

**Version 1**

**Ballymun Community Law Centre**

# **Brand Guidelines**

**2017**

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**Ballymun Community Law Centre (BCLC) is a community based organisation established to tackle unmet legal needs in the Ballymun area. The centre provides free legal advice, information, representation and education to individuals and groups within the community.**

Brand attributes are what we want customers to say about us, they're our emotive qualities.

**Friendly**  
**Caring**  
**Impartial**  
**Attentive**  
**Professional**

The new logo for BCLC is a modern interpretation of the original Scales of Justice logo. Treating the original BCLC logo with sensitivity a geometric, playful identity was created to modernise the brand both online and offline.

The BCLC colours have been updated to give the brand a more vibrant look and feel.

The logotype has also been updated to a stronger sans serif typeface that compliments the new logo.



**Ballymun  
Community  
Law Centre**

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

These elements can be used in combination or separately. This allows for the logo to become responsive across all online and print platforms.

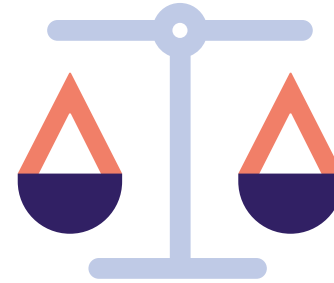


### 1. Logomark

The Scales of Justice is the primary logomark for BCLC. This can be used in combination with logotype as illustrated on previous page or in isolation as demonstrated opposite.

### 2. Service Symbols

A series of icons have been developed to act as visual indicators that represent the services that BCLC offer. They can be used in applications when referring to a specific service such as Legal Advice, Education and Mediation.



1.

Logomark



2.

Legal Advice



Education



Mediation

The BCLC primary typeface for professionally designed items is Deckard Bold and Deckard Regular.

**Deckard Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Deckard Regular

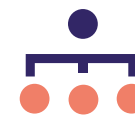
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Primary colours should be used across all communications. Including image treatments, info-graphics, maps, motion graphics, digital media. When colour matching reference an up-to-date Pantone swatch.

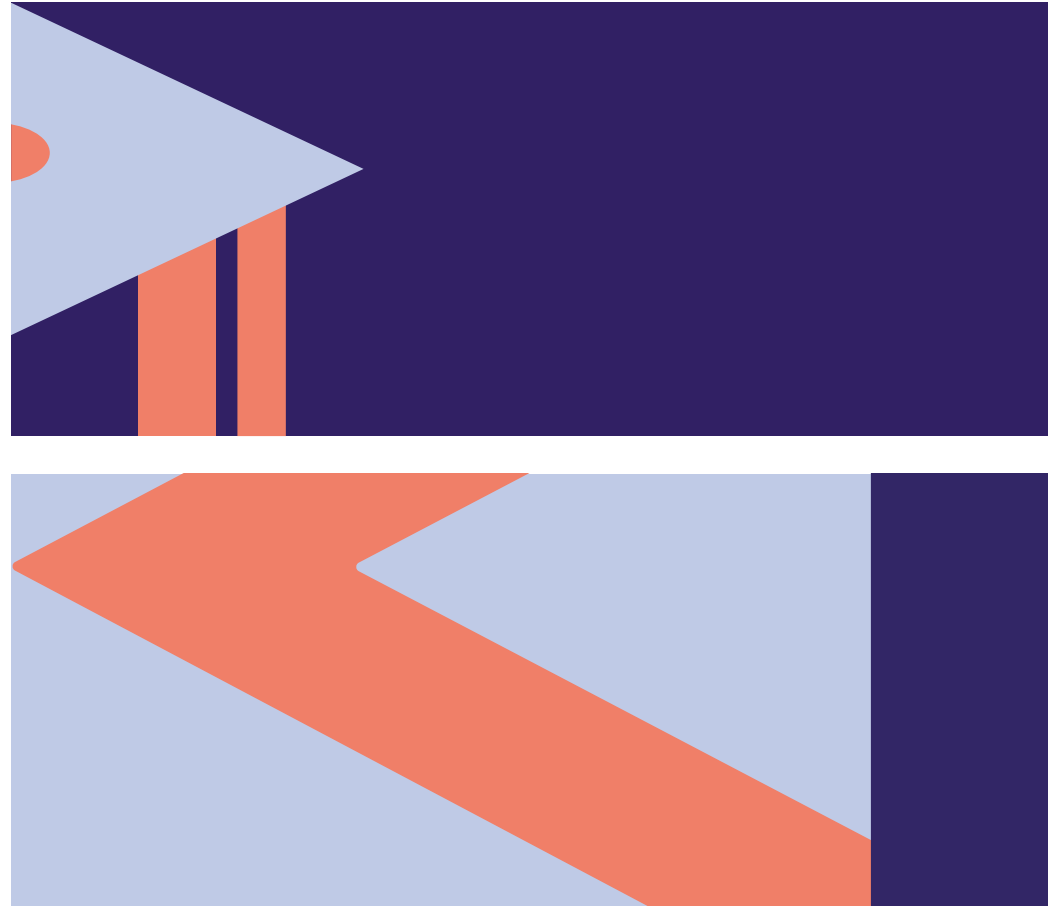
<div>Pantone 2755 U RGB: #322166 C:93 M:100 Y:27 K:16</div>	<div>Pantone 164 U RGB: #F08068 C:2 M:62 Y:58 K:0</div>	<div>Pantone 2706 U RGB: #BECAE7 C:24 M:15 Y:0 K:0</div>
<div>50%</div>	<div>50%</div>	<div>50%</div>
<div>20%</div>	<div>20%</div>	<div>20%</div>

A number of icons have been designed to assist the identity system. The icons can appear in any of the brands primary colours.

Please use the icons with restraint. They are there to support specific themes in marketing and communications.



Icons can be developed and extended to create illustrative assets. These can be used as abstract representations of the services offered by BCLC.



Imagery used for BCLC should reflect the brand attributes. This ensures any photography commissioned is honest and represents the community and BCLC team.

A mixture of wide format and macro photography styles should be used to give a sense of place and create feeling.



Choosing the right backdrop and lighting for the portraits will ensure a considered shot with longevity.

Ensuring consistency and style of imagery is essential for any communications.

Stock images should be avoided to maintain authenticity of the brand.



This sample application of business cards employs separated logo elements with company details in the Deckard Regular.

This application demonstrates the logomark and logotype being used separately.



This sample application of a letterhead employs a standard lock-up of the logo with company details in the Deckard Regular.

This application demonstrates the logomark and logotype being used in a standard lock-up.



Posters should include the elements demonstrated opposite.

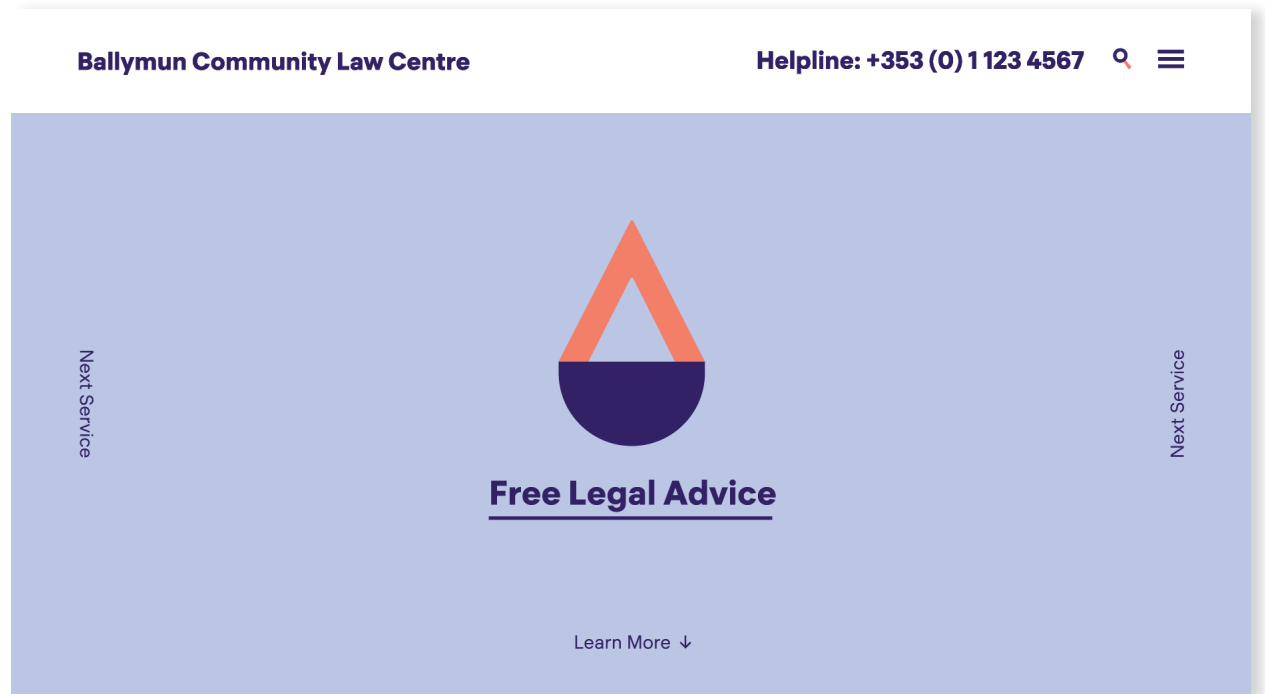


Print collateral should include the elements demonstrated opposite.



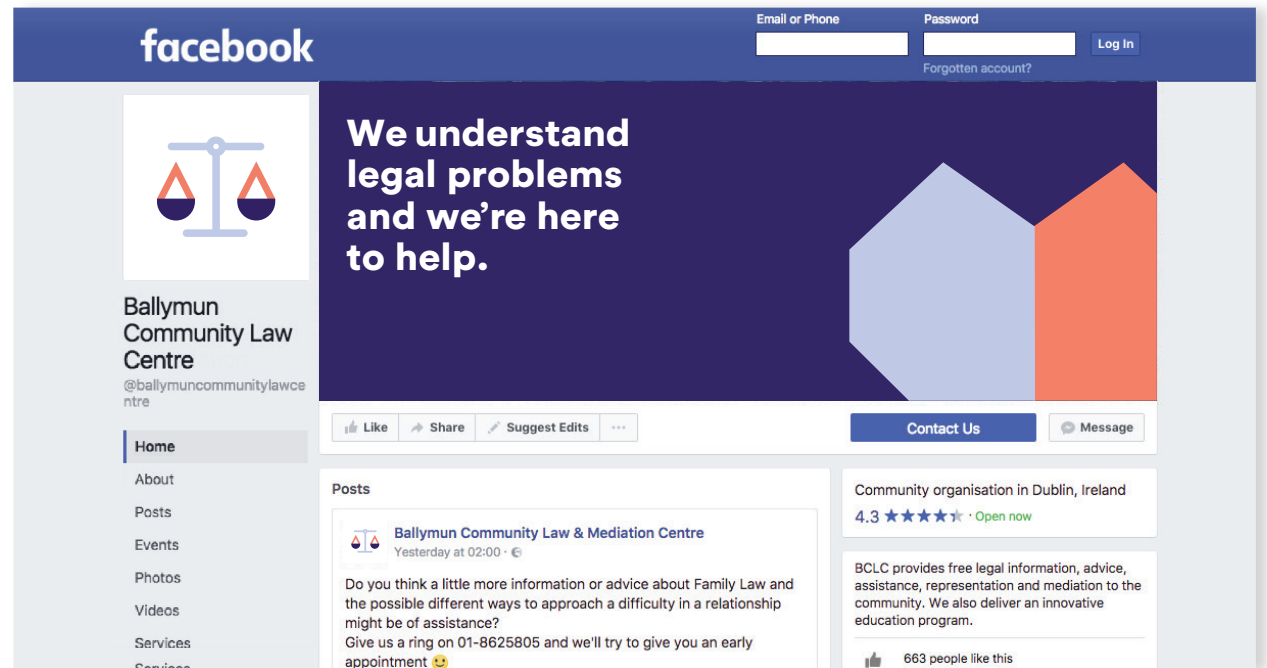
This application example of the website demonstrates the legal advice icon being used in combination with the logotype.

This acts as a visual indicator to click to the legal advice page.



This application example of social media demonstrates the heart icon being used in combination with a tag line and logomark.

The logomark is used here as Ballymun Community Law Centre is present at the top of the page and the top of every post. Using more visual elements and friendly language gives the user a better overall impression of BCLC.



Any artwork or design created with the BCLC identity or any brand query should be addressed to insert here.

Ballymun Community Law Centre  
1A Shangan Neighbourhood CTR,  
Shangan Road, Ballymun, Dublin 9

T: + 353 1 862 5805

E: [info@bclc.ie](mailto:info@bclc.ie)

