

# Irish Writers Centre Brand Guidelines

## RGB/CMYK logos

### 1. Using our logo

Primary English Logo (**preferred**)  
For white or light background image



Available as a RGB and CMYK png file

Primary Irish Logo  
For white or light background image



Available as a RGB png file

Email [Communications@irishwriterscentre.ie](mailto:Communications@irishwriterscentre.ie) for the Master file.

It is important that the logo is used correctly and consistently across all applications. The logo should not be altered in any way that will weaken its legibility or render it unrecognisable and should only ever be reproduced from the master artwork supplied on the IWC Branding Guidelines webpage.

### When using the Irish Writers Centre logo in conjunction with other logos:

- ensure that the logo has the same visual weighting,
- the logo is optically aligned,
- the logo has a minimum of 5mm clearspace around the logo,
- the text 'Irish Writers Centre Áras Scríbhneoirí na hÉireann' is legible.

### Examples of bad practice:

1. Do not alter the logo or its characters in any way. (Fig A)
2. Do not stretch or distort the logo. (Fig B)
3. Do not use a screenshot copy of the logo which is not transparent. (Fig C)

Fig A



Fig B



Fig C



## Black and White logos

Primary English Logo (**Preferred**)  
For white or light background image



Available as a RGB png file

Primary English White Logo  
For Black or dark background image



Available as a RGB png file

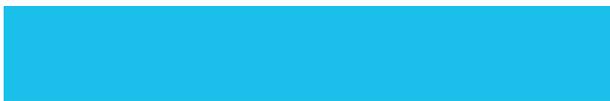
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## Primary IWC Colours



ED028C

C = 2 M = 86 Y = 0 K = 0



16BFEA

C = 75 M = 22 Y = 0 K = 0



F5DC01

C = 4 M = 0 Y = 89 K = 0

## Typography

Primary font:

**Roc Grotesk Bold:**

**Abcdefghijklmnopqrstuvwxyz**

Roc Grotesk Regular:

Abcdefghijklmnopqrstuvwxyz

Secondary font:

Arial

Abcdefghijklmnopqrstuvwxyz

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If you have any questions, please contact Communications and Marketing Officer Jo Morton:

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