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.
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Mission & Vision
Who we are and where we plan to go.

Our Logo
An introduction to our logo with all it’s iterations and some do’s and don’ts of using them.

Typography
Our typefaces and how to use them.

Colour
What colours we use and how we use them.

Assets
How we use our assets to set the tone of our brand.

Application
How to apply the Lero visual identity across a selection of collateral.
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 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

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

Secondary
Stacked Logo

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

Space restricted
Strapless Logo

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.
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.
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.
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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&.@.,?!"'()
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 Red**
RGB: 198 | 032 | 062
CMYK: 016 | 100 | 077 | 005
Hex#: c6203e
Pantone: 639C

**Lero Blue**
RGB: 000 | 145 | 186
CMYK: 100 | 023 | 019 | 000
Hex#: 0091ba
Pantone: 639C

**Lero Charcoal**
RGB: 024 | 034 | 046
CMYK: 084 | 073 | 055 | 065
Hex#: 18222e
Pantone: 7547C

**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.
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.
If you have any queries about applying these identity guidelines, please contact: design@onelittlestudio.com