Lero *THE IRISH SOFTWARE RESEARCH CENTRE*

Brand Assets & Guidelines 2015

Our Brand

THIS BOOK SERVES AS A GUIDE TO THE
BASIC ELEMENTS THAT MAKE UP LERO.
IT WILL HELP YOU TO GET TO KNOW
US BETTER.

These guidelines have been designed to show
our new identity which will now project the vision
behind the Lero brand. The principles within
this booklet were created to give you a technical
understanding of the factors and structure of
our new image, ensuring that we carry out a
consistent style and quality of presentation.

Everything we do and produce needs to reflect
Lero clearly and consistently, all this will be
possible by keeping these guidelines as a
reference.

Contents

Mission & Vision

Our **Mission** is to establish Ireland as a location synonymous with high quality software development through advanced research and smart collaboration with industry partners, national agencies, other Research Centres, and our broad outreach programme.

Our **Vision** is to build a software ecosystem in Ireland that can create wealth and jobs. This ecosystem will evolve to achieve international recognition and acknowledgement.

Our Logos

OUR LOGO IS VERY PRECIOUS TO US WE
TOOK OUR TIME DEVELOPING OUR BRAND
SO PLEASE BE NICE TO IT.

Rationale

The Lero logo was designed to be modern and future
proof, updating our public persona.

It is a distinctive mark and brand that presents Lero
as a forward thinking professional organisation

Logo Composition

There are three elements to our logo:
    The Chain Link graphic
    The word Lero
    Our strapline; 'The Irish Software Research Centre'.

Colour Treatment

The full colour option is the preferred choice for any
of the variations shown here, these logos should be
used whenever possible.

Primary
Landscape Logo

Lero THE IRISH SOFTWARE RESEARCH CENTRE

This is the landscape version of the logo which is the preferred version for all printed collateral.

Secondary
Stacked Logo

Lero
THE IRISH SOFTWARE RESEARCH CENTRE

This is the stacked version of the logo you can use it when it is more suitable to the design.

Space restricted
Strapless Logo

Lero

This is the strapless version of the logo you can use it when space is at a premium.

Logo Spacing

OUR LOGO MUST ALWAYS HAVE
SPACE SURROUNDING IT, TO KEEP IT
BECOMING CLUTTERED OR INTERFERED
WITH. IT NEEDS A LITTLE ELBOW ROOM
TO HELP US STAND OUT

Exclusion Zone

The minimum required distance from each
extremity of our logo is 4.333 mm.

Try to use white or neutral backgrounds, if sitting
on a photo or colour use the negative version of
our logo.

Bigger is better

When looking at the minimum size, remember
bigger is better.

It must not be represented at a smaller size
than 10mm in print or less than 30 pixels deep
on the web.

The Lero logo has been designed so that it can
be used across all platforms.

Lero

THE IRISH SOFTWARE
RESEARCH CENTRE

Lero

THE IRISH SOFTWARE
RESEARCH CENTRE

Lero

Logo Iterations

SAY HELLO TO EVERYONE IN THE
FAMILY. ALL THE MEMBERS OF OUR
LOGO FAMILY THAT CAN BE USED
ARE HERE.

Our Lero logo exists in three formats:

Landscape

Stacked

Strapless

While the landscape version of the Lero logo is our
preferred iteration you can determine which to
use according to their suitability for the layout.

There is a full colour option for each iteration of
the Lero logo and there are also options available
for reproduction of both black and white versions.

Lero THE IRISH SOFTWARE RESEARCH CENTRE

Lero THE IRISH SOFTWARE RESEARCH CENTRE

Lero THE IRISH SOFTWARE RESEARCH CENTRE

lero THE IRISH SOFTWARE RESEARCH CENTRE

lero THE IRISH SOFTWARE RESEARCH CENTRE

lero THE IRISH SOFTWARE RESEARCH CENTRE

lero

lero

lero

Logo Do's & Don'ts

WE WANT TO LOOK GOOD ALL THE
TIME SO TAKE TIME TO CONSIDER
HOW TO APPLY OUR LOGO

01 Space around the logo

Always leave our logo a little space to breathe. Use
white or neutral backgrounds where possible.

02 If the unavoidable happens.....

If it's it's better to put our logo on a colour, we
prefer our blue Pantone, or on a photo, use either
of the negative logos, depending on what's clearer.

03 Be kind

Do not sit the Lero logo on garish colours.

04 Beware of clutter

Do not use our negative logo on backgrounds that
are too light or cluttered.

05 Don't swivel

Do not rotate our logo.

06 No need to embellish

Do not add embellishments like drop-shadows,
embossing etc. to our logo.

01 ✓

02 ✓

03 ✗

04 ✗

05 ✗

06 ✗

Typefaces

Our Font

Open Sans has a modern feel even though it's general aspect is also close to a classic type.

The italic, light and bold variations of the type can be used depending on the message needs or context.

In order to keep the communication consistent the use of any other typeface is not indicated.

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Body Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & @ . , ? ! ' " " ( )

Body Font Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & @ . , ? ! ' " " ( )

Bold Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & @ . , ? ! ' " " ( )

Bold Font Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & @ . , ? ! ' " " ( )

Extra Bold Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & @ . , ? ! ' " " ( )

Extra Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & @ . , ? ! ' " " ( )

Colours

OUR COLOURS DEFINE OUR BRAND.
THE PALETTE CONSISTS OF A
COMPLEMENTARY RANGE OF COLOURS
THAT WORK WELL IN ALMOST
ANY COMBINATION.

We're bold bright and confident simple and to the point. Our colours are an important part of making sure our printed media and logos are reproduced correctly. To ensure this happens, we have identified our company colours using the Pantone referencing system.

For all digital media we have supplied the RGB and Hex referencing system.

We have adopted a vibrant colour palette which is restricted to the colours opposite. This gives our brand a very unique look and feel that enables Lero to be distinguished instantly.

Lero Green

RGB
128 | 191 | 000

CMYK
056 | 001 | 100 | 000

Hex#
7fbf42

Pantone
360C

Lero Charcoal

RGB
024 | 034 | 046

CMYK
084 | 073 | 055 | 065

Hex#
18222e

Pantone
7547C

Lero Blue

RGB
000 | 145 | 186

CMYK
100 | 023 | 019 | 000

Hex#
0091ba

Pantone
639C

Lero Red

RGB
198 | 032 | 062

CMYK
016 | 100 | 077 | 005

Hex#
c6203e

Pantone
193C

Lero Grey

RGB
166 | 165 | 164

CMYK
037 | 031 | 031 | 000

Hex#
a6a5a4

Pantone
Cool Gray 6C

Our Design Assets

WE ARE ALL DESIGNERS NOW. DESIGN
IS SO SIMPLE, THAT'S WHY IT'S SO
COMPLICATED. SIMPLICITY IS ABOUT
SUBTRACTING THE OBVIOUS AND
ADDING THE MEANINGFUL

We've created a number of assets to aid in the
stylisation of various projects. These can be used
with discretion to make your communications
more visually appealing.

Lero 'Link'

Taken from the brush stroke link in our logo,
the use of our link graphic in isolation should be
carefully considered and implemented. It is not
recommend that our link graphic be used as the
default identifier in place of our complete logo,
rather as a style feature.

The Lero Link is in our Cool Gray 6C colour but at
30% opacity.

Impact Wave

The impact wave is also reproduced from the
'link' in the Lero logo. It's stroke effect gives
a splash or texture to the solid colour to
create a greater impact.
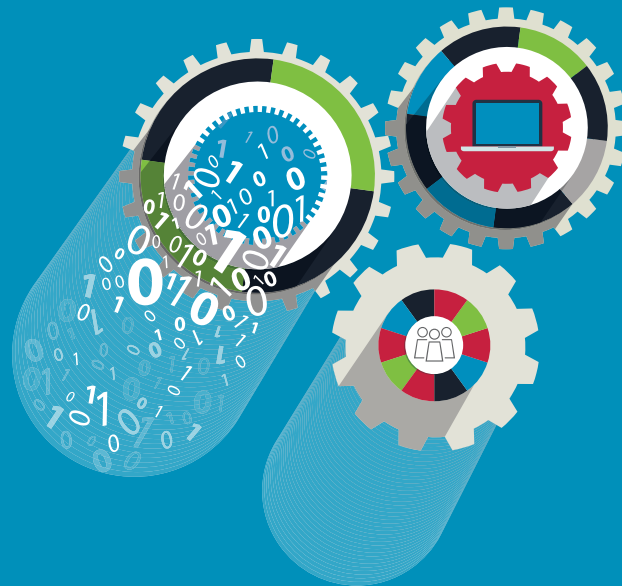
Lero Cogs

Our cogs represent three
sections, Binary, Computing
and Social.

Photo Placement

The Impact Wave graphic is a great way of
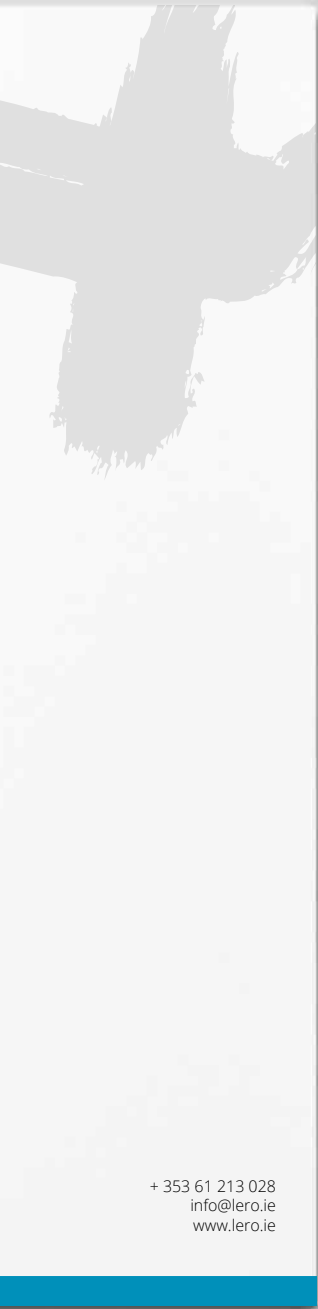mounting the Lero logo on a photographic
background or on a block colour.

Lero *THE IRISH SOFTWARE RESEARCH CENTRE*

Sample Applications

Lero Business Cards

Our business cards are 90 x 55 mm (W x H). No other measurements should be used.

They should always be printed on 350gsm silk with a matt laminated finish.

Lero
THE IRISH SOFTWARE
RESEARCH CENTRE

Lero

Name of Person
Job Title

The Tierney Building, University of Limerick,
Limerick, Ireland
+353 61 213 028 | xxx.yyy@lero.ie | www.lero.ie

Lero
THE IRISH SOFTWARE
RESEARCH CENTRE

+ 353 61 213 028
info@lero.ie
www.lero.ie

Lero THE IRISH SOFTWARE RESEARCH CENTRE