

# Guidelines Irish Aid Logo

For Partners



**Irish Aid**

An Roinn Gnóthaí Eachtracha agus Trádála  
Department of Foreign Affairs and Trade

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## Contents

Introduction	3
Principles	3
Authorisation & general conditions	3
Contact & comments	4
The standard logo for use in Ireland	5
The standard logo for use abroad	5
Structure	5
Reversing the logo	6
Exclusion zone	6
Minimum size	7
The logo suite for use in Ireland	8
The logo suite for use abroad	10

# Logo and Publicity Guidelines for Partners

## Introduction

These guidelines are intended to assist organisations in Ireland and abroad to acknowledge the support and assistance from the Irish Government's Development Cooperation Programme, Irish Aid.

Ireland places accountability at the heart of its development cooperation programme. It is more important than ever that the Irish Government and its partners clearly demonstrate to the public the results which are achieved through Irish Aid support.

## Principles

As a general principle, the Irish Aid logo (together with an acknowledgement of Irish Aid support) should be used on all documentation (both hard copy and electronic) and signage produced in respect of programmes and projects funded, in whole or in part, by Irish Aid.

However, it is recognised that in certain circumstances the use of the logo in public documentation and signage may pose a risk to humanitarian workers who need to maintain independent impartial action. Decisions in this regard should be taken on a case-by-case basis and in conjunction with local partners on the ground.

Due consideration should also be given to environmental factors when considering the construction of signage or the use of the Irish Aid logo on vehicles in developing countries.

## Authorisation & General Conditions

In advance of using the logo partners **must** obtain authorisation from the relevant section of the Development Cooperation Division of the Department of Foreign Affairs and Trade.

Partners can request authorisation to use the logo at the outset of a project or programme (multi-annual or annual) by providing an overview of intended use. For multi-annual programmes and projects an update of intended use should be provided annually. Once authorisation has been given, partners must seek permission for any usage which **in any way** differs from that authorised. Requests can also be made on a case by case basis or as the need arises.

In all cases, authorisation is subject to the following conditions:

- the use of the logo should not create confusion between the role of the partner organisation and the role of the Irish Government's Development Cooperation Programme, Irish Aid;
- the logo should not be used in connection with fund-raising activities;
- the logo should not be linked to aims or activities incompatible with the principles and objectives of the Government of Ireland;
- the logo should be given appropriate prominence when displayed in association with other emblems and logos whether in hard copy or electronically;
- where materials contain opinions, views or comments the partner must prominently state that 'the ideas, opinions and comments therein are entirely the responsibility of its author(s) and do not necessarily represent or reflect Irish Aid policy'; and
- authorisation to use the logo implies no right of exclusive use nor does it permit the appropriation of the logo, or of any similar trade mark, whether by registration or by any other means.

## Contact & Comments

Requests for authorisation to use the logo should be addressed to your point of contact within the Development Cooperation Division handling the project or programme.

Technical questions regarding the use of logo and comments regarding these guidelines can be addressed to the Public Outreach, Communications Unit, Department of Foreign Affairs and Trade at [publicoutreach2@dfa.ie](mailto:publicoutreach2@dfa.ie) or at +353 1 4082305

Public Information & Communications Section  
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## The standard logo for use in Ireland



## The standard logo for use abroad



## Structure

The Irish Aid logo comprises three basic elements:

- 1 The Harp to represent the State
- 2 The title
- 3 The subtitle



If producing communications **As Gaeilge**, Irish versions of the two main variations of the logo exist.

The **Guidelines for usage of the Irish versions of the logo** are the same as for the English versions.



## Reversing the logo

To ensure the logo stands out, a negative version (i.e. white) is available.

In certain scenarios the positive or negative versions may not be suitable as the background may be too detailed to create an appropriate contrast, so a holding rectangle should be used.

Proportions for this holding shape are shown below.



## Exclusion zone

In order to give clarity to the Irish Aid logo, it should be used with an area of clear space surrounding it. This ensures that it is always clear of other graphic elements such as text and graphics. The clearance zone, as shown here, is equivalent to the cap height of the title letters.



## Minimum size

### Minimum size simplified logo

There may be circumstances where the logo needs to be reproduced in a very small format so we have developed a simplified version of the logo only to be used in these circumstances. The width of this harp should not be below 4mm.



### Minimum size standard logo

The logo must always be legible and should never appear below the minimum sizes shown here. The width of this harp should not be below 7mm.



### Minimum size detailed logo

When the logo is being used for display purposes, please use the large format version of the logo.

**This version has a more complex harp which contains detail which will not reproduce successfully below 16mm.**



## The logo suite for use in Ireland

Here is a catalogue of all the logo versions. The file names are displayed beneath the individual logos for reference.



IA\_DFATLogo\_SimpleHarp\_CMYK.eps



IA\_DFATLogo\_SimpleHarp\_Spot.eps



IA\_DFATLogo\_SimpleHarp\_Black.eps



IA\_DFATLogo\_SimpleHarp\_White.eps



IA\_DFATLogo\_StandardHarp\_CMYK.eps



IA\_DFATLogo\_StandardHarp\_Spot.eps



IA\_DFATLogo\_StandardHarp\_Black.eps



IA\_DFATLogo\_StandardHarp\_White.eps



## The logo suite for use in Ireland (continued)



IA\_DFATLogo\_DetailedHarp\_CMYK.eps



IA\_DFATLogo\_DetailedHarp\_Spot.eps



IA\_DFATLogo\_DetailedHarp\_Black.eps



IA\_DFATLogo\_DetailedHarp\_White.eps

## The logo suite for use abroad

Here is a catalogue of all the logo versions. The file names are displayed beneath the individual logos for reference.



IA\_GOVLogo\_SimpleHarp\_CMYK.eps



IA\_GOVLogo\_SimpleHarp\_Spot.eps



IA\_GOVLogo\_SimpleHarp\_Black.eps



IA\_GOVLogo\_SimpleHarp\_White.eps



IA\_GOVLogo\_StandardHarp\_CMYK.eps



IA\_GOVLogo\_StandardHarp\_Spot.eps



IA\_GOVLogo\_StandardHarp\_Black.eps



IA\_GOVLogo\_StandardHarp\_White.eps

## The logo suite for use abroad (continued)



IA\_GOVLogo\_DetailedHarp\_CMYK.eps



IA\_GOVLogo\_DetailedHarp\_Spot.eps



IA\_GOVLogo\_DetailedHarp\_Black.eps



IA\_GOVLogo\_DetailedHarp\_White.eps

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