



Climate Change Logo Colour Guidelines (Short Version)

2.0

Logo

Wherever possible, the logo should be used on the dark green colour.

When this is not possible (i.e. it appears on a white or light background). It must be used in conjunction with a holder device, or alternatively, the light background version may be used.

[Primary usage] Dark green background



[Secondary Usage] Dark green holding device for contrast



[Alternate Logo] Alternate version for use on light backgrounds



[Black and White]



Minimum legible size:



22mm

Note: When placing on a white or light background, and if the secondary holding device version is unable to be used (either due to space, size, placement etc), the alternative version above may be used in its place, but this is a last resort. The dark blue background version is the primary logo and must be ruled out first.

3.0

Corporate Colours

The logo colours are inspired by the natural environment. They will provide a consistent look and feel to all Go-Ahead Ireland climate change communications.

They have been selected to provide good contrast and legibility for all.

Please remember never to substitute different colours for the corporate colours.



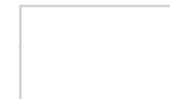
Pantone 553c



Pantone 359c



Pantone 7489c



Print White



CMYK
77, 28, 74, 67



CMYK
38, 0, 58, 0



CMYK
55, 2, 80, 7



CMYK
0, 0, 0, 0



RGB/HEX
39, 71, 54
#274736



RGB/HEX
162, 218, 142
#A1DA8E



RGB/HEX
116, 172, 87
#74AC57



RGB/HEX
255, 255, 255
#FFFFFF

Accessibility



Contrast Ratio
10.28:1



Contrast Ratio
6.33:1



Contrast Ratio
3.81:1



Pantone 367c



Pantone 363c



Print White



CMYK
37, 0, 77, 0



CMYK
64, 0, 100, 24



CMYK
0, 0, 0, 0



RGB/HEX
164, 216, 102
#A4D866



RGB/HEX
76, 141, 46
#4C8D2E

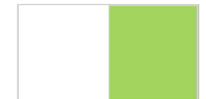


RGB/HEX
255, 255, 255
#FFFFFF

Accessibility



Contrast Ratio
4.7:1

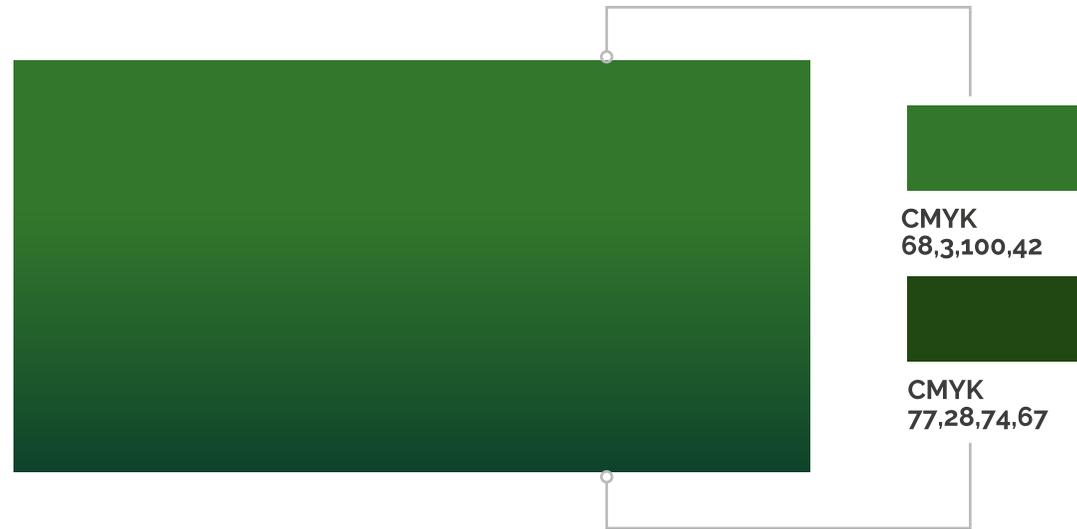


Contrast Ratio
1.66:1

3.1

Secondary Background

A secondary gradient based background for use in advertisements and design templates.



3.2

Corporate Colours Extended

The corporate colours will provide a consistent look and feel to all marketing material produced for Go-Ahead Ireland.

They have been selected to provide good contrast and legibility for all.

Please remember never to substitute different colours for the corporate colours.



Pantone 274c



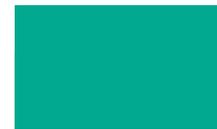
Pantone 2905c



Pantone 2995c



Pantone 2655c



Pantone 3268c



Print White



CMYK
90, 90, 5, 40



CMYK
45, 0, 1, 0



CMYK
82, 0, 0, 0



CMYK
49, 55, 0, 0



CMYK
86, 0, 55, 0



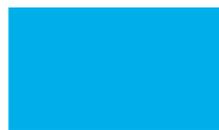
CMYK
0, 0, 0, 0



RGB/HEX
42, 35, 100
#2A2364



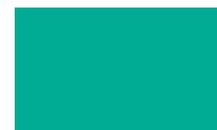
RGB/HEX
147, 213, 245
#93D5F5



RGB/HEX
0, 175, 234
#00AFE4



RGB/HEX
151, 120, 224
#9778E0

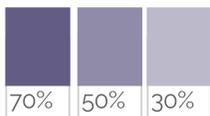


RGB/HEX
0, 172, 148
#00AC94



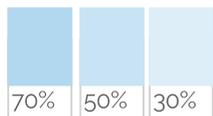
RGB/HEX
255, 255, 255
#FFFFFF

Pantone 274c Tints



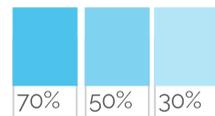
70% 50% 30%

Pantone 2905c Tints



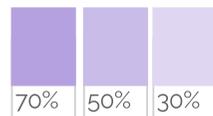
70% 50% 30%

Pantone 2995c Tints



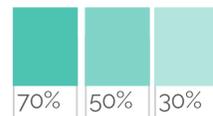
70% 50% 30%

Pantone 2655c Tints



70% 50% 30%

Pantone 3268c Tints



70% 50% 30%

Accessibility



Contrast Ratio
13.79:1



Contrast Ratio
8.59:1



Contrast Ratio
5.46:1



Contrast Ratio
3.99:1



Contrast Ratio
4.81:1

3.3

Secondary Colours

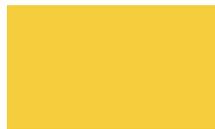
Secondary colours for use in advertisements and design templates.



Pantone 166c



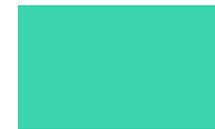
Pantone 224c



Pantone 129c



Pantone 7438c



Pantone 3385c



CMYK
0, 76, 100, 0



CMYK
5, 64, 0, 0



CMYK
0, 10, 80, 0



CMYK
14, 41, 0, 0



CMYK
55, 0, 45, 0



RGB/HEX
227, 83, 15
#E3530F



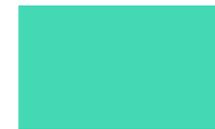
RGB/HEX
235, 110, 202
#EB6ECA



RGB/HEX
243, 209, 72
#F3D148

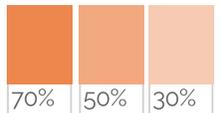


RGB/HEX
214, 158, 230
#D69EE6



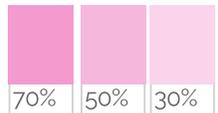
RGB/HEX
69, 216, 180
#45D8B4

Pantone 166c Tints



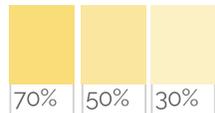
70% 50% 30%

Pantone 224c Tints



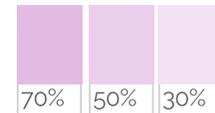
70% 50% 30%

Pantone 129c Tints



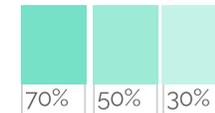
70% 50% 30%

Pantone 521c Tints



70% 50% 30%

Pantone 3385c Tints



70% 50% 30%

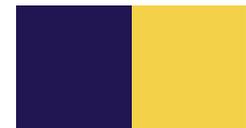
Accessibility



Contrast Ratio
3.61:1



Contrast Ratio
5:1



Contrast Ratio
9.2:1



Contrast Ratio
6.49:1



Contrast Ratio
7.7:1