



# BRAND GUIDELINES

V.1.1/ FEB.2016

# BRAND GUIDELINES

## TABLE OF CONTENTS

**SECTION 0 > INTRODUCTION**

**PAGE 2**

**SECTION 1 > LOGO**

**PAGE 3**

**SECTION 2 > GUIDELINES**

**PAGE 4**

**SECTION 3 > IDENTITY**

**PAGE 8**

## SECTION 0

# INTRODUCTION

The Association of Consulting Engineers of Ireland (ACEI) – established in 1938 - is a voluntary self-regulatory professional body representing the business and professional interests of firms and individuals engaged in Consulting Engineering. As the voice of the Consulting Engineering profession, it assists in resolving issues of importance for clients and Consultants alike and contributes to the development of relevant public policy through involvement in Working Groups, Government Committees, and the development of model Conditions of Engagement, and policy papers, etc.

**ACEI is the official voice of Consulting Engineering Practices and sets benchmarks for the Consulting Engineering Profession in Ireland.**

**ACEI demands from its members the achievement of high quality cost effective engineering solutions to the benefit of clients and society.**

**ACEI promotes amongst its members best practices, sustainability and ethical behaviour in the operation of their practices.**

## SECTION 1 LOGO

The full colour logo features the acronym 'ACEI' in a large, bold, red sans-serif font. To its right, the full name 'ASSOCIATION OF CONSULTING ENGINEERS OF IRELAND' is written in a smaller, teal sans-serif font, stacked in three lines: 'ASSOCIATION OF', 'CONSULTING ENGINEERS', and 'OF IRELAND'.

**ACEI** ASSOCIATION OF  
CONSULTING ENGINEERS  
OF IRELAND

### FULL COLOUR VERSION

Full colour logo is the preferred version on all materials and communications and a key component and the one of the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

The black logo features the acronym 'ACEI' in a large, bold, black sans-serif font. To its right, the full name 'ASSOCIATION OF CONSULTING ENGINEERS OF IRELAND' is written in a smaller, black sans-serif font, stacked in three lines: 'ASSOCIATION OF', 'CONSULTING ENGINEERS', and 'OF IRELAND'.

**ACEI** ASSOCIATION OF  
CONSULTING ENGINEERS  
OF IRELAND

### BLACK VERSION

The Black version of the logo should only be used when there is no possibility to print color. It can be used for documents such as fax forms, b&w laser copies, newsprint ads, etc.

The white logo features the acronym 'ACEI' in a large, bold, white sans-serif font. To its right, the full name 'ASSOCIATION OF CONSULTING ENGINEERS OF IRELAND' is written in a smaller, white sans-serif font, stacked in three lines: 'ASSOCIATION OF', 'CONSULTING ENGINEERS', and 'OF IRELAND'.

**ACEI** ASSOCIATION OF  
CONSULTING ENGINEERS  
OF IRELAND

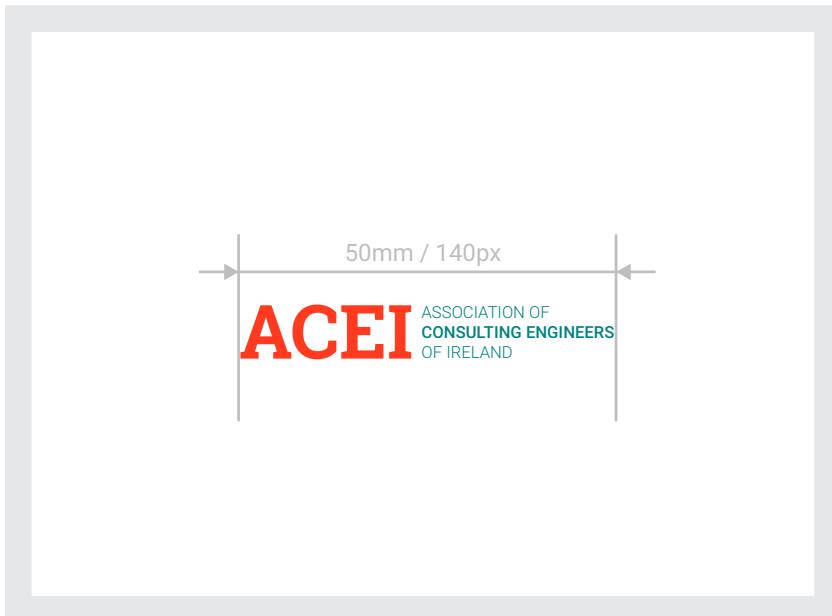
### WHITE VERSION

When the logo is used on a solid background color that is in conflict with the colours of the Full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available.

## SECTION 2

# GUIDELINES: Minimum size

The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and provides a strong level of identification. When using a lower-quality printing technique (i.e. screenprinting), it is recommended that the logo be used in a larger size.



### MINIMUM SIZE

The logo must never be used in a smaller size than the size identified on the image below.

For printed applications (i.e. offset printing), the width of the logotype should not be reduced less than 50 mm.

For screen applications (i.e. a website or banner), the width of the logotype should not be reduced any smaller than 140 pixels.

## SECTION 2

# GUIDELINES: Clear space

The Clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.



### MINIMUM SIZE

When using the logo, allowing it to "breathe" gives it maximum impact.

Wherever possible, allow even more space around the logo than required by Clear space.

The Clear space is proportional and is based on the height of the letter "A" taken from the logotype. The construction of Clear space is identified on the left.

## SECTION 2

# GUIDELINES: On backgrounds

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.

The examples below demonstrate the preferred and acceptable use of the logo on various backgrounds. The preferred option is to show the logo against a white background.



## SECTION 2

# GUIDELINES: Incorrect usage

To maintain consistency in the application, the logo must be used as provided in the Logo section.

It is strictly forbidden to redraw the logo or alter the logo appearance, components, colours, proportions, or any other property.

Below are some examples of incorrect logo usage.





## SECTION 3

# IDENTITY: Corporate colours

Our Corporate colours are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our Corporate colours also provide a strong visual link across various materials and communications. No colours other than the ones specified below may be used.

Specifications for reproduction of our Primary colors are shown in the image below. The colors are specified for offset printing on white paper (CMYK and Pantone) and for use on computer monitors (RGB). When reproducing the Corporate colours on a different material, always make sure the colours visually match approved colours.

<b>Pantone 1585</b>	<b>Pantone Bright Red</b>	<b>Pantone 3165</b>	<b>Pantone 7717</b>	<b>Pantone 326</b>
<b>C 0 M 72 Y 98 K 0</b>	<b>C 0 M 90 Y 95 K 0</b>	<b>C 100 M 53 Y 53 K 33</b>	<b>C 97 M 26 Y 55 K 7</b>	<b>C 86 M 1 Y 41 K 0</b>
<b>R 255 G 108 B 12</b>	<b>R 255 G 58 B 30</b>	<b>R 0 G 78 B 89</b>	<b>R 0 G 131 B 126</b>	<b>R 0 G 175 B 175</b>
<b>#ff6c0c</b>	<b>#ff3a1e</b>	<b>#004e59</b>	<b>#00837e</b>	<b>#00afaa</b>

## SECTION 3

# IDENTITY: Corporate fonts

The Corporate fonts are a fundamental part of our visual style that help achieve a unique and consistent look across our materials. The fonts must be used on all printed materials and communications - and if possible, also on the website and online communication.

### Primary fonts

Our Primary fonts is Roboto family. The font is available in a wide range of weights which allow various typographic treatments, from bold headlines to easy-to-read body text. The Roboto font family font can be downloaded at <http://www.fontsquirrel.com/fonts/list/foundry/christian-robertson>

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto

A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
a b c d e f g h i j k l m n o p q r s t u v x y z  
1 2 3 4 5 6 7 8 9 0 - = \_ + < > ? / . , : "

Roboto  
Condensed

A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
a b c d e f g h i j k l m n o p q r s t u v x y z  
1 2 3 4 5 6 7 8 9 0 - = \_ + < > ? / . , : "

Roboto  
Slab

A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
a b c d e f g h i j k l m n o p q r s t u v x y z  
1 2 3 4 5 6 7 8 9 0 - = \_ + < > ? / . , : "

# THANK YOU

**ACEI** ASSOCIATION OF  
CONSULTING ENGINEERS  
OF IRELAND



46 Merrion Square  
Dublin 2  
Eircode D02 VF66  
Ireland



Telephone  
+353 1 642 5588

Fax  
+353 1 642 5590



[info@acei.ie](mailto:info@acei.ie)



[www.acei.ie](http://www.acei.ie)