

Visual Guidelines

VERSION ONE • SEPTEMBER 2023



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OUR BRAND ELEMENTS

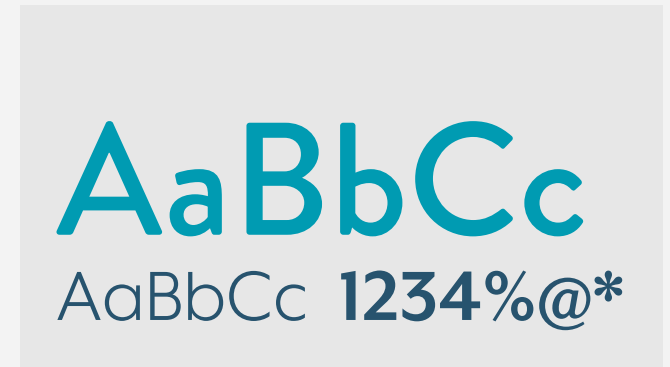
Brand elements are the visual components that make up a brand's identity and help consumers recognize and connect with the brand. These elements work together to create a distinct and memorable brand image.



Logo



Colour



Typography



Iconography



Photography



Visual Devices - Circles

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OUR LOGO

The Insurance Ireland logo is the face of our brand, serving as a visual representation that is instantly recognized by our valued members and the general public.

Our logo should be prominently featured on all Insurance Ireland communications. We offer two versions of the logo for use, depending on the colour of the background.



Colour Logo



Reversed

(try to ensure good contrast between the logo and the background)



Clearance

Ensure the logo maintains ample clear space around it.



24mm

Minimum size

The logo should not appear smaller than 24mm wide.

LOGO USAGE

Correct logo usage is crucial for a brand's identity and recognition. It reinforces credibility, maintains consistency, and ensures professionalism. Incorrect usage can lead to confusion and weaken a brand's impact.



X Avoid placing the logo on a background where contrast and legibility are compromised.



X Avoid placing the logo on an image where contrast and legibility are compromised.



X Preserve the logo's original elements and refrain from resizing.



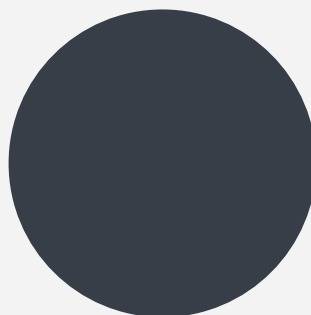
X Refrain from altering the colour of the logo.

COLOUR

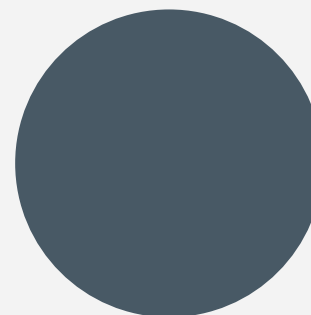
Primary Palette

A brand's colour palette consists of a set of colours that are associated with the brand. These colours are used in the logo, marketing materials, website, and more. The choice of colours can evoke emotions and communicate the brand's personality.

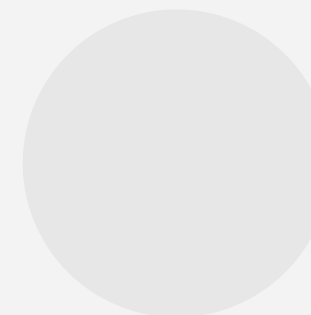
Insurance Ireland's primary colour palette consists of cool tones of grey and teal. These are an integral part of our visual system and should appear in all communications.



Dark Grey
CMYK 79, 66, 53, 44
RGB 49, 60, 71
Web #313C47

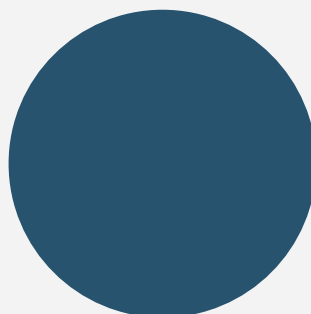


Mid Grey
CMYK 72, 52, 42, 32
RGB 71, 89, 102
Web #475966

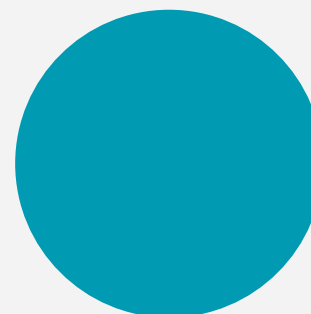


Light Grey
CMYK 00, 00, 00, 13
RGB 225, 226, 227
Web #E1E2E3

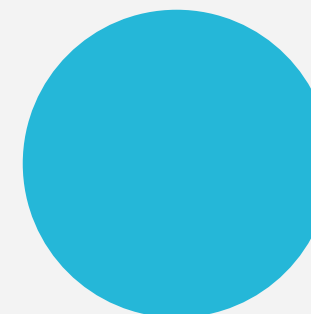
Teal Colour Group



Dark Teal
CMYK 89, 60, 39, 20
RGB 37, 87, 111
Web #25576F



Mid Teal
CMYK 79, 18, 28, 00
RGB 0, 159, 178
Web #009FB2



Teal
CMYK 70, 02, 13, 00
RGB 17, 186, 215
Web #11BAD7

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COLOUR

Secondary Palette

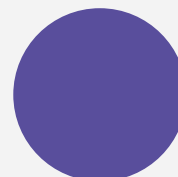
A second color palette, often referred to as an accent color palette, plays a crucial role in visual design systems. It serves to complement the primary color palette and adds depth, contrast, and visual interest to your designs.

Purple Colour Group



Deep Purple

CMYK 91, 93, 29, 19
RGB 59, 45, 98
Web #3B2D62



Purple

CMYK 77, 75, 00, 00
RGB 90, 77, 163
Web #5A4DA3



Soft Purple

CMYK 44, 58, 00, 00
RGB 150, 120, 182
Web #9678B6

Blue Colour Group



Navy

CMYK 100, 84, 34, 24
RGB 24, 56, 99
Web #183863



Blue

CMYK 94, 67, 02, 00
RGB 18, 85, 162
Web #1255A2



Light Blue

CMYK 80, 21, 00, 00
RGB 0, 154, 216
Web #009AD8

Accent Colours



Amaranth

CMYK 00 90 50 00
RGB 231, 52, 88
Web #E73458



Mango

CMYK 00 66 100 00
RGB 237, 112, 4
Web #ED7004



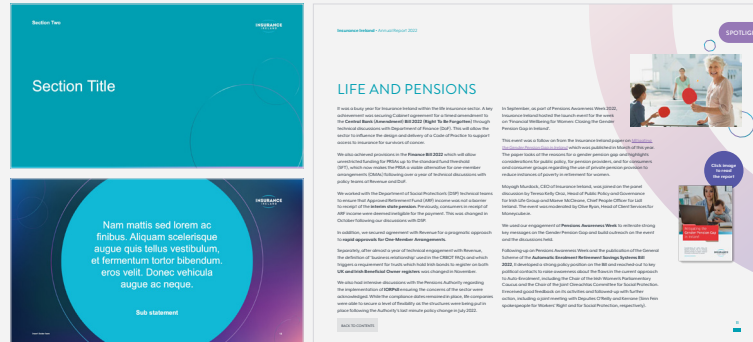
Pistachio

CMYK 79, 66, 53, 44
RGB 160, 201, 109
Web #A0C96D

COLOUR USAGE

In most applications, the primary colour palette is the first choice, often complemented by a specific colour group from the secondary palette to introduce visual interest. Purple, given its vibrant and friendly nature, is frequently employed for this purpose.

Use accent colours sparingly in designs, adopting a thoughtful approach to make these colours stand out while maintaining a balanced and harmonious overall visual composition.



Gradient Backgrounds

Gradient backgrounds are used to enhance the depth and impact of our communications. Our primary gradient combination features a transition from Dark Teal to Soft Purple. Gradients may consist of two to three colours, with the preference being a pairing of a dark and light colour from the same group. Minimize the inclusion of accent colours to maintain a cohesive visual identity.

Circles

Circle graphics incorporate gradients, similar to the backgrounds, with Mid Teal or Teal being the predominant colour, gradually fading to full transparency. When suitable, accent colours may be included in the circle gradients to enhance their visual appeal.

Icons

Incorporate two colours from one colour group, and introduce one accent colour. Always exercise restraint when using the accent colour, using it sparingly for maximum impact and consistency.

TYPOGRAPHY

Primary Typeface: Brandon Grotesque

Brandon Grotesque is a geometric sans-serif typeface designed by German type designer Hannes von Döhren of HVD Fonts. Brandon Grotesque is available in six weights—thin, light, regular, medium, bold and black—each with matching italics.

The fonts are based on geometric forms that have been optically corrected for better legibility. Brandon Grotesque has a functional look with a warm touch. While the thin and the black weights are great performers in display sizes the light, regular and medium weights are well suited to longer texts. The small x-height and the restrained forms lend it a distinctive elegance. Brandon Grotesque is equipped for complex, professional typography.

Available at Adobe Fonts

<https://fonts.adobe.com/fonts/brandon-grotesque>

Typography examples

Brandon Grotesque is used for headings and display text. A combination of weights can be used to create contrast and emphasis.

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Brandon Grotesque

Regular

AaBbCcDdEeFfGgHhIi

Black

JjKkLlMmNnOoPpQqRr

Bold

SsTtUuVvWwXxYyZz

Medium

1234567890!@€#%*?

Light

1234567890!@€#%*?

Thin

Insurance Ireland

TYPOGRAPHY

Secondary Typeface: Mr Eaves Modern

Mr Eaves Modern was designed by Zuzana Licko for Emigre in 2009. It is a simple typeface with geometric shapes projecting a cleaner look.

Mr Eaves Modern contains its own set of alternates providing unique options for applications such as headlines, word logos, letterheads, pull quotes, and other short text settings. It comes in six weights.

Available at Adobe Fonts

<https://fonts.adobe.com/fonts/mr-eaves-sans>

Typography examples

Brandon Grotesque is used for heading

Mr Eaves Modern Bold is used for subheading

Mr Eaves Modern Regular is used for body copy

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Mr Eaves Modern

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890!@€#%*?

1234567890!@€#%*?

Book

Heavy

Bold

Regular

Light

Thin

Insurance Ireland

Insurance Ireland is the representative organisation for the insurance sector in Ireland.

Our members are progressive, innovative and inclusive, providing competitive and sustainable products and services to customers and businesses across the Life and Pensions, General, Health, Reinsurance sectors in Ireland and across the globe.

TYPOGRAPHY

System Typeface: Arial

Arial should be used when our primary typefaces are not available. When sending emails, Brandon Grotesque and Mr Eaves Modern should be avoided as recipients who do not have the font installed will not be able to view the mail as it is written. Arial should be used instead.

Typography examples

Arial Regular is used for headings

Arial Bold is used for subheadings

Arial Regular is used for body copy

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Arial

AaBbCcDdEeFfGgHhIi _____ **Bold**

JjKkLlMmNnOoPpQqRr _____ **Bold**

SsTtUuVvWwXxYyZz _____ **Regular**

1234567890!@€#%*?

Insurance Ireland

Insurance Ireland is the representative organisation for the insurance sector in Ireland.

Our members are progressive, innovative and inclusive, providing competitive and sustainable products and services to customers and businesses across the Life and Pensions, General, Health, Reinsurance sectors in Ireland and across the globe.

ICONOGRAPHY

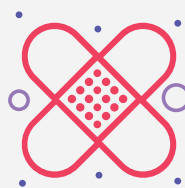
Our icon style has been chosen to work in harmony with the new visual system. The purpose of icons is to provide visual cues that accompany our message.

To make sure our icons really work, they need to be easy to recognise and understand. So, we keep things simple with a clean style.

Our icons are all about being flat and using a combination of two colours from one colour group plus a pop of an accent colour. Remember, always show them from the front, no fancy angles or 3D stuff.



Travel Insurance



Health Insurance



Motor Insurance



Home Insurance



Pet Insurance



Auto-Enrolment



Budget



CBI Insurance



Increased Consumer Understanding



Events



IVASS



Insurance



PIRB Bill



Pensions



Challenging Perceptions



Political Outreach



Solvency II



Sustainable Finance



Women In Finance

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PHOTOGRAPHY

'The Real World - Our Members'

Insurance Ireland is the representative organisation for the insurance sector in Ireland. Our members are progressive, innovative and inclusive, providing competitive and sustainable products and services to customers and businesses across the Life and Pensions, General, Health, Reinsurance sectors in Ireland and across the globe.

Our 'Real World' imagery showcases our members and team participating in our events and initiatives. They are the face of Insurance Ireland.



PHOTOGRAPHY

'The Real World - Our Customers'

Leveraging images to depict real-world customers is a powerful strategy for creating relatability and trust. By featuring authentic and diverse individuals in marketing materials, communications, and advertisements, we can humanize our members' services and connect with their audience on a personal level.

This approach not only fosters a sense of inclusivity but also reinforces the notion that our members value and prioritize their customers.



VISUAL DEVICES

Our Circles

The symbolism of a circle can vary depending on the context and cultural interpretations, but it often symbolizes unity, wholeness, and infinity.

In communities, it can symbolize coming together as a cohesive and harmonious group. When people join hands in a circle, it represents inclusivity, equality, and the idea of being part of a collective group.

In some cultures, circles are seen as protective symbols, forming a barrier to keep negative influences out and positive energies within.

Circles are incorporated into our brand materials, like stationery, reports and digital platforms. They serve to create a visual rhythm, can be used as framing devices and reinforce our visual language. Consistency and balance in design are crucial to ensure that circles contribute effectively to the brand's identity.



UNDERSTANDING INSURANCE

Our Consumer Website

Insurance helps consumers to protect what's important to them. UnderstandingInsurance.ie guides them through simple explanations and provides helpful tips so they can choose the insurance that's best for them.

We help you to better understand insurance.



UNDERSTANDING INSURANCE

Colour Palette

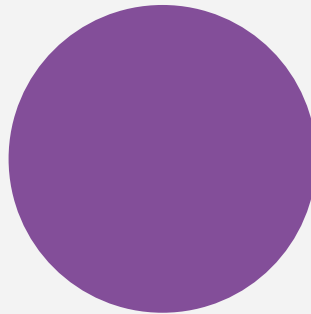
Understanding Insurance embraces a distinctive color palette inspired by the Insurance Ireland color scheme outlined on [pages 6 and 7](#). This palette incorporates a range of hues, transitioning from lighter to deeper shades, effectively enhancing screen visibility and infusing the website's design with a welcoming and friendly tone.



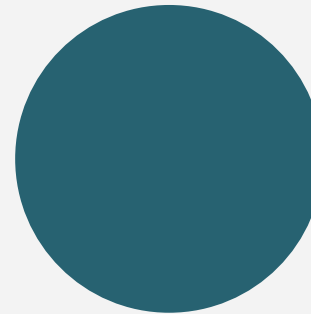
White
RGB 255, 255, 255
Web #FFFFFF



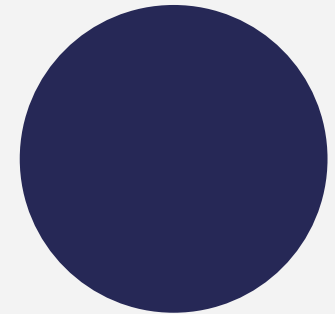
Light Teal
RGB 210, 243, 248
Web #D2F3F8



Purple
RGB 143, 74, 174
Web #8F4AAE



Dark Teal
RGB 37, 97, 112
Web #256170



Dark Navy
RGB 31, 33, 89
Web #1F2159

UNDERSTANDING INSURANCE

Typography - Semplicita

Semplicita is a modern and minimalist font that combines simplicity with elegance. Its clean lines, geometric precision, and versatility make it a popular choice among designers looking to convey a sense of contemporary sophistication in their work. Semplicita stands out as a font that embodies both simplicity and style.

Available at Adobe Fonts

<https://fonts.adobe.com/fonts/semplicita>

Typography examples

Semplicita is used for Headings and body copy

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Semplicita

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890!@€#%*?

Regular

Bold

Medium

Regular

Light

We help you to better
understand insurance.

UNDERSTANDING INSURANCE

Brand in Action - Social Media
Blog Post Announcement



 **BLOG POST**

The Benefits of Starting a Pension

UnderstandingInsurance.ie



 **BLOG POST**

Winter Car Checklist

Is your vehicle ready for winter?

UnderstandingInsurance.ie

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UNDERSTANDING INSURANCE

Brand in Action - Social Media Types of Insurance



Pensions

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

UnderstandingInsurance.ie



Life Insurance

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UnderstandingInsurance.ie



Home Insurance

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UnderstandingInsurance.ie



Motor Insurance

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UnderstandingInsurance.ie



Travel Insurance

UnderstandingInsurance.ie



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Health Insurance

UnderstandingInsurance.ie

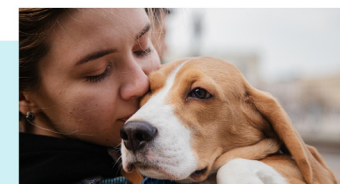


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Pet Insurance

UnderstandingInsurance.ie



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UNDERSTANDING INSURANCE

Brand in Action - Social Media
Text and Image



UnderstandingInsurance.ie

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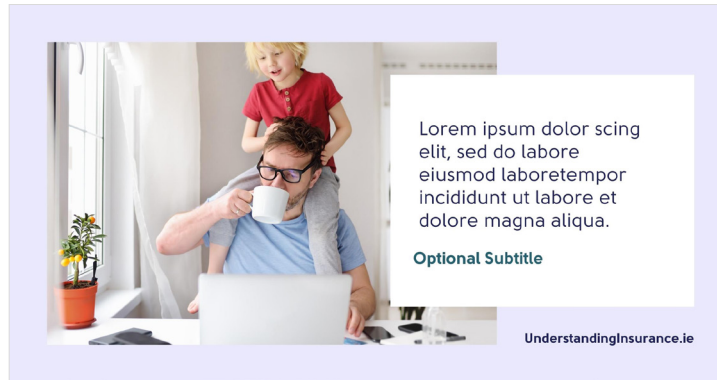
Optional Subtitle



UnderstandingInsurance.ie

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Optional Subtitle

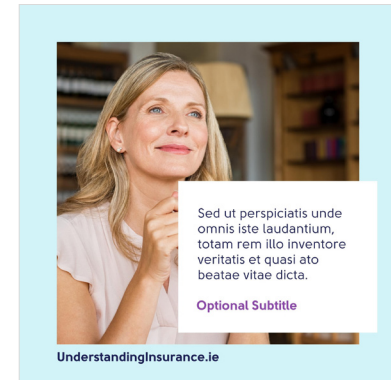


UnderstandingInsurance.ie

UnderstandingInsurance.ie

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Optional Subtitle



UnderstandingInsurance.ie


UnderstandingInsurance.ie

Sed ut perspiciatis unde omnis iste laudantium, totam rem illo inventore veritatis et quasi ato beatae vitae dicta.

Optional Subtitle

We understand that the language and terms used in insurance policies can be complex.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.



UnderstandingInsurance.ie

Be Insurance Savvy

Sed ut perspiciatis unde omnis iste laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta.



UnderstandingInsurance.ie

Our Brand in Action

Welcome to the heart of our brand guidelines – the “Brand in Action” section. Here, we go beyond the theory and into the real world of applying our brand. It’s not just about using the right colours, logos, and fonts; it’s about embodying our brand’s essence in every interaction, every design, and every piece of content.



BRAND IN ACTION

Stationery




Name Surname
Role Title

+353 86 123 4567
name@insuranceireland.eu
www.insuranceireland.eu



Insurance Centre,
5 Harbourmaster Place,
IFSC, Dublin 1, D01 E7E8



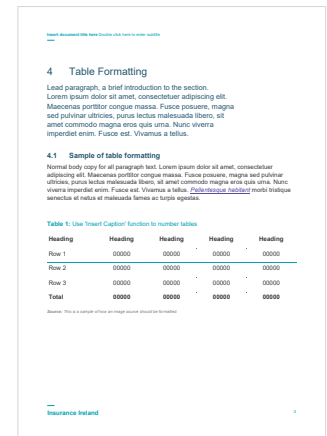
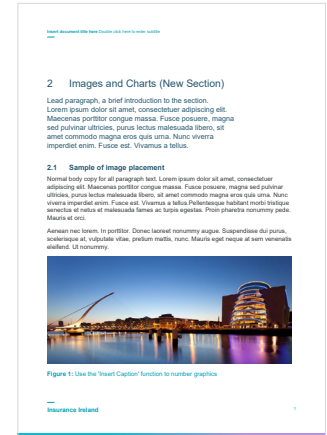
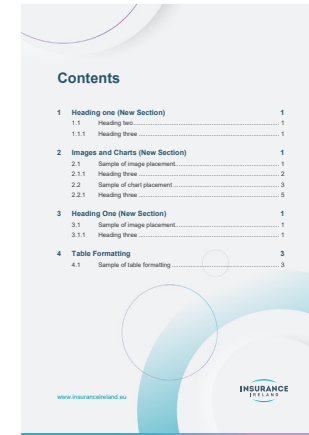
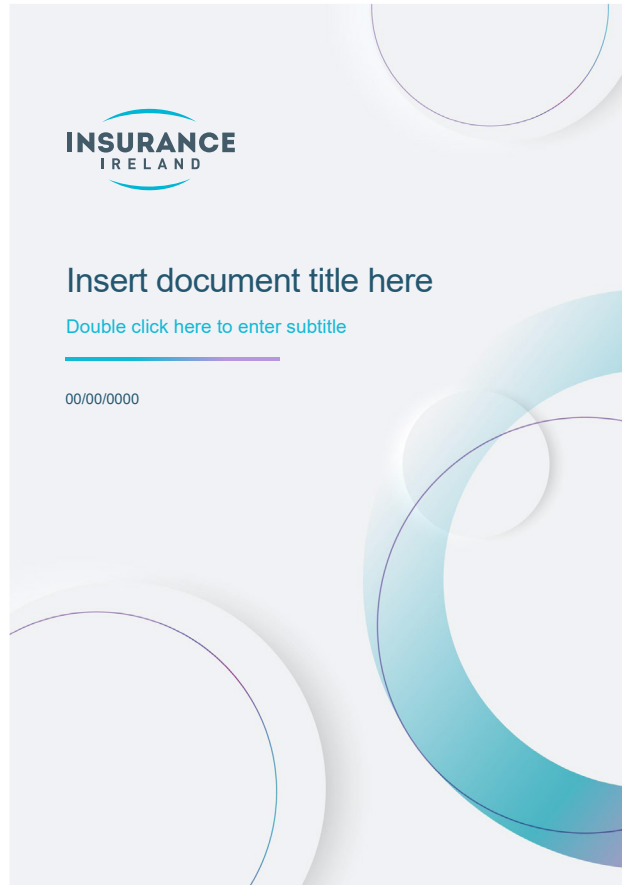
Insurance Centre, First Floor, 5 Harbourmaster Place, IFSC, Dublin 1, D01 E7E8
+353 1 6761820 info@insuranceireland.eu www.insuranceireland.eu
VAT No: 3320044KH Register ID: 978587826097-61

Insurance Ireland (Member Association) Company Limited by Guarantee trading as Insurance Ireland is a limited liability company.
Registered in Dublin, Ireland. No. 553048. Registered Office: Insurance Centre, 5 Harbourmaster Place, IFSC, Dublin 1, D01 E7E8.
Directors: A. Brennan, D. Cleary, J. Sweeney, P. Hanna, N. Frawley, P. O'Brien, P. Bradley, K. Thompson, T. O'Meara, M. Leahy, S. Devine

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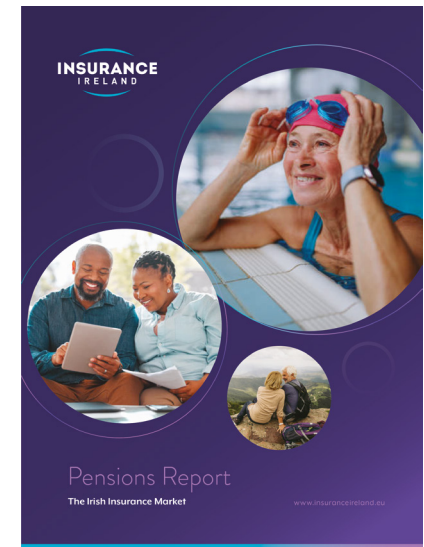
BRAND IN ACTION

Report Template



BRAND IN ACTION

Report Covers



BRAND IN ACTION

Internal Power Point Template

INSURANCE IRELAND

Insert title of presentation on two lines only

Click to edit subtitle

Click to edit author information

INSURANCE IRELAND

Insert title of presentation on two lines only

Click to edit subtitle

Click to edit author information

INSURANCE IRELAND

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03	Section title	xx	08	Section title	xx
04	Section title	xx	09	Section title	xx
05	Section title	xx	10	Section title	xx

Section Two

Section Title

Subtitle Placeholder

One Column

Subtitle Placeholder

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mattis sed lorem ac fribus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. Vestibulum eget eros vari. Donec vehicula augue ac neque elementum tristique.

Tab Level One - Body Copy
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Tab Level Two - Body Bullets level one
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Tab Level Three - Body Bullets level two
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Tab Level Four - Paragraph Headings
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Tab Level Five - Expanded Text
Nam mattis sed lorem ac fribus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. Vestibulum eget eros vari. Donec vehicula augue ac neque elementum tristique.

Two Column

Subtitle Placeholder

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Three Column

Subtitle Placeholder

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Four Column

Subtitle Placeholder

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- Nunc pellentesque libero ut nunc faucibus, qui varius eros dictum. Cras sit amet nulla.
- Duis magna massa, rhoncus ac lorem a, sagittis luctus turpis.
- Duis elementum velit justo, et facilisis ex dapibus non.
- Nunc ultrices consectetur neque, vel maximus ligula facilisis et.

Nam mattis sed lorem ac fribus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. Vestibulum eget eros vari. Donec vehicula augue ac neque elementum tristique.

- Duis magna massa, rhoncus ac lorem a, sagittis luctus turpis.
- Duis elementum velit justo, et facilisis ex dapibus non.
- Nunc ultrices consectetur neque, vel maximus ligula facilisis et.

Sed viverra aliquet magna, sit amet vestibulum nisi efficitur cononod. Suspendisse convallis laore amet. Curabitur et maxime magna. Donec ultricesper nisi turpis, ultricies ultricesper nisi efficitur et amet. Praesent facilisis ante quis tellus laorena tempor.

Section Three

Section Title

Image and content, two-line title

Subtitle Placeholder

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mattis sed lorem ac fribus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. Vestibulum eget eros vari. Donec vehicula augue ac neque elementum tristique.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mattis sed lorem ac fribus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. Vestibulum eget eros vari. Donec vehicula augue ac neque elementum tristique.

Sed viverra aliquet magna, sit amet vestibulum nisi efficitur cononod. Suspendisse convallis laore amet. Curabitur et maxime magna. Donec ultricesper nisi turpis, ultricies ultricesper nisi efficitur et amet. Praesent facilisis ante quis tellus laorena tempor.

Thank You

Enter closing CTA

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Thank You

Enter closing CTA

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BRAND IN ACTION

External Power Point Template

INSURANCE IRELAND
www.insuranceireland.eu

Insert title of presentation on two lines only
Click to edit subtitle

Agenda

- 01 Aliquam scelerisque augue quis feest fermentum tortor bibendum.
- 02 Aliquam scelerisque augue quis feest fermentum tortor bibendum.
- 03 Aliquam scelerisque augue quis feest fermentum tortor bibendum.
- 04 Aliquam scelerisque augue quis feest fermentum tortor bibendum.
- 05 Aliquam scelerisque augue quis feest fermentum tortor bibendum.
- 06 Aliquam scelerisque augue quis feest fermentum tortor bibendum.

02

Insert section title, maximum two lines

Aliquam scelerisque augue quis feest fermentum tortor bibendum.

Three column with images
Subtitle placeholder

Three columns of images and text blocks.

Four column with icons
Subtitle placeholder

Four columns of icons and text blocks.

Content and single image on right
Subtitle placeholder

Text and a large image of a woman with a dog.

7.5k
Web Visitors

Nam mattis sed lorem ac finibus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. Vestibulum eget eros velit. Donec vehicula augue ac neque.

Nam mattis sed lorem ac finibus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. eros velit. Donec vehicula augue ac neque.

Sub statement

11

Nam mattis sed lorem ac finibus. Aliquam scelerisque augue quis tellus vestibulum, et fermentum tortor bibendum. eros velit. Donec vehicula augue ac neque.

Sub statement

Content and image grid
Subtitle placeholder

Text and a grid of six small images.

Content and image grid
Subtitle placeholder

Text and a grid of six small images.

Content and image grid
Subtitle placeholder

Text and a grid of six small images.

Data - Numbers table
Subtitle placeholder

	Heading	Heading	Heading	Heading	Heading
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000
Row Heading	00000000	00000000	00000000	00000000	00000000

Data - Column chart
Subtitle placeholder

Chart Title

Bar chart with 4 categories and 3 series.

Thank You

Enter closing CTA

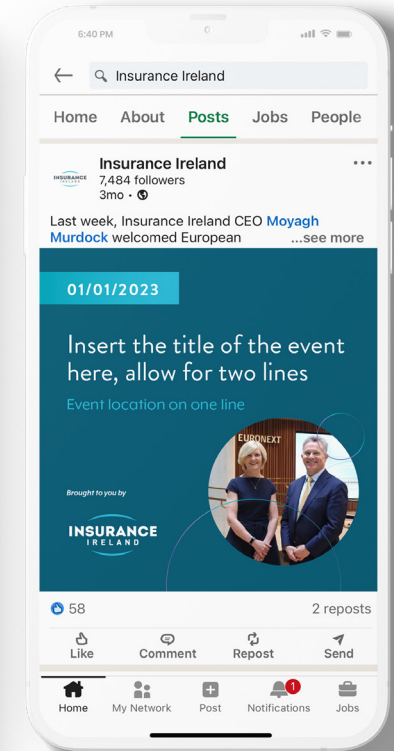
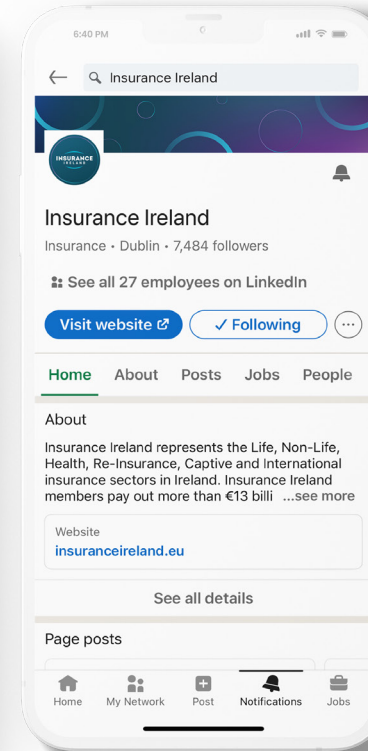
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BACK TO CONTENTS

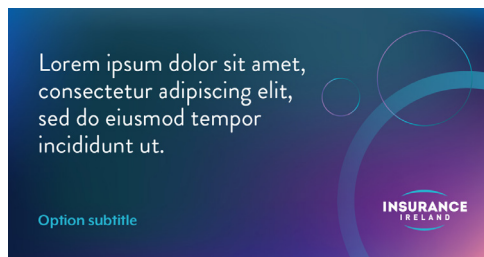
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Social Media



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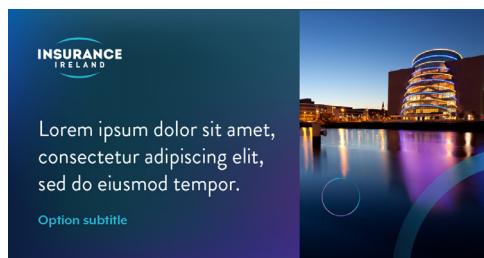
Social Media Templates



Text only



Text and image in circle



Text and image

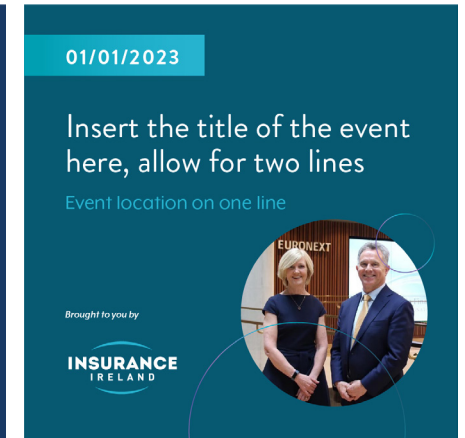
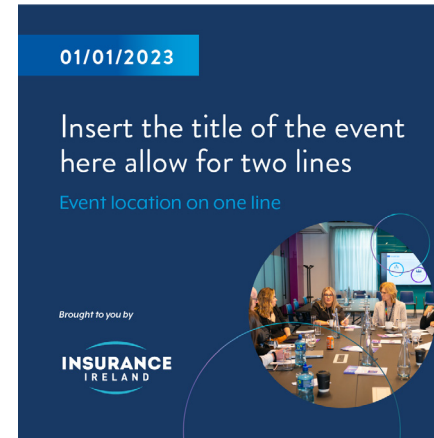
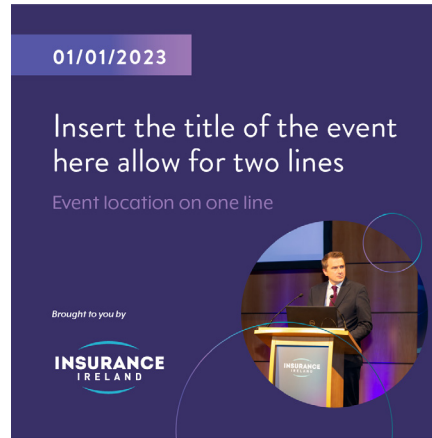


Announcement



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Social Media Event Templates



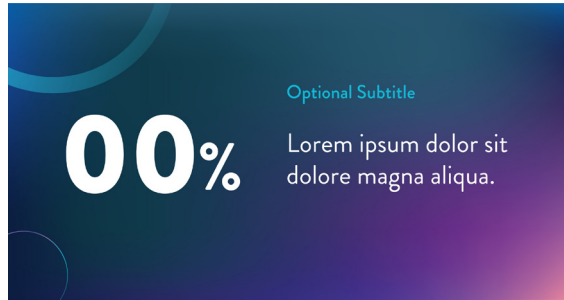
Event details with image in circle



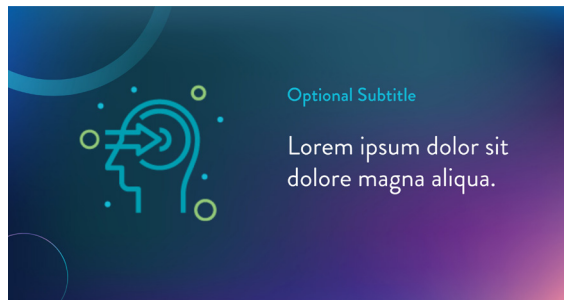
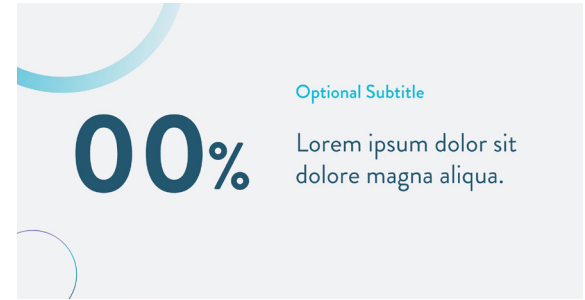
Event details with background image

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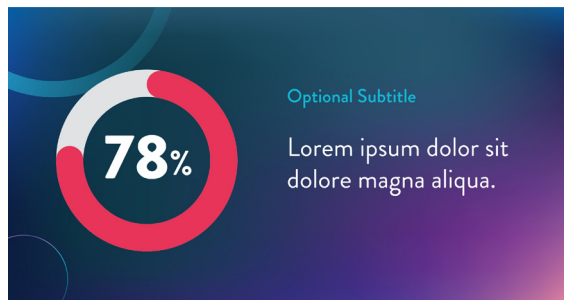
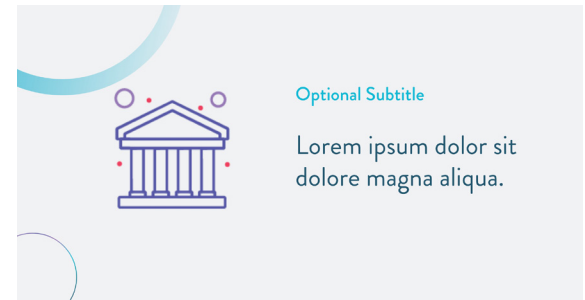
Social Media Data Templates



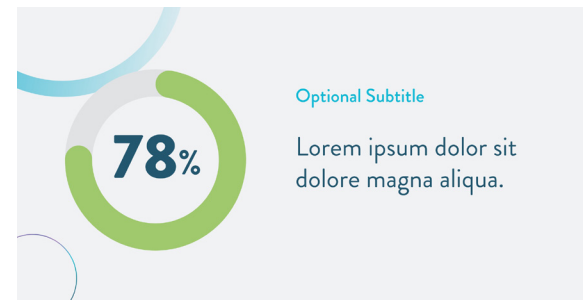
Key figure



Icon



Chart



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Pull-up Banners





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