



An Roinn Forbartha  
Tuaithe agus Pobail  
Department of Rural and  
Community Development

# National PPN branding and communications campaign

## Objectives

- to increase overall awareness nationally of the PPNs and to assist PPNs locally.
- to increase understanding among existing and potential stakeholders of their functions, their importance, and the benefits of membership.

## Context:

Public Participation Networks across Ireland currently have a wide variety of logos. The current initiative to communicate the role and benefits of Public Participation Networks has considered the logos and offered solutions to the Networks that will enable greater consistency and effectiveness in our messaging at both national and local levels.



## Option 1: Current Logo A

All Public Participation Networks will retain their current logo designs. This option is not recommended as it will not support messaging at a national level. It will result in the image of Public Participation Networks as an adhoc patchwork of initiatives across the country.



## Option 2: Current Logo B

All Public Participation Networks will retain their current logo with a shared typeface and naming system. To create a consistent look nationally, each logo will fit within a shared design (some examples below). This option allows for individuality between Networks while communicating that this is a national, co-ordinated initiative.



### Option 3: New Logo A

All Public Participation Networks adopt a new shared logo design. This circular motif has been developed from the current designs of individual networks. Local Public Participation Networks will each have their own, based on county colours (some examples below). The networks together will be represented by a multi-coloured version. This is the recommended option as it creates a strong visual connection between individual Public Participation Networks while building a national identity.



Public  
Participation  
Networks  
Ireland



Public  
Participation  
Network  
Kildare



Public  
Participation  
Network  
Cavan



Public  
Participation  
Network  
Sligo



Public  
Participation  
Network  
Roscommon



Public  
Participation  
Network  
Carlow



Public  
Participation  
Network  
Offaly



Public  
Participation  
Network  
Westmeath



Public  
Participation  
Network  
Kilkenny



Public  
Participation  
Network  
Dublin City



Public  
Participation  
Network  
South Dublin City



Public  
Participation  
Network  
Wexford



Public  
Participation  
Network  
Monaghan

#### Option 4: New Logo B

All Public Participation Networks adopt a new shared logo design. This intersecting disk logo has also been developed from the current designs of individual networks. Local Public Participation Networks will each have their own, based on county colours (some examples below). The networks together will be represented by a multi-coloured version. This is the recommended option as it creates a strong visual connection between individual Public Participation Networks while building a national identity.



# Consultative poll

Each Public Participation Network is now asked to vote for their preference in the following poll. Please select only one box and return to [ppn@drcd.gov.ie](mailto:ppn@drcd.gov.ie)

## Option 1

All Public Participation Networks will retain their current local logo designs. A new national logo will be developed\*.



## Option 2

All Public Participation Networks will retain their current local logo with a shared typeface and naming system. A new national logo will be developed\*.



## Option 3

All Public Participation Networks adopt new national logo design either using local county colours or rainbow shared national colours.

County colours

Shared national colours

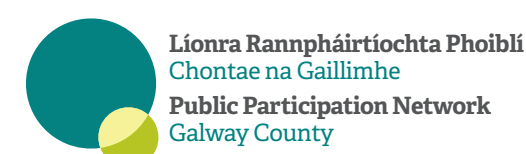


## Option 4

All Public Participation Networks adopt new national logo design either using local county colours or green & yellow shared national colours.

County colours

Shared national colours



\* The new design 3 or 4 that attracts the most votes will be adopted as a national logo for Public Participation Networks Ireland.