Acadamh Óg na hÉireann
Young Academy Ireland

PRIMARY COLOUR LOGO

REVERSE & MONO VERSIONS

ICON ONLY
## COLOUR PALETTE

<table>
<thead>
<tr>
<th>PURPLE</th>
<th>LAVENDER</th>
<th>GREEN</th>
<th>GREY</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 84 R: 84</td>
<td>C: 12 R: 229</td>
<td>C: 76 R: 68</td>
<td></td>
</tr>
<tr>
<td>Y: 0 B: 131</td>
<td>Y: 0 B: 244</td>
<td>Y: 40 B: 109</td>
<td></td>
</tr>
<tr>
<td>K: 0</td>
<td>K: 0</td>
<td>K: 25</td>
<td></td>
</tr>
<tr>
<td>#542583</td>
<td>#E5E5F4</td>
<td>#OOCC987</td>
<td>#44556D</td>
</tr>
</tbody>
</table>

| 70%             | 30%            |                |                |

## GRADIENT

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PROFESSIONAL USE:

Cocomat Pro Light
Cocomat Pro Regular
**Cocomat Pro Bold**
Cocomat Pro Black

Cocomat is a sans serif font with open proportions, and slightly rounded corners.

Available here:
https://www.myfonts.com/collections/cocomat-pro-font-zetafonts

IN-HOUSE USE:

Monserrat Light
Monserrat Regular
**Monserrat Bold**
Monserrat Black

Monserrat is a free, open source sans serif font with similar characteristics to Cocomat Pro.

Available here:
https://fonts.google.com/specimen/Monserrat

ICONS

Icons are a thick line style, with a mix of sharp and rounded corners. They are primarily used in a two colour format.
The YAI brand uses the angled shapes of the logomark to create a flexible and dynamic visual style.

- The shapes can be scaled separately and use at any size on an application.
- Limit the number of shapes to two or three only per application.
- Shapes should only be in a flat colour from the brand palette.
- The shapes can be used to contain photos.
- At least one of the shapes should bleed off the edge of the layout.
- The shapes should **NOT** be rotated or used at a different angle.
- Don’t overlap the shapes too much. Edges and corners should touch rather than overlap. Give the shapes space to breathe within the layout.

Photos can be placed inside the shapes. Make sure to use a photo that works within the angled shape and is not cropped awkwardly.

- Shape bleeding off edge of layout
- This amount of overlap is ok
- Corner to edge touching

Photos can be placed inside the shapes. Make sure to use a photo that works within the angled shape and is not cropped awkwardly.