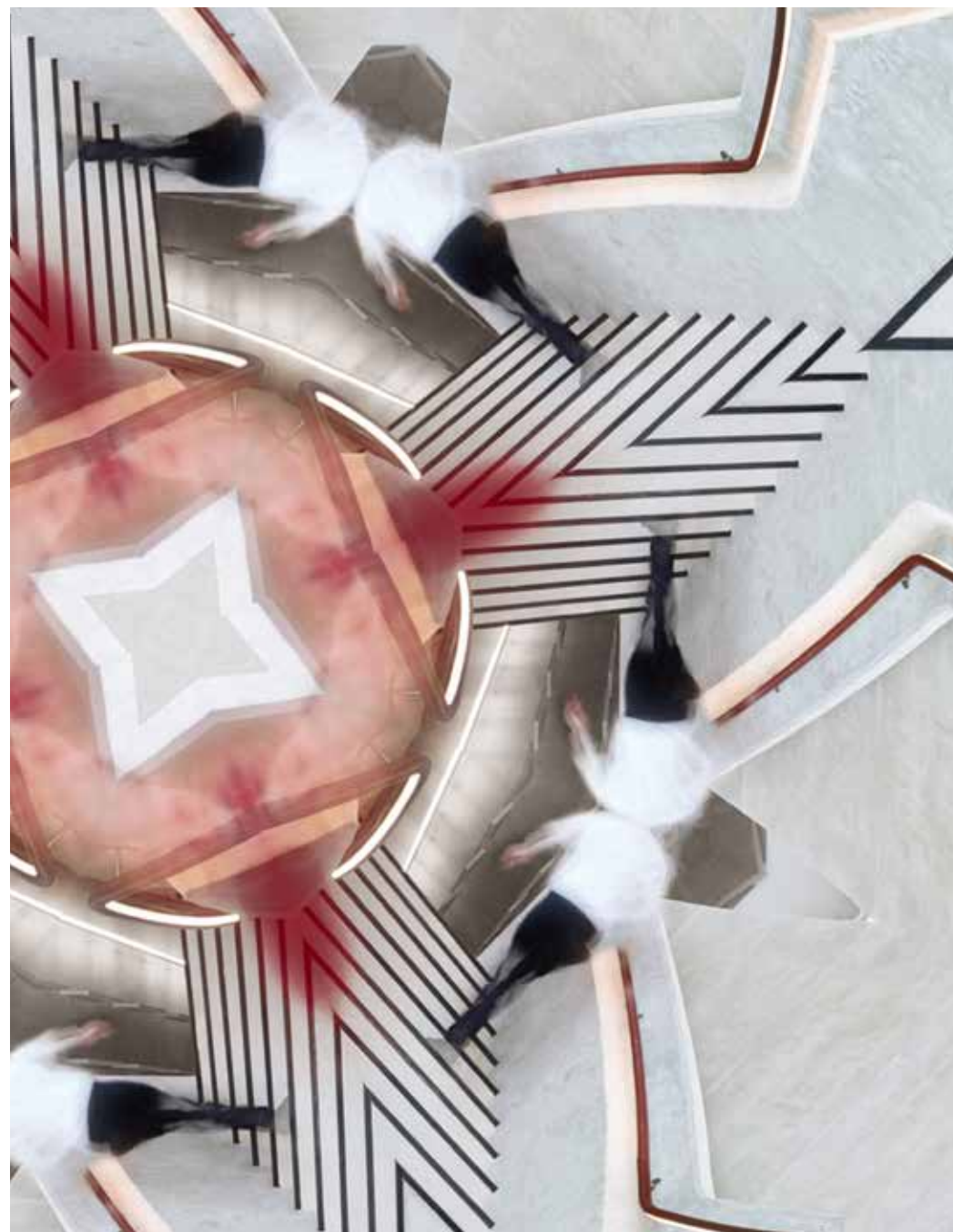


ARTHUR COX



OCTOBER 2024









Visual identity
guidelines

3.5 OUR LOGO

Logo don'ts

It's important to maintain the integrity of our logo. This page shows some common mistakes when reproducing artwork.

The logo must never be altered, re-drawn, or manipulated in any way.

 <p>Do not distort the logo</p>	 <p>Do not rotate the logo</p>	 <p>Do not change the colour of the logo</p>
 <p>Do not stack the logo</p>	 <p>Do not use the old logo</p>	 <p>Do not add effects such as a drop shadow to the logo</p>
 <p>Do not recreate the logo</p>	 <p>Do not place the logo inside the Canvas</p>	 <p>Do not outline the logo</p>

4.1 TYPOGRAPHY

Our brand fonts

The way we use typography helps define our tone of voice and how our audience perceives us.

We have three brand fonts which each have individual uses.

Our headline font is Earlsfort

Earlsfort is an elegant typeface that combines classic forms and a vertical axis with sharp, pointy serifs. Its character symbolises our Irish roots.

Earlsfort must:

- only be used in sentence case
- be used for main headlines and titles
- be used in moderation
- be paired with Adieu where applicable

OUR SUPPORTING FONT IS ADIEU LIGHT

Adieu is a contemporary extended font, we use Adieu to complement the extended nature of our logo.

Adieu must:

- always be used in ALL CAPS, never use sentence case
- be used for secondary titles, caption titles and digital navigation
- be used in moderation
- be paired with Earlsfort where applicable

We use Open Sans Semi-bold for bodycopy subtitles

Open Sans is a versatile font which comes in a range of weights.

Light AaBbCc
Regular AaBbCc
Semi-bold AaBbCc
Bold AaBbCc

Open Sans a sophisticated, yet modern typeface. It's legible at smaller sizes and has a large typographic range that includes accents and non-Latin characters. Open Sans is a versatile font which comes in a range of weights.

Open Sans must:

- always be used in sentence case, never use ALL CAPS
- be used for all body copy content

4.3 TYPOGRAPHY System fonts

For day-to-day office applications, it is necessary to use a universally available system font to ensure that text displays as intended (for example when sent electronically to external parties).

In these instances we use Georgia and Verdana, in a range of styles and weights, including bold and italic as shown opposite.

The fonts we use depend on the applications and programmes we are using.

Our system font for headline is Georgia Regular

We use Verdana bold for bodycopy subtitles

Verdana is a system font universally available to all computer system users.

Light AaBbCc
Bold AaBbCc

Georgia is a universally available font across all computer systems.

Georgia must:

- only be used where our brand fonts are unavailable or where a document might be shared externally
- only be used in sentence case
- be used for main headlines and titles
- only be used at regular weight, never bold
- be used in moderation

Verdana is a universally available font across all computer systems.

Verdana must:

- always be used in sentence case, never use ALL CAPS
- be used for all body copy content

5.1 COLOUR

Colour values

Colour is a key part of our brand and is used to bring our communications to life.

The specifications for all colours are shown here.

Our core palette is black, white, grey and a collection of highlight colours which used be used in moderation.

Pure White

RGB 255/255/255
HEX FFFFFFFF
CMYK 0/0/0/0

Black

RGB 0/0/0
HEX 000000
CMYK 0/0/0/100

Dove white

RGB 238/238/237
HEX EEEEEED
CMYK 5/4/4/0

Charcoal

RGB 45/53/63
HEX 2D353F
CMYK 67/67/54/51

Pumpkin

RGB 226/93/3
HEX E25D03
CMYK 7/83/100/1

Crimson

RGB 199/50/5
HEX C73205
CMYK 16/98/100/7

Indigo

RGB 81/47/204
HEX 512FCC
CMYK 86/88/0/0

Magenta

RGB 185/20/198
HEX B914C6
CMYK 47/97/0/0

Forest

RGB 3/119/67
HEX 037743
CMYK 89/29/97/18

Sacramento

RGB 2/89/84
HEX 025954
CMYK 91/46/65/38

Denim

RGB 0/101/211
HEX 0065D3
CMYK 91/65/0/0

5.2 COLOUR

Using colour

Our highlight colours must be used in moderation.

Where possible we use highlight colours which complement our imagery.

Colour should be used as an element of surprise or an interactive element such as a roll-over state within digital applications. Colour use must be considered, selective and minimal.

Our **highlight** colours allow us to emphasise keywords

100%

Key numbers may be written in Earlsfort and pulled out in a highlight colour

Following details must be followed in Open Sans.

3/4

Key numbers may be written in Earlsfort and pulled out in a highlight colour

Following details must be followed in Open Sans.



1/2

Key numbers may be written in Earlsfort and pulled out in a highlight colour

Following details must be followed in Open Sans.



Where possible our **highlight** colours complement our imagery



Where possible our **highlight** colours complement our imagery

7.1 OUR PATTERN

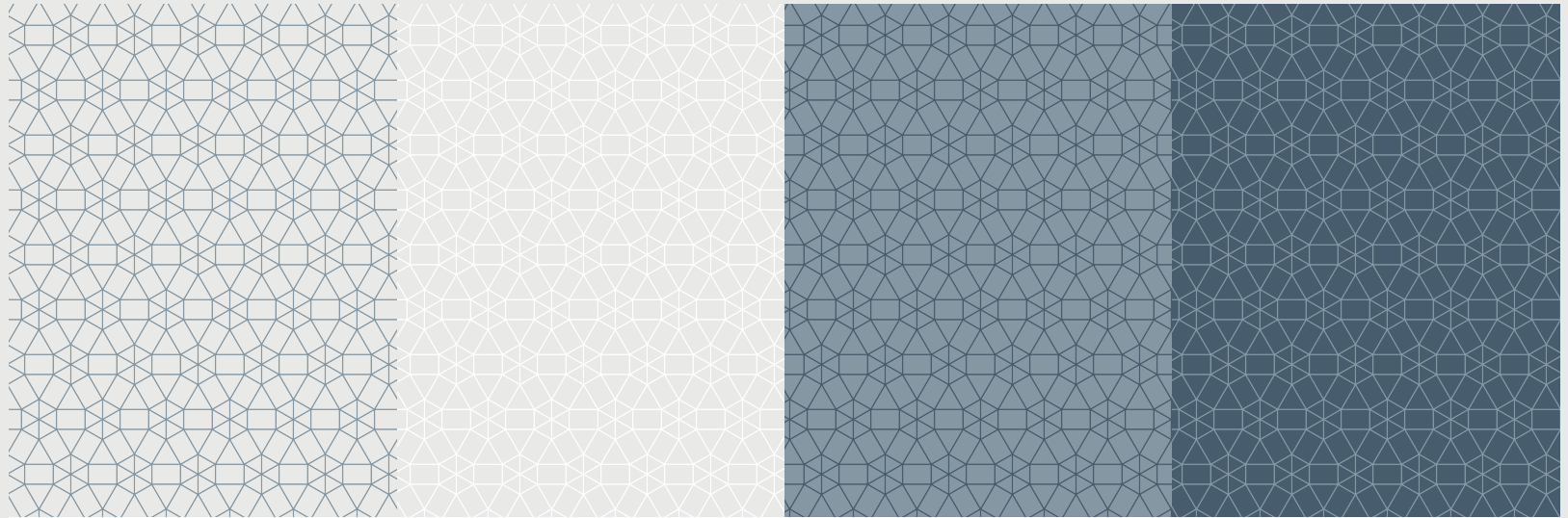
Our pattern

Our pattern has been designed to reflect the abstract impressions created by a kaleidoscope, reflecting our unique and ever-changing view on the world. Our pattern mirrors the look and feel of our graphic imagery style.

Our pattern exists in our brand grey palettes. The pattern may be used at any scale, from a large graphic to small detailed texture.

The pattern has been designed to tessellate.

The pattern must never be used in the highlight palette.



PATTERN COLOUR WAYS



The pattern may be used at any scale, from a large graphic to small detailed texture.

SOME EXAMPLES USING OUR BRAND PATTERN

ARTHUR COX

