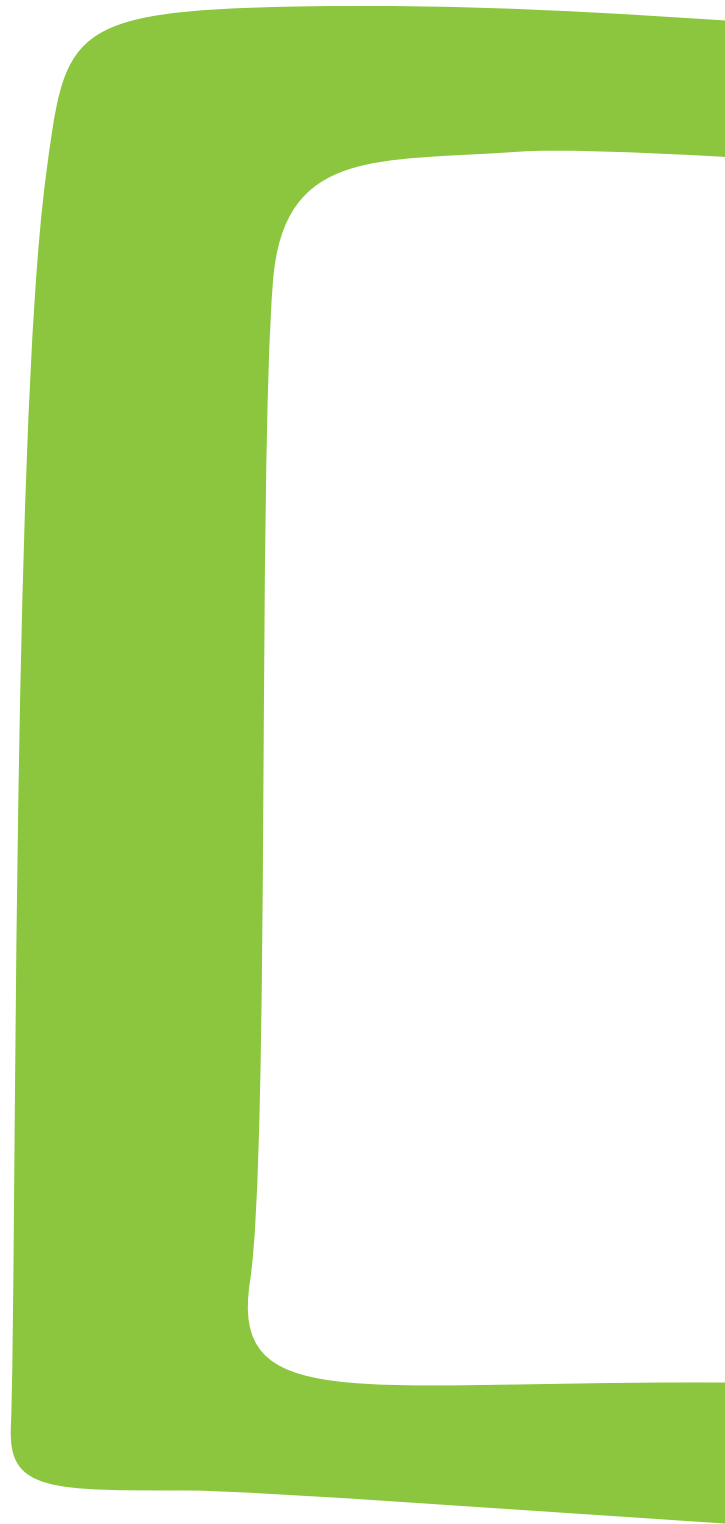




identity guidelines



Sound & Vision
Broadcasting Funding Scheme

The Logo

The logo is comprised of 3 elements

- 1 Speaker and Screen to represent sound and vision.
- 2 The Main Title
- 3 The Subtitle
(this subtitle is also available in Irish)



The key artwork files

To facilitate the placement of the logo in full colour, spot colour, RGB and black & white applications, separate digital artwork files are available.



Colour logo

This is suitable for Spot and Process applications
Our reference for this logo is *S&V_Logo_2Col.eps*



Colour logo with strapline in Irish

This is suitable for Spot and Process applications.
Our reference for this logo is *S&V_IrishLogo_2Col.eps*



Black and White logo

This is suitable for Single colour applications
Our reference for this logo is *S&V_Logo_BW.eps*



Reversed logo

This is suitable for Spot and Process applications where the positive version does not provide enough contrast with the background
Our reference for this logo is *S&V_Logo_Rev.eps*

Exclusion zone

To help to ensure clarity and improve the identity's stand-out, a clear area should be maintained around the logo in which nothing else should appear. This clear space is defined as the height of the Title letters Capital 'V'.



Minimum size

The logo should not be used at below 25mm width.



Corporate Colours

The principle colours of the logo are Pantone 376 and Pantone 5405 for single colour and spot colour applications. The process colour and RGB values are also shown.



CMYK

Cyan	50%
Magenta	0%
Yellow	100%
Black	0%



Spot

Pantone 376



RGB

Red	127
Green	195
Blue	28



CMYK

Cyan	50%
Magenta	0%
Yellow	0%
Black	40%



Spot

Pantone 5415



RGB

Red	77
Green	124
Blue	136

Donts

The application of the Sound and Vision should conform to the guidelines set out in this document. Here are some examples of unacceptable usage.



- 01 Use the logo without the sub title



- 02 Change the corporate typefaces



- 03 Use any of the elements in isolation



- 04 Use the colour logo on an unsuitable background



- 05 Use keylines



- 06 Embellish or add to the logo in any way



- 07 Change the corporate colours



- 08 Change the proportions of the logo in any way.



- 09 Convert the logo to greyscale

If you have any questions with regard to the application of the logo please contact xxxxxxxx

Fonts

There are two corporate typefaces which should be used for typographic matter associated with Sound and Vision. The Sans and Prensa.

The Sans

As a general rule, The Sans light should be used for body type. and The Sans bold for sub heads, However all weights including italics may be used depending on the particular emphasis required.

Prensa

Prensa should be used for main headlines, quotes and/or text pulls.

Placement

The logo should usually appear in the bottom right hand corner of all publications, 23mm from the left and 20m from the bottom of the page.

the sans

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ ()@%

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ ()@%

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ ()@%

prensa

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ ()@%

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ ()@%

