

A guide to our brand

Visual Identity Handbook



Comhairle Cathrach
na Gaillimhe
Galway City Council

May 2023

Logo



**Comhairle Cathrach
na Gaillimhe**
Galway City Council

Download brand files:



PDF
vector file



JPG
image file



EPS
vector file



PNG transparent
image file

Logo Breakdown

1. Emblem

2. Bilingual Descriptor



**Comhairle Cathrach
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Logo Clear zone



Logo Minimum size



Print



Digital

Logo Variation



Landscape



Stacked

Logo Colour variation



Misuse of the Logo

- Do not change the position, size or colour of the emblem.
- Do not distort the proportions of the logo.
- Do not use the logo without the emblem.
- Never change the scale or colour of any part of the logo, or alter the spacing of characters within the logo.
- Always use the correct logo artwork for specific applications. The 'Print' set of logos are for all print and large scale applications, meaning that the resolution is always sharp at any size.



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Typeface

The Galway City Council logo uses Gotham font.

All Galway City Council documents and publications should follow the GCC Style Guide.

This guide specifies fonts, font sizes, spacing, and so on, to create more accessible materials.

Gotham

AaBbCcDdEeFf 0123456!@£%&
Bold/***Bold italic***/Medium/*Medium italic*
Book/*Book italic*/Light/*Light italic*

Arial

AaBbCcDdEeFf 0123456!@£%&
Bold/***Bold italic***/Medium/*Medium italic*/Book/

Please refer to the style guide for full details on typography.

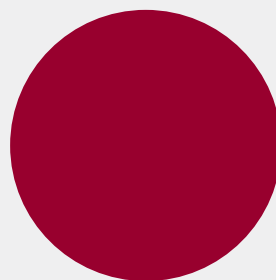
Colour palette

All GCC design materials will use the colour palette in these guidelines for corporate publications and materials.

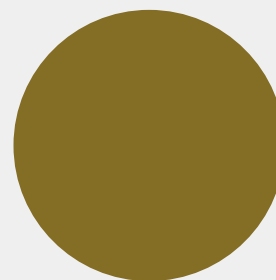
Template documents are available through the Communications Unit.

Contact:
Communications@
GalwayCity.ie

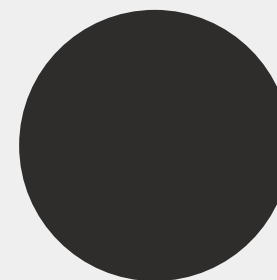
Primary colours



#970A2C
CMYK: 26/100/72/27
RGB: 151/10/44



#8C7317
CMYK: 37/42/100/29
RGB: 140/115/23



#12100B
CMYK: 77/69/65/90
RGB: 18/16/11

Secondary Colours



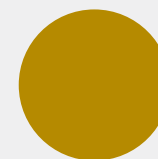
#B75779
CMYK: 27/78/33/02
RGB: 183/87/121



#605C5D
CMYK: 60/55/52/25
RGB: 96/92/93



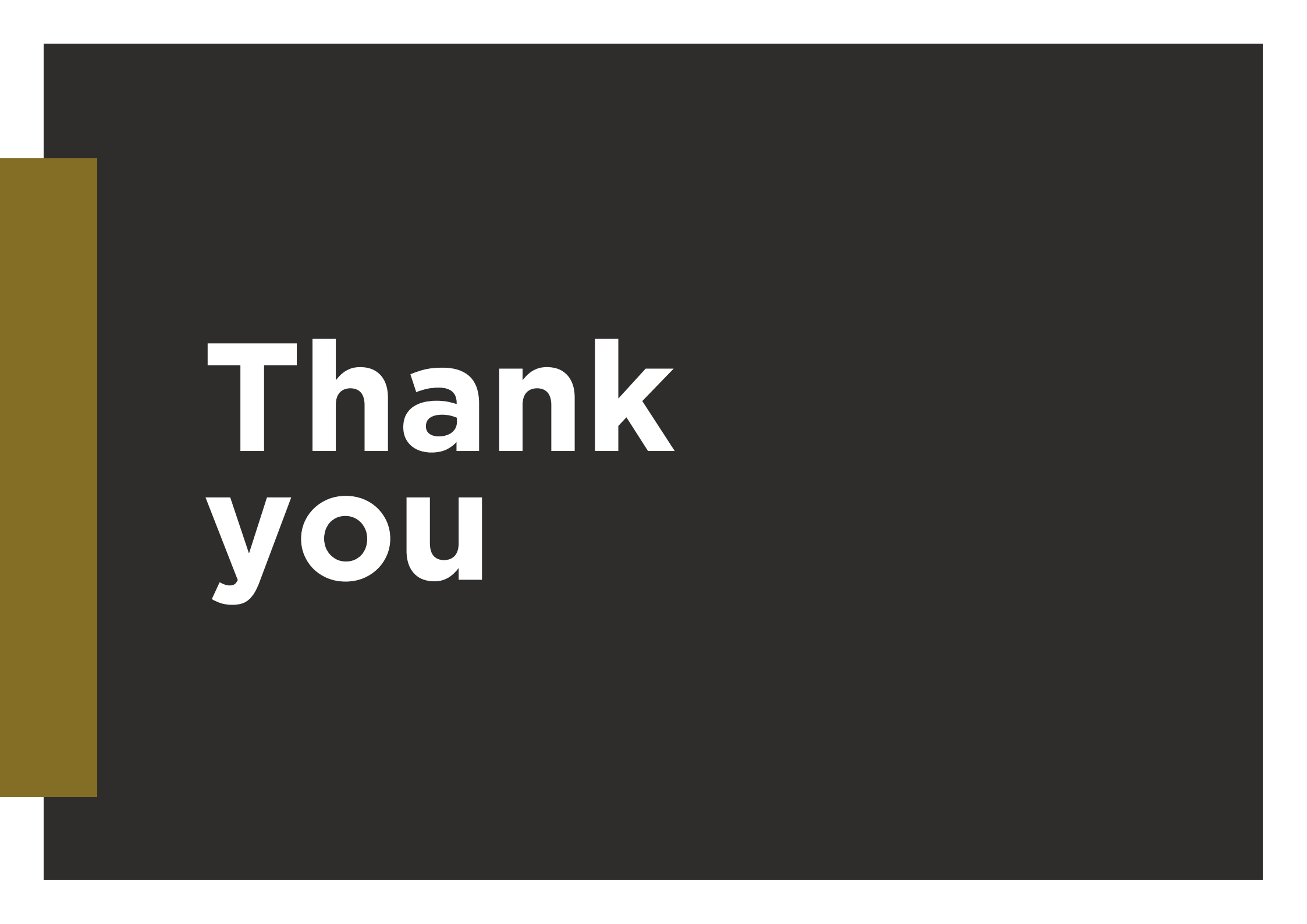
#3F9DC6
CMYK: 71/24/11/00
RGB: 63/157/198



#BD8A00
CMYK: 29/42/100/06
RGB: 189/138/00



#728726
CMYK: 58/30/100/11
RGB: 114/135/38



**Thank
you**