

Innovation Week Logo Guidelines

The Logo

The preferred version of our logo is full colour.



We use the solid white version of the logo on a dark background or over imagery. The black version of the logo is to be used only when necessary: e.g. newspaper.



Colours

The Innovation Week logo is set in the colours from the 'Our Public Service 2020' plus an additional palette of greens:

C52 | Mo | Y87 | Ko
R133 | G197 | B87
Hex 85c557

C78 | Mo | Y80 | Ko
R18 | G179 | B106
Hex 12b36a

C90 | M40 | Y60 | K40
R0 | G85 | B80
Hex 005550

Minimum Size

The minimum size recommended for printing has been set out to ensure clarity and legibility at all times. The logo must never be reproduced below their minimum size.

Logo Minimum size:
30mm wide



Extended logo Minimum size:
48mm wide



Any enquiries about the reproduction of the logo can be directed to:

Foireann Nuálaíochta na Seirbhíse Poiblí
Public Service Innovation Team

An Roinn Caiteachais Phoblí agus Athchóirithe
Department of Public Expenditure and Reform

Teach Glas Stiofáin, Ardán Phort an Iarla, 4ú Urlár, Baile Átha Cliath 2, D02 T625
St. Stephens Green House | Earlsfort Terrace | 4th Floor | Dublin 2 | D02 T625

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Use of the logo

We have a designated clearance zone that no other element should enter. This uses the icon from the logo of 'Our Public Service 2020' as a guide. The clearance zone and minimum size restrictions apply to all two versions of the Innovation Week logo.



Restrictions of use

The use of the Innovation Week logo needs to be carefully managed. To help, certain restrictions have been highlighted.



Don't change the logo colour palette.



Don't change the logo font.



Never compress or condense the logo.



The Innovation Week logo should always be accompanied by 'Our Public Service 2020'.

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