

[REDACTED]

Email: [REDACTED]

22nd January 2021

Re: FOI Request Response IE_FOI_430

Dear [REDACTED],

I refer to your request dated 24th November 2020 made under the Freedom of Information Act 2014, which was received on that day seeking records held by Iarnród Éireann.

Request:

I am respectfully requesting a copy of the following which was used by Iarnród Éireann before the implementation of the company's current branding/visual identity (i.e., the visual identity used from 1994 to 2012).

- *branding/visual identity guidelines (including for DART, Commuter, Enterprise)*
- *station signage guidelines*
- *the fonts used for station signage (in .otf or .ttf format)*

I, [REDACTED], have now made a final decision to grant your request on 21st January 2021.

You have sought access to the records as listed above and I consider this an appropriate form of access in this case. Accordingly, a copy of the records is now attached including a copy of the schedule to these records.

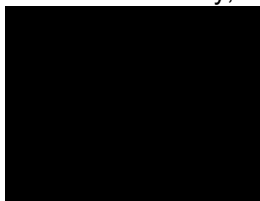
Rights of appeal

In the event that you are not happy with this decision you can make an appeal in relation to this matter, you can do so by writing to the FOI Unit, Corporate Communications, Iarnród Éireann Irish Rail, Connolly Station, Amiens St, Dublin 1 or by e-mail to foi@irishrail.ie. You should make your appeal within 4 weeks (20 working days) from the date of this notification, where a day is defined as a working day excluding, the weekend and public holidays, however, the making of a late appeal may be permitted in appropriate circumstances.

The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this body.

Should you have any questions or concerns regarding the above, please contact the FOI Officer on 01, 7034293.

Yours sincerely,



FOI Decision Maker, Commercial Department.

Freedom of Information Request:
 Schedule of Records for **IE_FOI_430** : Summary for Decision Making

Record No.	Date of Record	Brief Description	No. of Pages	Decision: Grant/Part Grant/Refuse	Section of Act if applicable	Record Edited/Identify Deletions
1	21st January 2021	Book 1 - Iarnród-2 April 2004	28	Grant		
2	21st January 2021	Book 2- Sub-brands- 2 April	20	Grant		
3	21st January 2021	Book 3 -Signage-20 April 2004	16	Grant		
4	21st January 2021	Folder 18th Feb	1	Grant		
5	21st January 2021	Introduction 2nd April 2004	12	Grant		

→ *B1
*B2
*B3

Get On Board

Iarnród Éireann Corporate Guidelines

Book 1: Iarnród Éireann corporate guidelines

This book covers all corporate communications, including stationery, printed publications and advertising.

Nexus Sans, the new corporate typeface, will be used for all pre-printed communications.

Verdana, a standard PC font, will be used for all PC-generated material

Get On Board Book 1
Iarnród Éireann corporate guidelines

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Introduction

In order for a national transport organisation such as Iarnród Éireann to create a unified look both internally among its employees and externally when communicating with the general public, it is critical that the Iarnród Éireann brand is representative of the company's new message and that the company signature is given space and prominence across all its applications.

This book deals with the new Iarnród Éireann corporate identity programme which has been reworked to bring a more modern, streamlined look to the organisation. The programme includes the company signatures and corporate colour palette, new design templates and guidelines for correct use across its many applications.

The new corporate font is Nexus Sans and must be used consistently across all customer communication material as explained in the introduction to these manuals.

Careful thought has been given to the new design structure to ensure optimum brand recognition and which, when applied consistently, will also bring a new confidence to the organisation and position it as a leading European transport company of the future.



fig A. the symbol



fig B. company signature



fig C. company signature
- centred variation

1. The company signature

Elements of the company signatures

The primary component of the Iarnród Éireann corporate identity is the company signature which consists of:

- a) The symbol, i.e. the Delta
 - b) The logotype, i.e. Iarnród Éireann
- When the logotype is joined together with the symbol, the whole unit becomes the company signature.

The correct use of the company signature is essential in the support, promotion and reinforcement of the organisation's image. Therefore the following specifications and guidelines should be used wherever the application of the company signature is required.

Examples shown in this manual are included on the accompanying CD, and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring company signatures and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

The relationship shown here between the elements of the company signature, i.e. the symbol (fig. A) and logotype, has been carefully designed for balance, clear reproduction and legibility. The elements therefore are fixed and may not be redrawn or rearranged in any way.

There are 2 company signatures for Iarnród Éireann:

Fig B: The standard company signature which is used throughout the organisation, as shown here, always on a white background for maximum clarity and legibility.

Fig C: The centred variation where the logotype is positioned centred below the symbol. This variation may only be used in exceptional circumstances when representing the company's services on its own or in co-branding situations where the standard company signature has size restraints within a certain area.

NB: Although you may use the company symbol on its own (fig A), the logotype should never appear on its own i.e. Iarnród Éireann.

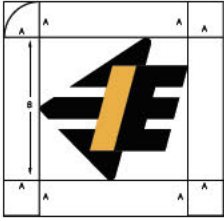


fig D. Company symbol



fig E. Company signature



fig F. Company signature-centred variation



Exclusion zones

Straplines



Don't use old Iarnród Éireann logos



Don't change the colour of the brand mark



Don't stretch the logo



Don't type the logotype



Don't alter the proportions or spacing of the elements



Don't use the logotype on its own

Incorrect use

Correct and incorrect use

The symbol

Iarnród Éireann's company symbol is the delta symbol (fig. D). The symbol may not be reproduced from any source other than the master artwork. New symbols may not be devised and no alterations may be made to the existing symbol.

The logotype

The logotype must always appear with the symbol and should never be presented alone (fig. E). The relationship of the logotype to the symbol is fixed and may not be changed. The logotype must not be used within a body of text or as part of a sentence. It may not be altered in any way and must always appear with the words on the same line as illustrated here (fig. E).

Exclusion zone

The company symbol (or when joined with its logotype the company signature) is always surrounded by a defined area of clear space or 'exclusion zone' which must never be breached by any other graphic element.

The symbol or company signature must never be positioned closer to the top, foot or fore edge of a page or surface than the exclusion zone allows.

There are three sets of exclusion zone specifications covering standard and centred styles:

- Company symbol alone (fig. D) The measurement 'A' is $1/4$ 'B', where 'B' is equal to the height of the company symbol.
- Corporate exclusion zone (fig. E) where 'Z' is equal to the cap height of the logotype.
- Centred exclusion zone (fig. F) where 'Z' is equal to the cap height of the logotype, and 'X' is equal to the x-height of the logotype.

Descriptors/straplines

The company signature may also include a descriptive phrase or advertising slogan as required.

The phrase or slogan ranged right as shown, and set in lower case Nexus Sans regular. The strapline should never be set smaller than 7pt.

The phrase or slogan must always be sized at $1/2 X$ that is half the X height of the logotype. It must also always be positioned underneath the logotype by a measure of $1/2 X$.



PMS	144	Black	444	428	275	109	376
Cyan	0	0	15	2	98	0	50
Magenta	48	0	0	0	100	10	0
Yellow	100	0	15	0	0	100	100
Black	0	100	42	18	43	0	0
Red	239	0	147	215	24	247	123
Green	160	0	156	217	13	227	197
Blue	0	0	148	219	61	0	25
Web	DE8703	Black	828585	C9C9C4	260D54	F7D417	7DBA60

Colour palette

Complimentary

Secondary



Full colour on white



One colour (black) on PMS Orange 144



One colour (PMS Black) on white



Full colour reversed out of PMS Black



Full colour on 100% PMS Grey 428



One colour reversed out of PMS Black



Full colour reversed out of PMS Grey 444

Application on different backgrounds

Colour

Colour palette

The colour palette for use with the company signatures is:

- PMS Black
- PMS Orange 144

Complimentary colours

- PMS Grey 444
- PMS Light Grey 428

These greys should be used in preference to the secondary colours which are to be used primarily for sub-brand applications,

Secondary colours

- PMS Navy 275
- PMS Yellow 109
- PMS Green 376

To avoid confusion with sub-brand material, these colours should be used sparingly within publications where sufficient contrast cannot be achieved using the complimentary palette.

Tints

Where possible, the colours should always be used at 100%, however tints may be used within documents, or on the cover of publications which form part of a series or group.

Application on different backgrounds

Where possible, the company signature should always appear in its full colour form on a white background. When presented in single colour, the company signature must appear in its identification colour (PMS Black).

Do not use any other colours or colour combinations for the company signature other than those shown in this manual.

Third party usage

Whenever possible the company signature should be placed on a white background. In circumstances where this is not possible, the following guide should be used.

On pastel or light coloured backgrounds, use the full colour version as a first preference with the single colour PMS Black as a second preference. On PMS Orange 144 backgrounds use the single colour form with the "I" in the delta reversed out. On dark or black backgrounds always use one of the white-out versions of the company signature.

All company signatures and brand elements are included on the accompanying CD, and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring company signatures and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie.

 **Iarnród Éireann**

 **Iarnród Éireann**

Joe Bloggs MMH FOT
Manager

Business Development Department Connolly Station Dublin 1
T 01 703 9999 F 01 703 9999 E joebloggs@eirrail.ie W www.eirrail.ie

 **Iarnród Éireann**

With Compliments
Le Dea Mhain

2. Stationery

The standard corporate stationery templates featuring the Iarnród Éireann company signature must be used by all sub-brands (DART, Commuter and InterCity), divisions, departments and projects.

Typography

Nexus Sans must be used in all pre-printed stationery. However, any correspondence undertaken internally by employees such as memos and letters must be written in the typeface Verdana which is a standard PC font.

Company signature

This is the standard company signature and is used on all stationery throughout the Iarnród Éireann organisation.

Print-controlled stationery

All stationery is preprinted with the company signature as shown opposite. The holding company signature is placed in the grey band at the bottom of the letterhead only. All additional information is be overprinted by staff in Verdana using templates which are on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>.

Compliment slips and business cards are printed using Nexus Sans and should follow the specifications on page 11.

PC-generated stationery

Faxes, memos and internal report covers should use Verdana and follow the guidelines as set out on page 13.

Colours

All corporate stationery such as letterheads, compliment slips and business cards must be printed in 2 spot colours, PMS Black and PMS Orange 144. The grey band at the bottom of all pre-printed stationery is 15% PMS Black. Forms, memos and fax sheets may be printed in one single colour PMS Black.

Paper stock

Where possible, all stationery should be printed on Croxley Heritage 115gsm paper and all business cards on Croxley Heritage 350gsm board.

Templates for all stationery items included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring company signatures and brand elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

Business Development Department, Connolly Station, Dublin 1
 An Roinn Forbartha Gní, Stáisiún Uí Chongaille, Baile Átha Cliath 1
 T 01 703 9999 F 01 703 9999 E info@irishrail.ie W www.irishrail.ie



Addressee's name
 Company
 Number and name of street
 Town
 County
 Country

Date
 Our ref if necessary
 Your ref if necessary

Subject

Dear Sir/Madam

Brevi vel toto est lunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum. Si meliora dies, ut vina, poemata reddi, scire velim, chartis perficit quotus pretium quotus arroget annus. Scripserat abhinc reddi missos annos centum qui decidit, inter perfectos veteresque referri debet an inter velis atque perfectos novos. Excludat Iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperit nihil perfectos uno mense vel anno. Iste quidem veteres inter etur honeste, qui vel mense brevi vel toto est lunior anno. Utor permissio, caudaeque nisi pilos ut equinae paulatim vello et virtutem, demo etiam unum, dum cadat elusus ratione ruentis a cervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacrauit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et sanctum mentibus haeret poene recens. Adeo sanctum est vetus omne poema. Ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplum Siculi properare Epicharmi. Hoc sedidit et hoc arto sspata theatro spectat Roma potens; habet hoc nisi numeratque potes ad ambigitur tempus Livi scriptoris ab aevo. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret poene recens? Adeo sanctum est vetus omne poema. Ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro

Yours sincerely,

Name
 Company position or Title



Directora Státhóirí Dr J Lynch Chairman Cathaoirleach J Neagher Managing Director Stuthóir Bhanaíochta
 P O'Brien G Duggan P Bille W McCauley AM Hamon Dr P Prescott (UK)
 A Ltd. Ltd Company Registered in Ireland at Connolly Station, Dublin 1 No. 119571 Vat No. IE 4812851 O
 Cárachtar Theoranta Clártha n éirín ag Stáisiún Uí Chongaille Baile Átha Cliath 1

Letterhead

With Compliments
 Le Dia Mhóin



Compliments slip



Joe Bloggs MM1 FCT
 Manager

Business Development Department Connolly Station Dublin 1
 T 01 703 9999 F 01 703 9999 E joe.bloggs@irishrail.ie W www.irishrail.ie



Joe Bloggs MM1 FCT
 Bainisteoir

An Roinn Forbartha Gní Stáisiún Uí Chongaille Baile Átha Cliath 1
 T 01 703 9999 F 01 703 9999 E joe.bloggs@irishrail.ie W www.irishrail.ie

Print controlled material

Letterhead

Size: 210mm x 297mm

Stock: Croxley Heritage 115gsm

Colour: PMS Black, PMS Orange 144

Typography

All text is overprinted by staff in Verdana using templates which are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>.

- Body of letter to be set in 8pt Verdana regular on 12pt leading

Compliment slip

Size: 210mm x 99mm

Stock: Croxley Heritage 115gsm

Colour: PMS Black, PMS Orange 144

Typography

- With Compliments, 7pt Nexus Sans bold
- Le Dea-Mhéin directly underneath, 7pt Nexus Sans regular, both on 10pt leading in PMS Black

Business card

Size: 50mm x 90mm

Stock: Croxley Heritage 350gsm board

Colour: PMS Black, PMS Orange 144

Typography

- Name 8pt Nexus Sans regular (letters after name in 6pt Nexus Sans regular Caps) in PMS Orange 144.
- Title 7pt Nexus Sans regular in PMS Black both on 10pt leading.
- Department and address in English 7pt Nexus Sans bold.
- Telephone, fax and web address 7pt Nexus Sans regular, all in PMS Black.
- T, F, E and W, 7pt Nexus Sans bold in PMS Orange 144.
- All contact information on 10pt leading.
- Reverse as above in Irish.

Correspondence typing specifications

For the correct layout and specifications for the typing of all correspondence, please follow these guidelines.

- Body text to be set in 8pt Verdana regular on 12pt leading following the specifications below. Templates for correspondence may be downloaded online internally from the Iarnród Éireann intranet.
- Punctuation should be kept to an absolute minimum (i.e. ltd not Ltd). All punctuation including the full stop should be followed by a single space.
- The full stop should be eliminated after ? or !
- The colon should never be used in preference to the dash and should never be used with a dash.
- Punctuation should be set next to the word with no extra space between.
- Use single quotes as opposed to double quotes ('rather than ").
- Marks of omission should only contain three point (...).
- Capitals are recommended only for titles and headings.
- Bold should be used in preference to italics within body text to distinguish items of importance.
- Use words for numbers up to nine and numerals for larger numbers (10, 11, 12) except for reference coding (2.3), measures or fractions.
- Dates should be expressed without punctuation (1 January 2004). Use the minimum figures in describing a length of years (2001 04).

PC generated material

Emailed documents

All documents which are e-mailed either inside or outside the company need to be set in Verdana regular.

Fax/memo

Colour: 1 colour PMS Black

Typography

All details are printed by staff in Verdana using templates which are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>.

- Body of Fax/memo to be set in 8pt Verdana regular on 12pt leading

Internal report covers

Size: 210mm x 297mm

Stock: Croxley Heritage 270gsm

Colour: PMS Black, PMS Orange 144

Typography

- All communications created internally on PC should use the typeface Verdana.
- English in Verdana bold, Irish in Verdana regular, 36pt on 36pt leading. (This may be increased or decreased depending on the amount information required)
- Body text in Verdana regular, max 9pt on 12pt leading.

Reports for external communication should use Nexus Sans and refer to the printed publications section on page 17.

Templates for all stationery elements are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

Forms

There are two important design considerations in forms:

- Clarity of content and meaning.
- Iarnród Éireann design style/template.

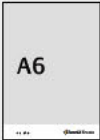
The typographic layout of any form should aid legibility and clarity. Therefore all forms should be designed by a professional designer or typesetter.



1. Band height 25mm



2. Band height 17.5mm



3. Band height 15mm

The logo area



A.1 People in stations



A.2 People in trains



B.1 Trains in station



B.2 Trains outside



C. Miscellaneous

Style of photography

3. Printed publications

The design template

The design template for Iarnród Éireann consists of the corporate colour palette (see page 6), a distinct photography style and the logo area, a white strip which runs across the bottom of all marketing material cover design and carries the Iarnród Éireann's company signature, any co-branding (see page 29) and the website address www.irishrail.ie

Logo area

As shown opposite, the logo area varies depending on the size of the page:

1. A3 landscape, A4 portrait
Band height 25mm
2. A4 landscape, A5 portrait, DL portrait
Band height 17.5mm
3. A5 landscape, A6 portrait, DL landscape
Band height 15mm

Templates for all larger sizes from A3 poster to 48 sheet billboard are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

Stock for printed publications

Cover: No less than 250gsm

Inside: 170/135gsm

Heavier weights are required for larger publications and depending on the type of bind/finish.

Cover type

English in Nexus Sans bold, Irish in Nexus Sans regular, 36pt on 36pt leading. (This may be increased or decreased depending on the amount of information required)

Body text

Nexus Sans regular,
Max 9pt on 12pt leading.

Style of photography

Any imagery should follow the style of photography outlined below. Images are available from the Iarnród Éireann photo library. Any newly images commissioned for a particular project should follow this style.

A. People

Shot at eye level, with a short depth of field, people are the central focus, the background, although blurred reveals their location.

A.1 People on trains should be comfortable and relaxed.

A.2 People in stations, should be enthusiastic, anticipation, energetic.

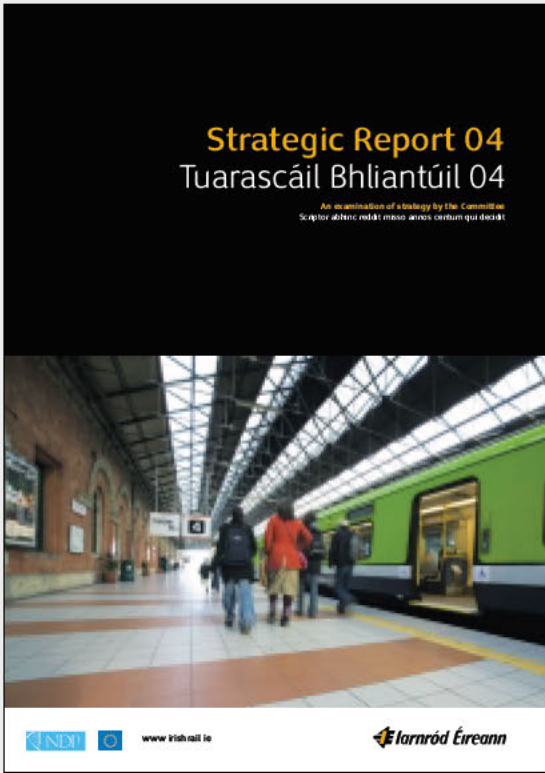
B. Trains

B.1 Trains in stations should never be moving, it invariably looks like the people have missed the train. Passengers should be boarding or alighting.

B.2 Trains outside should be moving, urban environments are best at night, rural environments during the day.

C. Miscellaneous

Everyday train objects shot in interesting ways, for limited use when other photos are unavailable or inappropriate.



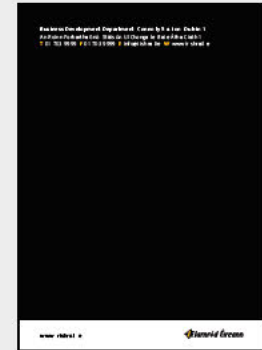
Example of strategic report cover showing co-branding



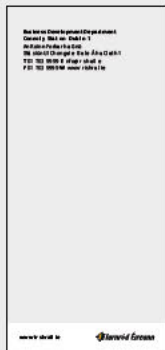
Examples of A4 brochure/report covers



Example of brochure/report spread



Examples of A4 brochure/report back covers



Example of DL leaflet front and back

Examples of use

The following are examples of how the basic Iarnród Éireann design template can be applied to printed material. It is designed to bring a consistent look to all Iarnród Éireann's publications creating unity and clarity.

Checklist

- The design template must be adhered to for consistency.

Logo area

- Designs must include a white band at the bottom of the cover of the printed publication, which contains the company signature. The white band should be in proportion to the overall size of the page.
- The Iarnród Éireann web address www.irishrail.ie must appear within the white band area, on the left side of the area and across from the brand mark, in Nexus Sans bold when no co-branding is required.
- Company signatures must be placed in the correct order. (see co-branding section on page 29)

Colour

- The colours used must be consistent with the colour palette, ie.
 - PMS Black
 - PMS Orange 144
 - PMS Grey 444
 - PMS Light Grey 428

Type

- Headings must always be in Nexus Sans left or right aligned and bilingual, English to be on top in bold and Irish beneath in regular.
- Nexus Sans typeface to be used at all times.
- The recommended typeface for body text is Nexus Sans regular 8pt on 12pt leading.

Back cover

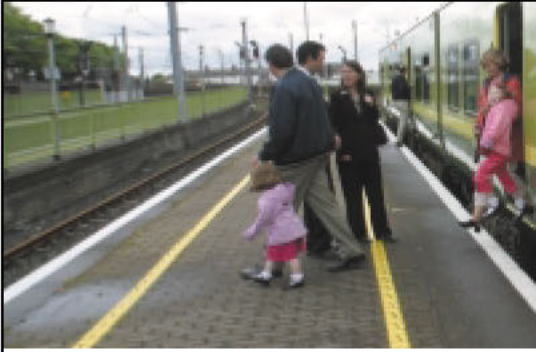
- The back of all publications should include the name and address of department in English and Irish, the relevant phone number and address eg. Business Development Department, Connolly Station, Dublin 1
An Roinn Forbartha Gnó, Stáisiún Uí Chongaille, Baile Átha Cliath 1
T 01 703 9999 F 01 703 9999
E info@irishrail.ie W www.irishrail.ie
- English in Nexus Sans bold and Irish beneath in Nexus Sans regular, both 8pt on 12pt leading.
- The logo area and its elements are to be repeated on the back cover.

Co-branding

As with all artwork, the Iarnród Éireann company signature goes on the extreme right of the band. Where the NDP and EU logos are used the NDP logo must appear on the left hand side of the page. The EU logo must go on its right and any additional logos on the right of these logos. All logos must be the same height.

New timetables available now

The new timetables for DART Commuter and Intercity services come into effect on the 1st May 2003. Copies are available from your local station and online at www.irishrail.ie



www.irishrail.ie



Advertising poster

Fare Evasion didn't pay in 2003

130 people summoned to court
80 successful prosecutions

9 bench warrants issued for arrest in 2002
Fines ranged from €50 to €200

www.irishrail.ie



DART Card advertising

We're getting there, are you coming with us?

General Managers Positions Available

- 1 DART
- 2 Southern & Western
- 3 Northern & Eastern

The IRT is an exciting and rapidly growing organization. We are seeking a highly motivated and experienced individual to join our team as a General Manager for the DART, Southern & Western or Northern & Eastern services. The successful candidate will be responsible for the overall management of the service, including the development and implementation of the service strategy, the recruitment and management of staff, and the provision of a high quality customer service.

We have a challenge for you! We are looking for a highly motivated and experienced individual to join our team as a General Manager for the DART, Southern & Western or Northern & Eastern services. The successful candidate will be responsible for the overall management of the service, including the development and implementation of the service strategy, the recruitment and management of staff, and the provision of a high quality customer service.

Your Opportunity: To manage and coordinate the overall management of the service, including the development and implementation of the service strategy, the recruitment and management of staff, and the provision of a high quality customer service.

Requirements: A minimum of 10 years experience in a senior management position, preferably in the transport sector. A degree in a relevant field is preferred. The successful candidate will also have excellent communication and leadership skills.

Application Process: Applications should be submitted to the Human Resources Department, Iarnród Éireann, 100 North Wall Quay, Dublin 1. Applications should be accompanied by a CV and three references. The closing date for applications is 15th April 2003.

www.irishrail.ie



Recruitment advertising

Important Notice

Travelling to/from Hueston Station this Saturday 22 February

Due to a significant increase in passenger numbers, we are implementing a new ticketing system for the DART service on Saturday 22 February. This system will allow passengers to purchase tickets for the DART service on a pay-as-you-go basis. This system will be implemented on all DART services on Saturday 22 February. Passengers are advised to purchase tickets in advance of their journey to avoid any inconvenience.

Additional Information: The new ticketing system will be implemented on all DART services on Saturday 22 February. Passengers are advised to purchase tickets in advance of their journey to avoid any inconvenience.

For more information: Please contact your local station or visit our website at www.irishrail.ie.

www.irishrail.ie

Customer information

4. Advertising

The effectiveness of advertising depends on the impact of the 'selling message' often contained within a main headline. Consequently, the message may take precedence over the appearance of the company signature.

The examples shown are typical of simple information and recruitment advertisements.

The best approach for these advertisements is for the main headline of selling message to appear first and with the greatest emphasis within the layout.

The company signature must always sit in the bottom right within the white band at the bottom of all advertisements (see design template section under printed publications) and should appear as the company sign-off or endorsement of the message being communicated.

Templates for all larger sizes from A3 poster to 48 sheet billboard are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

Co-branding

As with all artwork, the Iarnród Éireann company signature goes on the extreme right of the band. Where the NDP and EU logos are used the NDP logo must appear on the left hand side of the page. The EU logo must go on its right and any additional logos on the right of these logos. All logos must be the same height.

Elements of corporate press advertising

Typeface

In corporate advertising, all text must be in the new corporate typeface Nexus Sans. All headings and body text must be in Nexus Sans regular for clarity and legibility and aligned left.

Corporate logo area

The white band which houses the company signature, the company website address www.irishrail.ie and/or any co-branding symbols or logotypes must always be a constant element at the bottom of any corporate advertising.

Colour

All corporate advertising, unless for a particular sub-brand such as DART, InterCity or Commuter, should predominantly use the corporate colour palette of PMS Black, PMS Orange 144, PMS Grey 428 and PMS Grey 444.

Imagery

Any imagery used from the Iarnród Éireann image library or new photography commissioned must conform with the corporate graphic style set out on page 15 of this book.

Important Notice Improvements to Tara Street Station

Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works

Trains will call as scheduled at both Pearse and Connolly Stations and city centre customers are requested to use either of these stations

Thank you for your co-operation

For more information contact
DASH Project Office: (01) 888 7999
DASH Project Office, Co. Dublin



Information poster

Important Notice Service Cancellations

In the interest of passenger safety,
Howth Junction will be closed on
Monday 4th February until further notice
This closure is to allow for essential
engineering works

To accommodate affected services,
bus transfers will be available during
the disruption




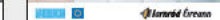
Thank you for your co-operation



Emergency information poster

<p>Larger capacity</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p> 	<p>More frequent services</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p> 	<p>Greater accessibility</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p> 	<p>Better facilities</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p> 	<p>Improved safety</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p> 

Construction hoarding, landscape format

<p>Larger capacity</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p>  	<p>More frequent services</p> <p>- Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works</p>  
---	--

Construction hoarding, portrait format

Information posters

Information posters provide clear messages to passengers, regarding disruptions to regular services. They should follow the basic design template as outlined below.

Emergency information posters

When an urgent message needs to be conveyed to passengers a modified version of the standard info poster is to be used. The top colour band is PMS Red 185 to alert customers and this is the only occasion where it is to be used.

Construction hoardings

Construction hoardings must demonstrate the benefits of the work taking place, through text and photography. They should also contain an apology for any disruption caused during the construction. There are two basic formats:

1. Landscape

This format should be used on large scale projects.

2. Portrait

This format should be used on small projects, particularly within stations where space is restricted. It may be necessary to use a number of smaller signs to get the message across fully.

Co-branding

As with all artwork, the Iarnród Éireann company signature goes on the extreme right of the band. Where the NDP and EU logos are used the NDP logo must appear on the left hand side of the page. The EU logo must go on its right and any additional logos on the right of these logos. All logos must be the same height.

Typeface

In corporate advertising, all text must be in the new corporate typeface Nexus Sans. All headings and body text must be in Nexus Sans regular for clarity and legibility and aligned left.

Corporate logo area

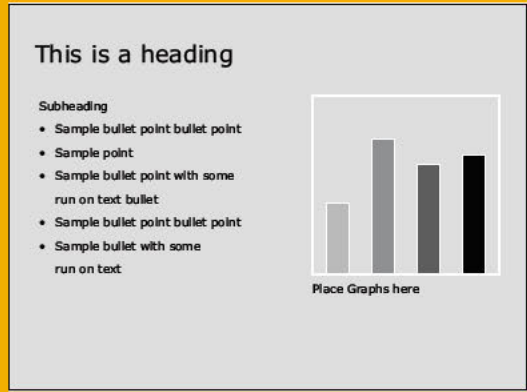
The white band which houses the company signature, the company website address www.irishrail.ie and/or any co-branding symbols or logotypes must always be a constant element at the bottom of any corporate advertising.

Colour

All corporate advertising, unless for a particular sub-brand such as DART, InterCity or Commuter, should predominantly use the corporate colour palette of PMS Black, PMS Orange 144, PMS Grey 428 and PMS Grey 444. PMS Red 185 is used for emergency posters only.

Imagery

Any imagery used from the Iarnród Éireann image library or new photography commissioned must conform with the corporate graphic style set out on page 15 of this book.



Powerpoint template, front and inside page

	Name				
	Address				
School Child under 16 years					
Date of birth		This card is not valid after			
Day	Month	Year	id number	Month	Year
Valid between		and			

ID card

5. Miscellaneous

Powerpoint Presentations

Size: 800 pixels x 600 pixels

There are a selection of templates which are available on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>.

Typeface

All presentations should be set in the typeface Verdana

Headings in 25pt Verdana

Body text in 18pt/22pt Verdana

Colour

Orange 144: **R**100 **G** 43.3 **B** 0

Black: **R** 0 **G** 0 **B** 0

Grey 444: **R** 39.9 **G** 44.8 **B** 46.5

Grey 428: **R** 71.2 **G** 73.9 **B** 75.8

Email

All documents (eg. Word, Excel) which are e-mailed either inside or outside the company need to be set in Verdana. All correspondence should follow the guidelines on page 11.

All emails should be set in 8pt Verdana and have a standardised sign-off following the example below.

Joe Bloggs

Business Development Manager

Business Development Department,
Connolly Station, Dublin 1

T 01 703 9999

F 01 703 9999

E joebloggs@irishrail.ie

W www.irishrail.ie

Passes and ID cards

Passes and identity cards should where possible be in Nexus Sans and include the correct company signature.

Templates for all stationery elements are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

*B1
→ *B2
*B3

Get On Board

Sub-Brand Guidelines

Book 2: Iarnród Éireann sub-brand guidelines

This book covers the design and application of the Iarnród Éireann sub-brand marks, ie. DART, Commuter and InterCity.

Each brand has been given a specific colour to distinguish their communications.

DART	PMS 376 Green
Commuter	PMS 109 Yellow
InterCity	PMS 144 Orange



Get On Board Book 2
Iarnród Éireann Sub brand guidelines

The company brand marks

- 03 The company brand marks
 - Elements of the three company brand marks
- 05 Correct and incorrect use
- 07 The colour palette
 - Application on different backgrounds

Printed publications

- 09 Printed publications
 - The design template
 - Photography
- 11 Examples of use
 - Co-branding
 - Checklist
- 13 Tickets and timetables

Advertising

- 15 Advertising
 - Elements of corporate press
 - Co-branding

Introduction

There are 3 brands which come under the Iamród Éireann organisational structure but which have their own individual identities. These brands are DART, InterCity and Commuter and have their own rules and guidelines when communicating with the public but which follow the same templates and style as the corporate brand for consistency and recognition.

Through the consistent application of these principles, the sub-brands will enhance not just their own profile, but that of the organisation as a whole.



fig A. Commuter company brand mark



fig B. InterCity company brand mark



fig C. DART company brand mark

1. The company brand marks

Elements of the three company brand marks

The secondary components of the Iarnród Éireann corporate identity are the sub-brand marks which consists of:

- a) The symbol, i.e. the chevron
- b) The logotype, i.e. DART, InterCity and Commuter

When both the chevron and the logotype join together, they form what we call the company brand mark. These 2 elements must always appear together, never separated. Fig. A, B & C.

The correct use of these company brand marks is essential in the support, promotion and reinforcement of the organisation's image. Therefore the following specifications and guidelines should be used wherever their application is required.

Original artwork for all examples shown in this manual are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station, or email branding@irishrail.ie

The company brand marks

The relationship shown here between the elements of the company brand mark, i.e. the chevron and logotype, has been carefully designed for balance, clear reproduction and legibility. The elements therefore are fixed and may not be redrawn or rearranged in any way.



fig D. Commuter



fig E. InterCity



fig F. DART

Exclusion zones



Don't use old company brand marks



Don't type the logotype



Never use the logotype on its own



Don't change the colour of the company brand marks



Don't alter the proportions or spacing of the elements



Don't stretch the company brand marks



Never use the chevron on its own

Incorrect use

Correct and incorrect use

The symbol

The symbol designed for use in the identity of the sub-brands is the Chevron. This symbol may not be reproduced from any source other than the master artwork. New symbols may not be devised and no alterations may be made to the existing symbol. The chevron must never appear on its own without the logotype.

The logotype

The logotype for each company must always appear with the chevron and should never be presented alone. The relationship of the logotype to the symbol is fixed and may not be changed. The logotype must not be used within a body of text or as part of a sentence. It may not be altered in any way and must always appear with the words as illustrated here.

Exclusion zone

The company brand mark is always surrounded by a defined area of clear space or 'exclusion zone' which must never be breached by any other graphic element. The dimension 'A' is equal to the cap height of the logotype, Fig D,E,F.

The company brand mark must never be positioned closer to the top, foot or fore edge of a page or surface than the exclusion zone allows.

The Enterprise Service

The flagship, Belfast to Dublin, Enterprise service is jointly operated by Iarnród Éireann and NI Railways. 1st Plus is the premium class of the Enterprise service.

Guidance and assistance in the application of the Enterprise and 1st Plus logos (shown below) is available from the Passenger Commercial Manager, Iarnród Éireann.

The logo for Enterprise, featuring the word "Enterprise" in a stylized, italicized serif font, with a decorative flourish above and below the text.The logo for 1st Plus, featuring the word "1st Plus" in a stylized, italicized serif font, with a decorative flourish above and below the text.



PMS	109	144	376	275
Cyan	0	0	50	98
Magenta	10	48	0	100
Yellow	100	100	100	0
Black	0	0	0	43
Red	247	239	123	24
Green	227	160	197	13
Blue	0	0	25	61
Web	F7D417	DE8703	7DBA60	260D54

Black	428	444
0	2	15
0	0	0
0	0	15
100	18	42
0	215	147
0	217	156
0	219	148
Black	C9C9C4	828585

Colour palette

Complimentary colour palette



Full colour on light background



Single colour on light background



Full colour on dark background



Single colour on dark background

Application on different backgrounds

Colour

The Colour Palette

The colour palette for use with the company brand marks is:

- PMS 275 Navy
- PMS 144 Orange
- PMS 109 Yellow
- PMS 376 Green

Complimentary colours

Other colours which can be used are shown here. While these colours are from the company signature, certain greys are also permissible.

- PMS Black
- PMS Orange 144
- PMS Grey 444
- PMS Light Grey 428

Tints

Where possible, the colours should always be used at 100%, however tints may be used within documents, or on the cover of publications which form part of a series or group.

Application on different backgrounds

Where possible, the company brand mark should always appear in its full colour form on a white background. When presented in single colour, the company brand mark must appear in its identification colours (PMS Black). Do not use any other colours or colour combinations for the company brand marks other than those shown in this manual.

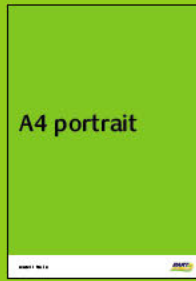
Third party usage

Whenever possible the signature should be placed on a white background. In circumstances where this is not possible, the following guide should be used.

On pastel or light coloured backgrounds, use the full colour version as a first preference with the single colour PMS Black as a second preference. On dark or black backgrounds use the full colour version as a first preference with the white out version as a second preference.

NB: Do not produce the company signature on backgrounds of any other colour.

All brand marks, company signatures and brand elements are available on the accompanying CD and may be downloaded online internally from the Iamród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station, or email branding@irishrail.ie



1. Band height 25mm



2. Band height 17.5mm



3. Band height 15mm

The logo area



A.1 People in stations



A.2 People in trains



B.1 Trains in station



B.2 Trains outside



C. Miscellaneous

Style of photography

3. Printed publications

All sub-brand companies must use the corporate stationery suite and corresponding guidelines outlined in Book 1. When producing material such as Powerpoint presentations and station hoardings, the corporate guidelines outlined in Book 1 must be used.

The Design Template

The design template for the Iarnród Éireann sub-brands is the same as the Iarnród Éireann corporate design template. It consists of the corporate colour palette (see page 6), a distinct photography style (see page 8) and the brand area, a white strip which runs across the bottom of all marketing material cover design and carries the Iarnród Éireann's sub-brand signatures and any co-branding (see page 11).

Logo area

As shown opposite, the logo area varies depending on the size of the page:

1. A3 landscape, A4 portrait
Band height 25mm
2. A4 landscape, A5 portrait, DL portrait
Band height 17.5mm
3. A5 landscape, A6 portrait, DL landscape
Band height 15mm

Templates for all standard sizes are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station, or email branding@irishrail.ie

Favoured stock weights for printed publications

Cover

No less than 250gsm

Inside

170/135gsm (Depending on size of publication and type of bind/finish)

Type

English in Nexus Sans bold, Irish in Nexus Sans regular, 36pt on 36pt leading. (This may be increased or decreased depending on the amount of information required)

Body Text

Nexus Sans regular, max 9pt on 12pt leading.

Style of photography

Any imagery should follow the style of photography outlined on page 15 of book 1. Images are available from the Iarnród Éireann photo library. Any new images commissioned for a particular project should follow this style.

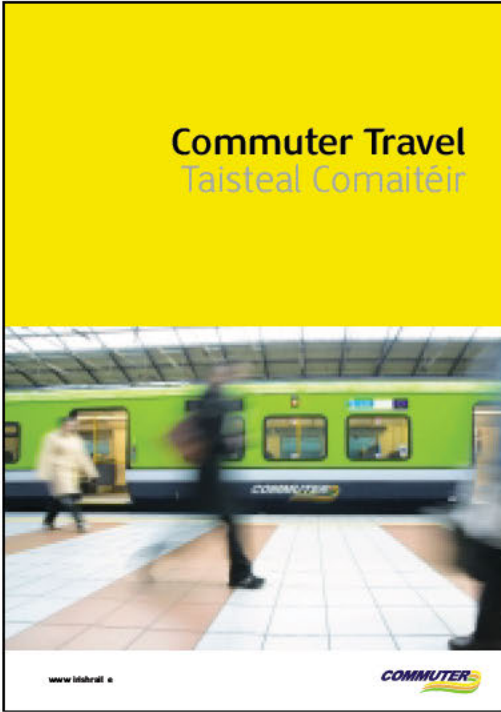
Colour

All sub-brand printed publications for DART, InterCity or Commuter, should use the appropriate colour, ie.

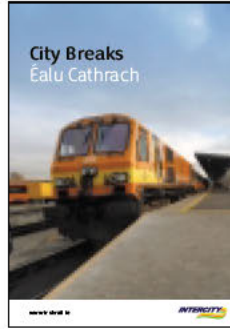
DART: PMS 376 Green

InterCity: PMS 144 Orange

Commuter: PMS 109 Yellow



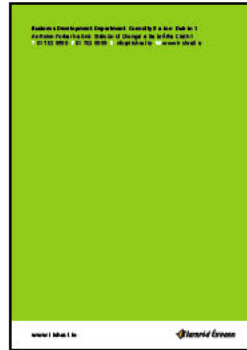
Example of brochure cover



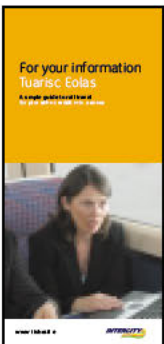
Examples of brochure/report cover



Example of brochure/report spread



Examples of A4 back cover



DL leaflet cover



Inside spread



Back cover

Examples of use

The following are examples of how the basic Iarnród Éireann corporate design template can be applied to all printed material within each of the 3 sub-brand companies. It is designed to bring a consistent look to all Iarnród Éireann's publications, creating unity and clarity.

Co-branding

As with all artwork, the brand mark (DART, Commuter or InterCity) goes on the extreme right of the band. Where the NDP and EU logos are used the NDP logo must appear on the left hand side of the page. The EU logo must go on its right and any additional logos on the right of these logos. All logos must be the same height.

Back cover

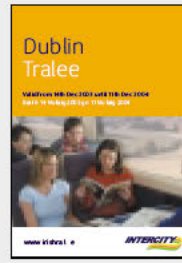
- The back of all publications should include the name and address of department in English and Irish, the relevant phone number and address eg. Business Development Department, Connolly Station, Dublin 1
An Roinn Forbartha Gnó,
Stáisiún Uí Chongaile,
Baile Átha Cliath 1
T 01 703 9999 E info@irishrail.ie
F 01 703 9999 W www.irishrail.ie
- English in Nexus Sans bold and Irish beneath in Nexus Sans regular, both 8pt on 12pt leading.
- The logo area and its elements are to be repeated on the back cover.
- The Iarnród Éireann company signature should appear on the back cover of all sub-brand material.

Checklist

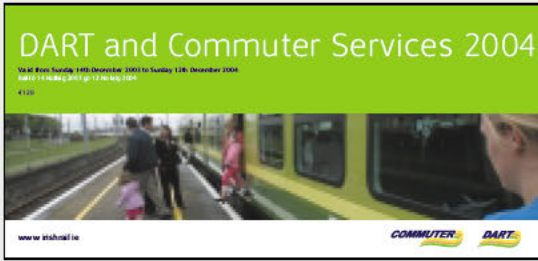
- Sub-brands should use their allocated colour in a dominant way:
DART PMS 376 Green
Commuter PMS 109 Yellow
InterCity PMS 144 Orange
- Designs must include a white band at the bottom of the cover of the printed publication, which contains the appropriate brand mark. The white band should be in proportion to the overall size of the page.
- The colours used must be consistent with the colour palette.
- Headings must always be in Nexus Sans left or right aligned.
- Nexus Sans typeface to be used at all times.
- The design template must be adhered to for consistency.
- The Iarnród Éireann web address www.irishrail.ie must appear within the white band area, on the left side of the area and across from the brand mark, in 8pt Nexus Sans when no co-branding is required.
- The recommended typeface for body text is Nexus Sans regular 8pt on 12pt leading.



Example of timetable cover



Example of route flyer covers



Example of timetable cover

Welcome

I am pleased to introduce to you our new timetable for InterCity and regional services commencing on 14th December 2003.

There are many new and additional services in this timetable providing you with more choice of departure times and new journey opportunities. To meet the increasing demand for InterCity services, we have introduced our customers on the main routes between Dublin Heuston Station and Galway, Limerick and Waterford now have the benefit of an extra service in each direction on each weekday. For customers making local journeys into Galway there are a number of additional trains linking Galway to Malinbeg, Cork and Cash designed to meet both work and leisure travel needs.

I would especially like to draw attention to a number of additional trains on our regional lines between Drogheda, Limerick, Limerick Junction and Waterford. In addition to providing for local journeys, these trains also offer new connections for services to Galway.

Thank you for choosing to travel with Iarnród Éireann and I hope our new timetable of train services will be helpful to you.

Richard Fenn
Chief Operating Officer

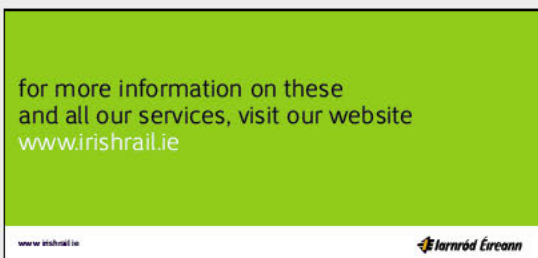
03

Enquiries

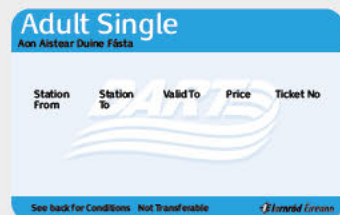
Write to: www.irishrail.ie	Night Services Conolly Station T 01 703 2358	24 Hour Talking Timetable Dublin/Cork T 01 805 4200 Dublin/Waterford T 01 450 4044 Dublin/Limerick T 01 805 4211 Alan Gal 1800 2133xx 0500 18 00xx	Dublin/Waterford Trains T 01 805 4206 Dublin/Waterford T 01 805 4211 Dublin/Waterford T 01 805 4208 Dublin/Waterford T 01 805 4299	Galway Services Network Catering Shelton Buffet Fish Bars and Restaurants T 01 703 2106	Europe & Cross Channel Services Dublin Travel Centre 35 Lee Abbey Rd DUBLIN 1 T 01 703 4095
Passenger Information T 01 836 6222	Sunday and Bank Holidays 1800 2133xx 0500 18 00xx	Dublin/Waterford T 01 805 4222 T 01 453 3055 Dublin/Waterford T 01 805 4233 Dublin/Waterford T 01 805 4244 Dublin/Waterford T 01 805 4255	Network Catering Fish Bars and Restaurants T 01 703 2106	Tram Catering Facilities Inc. InterCity Trains T 01 703 2110	Cork Travel Centre 65 Patrick St Cork T 021 490 4777

04

Example of spread



Example of back cover



Example of tickets

Timetables

All sub-brand printed publications for DART, InterCity or Commuter, should use the appropriate colour, ie.

DART: PMS 376 Green

InterCity: PMS 144 Orange

Commuter: PMS 109 Yellow

Timetables should follow the guidelines for all printed publications as outlined on pages 9 and 11.

Care should be taken to ensure that all timetable information is clearly laid out, in a simple and easy to follow format. A version of Nexus Sans with monospaced numbers is available for use in tabulated settings.

Photography is used to differentiate different routes and large type makes the route readily identifiable.

Tickets

Tickets should use Nexus Sans, the Iarnród Éireann corporate font. The correct company signature or brand mark should also be used.

New timetables available now

The new timetables for Dart, Commuter and Intercity services come into effect on the 1st May 2003. Copies are available from your local station and online at www.irishrail.ie



www.irishrail.ie



Advertising poster

Important Notice Improvements to DART services

Tara Street Station will be closed on Saturday 22nd, Sunday 23rd March to permit major improvement works

Trains will call as scheduled at both Pearse and Connolly Stations and city centre customers are requested to use either of these stations

Thank you for your co-operation



www.irishrail.ie



Example of information poster

Dublin to Cork Only €40 return

For more information visit our website or ask at your local station
Offer valid till June 2004

www.irishrail.ie



DART Card advertising

4. Advertising

The effectiveness of advertising depends on the impact of the 'selling message' often contained within a main headline. Consequently, the message may take precedence over the appearance of the corporate brand mark.

The best approach for these advertisements is for the main headline of selling message to appear first and with the greatest emphasis within the layout.

The company brand mark must always sit in the bottom right within the brand strip at the bottom of all advertisements (see design template section under printed publications) and should appear as the company sign-off or endorsement of the message being communicated.

Elements of corporate press

Typeface

In corporate advertising, all text must be in the new corporate typeface Nexus Sans. All headings and body text must be in Nexus Sans regular for clarity and legibility and aligned left.

It is recommended that the truetype version is used whenever possible, as it offers much better viewing onscreen. When this is not possible, eg. Press advertising, the postscript Type 1 version can be used.

Corporate logo area

The corporate brand strip which houses the appropriate brand mark, the company website address www.irishrail.ie and/or any co-branding symbols or logotypes (see co-branding section below) must always be a constant element at the bottom of any corporate advertising.

Colour

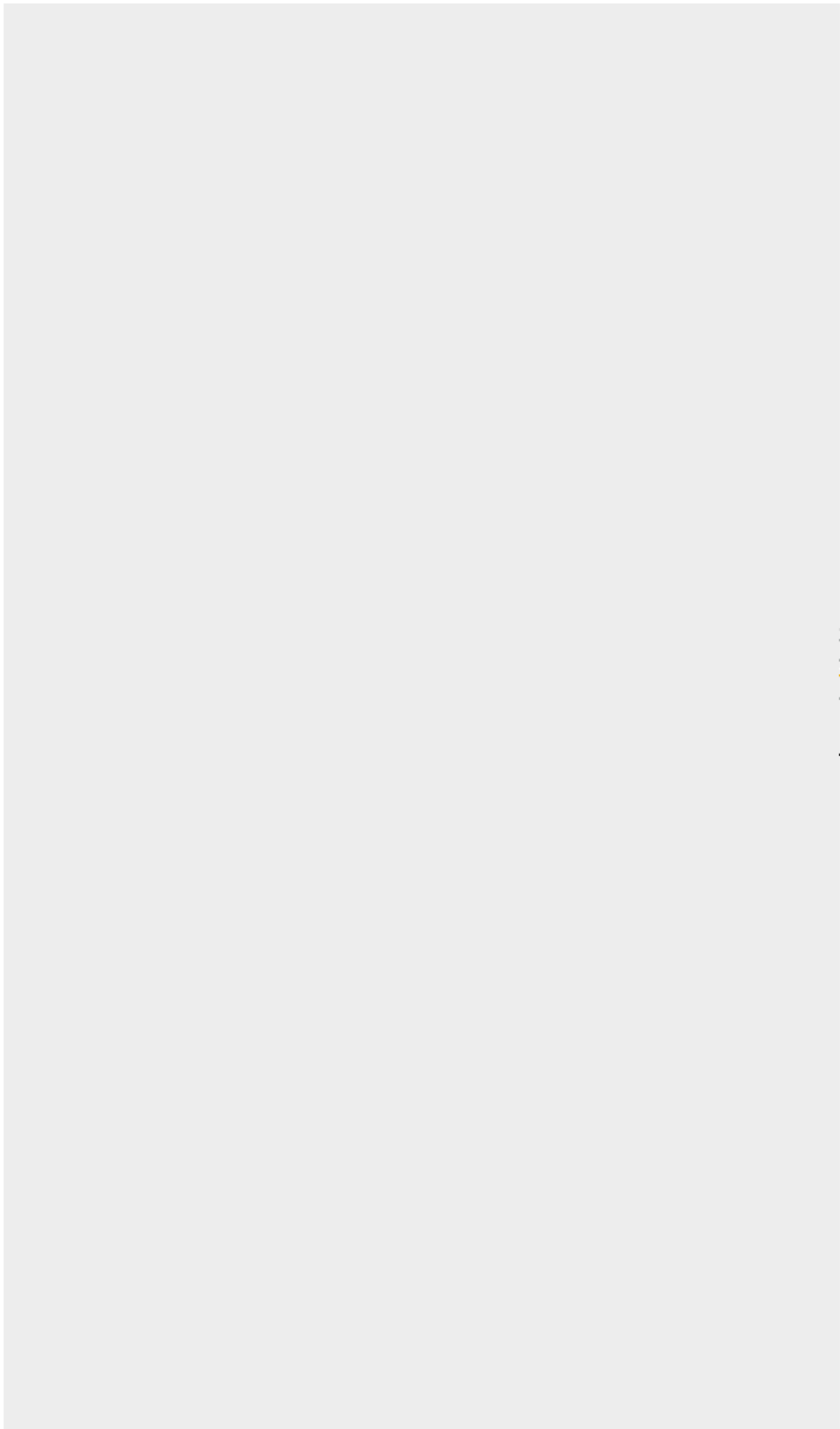
All advertising for a particular sub-brand such as DART, InterCity or Commuter, should use the colour from the colour palette, allocated to the specific sub-brand, as the dominant colour.
DART: PMS 376 Green
InterCity: PMS 144 Orange
Commuter: PMS 109 Yellow

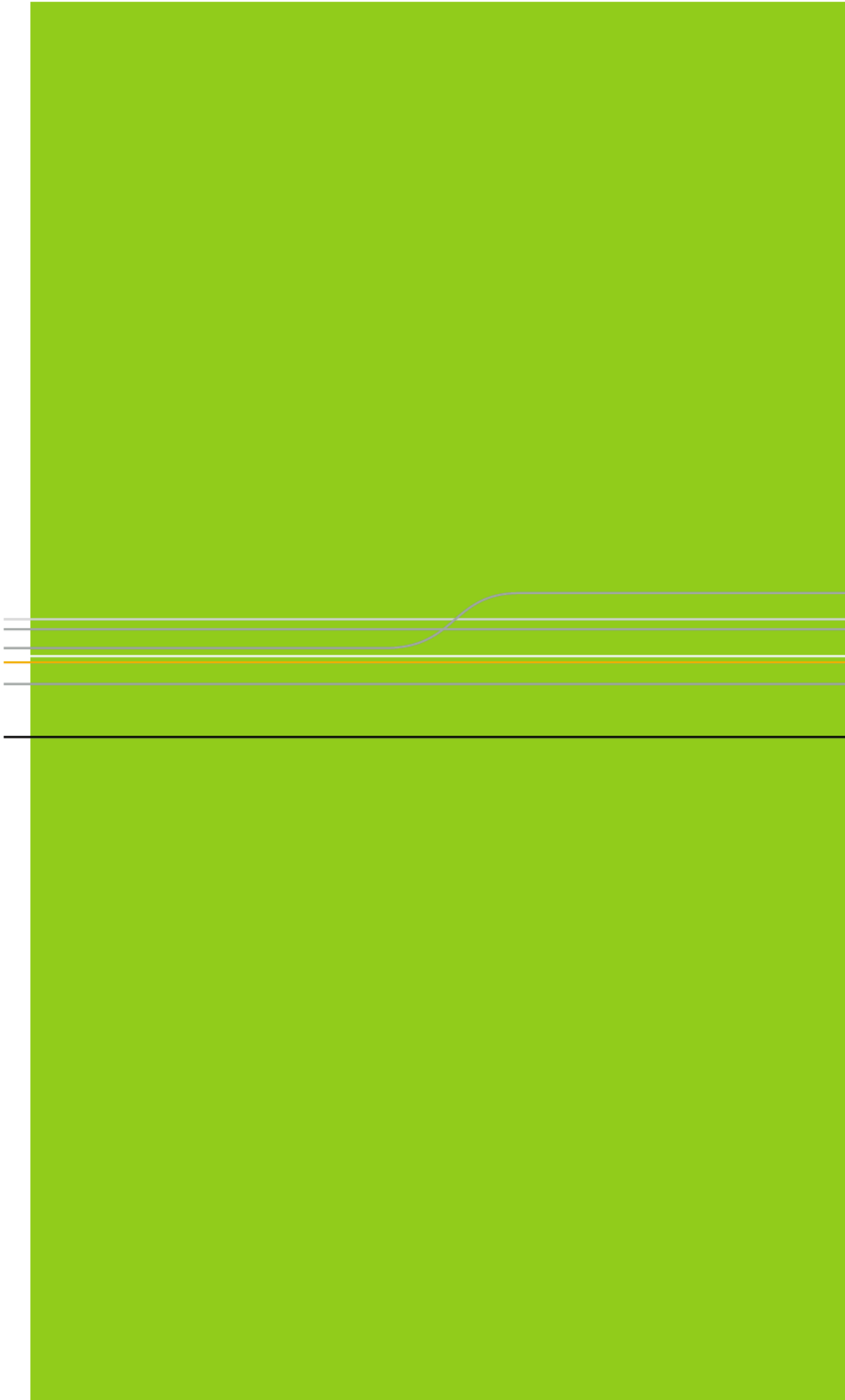
Imagery

Any imagery used from the Iamróid Éireann image library or new photography commissioned must conform with the corporate graphic style set out in the printed publications section of this book.

Co-branding

The brand mark (DART, Commuter or InterCity) always goes on the extreme right of the white logo strip. Where the NDP and EU logos are used the NDP logo must appear on the left hand side of the page. The EU logo must go on the right and any additional logos on the right of these logos. All logos must be the same height.





Templates for all stationery elements are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

*B1
*B2
→ *B3



Get On Board

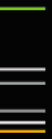
Signage Guidelines



Book 3: Signage guidelines

This book covers the application of the corporate identity to signage.

Brunel Positive, a typeface designed specifically for signage, will be used for all signage applications.



Get On Board Book 3
Iarnród Éireann signage guidelines

- 02 Introduction
- 03 Key principles
- 05 Sign types
- 07 Typography and colours
- 09 Pictograms
- 11 Mounting and fixing
- 12 Examples of sign information
- 13 How to order signage



Introduction

Signage is a core communicator of the new Iarnród Éireann brand image and as such must be consistent with the overall guideline structures. These signage guidelines have been designed and produced not only with the corporate brand image in mind but also complying with existing UIC standards (International Union of Railways), the National Disability Authority's 'Building for Everyone' and recommendations of the National Council for the Blind of Ireland.

There are some key visual elements which are consistent to all Iarnród Éireann signage and are outlined in this manual. It is extremely important for brand recognition and legibility that all signs produced adhere strictly to these guidelines.

This manual defines the measures to be taken in stations and trains to make rail travel easier and bring about a maximum improvement in the standard of service offered to customers, paying particular attention to passengers with disabilities.

Key principles

There are some key principles which must be followed when producing signage for any of the Iarnród Éireann stations. These principles comply with international regulations regarding legibility and should be standard practice for all manufacturers of station information systems.

In applying the principles outlined in this manual, it is essential that safety standards and procedures be complied with, and that the safety needs of individual locations are addressed. Particular care must be taken in the placing of signs to ensure that they do not obstruct the viewing of signals.

Location

Circulation throughout a station should be as simple as possible. There should be adequate signage throughout the stations, reducing the need for visitors to ask for directions. This is particularly important for people with hearing and communication difficulties.

Signs which may require significant time to read should be located where users will not obstruct the passage of others. On circulation routes, they should be in accessible locations, taking into consideration the angle of vision of people standing or using a wheelchair.

Signage should be easy to negotiate and follow. Clear and comprehensive signage at appropriate points throughout the station will assist people in locating specific points and facilities. Over very long and complex routes, even if the customer is not confronted with decisions, signs repeated at regular intervals will confirm that the correct route is still being followed.

If this is not possible the character height must be enlarged in proportion to compensate.

Design

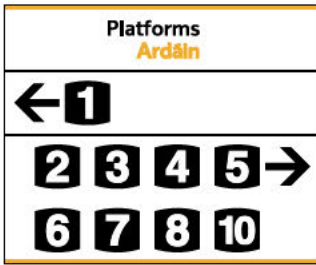
Signs should be clearly visible and as simple as possible, with emphasis on the symbol rather than the script. Simplicity in signage layout along with consistency in design colour association, improves legibility for all. People with learning difficulties will find it easier to read signage if it is laid out logically.

Pictograms must be used throughout Iarnród Éireann signage as they are easier to understand, and universally recognised (see section on Pictograms). Company brand marks (DART, InterCity and Commuter) should not appear on signs including customer information directional signage.

For signs dealing with several directions, right and left arrows, text should be justified to the right and left respectively. Where there are multiple directions, signs directing straight ahead take prominence followed by other directions.

Signs must be legible through a combination of upper and lower case lettering and the typeface used must be a sans serif font. Iarnród Éireann has chosen the typeface Brunel as its standard signage font because of its legibility characteristics (see section on Typography).

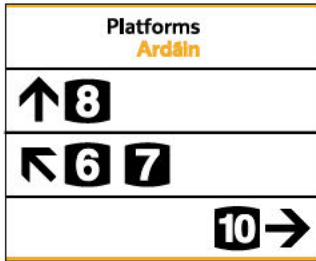
Always ensure a matt finish on signage as glossy and reflective surfaces can cause glare and confusion. Sign material and lighting should be selected so as not to cause mirroring and dazzling.



01. Platform directional signage



02. Customer information directional signage



01. Platform directional Signage



02. Customer information directional signage



03. Station identifier



04. Location identifier



05. Platform identifier

Sign types

Iamród Éireann customer information signage has been categorised into five different sign types.

01. Platform Directional Signage

02. Customer Information

Directional Signage

Directional signs indicate the direction to the desired destination.

Direction signs shall be placed at all decision points (forks, junction, etc.) at which the user of a route could have doubts about the direction to be taken. Over very long and complicated distances, they shall be repeated at regular intervals (to confirm that the correct route is still being followed). A distance of 30m maximum is recommended, which is derived from the height of the type.

The direction signs shall bear the pictograms and/or text which was shown for the first time on the orientation boards and/or area plans (continuous chain of information).

Direction signs shall if possible be mounted at right-angles to the angle of vision (direction of movement), and specifically from the roof, on the wall or over a passage as wall-mounted, fixed or suspended signs.

03. Station Identifier

The station name boards on platforms (especially names of localities or of the station as given in the national regulations) should:

- be provided in sufficient numbers, an interval of 18m is optimum.
- be easily read from the train both during the day and at night, ie optimum 2,200mm from the top of the sign to the ground.
- not be hidden or overshadowed by publicity material.

04. Location Identifier

Location signs are placed at destination points never with an arrow and indicate the location of a facility or service. They may be supplemented by recommendation signs.

Location signs shall be fixed above or immediately beside the destination. The location signs shall bear the pictograms and/or text which have been used on the direction signs leading to the destination.

05. Platform Identifier

Platform signs shall be fixed above or immediately beside platforms.

Brunel Positive

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

75 mm
Tickets

31.5 mm
75 mm
Ticéid

Type style and sizing



PMS 144 Black

RAL 2011 9017

Colour palette

Typography and Colours

Brunel Typeface

Brunel is the chosen typeface to be used in all signage throughout Iarnród Éireann. It is a unique typeface that was designed for Railtrack by David Quay and Freda Sack at The Foundry.

Brunel has been sharply crafted to meet the demands of signage on railways. It is functional and appropriate as a signage typeface, but it also has its own distinct character. It complies with international legibility standards and practices, and through consistent application to all signage, will bring a uniform consistency across all stations within Iarnród Éireann. It is available in four weights however, only Brunel Positive is required for use within all signage throughout Iarnród Éireann.

The Brunel typeface must only be used for signage applications. Copies of the font are available when developing signage from the Corporate Affairs Department, Connolly Station.

Type size and spacing

The following are basic guidelines relating to typography within all signage:

- Text should be written in upper and lower case for both English and Irish. Both English and Irish are to be equal in font size.
- The cap height of characters must be at least 75mm.
- The minimum vertical gap (leading/line spacing) between capitals is 37.5mm (1/2 cap height).
- Text alone shall be used only if there is no pictogram for a concept and no such pictogram can be devised.

Colours

The Iarnród Éireann colours to be used in all railway related signage are:

- PMS Black (for English and pictograms/icons).
- PMS 144 Orange (for Irish).



Pictograms



up straight ahead, where no confusion with 'up' is possible



upwards to the left veer left, where no confusion with 'upwards to the left' is possible



upwards to the right veer right, where no confusion with 'upwards to the right' is possible



to the left



to the right



downwards to the left veer left, where no confusion with 'downwards to the left' is possible



downwards to the right veer right, where no confusion with 'downwards to the right' is possible



down straight ahead, where no confusion with 'down' is possible

Rules for combining directional arrows

Pictograms

Pictograms are specific (the image is described and a graphic model provided) for the situations described in this section. The type, number and layout of the graphic components have been tested using ISO standards and shall therefore be given preference in use.

The pictogram shall be used in the graphic form illustrated. The minimum height of pictograms is 187.5mm, ie. the sum of the height of English, Irish text and spacing.

In the signposting system described here, only pictograms given in UIC Leaflet 413, Appendix B page 34 shall be used in combination with the directional arrow.

If pictograms other than those available are needed, care shall be taken to ensure that new pictograms are developed in accordance with the rules given in Standards ISO/TR 7239 and ISO 9186, and that they conform to the graphics system as per the examples opposite.

Rules for combining the directional arrow with other pictograms

The arrow shall be placed at the point on the information holder which corresponds to the direction it indicates.

If there are several pictograms with arrows arranged above one another, then the order shown opposite shall be used.

Up, straight ahead
Upwards to the left
Upwards to the right
To the left
To the right
Downwards to the left
Downwards to the right
Down, straight ahead if any confusion with 'up' is possible (Figure 4, left)

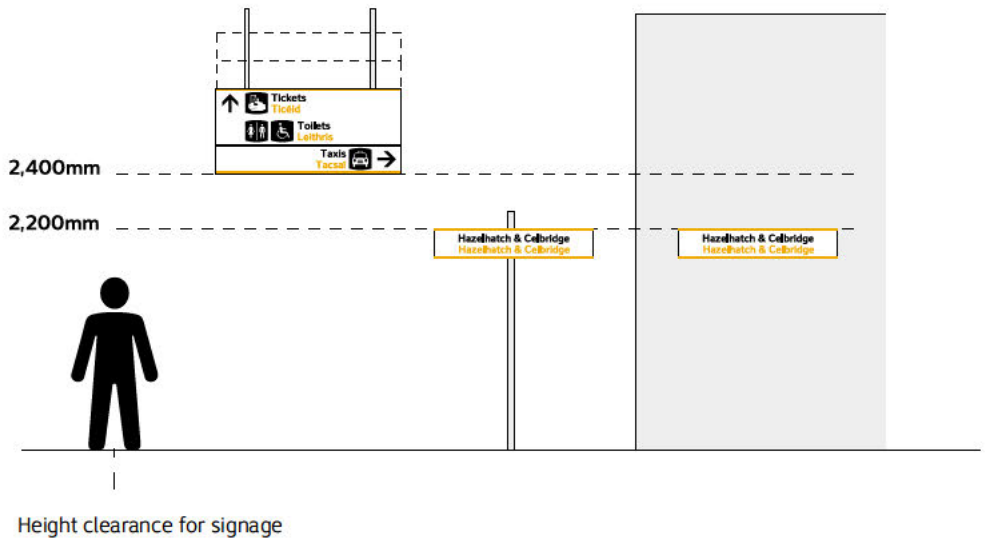
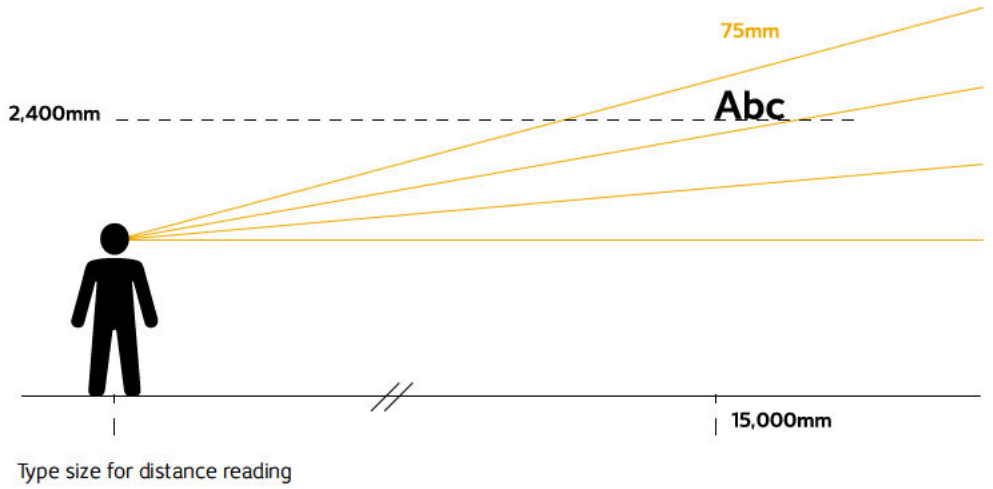
Pictograms indicating the direction left or right shall always correspond to the actual circumstances in which they are used. If pictograms are combined to give a fuller message, then the pictograms used shall together be encompassed in a single frame, in such a way that the overall width of the combined pictograms corresponds to the overall width of two pictograms located above or below it.

To provide general information e.g. to indicate families of services, initially generic pictograms shall be used, eg. 'general luggage facilities' to herald services which later will be specified by the pictograms for 'porter, left-luggage', etc.

To help users assimilate large amounts of information, it is recommended that no more than four rows of symbols be displayed above one another.

If one information holder, e.g. a board, indicates more than one direction with associated pictograms, then the pictogram groups associated with the different directions shall be separated from one another by at least the full width of a pictogram and a black line.

Where overhead clearance is limited (e.g. pedestrian tunnels), the individual information holders may be mounted in succession.



Mounting and fixing

Customer signs should, if possible, be mounted at right-angles to the angle of vision (direction of movement), and specifically from the roof, on the wall or over a passage as wall-mounted, fixed or suspended signs.

Suspended signs

A minimum distance of 2,400mm between the bottom edge of the suspended information sign and the ground shall be observed, so that signs are not completely obscured by persons standing in front of them and also quite simply to minimise the risk of damage. Where architectural and local conditions allow a minimum distance of 2,500mm will be observed.

Wall mounted signs

The optimum distance between the top edge of the wall mounted information sign and the ground is 2,200mm. A minimum distance of 2,000mm shall be observed, so that signs are not completely obscured by persons standing in front of them.

Architectural considerations should be taken into account in planning signage systems, but in cases of doubt, the signage system shall always take priority.

Temporary signs or sandwich boards should not intrude or present a hazard for visually impaired people.

Examples of sign information

Platform directional

Platforms - **Ardáin**

Platform - **Ardán**

Customer information

Air link - **Nasc Aeir**

Bicycle Park - **Páirc Rothar**

Buses - **Busanna**

Car Park - **Carrchlós**

Car Park Office - **Oifig an Charrchlóis**

Cash Machine - **Meaisín Airgid**

Disabled Exit - **Éalú Michumas**

Exit - **Amach**

Gents - **Fir**

Information - **Eolas**

Internet - **Idirlíon**

Ladies - **Mná**

Left Luggage - **Bagáiste**

Lift (as in elevator) - **Arduitheoir**

Newsagents - **Nuachtánaí**

Northbound - **Ó Thuaidh**

Parcel Service - **Seirbhís Beartán**

Paypoint - **Pointe Íoca**

Pedestrians - **Coisithe**

Phones - **Teileafóin**

Rail link - **Nasc ráille**

Shop - **Siopa**

Southbound - **Ó Dheas**

Taxi - **Tacsaí**

Tickets - **Ticéid**

Ticket Machine - **Meaisín Ticéad**

Toilets - **Leithris**

Toilet - **Leithreas**

Location identifier

Bicycle Park - **Páirc Rothar**

Car Park - **Carrchlós**

Car Park Office - **Oifig an Charrchlóis**

Cash Machine - **Meaisín Airgid**

Disabled Exit - **Éalú Michumas**

Exit - **Amach**

Gents - **Fir**

Information - **Eolas**

Internet - **Idirlíon**

Ladies - **Mná**

Left Luggage - **Bagáiste**

Lift (as in elevator) - **Arduitheoir**

Newsagents - **Nuachtánaí**

Parcel Service - **Seirbhís Beartán**

Paypoint - **Pointe Íoca**

Phones - **Teileafóin**

Reserved - **In áirithe**

Reserved Parking - **Páirceáil In Áirithe**

Set Down (for buses) - **Ligean Amach**

Shop - **Siopa**

Tickets - **Ticéid**

Ticket Machine - **Meaisín Ticéad**

Toilets - **Leithris**

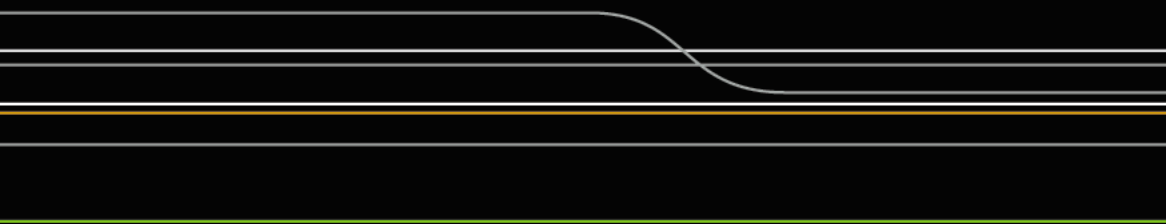
Toilet - **Leithreas**

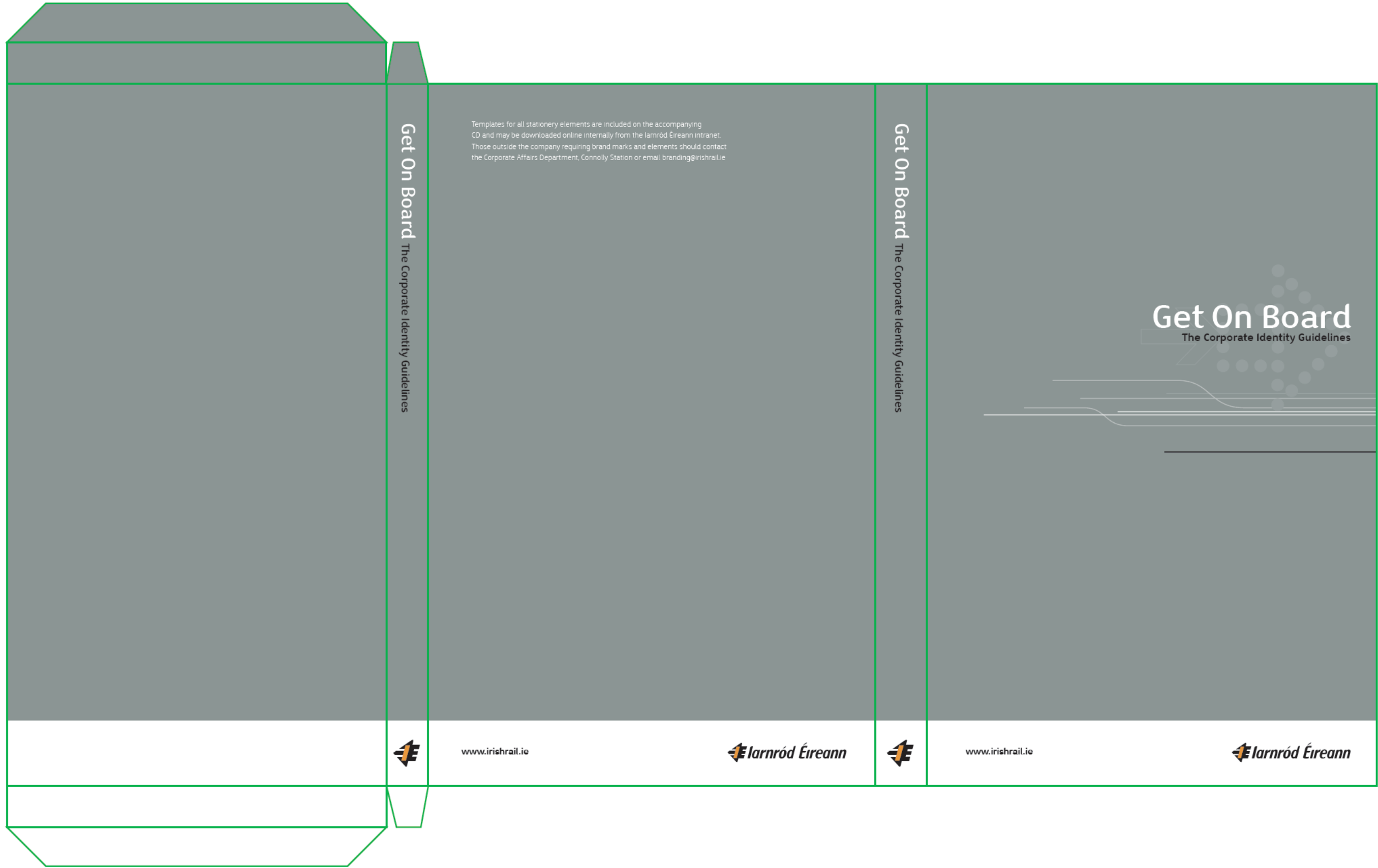
How to order signage

It is the duty and responsibility of every station manager to ensure that high quality signage is maintained at stations.

For all day-to-day requirements in updating and replacing signage please contact the Facilities Manager, Iarnród Éireann. All signage queries in relation to new works should be directed to the Chief Architect, Iarnród Éireann.

For all day-to-day requirements in updating and replacing signage please contact the Facilities Manager, Iarnród Éireann. All signage queries in relation to new works should be directed to the Chief Architect, Iarnród Éireann.





Get On Board The Corporate Identity Guidelines

Templates for all stationery elements are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann Intranet. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

Get On Board The Corporate Identity Guidelines

Get On Board

The Corporate Identity Guidelines



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Get On Board

Introduction

In order to simplify the design process and create a more uniform approach the guidelines have been broken into three books:

Book 1: Iarnród Éireann corporate guidelines

This book covers all corporate communications, including stationery, printed publications and advertising. This should be used at all times with two exceptions:

Book 2: Sub-brand guidelines

When producing items specifically for a sub-brand, ie. DART, Commuter or InterCity refer to this book.

Book 3: Signage guidelines

This book covers the application of the corporate identity to signage.

Get On Board Contents

● Introduction

- 03 Welcome
 - Why new guidelines
- 05 Use of the Irish language
- 07 Typography

● Book 1: Corporate guidelines

The company signatures

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 - Elements of the company signatures
- 05 Correct and incorrect use
- 07 The colour palette
 - Application on different backgrounds

Stationery

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Printed publications

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Welcome to the new Iarnród Éireann corporate guidelines

To coincide with the introduction of a new corporate typeface for Iarnród Éireann, these guidelines have been created to ensure a uniformed image across the organisation. They not only cover the use of the company signatures but the implementation of corporate standards for publications, signage, advertising and use of the Irish language across the organisation and its divisions.

These manuals have been produced in compliance with international best practices and standards such as the UIC Code (International Union of Railways), the National Disability Authority's 'Building for Everyone' and recommendations of the National Council for the Blind of Ireland.

While these guidelines cannot cover each and every possible application, every effort has been made to ensure its effectiveness in dealing with day-to-day uses and issues and it is an important tool for all employees of Iarnród Éireann as well as advertising agencies and other service providers who interact with the brand on a regular basis.

Guidance in the use and application of the new identity can be obtained by contacting the Corporate Affairs Department, Connolly Station, email branding@irishrail.ie or internally from the Iarnród Éireann intranet, at <http://railnet/corporateid>.

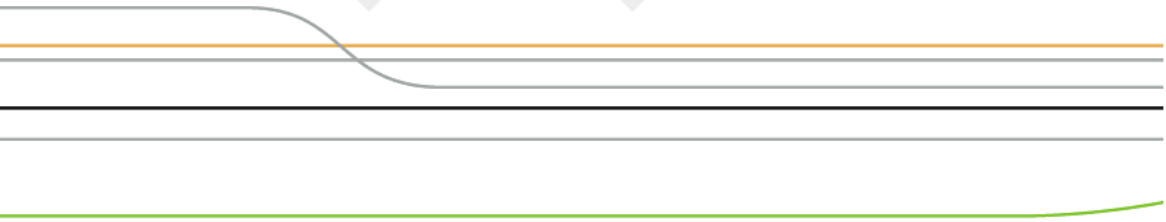
The accompanying CD contains the most important design elements plus a number of handy templates which will help to ensure a uniform image and to optimise your workflows with maximum efficiency in terms of costs and resources.

Why new guidelines

From a brand perspective, it is important that a consistent message is communicated to the public. New measures are being taken to ensure the public gets the best service from Iarnród Éireann. These changes need to be communicated properly to the public at large. Being one of Europe's main tourism destinations, Ireland's transport system needs to be seen as a leader in information design.

These guidelines are being introduced to facilitate production of commonly used branded material and to help maintain consistency in the use of the Iarnród Éireann company signature and its brand marks.

* ()



Use of the Irish language

The following guidelines should be followed to ensure that both languages are treated equally in terms of format, size, quality and legibility.

Iarnród Éireann and its sub-brands are committed to using the Irish language where possible in written customer communications.

Good planning is essential to good bilingual design. It is vital that the designer is aware from the outset that a bilingual version is required. Discuss both the layout and language separation with the designer. Language separation is particularly important in relation to forms.

Allow a week or longer for translations and for proofing. Translation services are outsourced. Guidance in the use of approved translation services is available from the Irish Language Officer/Oifigeach Gaeilge.

Proofing is very important in order to maintain consistency of terminology. Mistakes can prove costly and detract from a professional image.

Forms, invoices and most printed material must be bilingual rather than having Irish and English versions.

Bilingual headings must be kept to a consistent format. The Irish must always appear directly underneath the English.

Sub-headings in Irish may appear directly beside or underneath the English sub-heading.

The Irish Language Officer/Oifigeach Gaeilge should be copied with all outsourced translations, (both English and Irish versions) before publication.

Printed Publications

Public information leaflets/brochures will be produced either bilingually or in separate Irish/English versions.

The annual report will be fully bilingual.

Stationery

All stationery should be fully bi-lingual.

This includes:

- Letterheads
- Compliment slips
- Business cards
- All internal and external forms.

Stationery is covered in Book 1: Iarnród Éireann corporate guidelines. Where possible invoices, receipts etc. will appear in bi-lingual format.

Signage

All public and permanent signage will be fully bilingual with equal prominence given to both languages. Full details are available in Book 3 of this suite of corporate identity manuals.

Miscellaneous

Due to time constraints, practicalities and space, a small number of areas will be in English only, for example, engineering posters, some information leaflets and timetables. In these instances we will endeavor to include a small amount of Irish.

If in doubt, please consult the Irish Language Officer, Corporate Affairs Department, Connolly Station or email: gaeilge@irishrail.ie.



Nexus Sans

Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular Italic

*abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Bold

**abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Bold Italic

***abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Black

**abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Black Italic

***abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ***



Verdana

Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular Italic

*abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Bold

**abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Bold Italic

***abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Typography

Nexus Sans

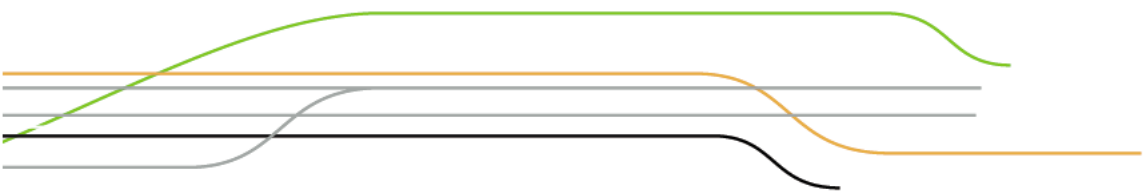
Nexus Sans is the new typeface specifically designed for use throughout Iamród Éireann and its divisions. It complies with international legibility standards and practices and brings a uniform consistency across the organisation. Nexus Sans must be used across all print controlled material such as corporate publications, advertisements, customer information leaflets, timetables and pre-printed stationery, etc. and is available in three weights, regular, bold and black.

As a rule of thumb, headings and body text of print controlled material should be set in Nexus Sans regular with both the bold and black weights used for emphasis. (see examples of use; Book 1 Iamród Éireann Corporate guidelines and Book 2 Sub-brand guidelines).

It is recommended that the truetype version is used whenever possible, as it offers much better viewing onscreen. When this is not possible, eg. Press advertising, the postscript Type 1 version can be used.

Verdana

The typeface Verdana has been chosen as the base font for all PC generated and circulated documents as it is universally available on all standard PCs. It must be used in all word documents, spreadsheets and PowerPoint presentations. Verdana is also to be used in all email and web based environments such as the internet and intranet. Further details are available in the typing specifications section in Book 1.



Templates for all stationery elements are included on the accompanying CD and may be downloaded online internally from the Iarnród Éireann intranet at <http://railnet/corporateid>. Those outside the company requiring brand marks and elements should contact the Corporate Affairs Department, Connolly Station or email branding@irishrail.ie

