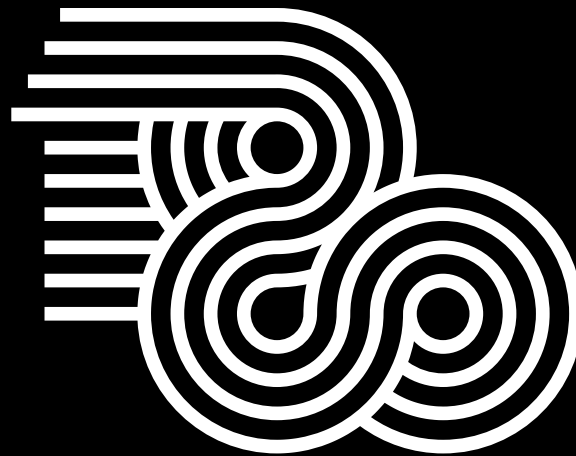


**Canada
Ireland
180**



Canada–Ireland 180 is a major cultural and commemorative initiative marking 180 years since 1847, a defining moment in the shared history of Ireland and Canada.

As a result of the Great Famine, over 100,000 Irish people migrated to Canada in search of a better life.

A sense of movement, migration,
and connection are expressed in
the abstracted '180' logomark.

With spirals reminiscent of
waves, furrowed fields,
and the Celtic triskelion,
it carries us across the sea.



Logo



Primary logo Colour



Primary logo Black



Primary logo Colour



Primary logo White

Logo



**Canada
Ireland
180**



Canada Ireland 180



Canada Ireland 180



Canada Ireland 180

Alternative logos Colour

Stacked / Vertical / Vertical Wide / Horizontal

Partner Logos



Ambasáid na hÉireann | Ceanada
Embassy of Ireland | Canada
Ambassade d'Irlande | Canada



Ambasáid na hÉireann | Ceanada
Embassy of Ireland | Canada
Ambassade d'Irlande | Canada

Triple-logo lockup

To be used when both partners are represented

Partner Logos



Cultúr Éireann
Culture Ireland



Ambasáid na hÉireann | Ceanada
Embassy of Ireland | Canada
Ambassade d'Irlande | Canada

Triple-logo lockup

Alternative

Strands

REMEMBER
REFLECT
REIMAGINE

Strands

REMEMBER
REFLECT
REIMAGINE

Strands

**REMEMBER
REFLECT
REIMAGINE**



Canada Ireland 180

REMEMBER

Remembering the courage, suffering, resilience, and compassion of 1847.

The blues suggest water;
the story of the journey.



Canada Ireland 180

REFLECT

Reflecting on 180 years of Irish-Canadian contribution, connection, and nation building.

The Irish greens reflect on the past
and where we've come from.



Canada Ireland 180

REIMAGINE

Reimagining the next chapter
of the Ireland-Canada relationship.

The Canadian red, and the
bright pink look to the future.
Hopeful and contemporary.

Colour Palette

Any two colours, and/or a white, may be used together.

180 Blue

Hex #001C44

CMYK 100 / 82 / 25 / 60

RGB 0 / 28 / 68

180 Light Blue

Hex #00AEE6

CMYK 75 / 10 / 0 / 0

RGB 0 / 174 / 230

180 Red

Hex #ED1C24

CMYK 0 / 100 / 100 / 0

RGB 237 / 28 / 36

180 Pink

Hex #F5A4C7

CMYK 0 / 45 / 0 / 0

RGB 245 / 164 / 199

180 Green

Hex #1A472E

CMYK 84 / 44 / 84 / 50

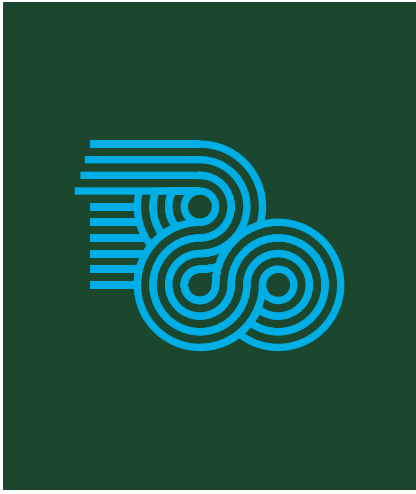
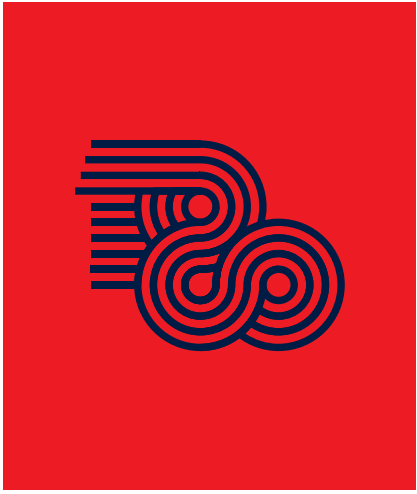
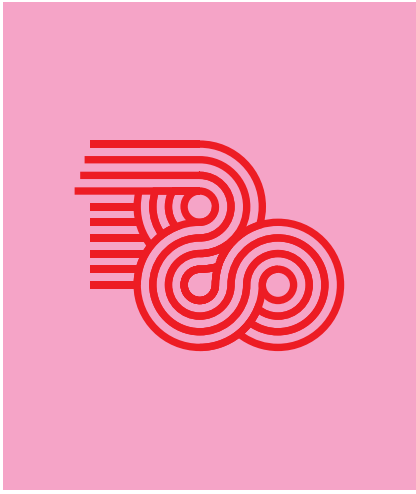
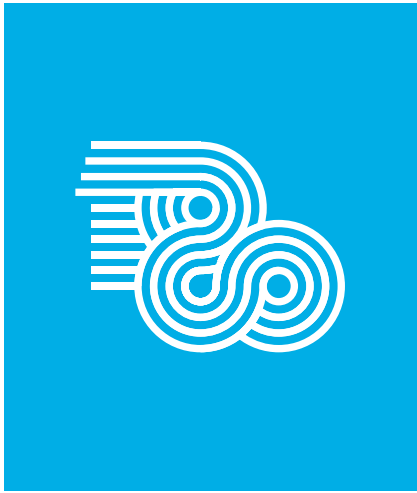
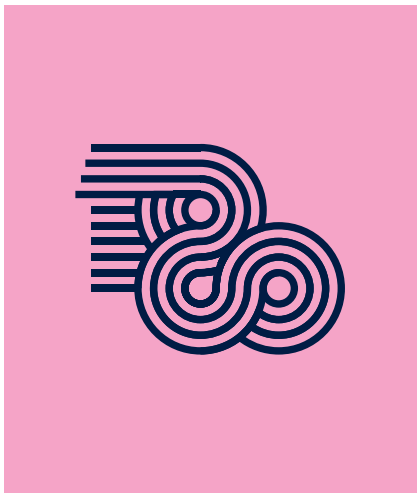
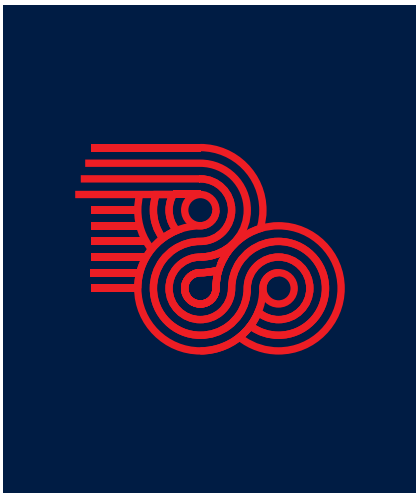
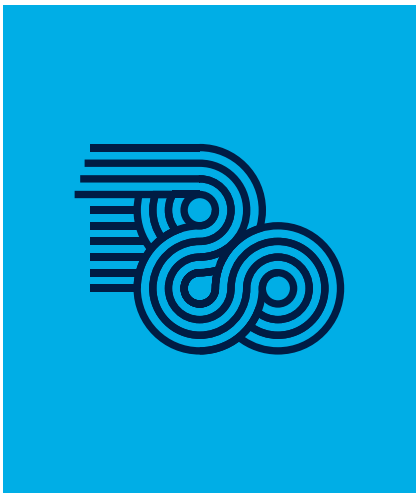
RGB 26 / 71 / 46

180 Light Green

Hex #A2D072

CMYK 40 / 0 / 73 / 0

RGB 162 / 208 / 114



Typography

Use Franklin Gothic URW Comp
in upper case for each strand,
and any headings.

Add a letter spacing of 25.

For other copy use any variation of
Franklin Gothic ATF.

<https://fonts.adobe.com/fonts/franklin-gothic-urw>

Franklin Gothic URW Comp

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic ATF Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+-

Franklin Gothic ATF Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+-

Franklin Gothic ATF Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+-

Application



Canada Ireland 180



Canada Ireland 180



Canada Ireland 180





Canada Ireland 180

**REMEMBER
REFLECT
REIMAGINE**



