



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

# Broadcasting Authority of Ireland Visual Identity Guidelines

[www.bai.ie](http://www.bai.ie)

# Contents

Introduction	3
What is the Broadcasting Authority of Ireland (BAI)?	4
Our visual Identity	6
Our Mark	6
Logo Versions	7
Clear Space	8
Working with other logos	8
Minimum size	9
Standard position on the page	9
Using the logo correctly	10
Fonts	13
Section	14
Verdana	15
Colour	17
Primary Colours	17
Secondary Colours	17
The Logo in Practice	19
Business cards	19
DL Note cards	20
Letterheads	21

# Introduction

## Using the visual identity guidelines

The following is place holder text but will be written by Origin. These paragraphs will explain the purpose of these guidelines and how to use them.

Sustionsed dolorper irit dion henim zzilla augue ercin utem quipisl dolorpero od dolobor sustrud ming et del eum zzrit iustrud tet adignim nulla adigniam doluptat. Cum del esenim ing eugait laor.

Em ipisit lum volorero od tem diam, quatie tem dolore velis alit utpatem autpat num incilis ad eum euisim dolobore faccumsan henissed magniatet ea ad mod dolore feugiam ea cortio eratumm olenism olorem ad eugue commodipis amet dunt utpatie core facilit veraese ctetue digna con verit nummolore con utatisi.

El irit eugait laor ipsum inci blandre eugiat lore volobor sum iriustie veril ut nim delenim ilis dit, quam dolore tat, quis el exer se facilis nostisi.

Em dignit irit vel iliquatie doloborero dunt prat. Met augiat. Duip ex etum dit ad dolor sustrud tionsent wissed doloborperos nit ullan ulla aut inisl dolore venis am, velesequam, si. Xero odolorem at. Facilis et alit ulputatet praestissed euis nit enissecte venit in henisl incil eraestis adion veliquisl ullut autpat lobore con vel dignibh et adigna adignit, suscidunt alis amconse quamet adiam dolessit lor at. Ut eum illupta tionsequis alit lan veliquat wisi te vulla co consectem csectem nsectem iniscincin.

Gue consequat, susto ea feum quate vel eros eraestinin veniamet nos alit euguercipit ex et inibh et, velessit lorerit wismod ex eumsan henibh el ea faciduis alit augue vel et nisl ent adion vel ut nullan utpat lorercilisci exer susto eros aliquam zzrit praesendipit dipis aci blaore doloree tuercil iquametumsan ut vullupt atuerosto dolore magna adiam, valor si eugait la faciliq uissim init at.

Gue dolore dui blan etum autpatem iusciduis accum volupta tisit, vent ut ver suscidunt augait utat iurem zzrillamet, qui bla facipsustrud delit pratue ming exerosto od magnim vendit utat, corperosto diam venim velis nulla commy nim iusciliquam, venim vero odip ero consent alit wisit nullandipis er si eu faciduis at aliquat iuscipsusto exeraesectet lor at. Elit utpat luptatie tatum ero ea conulput init eum illaore magna con henisisl dolent doluptat. Ut velisit, vullandreet ea ad ex eraese magna cor sequisisit irit ut wississit illa auguer suscipsum deleniat vel in ut utat lum nit alit numsandipsum ver ad doluptatem do conulput augiam aliquipit atin henit volore tin ute doloreet irilla feumsan vercil iureet, vullan vullu sdfsd sd asdd ptat.

Adiat, sustio dio dolor sequamet verat aliquis dolute corperillan velesed min henibh eugue dunt alis nulput augait lore dunt aliquatem verate commy num doloborem iure magniat eugait ing et, conulla feupis ex ese esto eugait aliquissi bla feuisl dit aliquat, quis ex ex eugiate feugiat lore modolor.



## What is the Broadcasting Authority of Ireland?

### From BCC & BCI to BAI

The following is place holder text and we suggest this page should be written by the BAI. It could briefly explain the resent legislation passed to create the BAI, the merger of the BCC and BCI and describe the work the BAI will be doing going forward.

Sustionsed dolorper irit dion henim zzrilla augue ercin utem quipisl dolorpero od dolobor sustrud ming et del eum zzrit iustrud tet adignim nulla adigniam doluptat. Cum del esenim ing eugait laor.

Em ipisit lum volorero od tem diam, quatie tem dolore velis alit utpatem autpat num incilis ad eum euisim dolobore faccumsan henissed magniatet ea ad mod dolore feugiam ea cortio eratumm olenism olorem ad eugue commodipis amet dunt utpatie core facilit veraese ctetue digna con verit nummolore con utatisi.

El irit eugait laor ipsum inci blandre eugiat lore volobor sum iriustie veril ut nim delenim ilis dit, quam dolore tat, quis el exer se facilis nostisi. Em dignit irit vel iliquatie doloborero duntprat. Met augiat. Duip ex etum dit ad dolor sustrud tionsent wissed doloborperos nit ullan ulla aut inisl dolore venis am, velesequam, si. Xero odolorem at. Facilis et alit ulputatet praestissed euis nit enissecte venit in henisl incil eraestis adion veliquisl ullut autpat lobore con vel dignibh et adigna adignit, suscidunt alis amconse quamet adiam dolessit lor at. Ut eum illupta tionsequis alit lan veliquat wisi te vulla co consectem csectem nsectem iniscincin.

Gue consequat, susto ea feum quate vel eros eraestinin veniamet nos alit euguercipit ex et inibh et, velessit lorerit wismod ex eumsan henibh el ea faciduis alit augue vel et nisl ent adion vel ut nullan utpat lorercilisci exer susto eros aliquam zzrit praesendipit dipis aci blaore doloree tuercil iquametumsan ut vullupt atuerosto dolore magna adiam, valor si eugait la faciliq uissim init at.

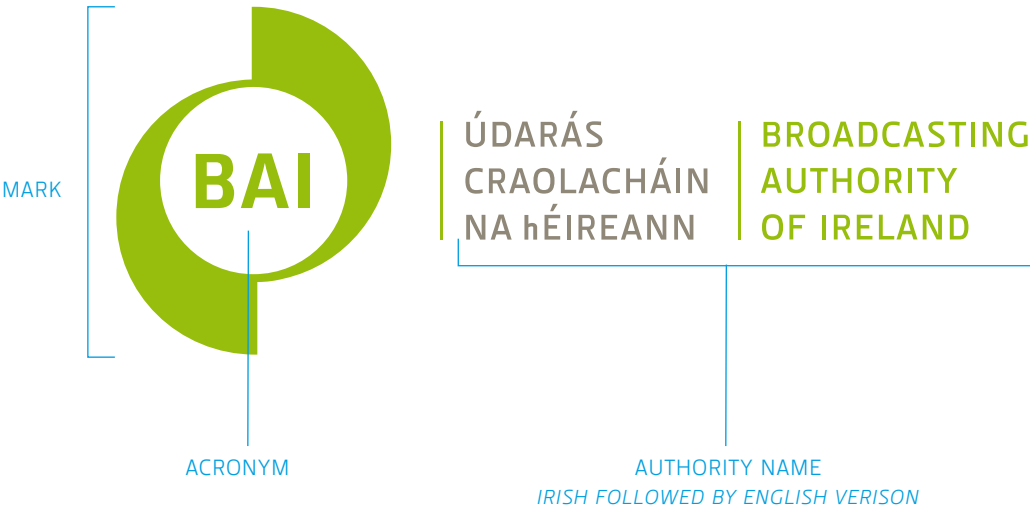
Gue dolore dui blan etum autpatem iusciduis accum volupta tisit, vent ut ver suscidunt augait utat iurem zzrillamet, qui bla facipsustrud delit pratue ming exerosto od magnim vendit utat, corperosto diam venim velis nulla commy nim iusciliquam, venim vero odip ero consent alit wisit nullandipis er si eu faciduis at aliquat iuscipsusto exeraesectet lor at. Elit utpat luptatie tatum ero ea conulput init eum illaore magna con henisisl dolent doluptat. Ut velisit, vullandreet ea ad ex eraese magna cor sequisisit irit ut wississit illa auguer suscipsum deleniat vel in ut utat lum nit alit numsandipsum ver ad doluptatem do conulput augiam aliquipit atin henit volore tin ute doloreet irilla feumsan vercil iureet, vullan vullu sdfsd sd asdd ptat.

Adiat, sustio dio dolor sequamet verat aliquis dolute corperillan velesed min henibh eugue dunt alis nulpulput augait lore dunt aliquatem verate commy num doloborem iure magniat eugait ing et, conulla feupis ex ese esto eugait aliquissi bla feuisl dit aliquat, quis ex ex eugiate feugiat lore modolor adipsummod eu faccum quisis nim zzril dui eum dolobortis at aug.

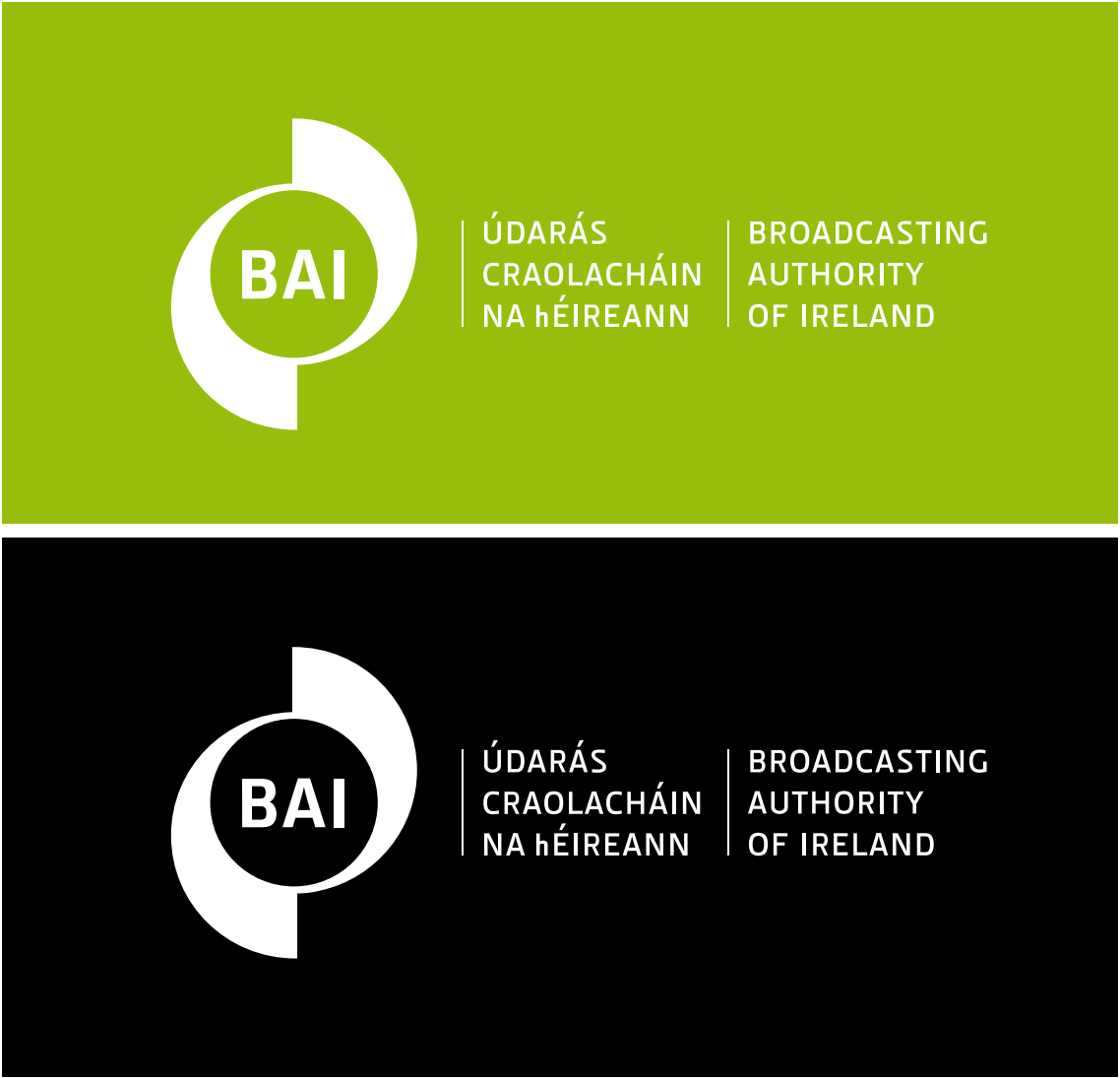
Our Visual Identity

This text is to be written by Origin. Ut irit vel eum exero et accum ing esto dip exercil ilit wis doluptat ad tie dui tatisi tet adip enis augue doloboreet lum ilit wisim ercipisci tat lam eu facipit volobor percill amconse quisim zzriustisim num dolorpe rostisi. Sustionsed dolorper irit dion henim zzilla augue ercin utem quipisl dolorpero od dolobor sustrud ming et del eum zzrit iustrud tet adignim nulla adigniam doluptat. Cum del esenim ing eugait laor. m ipisit lum volorero od tem diam, quatie tem dolore velis alit utpatem autpat num incilis ad eum euisim dolobore faccumsan henissed magniatet ea ad mod dolore feugiam ea cortio eratumm olenism olorem ad eugue commodipis amet dunt utpatie core facilit veraese ctetue digna con verit nummolore con utatisi.ncilis ad eum euisim dolobore faccumsan henissed magniatet ea ad mod dolore feugiam ea cortio eratumm.

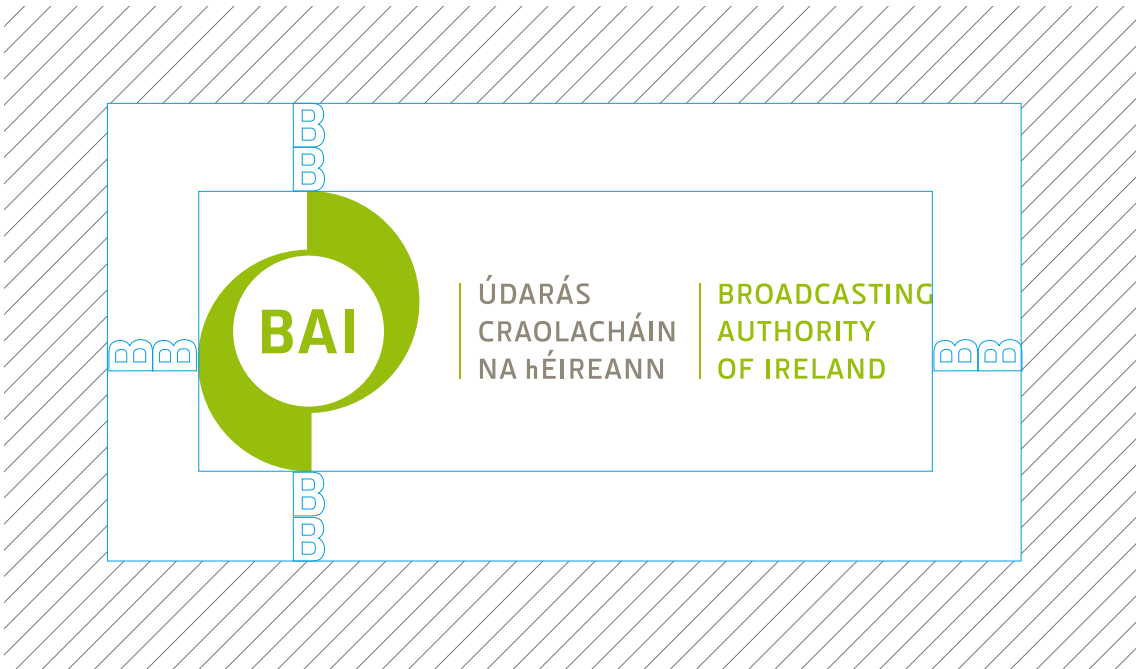
Our Mark



Logo versions



Clear Space



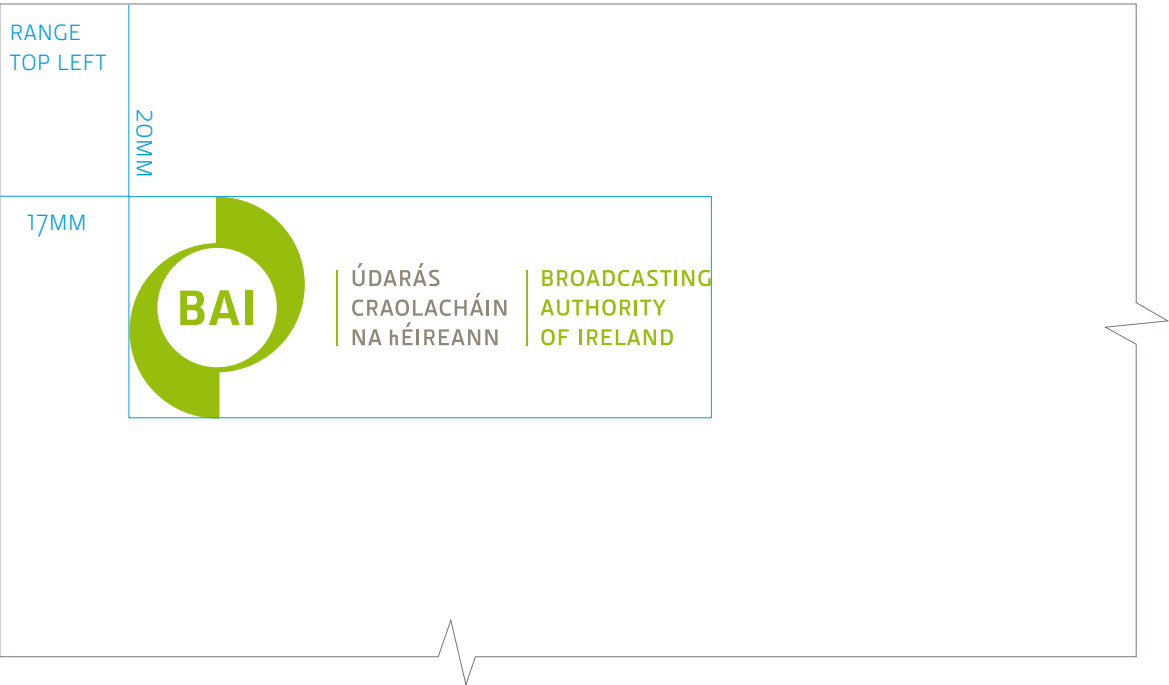
Working with Other Logos



Minimum Size



Standard Position on a Page



Using the Logo Correctly

Do not put the English text before the Irish



Do not stretch the logo



Do not change the colour of the logo



Do not squash the logo



Do not rotate the logo



Do not stack the logo



Do not outline the logo



# Fonts

## BAI fonts

Two typefaces have been selected as the BAI fonts. The first is Section, a designer font .... The other typeface is Verdana. A font ubiquitously available on PC platforms....

### Section

The font section was designed by Greg Lindy in 2003 for the type foundry Lux Typographics, who describe the font as being 'inspired by a squarish shape'. Section adheres to the rectangular template in which the horizontal proportions are narrower than most typical roman typefaces. These squarish shapes allows for generous space between the letters, which in turn, defines Section's personality, heightens its legibility and yields more characters per line. The font is intended as a text face as well as a display font.

For more information about Section and it's designers go to: [www.luxtypo.com](http://www.luxtypo.com). The font is available from Village type foundry: [www.vllg.com](http://www.vllg.com)

### Verdana

Verdana is a humanist sans-serif typeface designed by Matthew Carter for Microsoft Corporation. Released in 1996, Verdana was bundled with versions of the Windows operating system, Microsoft Office and Internet Explorer as well as being available on Mac OS.

Verdana was designed to be readable at small sizes on a computer screen. The lack of serifs, large x-height, wide proportions, loose letter-spacing, large counters (spaces within the letter) and emphasized distinctions between similarly-shaped characters are chosen to increase legibility.

For more information about Verdana and it's designers go to: [www.microsoft.com/typography/web/fonts/verdana](http://www.microsoft.com/typography/web/fonts/verdana)



## Section

## SECTION LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\*

## SECTION LIGHT CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789!\*

## SECTION LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\**

## SECTION MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\*

## SECTION BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\***

## Verdana

## VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\*

## VERDANA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\**

## VERDANA BOLD


**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\***

## VERDANA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopq rstuvwzy  
 0123456789!\****

# Colour

## Primary Colours



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

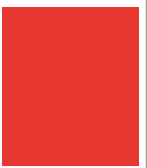
Pantone 376  
CMYK: 56|0|100|0 RGB: 162|189|48  
WEB: #99cc33

Pantone 404  
CMYK: 0|9|24|56, RGB: 116|111|103  
WEB: #666666

100%				
				10%

100%				
				10%

## Secondary Colours




PANTONE 485



PANTONE 228



PANTONE 550



PANTONE 281



PANTONE 226



PANTONE 520



PANTONE 716



PANTONE 412




PANTONE WG5



PANTONE 7503



PANTONE 4515



PANTONE 7492

# The Logo in Practice

## Business Cards

Personalised side of  
BAI business card  
*(actual size)*



Generic reverse side  
of BAI business card



DL Note Cards



A4 Letterhead



