



Branding Guidelines

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Overview

The RTÉ Supporting the Arts Identity aims to communicate RTÉ's commitment to the arts in Ireland and to 'inspire, engage and entertain' its audiences. The identity represents RTÉ as a creative organisation that connects and engages audiences in the Irish Arts and Culture landscape.

Brand Promise

- 1. Connect** – Our commitment to inspire, engage, entertain.
- 2. Create** - RTÉ behaving as a creative organisation, devoting time and space to arts and culture.
- 3. Promise** – Our social contract with the public.
- 4. Irish** – our unique engagement with people who live in Ireland and our dedication to Irish people who drive the Arts and Culture agenda in Ireland.

Brand Personality

Young, fresh, dynamic, evolutionary, creative, artistic, Irish, supportive and dedicated to Irish Arts and Culture.



Master Brand

The RTE Supporting the Arts logo is a combination of the word mark and a multi-colour semi-spherical shape composed of a blend of the 5 primary colours.

Logo proportion

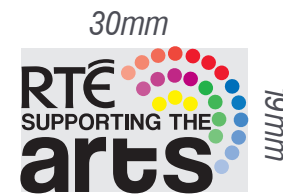
The following illustrates the use of the letter R in creating balance and proportion across the brand mark.



Clear Space and Min Size



The clear space around the logo should be equal to the height of the 'a' in 'arts'. Ensure that it is the letter height, and not width, used when defining clear place left and right of the logo.



The logo should always be legible, clear and reproduced to the highest standards. The minimum size for the logo is 30mm from the start of the wordmark to the end of the spherical symbol. The logo should not be used at a size smaller than 30mm.

Colour Palette



	PANTONE P 48-8 C		C=0% M=100% Y=90% K=0%		R=235 G=34 B=50
	PANTONE P 48-7 C		C=0% M=87% Y=80% K=0%		R=240 G=73 B=62
	PANTONE P 48-6 C		C=0% M=76% Y=66% K=0%		R=242 G=108 B=87
	PANTONE P 48-5 C		C=0% M=58% Y=53% K=0%		R=245 G=136 B=112
	PANTONE P 48-4 C		C=0% M=46% Y=52% K=0%		R=247 G=159 B=136
	PANTONE Black 6 U		C=0% M=0% Y=0% K=87%		R=102 G=102 B=102
	PANTONE P 106-8 C		C=100% M=52% Y=0% K=0%		R=0 G=111 B=186
	PANTONE P 106-7 C		C=86% M=45% Y=0% K=0%		R=0 G=123 B=193
	PANTONE P 106-6 C		C=52% M=38% Y=0% K=0%		R=71 G=137 B=200
	PANTONE P 106-5 C		C=59% M=31% Y=0% K=0%		R=105 G=153 B=209
	PANTONE P 106-4 C		C=44% M=23% Y=0% K=0%		R=140 G=174 B=220
	PANTONE P 106-3 C		C=32% M=17% Y=0% K=0%		R=169 G=192 B=228
	PANTONE P 148-8 C		C=80% M=0% Y=100% K=0%		R=13 G=177 B=75
	PANTONE P 148-7 C		C=72% M=0% Y=90% K=0%		R=69 G=183 B=87
	PANTONE P 148-6 C		C=63% M=0% Y=79% K=0%		R=99 G=190 B=106
	PANTONE P 148-5 C		C=54% M=0% Y=67% K=0%		R=123 G=197 B=128
	PANTONE P 1-8 C		C=32% M=17% Y=0% K=0%		R=255 G=242 B=0
	PANTONE P 80-16 C		C=13% M=100% Y=0% K=12%		R=188 G=6 B=126
	PANTONE P 80-15 C		C=12% M=92% Y=0% K=11%		R=192 G=47 B=134
	PANTONE P 80-14 C		C=11% M=84% Y=0% K=10%		R=196 G=70 B=142
	PANTONE P 80-13 C		C=10% M=76% Y=0% K=9%		R=200 G=89 B=151

Monochrome

Monochrome versions will be used where necessary and where the background contrast is not sufficient to support use of a colour logo.



Logo Placement

The full-colour logo can be used only on colour backgrounds where sufficient contrast exists i.e. where no one logo colour blends into the background.



The full-colour logo can be used only on image backgrounds where sufficient contrast exists i.e. where no one logo colour blends into the image.



Typography

CoolveticaRg-Regular has been chosen as the primary font because it is believed to appeal to the target audience and to represent the brand as being creative, contemporary and 'cool'. The primary font should be used for all headlines. To support this we have chosen **Swis721 Cn BT** as your secondary typeface because it compliments the primary font, is legible and suitable for large bodies of text, and gives a sense of professionalism and reputation while still being modern, clean and sophisticated. This is to be used for all sub-heading copy.

Primary typeface - CoolveticaRg-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 =~!@#\$%^&*()+[]\{|:;:'"<>?.,/

Secondary type face - Swis721 Cn BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;:'"<>?.,/

Secondary type face - Swis721 Cn BT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 =~!@#\$%^&()+[]\{|:;:'"<>?.,/*

Secondary type face - Swis721 Cn BT Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 =~!@#\$%^&*()+[]\{|:;:'"<>?.,/

Secondary type face - Swis721 Cn BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 =~!@#\$%^&*()+[]\{|:;:'"<>?.,/