**  
**HEX: #c5e1ae**  
**Pantone: 366**

#### LIGHT GREY

**C32 M24 Y24 K0**  
**R176 G179 B181**  
**HEX: #439539**  
**Pantone: 429**

#### MID GREY

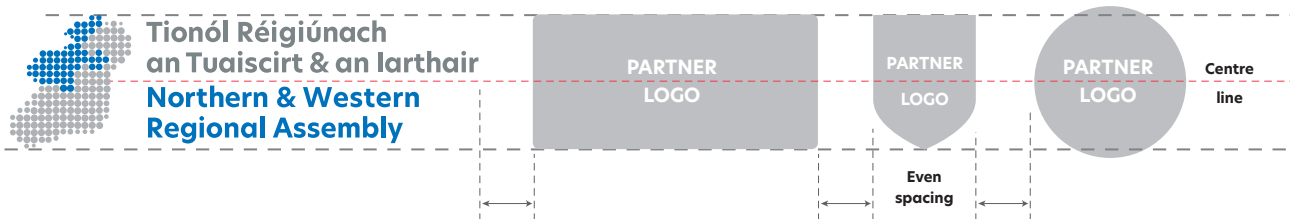
**C58 M45 Y44 K0**  
**R125 G132 B136**  
**HEX: #7d8488**  
**Pantone: 430**

For best results displaying partner agency logos alongside the NWRA logo, align to the height of the Ireland emblem. Some logos may need to be scaled up or down in size to achieve visual balance (i.e. a circular logo) and aligned to the centre line.

A vertical array of logos is less common, but it is generally recommended to align the partner logos to its width. Circular or square format logos may need to be scaled down and aligned to the vertical centre line to achieve visual balance.

Please ensure that the logos are evenly spaced (whilst respecting the minimum exclusion zone).

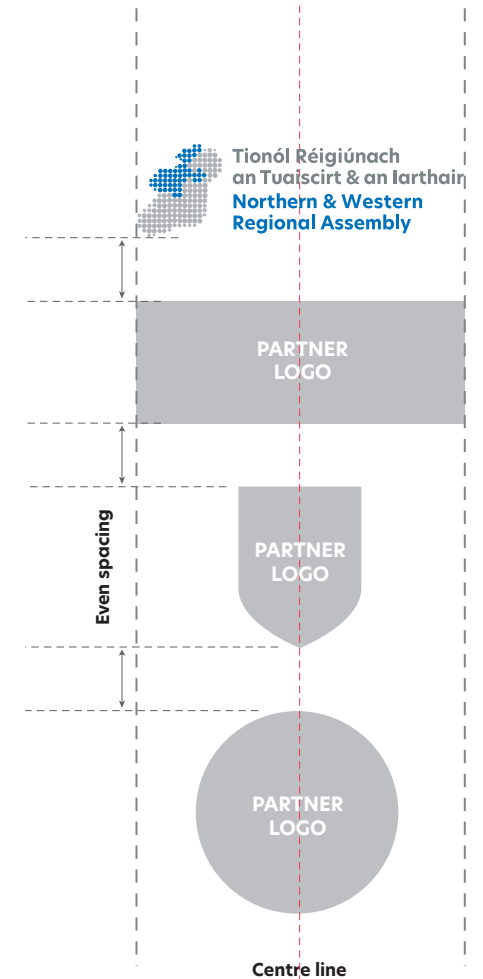
## Horizontal Array



When using a logo strip for communications related to a project/scheme funded under the ERDF programme, the ERDF Communication Guidelines require that logos/emblems appear in the order of Government of Ireland/ European Union/ NWRA/ Partner logo.



## Vertical Array





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