

# Brand Guidelines



 **Comhaltas**

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 **Comhaltas**

*Brand*

## BRAND INTRODUCTION

**This document serves as a comprehensive guide that encapsulates Comhaltas Ceoltóirí Éireann's essence, values, and the visual identity of our brand. It functions as a reference to provide clarity, consistency, and cohesion to all our brand-related activities.**

### Alignment and Consistency

Our brand governs decision-making processes and ensures communications align with our overarching goal to provide opportunities - for young people in particular - to enjoy and participate in Irish traditions that have been passed down through the generations.

Consistency, both in visuals and message, is imperative and the document outlines guidelines for Comhaltas brand expression, including logo usage, typography, colour palette and imagery. Alongside these tangible visual elements a compelling narrative can be formed across all brand touchpoints by referencing our Purpose, Vision, Values and Tone of Voice.

### NOTE:

This Brand Identity Guidelines document replaces all previous Comhaltas Identity Guidelines. Pre-existing brandmarks, devices and design directives are void and should be replaced with those found within these Identity Guidelines.

### Moving Forward

As Comhaltas Ceoltóirí Éireann continues to grow and build on over 70 years of success the active implementation of the brand guidelines will play a vital role in further development of our cultural movement and its global achievements.

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## MISSION

### Led By Our Purpose

Comhaltas' purpose provides clarity and direction, guiding our activities and decisions. It serves as a guiding principle for the organisation's actions and goals.

### Our Purpose

Comhaltas Ceoltóirí Éireann believes cultural traditions should be an enriching part of the lives of Irish people everywhere, particularly our young people; they should be a living, highly visible and vibrant part of society; they should be easily accessible to all; and their unique social, cultural and economic benefits should be fully realised by communities and individuals throughout the country and in Irish communities abroad.

### Helping Traditions Flourish

It is critical for Comhaltas to foster an environment where Irish cultural traditions can flourish. Through a diverse range of activities including music and dance classes, workshops, concerts, competitions, and cultural events, we aim to educate and engage people of all ages and backgrounds in Irish arts. By providing opportunities for learning and performance, Comhaltas Ceoltóirí Éireann ensures the transmission of traditional skills and knowledge to future generations.

### Global

Comhaltas' purpose also extends to community building and global connectivity creating networks of individuals passionate about Irish culture. These communities for cultural exchange and collaboration connect people with shared interests and heritage across continents.

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## VISION

We want to build on our rich heritage, continue to enhance our communities by facilitating access to our unique Irish culture through updating and creating new branches and centres. Education is also key to achieving this, showcasing and engaging our young people in dance, song, music and our language. Connecting communities to create bonds that link our local communities and spread across the world through our diaspora and international branches.

### Strategic Pillars

We strive to achieve our vision through the implementation of the activities within our FOUR strategic Pillars:

#### 1 . Organisation:

Comhaltas is committed to further enhancing its branch network, expanding engagement with communities, and improving service delivery. This effort will be supported by maintaining and strengthening robust support structures at all levels. The organisation recognises the invaluable contributions of its members, volunteers, and staff, who bring diverse experiences and perspectives to their roles. Emphasising social and community connections, Comhaltas prioritises events, activities, and educational programs to promote cultural exchange, social inclusion and community cohesion. Increased investment in its network of 19 centres across Ireland aims to ensure adequate infrastructure for expanded cultural programming. Comhaltas also continues to develop its cultural resources and archives, leveraging them to showcase Ireland's heritage and attract new visitors, with a focus on digitisation and interpretation to maximise their impact.

#### 2 . Cultural Activities:

Comhaltas aims to extend the influence of Fleadh Cheoil & Féilte events domestically and globally through ongoing development efforts. Increased investment in these events will not only enhance volunteer skills and engagement but also elevate the profile of host regions, drawing more international visitors to experience Ireland's rich cultural heritage. Additionally, Comhaltas will expand Irish language initiatives to capitalise on new opportunities for language usage and development, fostering its integration into both Comhaltas events and everyday life. Leveraging research findings and its extensive network, Comhaltas plans to broaden the scope and scale of its festivals and events, empowering communities to create culturally vibrant spaces and drive tourism during slower and off-peak seasons.

*continued*

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**VISION** *continued***3 . Education:**

Comhaltas remains committed to expanding its educational offerings, emphasising cultural excellence through diverse programs and classes. These initiatives not only foster lifelong learning but also enhance the skills of Comhaltas students and the wider community, inspiring individuals of all ages to realise their full potential through immersion in Irish culture. The organisation continues to prioritise the voices of its young members, ensuring their inclusion and fostering youth development through innovative education, training and volunteering opportunities. Central to Comhaltas' mission is encouraging diversity and inclusivity, with ongoing initiatives across the organisation aimed at creating safe and welcoming spaces for all individuals to engage with and experience Ireland's cultural heritage.

**4 . Communication:**

Comhaltas acknowledges the transformative potential of modern technology in connecting with a diverse global audience. By embracing a global Irish perspective and engaging with the diaspora community, Comhaltas aims to enrich and broaden Irish culture's reach, fostering a multicultural dimension. This commitment to global cultural outreach remains a central focus. With a significant portion of attendees at Fleadh Cheoil na hÉireann hailing from abroad, Comhaltas will continue collaborating with tourism stakeholders to deliver its festivals and events, catering to both visitors and local communities. Research underscores the resonance of Irish history and music among Irish Americans, highlighting the importance of cultural promotion. Sustained investment in communication and marketing efforts is crucial to ensuring awareness and participation in Comhaltas' diverse activities and events, amplifying its cultural impact globally and within communities.

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## OUR VALUES

# OUR VALUES

### Living Values

Comhaltas' strength comes from its people. Our volunteers and staff position the values of respect, community and the preservation of cultural traditions at the heart of all their endeavours.

### Our People

The shared values and collective efforts of numerous individuals on a local level have enabled Comhaltas Ceoltóirí Éireann to realise remarkable achievements. United by a vision to revive Ireland's cultural traditions, these individuals' diverse creative contributions have collectively crafted a vibrant heritage, epitomising the movement's resilience and vitality today.

### Legacy Formed Through Values

Our cultural heritage, distinguished by its sophistication and antiquity, stands as a unique legacy. Rooted in stability rather than fleeting trends, it embodies values of community, engagement, apprenticeship, responsibility, and self-discovery. To preserve this legacy, we must continually connect time-tested values with the present, bridging generations through an unbroken thread of tradition.

### Spirit of Generosity

At Comhaltas, a spirit of generosity exemplifies our values and it is demonstrated through the dedicated volunteerism that is evident particularly during the Fleadh. With a network of branches and events, supported by nearly 50,000 volunteers, each contributor performs these values by playing a vital role in preserving the vitality of traditional arts and passes on their appreciation to the next generation of performers.



---

## OUR VALUES

# 1

### **Diverse:**

We are all-embracing of everyone regardless of race, religion, or ability.

# 2

### **Open & Honest:**

We ensure our services are underpinned by fairness, in recognition of the dignity and humanity of each person, free from harassment, anti-sectarian and anti-racist.

# 3

### **Empower:**

We believe in the intrinsic value of every person, and we aim to further the dignity of all associated with our movement.

# 4

### **Inclusive:**

We promote equal opportunity for all regardless of gender, marital status, sexual orientation, age, disability, religious belief or lack thereof, race, ethnicity or nationality.

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## TONE OF VOICE

### **Comhaltas Communicating**

Comhaltas' tone of voice reveals our distinct personality expressed through communication. In our style, language and attitude conveyed in written and visual interactions our consistent tone should reflect our values, culture, and desired perception, shaping our identity and relationship with our audience.

### **Encouraging Engagement**

In reflecting our role as a national and international movement dedicated to preserving and promoting Irish cultural traditions Comhaltas will embody a vibrant and inclusive tone of voice. With enthusiasm and passion we will welcome and encourage individuals, especially the youth, to actively engage with and embrace the rich tapestry of Irish culture.

### **Reaching Far and Wide**

In our global communications, reaching out to the Irish diaspora and friends of Ireland worldwide, our tone must carry a sense of community and connection. Utilising multiple platforms with a focus always on accessibility, our voice is critical in establishing camaraderie and belonging to emphasise the shared bonds, unity and solidarity that transcend geographical boundaries.

### **Respect and Diversity**

While celebrating the uniqueness and richness of Irish heritage we recognise the value of cultural diversity and actively fosters strong links with other national cultures, embracing a tone of openness and respect for different traditions and backgrounds. In our communication efforts, whether through events, outreach programs, or online platforms, Comhaltas maintains a consistent and authentic tone of warmth and inclusiveness that resonates with its diverse audience.

## 9 Principles of Our Tone of Voice:

- **Inspirational**
- **Inclusive**
- **Educational**
- **Authentic**
- **Accessible**
- **Empowering**
- **Diversity-centric**
- **Equality-driven**
- **Welcoming**



# Brand Identity

# BRAND ARCHITECTURE

The Brand Architecture allows external audiences to easily navigate the Comhaltas organisation. It helps minimise confusion by laying out the brand and service structure in a way that makes it easy for people to find what they are looking for and to understand what Comhaltas has to offer.

## Comhaltas

 Comhaltas  
Fleadh Cheoil  
na hÉireann



 Comhaltas  
Fleadh Cheoil  
Uladh  
**Ulster Fleadh**

 Comhaltas  
Fleadh Cheoil  
Uladh  
**Ulster Fleadh**



 Comhaltas  
Fleadh Cheoil  
Connachta  
**Connacht Fleadh**

 Comhaltas  
Fleadh Cheoil  
Connachta  
**Connacht Fleadh**



 Comhaltas  
Fleadh Cheoil  
Laighean  
**Leinster Fleadh**

 Comhaltas  
Fleadh Cheoil  
Laighean  
**Leinster Fleadh**



 Comhaltas  
Fleadh Cheoil  
Mumhan  
**Munster Fleadh**

 Comhaltas  
Fleadh Cheoil  
Mumhan  
**Munster Fleadh**



 Comhaltas  
Fleadh Cheoil  
na hÉireann  
**2024 Wexford**

 Comhaltas  
Fleadh Cheoil  
na hÉireann  
**2024 Wexford**

**NOTE:**  
Please adhere to the brandmark application guidelines for Fleadh Cheoil, page 6 for guidance on choosing and sizing of icons

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## BRANDMARKS Comhaltas

**Our brand reputation is primarily informed by people's experience with Comhaltas, but it is also influenced by what and how we communicate.**

**These guidelines assist us to manage communications, ensuring that the visual and verbal expression of Comhaltas is accurate and consistent across our brand portfolio.**



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Comhaltas\_Brandmark\_Col\_CMYK

**Pantone® 567 C**

Process  
C80 | M47 | Y60 | K54

RGB  
R40 | G69 | B64

HEX  
#284540

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## BRANDMARKS Roundal/Graphic

The Comhaltas Roundall is available for use in instances where a strong brand presence is required but limited space and awkward formats prevent prominent application of the Master Brandmark.

For example, virtual booths, merchandise and environment display.

Please make sure you always use the Master Digital Artworks supplied.



---

Comhaltas\_Roundall\_Col\_CMYK

Process  
C80 | M47 | Y60 | K54

RGB  
R40 | G69 | B64

**Pantone® 567 C**

HEX  
#284540

---

## BRANDMARK VERSIONS

Our brandmark, the visual representation of Comhaltas Ceoltóirí Éireann's identity, is a crucial element in conveying our organization's values and mission. Here's an explanation of the different versions of our brandmark and when to use each:



### 1. Primary Brandmark:

The primary brandmark is the standard version of our logo, consisting of the full Comhaltas name alongside the iconic symbol.

This version should be used in most contexts, including official communications, marketing materials, and signage.



### 2. Symbol Only:

The symbol-only version consists of the iconic emblem without any accompanying text.

This version can be used in specific circumstances where the organization's name is already prominently featured or when a highly simplified representation is needed.

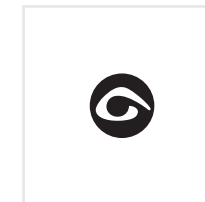
## BRANDMARK VERSIONS



### 3. Reversed Brandmark:

The reversed brandmark is designed to be used on dark backgrounds, with the symbol and text in white against a dark background.

Ensure sufficient contrast and legibility when using the reversed brandmark to maintain visibility and impact.



### 4. Monochrome Versions:

Monochrome versions of our brandmark are available in both black and white variations.

Use these versions when color printing is not available or when the design requires a more understated appearance.

**By understanding the different versions of our brandmark and when to use each, we can ensure consistency and coherence in how our organization is represented across various channels and platforms. If you have any questions or need further clarification, please refer to our brand guidelines or reach out to the brand management team for assistance.**



## BRANDMARK APPLICATION

The Brandmark has been created using specific proportions and relationships. To ensure consistent application of the Master Brandmark, please follow the guidelines outlined on this page.

**Please make sure you always use the Master Digital Artworks supplied.**

### Minimum Clear Space

When applying any version of the Comhaltas Brandmark, a minimum clear area should always be maintained. The minimum distance is the height & width of the Roundal/ Graphic of the logo illustrated below.



### Minimum Size

When applying any version of the Comhaltas Brandmark, it should not appear at a size of less than 30mm/85px across, as indicated on the right. The logo size should always be specified by its width.



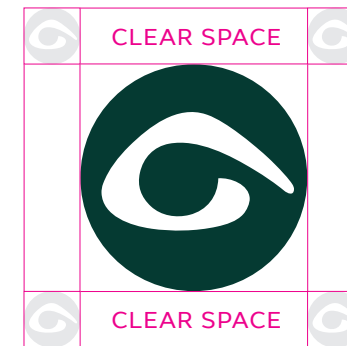
## BRANDMARK APPLICATION

The Brandmark has been created using specific proportions and relationships. To ensure consistent application of the Master Brandmark, please follow the guidelines outlined on this page.

**Please make sure you always use the Master Digital Artworks supplied.**

### Minimum Clear Space

When applying any version of the Comhaltas Roundal, a minimum clear area should always be maintained. The minimum distance is 25% the full size Roundal/Graphic of the logo as illustrated.



### Minimum Size

When applying any version of the Comhaltas Brandmark, it should not appear at a size of less than 20mm/55px across, as indicated on the right. The logo size should always be specified by its width.



## BRANDMARK APPLICATION

### Logo Grouping

When using the Comhaltas brandmark in conjunction with supporting organisations logos make sure that our brandmark is 1st in order and all logos are evenly spaced.



### Minimum Spacing

When applying any version of the Comhaltas Brandmark in conjunction with supporting organisations logos use the roundal element from the brandmark as a guide for spacing between all the logos as shown here.

Please make sure you always use the Master Digital Artworks supplied.



*Please review supporting organisations brand guidelines along with the guidelines set out in this document to avoid conflicting artwork instructions*

## INCORRECT USE OF BRAND

**It is important that the Comhaltas brandmark always appears clear and legible.**

Please use master digital artworks when using the Comhaltas Brandmark to avoid the mistakes illustrated on the right and to ensure consistent brand recognition and integrity.

Please make sure you always use the Master Digital Artworks supplied.

**Do not** change the proportional and positional relationships of the Brandmark.

**Do not** mix the colour palette in any way other than in the digital artworks provided.

**Do not** place the Brandmark over busy images.



The brandmark is shown in a white box with a pink border. The icon is stretched horizontally, and the word "Comhaltas" is in a smaller font size than the icon, positioned to the right of the icon.



The brandmark is shown in a white box with a pink border. The icon is stretched vertically, and the word "Comhaltas" is in a smaller font size than the icon, positioned to the right of the icon.



The brandmark is shown in a white box with a pink border. The icon is black, and the word "Comhaltas" is in orange.



The brandmark is shown in an orange box with a pink border. The icon is black, and the word "Comhaltas" is in white.



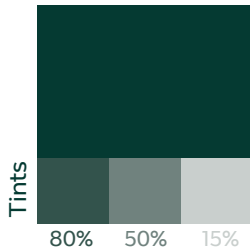
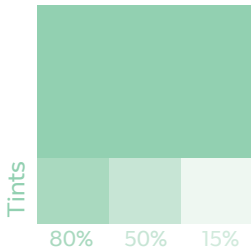
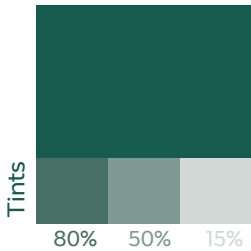
## COLOUR PALETTE **Primary**

It is important that the Comhaltas brandmark always appears clear and legible.

Our primary palette is made up of three Pantone® colours. To ensure consistency across all Comhaltas communications please use the colour values specified on the right.

Please note that tints of the Comhaltas primary palette are permitted as shown under each.

You also can use the monochrome versions as stated in the Brandmark Versions on page 16.

	<p><b>Pantone® 567 C</b></p>  <p>Tints 80% 50% 15%</p>	<p><b>Pantone® 344 C</b></p>  <p>Tints 80% 50% 15%</p>	<p><b>Pantone® 626 C</b></p>  <p>Tints 80% 50% 15%</p>
	<p><b>PRIMARY</b></p> <p><b>Pantone® 567 C</b></p> <p>Process C80   M47   Y60   K54</p> <p>RGB R40   G69   B64</p> <p>HEX #284540</p>	<p><b>SECONDARY</b></p> <p><b>Pantone® 344 C</b></p> <p>Process C38   M0   Y38   K0</p> <p>RGB R173   G214   B179</p> <p>HEX #ADD6B3</p>	<p><b>ACCENT</b></p> <p><b>Pantone® 626 C</b></p> <p>Process C80   M30   Y60   K50</p> <p>RGB R30   G86   B74</p> <p>HEX #1E564A</p>

## COLOUR PALETTE Complimentary

It is important that the Comhaldas brandmark always appears clear and legible.

Our complimentary palette is made up of process colours.

To ensure consistency across all Comhaldas communications please use the colour values specified on the right when using these.

**DO NOT** use these colours for the brandmarks.

Here you can see how the complimentary colours work on both light and dark backgrounds.

When using these colours please select only one for communications and use the correct colour values as above as per example.

Tints Values:



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## TYPOGRAPHY

### Brand Font

Our brand typeface is **Dashiell Text**. Its quiet detailing and modest contrast, carefully balanced to work both on-screen and on paper complements our brand icon and helps to create a unified and recognisable brand style.

Our brand typeface should be used across all top level Comhaldas design communications and marketing collateral.

**Dashiell Text** comes in a variety of weights which should be combined carefully to create the right impact. Examples of its use can be seen throughout this document.

**Dashiell Text** is available through Adobe Typekit or can be purchased at: [signalfoundry.com](http://signalfoundry.com)

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### Alternate & Web Font

An alternate and free to use font is **Crimson Pro**. It comes in a variety of weights which should be combined carefully to create the right impact when Dashiell Text is unavailable or being used online.

**Crimson Pro** is available through Google Fonts

### Dashiell Text

12 Variations

# Dashiell Text

Dashiell Text is our brand font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 01234567890

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### Crimson Pro

16 Variations

# Crimson Pro

Crimson Pro is a web font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 01234567890

## TYPOGRAPHY Socials & Advertising

When creating social media posts or event posters and promotional material, please use the font selections as outlined here. You can use the primary colour palette or use the complimentary colour palette for accents and highlights as shown in the example.

Feel free to use the font family variations as available.



*Black Bones*

1 Option

# Black Bones

Use this for titles

Dashiell Text

12 Variations

# Dashiell Text

Use this Artist or Events name

AGENDA

5 Variations

# AGENDA

## VENUE & EVENT DETAILS



## PHOTOGRAPHY

Photography plays a pivotal role in capturing the essence and vibrancy of Comhaltas Ceoltóirí Éireann's cultural heritage. Through compelling imagery, we showcase the passion and authenticity embedded in traditional Irish music, dance, song, and language.

High-quality photography is essential for capturing the spirit and essence of Comhaltas. Use authentic and compelling imagery that reflects the diversity, joy, and energy of our cultural events and activities.

Ensure that all images align with our brand values and ethos.

Obtain proper consent and permissions for the use of photographs featuring individuals.



PHOTOGRAPHY *Continued*





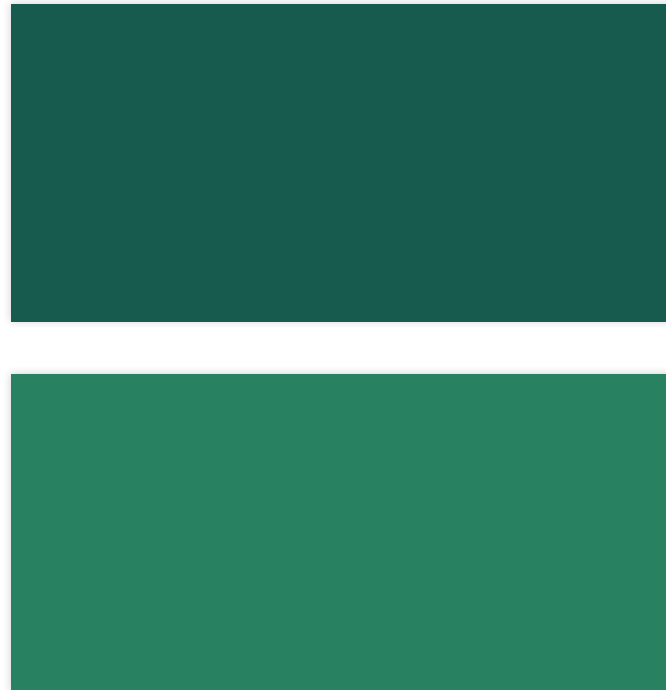
# Brand Assets

## BRAND ASSETS Stationery

### Letterheads



### Compliment Slips



### Business Cards

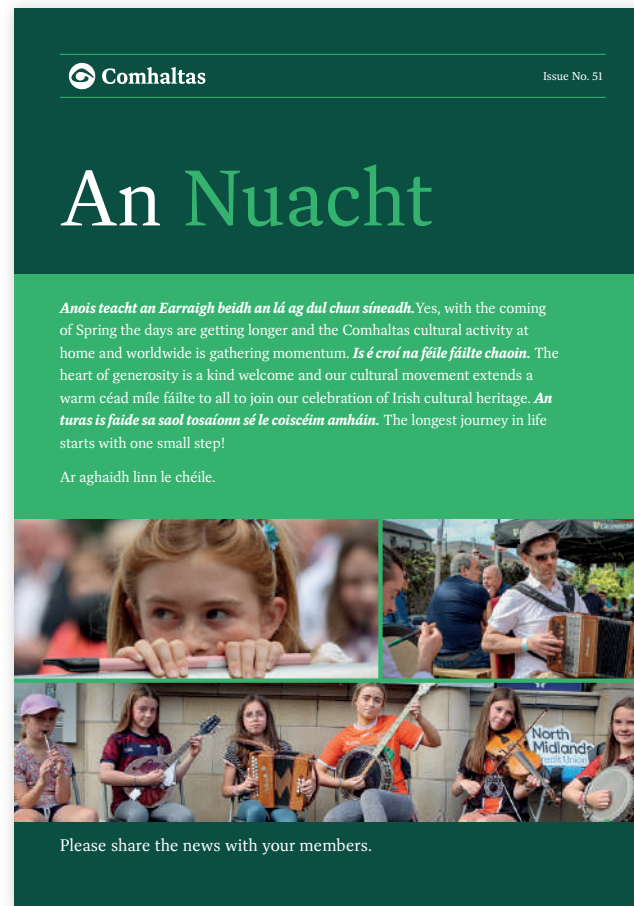


## BRAND ASSETS Corporate Documents

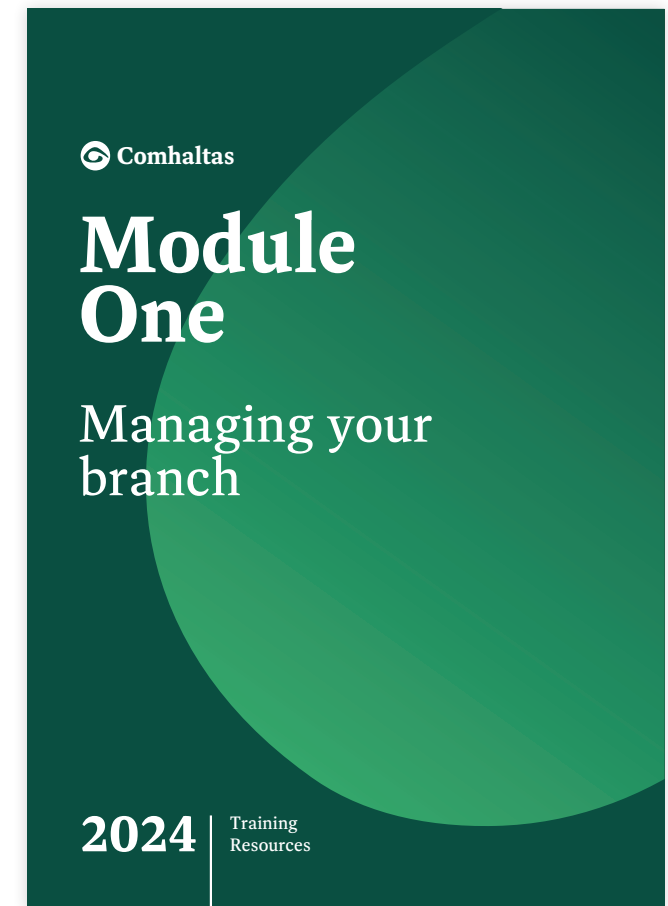
### Reports



### Newsletter



### Training Resources



# BRAND ASSETS Presentations

## Slides

Comhaltas

*Connecting communities through our culture*



Comhaltas

So much has been achieved in the last 70 years and our goals now are no less ambitious than they were in 1951.

Moving forward to 2030 we have developed a set of strategic goals which will lead Comhaltas on the next part of our cultural journey.

Our focus on education will be a key factor in achieving change, it showcases and engages our young people through dance, song, music and our language.

We want to build on our rich heritage, continue to enhance our communities by facilitating access to our unique Irish culture by updating and creating new branches and centres.

We will continue to connect communities and create bonds that link our local communities and spread across the world through our diaspora and international branches.

Comhaltas

*From local community to a worldwide stage*

So much has been achieved in the last 70 years and our goals now are no less ambitious than they were in 1951.

Moving forward to 2030 we have developed a set of strategic goals which will lead Comhaltas on the next part of our cultural journey.

Our focus on education will be a key factor in achieving change, it showcases and engages our young people through dance, song, music and our language.

We want to build on our rich heritage, continue to enhance our communities by facilitating access to our unique Irish culture by updating and creating new branches and centres.

We will continue to connect communities and create bonds that link our local communities and spread across the world through our diaspora and international branches.



Comhaltas

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## BRAND ASSETS Email Signatures

Comhaltas uses a consistent email signature applied to the bottom of all electronic communications.

The signature contains your name, official job title, contact details and the Comhaltas logo.

Hyperlinks to our social media sites are also included in the signature. **DO NOT** alter the positioning of information, font size or color, **OR** add any information or other elements to the email signature. A template has been created to help ensure branding consistency and speed the process when creating your email signature.

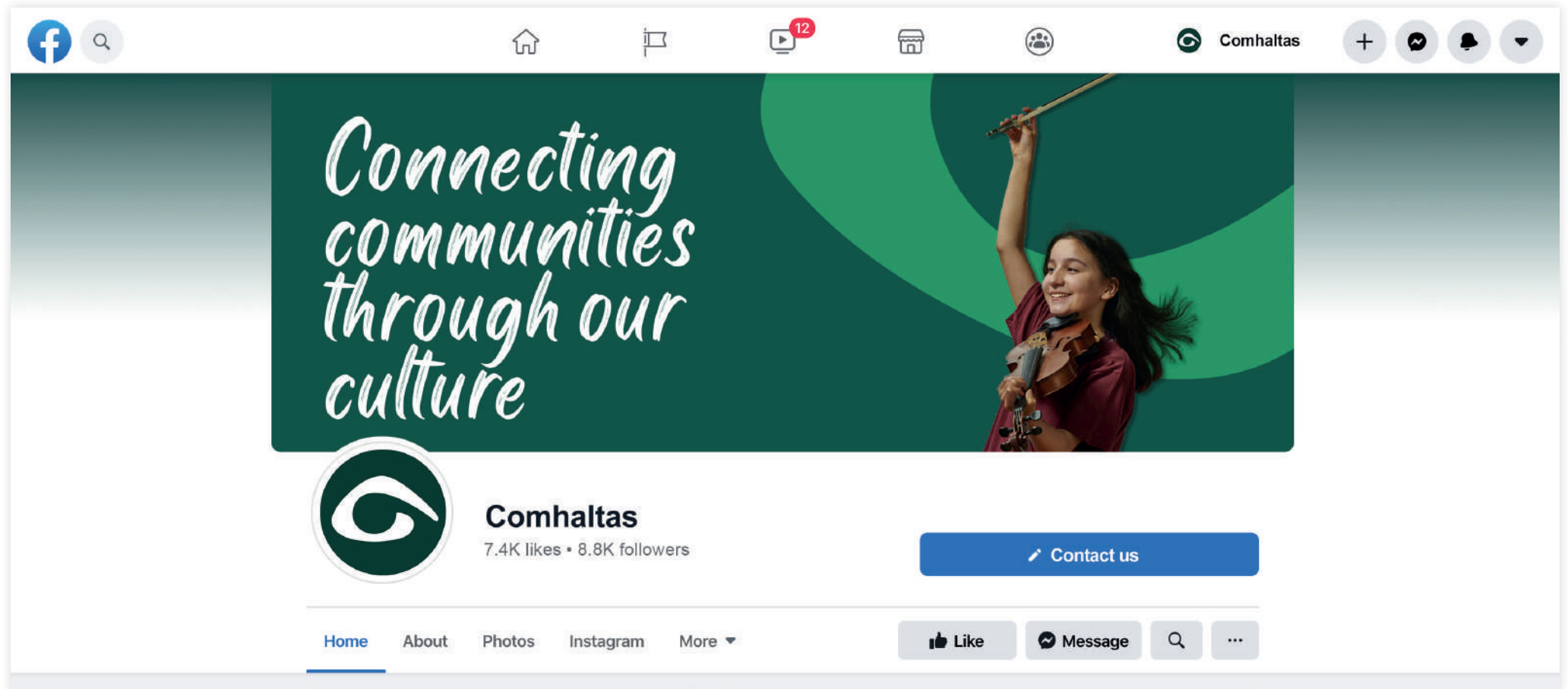
## BRAND ASSETS Social Media Posts



Please refer to page 24 of this document for guidelines on socials and advertising fonts



## BRAND ASSETS Social Media Assets



## BRAND ASSETS Website Hero

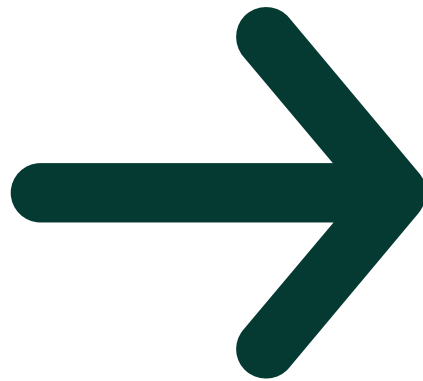


The website is currently using a video as its hero and has html information as an overlay.

Therefore strong vibrant imagery should be used when replaced. Any required information and links should be made on the website as interactive elements as these can be auto translated to Gaelige.

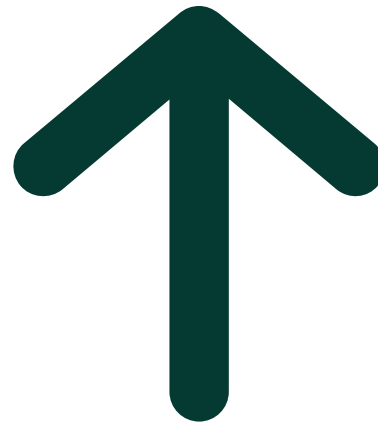


**BRAND ASSETS** Signage



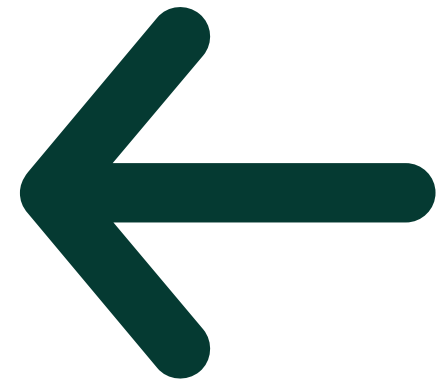
**FLEADH**

© Comhaltas



**FLEADH**

© Comhaltas



**FLEADH**


© Comhaltas

## BRAND ASSETS Promotional



Please refer to page 24 of this document for guidelines on socials and advertising fonts



# BRAND ASSETS Banners

 **Comhaltas**

# Our Values

comhaltas.ie

- 1 Diverse:**  
We are all-embracing of everyone regardless of race, religion, or ability.
- 2 Open & Honest:**  
We ensure our services are underpinned by fairness, in recognition of the dignity and humanity of each person, free from harassment, anti-sectarian and anti-racist.
- 3 Empower:**  
We believe in the intrinsic value of every person, and we aim to further the dignity of all associated with our movement.
- 4 Inclusive:**  
We promote equal opportunity for all regardless of gender, marital status, sexual orientation, age, disability, religious belief or lack thereof, race, ethnicity or nationality.

 **Irish Government**  
 **Department of Education**

 **Comhaltas**

# Connecting communities through our culture

comhaltas.ie



 **Irish Government**  
 **Department of Education**

 **Comhaltas**

# Location

comhaltas.ie



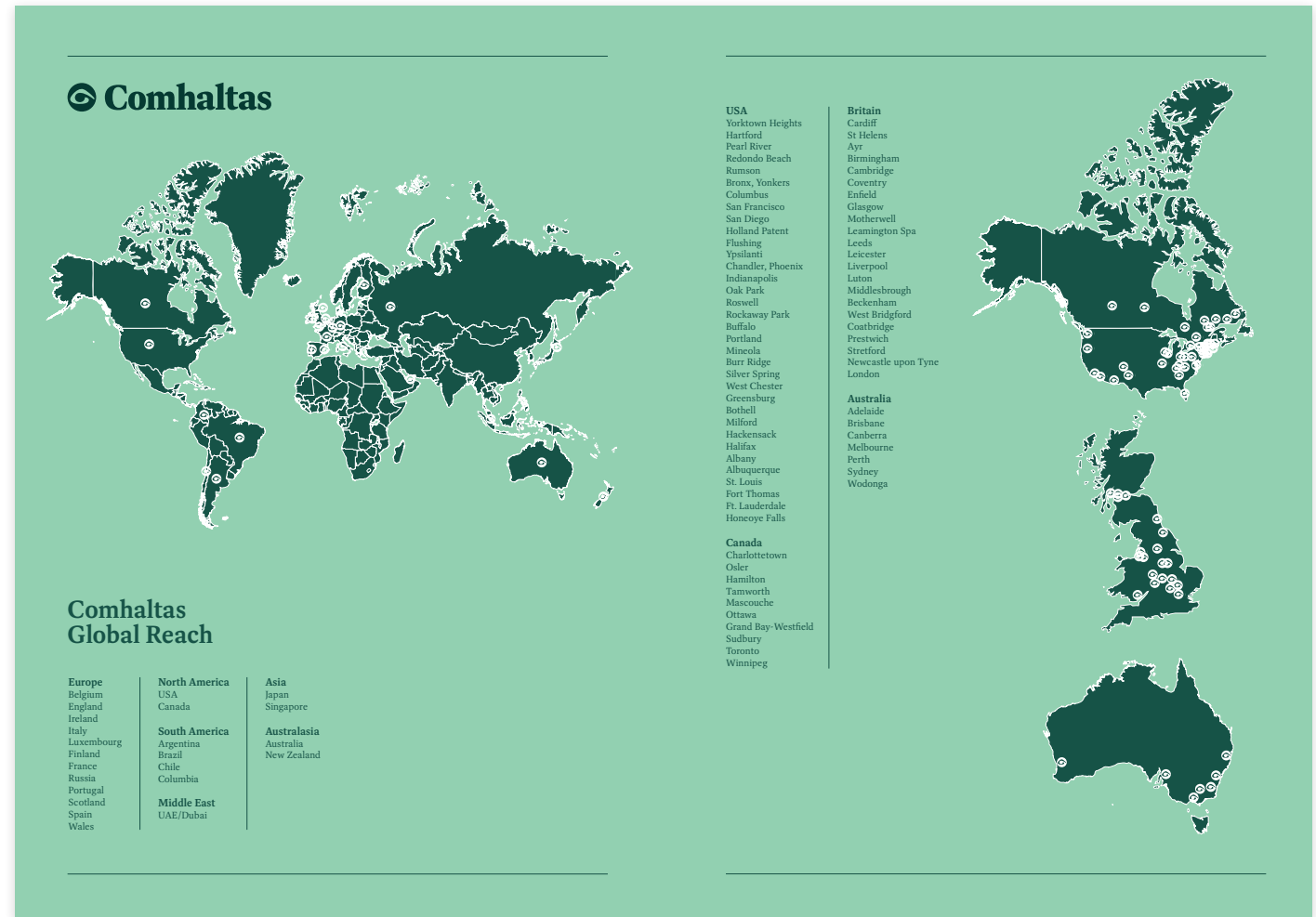
 **Irish Government**  
 **Department of Education**

# BRAND ASSETS Global Reach Map

This map was designed as an A3 size or double page spread for A4 booklets or leaflets.

When using please do not split the map.

*A PDF of this map is available from the brand assets library. Please content our marketing director to request.*



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## RESOURCE LINKS

**Our brand reputation is primarily informed through experience with Comhaltas, but it is also influenced by what and how we communicate.**

Use links below to download brand assets and guidelines in line with this document.

---

### Comhaltas

[www.comhaltas.ie/brand-assets](http://www.comhaltas.ie/brand-assets)

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### Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media

<https://www.gov.ie/en/organisation/departments/departments-of-tourism-culture-arts-gaeltacht-sport-and-media/>

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### Deprt FA & Global Irish

<https://www.dfa.ie/global-irish/>



**Comhaltas Ceoltóirí Éireann**  
Belgrave Square, Monkstown, Co Dublin

+44 (0)28 8224 2777

| +353 (1) 280 0295

| [info@comhaltas.ie](mailto:info@comhaltas.ie)

| [www.comhaltas.ie](http://www.comhaltas.ie)

 **Comhaltas**

# *Brand Guidelines*