



Canoeing
Ireland

Brand Guidelines & Usage

Logo



Negative Logo



Logo Usage

The primary Canoeing Ireland logo colourway is blue and gold, and should be used over a white background whenever possible. The negative logo colourway can be used over a dark or contrasting background. The logo colour scheme cannot be altered to any outside of the company colours. Any alternative colourways or alterations to the logo must be approved and completed by Canoeing Ireland.

Colours

Canoeing Ireland Blue

CMYK 68/21/00/33
RGB 55/84/172
Hex #3754ac
Pantone 7455C

Canoeing Ireland Gold

CMYK 0/18/80/2
RGB 224/184/45
Hex #e0b82d
Pantone 7751C

Canoeing Ireland Grey

CMYK 1/1/0/26
RGB 187/188/189
Hex #bbbcdb
Pantone Cool Gray 4C

Canoeing Ireland White

CMYK 0/0/0/0
RGB 255/255/255
Hex ffffff
Pantone N/A

Font

Canoeing Ireland logo font -
“FreeSet W01 Extrabold Oblique”

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

The Canoeing Ireland logo is created with the “FreeSet W01 Extrabold Oblique”, featuring two alterations. These edits can be seen on the lower case ‘e’ on the word ‘Canoeing’, and on the tail of the ‘g’ in the word ‘Canoeing’.

Primary Text Font

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Text Font

Bahnschrift

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Black and White Mono Logo



About Logo

The Canoeing Ireland logo can be used by all affiliated clubs and partners for promotional purposes. The logo should be used to convey that an club, organisation or event is affiliated with Canoeing Ireland, and operates within the appropriate standards. The logo remains the property of Canoeing Ireland.

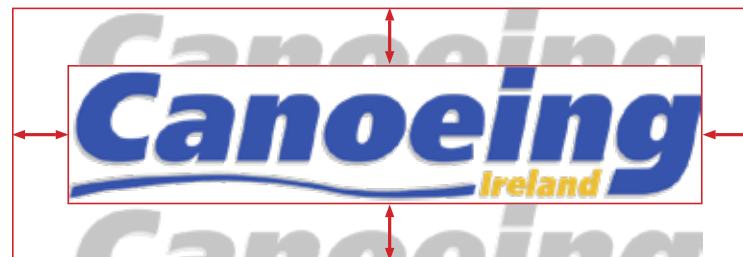
Guidelines

- The logo shall only be used in a setting or capacity which adds value to the Canoeing Ireland brand
- Clubs and partners may only use the logo for the promotion of paddlesports
- Any physical branding supplied by Canoeing Ireland should be displayed in a prominent location, and easily visible to the public
- The logo may not be reproduced on any physical or digital branding without approval from Canoeing Ireland
- The logo should not appear on the same materials as any alcohol or gambling brands

Digital and Print Use

Exclusion Zone

The exclusion zone on the Canoeing Ireland logo must be obeyed. No other graphics or type should appear within this border. An area measuring 50% of the logo is to be left clear of any graphic elements



Logo Resources

For access to any of the versions of the Canoeing Ireland logo, and to have usage of the logo approved please contact the communications department. All requests for alternative colour versions or layouts must be made directly to the communications team.



press@canoe.ie



[Canoeing Ireland Logos](#)