



[chitin]
kite-tin

Cross-border
Healthcare Intervention Trials
in Ireland Network

[brand guidelines]

Vers 1. August 2018



[brand guidelines]

This document provides a guideline for the use of the Chitin branding and sets out the visual elements which together represent the Chitin corporate identity. This includes the name, the logo and other visual elements such as colour, typography and graphics. Application of these guidelines will create a consistent message which is essential to presenting a strong, unified identity for the project.

All users are responsible for protecting the project's interests by preventing unauthorized or incorrect use of the Chitin name and marks (the visual images, elements or symbols used to identify the brand).

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Brand Guidelines

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[the logo]

The Chitin logo is made up of the following elements



the icon

[c h i t i n]

the acronym

kite-tin

the phonetic pronunciation

**Cross-border
Healthcare Intervention Trials
in Ireland Network**

the name in full

The logo has been specially created and should not be altered in any way. The preferred version is the full colour and should be used across all communications.

The logo should appear using full corporate colours on a white background where possible.

If the use of a photographic background is unavoidable the logo should appear in a white box over the image. The size of the box should be the size of the logo plus its exclusion zone.

[the logo]

The Chitin logo has three versions which can be used. The preferred version is always full colour on a white background. A single colour version (black) can be used or the reversed version if necessary.



[c h i t i n]
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Full Colour Logo

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[c h i t i n]
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Single Colour Logo (black only)

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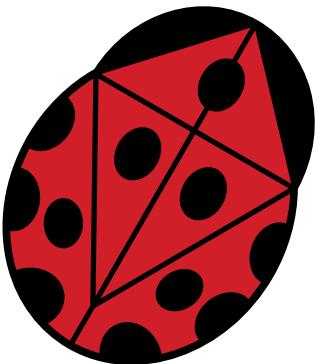
[c h i t i n]
kite-tin

Reverse Single Colour Logo

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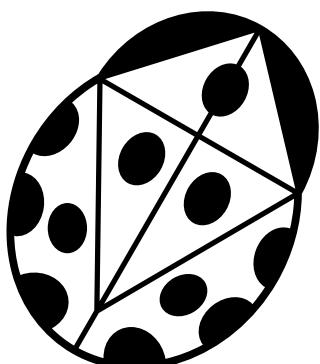
[alternative format logo]

This logo should only be used for digital applications such as web and social media. It can also be used for promotional applications such as branded merchandising.



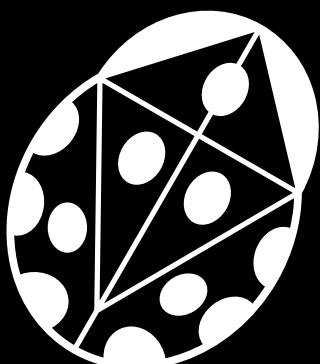
[c h i t i n]
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[c h i t i n]
kite-tin

**Cross-border
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[c h i t i n]
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[the logo]



Exclusion Zone

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should be placed in this zone. To work out the size of the exclusion area measure the height of the text (**x**) and apply as demonstrated.



Minimum Size

The minimum width at which the logo can be used is 30mm.

In the event of producing items on which the logo would have to be smaller to fit (e.g. on pens) then text only should be used.

[how not to use the logo]

[NEVER: Stretch or compress the logo]



[chitin]
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[chitin]
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[NEVER: Skew or rotate the logo]



[chitin]
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[chitin]
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[NEVER: Use only part of the logo]



[chitin]



[chitin]
kite-tin



[NEVER: Use the logo on a photographic background]



[how not to use the logo]



[NEVER: Rotate the icon]



[chitin]
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[chitin]
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[NEVER: Change the colours]



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[chitin]
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[NEVER: Change the layout of the name in full]



[chitin]
kite-tin

Cross-border Healthcare Intervention
Trials in Ireland Network



[chitin]
kite-tin

Cross-border
Healthcare Intervention
Trials in
Ireland Network



[the partner bar]



The partner bar must be used on all published documentation. It is to be used in black and white.

On reports the bar appears on the outside back cover. On letterhead the Chitin icon is the same height as the bar. On Powerpoint the alternative (digital) logo is used. On roller banners the Chitin logo dominates but at all times the use of the partner bar ensures that all partner logos are the same size.



European Regional Development Fund



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Public Health Agency, 12-22 Linenhall Street, Belfast, BT2 8BS
[T]: 028 9536 3387 [E]: chitinproject@hscni.net [W]: www.research.hscni.net/chitin

Interreg
Northern Ireland - Ireland - Scotland

HSC Public Health Agency
Research and Development

HRB Health Research Board

Report Back Cover



[textual reference]

Along with the CHITIN logo, a textual reference on relevant publicity materials such as leaflets, brochures, invites, signage etc. must state:

The CHITIN project has received €8.8m from the EU's INTERREG VA Programme, which is managed by the Special EU Programmes Body (SEUPB).

[brand colours]



The Chitin brand colours are Chitin Red and Chitin Black. The breakdown of these colours is set out below. The Chitin black is a strong black and the breakdowns below should always be used to maintain the depth of colour.



CHITIN RED

Colour Codes

CMYK: C 11
M 100
Y 95
K 3



CHITIN BLACK

Colour Codes

CMYK: C 91
M 79
Y 62
K 97

Pantone: 485C

Pantone: BLACK 6C

RGB: R 209
G 31
B 42

RGB: R 0
G 0
B 6

Web: #D11F2A

Web: #000006



[typefaces]

The typeface for Chitin is Source Sans Pro. Source Code Pro is used for the logo and for headings. Source Sans Pro is for body text and Source Serif Pro can also be used for intro paragraphs, highlighted text and quotes. See application of fonts in examples on page 20.

Source Code Pro

Bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures 0 1 2 3 4 5 6 7 8 9 0

Source Sans Pro

Bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures 0 1 2 3 4 5 6 7 8 9 0

Source Serif Pro

Bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures 0 1 2 3 4 5 6 7 8 9 0

[typefaces]



A whole family of this font exists. Some examples are shown below.

Source Sans Pro

[Light]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Light Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[SemiBold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[SemiBold Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Bold Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Black]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Black Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[alternate typeface]

Arial has been provided as an alternative font to meet the requirements of those producing in-house documentation without access to the Source Sans Pro font family.

[Arial Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Arial Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Arial Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Arial Bold Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[the abstract icon element]

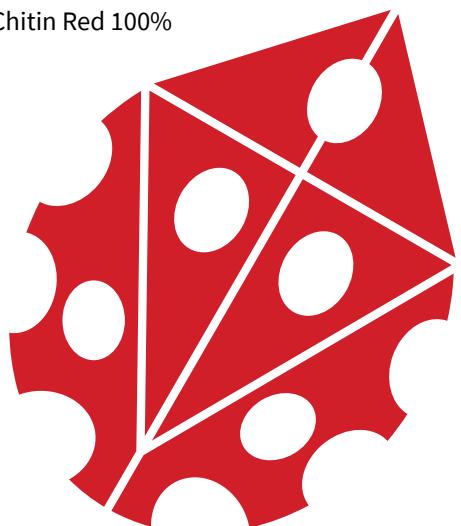


A graphic has been created using the red element of the logo icon.
This can be used to add interesting graphics to the page - for examples
please see the implementation guidelines on pages 17 - 22.

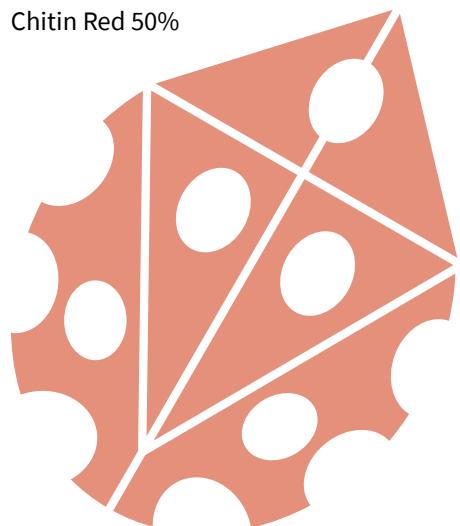
Please note this element can be enlarged or reduced but cannot be rotated, compressed or stretched. The icon element can be used at any percentage tint of the Chitin Red.

Abstract Icon Element

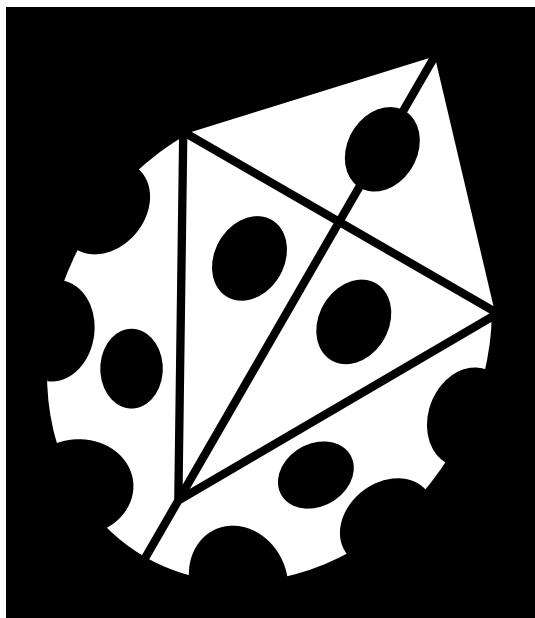
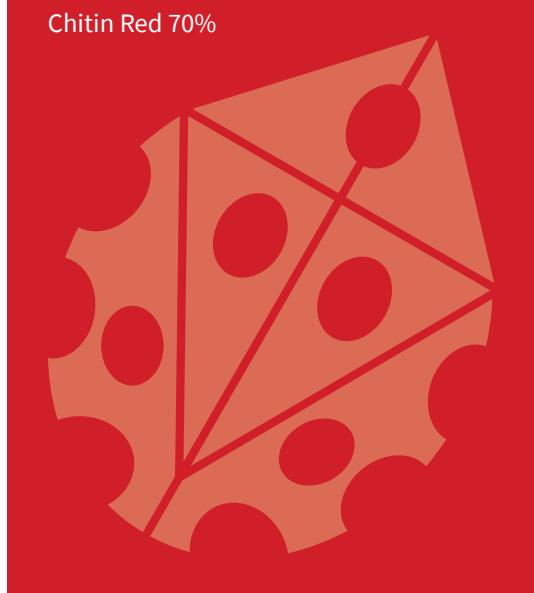
Chitin Red 100%



Chitin Red 50%



Chitin Red 70%



[implementation]



Letterhead



[ch i t i n]
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Public Health Agency, 12-22 Linenhall Street, Belfast, BT2 8BS
[T]: 028 9536 3387 [E]: chitinproject@hscni.net [W]: www.research.hscni.net/chitin







[implementation]





[c h i t i n]
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www.research.hscni.net/chitin

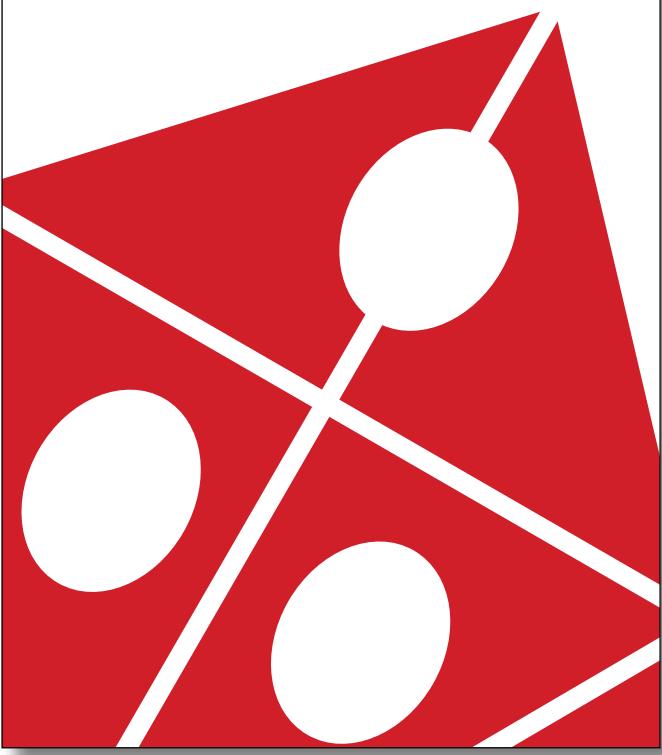
To enhance access to health intervention research through cross-border partnerships, to reduce health inequalities and improve people's health and wellbeing.

The CHITIN project has received €8.8m from the EU's INTERREG VA Programme, which is managed by the Special EU Programmes Body (SEUPB).

Interreg 
Northern Ireland - Ireland - Scotland
European Regional Development Fund

HSC Public Health Agency
Research and Development

HRB Health Research Board



Roller banner stand

[implementation]

Report Cover



[implementation]

Examples of Text Pages



[Title Goes Here
so it does]

Soloreria doluptas atquia il im que dolores est, autē ped et veles exerfereris qui optates ectesia di con re por mo idelendent, coris nim dis as moluptur re pero magnis illiciendant maionsed modi te serio ium iusdamus exeratia vernam apienti cullam restiore. Atur rerferum ut dit quantiissit omnimetum faccumqui quas est, si des cultore rferati stotas a id eatisit explit vel magnam alititon pa vlecep uitatur?

“Soloreria doluptas atquia il im que dolores.”

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Cullupatatem que exerspid que nes incit elessum fugitaecebo. Nequam excerptum sum et optaqi dolorep ellaut quam, aut res dolupta core vel molore aboriat eum fuga. Ut quidi condson ercit, ab ipsantu reperum niaspe estia doluptur aut fugiati blandut ditt a inctiur? Fugitatus conem. Nam quia comminet alicatu stistis amust qui beresti dipsandebit reparate etum, qui aboresse re officiae. Igenduc illacius inimaio mincipsam, nem andebis sum, quantur a in conseniam et undelicim ex enimus pori optae consece riorenhen quosaeccus verum dolorore ipitiae la voluptas nobit laudis excepta testiatem il ent volupta testis voluptate nesci blaut facepudi valor sam ex eatus moluptaecae delendion nonserferum la dolesti rituras endacturi doloreium faccum quia acero beris que sanissu test, que pero qui doleni mo velicia vel etur, quundi officip sumque pliam hariam fuga. Nam, te plam, consedio te inus, vellesedi doluptatem andicimin endae. Namusap elitatio eos verovit quasperis vel imil intiis etumqua escita volorior moluptature, nis dolpta tiuntrem quis ide dem voluptatur?

Sub-Title



123



[Title Goes Here
and here...]

Soloreria doluptas atquia il im que dolores est, autē ped et veles exerfereris qui optates ectesia di con re por mo idelendent, coris nim dis as moluptur re pero magnis illiciendant maionsed modi te serio ium iusdamus exeratia vernam apienti cullam restiore. Atur rerferum ut dit quantiissit omnimetum faccumqui quas est, si des cultore rferati stotas a id eatisit explit vel magnam alititon pa vlecep uitatur?

Evenis reicit mintur adi ut dolupta dia quiaturi num ut magnia sitas aspici to earum quas est iunti ut ute rem inciatias vid ut aut etur, aut que raepuda sa quos est, simus sanda vallabore re et volum nonsenis et labor acculpa sunt.

Cullupatatem que exerspid que nes incit elessum fugitaecebo. Nequam excerptum sum et optaqi dolorep ellaut quam, aut res dolupta core vel molore aboriat eum fuga. Ut quidi condson ercit, ab ipsantu reperum niaspe estia doluptur aut fugiati blandut ditt a inctiur? Fugitatus conem. Nam quia comminet alicatu stistis amust qui beresti dipsandebit reparate etum, qui aboresse re officiae. Igenduc illacius inimaio mincipsam, nem andebis sum, quantur a in conseniam et undelicim ex enimus pori optae consece riorenhen quosaeccus verum dolorore ipitiae la voluptas nobit laudis excepta testiatem il ent volupta testis voluptate nesci blaut facepudi valor sam ex eatus moluptaecae delendion nonserferum la dolesti rituras endacturi doloreium faccum quia acero beris que sanissu test, que pero qui doleni mo velicia vel etur, quundi officip sumque pliam hariam fuga. Nam, te plam, consedio te inus, vellesedi doluptatem andicimin endae. Namusap elitatio eos verovit quasperis vel imil intiis etumqua escita volorior moluptature, nis dolpta tiuntrem quis ide dem voluptatur?

Sub-Title

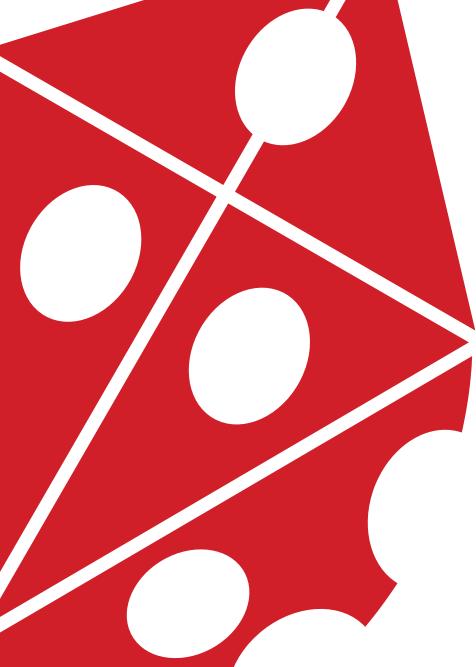


123

[implementation]



Powerpoint Presentations



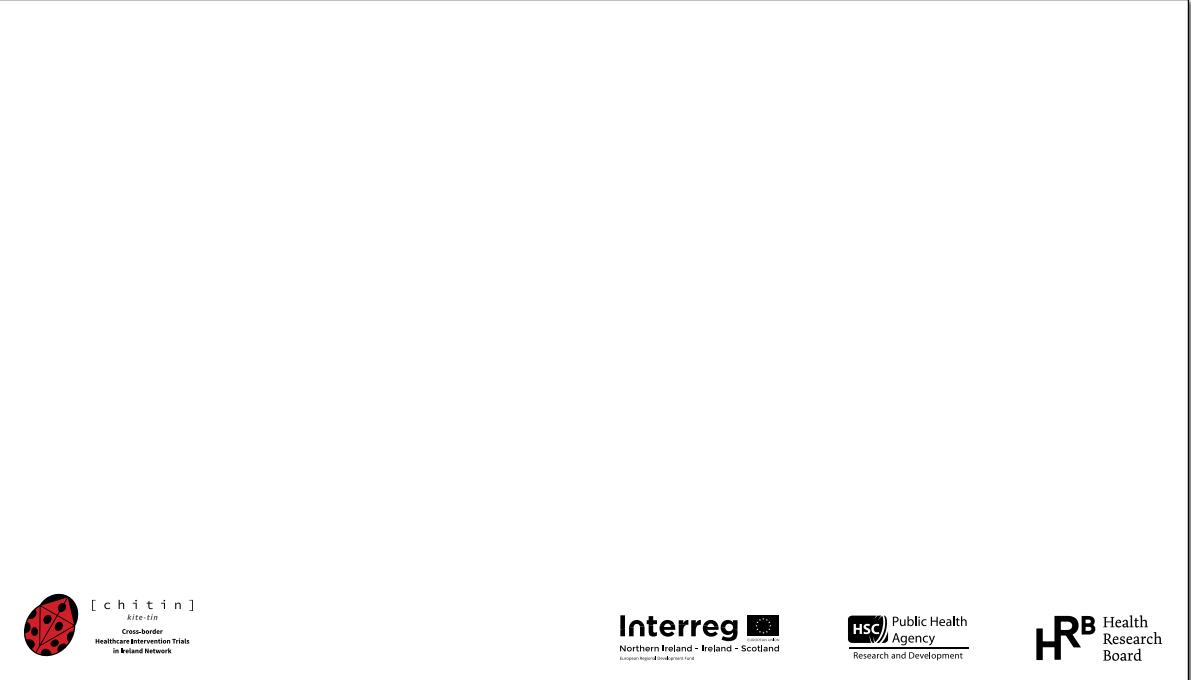
[chitin]
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[Presentation Title]
goes here in this style

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HSC Public Health Agency
Research and Development

HRB Health Research Board



[chitin]
kite-tin
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CONTACT DETAILS

If you have any queries or to request any original files please contact:

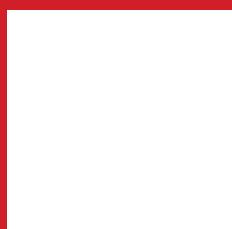
Debbie McGrory
Communications Manager
(CHITIN)
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Public Health Agency
R&D Division
12-22 Linenhall Street
Belfast
BT2 8BS

Email: debbie.mcgrory@hscni.net

Tel: 028 9536 3449

www.research.hscni.net/chitin



LOGO DOWNLOAD

All versions of the logo in various formats - .ai // .eps // .jpg // .pdf

<https://www.research.hscni.net/chitin/logo>



FONTS DOWNLOAD

Source Sans Pro // Source Serif Pro // Source Code Pro

<https://fonts.google.com/?query=source>