Constituency

Brand Guidelines

Visual Identity, Voice & Brand System.

Constituency

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Brand Foundation

Purpose, mission, values and principles that shape the brand.

Constituency

Brand Foundation

The purpose, mission, values and principles that shape Constituency and guide how the brand communicates.

1.1 BRAND FOUNDATION

Constituency exists to support trusted, structured engagement between citizens, representatives and communities across Ireland. Our brand foundation reflects public service, clarity, trust and connection.

PURPOSE

To provide one trusted place where citizens can raise issues, engage with public matters and connect with their representatives in a structured and secure way.

MISSION

To make civic engagement clearer and more accessible by helping citizens stay informed while enabling representatives and their teams to manage communications more effectively.

VISION

A more connected Ireland where communities feel heard, representatives are better supported and public engagement is easier to navigate.

CORE VALUES

Trust & Security

We prioritise verification, privacy and responsible handling of information.

Clarity

We communicate simply and structure information so it is easy to understand.

Public Service

We are designed to support citizens, representatives and the common good.

Accessibility

Our platform and communications should feel open, inclusive and easy to use.

Community

We believe stronger engagement helps strengthen local communities nationwide.

AUDIENCE

Citizens

People raising issues, following public cases and staying informed.

Representatives & Teams

Councilloirs, TDs, Senators, MEPs and support teams managing constituent engagement.

BRAND PRINCIPLE

In the heart of the community

Every expression of the Constituency brand should feel professional, approachable and grounded in public service.

Logo Guidelines

How the Constituency identity should appear across print, digital and public-facing materials.

Constituency

Logo Guidelines

Our logo is the visual signature of Constituency. The harp is the national emblem of Ireland and represents our connection to public service, democracy and the communities we support.

Use the logo consistently and with care to protect its integrity and ensure it is instantly recognisable.

2.1 The Main Logo

The main Constituency logo combines the national harp within the letter **"C"** and our wordmark. It represents **trust, heritage and a commitment** to public service.

This is the preferred version of the logo and should be used in the majority of communications across all platforms.



The Harp



The harp is the **official emblem of Ireland** and a symbol of heritage, integrity and nationhood.

Its inclusion reflects our connection to Ireland and our role in strengthening communities nationwide.

The Letter 'C'



The logo combines the letter "C" with the characteristic **curve of the harp**. This fusion creates a mark that feels uniquely Irish while representing community, heritage and civic engagement.

The Wordmark

Constituency

Our wordmark is crafted in an elegant, timeless **serif typeface** that conveys **professionalism**, **clarity** and **trust**.

It balances heritage with modernity, ensuring the logo feels both established and forward-looking.

Constituency

Logo Variations

The Constituency logo is available in a number of approved variations to ensure clarity, consistency and strong contrast across different backgrounds and formats.

Always use the version that provides the clearest visibility and maintains the integrity of the brand.

DEEP GREEN



HORIZONTAL



STACKED

GOLD



HORIZONTAL



STACKED

GOLD & BLACK



HORIZONTAL



STACKED

WHITE



HORIZONTAL



STACKED

BLACK



HORIZONTAL



STACKED

USAGE PRINCIPLE

Choose the logo variation that provides the clearest contrast with its background. The colours, proportions and relationship between the C mark and wordmark should never be altered.

DIGITAL

DOCUMENTS

SIGNAGE

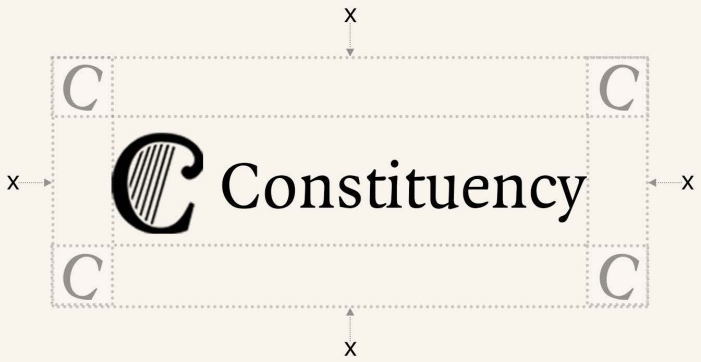
SOCIAL MEDIA

MERCHANDISE

Clear Space

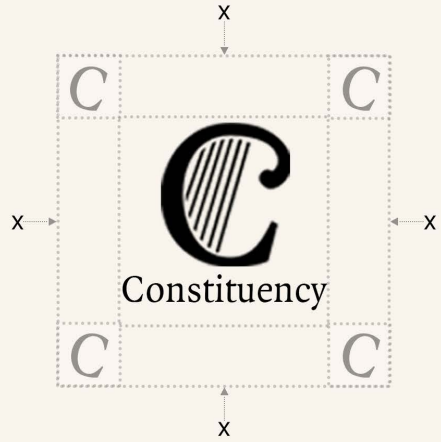
Clear space is the minimum area surrounding the Constituency logo that must remain free from other elements. Maintaining this space protects legibility, prominence and brand integrity across all applications.

HORIZONTAL LOGO



X = The height of the C mark

STACKED LOGO



X = The height of the C mark

1. The minimum clear space is defined by X.
2. No text, imagery, graphics or other logos should enter this area.
3. Apply the same principle consistently across horizontal and stacked logo formats.

Constituency

Minimum Size

Minimum size ensures the Constituency logo remains clear and legible across all applications.
The logo should never be reproduced below the approved sizes.

HORIZONTAL LOGO



Minimum width 35 mm

140 px for digital

Use at or above this size to preserve clarity of the wordmark and harp detail.

STACKED LOGO



Minimum width 22 mm

80 px for digital

Recommended for compact or square formats.

C MARK



Minimum width 10 mm

40 px for digital

Use only where the brand is already recognisable or space is limited.

1. Do not scale below the approved minimum sizes.
2. If legibility is reduced, choose a larger size or a simpler logo format.
3. The C mark may be used in every small applications where the full logo will not reproduce clearly.

Constituency

Incorrect Usage

The Constituency logo should never be altered, distorted, or treated in ways that reduce clarity, consistency, or brand integrity. Always use the logo as provided.

1. Do not stretch



2. Do not rotate



3. Do not change colours



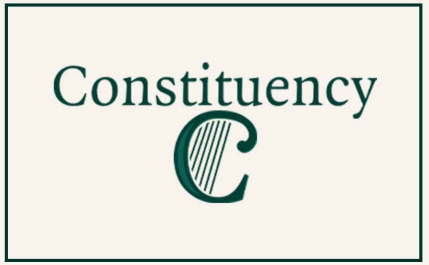
4. Do not add effects



5. Do not use busy backgrounds



6. Do not rearrange elements



1 Keep proportions intact

2 Use approved colours only

3 Always ensure strong contrast

Colour Palette

Approved brand colours for digital, print and public facing materials.

Constituency

Colour Palette

Colour plays an important role in making Constituency instantly recognisable. Our palette reflects trust, public service, heritage and confidence, while remaining clear and accessible across digital and print.

Deep Green should lead.
Gold should highlight
White should create space.

Constituency Deep Green

PRIMARY BRAND COLOUR

HEX #004D44
RGB 0 / 77 / 68
CMYK 100 / 0 / 12 / 70

Use for headings, backgrounds, navigation, key brand elements and primary logo.

Constituency Gold

PRIMARY ACCENT COLOUR

HEX #D9A041
RGB 217 / 160 / 65
CMYK 0 / 26 / 70 / 15

Use for logo applications, highlights, fine rules, selected headings and important brand details.

Warm White

SUPPORTING COLOUR

HEX #F9F4ED
RGB 249 / 244 / 237
CMYK 0 / 2 / 5 / 2

Use for backgrounds, documents, presentations and areas requiring strong readability.

Black

SUPPORTING COLOUR

HEX #000000
RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100

Use for body copy. monochrome applications and selected print requirements.

Typography

Type standards for clarity, hierarchy and consistency across digital and print.

Constituency

Typography

Typography plays an important role in keeping Constituency clear, accessible and consistent across the platform and wider brand communications.

SF PRO SANS SERIF FAMILY

Primary Typeface

Constituency uses the SF Pro Sans Serif font family as its primary digital type system. Its clean and neutral character supports readability while allowing information to remain the focus.

It is particularly suited to a platform where citizens and representatives need to understand information quickly and easily.

TYPOGRAPHY PRINCIPLES

Clear

Typography should always prioritise readability and understanding.

Consistent

The same hierarchy and font weights should be used throughout communications.

Accessible

Text should remain legible across desktop, tablet, mobile and printed materials.

Restrained

Use weight, scale and spacing to create hierarchy rather than unnecessary decorative styling.

TYPE HIERARCHY

1 Headline

Aa

SF Pro Sans Serif - Bold / Semibold

Used for major titles and key statements.

Building stronger communities together.

2 Subheading

Aa

SF Pro Sans Serif - Semibold

Used to introduce sections and organise information.

Your voice matters. We make it easier to be heard.

3 Body Copy

Aa

SF Pro Sans Serif - Regular

Used for paragraphs, descriptions and general communications.

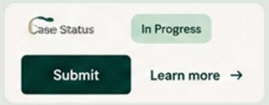
Constituency brings citizens and representatives together in one trusted platform for clearer communication and stronger communities.

4 Labels & Supporting Text

Aa

SF Pro Sans Serif - Medium / Regular

Used for navigation, buttons, form labels, captions and supporting information.



TYPOGRAPHY PRINCIPLE

Clarity should always come before decoration.

Typography should make Constituency feel modern, trustworthy and easy to use, while helping citizens and representatives find and understand information quickly.



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CONSTITUENCY BRAND GUIDELINES

Imagery & Graphics

Visual standards for photography, platform imagery and supporting graphic elements.

Constituency

Imagery & Graphics

Our imagery and graphics bring the brand to life. They reflect real communities and public matters across Ireland.

1. PHOTOGRAPHY

Use real Irish places, communities and landscapes.




Natural, documentary and relevant.

2. PLATFORM IMAGERY

Show the platform in use.



Use real screenshots with white space, soft shadows and correct brand colours.

3. GRAPHIC ELEMENTS

Use our key brand elements consistently.

The Harp c Mark | Deep Green | Gold

Use white space, clean cards and simple layouts.

4. PUBLIC CASE IMAGERY

Images should clearly show the location or issue.




Relevance over aesthetics.

5. NEWS & EVENTS

Use strong landscape imagery that supports the story.




Keep a consistent crop and tone.

6. MAPS & DATA

Keep maps and data functional and easy to understand.



Use Deep Green, soft greens and neutrals.
Use Gold for key emphasis only.

CORE PRINCIPLE

Real Ireland.
Real communities.
Real engagement.

Imagery should help people immediately understand that Constituency is about places, people and public matters in Ireland.

Voice & Tone

How we communicate with clarity, respect and purpose.

Constituency

Voice & Tone

Our voice is clear, respectful and people focused. We communicate with care and purpose, helping citizens and representatives connect, understand and take action.

OUR VOICE IS

- People focused
- Trustworthy
- Clear & Simple
- Respectful
- Civic minded

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CONSTITUENCY BRAND GUIDELINES

OUR VOICE

We write in a way that is human, helpful and easy to understand.
Our voice reflects our values and the communities we serve.

PEOPLE FOCUSED
We put people at the centre of every message.

TRUSTWORTHY
We are reliable, transparent and accountable.

CLEAR & SIMPLE
we use plain language that is east to read and understand.

RESPECTFUL
We are inclusive and considerate in the way we communicate.

CIVIC MINDED
We are committed to public service and the common good.

OUR TONE

WE SAY	NOT WE SAY	BECAUSE
We're here to help.	We will handle your issue.	It is more people focused and supportive.
You can raise an issue in a few simple steps.	It's a complicated process.	It is clearer and less daunting.
Your voice matters.	Your voice will be heard.	It is genuine and more empowering.
We're making progress.	We are making progress.	It is honest and avoids overpromising.
Here's what's happening.	Please be informed.	It is friendlier and more approachable.

TONE PRINCIPLES

Be clear.
Be respectful.
Be helpful.
Be human.

Our tone should build trust and confidence. It should help people feel informed, supported and encourage to engage.



Governance & Contact

Guidance on brand stewardship, approvals and how to get in touch.

Constituency

Governance & Contact

Constituency is built on transparency, security and accountability. We are here to support our users and communities.

IN THIS SECTION

7.1 Governance
7.2 Contact

7.1 GOVERNANCE

Constituency is governed with integrity accountability. Our policies and practices ensure the platform remains secure, trusted and user focused.

SECURITY & PRIVACY

We protect personal data and follow best practice security standards.

TRANSPARENCY

We are open about how we operate and how decisions are made.

ACCOUNTABILITY

We take responsibility for our actions and continually improve our platform.

COMPLIANCE

We comply with all relevant laws and regulations across Ireland and the EU.

USER FOCUS

We listen to users and build a platform that meets real needs.

7.2 CONTACT

We are here to help. Get in touch with our team for support, partnerships or general enquiries.

EMAIL
info@constituency.ie

We aim to respond within 1-2 working days.

PHONE
+353 (0) 94 123 4567

Monday - Friday
9:00am - 5:30pm

ADDRESS
PhilHQ, Main Street
Foxford, Co. Mayo
F26 PP40, Ireland

Registered office.

WEBSITE
constituency.ie

Visit our website for updates, news and resources.

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Constituency

Thank you.

These guidelines ensure a consistent
and trusted representation of the Constituency brand.

Heart of the community.