BRAND
GUIDELINES

COLMCILLE 1500

Celebrating 1500 years since the birth of Colmcille.

1. INTRODUCTION

These guidelines have been produced to help ensure that the brand identity for Colmcille 1500 is applied consistently and correctly. They offer guidance on the use of the logo and other elements that comprise the identity including colours, straplines, font, images and voice.

2. LOGO

These guidelines demonstrate how the Colmcille logo can be used and set out rules to ensure that it is applied consistently.

Our logo must always either be used in the following ways:
- full colour on a neutral background
- full colour
- mono on a coloured background or image
- mono
- minimum size preferred logo 55mm (with strapline)
- maximum size, none
- spacing, nothing should encroach this space

2.1 The preferred Logotype
This is our logo. As the visual representation of Colmcille, it is vital that it be used with care and consideration.

2.2 Logo versions
The logo may also be used mono on a light background on a coloured background or image.

mono version

reversed version

2.3 Alternative versions that carry the strapline

The logo may also be used with a variety of straplines. Your preferred language, solo or bilingual accompanied with English.

Options available; Irish, Scottish and Manx Gaelic, solo and billingual. Also an Irish/Scottish version.

2.4 Size

Minimum size for each version of logo; with and without strapline
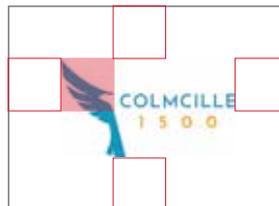
20mm

55mm

Clearance formula

Clearance formula regardless of logo size;
The bird symbol should form the visual clearance. (whether left/right aligned or centred)

Whatever the height of the logo, create a square 50% the height of the bird, and use this as a guide for clearance.

No content should encroach inside the rectangle.

Do's and don'ts.

Take a moment to think about how you apply the Colmcille logo.

Here are some examples of what we think is good and also what should be avoided.

01. Space around the logo

Always leave the logo some space to breathe, see clearance formula previous page. Use white or neutral backgrounds.

02. Alternative versions Mono

Printing only in black and white or if background colour or image is a bright colour (see point 03).

03. If the unavoidable happens...

If it's unavoidable to sit the Colmcille logo on a colour or a photo. Depending on the colour of the image you may need to use the reversed version

1. ✓

1. ✓

2. ✓

2. ✓

3. ✓

3. ✓

Do's and don'ts… continued

04. Pastel alert!

Do not sit the logo on any image that is distracting.

05. Not right

Do not rotate the logo.

06. Not outstanding

Do not add embellishments like drop-shadows, embossings etc. to the logo, simple is best.

07. Not Comfortable

Do not squash or distort.

4. ✗

6. ✗

5. ✗

7. ✗

Colour symbolism in Christianity

Colmcille teal (a combination of blue and green)

Blue
Blue signifies the blue skies or the life-giving air and often signifies hope or good health.

Green
Green symbolizes the breaking of shackles, freedom from bondage. It is the color of fertility. In the Christian context, it represents bountifulness, hope and the victory of life over death. It is one of the colors associated with Christmas, and the long season of the Trinity in summer.

Colmcille ochre (a combination of brown and yellow)

Brown
Brown is symbolic of the earth and was often the color of a monk's robe, signifying humility and God's connection with the commonplace and the ordinary.

Yellow
This is the symbol of light and purity. It speaks of youth, happiness, the harvest, hospitality, love and benevolence.

Our Colmcille teal is a combination of green and blue - aspirational and modest.

3. COLOURS

The main colour in Colmcille is PMS 313. This colour is supported with additional colours that provide the flexibility to either compliment or stand alone. These colours can be used in solid blocks or added to font type to heighten the impact of a strapline/text.

Tints of these colours should not be used; it weakens the impact and dilutes the overall impact of the design.

Our primary colour
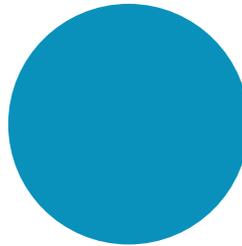
Colmcille Teal
PMS 313C
CMYK - 100/12/18/2
RGB - 0/143/190
HEX - 008fbe

Our secondary colour

Swatch	Pantone PMS	CMYK (print)	RGB (Screen)	HEX (Screen)
	PMS 124C	7/36/100/1	235/169/0	#eba900
	N/A	0/0/0/10	237/237/237	#ededed

4. FONT TYPE

The typography is clean and contemporary. Josefin Sans has a variety of weights: Bold has a strong version which is preferred on all Headers/Key text. Regular is fine with secondary text, using light for a third layer of information.

Importantly Josefin Sans, has all of the accents on letters for all of the languages:
à ì è ò ù | á é í ó ú

Body text:
Treat minority languages as priority. First placement in multilingua/bilingual documents, use;
regular - Irish, Scottish and Manx Gaelic
light - English

Website - Josefin Sans is web friendly and can be downloaded from Google fonts.

Josefin Sans

BOLD FOR HEADERS

Aa

Aa ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz
(.,;;?!£$&@*) 0123456789

REGULAR AND LIGHT FOR BODY

Aa

Aa ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz
(.,;;?!£$&@*) 0123456789

preferred UPPERCASE

HEADERS

On short titles a kerning of +50.

COMMUNITY LANGUAGE

consider space on longer titles and remove the kerning

COMMUNITY LANGUAGE

Two line title: example.

font size 66pt
leading 58pt
kerning +50

x COMMUNITY LANGUAGE

5. STRAPLINES

Straplines in four languages.
Best practise is to use the local language first as solo or minority first, followed by English.
(NB all versions are supplied in the branding pack)

SOLO

Ag comóradh oidhreacht Cholmcille   (Irish)

A' comharrachadh dìleab Chaluim Chille   (Scottish)

Jannoo ard-eailley jeh eiraght Cholum Killey   (Manx)

Celebrating the legacy of Columba   (English)

BILINGUAL

Ag comóradh oidhreacht Cholmcille   (Irish-English)
Celebrating the legacy of Columba

A' comharrachadh dìleab Chaluim Chille   (Scottish-English)
Celebrating the legacy of Columba

Jannoo ard-eailley jeh eiraght Cholum Killey   (Manx-English)
Celebrating the legacy of Columba

Ag comóradh oidhreacht Cholmcille   (Irish-Scottish)
A' comharrachadh dìleab Chaluim Chille

A' comharrachadh dìleab Chaluim Chille   (Scottish-Irish)
Ag comóradh oidhreacht Cholmcille

6. IMAGES

We're aware that various situations and access to images can be limited. This is why projects shoulds be planned to include good quality images and should reflect the subject with strong composition, colour, light, action, creating an atmosphere. There can be any number of approaches but they should relate to the content of the event. Please be aware that the image/s used is responsible for selling an experience.

Please DO NOT use any images from websites or social media sites. If you can maintain a minium size of 2500px along the shortest edge and at 300dpi, it should be OK for any usage.

Archiving an event

If you could document your activity/event? Photography or video or both could be used, just to ensure that there is a visible record of your event.

There may well be a gathering of all activities/events that take place over the duration of *Colmcille 1500* and formed into a legacy document, therefore your material would be envaluable.

NB: Where appropriate please take the time to use model release form/permissions for the usage of images/materials taken. You should be clear the images could appear in print or online.

7. VOICE

The voice of a Gael

Personality
Humble, professional, friendly, polite, welcoming... straight forward

Emotion
Passionate, loyal, dedicated, humorous.

Copywriting

You should use a copywriter that understand the dynamic of your culture and is able to create and distill the essence of this to promote the genuine heart of who a Gael is.

Tap into the regional diversity and use colloqual dialects and phrases to portray a REAL account of language and people.

Documents/Materials

The overall tone should be straight forward for the majority of the content, not too official, otherwise it becomes associated with a public body rather than a group of individuals.

+ and add

local acents, slang, dialect phrases that promote genuine sentiment, words of expression. Often phrases exist in a language that cannot be translated, so it's important to embrace this.

8. EVENT THEMES

Here are some themes with examples which we hope will inspire you to organise projects and events to widely celebrate Colmcille 1500 over the year (7 December 2020 – 7 December 2021).

- **Columba of the Gaels (Calum Cille nan Gàidheal)**

  We celebrate Gaelic language communities in Ireland, Scotland, Nova Scotia, Isle of Man and Gaelic speakers across the globe.

    - **Organise a Gaelic music concert for your local festival or arts centre.**
    - **Host a literary event with readings from celebrated and up and coming writers.**
    - **Arrange a Gaelic language school exchange or twining.**

- **Columba: The Saint (Calum Cille: Naomh nan Gàidheal)**

  We recognise and celebrate the major influence Columba and his followers have had on religious and spiritual life in Ireland, Scotland and further afield over generations.

    - **Go on a spritual journey tracing the footsteps of Colmcille. (Visit the Columba Trail website for more details. www.colmcille.org/stcolumba/)**
    - **Hold a service in praise of Columba and his enduring legacy.**

- **Columba: Our Shared Heritage (Calum Cille: Ar Dualchas Eadarainn)**

  Explore the rich built heritage as well as the life and legends surrounding this enduring figure.

    - **Host a conference, summer school, seminar on the legacy of Columba**
    - **Explore the artwork made by Columba's followers including the Book of Kells.**
    - **Run history talks near key sites**
    - **Organise a school trip to visit a Columban heritage site.**
    - **Help improve signage and interpretation of Columban heritage sites.**

- **Columba: The Inspiration (Calum Cille: A' Togail-inntinn)**

  We celebrate the legacy of Columba through artistic response to his work and legacy.

    - **Have concerts at major festivals with new works commissioned.**
    - **Organise opportunities for artists from the various countries to collaborate and share ideas.**
    - **Host a competition with a Columba theme (artwork, writing, music, dance, etc)**

- **Columba: Our Environment (Calum Cille: Ar n-Àrainneachd)**

  Like Columba and his followers, we seek to work in harmony with the land and sea to encourage sustainable long-term use and enjoyment.

    - **Plan an event where you can plant indigenous trees.**
    - **Connect with the environment by help maintain and build a path network.**
    - **Organise a beach/coast/river community clean-up.**

CONTACT

Any questions regarding the guidelines, please contact;

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