

Children's Books Ireland Brand Guidelines 2019

CMYK logos

English Logo (for white backgrounds)
Primary Logo (preferred)



English Logo (for colour backgrounds)
Primary Logo (preferred)






Irish Logo (for white backgrounds)
Primary Logo (preferred)



Irish Logo (for colour backgrounds)
Primary Logo (preferred)



Colours

	C: 100 M: 0 Y: 0 K: 0
	C: 90 M: 75 Y: 2 K: 0
	C: 0 M: 12 Y: 95 K: 0

Please note: Logo can be used on any flat colour background **EXCEPT** the colours listed to the left.

Black and white logos

English Logo (black and white)



Irish Logo (black and white)



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Primary Logo mark



Typography

Primary Font: Brandon Grotesque Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789

(used for headlines etc.)

Secondary Font: Adobe Garamond Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789

(used for body text)

Please note: Full suite of logos are available from Children's Books Ireland, please email info@childrensbooksireland.ie for more information.