

# Irish Running Show

MAIN LOGO



These two logos are the main ones and should be used on all occasions unless used in a small area which makes the date unreadable.

SMAL SPACE  
LOGO



These versions should only be used when placed a small area where the text would be unreadable.

# Logo Colour Variations

ONE  
COLOUR



Consider the best logo variation to use for the background it is placed on. All parts of the logo should be legible. One colour logos are available in horizontal, without the date and icon only.

# Logo Use Guide

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PLACEMENT

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Consider the best logo variation to use for the background it is placed on. All parts of the logo should be legible.

There must be good contrast with the background so all parts of the logo are clear.



# Logo Use Guide

PLACEMENT



The logo colours should not be changed and the proportions should not be altered.



# Logo Use Guide

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STRAPLINE

When the logo is used in a small area, the strapline should be removed. When in situ, if you cannot read the words clearly you should use the version without the strapline.



# Logo Spacing

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SPACING

Try to maximise clear space around the logo wherever possible. Always scale the logo proportionately.

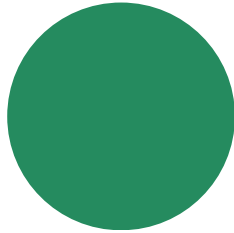


# Brand Colours

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COLOURS

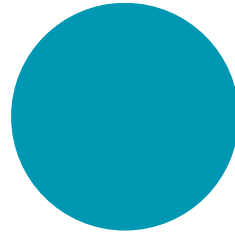
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**Green**

#258b5f

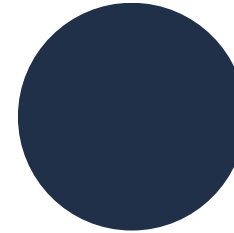
rgb(37,139,95)C0,  
cmyk(73,0,32,45)



**Blue**

#0097b2

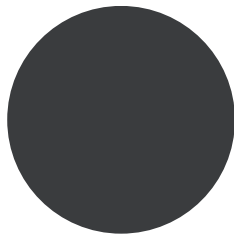
rgb(0,151,178)  
cmyk(100,15,0,30)



**Navy**

#203048

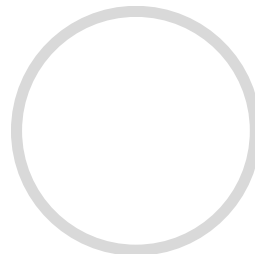
rgb(32,48,72)  
cmyk(56,33,0,72)



**Black**

#3a3c3e

rgb(58,60,62)  
cmyk(6,3,0,76)



**White**

#ffffff

rgb(255,255,255)  
cmyk(0,0,0,0)

# Brand Fonts

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FONTS

**Anton**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

HEADERS

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

MAIN TEXT

These fonts should be used on printed materials and in graphics.

# Web-safe Fonts

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Fonts

**Impact**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

HEADERS

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

MAIN TEXT

These fonts should be used on the website.