

BRAND IDENTITY - LOGO













FONTS USED

• **BOOKMANIA SEMIBOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890

• *Times New Roman Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890

COLOUR SPECIFICATIONS

 C 88 M 43 Y 99 K 48 R 27 G 75 B 35	 C 8 M 100 Y 97 K 2 R 214 G 7 B 23
 C 72 M 0 Y 88 K 0 R 59 G 179 B 75	 C 39 M 45 Y 100 K 35 R 128 G 102 B 0
 C 100 M 93 Y 34 K 31 R 36 G 39 B 85	 C 12 M 15 Y 76 K 1 R 231 G 205 B 84
 C 68 M 48 Y 25 K 8 R 94 G 117 B 149	 C 100 M 100 Y 100 K 100 R 0 G 0 B 0
 C 43 M 26 Y 12 K 1 R 157 G 175 B 202	 C 55 M 45 Y 44 K 31 R 105 G 105 B 105

The Veterans Commissioner represents Veterans from the following three services:

- The Army (crossed Swords),
- The Royal Navy (Anchor),
- The Royal Air Force (Eagle).

The Crown and the Shamrock are reference to the Royal Irish and the Poppy reflects remembrance.

The dominant branding colours namely green, blue and red, reflect the colours of the Royal Irish Regiment. The core message of "A strong voice for NI Veterans" is now embodied within clear and strong brand identity.

POSITION - LOGO AND STRAPLINE ALIGNMENT (E-MAIL SIGNATURE EXAMPLE)



**Name Surname**

*Designation*

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*Strapline*

*A strong voice for NI Veterans*

Logo distortion and stretching is not permitted. Logo element positions may not be changed. Logo element sizes may not be altered. Fonts may not be substituted. Logo colours may not be altered.