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This identity manual has been produced to assist organisations in correct usage and application of the Science Foundation Ireland logo. Adhering to these guidelines will ensure consistency throughout all visual communications within the organisation and from other stakeholders.

This guide provides details of the updated identity, the individual logos that can be applied to Science Foundation Ireland communications materials, the corporate colours and the suggested supporting fonts.

Each of the individual logos have been created in a series of formats suitable for all communication's environments including .eps and .jpg. Only the logos specified in this guide should be used and must not be amended or distorted in any way.
Versions of the Science Foundation Ireland logo available

Master logo

Science Foundation Ireland
For what’s next

SFI_logo_master_CMYK.eps

SFI_logo_master_Black.eps

SFI_logo_master_white.eps

Irish language logo

Fondúireacht Éolais Éireann
Dá bhfuil romhainn

SFI_logo_irish_CMYK.eps

SFI_logo_irish_Black.eps

SFI_logo_irish_white.eps

Dual language (Landscape)

Fondúireacht Éolais Éireann
Dá bhfuil romhainn
Science Foundation Ireland
For what’s next

SFI_logo_dual1_CMYK.eps

SFI_logo_dual1_Black.eps

SFI_logo_dual1_white.eps

Dual language (Portrait)

Fondúireacht Éolais Éireann
Dá bhfuil romhainn
Science Foundation Ireland
For what’s next

SFI_logo_dual2_CMYK.eps

SFI_logo_dual2_Black.eps

SFI_logo_dual2_white.eps

See page 7 for more detail on reversing out the logo
<table>
<thead>
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<th>Science Foundation Ireland programmes</th>
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<tr>
<td><strong>Smart Futures</strong></td>
</tr>
<tr>
<td><img src="image1" alt="Smart Futures Logo" /></td>
</tr>
<tr>
<td><strong>Science Week</strong></td>
</tr>
<tr>
<td><img src="image2" alt="Science Week Logo" /></td>
</tr>
<tr>
<td><strong>Discover Primary Science and Maths</strong></td>
</tr>
<tr>
<td><img src="image3" alt="Discover Primary Science and Maths Logo" /></td>
</tr>
<tr>
<td><strong>SFI Discover (no longer in use)</strong></td>
</tr>
<tr>
<td><img src="image4" alt="SFI Discover Logo" /></td>
</tr>
</tbody>
</table>
Using the Science Foundation Ireland logo

Minimum size

The logo with full title should not be reproduced smaller than 40mm wide.

Clearance zone

To help maintain the logo’s visibility, we have created a protective clear zone to keep it apart from other elements. Use the width of the ‘s’ to measure the minimum ‘breathing’ space for the logo.

Below minimum size

If a smaller reproduction of the logo is required (e.g. pen, tie pin) use the small version logo which can be reduced down to 7mm wide. Small branding of this nature must be pre approved by Science Foundation Ireland.
Incorrect use of the Science Foundation Ireland logo

The following are some examples of what not to do with the logo

**DO NOT** use elements from the logo in isolation.

**DO NOT** distort, skew, stretch or change the colour of the logo.

**DO NOT** use effects or drop shadows on the logo.

**DO NOT** use the logo on detailed or patterned backgrounds.

If the logo is being placed on an image or colour, please use the correct version of the logo in a suitable position to ensure it is clear and legible.

If in doubt see page 11, ‘Guidelines for documents’, for more information on the holding shape.
Acknowledging Funders

All SFI Research Centres were funded by the European Regional Development Fund (ERDF) and the European Structural and Investment Funds (ESIF) from 2014-2020 and it is mandatory that their logos be included on all print and digital collateral pertaining to the funding period 2014-2020.

Since the beginning of 2021, the obligation to acknowledge the ERDF and ESIF funding no longer exists. However, beneficiaries of the funding must retain evidence of compliance with these guidelines for potential future audit purposes until such time as the Regional Programme 2014-2020 is deemed closed by the European Commission.

See logos below for reference:

Retained evidence can include but is not limited to: the use of the ERDF funding logos on press releases, website/digital content and copies of marketing publications (leaflets, newsletters, promotional materials), presentations etc. All supporting documents related to these activities (such as invoices, public procurement, contracts, etc.) must also be made available. The documented evidence can be either original copies or electronic versions. For documents stored electronically, the computer systems used must meet adequate security standards to ensure that the documents held comply with national legal requirements and can be relied on for audit purposes.

Branding Lock-ups

The SFI 'A World-leading' lock-up is to be used by all SFI Research Centres, in conjunction with host and partner institution ribbons. As the branding is clearly visible in the lock-up there is no further requirement to acknowledge SFI as a funder in a separate tab.
Fonts

Internally produced documents

Calibri
Please use Calibri for internally produced documents and presentations (word, Powerpoint, email).

Externally produced documents

Source Sans Pro
For body copy and subheadings we use Source Sans Pro. This font is an open source font and freely available for both PC and Apple platforms. It is available in many weights. This font should be used in all Science Foundation Ireland publications, with the exception of word and powerpoint templates where Calibri is used.

Museo Slab 700
This font is distinctive and recognisable with letterforms that will complement the functionality of Source Sans Pro.
Science Foundation Ireland uses Museo Slab 700 for all big information ie: headlines, chapter heads, main titles and taglines.
Museo Slab 700 is available for download from all the main type foundries.
Primary Brand Colours

The core colours of the Science Foundation Ireland identity are Pantone 326 (Teal) and Pantone 541 (Navy). The colours shown here are for reference ONLY and printed versions of this guide must not be used to colour match.

Teal
Pantone 326
CMYK
C 86
M 0
Y 42
K 0
SCREEN
R 0
G 177
B 170

Dark Blue
Pantone 541
CMYK
C 100
M 57
Y 0
K 38
SCREEN
R 0
G 70
B 127

Secondary colours

A number of secondary colours have been selected to augment the identity.

NOTE
Examples of these colours in use are on the following page.

Pantone 240C
CMYK
C 20
M 100
Y 0
K 0

Pantone 380C
CMYK
C 26
M 0
Y 100
K 0

Pantone 5275C
CMYK
C 49
M 48
Y 10
K 24

Pantone 7541C
CMYK
C 9
M 6
Y 10
K 0

Pantone 646C
CMYK
C 66
M 32
Y 0
K 11

Pantone Warm grey 2C
CMYK
C 0
M 6
Y 9
K 15
These secondary colours are to be used sparingly.

The primary brand colours on white are part of our look

The secondary colours can be used to highlight, emphasise and breakup information

Do not use the secondary colours as a main solid in publications
Guidelines for documents

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Cover Design

This is a flexible template that can accommodate different design treatments while maintaining a visual link between our documents. The diagram opposite shows the curved line we use to hold the logo which also creates a visual link between documents.

The secondary shape at the bottom can be used to hold information such as date of publication, etc.

The following pages show examples of these templates in use.

Note: The secondary shape at the base of documents can be a line or a solid, depending on the requirement.
Example 1: A4 single column layout

Main heading
Museo Slab 700 30/32pt*
Use a mixture of Dark Blue or Teal to emphasise words or create a visually interesting heading.
* Reduce size to 25/27pt for A5

Sub headings A
Museo Slab 700 11/12.5pt ranged left
2mm space before and after
Colour – Teal

Sub headings B
Source Sans Semibold 10/12.5pt ranged left
2mm space after
Colour – Black

Body copy
Source Sans Regular 9.5/12pt ranged left
2mm space after
Colour – Black

Bullets
Source Sans Regular 9.5/12pt ranged left
2mm space after; 5mm indent
Colour – Black
Use Teal Chevron bullet symbol

Introductory paragraphs
Source Sans Regular 13/15pt range left
5mm space after
Colour – Navy
Underline & Overline .75mm – 20% Black

Text pull
Museo Slab 14/16pt range left
Colour – Teal
Overline – 20% Black, .75mm
Underline – 30% Black, 10mm

Captions
Source Sans Regular 9/11pt range left
Colour – Black
Example 2: A4 two column layout

Main heading
Museo Slab 700 30/32pt.*
Use a mixture of Dark blue or Teal to emphasise words or create a visually interesting heading.
* Reduce size to 25/27pt for A5

Sub headings A
Museo Slab 700 11/12.5pt ranged left
2mm space before and after
Colour – Teal

Sub headings B
Source Sans Semibold 10/12.5pt ranged left
2mm space after
Colour – Dark Blue

Body copy
Source Sans Regular 9.5/12pt ranged left
2mm space after; 5mm indent
Colour – Black
Use Teal Chevron bullet symbol

Introductory paragraphs
Source Sans Regular 13/15pt range left
5mm space after
Colour – Dark Blue
Underline & Overline .75mm – 20% Black

Text pull
Museo Slab 14/16pt range left
Colour – Dark Blue
Overline – 20% Black, .75mm
Underline – 30% Black, 10mm

Captions
Source Sans Regular 9/11pt range left
Colour – Black

---

Main Heading Museo Slab 700 medium 30/32pt

Introduction copy to be set in Calibri 13/15pt with 8mm space after. Pelleterisque blandit aor a vehicula fringilla, est lorem consectatur massa, vitae porttitor diam odio nec mauris. Vestibulum nunc lectus, dignissim at turpis ultrices.


Amet mattis mi vel purus varius turpis. Integer euismod non sapien. Nulla facilisi.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia. Proin eget nunc, facilisis euismod erat, aliquam pede.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia. Proin eget nunc, facilisis euismod erat, aliquam pede.

---

Text pull out is set in Calibri Regular 14/16pt, with a 20% black .75mm overline and a 10mm 30% black underlining.
**Example 3: A5 layout**

**Main heading**
Museo Slab 700 25/27pt*
*Use a mixture of the Dark blue or Teal to emphasise words or create a visually interesting heading.

**Sub headings A**
Museo Slab 700 11/12.5pt ranged left
2mm space before and after
Colour – Teal

**Sub headings B**
Source Sans Semibold 10/12.5pt ranged left
2mm space after
Colour – Dark Blue

**Body copy**
Source Sans Regular 9.5/12pt ranged left
2mm space after
Colour – Black

**Bullets**
Source Sans Regular 9.5/12pt ranged left
2mm space after; 5mm indent
Colour – Black
Use Teal Chevron bullet symbol

**Introductory paragraphs**
Source Sans Regular 13/15pt range left
5mm space after
Colour – Dark Blue
Underline & Overline .75mm – 20% Black

**Text pull**
Museo Slab 14/16pt range left
Colour – Teal
Overline – 20% Black, .75mm
Underline – 30% Black, 10mm

**Captions**
Source Sans Regular 9/11pt range left
Colour – Black
Tips on breaking up text

- Use solid colour to highlight or isolate information. These solids should be used sparingly to maintain the impact.
- If appropriate, use interesting facts and numbers graphically to break up long passages of text.
- Use interesting imagery that promotes science as an interesting career. Only use licensed or Science Foundation Ireland owned photography. Never use random images from internet sites.
- Use text pull-outs in the surrounding margins to highlight text.
- Leave naturally occurring white space between graphics and blocks of text to avoid a cluttered layout.
Internal documents

Word
Science Foundation Ireland has developed a suite of Word templates for internal documents and communications which are available for circulation.

Fonts
For documents produced internally we use the font Calibri.

Templates
To ensure consistency throughout our documents master templates must be used. The general specifications are as follows:

Main titles and headings
Calibri Bold 18pt ranged left – white reversed out of Teal
Single Line spacing

Subheads 1
Calibri Bold 16pt ranged left - Black
Single Line spacing

Subheads 2
Calibri Bold 11pt ranged left - Black
Single Line spacing; Left indent .2cm

Body text
Calibri 11pt ranged left – Black
Single Line spacing; space after 6mm Left indent .2cm

Sign off/signature text
Calibri 11pt ranged left – Black
Single line Spacing

Highlight of instructional text
Calibri Italic 11pt ranged left – Red

Electronic signature
Signatures of personnel to be used only with strict authorisation.

Board Meeting document

Memorandum document
Word documents

Science Foundation Ireland has developed a suite of Word templates for internal documents and communications which are available for circulation.

To ensure consistency throughout our documents, master templates should be used. The general specifications are as follows:

**Main titles**
Calibri Regular 40/44pt ranged left

**Subtitle**
Calibri Bold 20/23pt ranged left

---

**Word template internal pages**

**Intro paragraph**
Calibri 15pt ranged left – Dark blue

**Heading A**
Calibri Bold 14pt – Teal

**Heading B**
Calibri Bold 12pt – Dark blue

**Body copy**
Calibri 11pt – Black
Powerpoint templates

Science Foundation Ireland has developed a suite of Powerpoint templates for internal documents and presentations which are available for circulation. There is a range of colour choices for covers and interior slides that can be used to differentiate and set the tone for different presentations. A flexible cover template allows the user to update images to provide further distinction.

To ensure consistency throughout our document master templates must be used. The general specifications are as follows:

**Title slides**
Calibri Bold 34pt ranged right
Subtitle Calibri Bold 16pt ranged right.

**Interior slides**
Headings 34pt ranged left
Body text 18pt ranged left
Use SFI colour theme palette for colour usage throughout.

---

**Cover templates**
- Title
- Name
- Detail
- Date

**Interior page templates**
- What Science Foundation Ireland delivers for its annual €160m budget
- Science Foundation Ireland Awards
  - €25m
  - €100K
  - €111m
  - €15m
- Science Foundation Ireland Agenda 2020
  - Excellence and Impact
Email

To ensure consistency, Science Foundation Ireland require all outgoing emails to carry the approved signature.

Email signatory general guidelines
Calibri 12pt ranged left – Colour Black
Name and title in Bold – use upright line (|) as divisor
Main telephone number appears first
Direct line number appears second

Science Foundation Ireland
Calibri Bold 14pt ranged left – Colour: Dark blue

Science Foundation Ireland taglines
For what’s next...
Calibri Bold 12pt ranged left
Colour: Teal
Allow one return space before and after

Other divisional messages or news
Calibri Bold 14pt ranged left – Colour Black
Allow one return space before and after

Disclaimer
Always use the Science Foundation Ireland official disclaimer
Arial 11pt ranged left – Colour Black
Arial used to create distinction from main body

Email signatures

Annual campaigns will be included in the email signature (#Believe in Science' shown in this example)
Stationery

General guidelines for stationery items

Logo
Use dual language version of the logo

Colour
All stationery items printed in two colours
Dark blue and Teal

Watermark
Watermark ‘swish’ to be reproduced
in 15% Teal

Letterhead
Use dual language version of the logo
Source Sans Regular 9.5/12pt ranged left
Web address – Calibri Bold 9.5/12pt range left
English Address – Dark Blue
Irish Address – Teal
Compliment slip
Use dual language version of the logo
Text as per letterhead
‘With Compliments’ – Upper case

Envelopes – DL and A4
Use dual language version of the logo

Source Sans Regular 9.5/12pt ranged left
Banner and poster examples
Co-branding

There is a specific lock-up designed for using Science Foundation Ireland branding in conjunction with SFI Research Centres. SFI Research Centres should please refer to the SFI Research Centre Branding Guidelines. Contact the Communications team at communications@sfi.ie with any queries.