



The National Office for the Prevention of Domestic, Sexual and Gender-based Violence  
An Oifig Náisiúnta um Fhoréigean Baile, Gnéasach agus Inscnebhunaithe a Chosc

## Brand Guidelines

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## Introduction

Welcome to the Cosc brand guidelines. The correct use of the Cosc brand is a requirement of Cosc funding.

The following guide has been created to help anyone producing communications for Cosc or producing communications supported by Cosc funding.

These rules set out the terms for best design practice. While they should not be treated as a straight-jacket for creativity it is always important to reference these guidelines.

## Conditions of use

The Cosc Logo may only be used with the express permission of Cosc. Where permission is granted for use of the logo, the logo may only be used for the purpose sought. If you receive permission to use the logo on a specific publication/material, permission must be sought for its use on any other publications/materials.

Cosc reserves the right to refuse permission for use of the logo, even where the publication/material in question may have been wholly or partly funded by Cosc.



fig 1.1



The National Office for the Prevention of Domestic, Sexual and Gender-based Violence  
An Oifig Náisiúnta um Fhoréigean Baile, Gnéasach agus Inscnebhunaithe a Chosc

fig 1.2



## Logo

### Standard Logo (fig 1.1)

The Standard Cosc Logo consists of three distinct parts; the name, the graphic, and the tag line.

The precise position and proportions of these elements is fixed and should not be altered in any way.

Where possible, the Standard Cosc Logo should be given preference above all other variations.

### Simplified Logo (fig 1.2)

In exceptional circumstances, and with the prior permission of Cosc, where space does not permit the use of the Standard Cosc Logo, a Simplified Cosc Logo may be employed.

This version of the logo consists of the name and graphic only.

Common sense should be used to dictate the use of the Simplified Cosc Logo, bearing in mind the reduced information included.

fig 1.3



The National Office for the Prevention of Domestic, Sexual and Gender-based Violence  
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fig 1.4



fig 1.5



## Logo (cont)

### Monotone Logo (fig 1.3)

Where single colour printing processes are being used, the Monotone Cosc Logo should be applied.

All of the elements in this version of the logo are reproduced in 100% black.

### Reversed Logo (fig 1.4)

Where the logo is to appear on a dark or heavily textured background, the Cosc Reversed Logo is to be employed.

This version has all the elements reproduced in white.

### Simplified Monotone and Reversed Logos (fig 1.5)

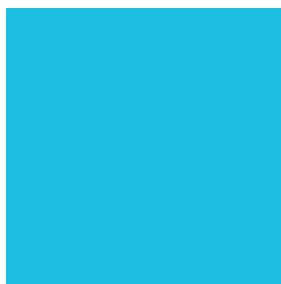
While every effort should be made to use the full versions of these logos, it is acceptable to use both the Monotone Logo and the Reversed Logo in simplified versions with only the name and graphic.

Common-sense should be used when considering the application of each of these logos.

fig 2.1



Cosc Dark Blue  
Pantone 7462c  
c98/m61/y0/k12



Cosc Light Blue  
Pantone 638c  
c70/m0/y10/k0

fig 2.2



Cosc Green  
Pantone 383c  
c28/m0/y96/k19



Cosc Navy  
Pantone 289c  
c100/m80/y0/k66

## Colour

### Primary Palette (fig 2.1)

There are two colours in the Cosc Primary Palette; Cosc Light Blue and Cosc Dark Blue.

These colours have been selected to complement each other across an entire range of Cosc collateral.

Cosc Light Blue and Cosc Dark Blue should be the first choices when designing Cosc materials.

### Secondary Palette (fig 2.2)

There are also two colours in the Cosc Secondary Palette; Cosc Green and Cosc Navy.

Cosc Green and Cosc Navy should be applied to lend depth to the Cosc brand. They should never dominate a design, instead being used in minor roles (eg. highlights, subtitles, etc.)

Cosc Navy may also be used as an alternative to black for body text.

fig 3.1

Helvetica Neue - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Helvetica Neue - Condensed Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

fig 3.2

Garamond - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Type

### Primary Font (fig 3.1)

The Helvetica Neue Family has been selected as the primary font for Cosc. It is a simple, straightforward typeface and due to its timeless and versatile nature it can be used for all applications.

It is recommended that the heavier and condensed weights be used for titles while the light and regular weights are applied for body copy.

### Secondary Font (fig 3.2)

Where a more formal typeface is required for body copy (eg. official documents), Garamond Regular should be used.

This font should only be selected where the use of Helvetica Neue would prove inappropriate.



fig 4.1



fig 4.2



fig 4.3



fig 4.4



fig 4.5



## Incorrect Usage

The following is a guide to incorrect usage of the logo elements. It is by no means a comprehensive list, however when applied along with common-sense it should serve to highlight potential misuse.

### (fig 4.1)

The Cosc Logo colours should never be changed.

### (fig 4.2)

Never change the fonts of the Cosc Logo.

### (fig 4.3)

Do not stretch or alter the proportions of the Cosc Logo.

### (fig 4.4)

The Cosc Logo should not be used on a coloured or textured background which would render it difficult to read or illegible. Where the Cosc logo appears on a coloured or textured background the Reversed Logo should be used.

### (fig 4.5)

Do not place a border around the Cosc Logo.





fig 5.1



fig 5.2



## Minimum Size

Clarity of the logo is of utmost importance. Therefore the Standard Cosc Logo should never appear smaller than 60mm in width (fig 5.1).

Below this size the tagline becomes unreadable.

If there is a restriction on size due to available space, the Simplified Cosc Logo should be considered. This in turn must never appear smaller than 22mm in width (fig 5.2).

## Exclusion Zones

To ensure that the Cosc Logo is uncluttered exclusion zones must be adhered to. These provide a minimum clear space to let the Cosc Logo 'breathe'.

Exclusion zones are measured in all directions by the width of the Harp graphic.

These rules apply to both the Standard and Simplified Cosc Logos (fig 5.3 & fig 5.4).

fig 5.3

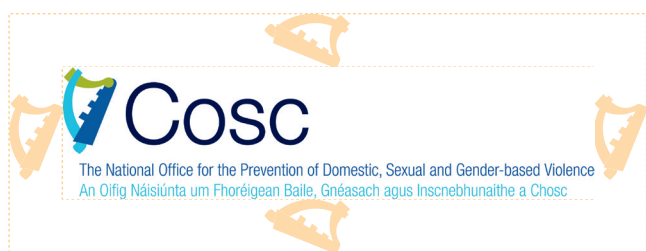


fig 5.4



fig 6.1



fig 6.1



## Dual Branding

In situations where the Cosc Logo must appear along side another logo, it is important to ensure that the Cosc Logo is prominent.

In a horizontal arrangement, the height of the Cosc Logo should be no less than the height of the second logo (fig 6.1).

In a vertical arrangement, the width of the Cosc Logo should be no less than the width of the second logo (fig 6.2).

With due regard to NDP logo requirements, every effort should be made to give the Cosc Logo left hand side placement, or top placement in the case of vertically arranged logos.

Exclusion zones for both logos should be observed.

In many instances of dual branding, it will be necessary to use the Simplified Cosc Logo to ensure visual weight is shared between logos. As set out in page 4 of this document, the simplified logo should be used only in exceptional cases and with the prior permission of Cosc.