



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Brand Guidelines

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1 The Brand

Purpose of these guidelines

As a representation of Dublin City Council, our brand plays a crucial role in how we engage with the public, our partners, and our staff. It is the visual anchor for all our services and communications, requiring a respectful and consistent application to maintain public and stakeholder confidence.

The purpose of these guidelines is to ensure clarity and consistency across the organisation. From bilingual and accessible typography standards to logo placement on physical assets, this document provides the technical specifications required to apply our brand correctly. It is intended to guide staff and external agencies in creating work that is not only visually cohesive but also accessible and compliant with our organisational standards.



Designing for Accessibility

Accessibility is at the heart of our communications strategy. As a public organisation, we have a responsibility to ensure that our information is available to everyone, regardless of ability, background, or technology.

Accessibility is not an optional add-on; it is a fundamental principle of our brand. The following guidelines outline the standards required to create barrier-free communications that are legible, clear, and navigable for all members of our community.

Digital designs should meet the WCAG 2.2. AA Standard. You can find the WCAG 2.2 Standards [here](#)

Incorporate lots of white/clean space into your designs. Uncluttered, well thought-out layouts provide for greater legibility

Always use a mix of uppercase and lowercase letters

When designing for print, body copy should ideally not go below 12pt text

Range text left (do not justify text)

Do not hyphenate

Do not put text onto an image background

Keep columns of text to a minimum, if possible, avoid completely

Do not use too many indents in your copy

Add Alt text descriptions to all images

Mark imagery, including photos and illustrations as decorative

Ensure sufficient line height (leading) and character spacing

Employ high contrasts: Dark foreground colours on light backgrounds, light foreground colours on dark backgrounds

When using photographic images make sure they are real, high-resolution, on-topic and not stylized

A scanned image will not be read out by the reader

Text in tables in word works well for readers

Add logo description: “Comhairle Cathrach Bhaile Átha Cliath’s Dublin City Council’s logo showing our three castles and the liffey waves in a shield shape.” where our logo appears.

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2 Our Logo

Primary Logo

The primary logo is provided in two colourways, both of which are considered definitive versions. When adjusting dimensions, the logo must be scaled proportionally to strictly maintain the original aspect ratio; never stretch, skew, or distort the artwork.



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council

This is the primary logo designed for use on dark backgrounds. Ensure the appropriate version is selected to maintain optimal contrast, impact and legibility on the chosen background.



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council

Logo Clear Space & Minimum Sizing

Clear space refers to the area around our logo that should remain free of any text or graphic elements. This space helps the logo stand out across all communications. The minimum required clear space is 50% of the logo's total height.

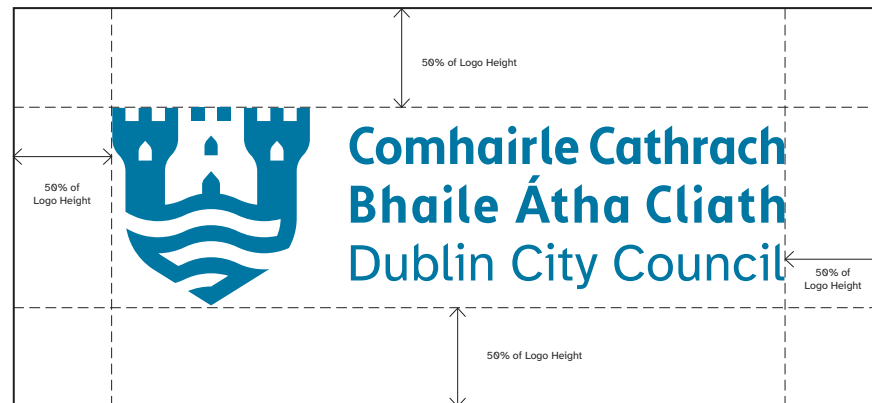
When resizing the logo to fit different print areas, always maintain proportional scaling and ensure the text remains legible. To guarantee readability and print quality, strict minimum sizes must be observed. The logo should never appear smaller than the dimensions listed below:

Print (Minimum Width x Height)

Horizontal Logo: 27mm x 8mm

Digital (Minimum Width x Height)

Horizontal Logo: 107px x 31px



Primary Logo Vertical Lockup

The vertical lockup offers an alternative configuration where the crest is positioned centrally above the bilingual logotype. This version is specifically designed for formats where horizontal space is limited or where a central alignment is preferred. It carries the same authority as the horizontal version and must always be scaled proportionally, ensuring the fixed relationship between the crest and the text is never altered.



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council

This is the vertical lockup optimised for use on dark backgrounds. Ensure this version is selected to guarantee the crest and stacked text maintain optimal contrast and legibility against the chosen background.



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council



**Comhairle Cathrach
Bhaile Átha Cliath**
Dublin City Council

Vertical Logo Clear Space & Minimum Sizing

Clear space refers to the area around our logo that should remain free of any text or graphic elements. This space helps the logo stand out across all communications. The minimum required clear space is 50% of the logo Mark's total width.

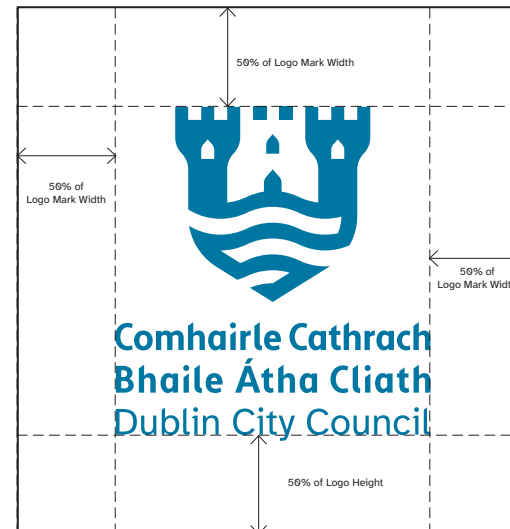
When resizing the logo to fit different print areas, always maintain proportional scaling and ensure the text remains legible. To guarantee readability and print quality, strict minimum sizes must be observed. The logo should never appear smaller than the dimensions listed below:

Print (Minimum Width x Height)

Vertical Logo: 17mm x 18mm

Digital (Minimum Width x Height)

Vertical Logo: 54px x 51px



Brand Mark

This is the Brand Mark, which should always be resized proportionally without stretching. Similar to the main logo, the Brand Mark is available in four colour variations — one for light backgrounds and one for dark backgrounds.

All versions are considered primary.



Brand Mark Clear Space & Minimum Sizing

Clear space refers to the area around our Brand Mark that should remain free of any text or graphic elements, ensuring it stands out in all communications. The minimum required clear space is 50% of the height of the entire graphic element.

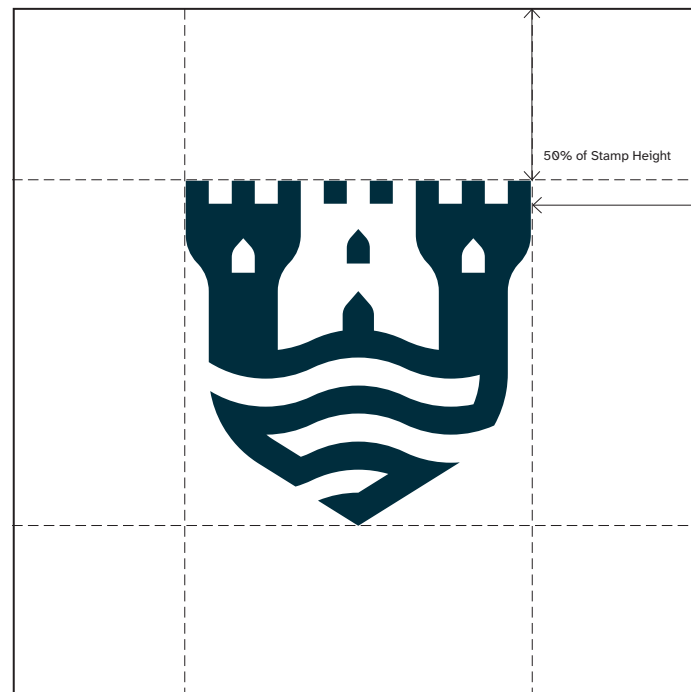
When resizing the logo to fit different print areas, always maintain proportional scaling. To guarantee readability and print quality, strict minimum sizes must be observed. The logo should never appear smaller than the dimensions listed below:

Print (Minimum Width x Height)

Brand Mark: 8mm x 8mm

Digital (Minimum Width x Height)

Brand Mark: 32px x 32px



Logo Misuse

Modifying the logo in any way compromises its integrity and dilutes the strength of our brand identity. The examples below illustrate specific prohibited applications and should be used as a reference for what not to do.



Do not alter the logo's colours in anyway



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council
When discussing certain topics with...

Do not place text against the logo



Do not add elements or shadows to the logo



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Do not rotate the logo



Do not place the logo in a holding shape



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Do not alter the logo's shape in anyway



Do not outline the logo

Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



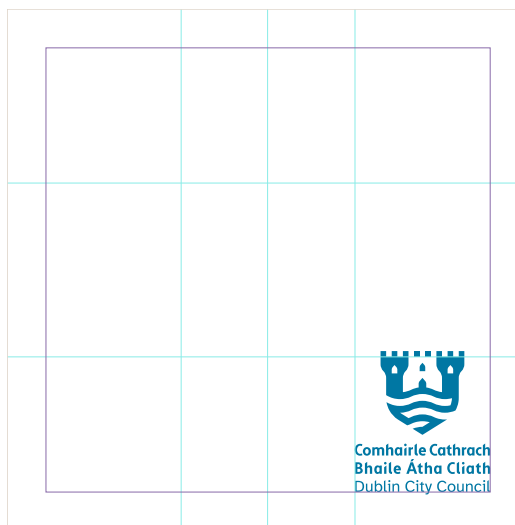
Do not change the relationship of the logo's components

Correct usage Digital

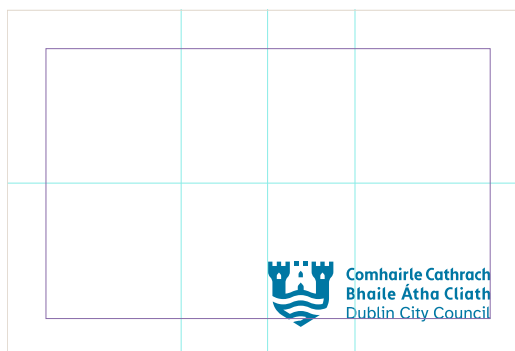
When applying the logo in digital environments, such as websites, apps, and social media, clarity and responsiveness are paramount. Always use the specified RGB or Hexadecimal colour values to ensure consistent reproduction across different screen types.

The logo must be legible at all resolutions; ensure strict adherence to the minimum digital pixel dimensions outlined in this section. Additionally, to meet our accessibility standards, all digital instances of the logo must include appropriate 'Alt text' (Comhairle Cathrach Bhaile Átha Cliath's Dublin City Council's logo showing our three castles and the liffey waves in a shield shape).

To facilitate consistent application, a comprehensive suite of digital templates is available for a wide range of usage cases. These assets are accompanied by specific guides to ensure that strict design integrity is maintained across all platforms.



1:1 Social media card template



3:2 Social media card template




Example of new brand in use

Correct usage Print

Strict adherence to the minimum size dimensions and clear space requirements is mandatory to guarantee legibility across all formats. To assist with consistent implementation, a comprehensive library of print and digital templates—covering reports, brochures, powerpoint presentations and advertising—is available. These resources include specific guides to ensure that the Dublin City Council brand integrity is maintained across all printed materials.

To ensure the highest quality reproduction in physical media, correct file selection is critical. Always utilise the CMYK or Pantone (PMS) colour profiles specified in the Colour Palette section; never use RGB files for print production, as colour accuracy may be compromised. Ensure that all logos are vector-based (EPS/AI) or high-resolution (minimum 300dpi) to prevent pixelation or blurring.

<p>Cuir do cheannlíne i nGaeilge anseo Put your heading in English here</p>	
<p>fo-cheannteideal</p> <p>Úrscéal le James Joyce a leanann lá amháin i mBaile Átha Cliath, 16 Meitheamh 1904. Tri phríomhcharachtar: Leopold Bloom, Stephen Dedalus, agus Molly Bloom.</p>	<p>sub-heading</p> <p>A novel by James Joyce set over one day in Dublin, June 16, 1904. It follows three main characters: Leopold Bloom, Stephen Dedalus, and Molly Bloom.</p>
<p>dublincity.ie</p>  <p>Comhairle Cathrach Bhaile Átha Cliath Dublin City Council</p>	

A4 Poster template with guides



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

igbelly
SMILES YOUR SPACE

Fáilte go Páirc Chnoc na Sailchuach

Tá an pháirc seo ann le go mbainfidh muintir na háite taitneamh aisti. Cuidigh linn í a choimeád deas glan, glas agus sábháilte.

Bimid buíoch i gcónaí as aiseolas agus tuairimí faoin bpáirc seo. Déan teagmháil le Foireann na bPáirceanna: (01) 222 5278 nó ar r-phost parcs@dublincity.ie

Welcome to Violet Hill Park

This park is provided for the enjoyment of your community. Please act responsibly to help us to keep it clean, green and safe for all to use.

We welcome your feedback and comments on this park. Please contact the Parks Team: (01) 222 5278 or email parcs@dublincity.ie

dublincity.ie

Example of new brand in use

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3 Colour System

Brand Colours

Our brand palette is designed to be modern and impactful, optimised for digital platforms. It reflects our organisation and our city.

The tone and appearance of our brand can vary significantly depending on colour combinations, so it is essential to consider how colours interact. Consistent and accurate application of our palette supports stronger brand recognition.

Screens

As RGB colors can render inconsistently online, we recommend using hexadecimal codes for precise colour application on screens.

Print

For printed materials, Pantone colours should be used to ensure maximum consistency. When Pantone is not an option, we provide optimised CMYK values for accurate colour reproduction.



Pantone
2185C

CMYK
85 / 41 / 20 / 5

RGB
0 / 119 / 163

HEX
#0077A3

RAL
5015



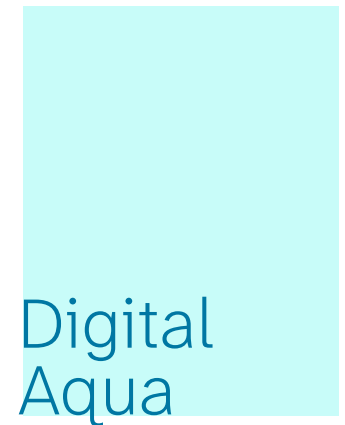
Pantone
303 C

CMYK
100 / 70 / 50 / 56

RGB
0 / 45 / 61

HEX
#002D3D

RAL
5011



Pantone
9480 C

CMYK
24 / 0 / 9 / 0



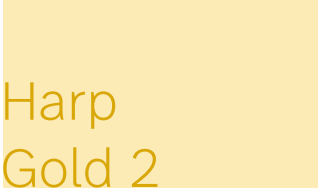
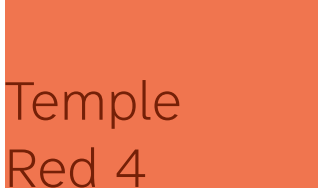
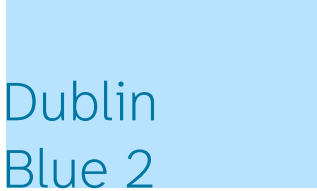
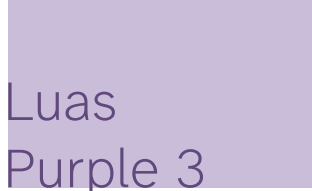


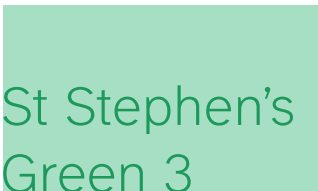
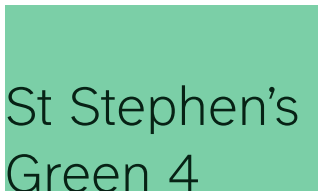
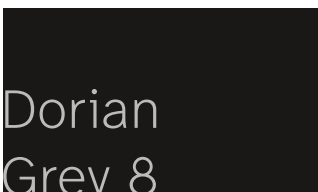
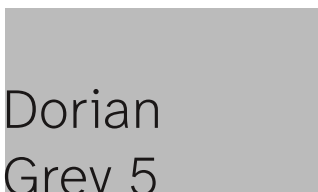
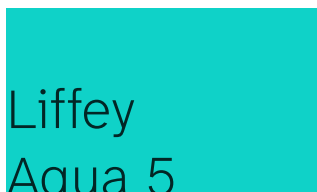

RGB
200 / 252 / 249

HEX
#C8FCF9

RAL
6027

Secondary Brand Colours

While our primary colours provide the core recognition for the brand, the secondary palette is designed to add flexibility and depth to our communications. These colours have been selected to complement the primary tones, allowing for greater creative freedom in layouts, infographics, and diverse media. They should be used to highlight information and break up content, ensuring our visual identity remains fresh and engaging without overpowering the core brand elements.

 <p>Harp Gold 5</p>	 <p>Temple Red 5</p>	 <p>Dublin Blue 4</p>	 <p>Luas Purple 5</p>
 <p>Harp Gold 2</p>	 <p>Temple Red 4</p>	 <p>Dublin Blue 2</p>	 <p>Luas Purple 3</p>
 <p>St Stephen's Green 5</p>	 <p>St Stephen's Green 7</p>	 <p>Georgian Brown 5</p>	 <p>Dubh Linn 3</p>
 <p>St Stephen's Green 3</p>	 <p>St Stephen's Green 4</p>	 <p>Georgian Brown 3</p>	 <p>Dubh Linn 1</p>
 <p>Dorian Grey 8</p>	 <p>Dorian Grey 5</p>	 <p>Liffey Aqua 5</p>	 <p>Dubh Linn 6</p>

How our colour system works

Our comprehensive colour palettes maximise versatility and harmony in design, allowing designers to mix and match palettes, or stick to a single colour's hues.

Chief among this is how colours should be handled when providing sufficient contrast for those with accessibility needs. In particular, situations where both the Irish and English text appear in the same composition. Contrast between the languages needs to be retained, as does contrast between the background and foreground.

To meet our accessibility ambitions, we have developed a colour system guide that maintains contrast, but keeps colours harmonious in compositions.

Our colour system works on a scale of palette hues from 1 to 8.

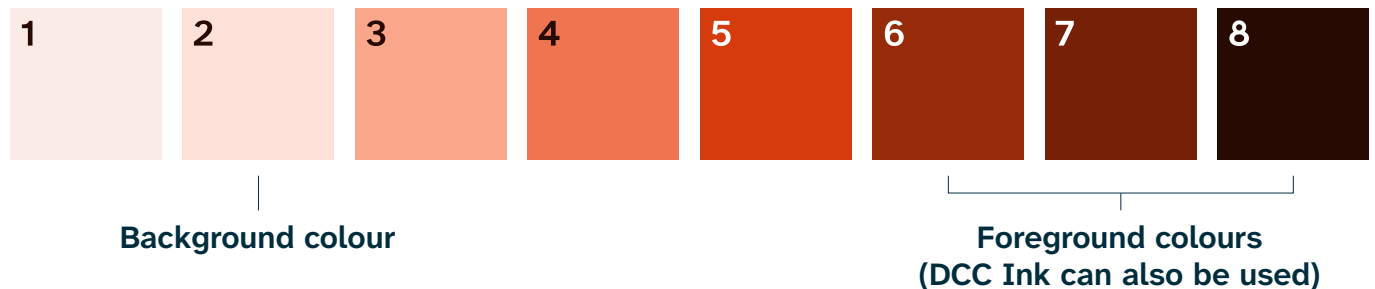
Dublin Blue

If our background is dark, for example Dublin Blue 7 (DCC Ink) below, then we should take our foreground/text colours from the first hues of the palette.

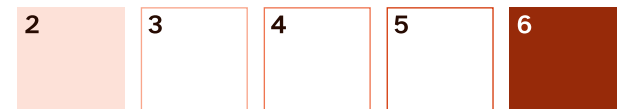


Temple Red

The inverse is true. If we have a light background, for example Temple Red 2, then we should take our foreground/text colours from the *last* hues of the palette.



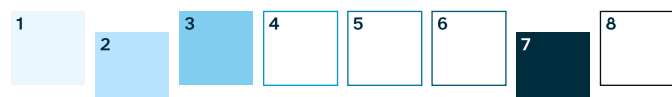
Note: Always keep at least 3 hue numbers between foreground and background colours.



Example A

Single palette example with dark background.

Dublin Blue



White for Irish text,
Dublin Blue 2 for
English text

Background
chosen

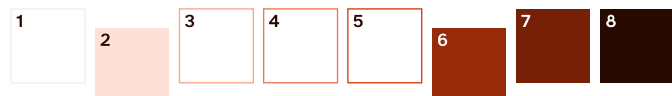
Example B

Mixed palette example with light background.

Dublin Blue



Temple Red



Background
chosen

Dublin Blue 7 (DCC Ink) for
Irish text, Red 6 for English text

A

Cuir do cheannlíne i nGaeilge anseo
Put your heading in English here

fo-cheannteideal
Úrscéal le James Joyce a leanann lá amháin i mBaile Átha Cliath, 16 Meitheamh 1904. Trí phríomhcharachtar: Leopold Bloom, Stephen Dedalus, agus Molly Bloom.

sub-heading
A novel by James Joyce set over one day in Dublin, June 16, 1904. It follows three main characters: Leopold Bloom, Stephen Dedalus, and Molly Bloom.

dublincity.ie



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

B

Cuir do cheannlíne i nGaeilge anseo
Put your heading in English here

fo-cheannteideal
Úrscéal le James Joyce a leanann lá amháin i mBaile Átha Cliath, 16 Meitheamh 1904. Trí phríomhcharachtar: Leopold Bloom, Stephen Dedalus, agus Molly Bloom.

sub-heading
A novel by James Joyce set over one day in Dublin, June 16, 1904. It follows three main characters: Leopold Bloom, Stephen Dedalus, and Molly Bloom.

dublincity.ie



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Dublin Blue

1	2	3	4	5 Dublin Blue	6	7 Dublin Ink	8
HEX # EBF7FF	HEX # B8E3FF	HEX # 81CDEF	HEX # 009BCA	HEX # 0077A3	HEX # 005A7A	HEX # 002D3D	HEX # 00131C
RGB R = 235 G = 247 B = 255	RGB R = 184 G = 227 B = 255	RGB R = 129 G = 205 B = 239	RGB R = 0 G = 155 B = 202	RGB R = 0 G = 119 B = 163	RGB R = 0 G = 90 B = 122	RGB R = 0 G = 45 B = 61	RGB R = 0 G = 19 B = 28
CMYK C = 10 M = 0 Y = 0 K = 0	CMYK C = 31 M = 0 Y = 0 K = 0	CMYK C = 50 M = 1 Y = 3 K = 0	CMYK C = 77 M = 21 Y = 11 K = 0	CMYK C = 85 M = 41 Y = 20 K = 5	CMYK C = 92 M = 53 Y = 32 K = 18	CMYK C = 100 M = 70 Y = 50 K = 56	CMYK C = 100 M = 78 Y = 57 K = 81
PANTONE 15% 297 C	PANTONE 50% 297 C	PANTONE 297 C	PANTONE 2183 C	PANTONE 2185 C	PANTONE 7700 C	PANTONE 303 C	PANTONE BLACK 6 C
			RAL 5012	RAL 5015	RAL 5019	RAL 5011	RAL 5004

Liffey Aqua

1

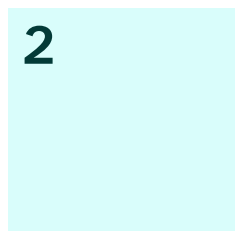
**HEX**

EBFefd

RGBR = 235
G = 254
B = 253**CMYK**C = 9
M = 0
Y = 4
K = 0**PANTONE**

30% 9480 C

2

**HEX**

D9FDfB

RGBR = 217
G = 253
B = 251**CMYK**C = 17
M = 0
Y = 6
K = 0**PANTONE**

50% 9480 C

3

**HEX**

C8FCf9

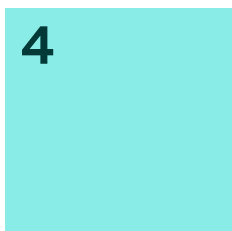
RGBR = 200
G = 252
B = 249**CMYK**C = 24
M = 0
Y = 9
K = 0**PANTONE**

9480 C

RAL

Use Aqua 4 → 6027

4

**HEX**

89ECE7

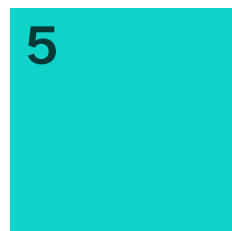
RGBR = 137
G = 236
B = 231**CMYK**C = 45
M = 0
Y = 18
K = 0**PANTONE**

324 C

RAL

6027

5

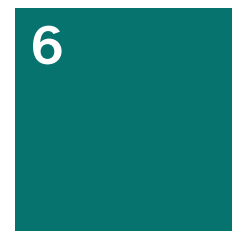
**HEX**

0FD2C8

RGBR = 15
G = 210
B = 200**CMYK**C = 66
M = 0
Y = 31
K = 0**PANTONE**

325 C

6

**HEX**

07736E

RGBR = 7
G = 115
B = 110**CMYK**C = 85
M = 31
Y = 54
K = 19**PANTONE**

7718 C

7

**HEX**

033A37

RGBR = 3
G = 58
B = 55**CMYK**C = 91
M = 47
Y = 62
K = 61**PANTONE**

2217 C

RAL

6012

8

**HEX**

022625

RGBR = 2
G = 38
B = 37**CMYK**C = 94
M = 56
Y = 63
K = 75**PANTONE**

BLACK 3 C

Luas Purple

1

HEX
F9F7FD

RGB
R = 249
G = 247
B = 253

CMYK
C = 3
M = 3
Y = 0
K = 0

PANTONE
10% 2073 C

2

HEX
EDE9F2

RGB
R = 237
G = 233
B = 242

CMYK
C = 8
M = 9
Y = 2
K = 0

PANTONE
20% 2073 C

3

HEX
CABDDA

RGB
R = 202
G = 189
B = 218

CMYK
C = 23
M = 27
Y = 3
K = 0

PANTONE
60% 2073 C

4

HEX
A893C2

RGB
R = 168
G = 147
B = 194

CMYK
C = 40
M = 45
Y = 3
K = 0

PANTONE
2073 C

5

HEX
886AA9

RGB
R = 136
G = 106
B = 169

CMYK
C = 55
M = 63
Y = 3
K = 0

PANTONE
2074 C

RAL
4005

6

HEX
62497D

RGB
R = 98
G = 73
B = 125

CMYK
C = 71
M = 77
Y = 23
K = 7

PANTONE
7677 C

7

HEX
3D2C4F

RGB
R = 61
G = 44
B = 79

CMYK
C = 82
M = 86
Y = 37
K = 37

PANTONE
669 C

8

HEX
1B1225

RGB
R = 27
G = 18
B = 37

CMYK
C = 91
M = 91
Y = 49
K = 73

PANTONE
BLACK 6 C

St Stephen's Green

1	2	3	4	5	6	7	8
HEX # EEFCF5	HEX # D2EEE1	HEX # A7DFC4	HEX # 7BCFA7	HEX # 23B06C	HEX # 1E995E	HEX # 0D442A	HEX # 072215
RGB R = 238 G = 252 B = 245	RGB R = 210 G = 238 B = 225	RGB R = 167 G = 223 B = 196	RGB R = 123 G = 207 B = 167	RGB R = 35 G = 176 B = 108	RGB R = 30 G = 153 B = 94	RGB R = 13 G = 68 B = 42	RGB R = 7 G = 34 B = 21
CMYK C = 8 M = 0 Y = 7 K = 0	CMYK C = 21 M = 0 Y = 16 K = 0	CMYK C = 39 M = 0 Y = 31 K = 0	CMYK C = 54 M = 0 Y = 45 K = 0	CMYK C = 75 M = 0 Y = 71 K = 0	CMYK C = 80 M = 13 Y = 78 K = 1	CMYK C = 90 M = 44 Y = 87 K = 54	CMYK C = 88 M = 58 Y = 78 K = 79
PANTONE 10% 4162 C	PANTONE 55% 4162 C	PANTONE 4162 C	PANTONE 60% 2251 C	PANTONE 2251 C	PANTONE 2417 C	PANTONE 6161 C	PANTONE 5605 C
					RAL 6032	RAL 6005	

Harp Gold

1	2	3	4	5	6	7	8
HEX # FEF9E7	HEX # FCEBB4	HEX # FBE290	HEX # F8CD3D	HEX # F6C00D	HEX # D9A808	HEX # 956300	HEX # 270E06
RGB R = 254 G = 249 B = 231	RGB R = 252 G = 235 B = 180	RGB R = 251 G = 226 B = 144	RGB R = 248 G = 205 B = 61	RGB R = 246 G = 192 B = 13	RGB R = 217 G = 168 B = 8	RGB R = 149 G = 99 B = 0	RGB R = 39 G = 14 B = 6
CMYK C = 1 M = 2 Y = 12 K = 0	CMYK C = 2 M = 7 Y = 37 K = 0	CMYK C = 3 M = 10 Y = 53 K = 0	CMYK C = 4 M = 19 Y = 82 K = 0	CMYK C = 4 M = 25 Y = 93 K = 0	CMYK C = 15 M = 32 Y = 98 K = 4	CMYK C = 30 M = 54 Y = 100 K = 29	CMYK C = 59 M = 79 Y = 70 K = 86
PANTONE 15% 1205 C	PANTONE 60% 1205 C	PANTONE 1205 C	PANTONE 129 C	PANTONE 7408 C	PANTONE 6005 C	PANTONE 132 C	PANTONE BLACK 5 C
			RAL 1018	RAL 1023	RAL 1005		

Temple Red

1	2	3	4	5	6	7	8
HEX # FBEBE7	HEX # FDE1D8	HEX # F9A68B	HEX # EF7550	HEX # D53B0C	HEX # 972A09	HEX # 752007	HEX # 270B02
RGB R = 251 G = 235 B = 231	RGB R = 253 G = 225 B = 216	RGB R = 249 G = 166 B = 139	RGB R = 239 G = 117 B = 80	RGB R = 213 G = 59 B = 12	RGB R = 151 G = 42 B = 9	RGB R = 117 G = 32 B = 7	RGB R = 39 G = 11 B = 2
CMYK C = 0 M = 8 Y = 8 K = 0	CMYK C = 0 M = 16 Y = 13 K = 0	CMYK C = 0 M = 45 Y = 43 K = 0	CMYK C = 0 M = 65 Y = 68 K = 0	CMYK C = 9 M = 87 Y = 100 K = 2	CMYK C = 27 M = 91 Y = 100 K = 26	CMYK C = 32 M = 92 Y = 100 K = 46	CMYK C = 60 M = 80 Y = 71 K = 86
PANTONE 15% 1625 C	PANTONE 30% 1625 C	PANTONE 1625 C	PANTONE 2024 C	PANTONE 7597 C	PANTONE 484 C	PANTONE 483 C	PANTONE BLACK 5 C
			RAL 3022	RAL 2002	RAL 3013	RAL 3011	

Dubh Linn

1



HEX
FBF8F5

RGB

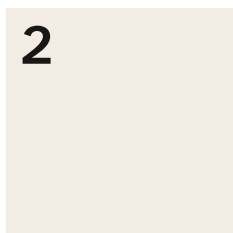
R = 251
G = 248
B = 245

CMYK

C = 2
M = 3
Y = 4
K = 0

PANTONE
30% 9285 C

2



HEX
F2ECE5

RGB

R = 242
G = 236
B = 229

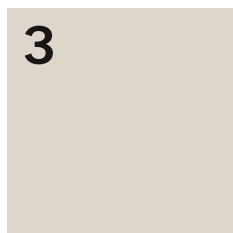
CMYK

C = 6
M = 7
Y = 11
K = 0

PANTONE
9285 C

RAL
9001

3



HEX
DFD6CB

RGB

R = 223
G = 214
B = 203

CMYK

C = 14
M = 15
Y = 20
K = 0

PANTONE
WARM GRAY
1C

4



HEX
BEB4AA

RGB

R = 190
G = 180
B = 170

CMYK

C = 27
M = 25
Y = 30
K = 5

PANTONE
400 C

5



HEX
A1968B

RGB

R = 161
G = 150
B = 139

CMYK

C = 36
M = 33
Y = 38
K = 14

PANTONE
0961 C

RAL
7006

6



HEX
6B6464

RGB

R = 107
G = 100
B = 100

CMYK

C = 52
M = 47
Y = 44
K = 34

PANTONE
4291 C

RAL
8019

7



HEX
383333

RGB

R = 56
G = 51
B = 51

CMYK

C = 65
M = 61
Y = 55
K = 66

PANTONE
4287 C

8



HEX
191616

RGB

R = 25
G = 22
B = 22

CMYK

C = 75
M = 69
Y = 61
K = 85

PANTONE
BLACK 6 C

Georgian Brown

1	2	3	4	5	6	7	8
HEX # F8EFED	HEX # E9CCC5	HEX # DA9C8B	HEX # B77560	HEX # 875545	HEX # 6C4537	HEX # 432A23	HEX # 311C15
RGB R = 248 G = 239 B = 237	RGB R = 233 G = 204 B = 197	RGB R = 218 G = 156 B = 139	RGB R = 183 G = 117 B = 96	RGB R = 135 G = 85 B = 69	RGB R = 108 G = 69 B = 55	RGB R = 67 G = 42 B = 35	RGB R = 49 G = 28 B = 21
CMYK C = 3 M = 7 Y = 6 K = 0	CMYK C = 9 M = 23 Y = 20 K = 0	CMYK C = 13 M = 45 Y = 41 K = 2	CMYK C = 23 M = 57 Y = 57 K = 13	CMYK C = 32 M = 62 Y = 63 K = 36	CMYK C = 38 M = 63 Y = 64 K = 50	CMYK C = 47 M = 67 Y = 64 K = 71	CMYK C = 53 M = 72 Y = 70 K = 81
PANTONE 15% 2444 C	PANTONE 60% 2444 C	PANTONE 2444 C	PANTONE 2439 C	PANTONE 6035 C	PANTONE 7705 C	PANTONE 4695 C	PANTONE BLACK 5 C
				RAL 8002	RAL 8016	RAL 8017	

Dorian Grey

1

2

3

4

5

6

7

8

HEX
F6F6F6

HEX
F2F2F2

HEX
EBEBEB

HEX
DFDPDF

HEX
BBBB BB

HEX
999999

HEX
666666

HEX
000000

RGB
R = 246
G = 246
B = 246

RGB
R = 242
G = 242
B = 242

RGB
R = 235
G = 235
B = 235

RGB
R = 223
G = 223
B = 223

RGB
R = 187
G = 187
B = 187

RGB
R = 153
G = 153
B = 153

RGB
R = 102
G = 102
B = 102

RGB
R = 0
G = 0
B = 0

CMYK
C = 4
M = 3
Y = 4
K = 0

CMYK
C = 6
M = 4
Y = 5
K = 0

CMYK
C = 9
M = 7
Y = 7
K = 0

CMYK
C = 15
M = 11
Y = 12
K = 0

CMYK
C = 30
M = 22
Y = 23
K = 3

CMYK
C = 41
M = 32
Y = 32
K = 11

CMYK
C = 56
M = 45
Y = 45
K = 32

CMYK
C = 91
M = 79
Y = 62
K = 97

PANTONE
10% COOL
GRAY 4 C

PANTONE
120% COOL
GRAY 4 C

PANTONE
30% COOL
GRAY 4 C

PANTONE
50% COOL
GRAY 4 C

PANTONE
COOL GRAY
4 C

PANTONE
COOL GRAY
7 C

PANTONE
COOL GRAY
10 C

PANTONE
BLACK 6 C

RAL
7047

RAL
7004

RAL
7046

4.1	Hero Typeface	Page 31
4.2	Additional Typefaces	Page 32

4 Typography

Hero Typeface

Atkinson Hyperlegible Next is the organisation's hero typeface, a hyperlegible font that embodies our commitment to accessibility.

It was specifically designed by the Braille Institute of America to improve legibility and readability for individuals with low vision. It features clear, highly distinctive letters and numbers that make reading easier and more accessible.

Typography is vital to sustaining brand consistency, promoting clarity, and reinforcing brand value. Adhering to the typographic hierarchy outlined in this document is crucial for delivering a unified brand experience.

[Download Fonts](#)

Atkinson Hyperlegible Next

À Á Â Ã A B C D E F G H I J K L

M N O P Q R S T U V W X Y Z

à á â ã ä å a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () +

Æ Ç È Æ × ß å æ ç

Aa

Additional Typefaces

Listed here are the additional typefaces approved for use within the Dublin City Council brand. While Atkinson Hyperlegible Next serves as our primary 'hero' font, specific operational requirements may necessitate alternative options.

To maximise compatibility and interoperability across the organisation, Aptos should be utilised for all internal-facing documents and deliverables, including email. When in doubt regarding the appropriate font selection, please always default to Atkinson Hyperlegible Next.

Internal use Font

Aptos

For internal use or situations where it is not possible to use Atkinson Hyperlegible Next, Aptos should be used instead

Serif Display Fonts

Publico Headline DM Serif Display

For situations where a display serif is required, such as poster or report design, Publico or DM Serif Display can be used

Condensed Font

Archivo Extra Condensed

Archivo Extra Condensed can be used for design situations where a condensed font is required

ÁABCDEF GHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()+ÆÇÈØ

Aa

ABCDEFGHI
klmnopqrstu
vwxyz1234567
890

Aa

ÁABCDEF GHI
klmnopqrstu
vwxyz1234567
890@#\$%^&
*()+ÆÇÈØ

Aa

ÁABCDEF GHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()+ÆÇÈØ

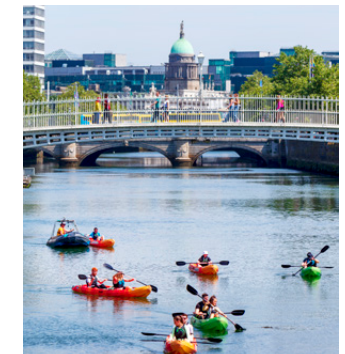
Aa

5.1	Image Direction	Page 34
5.2	Using the logo on images	Page 35

5 Imagery

Image Direction

All imagery must be a genuine reflection of Dublin City Council and the communities we serve. It is vital that visuals feel grounded in reality, capturing the true character and vibrancy of the city. Select high-quality, high-resolution, professional visuals that prioritize natural, candid moments over staged or artificial compositions. Our photography should feel relatable, honest, and distinctively 'Dublin'.



Using the logo on images

The logo should only be placed over images that provide enough empty space and contrast to maintain its visibility.

For busy backgrounds, or if there's any doubt, use a gradient, solid color or semi transparent panel (in one of our brand shades or white) as a backdrop for the logo.

Always ensure there is sufficient clear space around the logo.



6 Gradients

Gradients

The four tones of the primary colour palette may be used individually or blended to create dynamic gradients. These gradients serve as effective backgrounds for adding visual interest or as holding devices for text and logo placement.

Additionally, the logo mark itself may be treated with specific gradients to function as a supportive visual device, as illustrated here. Both the background gradient files and the gradient versions of the mark are available in the Dublin City Council Brand Pack.



7 Icons

Icons

Icons are a functional tool used to aid navigation, signal key services, and simplify complex information across Dublin City Council communications. Our icon style is clean, modern, and reductive, ensuring immediate recognition even at small sizes. Icons should be used sparingly to support content, acting as visual cues rather than decoration, and must always be drawn from the approved master library, where possible, to ensure consistency.

The brand pack includes icons from 5 different categories:

- UN Sustainable Development Goals
- General Use
- Service Categories
- Sensory
- Permission

Download Icons

Service Categories



UN Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



SPRIOCANNA FORBARTHA INBHUANAITHE



General Use

- Eolas / Information
- Leithris / Toilets
- Leithris Inrochtana / Accessible Toilets
- Friotháil Naionán / Baby Room
- Ardaitheoir / Lift
- Staighre / Stairs
- Áit Chruinnithe / Meeting Place
- Priobháideach / Private
- CCTV in operation
- Automatic doors
- Press button
- Press button (with space for text)
- Speak
- Quiet please
- Microphone
- Swipe card
- WiFi

Sensory

- Callán níos airde / Louder noise
- Callán níos ísle / Quieter noise
- Feic / See
- Soilsiú geal / Bright lighting
- Soilsiú fann / Dim lighting

Permission

- No entry
- Staff only beyond this point
- No photography allowed
- No smoking
- No food or drink
- No tea or coffee
- No pets
- No skateboarding

8.1	Stationery	Page 41
8.2	Letterheads	Page 42



Stationery

Corporate stationery is essential for official correspondence and daily operations, serving as a consistent and professional representation of the Dublin City Council Brand.

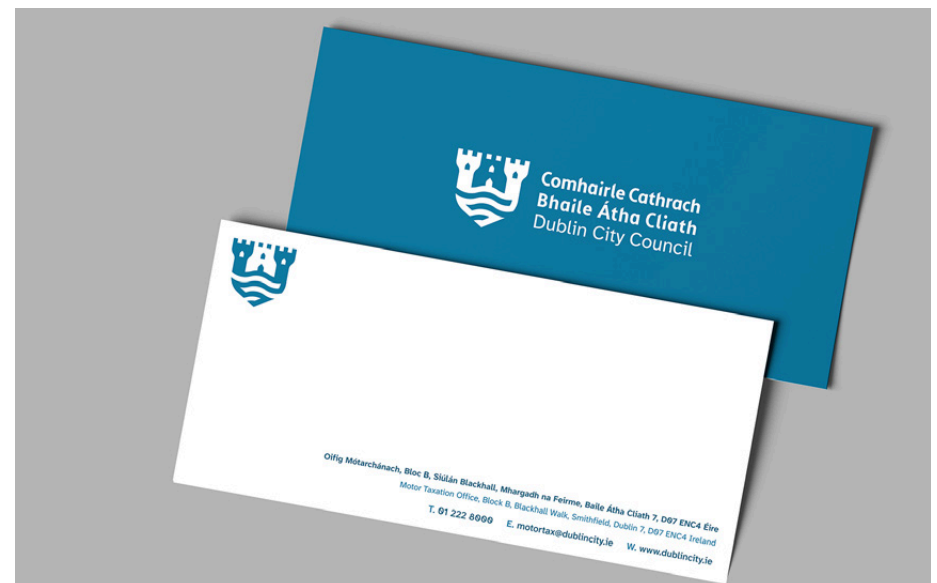
While the full suite of logos and primary colours are available for use, it is critical that their application on paper stock respects the clear zones and sizing rules outlined in both sections of this document.

Care must be taken to ensure all communications include both Irish and English. The Irish text must take precedence in the visual hierarchy; it should always appear first, rendered in a darker colour and a heavier font weight.

Typographic Standard:

Irish: Atkinson Hyperlegible Next Semibold

English: Atkinson Hyperlegible Next Regular



Letterheads

To support the diverse administrative needs of the organisation, multiple headed paper setups are available. It is crucial to select the correct template based on your intended audience.

All external correspondence must utilise Atkinson Hyperlegible Next to uphold our strict accessibility standards and brand identity.

Conversely, for internal communications and memos, the templates are configured to use the system font, Aptos, ensuring seamless compatibility and ease of editing across our internal networks.





Hoarding for Capital Projects

Hoarding for capital projects

Construction hoarding is a significant large-scale format for communicating Dublin City Council's investment in the city. Due to the scale and public visibility of these sites, specific protocols apply to ensure the messaging is impactful and consistent.

Please do not create bespoke designs for these surfaces. Instead, refer to the Hoarding Design Guidelines and utilise the dedicated templates available on the Creative Resources Site. These resources provide the correct specifications for safety information, branding hierarchy, and project visualisation.

<p>to be placed first and be</p> <p>Council capital to public facing</p> <p>contract works only, and enabling works.</p> <p>in City Council in across the city for</p> <p>of our brand and great way to increase projects that we are</p> <p>who are involved with</p> <p>As</p> <p>phic design and printing are in .AI format and colours, patterns, image found here.</p> <p>YK on Dibond panels the design will still could adapt the sign language and</p>	<p>ments are included in</p> <p>os</p> <p>y Council website type (housing, re-</p> <p>yperlegible Next Semi-text</p> <p>single colour white in the design team o files are used.</p>	<p>ity Council design are an important public an idea of how goodwill towards the</p>   <p>g</p> <p>tractor should then and height of the</p> <p>urements of the led hoarding panels.</p> <p>gner</p> <p>nic designer, to arrange all the information and</p>
--	--	--

Download Hoarding Guidelines

10.1	Signage Guidance	Page 46
10.2	Signage Examples	Page 47

10 Signage

Signage

Signage is one of the most visible and functional ways the public interacts with Dublin City Council. From local parks and libraries to civic offices, clear and consistent signage is essential for helping citizens navigate the city and access our services.

It is critical that all signage is legible, accessible, and immediately recognisable. The following guidelines ensure that whether a sign is directional, informational, or for identification, it communicates clearly while reinforcing our presence in the built environment.

1

Logo placed top left or centred

The Dublin City Council logo to be displayed prominently
(Can be removed for internal signage)

2

Irish and English text both included

The Irish must come first and be as prominent as the English

3

Clearly defining the languages with font weight

Please use Atkinson Hyperlegible Next Semibold for Irish Text
and Atkinson Hyperlegible Next Regular for English

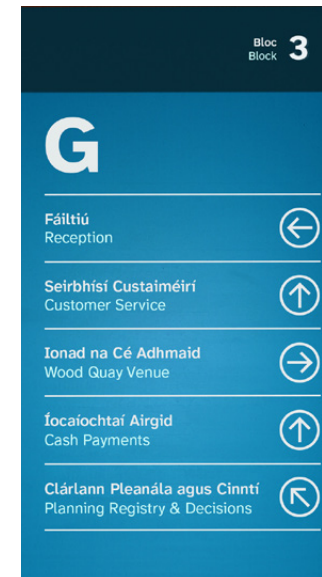
4

Clearly defining the languages with colour

Both languages should be in different blues taken from the Dublin City Council primary palette. The Irish should be in the darker blue on light backgrounds, and the lighter blue on dark backgrounds

Signage Examples

Here are examples that follow the new signage guidance.



11.1	Sub-brand Guidelines	Page 49
11.2	Sub-brand Logo Treatment	Page 50
11.3	Sub-brand Logo Clearspace	Page 51
11.4	Sub-brand Additional Colourspaces	Page 52

11 Sub-brands

Sub-brands

A sub-brand is defined as a secondary, distinct brand that operates under the umbrella of the parent brand.

As an organisation offering a diverse range of services, it is essential that we maintain a clear and logical brand structure. We have introduced a specific treatment for sub-brands to ensure they create an agreed identity while clearly remaining part of the Dublin City Council family.

This consistent hierarchy allows initiatives to speak to their specific audiences without fragmenting the overall brand. The visual system displayed here outlines how to construct these identities to ensure they benefit from the authority and recognition of the master brand.

- Sub-brands should only be created if they have a specific purpose, identity or target audience outside of regular services common to local government
- Sub-brands should have a foreseeably long lifespan
- Festivals or initiatives to be treated as sub-brands should be recurring in nature
- Does not include shared services or joint initiatives where the City Council is the lead authority
- Style and branding guidelines will demonstrate clear connection to the parent brand, Dublin City Council, while allowing the sub-brands to stand out
- Once-off initiatives or projects should not be treated as sub-brands
- Reach is further than Dublin City – national, international
- Departments, sections or units within the City Council **should not** be treated as sub-brands

* Sub- Brands will be treated on a case-by-case basis, with initial approval at Departmental ACE/ Executive Manager level and ultimate approval of the Chief Executive and/or the Senior Management Team.

Sub-brand Logo Treatment

The new lockup for sub-brands is shown here.

The sub-brand is locked up inside the border device with the parent brand mark displayed on the left in the Dublin City Blue. The sub-brand should use the two darker shades from the primary palette (Dublin Ink and Dublin blue 6) to ensure they are the focal point of the logo

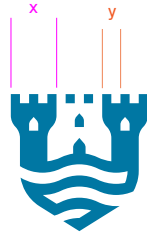
On dark backgrounds the logo should be whited out with the Dublin City Council Mark and the surrounding border in Digital Aqua (Liffey Aqua 3)



Sub-brand Logo Clearspace

The clearspace for both the horizontal lockup and the vertical sub-brand lockup is shown here.

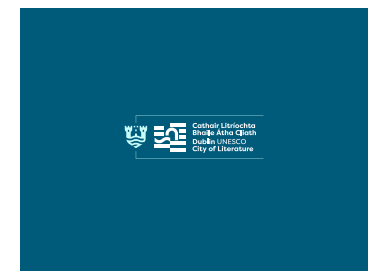
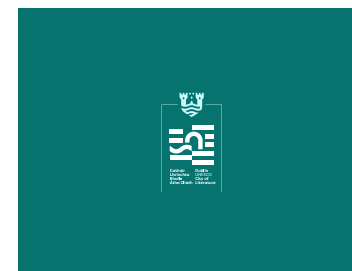
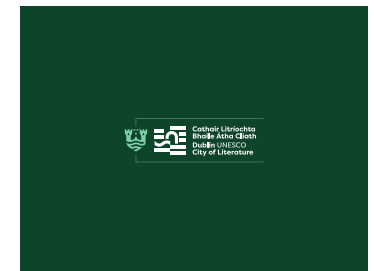
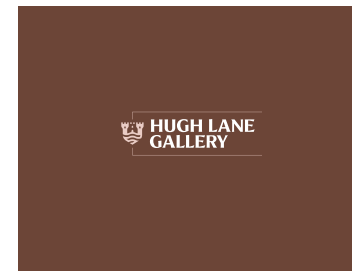
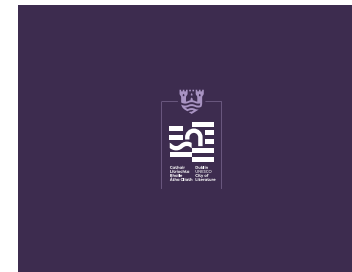
Please note that all Dublin City Council sub-brands must have both a horizontal and a vertical lockup to ensure that their sub-brand logo can be used effectively in all usage cases.



Sub-brand Additional Colourspaces

Sub-brands are able to utilise the colour system to work in the other Dublin City Council colour spaces, in addition to the primary Dublin Blue palette.

As covered in the colour system section, care must be taken to ensure that, while the sub-brand mark is displayed in white, at least a three shade gap is used between the background colour and the colour for the parent mark and border to ensure accessibility.



12 Fleet Livery

Fleet Livery

A new design has been introduced for the livery of all vehicles in Dublin City Council's fleet.

The entire fleet will be painted in a single shade of blue. The horizontal version of the logo will be displayed in white, along with the City Council's contact details on both sides of the vehicle, ideally on the front door panels.

The vertical version of the logo will be displayed in white on the vehicle's bonnet. The new Dublin City Council mark will be featured prominently on the rear section of the side panels. The size of the mark should be proportionate to the size of the vehicle, ensuring it is as large as possible to enhance visual appeal and ensure instant recognition of the organisation.

For further information on the fleet, please contact Fleet Management Services FleetManagementServices@dublincity.ie and NCOD Signage Workshop ncodsigns@dublincity.ie



13 Clothing

Clothing

Branded clothing is utilised for a wide range of functions and events across the organisation, serving as a dynamic medium for showcasing the Dublin City Council Brand.

While all variations of the logo and the primary colour palette are permitted, strictly ensure that their application on fabrics does not deviate from the usage standards outlined in the relevant sections of these guidelines.



14 Merchandise

Merchandise

Merchandise is used for a variety of purposes and events across the organisation and is a great medium for displaying the Dublin City Council Brand.

All variations of the logo and the primary colour palette can be used but care must be taken to ensure neither are treated in a way that deviates from the guidance provided in both sections of these guidelines.



Dublin City Council's Brand Guidelines have been produced to provide clear instruction and visual direction on how the brand should be consistently applied in visual communications in order to give a professional, consistent and 'on brand' delivery and execution.

If you have any queries about the Brand Guidelines or application of the logo, please email branding@dublincity.ie