Identity Guidelines

November 2015

The Community Games identity

The new Community Games identity is designed to represent the organisation in a cohesive, modern and dynamic way. The identity is a combination of type elements:

1. the name “community games”
2. a strapline “endless possibilities”
3. an “icon” - a figure reaching for a star. The icon represents the act of striving to be best you can be, the sense of achievement, “to reach the unreachable star”.

Identity elements

The Community Games identity should always be used in this form. The elements should not be separated or used in any other shape or proportion.

Versions of the logo

The primary version of the logo is the full colour process logo and should be used where possible. Other versions are shown below for black and white/greyscale printing and where the logo is to be reversed out of a solid colour or an image.

Full colour process logo

CG LOGO CMYK.eps

Greyscale logo

CG LOGO greyscale.eps

Black line art logo

CG LOGO black lineart.eps

Reversed out logo

CG LOGO white on black.eps

Clear space

In order to maximise the clarity and visibility of the identity, a minimum clear space area should always surround the identity. The minimum margin of clear space is defined using the “x-height” of the lower case “o” in “community” as illustrated below.

Minimum size

Thee is no pre-set maximum size for the Community Games logo. In a print environment, the minimum size for reproduction is 12mm height (measured from the top of the star to the tip of the leg on the icon. At this minimum size, the strapline should not be used.

Colours

There are three primary colours to be used with the Community Games identity.

	Community Games Blue 01	PROCESS: C: 100, M: 100, Y: 0, K: 29 PANTONE: 274 RGB: R: 33, G: 30, B: 113 HEX: #000066
	Community Games Blue 02	PROCESS: C: 100, M: 28, Y: 0, K: 0 PANTONE: 2925 RGB: R: 0, G: 153, B: 204 HEX: #0099FF
	Community Games Green 01	PROCESS: C: 60, M: 0, Y: 100, K: 0 PANTONE: 368 RGB: R: 102, G: 204, B: 51 HEX: #66CC33

Typeface

Marketing collateral - print

The Gotham typeface has been selected for use for all externally-focused published corporate, consumer and marketing communications in headers and design-led sections.

To use Gotham Light, Book, Medium, Bold and Black and their italic versions, licences must be purchased and downloaded from www.typography.com/fonts/gotham/styles/

A good alternative which can be downloaded free (open font licence) is Montserrat. See: www.fontsquirrel.com/fonts/montserrat. This does not however have all the weights and styles.

Internal documents and correspondence

For internal and day-to-day communications, in particular where documents are being published from MS Word, the preferred system font Arial should be used in body text.

Online publishing

While there are no prescribed online fonts, designers are asked to consider compatibility with Gotham as a header font. Always select a sans serif font, again Arial is a preferred option and commonly used across all systems.

Gotham family

Gotham Light
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Light Italic
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Book
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Book Italic
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Medium
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Medium Italic
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Bold
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Bold Italic
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Black
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Gotham Black Italic
aábcdeéfghiíjklmnoópqrstuúvwxyz
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYZ 0123456789

Logo usage samples

Stationery

community games
endless possibilities

Community Games Ireland,
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Co. Westmeath

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/communitygames @communitygames

hi Healthy Ireland
THE IRISH SPORTS COUNCIL
AN CHOMHAIRLE SPÓIRT

Mr James Hannon
Rahan Lodge
Killina
Tullamore
Co. Offaly

24th October 2015

Dear James

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lobortis pretium velit, a mattis neque rhoncus at. Phasellus ut egestas tortor. Phasellus tristique orci nec eleifend fringilla. Vivamus non tellus lorem. Integer in nibh vitae lectus tempor sodales. Sed semper vitae metus ut porta. Aenean finibus finibus congue. Phasellus gravida eget purus id pulvinar. Sed a nibh lorem. Proin at ipsum orci. Nunc gravida turpis urna, id vulputate lectus placerat et.

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Yours sincerely

Gerry Davenport
President, Community Games Ireland

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20 Inish Carraig House
Golden Island, Athlone,
Co. Westmeath

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With compliments

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community games

endless possibilities

National list of events 2016

www.communitygames.ie

hi Healthy Ireland

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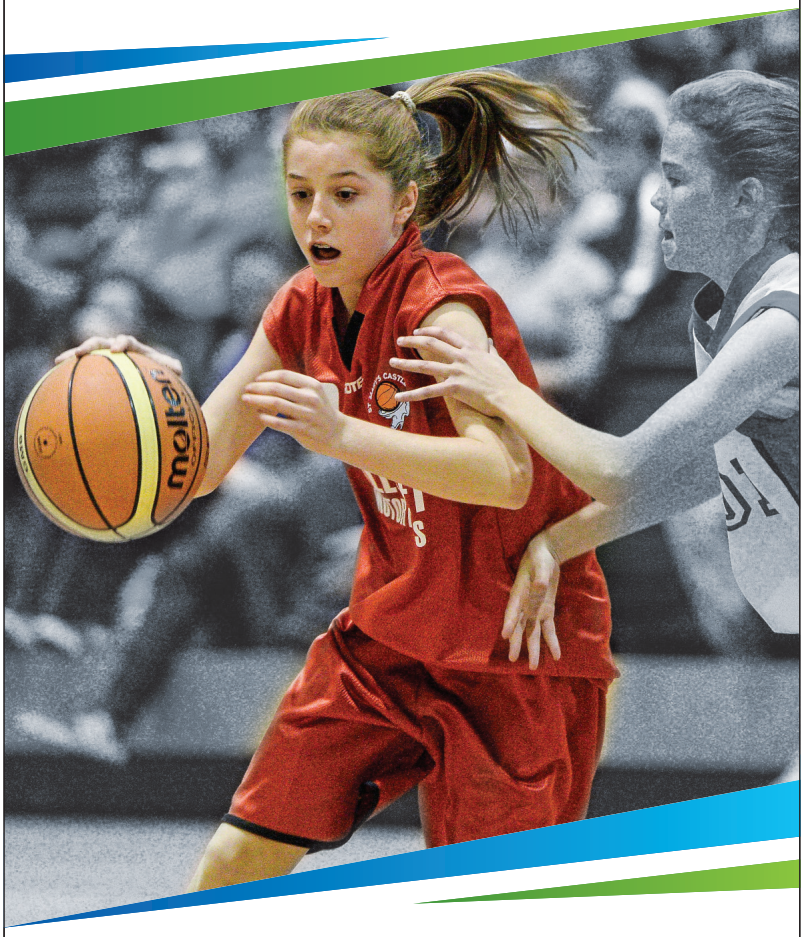

SPORT / CULTURE / ARTS

A HEALTHY LIFE

www.communitygames.ie

hi Healthy Ireland

Artwork files

Logo artwork files are available for print, signage, web, digital, and internal usage in all colour versions (see page 3) and in the folllowing file formats:

EPS
PDF
JPG
PNG

Contained in folder “Community Games Master Artwork Files”