



Irish Tag Rugby Association Brand Guidelines

www.tagrugby.ie

Main Logo



ITRA
IRISH TAG RUGBY ASSOCIATION

Logo Typography

NEUTRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*does not have lowercase letters or special characters

ADDERLEY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678900!@#\$%^&*()

*does not have lowercase letters

***Extra Font**

If you are adding any additional text to the logo, for example the name of a tournament, place, date, etc., please always use the Racing Sans One font.

Racing Sans One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

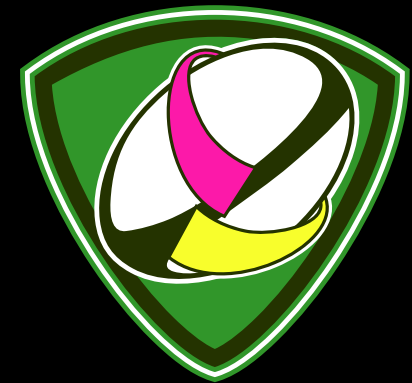
12345678900!@#\$%^&*()

Logo Usage

The logomark can either be colored or monochrome

Please note, that the color compensation is applied for the colored logomark on dark backgrounds.

The monochrome versions are used when the logomark is placed on a brightly-colored or photo background or there are some specific print or screen limitations.



Logo Colors

ITRA Light Green

HEX #31962A
RGB 49 150 42
CMYK 67 0 72 41
PANTONE 361 C

60%

ITRA White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PANTONE WHITE

20%

ITRA Dark Green

HEX #243300
RGB 36 51 0
CMYK 29 0 100 80
PANTONE 5747 C

10%

ITRA Magenta

HEX #FC19A9
RGB 252 25 169
CMYK 0 90 33 1
PANTONE 232 C

5%

ITRA Yellow

HEX #F8FE2C
RGB 248 254 44
CMYK 2 0 83 0
PANTONE 107 C

5%

Other Typography

Headlines & Main Titles

AEONIK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678900!@#\$%^&*()

Body & Secondary Text

AEONIK BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678900!@#\$%^&*()

AEONIK PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678900!@#\$%^&*()

Content Style

Mixed Social Sport for all Playing Levels

Some sub heading goes here

1. Lorem Ipsum is simply dummy text of the printing
2. Lorem Ipsum is simply dummy text of the printing
3. Lorem Ipsum is simply dummy text of the printing
4. Lorem Ipsum is simply dummy text of the printing
5. Lorem Ipsum is simply dummy text of the printing

Main Heading

Some sub heading goes here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

*It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

Images Style

Main Heading

Some sub heading goes here

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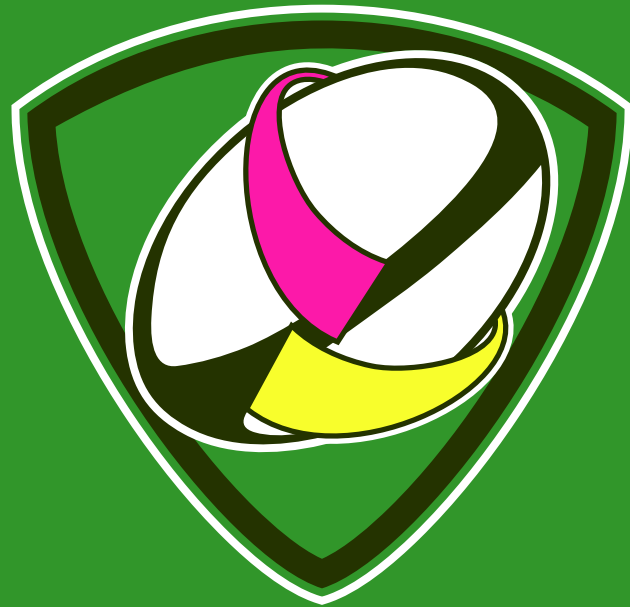
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Identity Implementation

When the logo is used on a photograph, we suggest that it does not occupy more than 25% of the image, this way it does not detract from the meaning of the image at the same time as it provides brand identity.





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