

**Irish  
in Britain**

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**Brand  
Guidelines**

v.1.0

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# Our Brand

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These brand guidelines outline who we are, what we do, how we do it and how we visually translate our offer. They are here as a guide to help and support you in developing your communications on behalf of Irish in Britain.

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## What does it mean to be Irish in Britain?

This is a powerful question that will draw many different answers, stories and opinions depending on who you ask: from the migrant that arrived in the 50s and 60s to the second generation person miles away from 'home' or the Irish individual arriving in Britain today about to embark on their own journey.

But what unites us all is our pride in being Irish; the connection to 'home' and the evolving notion of what it means to be Irish in Britain today.

Our organisation was the first to create a national body that brought together these many voices – to share expertise, lobby, campaign and support the growth of the infrastructure of our community.

And this offer stands today. The clubs, groups and societies that make up our membership play an integral part in bringing Irish in Britain to life.

Becoming Irish in Britain is about also recognising the strength we can draw from individuals in our community and identifying the opportunity to widen reach and engagement with the 'whole' community.

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## The idea that drives us

The Irish community is made up of many inspirational organisations and individuals but what is our role in this community? Why do we exist?

We exist because we are the lynchpin of our community: the organisation that people look to for leadership; the organisation that makes things happen and we do this by working with others and providing a central and cohesive source of ideas, support and direction.

We are driven by the creativity and energy of our members and wider community and value their expertise and knowledge. We thrive on this to create conversations to lead, champion and connect the Irish in Britain.

We have purposefully used the word 'lynchpin' to create a stand out proposition about what we do and why we exist. We are more than an 'umbrella' group, more than just a 'representative body' and not just the sole 'voice' for the community. We are the lynchpin – a vital part that connects and reflects the whole community.

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## How much do people know about us?

Through research with our stakeholders we know that when we tell people about the work we are delivering they are impressed with the scope, professionalism and impact. In the past however, before a very detailed description of our work, people have struggled to grasp in a nutshell what our role is in the community.

The lynchpin concept helps to shortcut the long description but does not replace the value on sharing in more detail when appropriate about the breadth and depth of the work we deliver.

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## **Our promise**

We promise to place the needs and aspirations of the Irish community in Britain at the heart of what we do; we will lead, champion and celebrate the different experiences of our vibrant community.



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## Our Manifesto

### What we stand for

Irish in Britain remains true to our roots  
– created by the Irish community for the Irish community.

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### We lead

Through a shared vision we strive to galvanise action for the benefit of the Irish community in Britain.

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### We connect

Linking people and organisations within our community with opportunities, initiatives and solutions.

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### We listen

To the voices and opinions that make up the Irish community in Britain and respond through our words and actions.

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### We champion

Supporting and representing the most vulnerable in our community is vital, as well as promoting the strengths and contributions the Irish make in Britain.

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### We celebrate

What it means to be Irish in Britain today.

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## In a nutshell

Irish in Britain is the lynchpin of the community — making a difference to the lives and experiences of Irish people across Britain.

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## How do we bring this to life?

### Our brand personality

As staff, volunteers, interns or board members we are the ambassadors for Irish in Britain's brand. Every time we write, present or speak on behalf of the organisation we must consistently reflect the culture of the organisation.

So what type of organisation are we? If we had to describe ourselves as an individual we would say we are:

- A leader
- Welcoming
- Understanding
- Supportive
- Connected
- We create conversations
- Dynamic and motivating
- Professional
- Intelligent
- Efficient/ Effective
- Make things happen

### Our distinct qualities

Building on our organisational personality we have a number of distinct qualities that establish us as the lynchpin for the community:

- A national and local spirit
- An organisation that thinks strategically
- A listening organisation
- Responsive and active
- Working collaboratively
- A trusted partner with 40 years of knowledge, experience and care

### Creating active conversations

Leading, celebrating, connecting, championing and listening is all about active communication and dialogue with the voices and opinions that make up the Irish community in Britain.

It's about active communication with stakeholders who engage and connect with the Irish community.

It's about playing a central role in co-ordinating a more coherent and active voice for our community.

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## Our Brand Identity

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## Brandmark

This is our brandmark. It has been specially designed as a symbol of our core brand values — it is the centre piece of our graphic identity.

It is composed of two simple elements: an iconic shape and our brand name.

It has been designed with applications of varied size and media in mind.

It must be only be reproduced using officially supplied and approved digital artwork.

**Under no circumstances should it be recreated, redrawn or altered.**



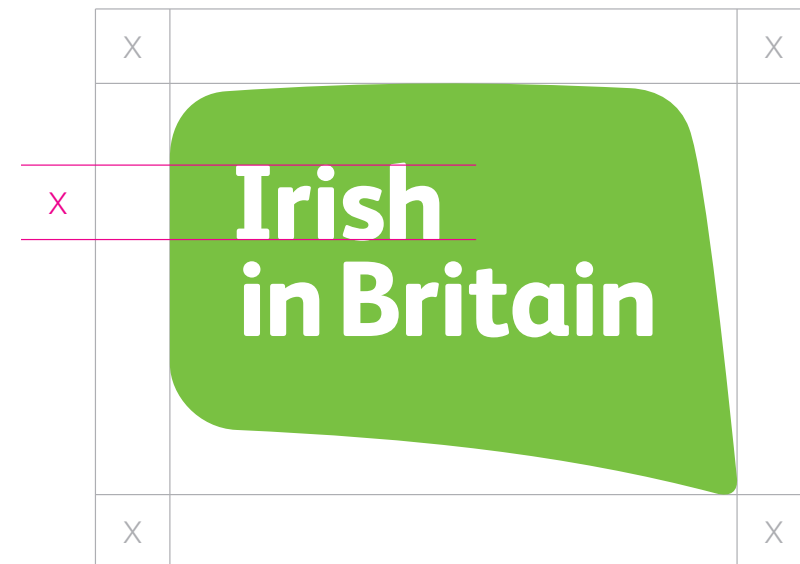
## Clear space

The Irish in Britain landmark has been designed to be used as a simple unit at diverse sizes.

To protect the integrity of the landmark a clear space around the mark has been determined.

No conflicted graphic elements should encroach on this area.

The clear space is governed by the height of the initial letter "I" of the word "Irish", as illustrated here.



## How you can use the landmark

While the standard green landmark sits at the centre of our brand identity you are allowed to use the Irish in Britain landmark in a predetermined set of colour ways, as dictated by our specially developed colour palette (see page 19).

### Colour palette

Great care should be taken when selecting a colour other than the standard brand green. The choice of colour should be governed by the context in which it is to be seen.

### On an image

It is essential that when positioning the Irish in Britain landmark on an image sufficient contrast is retained for the landmark to stand out clearly.



Full colour landmark



Reversed out of core brand colour



Black only landmark



Reversed out of solid colour



Solid colour on an appropriate image



Solid or reversed out of an appropriate image

## How not to use the brandmark

It is crucial to the integrity of the Irish in Britain brand that it is presented in an appropriate way.

Great care must be taken to avoid incorrect use. The illustrations on this page show specific uses must be avoided.

If you are at all unsure as to the appropriate application of the brandmark please seek advice from an appropriate Irish in Britain representative.



Do not change the colour of the type



Do not clip off any part of the brandmark



Do not rotate the brandmark



Do not use the brandmark in an unapproved colour



Do not alter any element of the brandmark



Do not distort the brandmark



## Minimum size

The Irish in Britain brandmark has been designed to be used at a diverse range of sizes.

It should not, however, be reproduced smaller than 15mm wide.

In extreme cases, where available space is at a minimum, for example on a promotional pen, **with special permission**, you may be allowed to use the brand name on its own.



The brandmark at its minimum size of 15mm wide

Irish  
in Britain

Alternative brandmark: two lines

Irish in Britain

Alternative brandmark: one line

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## Typography

We use a specific set of carefully chosen fonts for a variety of communication platforms.

Each font family has been selected for use on a particular platform.

Myriad Pro is a particularly readable and widely available font family ideally suited for professionally produced print material. It has an extensive range of styles.

Lato is a digital font freely available from Google. As readable as Myriad Pro, it is particularly good in the digital environment.

Calibri is a standard font available on practically every computer which makes it ideal for internally produced material.

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### Professional Print Font

#### **Myriad Pro**

Use for professionally produced print material including: corporate stationery, promotional literature and marketing communications.

*Light, Light Italic, Regular, Italic, Semibold, Semibold Italic, Black*

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### Professional Digital Font

#### **Lato**

Use for online communications including: website, campaign microsites and digital marketing where possible.

*Light, Light Italic, Regular, Italic, Bold, Bold Italic, Black*

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### Internal Font

#### **Calibri**

Use for internally produced material including: letter text, emails, internal communications and reports.

*Regular, Italic, Bold, Bold Italic*

## Colours

At the heart of the Irish in Britain brand is a specially chosen green, Pantone 368.

A set of supporting colours have been selected for use in branded communication material. These colours offer contrast and distinction.

### Appropriate use of colour

Wherever appropriate you should use the core colours of green and grey on any communication material.

A secondary colour palette has been provided for contrast when needed.

However, there will be times when the subject matter requires a more sober or more extensive colour choice.

Alternative colours may be selected, with great care, and special approval must be sought from an Irish in Britain representative.

### Please note

When printing anything using the Irish in Britain colour palette it is essential you instruct the printing company to match to the appropriate Pantone colour exactly.

### Core colours

PANTONE  
368  
CMYK  
57/0/100/0  
RGB  
105/190/40

PANTONE  
420  
CMYK  
6/4/7/11  
RGB  
206/207/203

PANTONE  
431  
CMYK  
11/1/0/64  
RGB  
55/66/74

### Secondary colour

PANTONE  
124  
CMYK  
0/28/100/6  
RGB  
234/171/0

PANTONE  
1675  
CMYK  
0/67/100/28  
RGB  
163/63/31

PANTONE  
285  
CMYK  
89/43/0/0  
RGB  
0/115/207

PANTONE  
292  
CMYK  
49/11/0/0  
RGB  
99/177/229

PANTONE  
242  
CMYK  
10/100/0/49  
RGB  
125/0/99

PANTONE  
376  
CMYK  
50/0/100/0  
RGB  
122/184/0

PANTONE  
383  
CMYK  
20/0/100/19  
RGB  
162/173/0

## Photography

Photographic imagery plays a crucial role in the expression of the Irish in Britain brand personality.

### Authenticity

Images should show believable, real people of all ages from the Irish community in Britain. Contexts should be genuine. Lighting should be bright and natural.

### Range

Our photography needs to include a variety of images that can be used across our communications. Please consider the following suggestions when using or briefing a photographer:

- Positive images of people smiling and engaging
- Anonymous headshots of individuals (taken from behind or with the face obscured) to be used for sensitive topics.

- Still life images such as dancing shoes, instruments or artwork

### Permission

Remember to always ask permission to take photography. If it is at an event or conference let people know images will be taken for use across a variety of our communications. If anyone does not want their photograph taken please make a note and ensure any images including them in the final selection from the photographer are deleted.



Partner brands

**We partner with a number of organisations on projects and reports: members, other agencies and sponsors. The usual way other organisations show their partnership with us, is by simply using our logo.**

It's important that people know who a communication is coming from. So when it's from us, it should look like us (with any partners' logos and a description of how they're working with us if appropriate). When it's from them, it can be designed in light of their identity, but includes our logo and a description of how we are working together.

Don't try and create a 'hybrid' using parts of our identity and parts of the partners' identity. Doing that would give a poor quality result, and confuse the readers as to who the communication is from.

It's really positive for us to be seen to partner with other organisations so we can enhance the reach of Irish in Britain and the work we do.

Be clear in your layout what role the partner organisation has played in the project, e.g:

- **Funded by:**
- **Sponsored by:**
- **In partnership with:**



Keep width of logo in line with 'Irish in Britain'

Use same rule for clear space width below the line.



For multiple partners extend to the right

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# Our Language

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## Our tone of voice

Our tone of voice, i.e. how we use language to express who we are and what we do is really important. The tone of voice needs to be consistent across the organisation and reflect the brand personality.

Active communication and dialogue is core to what we do – this in turn makes tone of voice so important. To help you think about tone of voice think innocent drinks versus NHS – two very different styles that reflect two very different organisational personalities.

### Our tone of voice is:

- Personal
- Clear and in Plain English
- Informed and Informative
- Generates action

### How do know if I am using the right style?

Our tone of voice needs to be considered in all forms of communication – from email to letters to reports to speeches.

A top tip when developing communication's for Irish in Britain is to:

### Put the 'I' in communicating

- Would I open this?
- Would I read this?
- Would I want to listen to this?
- Would I act on this?
- Would I want to watch this?

Imagine our tone of voice having a dial we can turn the volume up or down on depending on who we are communicating with.

What we say about our brand stays consistent but how we say it (the tone) will change depending on who we are addressing.

So, for example, we need to be more formal in a published report than we do on social media – which naturally dictates a shorter and friendlier tone.

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## The four pillars of our writing and speaking style

### Personal

- Put the 'I' in Irish in Britain – how does your report, copy, news story affect the reader? Have a conversation with the audience don't tell them what's what!
- Make it engaging – tell a story.
- Be friendly but professional. Writing on social media can be chattier than writing a letter. Adapt your style accordingly.
- Be empathetic – write with a heart and personality.

### Clear

- Be confident.
- Write in Plain English.
- No long sentences.
- No unfamiliar jargon.
- Short and succinct – less is more – get to the point quickly.
- Do the mum test – Would your mum, partner, friend understand what you are saying?

### Informed and Informative

- Where possible always demonstrate impact.
- Don't fill the page for the sake of it.
- Say what people need to know and what you need to say – not what you want to say.
- Add value/knowledge.
- Promote our unique position as a lynchpin for the community.
- Use quotes – don't forget to ask permission to name people.

### Generate action

- Put the reader's interest at the heart of what you are trying to communicate.
- Focus on who we are writing/speaking to and what action we need them to take.
- Use the AIDA principle to structure your writing – Awareness, Interest, Desire, Action.
- Don't just talk about a project – tell people about its impact and how they can get involved.



## Our writing style

**We want to be clear, consistent, brief, and friendly when writing in the Irish in Britain way – using Plain English is essential.**

**Here are a few additional guidelines to remember:**

### **Talking about ourselves and our services**

In all copy, speeches and communications please refer to Irish in Britain in full.

Never abbreviate!

Never use the word ‘the’ before our name. We are not ‘the Irish in Britain’.

When referring to who we work with (members, clients, suppliers, partners) always use lower case.

When developing marketing material such as pop up banners, or flyers for individual campaigns the Irish in Britain brand must always be at the top (never at the bottom of the communication) and as

prominent as possible as the parent brand to the campaign.

When talking about campaigns in speeches or with individuals the campaign name must always be preceded by our name, e.g. Irish in Britain’s Cuimhne campaign; Irish in Britain’s Ireland inspires initiative; Irish in Britain’s Survivors site, Irish in Britain’s Diaspora Voice campaign.

Once launched we stop using (formerly Federation of Irish Societies).

### **Some consistent writing rules**

Capitalise all proper nouns, including job titles and project names e.g. Charlotte Curran started her role as Project Co-ordinator for Cuimhne in Summer 2011.

Use hyphens when referring to: ‘full-time’ and ‘part-time’. No space before and after hyphen.

Always refer to All Party Parliamentary Groups in full i.e. never APPG unless you have put it in brackets the first time it has been mentioned – All Party Parliamentary Group (APPG).

Do not use ‘th’ or ‘st’ after dates. Dates should always have the date first and the year in full e.g. 13 October 2013. Do not add the actual day of the week unless it is essential for clarity.

When writing numbers please note that 0–10 inclusive should be written as words e.g. one, two, three etc; any numbers from 11 upwards should be written in their numeric form e.g. 12, 13 14 etc.

When referring to times please apply the following:

- **7pm–10.30pm**

Use commas to separate thousands in numerals, e.g. ‘1,000’.

Avoid overusing bullets but if you need to use bullets apply circular bullets only.

Bullets should be used to separate items in the same sentence. This means each bullet should be short enough to be a single clause of a sentence. Do not apply bullets to paragraphs of text. Also for this reason a full stop should only be applied to the last bullet point:

**The people who were at the meeting were:**

- Anna
- Jennie
- Fiona
- Martin.

When laying out letters or email do not use commas in the address or after Dear xxxxx or between your name and title in the sign off.

In all external written communications or reports contractions such as 'We're' instead of 'We are' should not be used. However, where appropriate contractions can be used as a more familiar way of writing e.g. in a speech, in emails to familiar people or on digital communications.

Colloquialisms such as 'Hey, what's up' should not be used in any formal writing or speech on behalf of the organisation.

Please always ensure that American spellings are never used e.g. organisation not organization.

Never use the ampersand – '&'. Wherever you need to use the word 'and', use it in full e.g. job titles – Finance and Operations Director.

Never use a hyphen for online or offline. It should not be written on-line or off-line.

### Writing for the web

If you are asked to write a news story for the website remember:

- **News items should be no longer than 250 words**
- **You can have one sentence paragraphs**
- **Short sentences are more impactful**
- **The headline needs to capture attention – use a fact, surprise statistic, ask a question, be provocative – then give more detail.**

### Standard English Rules

Don't put apostrophes into decades:

- **The 1960s, not the 1960's**

Do not use the apostrophe+s to create the plural of acronyms:

- **Right: CDs**
- **Wrong: CD's**

Always provide a full name with abbreviation in brackets after, before using abbreviations later in the document. e.g. 'Joint Strategic Needs Assessments (JSNA) are under review. We will be contacting all JSNAs to ensure the Irish are included.'

Use quotation marks for direct speech e.g. Jennie asked, "Why can't we go today?" For quotes inside quotes, use single quotation marks. Billy said, "So then John told her, 'I don't want to go today', and Janet cried."

Do not use a hyphen in place of 'to' except with figures: He received a sentence of 15–20 years in jail but he promised to have escaped within three to four weeks.

Use the sign % instead of per cent. But write percentage, not %age.

These writing and speaking guidelines are provided to help create some consistency but we appreciate that staff will use different styles depending on who they are communicating to and what they are communicating e.g. Annual General Meeting information needs to be much more formal and official than details about an Ireland Inspires project.

As mentioned earlier, the key is to remember:

**Put the 'I' in communicating and use the four pillars:**

- **Personal**
- **Clear**
- **Informed and Informative**
- **General action**

## Legal matters

### Using our name, charity number and company details

You must put Irish in Britain's full name and registered charity number on all communication materials and resources. It needs to be on websites, emails (this is included in standard email signatures), letterheads, all official, financial and legal items such as Purchase Orders and Annual Reports.

**Irish in Britain, Registered Charity: 1092268**

**Registered Company No: 04013148**

**Head Office:  
356 Holloway Road,  
London N7 6PA**

If you need help deciding whether your material should contain these details, please contact the marketing lead.

### Copyright

All Irish in Britain publications should carry a copyright statement placed on the back cover, or on the foot of the last page. The statement includes the copyright symbol, our full name and the month and year of publication.

© Irish in Britain, October 2013

If it is a publication for external circulation it may also require an ISBN number. Please contact Finance to check with regards to ISBN numbers.

### Gift Aid

Gift Aid is a scheme that enables charities to claim, from HM Revenue & Customs, the tax that supporters have paid on their donations. Gift Aid enables us as a Charity to claim back 25p for every £1 donated. Whenever you are asking people to give money, you should ask them to confirm they are taxpayers and 'Gift Aid it'. If developing any material for fundraising on or offline please make sure that you use the Gift Aid statement as follows:

Please tick next to your name/donation (*adapt depending on what materials you are using*) if you would like Irish in Britain to reclaim the tax you have paid on all your donations made in the last four years, and any future donations you may make.\*

*\* To qualify for Gift Aid, you must pay as much UK income and/or capital gains tax as Irish in Britain (and any other organisation you may support) will reclaim in each tax year (6 April to 5 April), currently 25p for every £1 you donate. VAT and council tax do not qualify. Gift Aid will be used to fund Irish in Britain's general work.*

For more information on Gift Aid, when to use it, how to use it and what text to use, please contact Finance.

## Data Protection

We all have the right to know how our personal contact details will be stored and used. So don't forget to feature Irish in Britain's data protection statement on any communication/resource that asks for someone's name, address and/or phone details.

A standard statement to use online (which can be adapted if collecting offline):

**By providing your contact details you are opting in to receive communications from Irish in Britain. Your details will be stored securely and never passed onto a third party. You can unsubscribe at any time. If you do not want to receive any further communications from Irish in Britain please untick this box.**

## Feedback statement

It is very important for us to ensure that we receive feedback on our services, events and training. If you are sending out any communications where it is appropriate to ask for feedback the following statement can be used:

**We like to hear your feedback and appreciate constructive comments on how we can continue to improve our service. Please email any comments to:**

[info@irishinbritain.org](mailto:info@irishinbritain.org)

## Accessibility statement

**Irish in Britain is committed to providing a website/formats (delete as necessary) that are accessible to the widest possible audience, regardless of technology or ability.**

**We are actively working to increase the accessibility and usability of our website/ marketing materials and in doing so adhere to many of the available standards and guidelines.**

**Our website endeavours to conform to level Double-A of the World Wide Web Consortium (W3C) **Web Content Accessibility Guidelines 2.0.****

These guidelines explain how to make web content more accessible for people with disabilities. Conformance with these guidelines will help make the web more user friendly for all people.

Our site has been built using code compliant with W3C standards for HTML and CSS. The site displays correctly in current browsers and using standards compliant HTML/ CSS code means any future browsers will also display it correctly.

We are continually seeking out solutions that will bring all areas of the site up to the same level of overall web accessibility. In the meantime should you experience any difficulty in accessing the [irishinbritain.org](http://irishinbritain.org) website, please don't hesitate to contact us.

## Contact details

The Corporate Services Team (the Manager and Communications and Membership Officer) are the brand guardians for the organisation and should be consulted on any external communications to ensure consistency.

The Chief Executive should sign off all final drafts before circulation/publication.

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#### HEAD OFFICE

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#### ONLINE

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