



improving lives through
knowledge, evidence and innovation

WHAT IRISS REPRESENTS

02

OUR MISSION

The work of Iriss should act as a catalyst for a good life. Within this we work to embed a culture of collaboration and ensure everyone has the knowledge, resources and skills to use evidence and innovate effectively. We place the experiences of people who access and provide support at the centre of our work.

HOW WE COMMUNICATE

Iriss should always speak in a positive, confident but approachable tone. We should be open and honest, and aim to project a persona that is articulate, knowledgeable and experienced. Iriss is an organisation full of inspiration and aspirations for the future.

THE IRISS LOGO

DARK GREY AND GREEN (PRIMARY LOGO OPTION)

The Iriss logo is a fixed artwork and should never be redrawn or recoloured. The preferred background colour for the logo is white, but it can be used against off-white backgrounds providing all elements within the logo have sufficient contrast.



#3C3C3B	R: 60	G: 60	B: 59	C: 0%	M: 0%	Y: 0%	K: 90%	WORDMARK
#91C150	R: 145	G: 193	B: 80	C: 51%	M: 1%	Y: 82%	K: 0%	FOREGROUND DOT
#D3D752	R: 211	G: 215	B: 82	C: 24%	M: 3%	Y: 78%	K: 0%	BACKGROUND DOT
#6EB137	R: 110	G: 177	B: 55	C: 63%	M: 4%	Y: 96%	K: 0%	DOT INTERSECTION

MONOCHROME AND REVERSED

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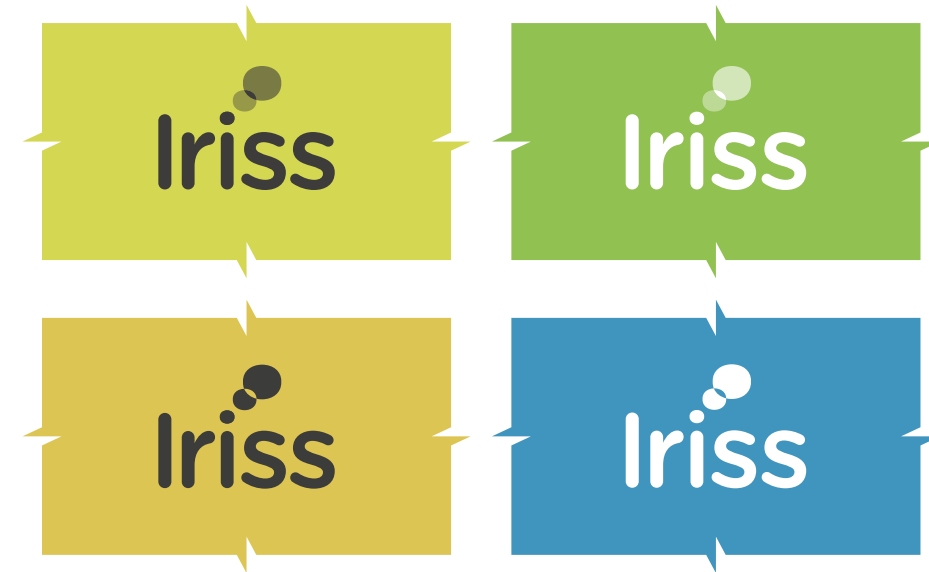
REVERSED - WHITE AND GREEN (SECONDARY LOGO OPTION)

This variation is the preferred option where the Iriss logo must appear against a dark background. Every effort should be made to ensure that there is sufficient contrast between all elements of the logo and the background, and that no element of the logo clashes with or is lost against the background colour.



SINGLE-COLOUR LOGO VARIANTS

Inevitably there will be circumstances that preclude the use of a full-colour logo. In those situations the use of a single colour version is permissible. Whenever possible the versions with alpha-channel transparencies¹ (where the dots are see-through) should be used. Only when that is not possible should the non-transparency variants² be used — these versions should be regarded as a *last resort only*.



1 Single-colour with transparency. These are the preferred monochromatic logo options.

2 Single-colour without transparency. These are only to be used when every other logo version has been ruled out and should be considered a last resort.

EXCLUSION ZONE

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The exclusion zone refers to the area around the logo that should remain free from copy or other elements in order to ensure that the logo is not obscured.

As the diagram indicates, the exclusion zone is equal to the height of the lower case lettering in the logo font (the x-height).



INCORRECT LOGO USE

RULES OF USE

The Iriss logo should always be used in accordance with the guidelines set out in this document for brand colours, exclusion zones, size and proportions.

Always use the artwork files provided with these guidelines. *Never* try to re-create, redraw or otherwise amend the logos.



DO NOT remove the dots from the brand name



DO NOT change the position or relative sizes of elements within the logo



DO NOT alter the relationship between the logo elements



DO NOT change the letter spacing of the logo



DO NOT change the fonts of the logo



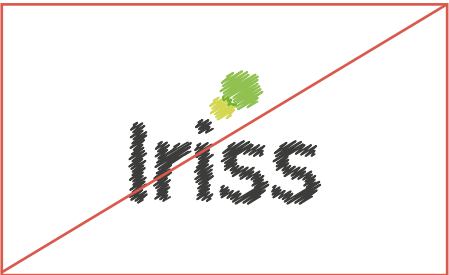
DO NOT stretch, skew or otherwise distort the logo



DO NOT place the logo at an angle



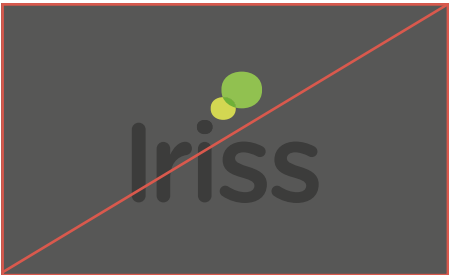
DO NOT apply effects such as drop shadows or bevels to the logo



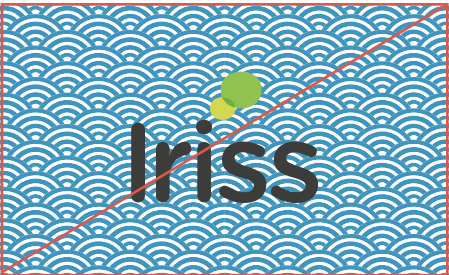
DO NOT redraw or otherwise attempt to recreate the logo



DO NOT change the colours of the logo














ALWAYS ensure there is sufficient contrast between all elements of the logo and its background



DO NOT set the logo against a patterned background

COLOURS

#DD8850	R: 221 G: 139 B: 80	C: 11% M: 52% Y: 72% K: 2%	
#DDAA53	R: 221 G: 170 B: 83	C: 13% M: 35% Y: 74% K: 2%	
#DDC553	R: 221 G: 197 B: 83	C: 16% M: 17% Y: 76% K: 2%	
#D3D752	R: 211 G: 215 B: 82	C: 24% M: 3% Y: 78% K: 0%	
#91C150	R: 145 G: 193 B: 80	C: 51% M: 1% Y: 82% K: 0%	
#4095BE	R: 64 G: 149 B: 190	C: 72% M: 28% Y: 14% K: 2%	
#4064AD	R: 64 G: 100 B: 173	C: 82% M: 60% Y: 0% K: 0%	
#574B9A	R: 87 G: 75 B: 154	C: 78% M: 77% Y: 0% K: 0%	
#8F4D99	R: 143 G: 77 B: 153	C: 53% M: 79% Y: 0% K: 0%	
#CA4477	R: 202 G: 68 B: 119	C: 17% M: 84% Y: 25% K: 3%	
#DA5A4E	R: 218 G: 90 B: 78	C: 10% M: 76% Y: 66% K: 1%	

TYPOGRAPHY

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PRIMARY TYPEFACES

Gotham Rounded Light
Gotham Rounded Light Italic

Gotham Light
Gotham Light Italic

Gotham Rounded Book
Gotham Rounded Book Italic

Gotham Book
Gotham Book Italic

Gotham Rounded Medium
Gotham Rounded Medium Italic

Gotham Bold
Gotham Bold Italic

Gotham Rounded Bold
Gotham Rounded Bold Italic

Gotham Black
Gotham Black Italic

Gotham Rounded is our primary typeface. It is suitable for headings, titles and shorter lengths of body text. Use lighter weights for very large headings and titles.

Can be used for headings and titles in the same way as Gotham Rounded but is mostly intended for situations where a degree of differentiation is required.

Gotham has a more formal feel than the rounded version, so may be more appropriate for publications where there are large areas of text such as reports.

Gotham Black is reserved for situations where maximum impact is required (document covers, etc) and should be used sparingly.

TYPOGRAPHY

SECONDARY TYPEFACES

Gotham Narrow Book
Gotham Narrow Book Italic

Gotham Narrow Bold
Gotham Narrow Bold Italic

Gotham Narrow Black
Gotham Narrow Black Italic

Gotham Narrow is not our primary typeface. It is suitable for headings, titles and shorter lengths of body text. Use lighter weights for very large headings and titles.

Gotham Extra Narrow Thin
Gotham Extra Narrow Thin Italic

Gotham Extra Narrow Book
Gotham Extra Narrow Book Italic

Gotham Extra Narrow Bold
Gotham Extra Narrow Bold Italic

Gotham Extra Narrow can be used for headings and titles in the same way as Gotham Rounded but is mostly intended for situations where a degree of differentiation is required.

Gotham has a more formal feel than the rounded version, so may be more appropriate for publications where there are large areas of text such as reports.

Gotham Black is reserved for situations where maximum impact is required (document covers, etc) and should be used sparingly.

ALTERNATE TYPEFACE

Corbel Regular
Corbel Italic

Corbel Bold
Corbel Bold Italic

The primary or secondary typefaces should be used for all internally designed or professionally produced work as appropriate.

Other applications where the main typefaces might be unavailable, such as Microsoft Office documents and presentations, require an alternate typeface that is more generally available. In those cases the preferred typeface is Corbel.

STRAPLINE

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The strapline is an important element in Iriss's identity. It tells the world as concisely as possible who we are and what we aspire to. The strapline is not a part of the Iriss logo, and can be used separately where required, but nonetheless lockups are available as fixed artworks which combine the logo and the strapline in a preferred layout.

Usage of these lockups are discretionary but every effort should be made to ensure they are never used at sizes that compromise the legibility of the strapline.



1 Logo and strap lockup



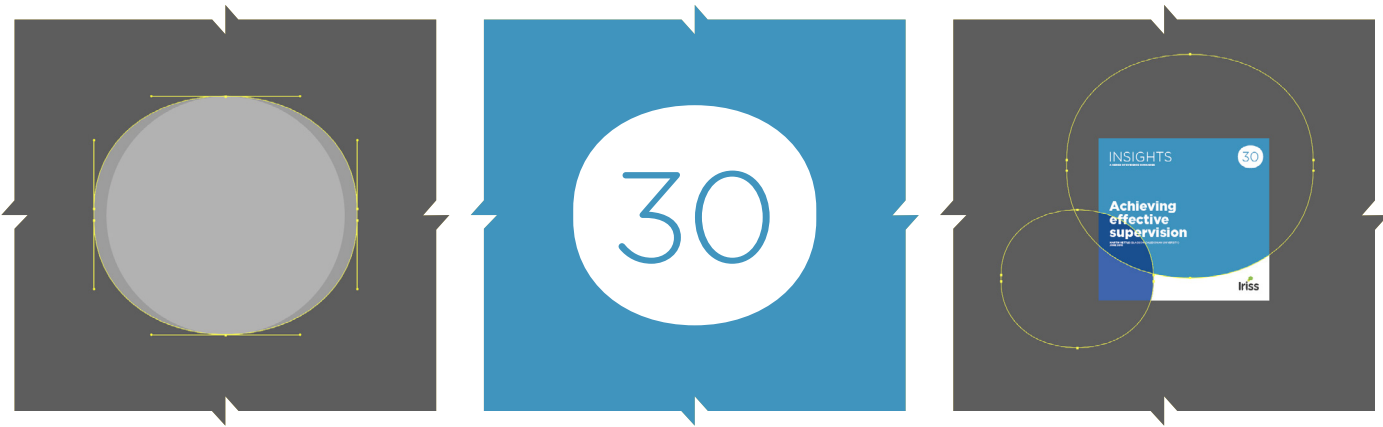
2 Construction of the lockup

THE DOT

In addition to being a part of the Iriss logo, the dot is also a branding element in its own right.

The dot can be utilised in a number of ways: as negative space behind a series number, scaled as a decorative element or as a background. It can be recoloured or image-filled as required and can be used either as a paired set as per the logo or individually.

The dot is drawn as a distinct shape and should *never* be substituted with a circle — always use the artwork supplied.



- 1 The dot is a distinct shape — it is *not* a circle.
- 2 It can also be used to provide negative space or tint boxes behind elements.
- 3 The dot, or a paired set in this case, can be scaled to form a background.



- 4 The dot can be image-filled, either for use as a background or as an image frame.

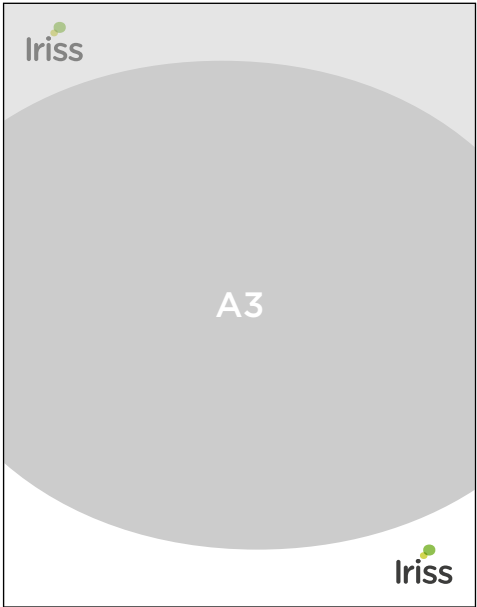
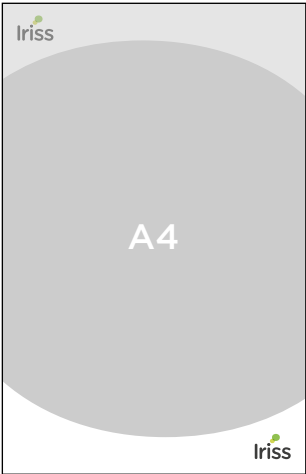
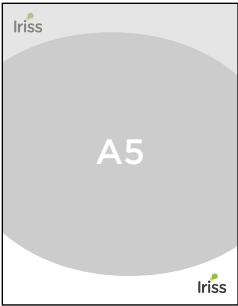


THE SWOOSH

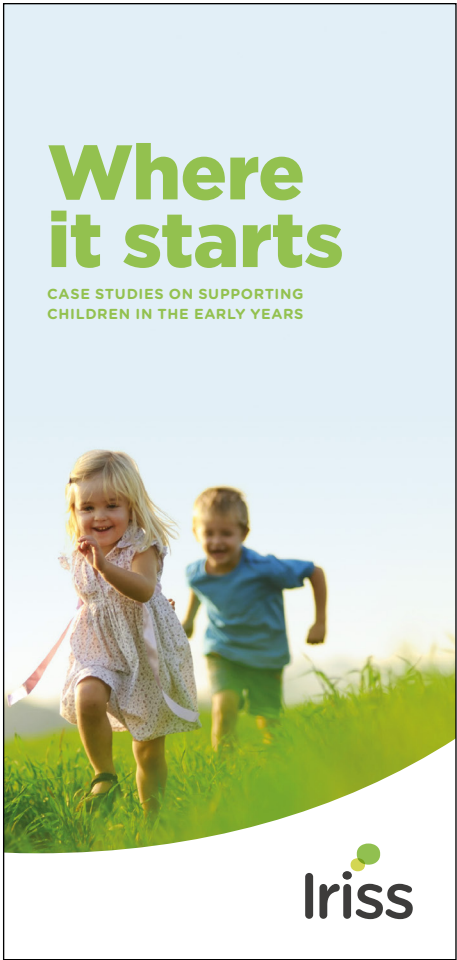
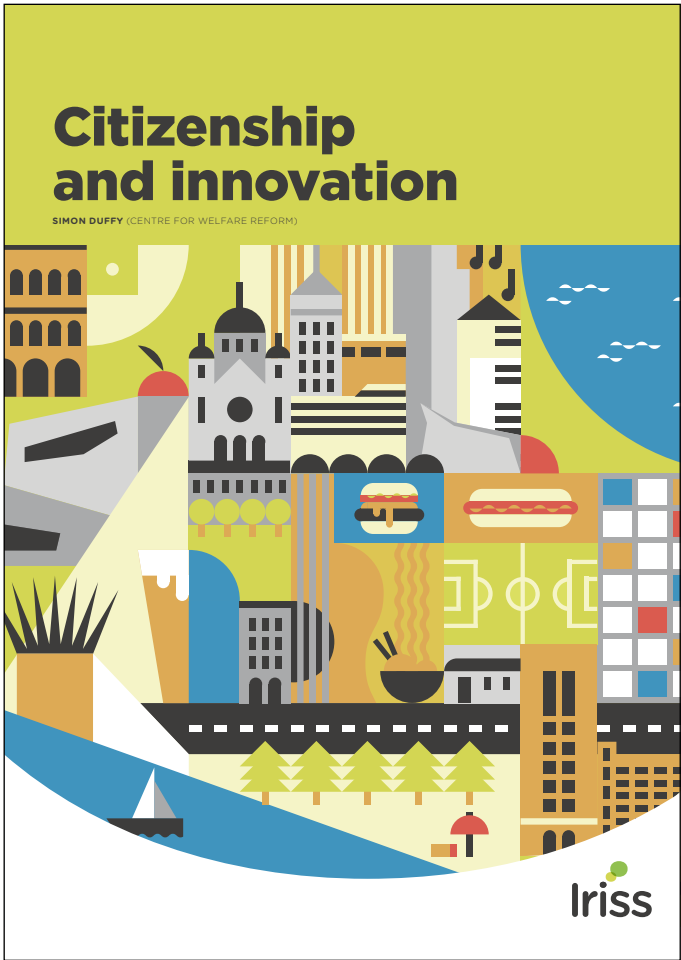
Like the dot, the swoosh is a key graphic element of the Iriss brand. Formed from the negative space around the dot, when used correctly the swoosh helps unify our publications with a common look and feel. It should never contain any information other than the Iriss logo.

PLACEMENT

The preferred position for the swoosh is the bottom of the page, but a top-of-page variant is also supplied (it should only ever be used once per page). It is available in a number of common paper sizes, all with a 3mm bleed.



For landscape publications use the swoosh from the next paper size up. For example, an A5 landscape document would use the A4 swoosh as shown left.



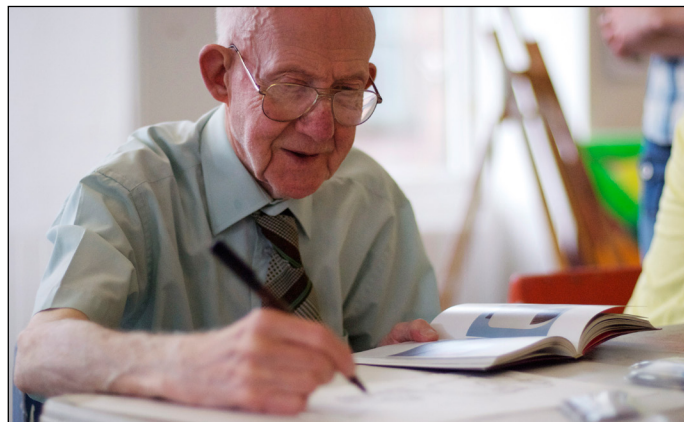
IMAGERY

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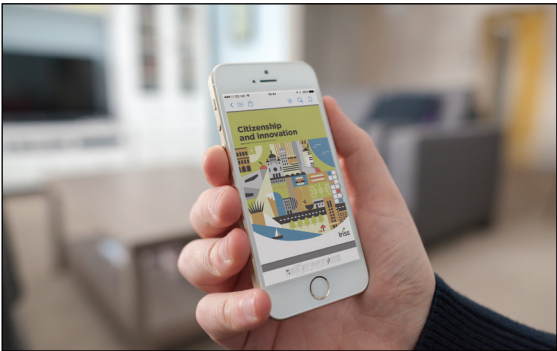
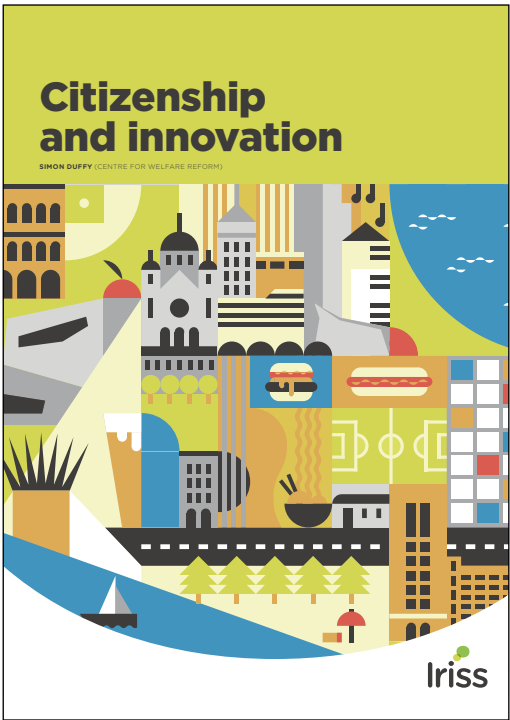
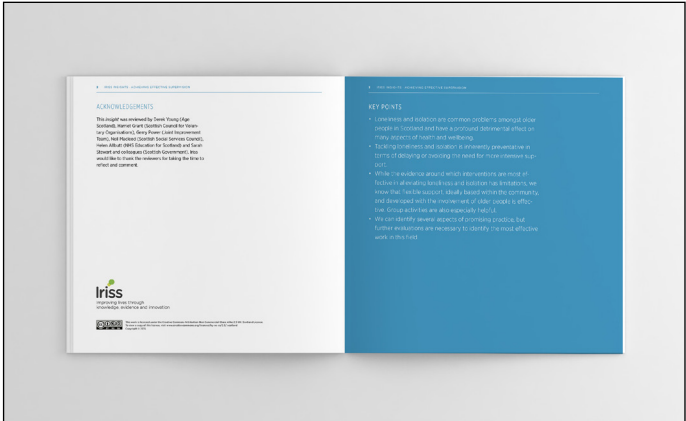
Imagery, when used consistently, can support the Iriss brand identity. Real photographs (not clip art or stock images) should be used whenever possible. When real photographs are not available, high-quality stock photography that looks real is acceptable, but should only be used in meaningful ways (not purely for decoration).

When adding images to a publication try to choose either a single dominant image that is relevant to the message you need to convey, or use a collection of images that combine to tell a story and help bring your topic to life.

Full colour photographs are preferred wherever possible. Duotoned images are acceptable as a design technique provided they are created using the colours specified in these guidelines. When placing type atop an image always ensure sufficient contrast and legibility.



APPLICATION EXAMPLES



APPLICATION EXAMPLES



FURTHER INFORMATION

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These guidelines deal with the core elements of the Iriss brand. For logos, graphical assets and information regarding Iriss's sub-brands, see:

www.iriss.org.uk/identity