

Brand Guidelines

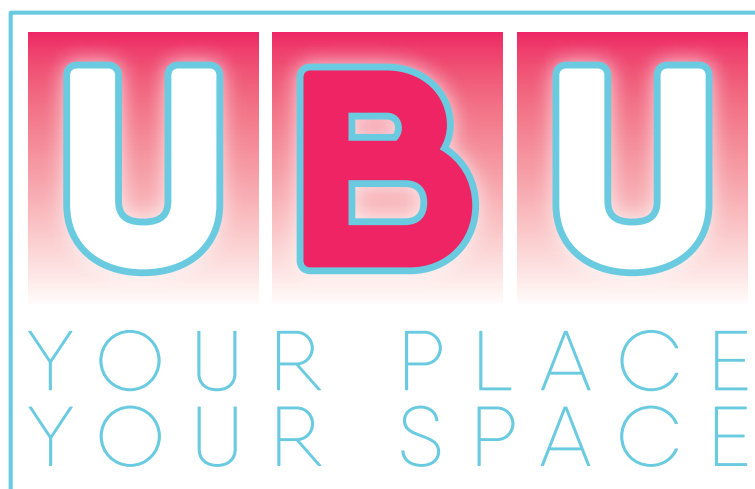


**An Roinn Leanaí
agus Gnóthaí Óige**
Department of Children
and Youth Affairs



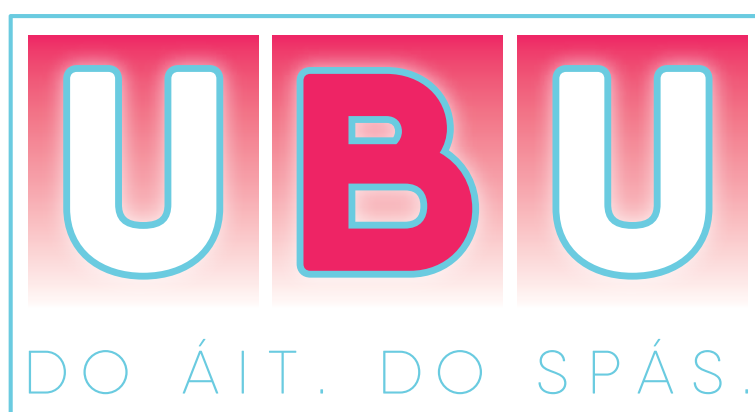
Published: October 2019

The Logo



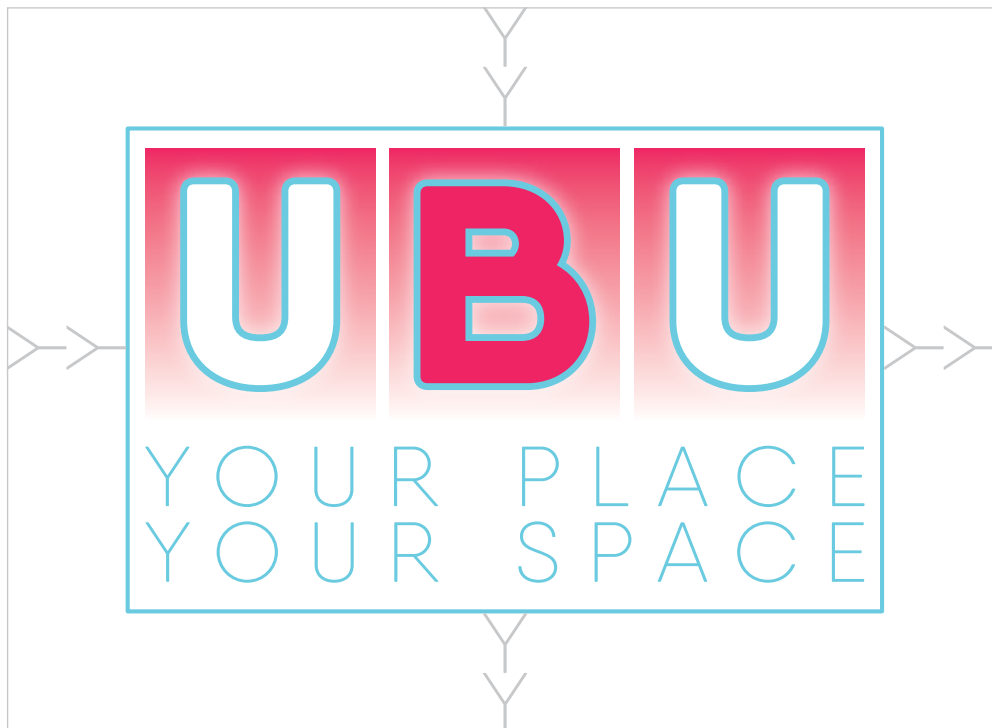
UBU your place your space is the core visual identity of the scheme and uses a clear, sans serif font. It is designed to ensure excellent legibility, both in print and online.

The consistent use of the logo is very important. Always use approved logo artwork. The logo may not be redrawn, altered or modified in any way.



Where the UBU logo is being used with the Irish Language, the Irish version of the logo is to be used at all times.

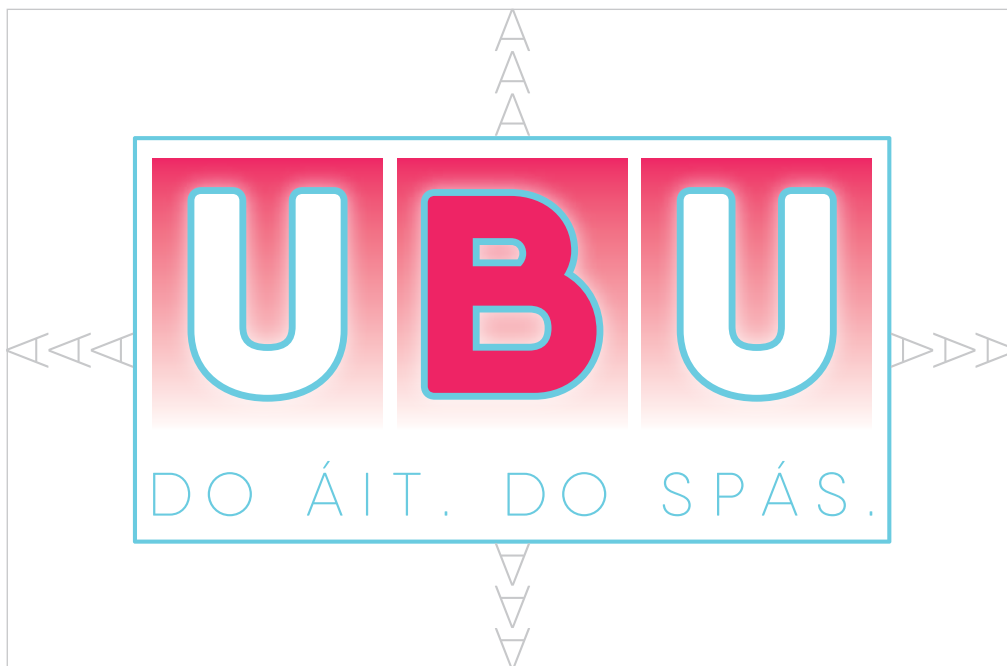
Clearance Area & Minimum Size



To ensure impact and clarity of message, the UBU logo must stand out from other visual elements and text. Double up the letter 'Y' (one directly on top of the other) from the wordmark to create a clear space all around the logo.

The minimum size for the logo has been calculated based on the legibility of the words 'YOUR PLACE YOUR SPACE'. The logo must not appear smaller than 24mm in width when printed or smaller than 130 pixels in width digitally.

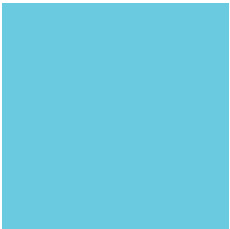
Clearance Area & Minimum Size - Irish



To ensure impact and clarity of message, the UBU logo must stand out from other visual elements and text. Triple stack the letter 'A' (one directly on top of the other) from the wordmark to create a clear space all around the logo.

The minimum size for the logo has been calculated based on the legibility of the words 'DO ÁIT. DO SPÁS'. The logo must not appear smaller than 24mm in width when printed or smaller than 130 pixels in width digitally.

Colour Breakdown



UBU Blue
C53, M0, Y11, K0
R106, G204, B224



UBU Pink
C0, M97, Y41, K0
R238, G36, B101

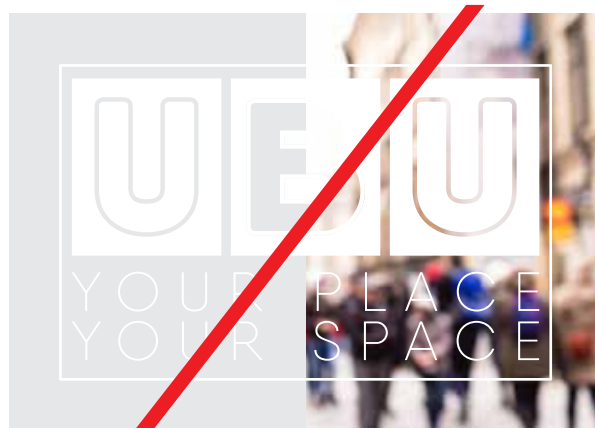
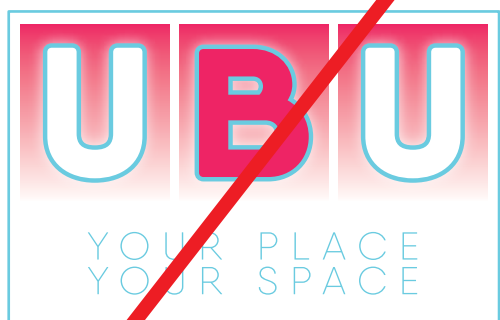
Single Colour Logos



The usage of the full colour logo is preferable, but if necessary, the UBU white logo must only appear on a flat-coloured, vibrant background ensuring the logo is clear and legible in all print and online environments.

The UBU black logo must only appear on items that require printing in black and white.

Incorrect Use of the Logo



1. Do not stretch the logo in any way.
2. Do not redraw, alter or modify the logo in any way.
3. Do not change the proportion of any element within the logo.
4. Do not use the white logo on light or busy backgrounds.

Use of the UBU brand

This section relates to the use of the UBU brand by organisations and groups in receipt of UBU funding.

It is a requirement that the UBU brand accompanies any communications made in relation to activities or programmes that are funded or part-funded by the UBU scheme.

Such communications may include, but are not limited to:

- Webpages
- Written correspondence concerning the UBU scheme
- Brochures and Leaflets
- Posters
- Advertising
- Promotional items

The purpose is to provide consistency for people and organisations to use the UBU brand identity correctly when it is being used with their own brand identity, and to highlight the activities being funded by UBU for which the organisation is responsible.

In all instances where the UBU brand is being included in materials, the brand guidelines must be adhered to.

Brand positioning

This section refers to the positioning of the UBU brand

- When communicating information connected to the UBU scheme, the UBU brand must appear at the top of the page, whether online or printed.
- The brand must be no smaller than 130 pixels on a website and 24mm in print.
- The UBU brand must be of equal prominence to any other brand(s) that may appear in the same communication, including the organisation's own brand.

The Lato Typeface

abcdefghijklmnopqrstvwxyz

1234567890

Lato Regular

abcdefghijklmnopqrstvwxyz

1234567890

Lato Medium

abcdefghijklmnopqrstvwxyz

1234567890

Lato Bold

abcdefghijklmnopqrstvwxyz

1234567890

Lato Heavy

The Lato typeface is the approved font for all advertising and design elements featuring the UBU logo.

The Arial Typeface - Web Safe

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The Arial typeface is for online and digital use only. It must be used only when the primary font, Lato, cannot be used (e.g. web safe considerations).

Stationery Layout

An Roinn Leanai
agus Gnóthai Óige
Department of Children
and Youth Affairs



Department of Children
and Youth Affairs



Ruth Doggett
Assistant Principal Officer

Block 1, Miesian Plaza, 50-58 Baggot Street Lower,
Dublin 2, D02 XW14
T +353 1 647 3177
Ruth_Doggett@dca.gov.ie | www.dca.gov.ie

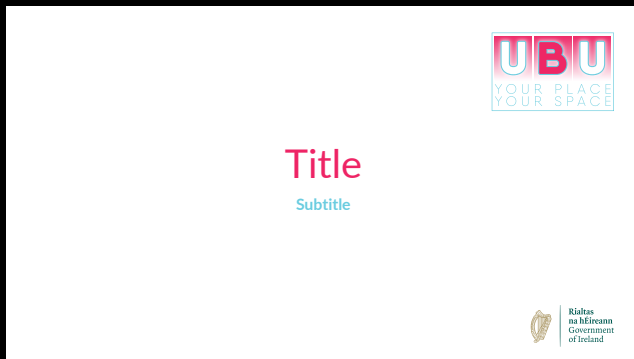


Bloc 1, Plaza Míseach, 50-58 Sráid Bhagáid Iochtarach, Baile Átha Cliath 2. D02 XW14
Block 1, Miesian Plaza, 50-58 Baggot Street Lower, Dublin 2. D02 XW14
T +353 1 647 3000 | whatworks@dca.gov.ie
www.dca.gov.ie

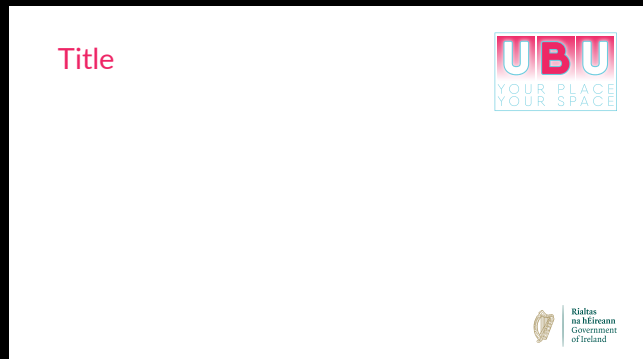


The stationery layouts are based on the Government of Ireland Brand Guidelines.

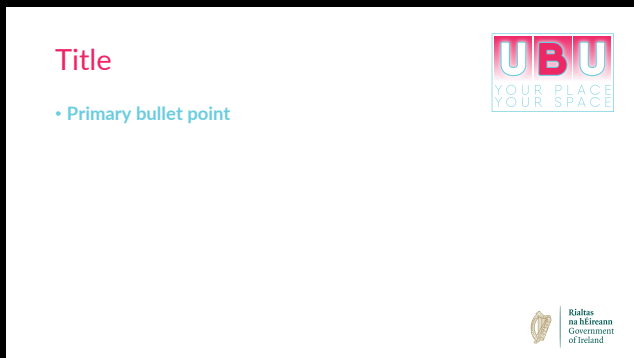
PowerPoint Layout



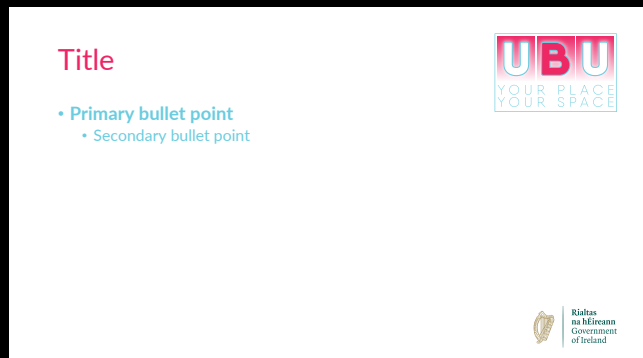
Main title slide



Secondary title slide



Bulleted slide



Secondary bulleted slide



Blank slide

PowerPoint layouts must be simple and clear with plenty of space for content. A pink and blue colour palette ensures a direct visual link to the logo design.

Contact details

If you have any question in relation to the use of the UBU brand please contact:

Youth Affairs Unit

An Roinn Leanaí agus Gnóthaí Óige
Department of Children and Youth Affairs

**Bloc 1, Plaza Míseach, 50-58 Sráid Bhagóid Íochtarach,
Baile Átha Cliath 2. D02 XW14**
*Block 1, Miesian Plaza, 50-58 Baggot Street Lower,
Dublin 2, D02 XWI4, Freepost F5055*

Email: youth_affairs@dcya.gov.ie



**An Roinn Leanaí
agus Gnóthaí Óige**
Department of Children
and Youth Affairs