

RE— IMAGINE



Community Comms Toolkit

Welcome to **Reimagine**. This toolkit contains all the information you might need on our brand guidelines and communications processes for your project.

All brand assets and documents referenced in this guide can be downloaded at our brand web hub [here](#). The password will be provided to you separately.



Brand Guidelines



Logos

The Reimagine logo represents both the Reimagine programme and the Irish Architecture Foundation. It should be included in all comms relating to your project.

There are 3 versions of the logo. Use the one that is most legible against your background.



Logos

The logo should be used exactly as provided and should not be altered in shape, colour or any other way.



Brand colours

The Reimagine brand palette helps maintain cohesion across all our communications. They should be recreated to exact values provided here, with no alterations to transparency, etc.

RGB/HEX values are used for digital content, CMYK is used for physical prints.



RGB
50, 50, 50

HEX
#323232



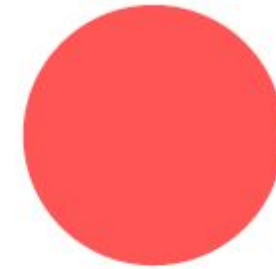
RGB
0, 230, 180

HEX
#00E6B4



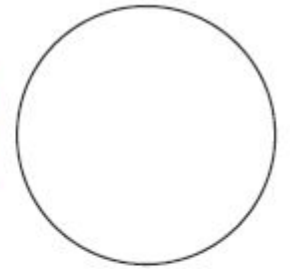
RGB
225, 225, 225

HEX
#E1E1E1



RGB
255, 85, 85

HEX
#FF5555



RGB
255, 255, 255

HEX
#FFFFFF



CMYK
0, 0, 0, 90



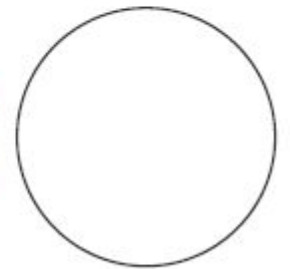
CMYK
60, 0, 40, 00



CMYK
0, 0, 0, 20



CMYK
0, 85, 60, 00



CMYK
White

Font

Our brand font is Cairo. It is a Google font that has an open license for anyone to use. It was chosen for its easy readability.

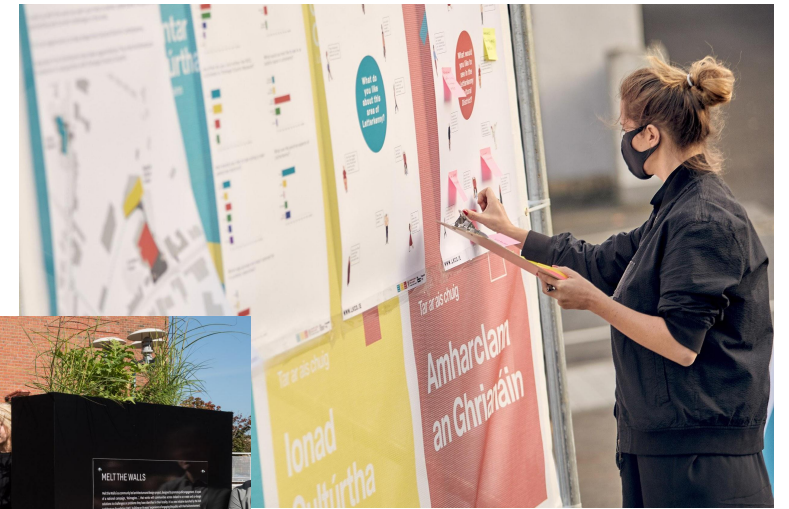
Cairo can be used in **bold**, *italics*, underlined and at different sizes as best suits your needs.

Photography

Where possible, original high quality photos from your own projects should be used in promotions.

Photos should ideally show people engaging in activities, in a natural, unstaged setting.

Make sure to credit the photographer when using the photos.



Photography

Sometimes portrait or group photos might be required. These should be captured at a place relevant to the project, and should not be overly posed.



Funding acknowledgement

When talking about your project, please acknowledge the IAF as funders:
'Funded by the Irish Architecture Foundation as part of the Reimagine programme'

Reimagine receives funding from the Arts Council, Department of Rural and Community Development and Department of Housing, Local Government and Heritage. Where appropriate, their support should also be acknowledged. Full suite of funders logos is available on the brand hub.

**Irish
Architecture
Foundation**

**arts
council**
a chomhairle
ealaíon

**funding
architecture**



**An Roinn Forbartha
Tuaithe agus Pobail**
Department of Rural and
Community Development



**An Roinn Tithíochta,
Rialtais Áitiúil agus Oidhreacht**
Department of Housing,
Local Government and Heritage

Funding acknowledgement

Include details of IAF and Reimagine funding only on:

- Social media graphics
- Social media posts
- Printed postcards

Include details of full funders on:

- Printed posters - A4 or bigger
- Website posts
- Press releases

How Reimagine can support your project comms



Social media

The IAF has a significant following across social platforms. Please tag the following pages, so that we can stay up to date and share your posts with our followers.

Facebook: @irisharchitecturefoundation

Instagram: @irisharchitecturefoundation

Twitter: @IAFarchitecture

LinkedIn: Irish Architecture Foundation

Brand Materials

We can share branded material with you to use at events or as needed to advertise your project:

- Reimagine brand posters (waterproof and biodegradable)
- Reimagine branded cardboard seats x 10 (can be flat packed for storage)
- Printed copies of Reimagine *Making Place Better* publication and Placemaking Pocket Guides

Additional supports

As part of the additional supports offered by Reimagine and the Irish Architecture Foundation, we can offer the following over the duration of your project:

- Project publicity on Reimagine website, socials, newsletter as appropriate
- 1 x day with photographer*
- Reimagine spokesperson for media interviews and publicity as required

This can be for a particular event, project outcome, etc. This will need to be agreed in advance.

**The IAF reserve the right to use any photography from this session for marketing and publicity purposes.*

What do we need from you?

**RE—
IMAGINE**

A small red circular logo with the white letters "IAF" inside, positioned to the right of the word "IMAGINE".

Shared Dropbox Drive

Each project will be expected to regularly update a shared Dropbox Drive with relevant photos, briefing documents or other documents related to project.

A link to this folder will be shared with you.

Hashtags

For each of our projects, we use a hashtag of #ReimagineTownName. For example #ReimagineCloontuskert, #ReimagineHeadford. If character limitations are an issue, this can be shortened to #Reimagine.

Please include #Reimagine on all social posts. Please capitalise Reimagine and TownName in the hashtag. This helps with making our comms more accessible for everyone.

Event Comms

Pre event (at least 2 weeks prior)

- Fill out pre-event briefing template (can be found on Brand Web Hub)

During event

- Photo release forms from anyone captured in photos/videos
- Tag IAF accounts in any social media posts
- Record of event attendance numbers

Event Comms

Post event (max 1 week after)

- Upload high quality images (with rights to use/consent forms) to shared drive
- Fill out post-event briefing template (can be found on Brand Web Hub).

If you have any queries about this toolkit, please contact
reimagine@architecturefoundation.ie

