

# Dublin City Regional Style Guidelines

## Logos

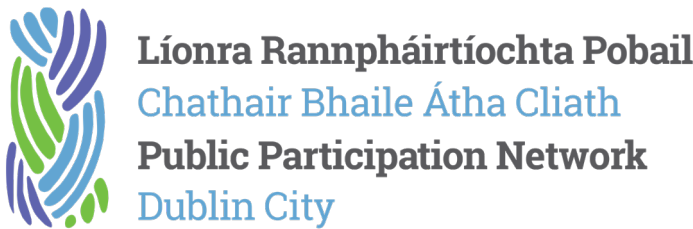
There are three layouts for your customised, regional logos: Horizontal, Vertical and Bilingual.



HORIZONTAL



VERTICAL



BILINGUAL

## White Logos

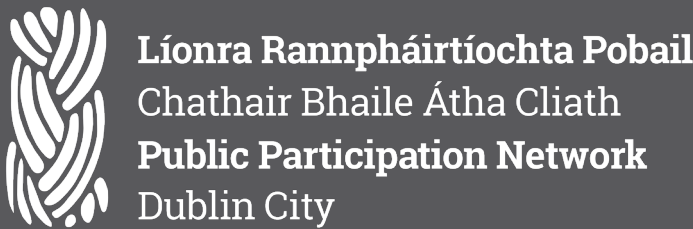
White logos can be used to improve legibility on darker backgrounds.



HORIZONTAL



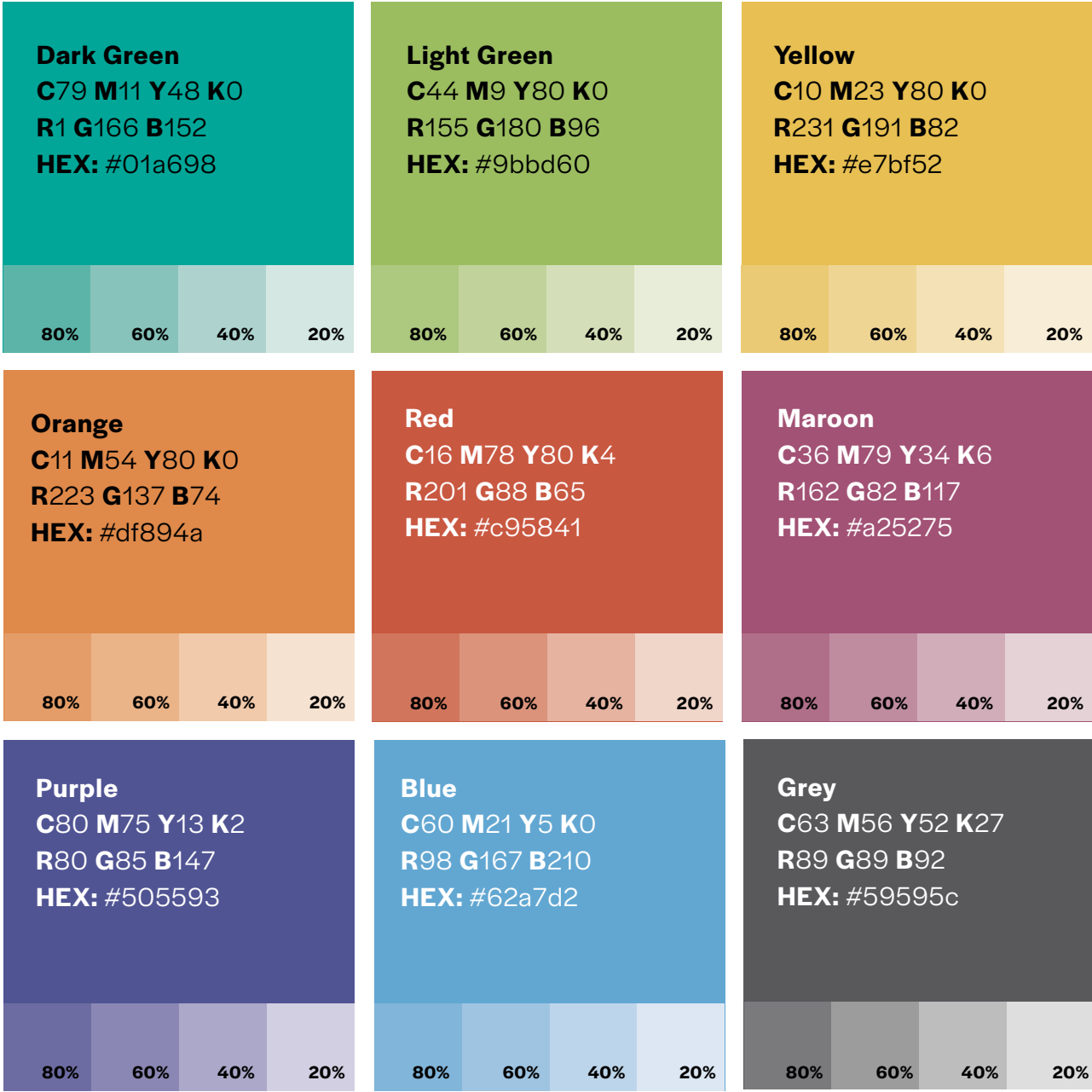
VERTICAL



BILINGUAL

## Colour Palette

Dublin City’s primary colour is Blue because it best suits the region and compliments the region’s icon. This will be your specific regional brand colour and should be used in your customised logos and consistently across all correspondence.



## Typography

**Roboto Slab** is the typeface used in the logo. Bold is used in grey for *Public Participation Networks* and Regular is used for your specific region in your chosen regional colour.

**Halyard** is the typeface used for body text and headlines. You can use Halyard Display for headings and Halyward Text for body copy.

AaBb

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

**Roboto Slab**  
Bold/Regular  
This is the typeface used for the logo  
[Download here](#)

AaBb

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

**Halyard Display**  
Bold/SemiBold/Regular/Book/Light  
This is the typeface used for text and headlines  
[Download here](#)