



Logo usage guidelines

A new Mountaineering Ireland logo has been designed to bring a fresh, modern image to all Mountaineering Ireland publications. And should, henceforth replace all instances of the old MCI logos. As well as the logo, Mountaineering Ireland has adopted a new typeface for use in letters and documents, 'Calibi', which should also be used to replace the 'Gill Sans' wherever it has been used before now. This manual has been devised to help preserve and reinforce Mountaineering Ireland's image in print and publicity. It contains instructions for obtaining copies of the logo, rules for the correct implementation of the logo and guidelines for the creation of Mountaineering Ireland corporate documents

Where to Get the Logo

Wherever possible, the full 2 colour Mountaineering Ireland logo should always be printed using the best available source material. To ensure a crisp, accurate reproduction of the logo we advise that original Encapsulated Postscript (.eps) files should be used – these are available for free from the address below. Under normal circumstances the logo should not be rasterised and bitmap representations of the logo (e.g. .tif or .jpeg files) should never be used. When using the logo on a web page the required bitmap graphic should always be generated directly from the .eps file. Care should be taken to ensure the graphic matches the RGB colour specified.

Use of the Mountaineering Ireland logo

All use of the Mountaineering Ireland must be pre-approved by the Chief Officer of Mountaineering Ireland. In all cases where an organisation or body uses the Mountaineering Ireland logo this must be approved in advance by sending a full colour Adobe pdf file of the page / item featuring the Mountaineering Ireland logo. In all cases artwork should be sent to chiefofficer@mountaineering.ie

Use of the Mountaineering Ireland / BOS logo

A new logo has been designed which may be used by recognised fully paid up BOS providers. No versions of previous MCI or Mountaineering Council of Ireland logo are to be used.

All use of the Mountaineering Ireland / BOS logo must be pre-approved by Mountaineering Ireland's Training officer, a copy of any proposed artwork / materials featuring the Mountaineering Ireland / BOS logo must be sent to training@mountaineering.ie before they are printed or produced. Only use the logo to advertise Activities undertaken within the remit of the awards scheme

On Letterheads / flyers / websites etc the Mountaineering Ireland / BOS logo should be clearly distinguishable from the business logo, so that correspondence is not mistaken for official Mountaineering Ireland correspondence (e.g. smaller than the business logo or largest Lettering) or placed at the bottom of the page. Only full members may use the logo. Businesses that occasionally employ a BOS provider for courses may not display the logo

Where the Name or logo is used for promotion, that promotion should be clear and honest and not contain any misrepresentations that may bring Mountaineering Ireland into disrepute.

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www.mountaineering.ie



Where to get the logo

Original Encapsulated Post Script (EPS) and jpeg versions of the Mountaineering Ireland logo are available from:

The Chief Officer
Mountaineering Ireland
Sport HQ
13 Joyce Way
Park West Business Park
Dublin 12
Email: chiefofficer@mountaineering.ie

If you have a particular question relating to the logo or require a different format please contact

Richard Liptrot
Zest Design
Telephone (+353 94) 556644
Email: richard@zestdesign.ie

Design Considerations

Distorting the Logo

The logo must always be used in the exact proportions supplied. No horizontal scaling, vertical scaling or any other distortion should ever be applied to it.

Keeping the Logo Visible

Avoid placing the logo over heavy patterns or detailed photographs. Where it is placed on a photo a white reversed version of the logo should be used.

Additional Colours

As in this manual, Mountaineering Ireland's logo is typically complemented by a white background.

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Logo colours and font

Font

Vialog Com bold italic

Two colours (this is to be used in all possible instances)

Pantone 7546 (Blue/Grey)
Process: C 71 M43 Y23 K63

Pantone 583 (Green)
Process: C 31 M1 Y100 K10

Dulux Reference (approximate)
Blue/Grey: 90BG 08/075
Green: 70YY 39/613



Mono Colour logo

Pantone 7546 (Blue/Grey)
Process: C 71 M43 Y23 K63

Pantone 583 (Green)
Process: C 31 M1 Y100 K10

Dulux Reference (approximate)
Blue/Grey: 90BG 08/075
Green: 70YY 39/613



Greyscale

Black 100%
Black 20%

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Colour Specifications – Whiteout

Wherever the logo appears over a black or dark ground, or within a photograph the whiteout version of the logo should be employed. Please note that the reverse version only features the outline of the mountains and not the fill colour.



RGB Colours

The two colours used in the logo are as follows (these should be used for web based referencing):

Green: R168 G180 B0

Grey/Blue: R57 G74 B88

Using fonts in text within documents

Instead of the traditional 'Gill Sans', 'Calibri' should now be used. It is widely available.

Body copy – Calibri (Grey colour for text R89 G89 B89)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Headlines – Calibri Bold (Blue / grey colour for headlines R57 G74 B88)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Stuart Garland
April 2009

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