

# BRAND GUIDELINES

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#### Contents

#### Our Brand

04 Brand Positioning

#### Our Logo

- 06 Our Logo
- 07 Logo Placement
- 08 Graphic Types

#### Our Colours

- 10 Core Palette
- 11 Core Palette Explained
- 12 Extended Palette
- 13 Gradients
- 14 Colours to Avoid

#### Our Fonts

- 16 Campaigns and Documents
- 17 Digital Properties

#### Our Brand in Action

- 19 Social Media Templates
- 20 Performance Race Suits
- 21 Performance Uniforms
- 22 International Age Group Uniforms
- 23 Staff and Volunteer Uniforms

#### Our Sub-Brands

- 23 Duathlon National Series, Triathlon National Series
- 24 Youth Series, Tri Heroes, Tri-Team Ireland

### Our Brand

04

#### Brand Positioning

We believe triathlon is more than a sport. It's a lifestyle.

It's a powerful force that allows people to achieve something extraordinary. No matter your age, ability or gender - putting swim, bike and run together creates a sense of achievement that few sports can match.

Triathletes embody excellence - so does Triathlon Ireland. We are innovative. We aim to be at the pinnacle of National Governing Bodies nationally and internationally.

We are open, optimistic and inclusive. Our brand projects positivity and the power of sport to have an extraordinary affect on people's lives.

## Our Logo

#### The Triathlon Ireland Logo

The Triathlon Ireland logo has evolved over two decades from a core shamrock representing Ireland and the three elements of our sport.

Our logo embodies movement and projects optimism.



#### Master Logo

The Master Logo is Aqua (RGB 0 164 151) and should be used on all Triathlon Ireland properties.



#### Secondary Logo

The Secondary Logo is light grey (RGB 209 221 230) and should be used <u>only</u> where the Master Logo is not suitable.



#### Mono (white) Logo

The Mono Logo is white and should <u>only</u> be used when the Master and Secondary logos are not suitable.



#### **Give it Some Space!**

Leave a shamrock of empty space in all directions for the best display.



#### **Apparel Logos**

On apparel the Triathlon Ireland logo is displayed in two sizes <u>only</u>.
Uniforms XXS- L: 60mm width
Uniforms XL - XXL: 70mm width



The SWIM BIKE RUN device is available in a range of colours and two layouts. It represents the fun and adventurous elements of our brand. The SWIM BIKE RUN device is used across the brand.

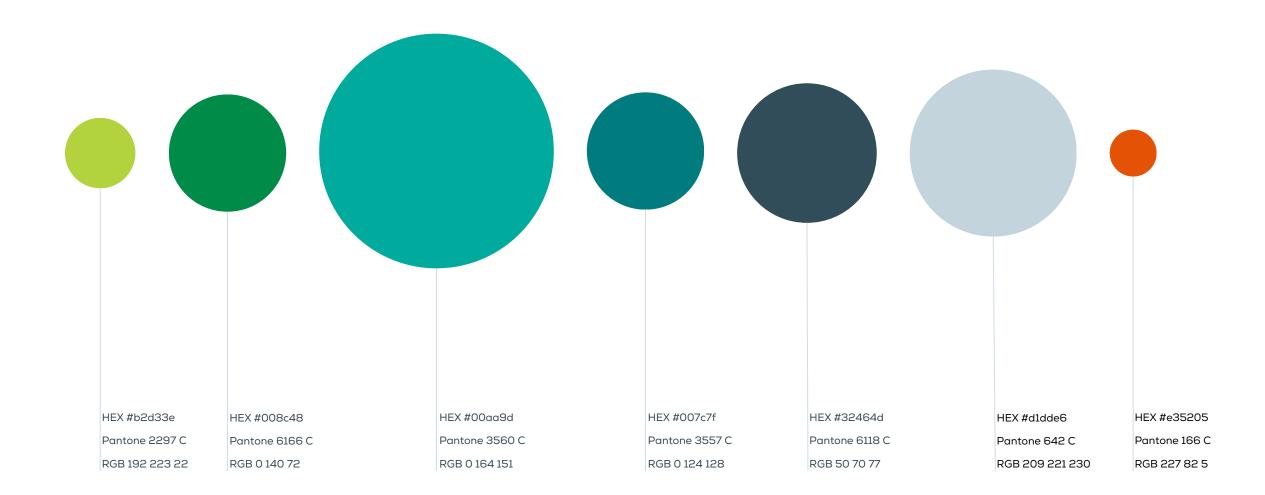


The TRI-COLOUR and IRELAND devices represent our brand abroad. They are <u>only</u> be used in connection with Performance clothing and properties.

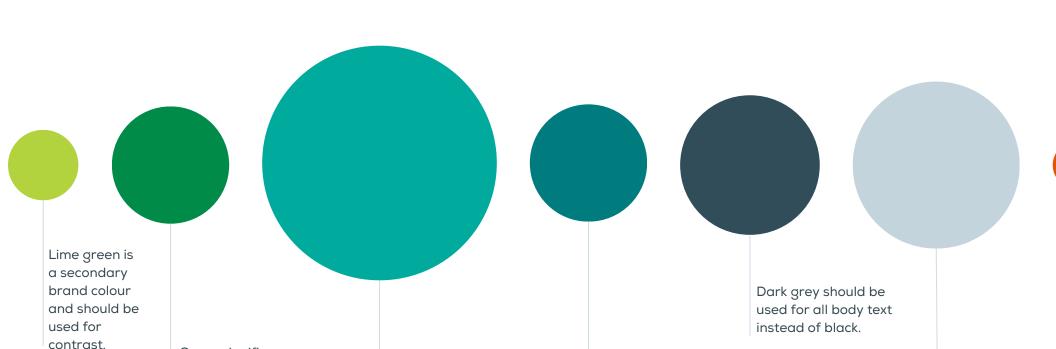


## Our Colours

#### Our Core Palette



#### Our Core Palette



Green signifies
Ireland and
should only be
used in connection
with Performance
where it is a
primary colour.

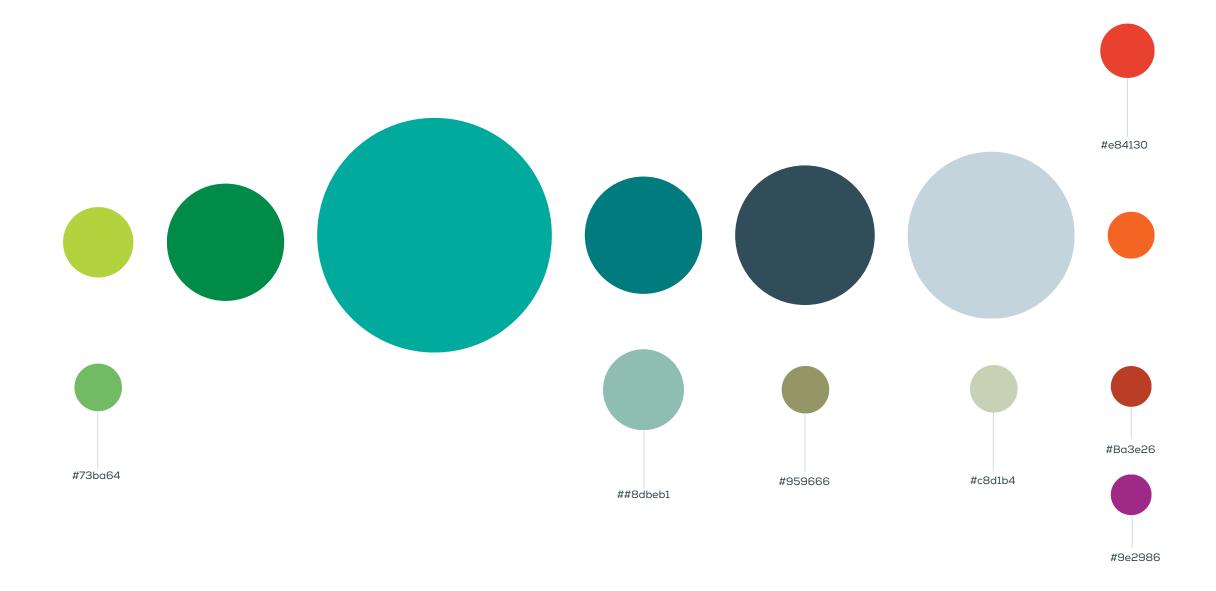
Aqua is our brand's primary colour. It is an integral part of our identity and should be the go-to colour for all communications.

Dark Aqua is a secondary brand colour.

Light grey is a secondary brand colour. It should be used instead of white.

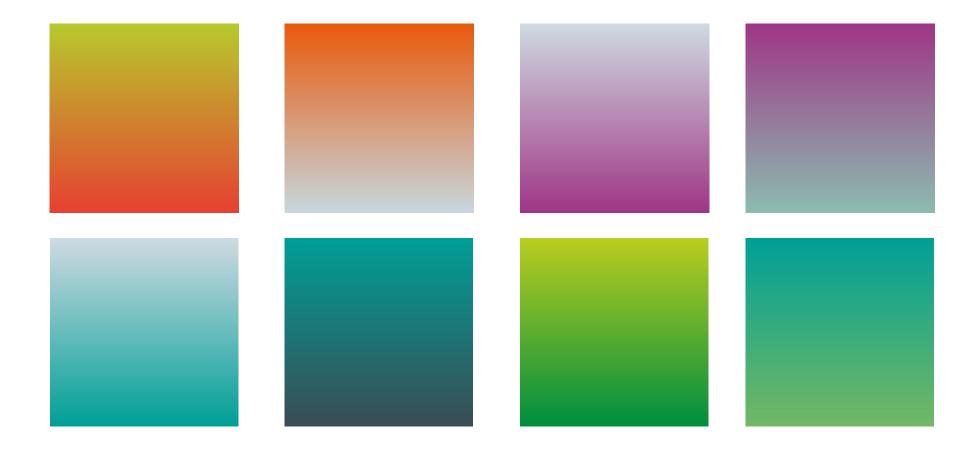
Orange is a secondary brand colour. It should be used for contrast and in connection with Performance.

#### Our Extended Palette



13

#### Our **Gradients**



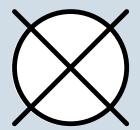
#### Colours to Avoid



Green should not be used in connection with domestic activities. It is strictly reserved for Performance.



Black is not part of our brand palette. Use Slate grey instead.



White is not part of our brand palette. Use light grey instead.



Any other colour that is not part of our brand palette must have a special case use. For instance, blue has been inherited for the Tri-Team Ireland sub-brand as it is connected to the blue of the World Triathlon finish line. It is not used elsewhere or as part of our core brand.

# Our Fonts OUR FONTS Our Fonts

#### Our Fonts - Campaigns & Documents

NEXA
This is NEXA.



Used for headings on documents. Nexa with Nexa Thin for Contrast.



Used sparingly for titles and campaign names only.

#### **ROBOTO**

All other text should be in Roboto

Our Fonts - Digital Properties- website, email, app

## ROBOTO

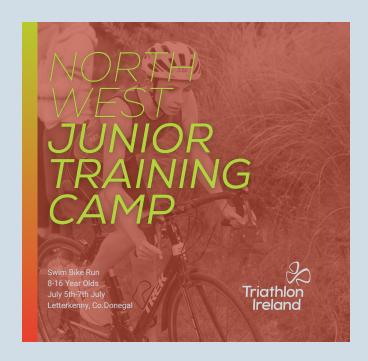
## Headings should be in Roboto or Roboto Bold

Sub headings should be in Roboto

All other text should be in Roboto

## Our Brand In Action























## Our Sub-Brands



HEX #007c7f



HEX #d1dde6



HEX #00aa9d



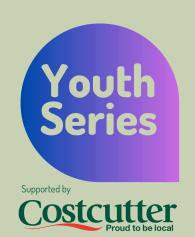
HEX #007c7f



HEX #007c7f

Sponsor logo centered beneath YS logo





gradient: #004aad, #cb6ce6

Sponsor logo centered beneath YS logo









