Contents

Foreword
by Brian Lenihan, T.D., Minister for Finance Page 3

How to use this guide Page 4

Introduction Page 5

1 The Basic Identity Page 8

2 Colour Usage Page 13

3 Artwork Files Page 16

4 Placing the logo Page 20

5 Typography Page 26

6 Unacceptable usage Page 27

7 Signage guidelines Page 29

8 Advertising Page 34

9 Multimedia Page 36

NOTE
Please note that EU co-funded projects must comply with EU publicity and information Regulations – see page 7.
Foreword by Brian Lenihan, TD
Minister for Finance

The National Development Plan 2007-2013 entitled Transforming Ireland — A Better Quality of Life for All sets out the roadmap to Ireland’s future. It is the largest and most comprehensive investment programme in the history of the State.

The Plan will affect everyone on the island of Ireland so it is important that people are informed about implementation of the NDP and are aware of the real and positive impacts that it will have on their daily lives. In fact, as the major financial contributors to the NDP, Irish taxpayers are entitled to be fully informed about where their money is being spent and how it will benefit them.

For these reasons the Government approved the implementation of a comprehensive NDP 2007-2013 Communications Strategy. The development of a clear and identifiable image for NDP 2007-2013 is a central part of this communications strategy.

These identity guidelines are a resource for all those involved in implementing projects under the NDP – at central, regional and local levels – to ensure that the NDP logo and branding is used in a consistent manner and in a way which is easily identifiable for the general public.
How to use this Guide

This Identity Guidelines and Standards Manual has been developed to inform and assist individuals and organisations in correctly applying the NDP branding and logo and contribute to the implementation programme of the National Development Plan. It is the goal of this document to ensure that the NDP logo is applied in a consistent and appropriate manner. It is therefore essential that the requirements set out in this document are adhered to at all times.

This Guide should be used in tandem with the NDP website (www.ndp.ie) where a full suite of logos in a wide spectrum of specifications can be downloaded. Only the logos listed on the website can be used. It is the intention of the NDP that the ‘Preferred NDP Logo’ be used in the majority of cases. Alternative logos are available where this might not be possible.

The logos are available in the following formats:

Vector:
Illustrator.ai format
Illustrator.eps format

Pictorial:
JPEG’s

This guide is divided into key sections dealing with the brand itself which includes: the allowed colours, typography and the placement of the logo. We hope that we have provided solutions for most eventualities. However, we realise that certain applications may fall outside of this Guide and we therefore ask organisations using the logo to recognise that it represents the Government of Ireland and to adhere to the integrity of the brand, as explained in this document.

All of the images displayed in the guideline sections are used for display and explanatory purposes only.

The colours specified are broken into corporate and support colours. The support colours are specified to add an extra colour dimension to the overall promotion of the Plan and are optional.

DO NOT use this guide as a visual reference point for matching colour as natural fading may occur and printing it digitally from your own desktop printer will distort colours. Use ONLY the Pantone, CYMK, RGB and Websafe specifications.

If you have any queries please email them to info@ndp.ie or contact the NDP Information Office directly at +353 (0)1 639 6280.
This identity manual has been produced to inform and assist organisations in correctly applying the NDP 2007-2013 logo and branding. It is essential that the identity of the NDP be used in a consistent manner. Therefore, **the requirements set out in this manual must be adhered to at all times.**

Advice and assistance in implementing these requirements is available from the NDP Information Office – see page 7 for details.

### How to promote the role of the NDP

The NDP logo represents the involvement of the Government and all Government Departments and Agencies in relation to all NDP projects. Communications relating to investment under the NDP should reflect the primacy of these guidelines and be compatible with them. **The use of other logos on publicity materials and signage must be kept to a minimum.**

- All measures or projects/schemes being implemented under the NDP, irrespective of the source of funding, must display the NDP logo on all signs and on all advertisements, publicity and information material.

- In addition to the NDP logo the following text reference **must** be included prominently in all relevant publicity and information material.

  **Funded by the Irish Government under the National Development Plan, 2007-2013**

- In addition to the above sentence, the tagline **Transforming Ireland** must also feature wherever possible on publicity and information material. For information on correctly placing the tagline see page 12 of this guide.

- The NDP logo, along with the text references and appropriate references to the National Development Plan, must be included in all related press releases.

- Ministerial speeches in relation to projects or schemes must include appropriate references to the National Development Plan.

### Where to use the NDP logo

The NDP logo, tagline and text reference should feature on the following produced in relation to projects or schemes in receipt of NDP funding:

- Billboards/Publicity Signage
- Plaques
- Brochures/Promotional Literature
- Advertisements and Media Supplements
- Annual Reports
- Application Forms
- CD-ROMs
- Conference Material
Display/Exhibition Stands
Launches/Awards
Offer Letters and correspondence with projects/beneficiaries
Posters
Press Releases
Videos
Websites

Special Guidelines for meeting the NDP Publicity Requirements

- The NDP logo must always appear on its own on billboards/publicity signage.
- Information Signage stating the name of the Implementing Department and/or agencies, names of contractors, project managers, engineers, quantity surveyors, etc. may be erected separately from NDP publicity signage and must be no larger than it.
- NDP Publicity Signage must always be erected wherever Information Signage is erected.

Billboards/Publicity Signage

- Billboards are compulsory for projects with an NDP contribution over €1,000,000.
- Billboards must be erected in the Irish language or in the Irish and English languages in accordance with Official Languages Act 2003 (Section 9) Regulations 2008.
- For specifications in relation to billboards see page 29 of this manual.

Commemorative Plaques

Permanent Commemorative Plaques are compulsory for projects with an NDP contribution over €1,000,000.

- Plaques should only feature the NDP logo and that of the direct implementing body e.g. Road Authorities, Dublin Bus, FÁS, etc.
- No other logo should appear.
- Where Government Departments or State Agencies are not the direct implementing body, their logos must not appear.

Important Points to Note

The following text reference must always feature when the NDP logo is used on items of publicity and information material.

Funded by the Irish Government under National Development Plan, 2007-2013

Wherever possible the NDP “preferred logo” which also includes the tagline should be used.
Using the NDP logo with other logos

As the NDP logo represents the involvement of the Government and all Government Departments and Agencies in relation to NDP projects, the use of other logos must be kept to a minimum.

- The NDP logo must always appear first in a horizontal array or on top in a vertical array.
- The NDP logo must never be rendered smaller than other logos placed in the same field of vision.
- For illustrated examples see pages 23 - 25 of this manual.

Official Languages Act 2003 (Section 9) Regulations 2008

The requirements of the Official Languages Act 2003 (Section 9) Regulations 2008, have to be adhered to by public bodies when placing signage and designing stationery.

Further details on the provisions of these regulations are available from the Department of Community Rural and Gaeltacht Affairs at:

www.pobail.ie

EU Publicity and Information Regulations


Separate guidelines set out the information and publicity requirements relating to EU Co-funded projects during 2007-2013 under EC Regulation 1828/2006. Print copies of the “Information and Publicity Guidelines for EU Structural Funds 2007-2013” are available from the EU Structural Funds Policy Unit, Department of Finance, Dublin 2.

Where to get the NDP logo

The NDP logos, taglines and this booklet are available to download from the NDP web site:

www.ndp.ie

The publication also exists in printed format.

For further information contact:
NDP Information Office
Government Buildings, Upper Merrion Street, Dublin 2, Ireland.
Tel: +353 (0)1 639 6280  Fax: +353 (0)1 639 6281
E-mail: info@ndp.ie  Web: www.ndp.ie
1. The Basic Identity: The Master Logo

This is the NDP logo in its purest form. It is particularly useful for applications where a single small emblem is appropriate. It comprises three basic elements: The main encapsulated harp symbol, to represent the State, with the initials NDP, and the legend ‘National Development Plan’. It is a single colour rendering, using Pantone 5483. This logo should be used when promoting the NDP and where the tagline is not a necessary element.

The logo must always be used with both elements and the full title, National Development Plan. The only exception being when the title is replaced by Transforming Ireland or Athrú Mór ar Eirinn as in the extended logo (see page 10).
The Preferred Logo

This is the preferred usage, and the one to use at all available opportunities. The NDP logo ‘preferred’ comprises three basic elements: The main encapsulated harp symbol, to represent the State, with the initials NDP, the legend ‘The National Development Plan’ and the tagline ‘Transforming Ireland’. The logo is rendered in a single corporate colour: Pantone 5483.

Limited Space

On occasions where space is limited, the ‘preferred logo’ should be used, but it should not print any smaller than 28mm in width (see page 20 of this guide for more details).
The Extended Logo

The Extended logo uses the same elements as the ‘Preferred logo’ with the additional inclusion of a second tagline. This rendering should be used in areas where space allows.
Reversed Logo

On occasions where the brand must reverse out of a solid colour the following versions are recommended. When colour options permit, the logo should only be reversed out of one additional colour: Pantone 408 (grey). Otherwise it should only reverse out of its own colour: Pantone 5483.

Reversed - Master Logo

Reversed - Preferred Logo

Reversed - Extended Logo

(Two colour)  (Single Colour)
The Structure (Preferred Logo)
The identity is comprised of several elements, as illustrated below.

(Irish)
Harp Symbol | NDP Initials
---|---

Plean Forbartha Náisiúnta
Athrú Mór ar Éirinn

(English)
Harp Symbol | NDP Initials
---|---

National Development Plan
Transforming Ireland

Given that A is equal to the height of the tagline, the distance between the Tagline and the Title will also equal A.
2. Colour usage

The logo, in its colour form, is composed from a single colour, and can be used in the following ways:

- **Spot Colour**
  - **Pt 5483**

- **Spot Colour reversed**
  - **Pt 408**

- **CMYK Colour**
  - **Pt 5483**

- **CMYK Colour reversed**
  - **Pt 408**

- **Single Colour (black)**
  - **Pt 5483**

- **Single Colour (black) reversed**
  - **Pt 408**

- **Two Colour Reversed**
  - **Pt 5483**

- **CMYK**
  - **Pt 5483**
Primary and Support colours

The principal colour of the NDP logo is Pantone 5483 (green). In single colour and spot colour applications, they should be colour-matched to a current pantone colour swatch. The codes for Process colour, RGB and Web Safe are illustrated below:

<table>
<thead>
<tr>
<th>PMS Reference</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 5483</td>
<td>62</td>
<td>0</td>
<td>21</td>
<td>31</td>
<td>56</td>
<td>147</td>
<td>155</td>
<td>38939b</td>
</tr>
</tbody>
</table>

In circumstances such as process work, there may be the opportunity to use other colours apart from the defined NDP green. It is recommended to use the ‘preferred logo’ reversed out of a panel of Pantone 408. One of the additional support colours may then be used to house the title of the document. The proposed support colours, and their colour breakdowns are listed below:

<table>
<thead>
<tr>
<th>PMS Reference</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 408</td>
<td>0</td>
<td>10</td>
<td>11</td>
<td>34</td>
<td>179</td>
<td>165</td>
<td>159</td>
<td>63a59f</td>
</tr>
<tr>
<td>Pantone 363</td>
<td>68</td>
<td>0</td>
<td>100</td>
<td>24</td>
<td>67</td>
<td>150</td>
<td>57</td>
<td>439639</td>
</tr>
<tr>
<td>Pantone 299</td>
<td>85</td>
<td>19</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>157</td>
<td>220</td>
<td>009ddc</td>
</tr>
<tr>
<td>Pantone 131</td>
<td>0</td>
<td>32</td>
<td>100</td>
<td>9</td>
<td>232</td>
<td>167</td>
<td>19</td>
<td>e8a713</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>35</td>
<td>31</td>
<td>32</td>
<td>231120</td>
</tr>
</tbody>
</table>
Colour usage

Main support: Pantone 408

Additional support colour: Use one of recommendations

The National Development Plan
Economic Infrastructure

The National Development Plan
Enterprise, Science and Innovation

The National Development Plan
Environmental Sustainability
## 3. Artwork Files: Irish

All the artwork files for the different renderings of the NDP logo can be found on our website (www.ndp.ie). Below is the listing for the Irish renders, the English renders can be found on the following two pages.

<table>
<thead>
<tr>
<th>Spot Colour</th>
<th>CMYK/RGB Colour</th>
<th>Single Colour Black</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Master Brand</strong></td>
<td><img src="image1" alt="Master Brand Spot Colour" /></td>
<td><img src="image2" alt="Master Brand CMYK/RGB Colour" /></td>
</tr>
<tr>
<td>MAC: NDP_master eng sp.eps</td>
<td>PC: NDP_master eng sp.ai</td>
<td>MAC: NDP_master eng bk.eps</td>
</tr>
<tr>
<td><strong>Preferred Brand</strong></td>
<td><img src="image4" alt="Preferred Brand Spot Colour" /></td>
<td><img src="image5" alt="Preferred Brand CMYK/RGB Colour" /></td>
</tr>
<tr>
<td>MAC: NDP pref eng sp.eps</td>
<td>PC: NDP pref eng sp.ai</td>
<td>MAC: NDP pref eng bk.eps</td>
</tr>
<tr>
<td><strong>Extended Brand</strong></td>
<td><img src="image7" alt="Extended Brand Spot Colour" /></td>
<td><img src="image8" alt="Extended Brand CMYK/RGB Colour" /></td>
</tr>
<tr>
<td>MAC: NDP_ext eng sp.eps</td>
<td>PC: NDP_ext eng sp.ai</td>
<td>MAC: NDP_ext eng bk.eps</td>
</tr>
</tbody>
</table>

**MAC Files:** Mac files have been generated in vector format, and saved as .eps files. They are best suited to Lithographic/digital print.

**PC Files:** PC files have been generated in vector format, and saved as .ai files. They are best suited to Lithographic/digital print, and may also be used for website construction.

**Multi-Media Files:** Multi-Media files have been saved as low resolution jpeg files. They are best suited to digital slide presentation software, or word processing programs where a low-level laser print is the required output. They should never be used for lithographic or digital print as they do not have sufficient resolution to output at an accurate level. Jpeg versions of the logo are not the preferred format for reversed usage.
<table>
<thead>
<tr>
<th>Spot Colour</th>
<th>CMYK/RGB Colour</th>
<th>Single Colour Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Brand Reversed</td>
<td>Preferred Brand Reversed</td>
<td>Extended Brand Reversed</td>
</tr>
<tr>
<td>![Master Brand Reversed](MAC: NDP_master eng sp REV.eps)</td>
<td>![Preferred Brand Reversed](MAC: NDP_pref eng sp REV.eps)</td>
<td>![Extended Brand Reversed](MAC: NDP_ext eng sp REV.eps)</td>
</tr>
<tr>
<td>![Master Brand Reversed](PC: NDP_master eng sp REV.ai)</td>
<td>![Preferred Brand Reversed](PC: NDP_pref eng sp REV.ai)</td>
<td>![Extended Brand Reversed](PC: NDP_ext eng sp REV.ai)</td>
</tr>
<tr>
<td>![Master Brand Reversed](MULTI-MEDIA: NDP_master eng sp REV.jpg)</td>
<td>![Preferred Brand Reversed](MULTI-MEDIA: NDP_pref eng sp REV.jpg)</td>
<td>![Extended Brand Reversed](MULTI-MEDIA: NDP_ext eng sp REV.jpg)</td>
</tr>
<tr>
<td>![Master Brand Reversed](MAC: NDP_master eng REV.eps)</td>
<td>![Preferred Brand Reversed](MAC: NDP_pref eng REV.eps)</td>
<td>![Extended Brand Reversed](MAC: NDP_ext eng REV.eps)</td>
</tr>
<tr>
<td>![Master Brand Reversed](PC: NDP_master eng REV.ai)</td>
<td>![Preferred Brand Reversed](PC: NDP_pref eng REV.ai)</td>
<td>![Extended Brand Reversed](PC: NDP_ext eng REV.ai)</td>
</tr>
<tr>
<td>![Master Brand Reversed](MULTI-MEDIA: NDP_master eng REV.jpg)</td>
<td>![Preferred Brand Reversed](MULTI-MEDIA: NDP_pref eng REV.jpg)</td>
<td>![Extended Brand Reversed](MULTI-MEDIA: NDP_ext eng REV.jpg)</td>
</tr>
<tr>
<td>![Master Brand Reversed](MAC: NDP_master eng bk REV.eps)</td>
<td>![Preferred Brand Reversed](MAC: NDP_pref eng bk REV.eps)</td>
<td>![Extended Brand Reversed](MAC: NDP_ext eng bk REV.eps)</td>
</tr>
<tr>
<td>![Master Brand Reversed](PC: NDP_master eng bk REV.ai)</td>
<td>![Preferred Brand Reversed](PC: NDP_pref eng bk REV.ai)</td>
<td>![Extended Brand Reversed](PC: NDP_ext eng bk REV.ai)</td>
</tr>
<tr>
<td>![Master Brand Reversed](MULTI-MEDIA: NDP_master eng bk REV.jpg)</td>
<td>![Preferred Brand Reversed](MULTI-MEDIA: NDP_pref eng bk REV.jpg)</td>
<td>![Extended Brand Reversed](MULTI-MEDIA: NDP_ext eng bk REV.jpg)</td>
</tr>
</tbody>
</table>
Artwork Files: English

Below is the listing for the English renders of the NDP Brand, the Irish renders can be found on the two proceeding pages.

<table>
<thead>
<tr>
<th>Spot Colour</th>
<th>CMYK/RGB Colour</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Master Brand</td>
<td>Master Brand</td>
<td>Master Brand</td>
</tr>
<tr>
<td>§ NDP Master eng sp</td>
<td>§ NDP Master eng sp</td>
<td>§ NDP Master eng bk</td>
</tr>
<tr>
<td>MAC: NDP_master eng sp.ep</td>
<td>PC: NDP_master eng sp.ai</td>
<td>MAC: NDP_master eng bk.ep</td>
</tr>
<tr>
<td>Preferred Brand</td>
<td>Preferred Brand</td>
<td>Preferred Brand</td>
</tr>
<tr>
<td>§ NDP Pref eng sp</td>
<td>§ NDP Pref eng sp</td>
<td>§ NDP Pref eng bk</td>
</tr>
<tr>
<td>MAC: NDP_pref eng sp.ep</td>
<td>PC: NDP_pref eng sp.ai</td>
<td>MAC: NDP_pref eng bk.ep</td>
</tr>
<tr>
<td>Extended Brand</td>
<td>Extended Brand</td>
<td>Extended Brand</td>
</tr>
<tr>
<td>§ NDP Ext eng sp</td>
<td>§ NDP Ext eng sp</td>
<td>§ NDP Ext eng bk</td>
</tr>
<tr>
<td>MAC: NDP Ext eng sp.ep</td>
<td>PC: NDP Ext eng sp.ai</td>
<td>MAC: NDP Ext eng bk.ep</td>
</tr>
</tbody>
</table>

**MAC FILES:** Mac files have been generated in vector format, and saved as .eps files. They are best suited to Lithographic/digital print.

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**MULTI-MEDIA FILES:** MULTI-MEDIA files have been saved as low resolution jpeg files. They are best suited to digital slide presentation software, or word processing programs where a low-level laser print is the required output. They should never be used for lithographic or digital print as they do not have sufficient resolution to output at an accurate level. Jpeg versions of the logo are not the preferred format for reversed usage.
<table>
<thead>
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<th>Spot Colour</th>
<th>CMYK/RGB Colour</th>
<th>Single Colour Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Master Brand Reversed](MAC: NDP_master_eng_spREV.eps)</td>
<td>![CMYK/RGB Colour](MAC: NDP_master_eng REV.eps)</td>
<td>![Single Colour Black](MAC: NDP_master_eng bk REV.eps)</td>
</tr>
<tr>
<td>![Preferred Brand Reversed](MAC: NDP_pref_eng spREV.eps)</td>
<td>![CMYK/RGB Colour](MAC: NDP_pref_eng REV.eps)</td>
<td>![Single Colour Black](MAC: NDP_pref_eng bk REV.eps)</td>
</tr>
<tr>
<td>![Extended Brand Reversed](MAC: NDP_ext_eng spREV.eps)</td>
<td>![CMYK/RGB Colour](MAC: NDP_ext_eng REV.eps)</td>
<td>![Single Colour Black](MAC: NDP_ext_eng bk REV.eps)</td>
</tr>
</tbody>
</table>
4. Placing the logo

Clearance Zone
All logos need ‘breathing space’ between them and other elements. This area, which is called the ‘Clearance Zone’, ensures that the logo stands out and is not visually compromised by any other elements. The ‘Clearance Zone’ is defined as follows:

Minimum Size
The logo is not to be printed at a size smaller than at least 28mm in width. This applies to all variations of the logo.
Placing the logo on documents

When placing the logo on DL document covers, the logo should be 40mm in width, and the ‘clearance zone’ principle is to apply, with the logo being placed top right, and flush to the edge of the clearance zone. On the back of documents the logo is to feature at least 28mm in width, and anchored bottom left, flush with the clearance zone. As depicted below:

**DL Format**
The logo and (A) format documents

When placing the logo on documents of “A” formats (this applies to A1, A2, A3, A4 and A5), the logo should be at least 45mm in width, and the ‘clearance zone’ principle is to apply, with the logo being placed top right, and flush to the edge of the clearance zone. On the back of documents the logo is to feature at 28mm in width, and anchored bottom left, flush with the clearance zone. As depicted below.
Placing the logo as an endorsement

The NDP logo will appear on many documents or posters as an ‘endorsed’ logo used in conjunction with the publisher’s own logo and any other support logos. Given that $x$ is the height of the NDP logo (encompassing the NDP Emblem and Title), then $x$ should match the height of the publisher’s own logo. The distance between the NDP logo and any other element (including the edge of the document) should also equal to $x$. The logo is not to be printed at a size smaller than at least 28mm in width. This applies to all variations of the logo.

Vertical alignment

When placing in a vertical alignment the NDP logo should always be on top, and must never be rendered any smaller than other logos placed in the same field of vision.

(A) Formats

This sample is based on a single placement of the logo, showing how it would adapt to any of the corners of the piece.
**Horizontal alignment**

When placing the logo within a horizontal alignment, the NDP logo should always be first in the line, and must never be rendered any smaller than other logos placed in the same field of vision. Given that \( x \) is the new height of the NDP logo, then the distance between it and the accompanying logo will equal to \( x \). The distance between the NDP logo and any other element (including the edge of the document) should also equal to \( x \).

Given that \( x \) is the height of the NDP logo (encompassing the NDP Emblem and title), then \( x \) should match the height of the publishers own logo.

(A) Formats

---

**SAMPLE**
A working example

Where the NDP logo is used in association with other logos, on commemorative plaques, or printed materials the rules are simple:

- The NDP logo **must always** be first in a horizontal array or on top of a vertical array.
- The NDP logo **must never** be rendered smaller than any other logo placed in the same field of vision.

The Transport 21 publication places its logo in the top left quadrant. So for this sample the ‘vertical’ positioning is best suited, as per the sample below.
5. Typography

The main typeface used in the NDP is Frutiger. The taglines and legend below the logo are set in this font. It is intended that uncondensed weights of Frutiger would be used for headings and for body type. Frutiger is an extensive font family. It is available in an exhaustive variety of weights and can be easily sourced from any supplier of typefaces.

Frutiger 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 66 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?

Frutiger 76 Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@£$%^&*()-=;',.?
6. Unacceptable Usage

The preferred logo should be used whenever possible, and as supplied. It, or any other representational NDP Brand as featuring in this document, should not be changed or distorted in any way other than a proportionate scale, and no smaller than the previously stated width of 28mm.

The logo should only be used as supplied. Correct logo usage is outlined on pages 16-19 (Artwork Files). Please choose the logo file most suitable to application.

The following are examples of unapproved and incorrect usage of the NDP identity.

**Incorrect Artwork Files**
Artwork files should not be altered in any way. The relationship between elements cannot be altered, nor can typefaces be changed or elements deleted.

**Incorrect Logo Placement**
NDP logo artwork should be placed according to specifications in Section 4 of this guide.

**Incorrect Logo Choice**
Logo artwork used should be the most relevant to the application. For example, the CMYK logo and not Black and White should be used in full colour productions.
**Framing the logo**
If required, the reversed out versions of the logo should be used. The logo should not sit on a white box when reversed.

![Incorrect Partial Logo Reverse Out](image)

**Maintain proportions**
Each element should maintain the same proportions to each other as supplied.

![Maintain proportions](image)

**Incorrect Partial Logo Reverse Out**
If required, entire logo should be reversed out.

![Incorrect Partial Logo Reverse Out](image)

**Incorrect Aspect Ratio**
Logo artwork should not be stretched to an incorrect ratio vertically or horizontally.

![Incorrect Aspect Ratio](image)
7. Signage guidelines*

Publicity Signage

Signage for NDP funded projects

Publicity Signage is compulsory for projects with an NDP contribution in excess of €1,000,000.

The following requirements apply to Publicity Signage for NDP funded projects:

- The NDP logo must always appear on its own on Publicity Signage.
- Information Signage stating the name of the Implementing Departments and/or Agencies and, if considered essential, the names of contractors, project managers, engineers, quantity surveyors, etc. may be erected separately at construction sites.
- Any Information Signage erected must be no larger than the NDP Publicity Signage.
- NDP Publicity Signage must always be erected wherever Information Signage is erected.
- Publicity Signage must meet the requirements of the Official Languages Act 2003 (Section 9) Regulations 2008.
- Signage must be of a size which is appropriate to the scale of the project.
- NDP Publicity Signage shall remain in place and be maintained for the period of the NDP or at least 3 years subsequent to the completion of the project, whichever is the later date.
- Information Signage should be removed within 3 months of the completion of the project.
- Wherever possible, Publicity Signage must be replaced by a permanent commemorative plaque.

Publicity Signage must include the following elements

- Name of project
- NDP logo, tagline and text reference

For detailed specifications see pages 30 to 33 of this manual.

* Please note that EU co-funded projects must comply with EU publicity and information Regulations – see page 7.
2400mm Signage

**Note:**
- Edge of sign must be at least 750 from edge of carriageway.

### Vinyl Reference
- **Avery 800/1474A Green**

### Colours:
To establish a unique visual style a definitive colour has been adopted, which must be implemented on all signage projects. The closest Vinyl match to Pantone 5483 is Avery 800/1474A Green and this must matched or directly adopted for all signage applications.
3480mm Signage

Linn Snamha agus Ionad Siamsa
Chlár Chlainne Mhuiris

Maoinithe ag Rialtas na hÉireann faoin
Plean Forbartha Náisiúnta, 2007 - 2013

Font: Frutiger 67 Bold Condensed
Sizes: 640 point, 670 leading

Claremorris Swimming Pool
and Leisure Facility

Funded by the Irish Government under the
National Development Plan 2007 - 2013

Font: Frutiger 57 Condensed
Sizes: 393 point, 480 leading

Font: Frutiger 67 Bold Condensed
Sizes: 393 point, 480 leading

Colours:
To establish a unique visual style a definitive colour has been adopted, which must be implemented on all signage projects. The closest Vinyl match to Pantone 5483 is Avery 800/1474A Green and this must matched or directly adopted for all signage applications.

Vinyl Reference
Avery 800/1474A Green
2400mm Bi-lingual Signage

Note:
If the name of the development falls onto three lines, the text underneath may be lowered to rest on the TEXT BASELINE as indicated.

Colours:
To establish a unique visual style a definitive colour has been adopted, which must be implemented on all signage projects. The closest Vinyl match to Pantone 5483 is Avery 800/1474A Green and this must matched or directly adopted for all signage applications.

Vinyl Reference
Avery 800/1474A Green
3480mm Bi-lingual Signage

Note:
If the name of the development falls onto three lines, the text underneath may be lowered to rest on the TEXT BASELINE as indicated.

Colours:
To establish a unique visual style a definitive colour has been adopted, which must be implemented on all signage projects. The closest Vinyl match to Pantone 5483 is Avery 800/1474A Green and this must be matched or directly adopted for all signage applications.

Vinyl Reference

Avery 800/1474A Green
Sample Advertising

Below are standard layout advertising samples for ½ and ¼ page (shown here at reduced size - 66% - actual sizes may vary so please consult with relevant publications for verification) for NDP funded projects. The NDP logo should be placed at its minimum width of 28mm. Given that \( x \) equals the height of the emblem and title line, then \( y \) equals half the height of \( x \). The distance between the logo and the edge of the advert perimeter (top right) and the holding bar should then be \( y \).

Should the NDP logo feature with an array of other logos, the NDP logo must always be first in a horizontal array or on top of a vertical array.
Sample Newspaper Advertising

Below are standard layout newspaper advertising samples (shown here at reduced size - 66% - actual sizes may vary so please consult with relevant publications for verification).

Invitation for Submission

Request for Tender

Funded by the Irish Government under the National Development Plan 2007 - 2013
9. Multimedia

Where the NDP logo is used in association with other logos for Multimedia display, the following rules apply:

- The NDP logo must always be first in a horizontal array or on top of a vertical array.
- The NDP logo **must never** be rendered smaller than any other logo placed in the same field of vision.
- The NDP logo should have the same ‘screen time’ as any other logo it accompanies.

**Powerpoint (or similar) Presentation**

**NDP Presentations**

When using the logo for placement within an audio visual document for the NDP, the preferred logo is recommended. The logo should ideally be placed bottom right, not be smaller than 120 pixels in width, and at a screen resolution of 120 pixels per inch. Revised ‘clearance zone’ rules apply (Slide Clearance Zone) when placing near the edge of the slide, or when placing the logo along side other logos.

Given that $x$ is the height of the logo and strapline, then $x/2$ equals half the height of $x$. The logo must not be placed closer than $x/2$, nor should any graphics overlap within the $x/2$ surrounding zone.

**Slide Clearance Zone**

**Other Presentations**

When using the logo as part of a slide presentation for another organisation (other than NDP) the ‘Preferred Logo’ logo should be used, and the ‘Slide Clearance Zone’ applied.
Television

When using the logo for broadcasting on television, the original ‘Clearance Zone’ applies (see page 20 of this document). The logo should be placed bottom right of the screen and must be used on a solid colour, or white panel. The ‘preferred logo’ is to be used. The logo is to be no smaller than 170 pixels in width, and at screen resolution.

Should the NDP logo feature with an array of other logos, the NDP logo must always be first in a horizontal array or on top of a vertical array.

The logo must appear on screen for the same duration as any other logos accompanying it, (with a full 100% opacity) for no less than 5 seconds.

Clearance Zone

Website placement

When using the logo on a website page it is important that the logo is placed in one of two areas:

1. The top navigational bar
2. The left side navigational bar

The NDP logo should always appear, fully visible within the opening screen/homepage even when the above positions are not available.

Should the NDP logo feature with an array of other logos, the NDP logo must always be first in a horizontal array or on top of a vertical array.

It is recommended that the ‘Preferred logo’ be used, on a white background for maximum clarity, and it should not be placed at a pixel width of less than 120 pixels (at 72 dpi).