

# IRELAND'S LOGO REFRESH

# irelands

MODERNISING THE LOGO WITH A SANS SERIF FONT THAT AIMS TO BE BOTH BUSINESSLIKE AND APPROACHABLE. THE FONT IS A MIX OF THE ELEGANT AND FUNCTIONAL

THE STRONG SOLID VERTICALS ARE BALANCED BY THE SUBTLE WAVE THAT CARRIES ALONG THE BASELINE SUGGESTING AN AIR OF FRIENDLINESS

DISTINCTIVE WITHOUT BEING BRASH OR SHOWY AND THEREFORE SHOULD STAND THE TEST OF TIME

irelands





A stylized house icon in a light green color, featuring a triangular roof and a small circle on the left side of the roofline.

**irelands**





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