



Radiological Protection Institute of Ireland
An Institiúid Éireannach um Chosaint Raideolaíoch

Radiological Protection Institute of Ireland

Brand Guidelines

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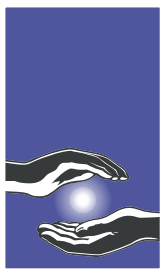
Introduction

The Radiological Protection Institute of Ireland (RPII) is the national organisation with regulatory, monitoring and advisory responsibilities in matters concerning ionising radiation. Its mission is to protect people from the harmful effects of ionising radiation, both natural and man-made.

The corporate identity

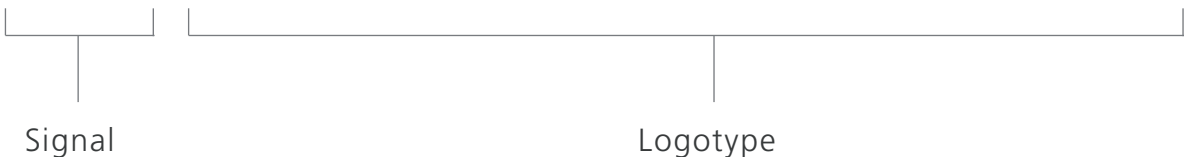
The corporate logo

The primary element in the corporate identity for the RPII is the corporate logo. The logo is made up of two elements. It consists of the corporate signal and corporate logotype. The corporate logo must not be altered in any way. Original artwork can be obtained from the Communications Section of the RPII.



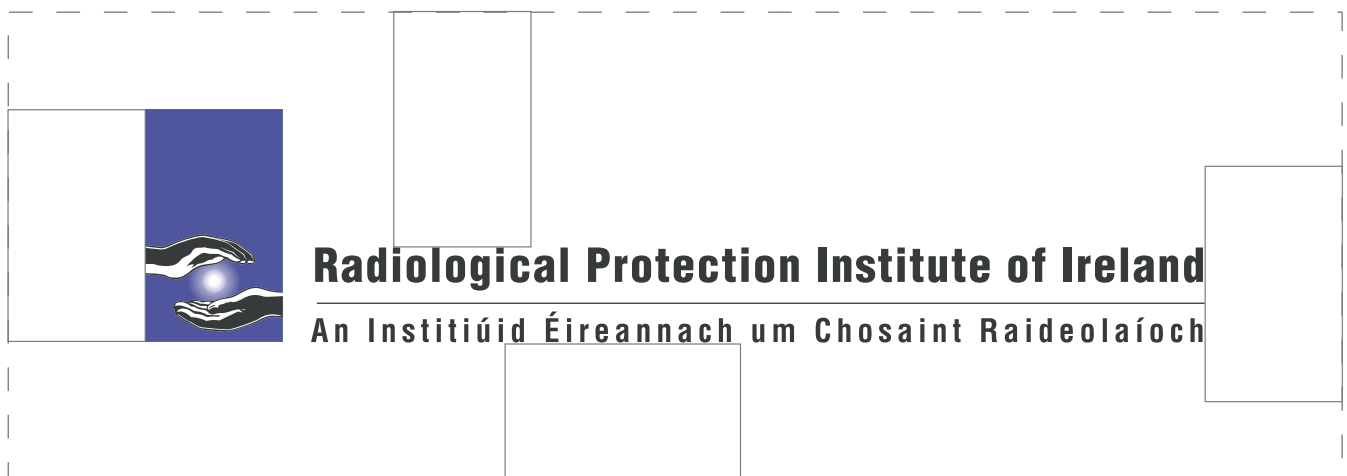
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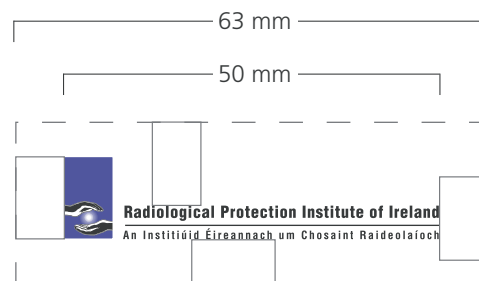
Clearance zone

For the corporate logo to have maximum impact, it needs room to 'breathe'. There should always be a clear area around the logo as shown. To maintain visual clarity the logo must never be crowded by copy, photographs or other graphic elements. This clearance zone is indicated by the dotted line in the diagram below. The clearance zone is relative to the size of the signal in the logo.



Minimum size

For legibility to be maintained, the logo should never appear smaller than 50 mm in width. The clearance zone should never measure less than 63 mm in width.



Logo usage guidelines

We have precise standards for preserving the integrity of our logo. These standards exist to ensure that our logo's impact and recognition value will not be diluted through alteration. Where possible, the logo should appear on white. If this is not possible, be sure it stands out clearly. High contrast between the logo and the background is crucial. Choice of either the one colour or reverse logo depends on whether the background is light or dark. Avoid using the logo on a busy photograph or complicated graphic.



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The two colour logo Pantone 286 and Black.



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The reverse logo.



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The one colour logo.

Unacceptable uses of the logo

It is essential to safeguard the logo. Therefore, it is important that the logo is used correctly.



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Do not change the position or colour of the elements.



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Ratio of signal size to logotype size incorrect.



Signal never appears without logotype.



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Logo has incorrect type weight.

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Logotype never appears without signal.



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Logo has been distorted.



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Logo must never be outlined.

Corporate typefaces

Frutiger Light, Roman, Bold and Black typefaces are the corporate standard and should be used for all report covers, text documents, forms and stationery.

Frutiger 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Frutiger 76 Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Frutiger 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Frutiger 66 Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Frutiger 55 Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Frutiger 56 Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Frutiger 45 Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Frutiger 46 Light Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Bembo Regular, Semibold, Bold and Extra Bold are the second corporate typefaces. The consistent use of these typefaces is important to the overall identification of the RPII.

Bembo Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bembo Extra Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bembo Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bembo Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bembo Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bembo Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bembo Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

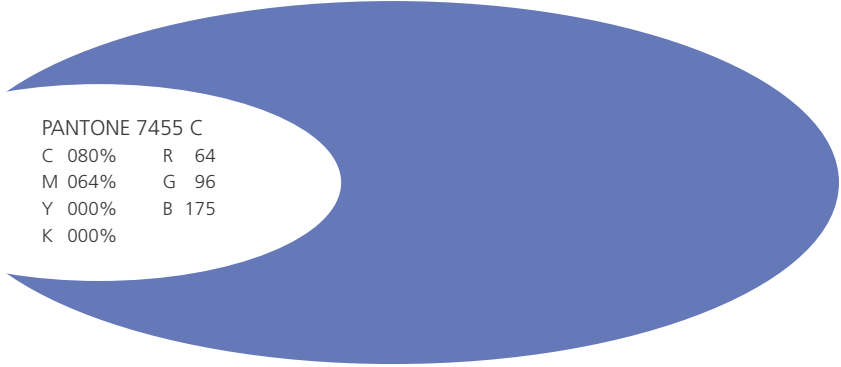
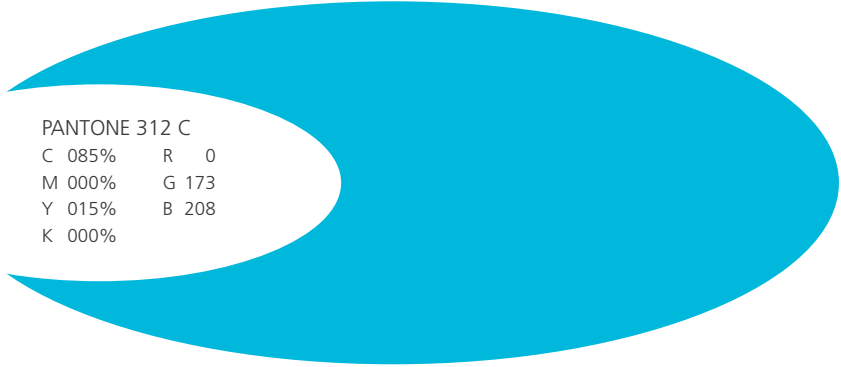
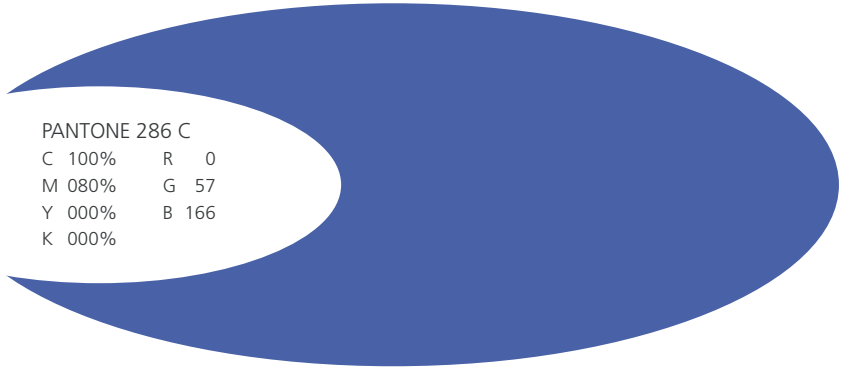
Bembo Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

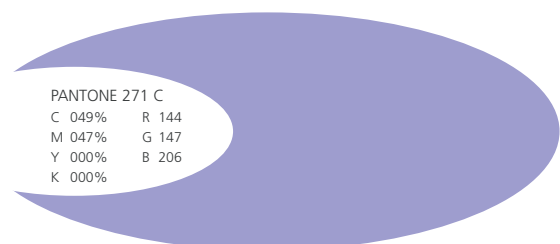
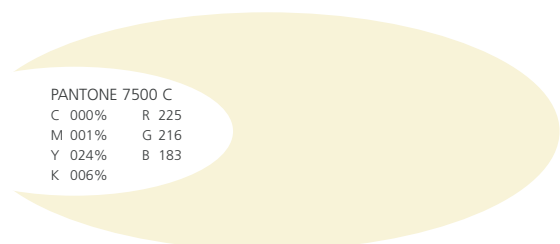
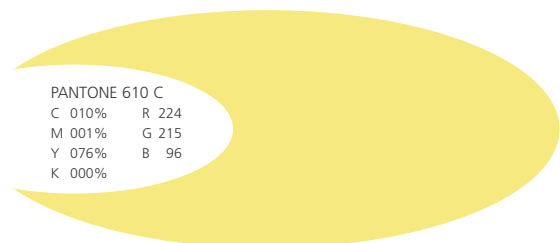
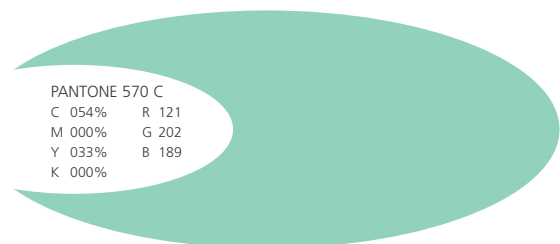
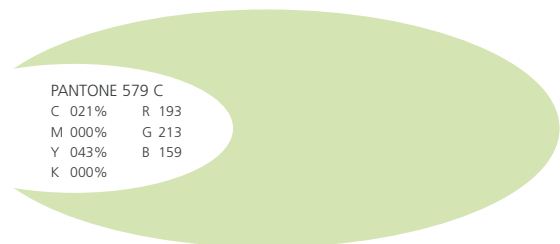
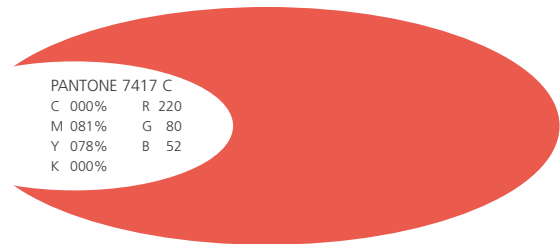
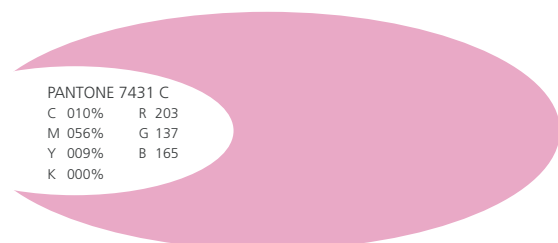
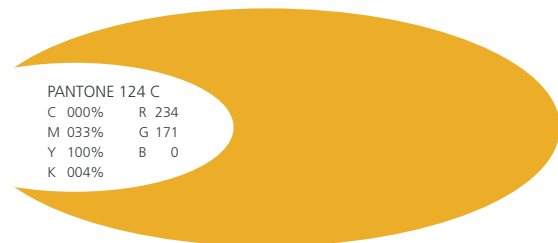
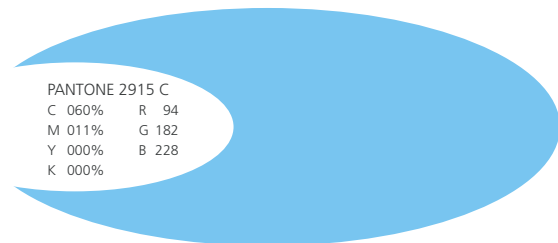
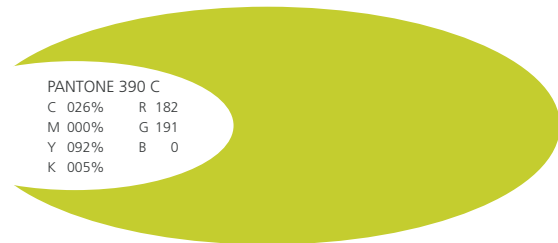
Corporate colours

Primary colours

The primary and secondary colours are the corporate tonal range. Where possible, only this range should be used alongside the corporate logo, photography and graphic elements to maintain visual unity.



Secondary colours



Do not use this document for colour matching purposes. Only match colours to an up-to-date Pantone® swatch.

Visual style

Cover layout variants

Our visual system is flexible, adapting to the creative approach used for any particular application. There is flexibility within our new visual system to allow a variety of cover design layouts while maintaining the overall visual style.





Powerpoint

Template

A guide for you to make effective Powerpoint presentations.

