



Corporate Identity in An Garda Síochána 2025



An Garda Síochána
Ag Coinneáil Daoine Sábháilte - Keeping People Safe

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INTRODUCTION

The corporate identity of An Garda Síochána refers to the way we present ourselves to internal and external stakeholders, shaping our image, culture, and reputation. In the context of An Garda Síochána, corporate identity encompasses our values, symbols, communication, and operational practices, which collectively influence public trust, internal cohesion, legitimacy and trust.

An Garda Síochána has a clear mission statement, Keeping People Safe, and we are fully committed to this.

The main objective of this document is to help maintain consistency in the use of the Garda Crest and An Garda Síochána's corporate identity throughout all digital, print, and physical communications and assets.

These corporate identity guidelines are based on a number of policies and HQ Directives. This document is to help our personnel and suppliers easily understand and adhere to our corporate identity policies, and are to be used

in all communications, artwork, signage and assets (i.e. posters, lanyards, pop-up banners, branded merchandise etc.) and applies for internal and external purposes.

Please provide this document to official procurement suppliers and approved partners to ensure compliance with the An Garda Síochána corporate identity.

The policy ownership of corporate identity in An Garda Síochána has been assigned to the Director of Communications by the Garda Commissioner.

This document can be read in support of the following corporate communications policies:
[HQ Directive 176/05 – The Corporate Identity of An Garda Síochána E »](#)
[HQ Directive 11/2103 – The Corporate Identity of An Garda Síochána F »](#)

Any queries relating can be directed to [The Office of Corporate Communications »](#)

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USE OF THE CREST



An Garda Síochána
Ag Coinneáil Daoine Sábháilte - Keeping People Safe

USE OF THE CREST

A HISTORY OF THE CREST

The crest of an Garda Síochána was designed by John Francis Maxwell (1880-1948). Maxwell used design features in the work of a representative group of craftsmen to evoke the peaceful pursuits of the people.

COLOUR AND BLACK AND WHITE VERSIONS

The crest should always be used in full colour where possible or in black and white where appropriate. Use only approved full colour or black and white crests.

Please note: Do not convert the colour logo into black and white.



▼ 5% of crest height for the drop shadow ▲

A dropshadow can be added to the crest. The settings for adding a dropshadow are:

Opacity: 80% -100%

Distance: 2mm

Size: Not to exceed more than 5% of the height of the crest

Angle 135 °

USE OF THE CREST

CLEAR SPACE RULE

Always ensure there is sufficient clear space around the crest to maximise its impact. The minimum clear space rule is half of the shield as illustrated. No other graphic element or text should appear within this area.

DEFINING SCALE AND POSITION

To define the scale and positioning of our crest and logotype, we have used the diameter of the inner blue circle, central to the crest.

Using this unit we designate all issues of scale and positioning in respect of the brand.



USE OF THE CREST

INCORRECT USE OF THE CREST

Our crest is a symbol of who we are and what our organisation represents, therefore it is important that we adhere to the strict guidelines to ensure the crest is presented in an appropriate manner.

The examples here show how not to use the crest.



Do not rotate the crest



Do not squash the crest



Do not distort the crest



Do not place text or imagery across the crest



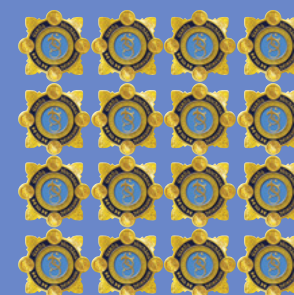
Do not break up the Crest



Do not add effects to the Crest



Do not change the colour of the Crest



Do not create a pattern using the crest



Do not add a Crest on a busy background

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COLOUR PALLETE



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COLOUR PALLETTE

Our colour palette plays a vital role in delivering a visibly consistent look to all of our communications.

Our primary colour palette has been carefully chosen to identify and differentiate us.

Dark Blue, Light Blue and Garda Crest Gold are our primary colours.



Primary Colours

An Garda Síochána Dark Blue

CMYK
100 38 00 73
RGB
00 47 84
HEX
#002e53

An Garda Síochána Light Blue

CMYK
61 43 00 00
RGB
106 135 201
HEX
#6a87c9

An Garda Síochána Crest Gold

CMYK
17 23 98 00
RGB
217 186 42
HEX
#d9ba2a

Greyscale

An Garda Síochána Grey

CMYK
00 00 00 20
RGB
209 211 212
HEX
#d1d2d4

An Garda Síochána Charcoal

CMYK
90 80 80 20
RGB
55 65 65
HEX
#374040

Gradient



3 TYPOGRAPHY



An Garda Síochána
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TYPOGRAPHY

Cabin is the brand font that should be used across all print and digital material for all internal and external correspondence and communications. This includes all marketing materials, banners and digital communications.

Cabin is a clean and practical sans serif font that is highly legible. It is ideal for body copy in brochures, leaflets, reports, press ads and online campaigns and works best when set at 8pt, 9pt or 10pt type. 10pt is recommended, although 8pt text may be used when space is limited.

Cabin Bold should be used for titles and main messages and Cabin regular should be used for paragraph text.

Where the font Cabin is not available, the font Calibri can be used as a substitute.

CABIN

CABIN
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CABIN
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI

CALIBRI
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

LARGE FORMAT

Type is sized in a unit called “points” (pt). One point is 1/72 of an inch (2.8pt/mm). Type size is described by two measurements, the first is the font size, which is the maximum height of the capital letters measured in points and is sometimes called the Cap Height.

The second measurement, usually in brackets, is the “leading” that the type is set on. This measurement controls the amount of space between the lines. For example this body text is set at 10pt on (12pt). This means that the font size is 10pt and the leading is 12pt giving a 2pt gap between each line of text.

Headlines are set at a size that best suits the layout. The example here is

set at 48pt on (48pt). Cabin Bold and the subhead set at half the height at 24pt on (24pt) Cabin Regular. The body copy is set to 18pt on (18pt)

Large formats very rarely have body copy but with formats such as exhibition stands limited copy can be used. It should be set at a size easily readable at a distance and that best suits the

layout and amount of copy needed. The size should not exceed the subhead point size and should be kept at least 33% smaller. In this example any body copy needed should be set no larger than 16pt. on (19pt).

EXAMPLE OF HEADER

EXAMPLE OF SUBHEADER TEXT

EXAMPLE OF BODY COPY TEXT

TYPOGRAPHY

TYPESETTING FOR ANY DOCUMENT

For A4, A5 and other small documents use the following type sizes:

Headline

Cabin Bold 30pt

Subhead

Cabin Bold 15pt

Body copy

Cabin Regular 10pt

If a document is being specially designed for the elderly or the sight impaired, the size of the body copy is increased to Gotham Regular 14pt on (18pt).

Copy should never be smaller than 6pt to ensure maximum impact.

Headline Example

Subhead giving extra info

Example of subhead with body copy

Fusce magna sem, gravida in, feugiat ac, molestie eget, wisi. Fusce consectetur luctus ipsum. Vestibulum nunc. Suspendisse dignissim adipiscing libero. Integer leo. Sed pharetra ligula a dui. Quisque ipsum nibh, ullamcorper eget, pulvinar sed, posuere vitae, nulla.

Example of accessibility body copy

Curabitur fringilla. Nunc est ipsum, pretium quis, dapibus sed, varius non, lectus. Proin a quam. Praesent lacinia, eros quis aliquam porttitor, urna lacus volutpat urna, ut fermentum neque mi egetas dolor.

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IMAGERY



An Garda Síochána
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IMAGERY

Photographs published internally and externally should highlight the professionalism of An Garda Síochána and should not take the image of our organisation in to disrepute.

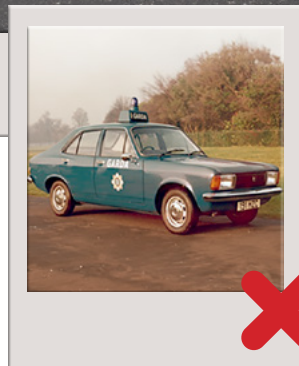
Where possible, permission to publish a photograph should be sought from the personnel photographed.

Due diligence should be undertaken before publishing any photograph containing members of An Garda Síochána.

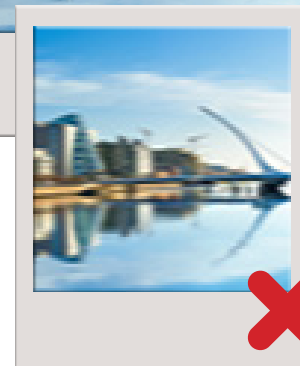
It is important that all photography is honestly obtained. Please refrain from using copyrighted imagery that has been taken from online applications such as Google.



Use photography that includes Gardaí in current and official uniform.



Avoid using photography containing outdated vehicles within our fleet unless appropriate.



All photography is required to be clear. Avoid using imagery that is pixelated or blurry.

5 LANGUAGE



An Garda Síochána
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OFFICIAL LANGUAGES ACT

All of us in An Garda Síochána must adhere to the Official Languages (Amendment) Act 2021 [[Official Languages \(Amendment\) Act 2021](#)] ».

Under this Act, signage and stationary must have Gaeilge appear ahead of English, must not be less visible or prominent than English, must be of the same size or larger and there should be no abbreviations in Gaeilge unless the same word is abbreviated in English.

Public information must be in Gaeilge, or Gaeilge and English.

Official forms must be available in Gaeilge or Gaeilge and English.

These corporate identity guidelines are compliant with the Official Languages Act.

A useful presentation can be found here: [PowerPoint Presentation](#) »



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LAYOUT & DESIGN



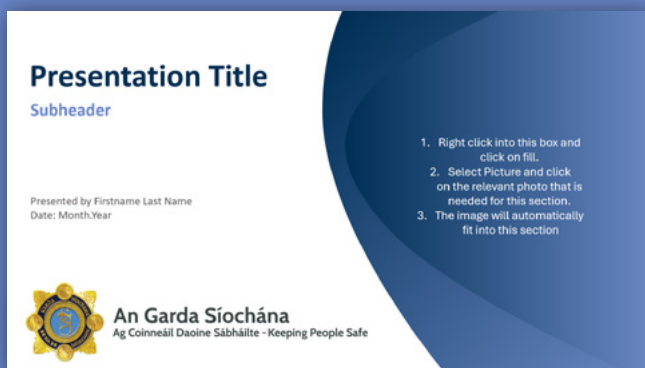
An Garda Síochána
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LAYOUT & DESIGN

PRESENTATION SLIDES

Internal and external PowerPoint presentation slides are available in the ECM Corporate Identity Assets site. A cover slide and four slides are available as well as a handy guide.

These slides can be altered to suit your presentation but brand consistency will be maintained through the template.



LAYOUT & DESIGN

PULL UP BANNERS



LAYOUT & DESIGN

ONLINE INFOGRAPHICS



LAYOUT & DESIGN

PROMOTIONAL CAMPAIGNS



**IT'S A JOB
WORTH DOING.**

Joining An Garda Síochána will change your life, and the lives of others. From the moment you join, it will be a mix of challenges, rewards, new skills and new friends. Your personal impact on people and the community will give you a sense of achievement like nothing else. Being a Garda is a tough job. But it's a job worth doing.

You can apply before 3pm, 14th April 2023 at publicjobs.ie



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LAYOUT & DESIGN

DOCUMENT COVERS



LAYOUT & DESIGN

PARTNERSHIP BRANDING

Partners who wish to use our crest can only do so with our permission. The permission to use the Garda Crest must be requested through our Office of Corporate Communications at corporate.communications@garda.ie

A third party brand designer should be provided with this An Garda Síochána corporate identity guide.

In support of all serving and retired Garda personnel and their families

Kildare Division
presents
The Living Well Expo

Focusing on cancer awareness, screening, integrative care & supports

Date: World Cancer Day
4 February 2025
At Punchestown Racecourse, County Kildare

SHARE YOUR STORY
WORLD.CANCERDAY.ORG

World Cancer Day
4 February

UNITED BY UNIQUE

BIKE MARKING SCHEME

The Local Community Safety Partnership is a new initiative which seeks to work collaboratively with local communities, gardaí and public services to make the North Inner City a safer, better place for families, residents and businesses.

01-222 6551
communitysafety@dublincity.ie
www.lcsp.ie | @lcsp_dubnc

BIKE MARKING

As part of the Liberty Park Summer Schedule, The Local Community Safety Partnership and An Garda Síochána will be offering a bike marking stall at Liberty Park on the 19th of July from 12 to 2pm, starting just before yoga in the park! Bike marking is a really helpful tool to help AGS track your bike down if it's stolen, so stop up to Liberty Park with your bike! The Garda Community Van will also be onsite.

WORKING TO ENHANCE OUR CITY, OUR COMMUNITIES, OUR SAFETY.

- LIBERTY PARK, FOLEY STREET
- 19TH JULY, 12PM - 2PM, STARTING BEFORE THE 1PM YOGA CLASS
- ANYONE WHO HAS A BIKE!
- JUST SHOW UP ON THE DAY WITH YOUR BIKE!

Published by:
Dublin North Inner City
Local Community Safety Partnership

7am Thursday 29 February to
7am Friday 1 March

NATIONAL SLOW DOWN DAY

VISION ZERO

RSA

RESTORATIVE PRACTICE – MONTHLY COMMUNITY OF PRACTICE

RESTORATIVE PRACTICE, NEVER MISSES A BEAT!

COMMUNITY GARDAI AND THEIR EXPERIENCES USING RP IN THE NEIC

Store Street Gardai join us at this month's community of practice to share their experiences. From joining An Garda Síochána and sharing their story to date, to how they use and where they see RP working for them, the Gardai, and across the NEIC community. Join us to listen and share.

**FRIDAY, 3RD MAY 2024
12.00PM - 1.00PM
NATIONAL COLLEGE OF IRELAND, D01 K6W2**

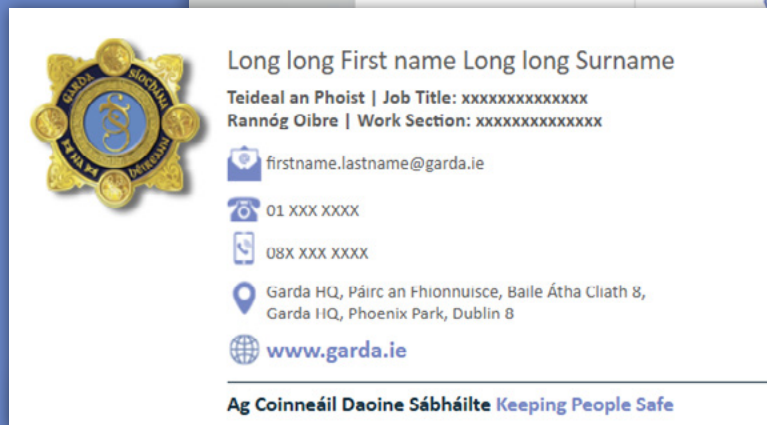
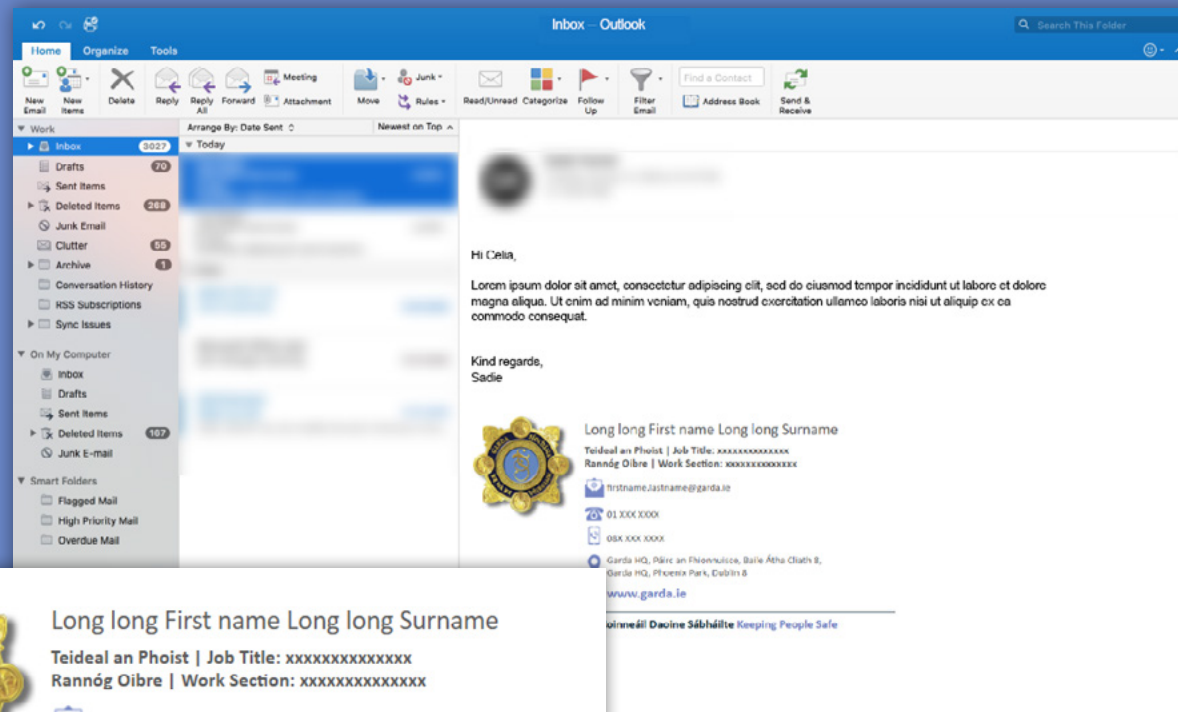
BYC
Bulldozer Youth Club
Early Learning Initiative
NATIONAL COLLEGE OF IRELAND

LAYOUT & DESIGN EMAIL SIGNATURE

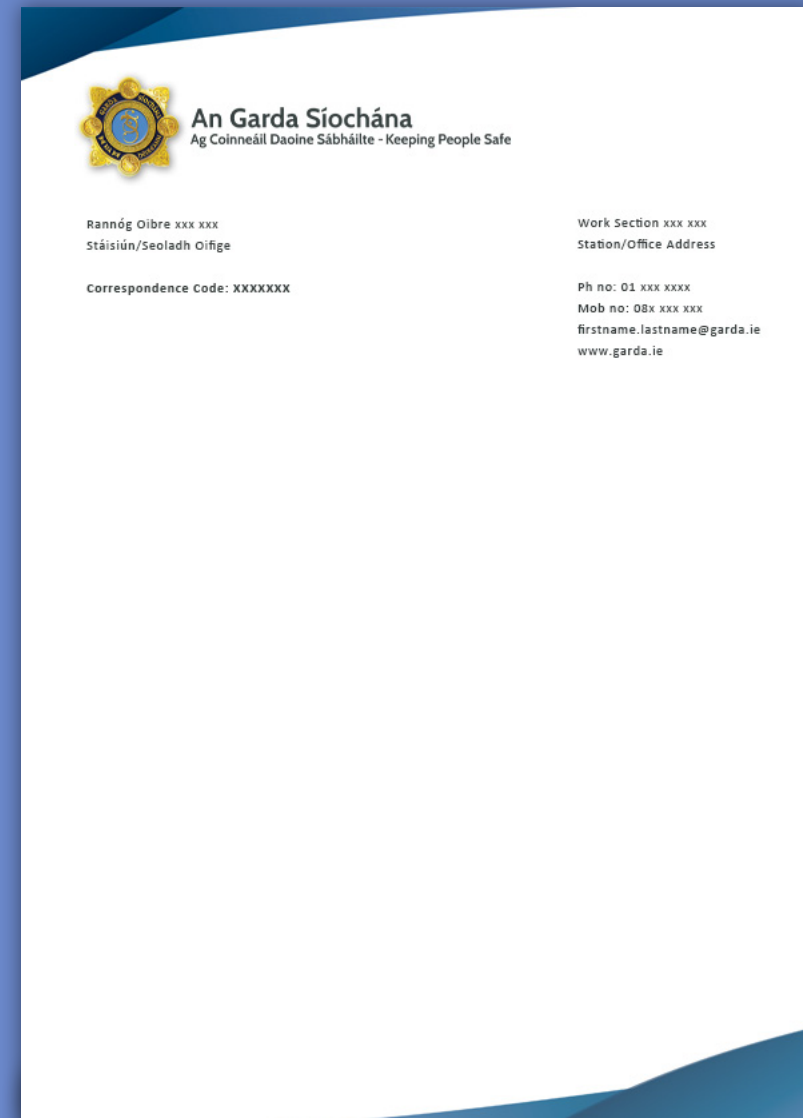
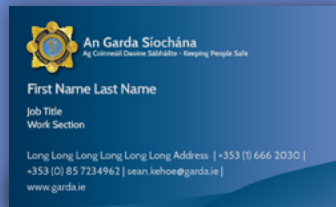
The email signature is designed in HTML so that it can be easily updated within the mailbox. The user will be easily able to update their first and last names, job title and contact details.

Each Outlook Mailbox will have the official Garda signature featured in the Signatures tab. This is called An Garda Síochána and is ready to be updated with relevant details.

Please note that Irish translations must come before English translations.



LAYOUT & DESIGN STATIONARY



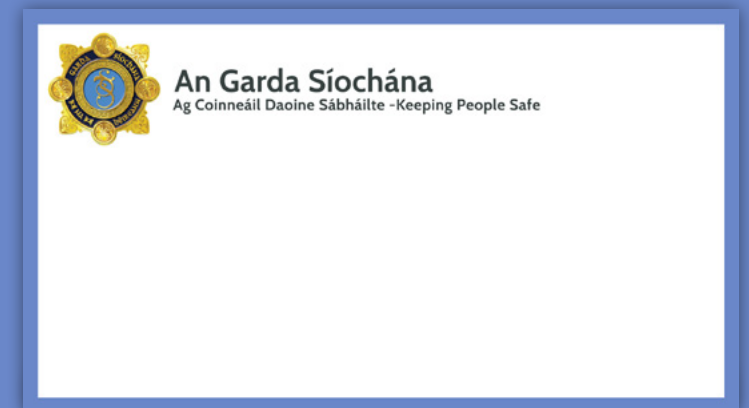
These templates can be found in the Corporate Identity Assets folder on the ECM Web Interface.

LAYOUT & DESIGN

DIGITAL BACKDROPS

These digital backdrops are to be used for Microsoft Teams backdrops for video calls.

These can be found on your laptop. Click into your User Profile and select the folder “Pictures” and then “Teams first”. Here you will find four .PNG files that can be used for your Teams backdrop.



THANK YOU



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