Clann Credo™

clanncredo.ie



MEDIA TOOLKIT

OUR LENDING.
OUR SERVICES.
YOUR IMPACT.

Financing
Community
Ambition

01

Logo Usage & Variations

Clann Credo™



Stacked Logo Version



Landscape Logo Version

1.1

Logo Formats

We've created two variations of the Clann Credo master logo: stacked and landscape.

The stacked logo is our preferred version and should be used wherever possible. It gives the brand a clear, confident presence and works best across most communications.

The landscape logo should only be used where space is limited, where a rectangle format is required or where the stacked version does not fit comfortably.

Both formats help Clann Credo show up consistently, clearly and professionally across every touchpoint.









1.2

Monochrome Logo

When a monochrome version of the Clann Credo logo is needed, use the approved black version with the supporting brandmark detail shown in a 30% tint.

On black or dark backgrounds, use the white reverse logo to ensure clarity, contrast and accessibility.

Always use the approved logo artwork. Do not recreate, recolour or alter the logo manually, as this can weaken consistency and recognition across the brand.

1.3

Minimum Logo Size

Our logo should never be used at a width of less than 50mm or a height of less than 20mm on printed materials. This ensures the Clann Credo name remains clear, legible and confident at every touchpoint.

A clear space equivalent to the size of the spacer must be left around the logo at all times. No text, imagery, graphics or other elements should enter this space.

This helps protect the strength and visibility of the logo, ensuring Clann Credo always shows up clearly and consistently.



Minimum Logo To Scale



Clear Area Space

Logo Do



Logo on White Background



Reversal on Dark Background



Logo on Neutral Background



Logo on Photo Background

Logo Don't



Don't Squash the logo



Don't rotate the logo



Don't change logo colours



Don't change scale of elements

1.4
Logo Usage

These examples show how to use the Clann Credo logo clearly and consistently across different applications, including full colour, reverse, solid colour and photographic backgrounds. In every case, clarity should come first. The logo must always be easy to read, with strong contrast between the logo and the background. Use common sense when applying the logo. Avoid placing it over busy imagery, low-contrast colours or any background that makes the Clann Credo name difficult to see. Consistent logo use helps protect the strength, confidence and recognition of the Clann Credo brand.







1.5
Logo Positioning

Our full colour logo should usually sit in a white container and be aligned to the top or bottom left of printed materials and literature. This helps the Clann Credo logo remain clear, legible and consistent across different applications. There may be exceptions where the format requires a different approach. In every case, choose the placement that gives the logo the clearest and most confident presence.

02

Colour Selection

Clann Credo™

2.1
Colour Swatches

The four key brand colours shown in the colour chart are Clann Blue, Clann Green, Clann Yellow and Clann Orange.

Clann Blue is our primary brand colour. It anchors the identity with confidence, clarity and trust. Clann Green, Clann Yellow and Clann Orange are supporting colours, bringing energy, optimism, warmth and momentum to the brand.

Together, the palette reflects Clann Credo's spirited and empowering personality – vibrant, progressive and rooted in positive community impact.

Clann Navy

Pantone: 7546c
CMYK: C 89%, M 70%, Y 49%, K 43%
RGB: R 36, G 52, B 73
HEX: #28384A

Clann Green

Pantone: 339c
CMYK: C 79%, M 8%, Y 57%, K 0%
RGB: R0, G 158, B130
HEX: #00A185

Clann Yellow

Pantone: 7408c
CMYK: C 1%, M 29%, Y99%, K 0%
RGB: R 251, G 185, B 0
HEX: #FABB00

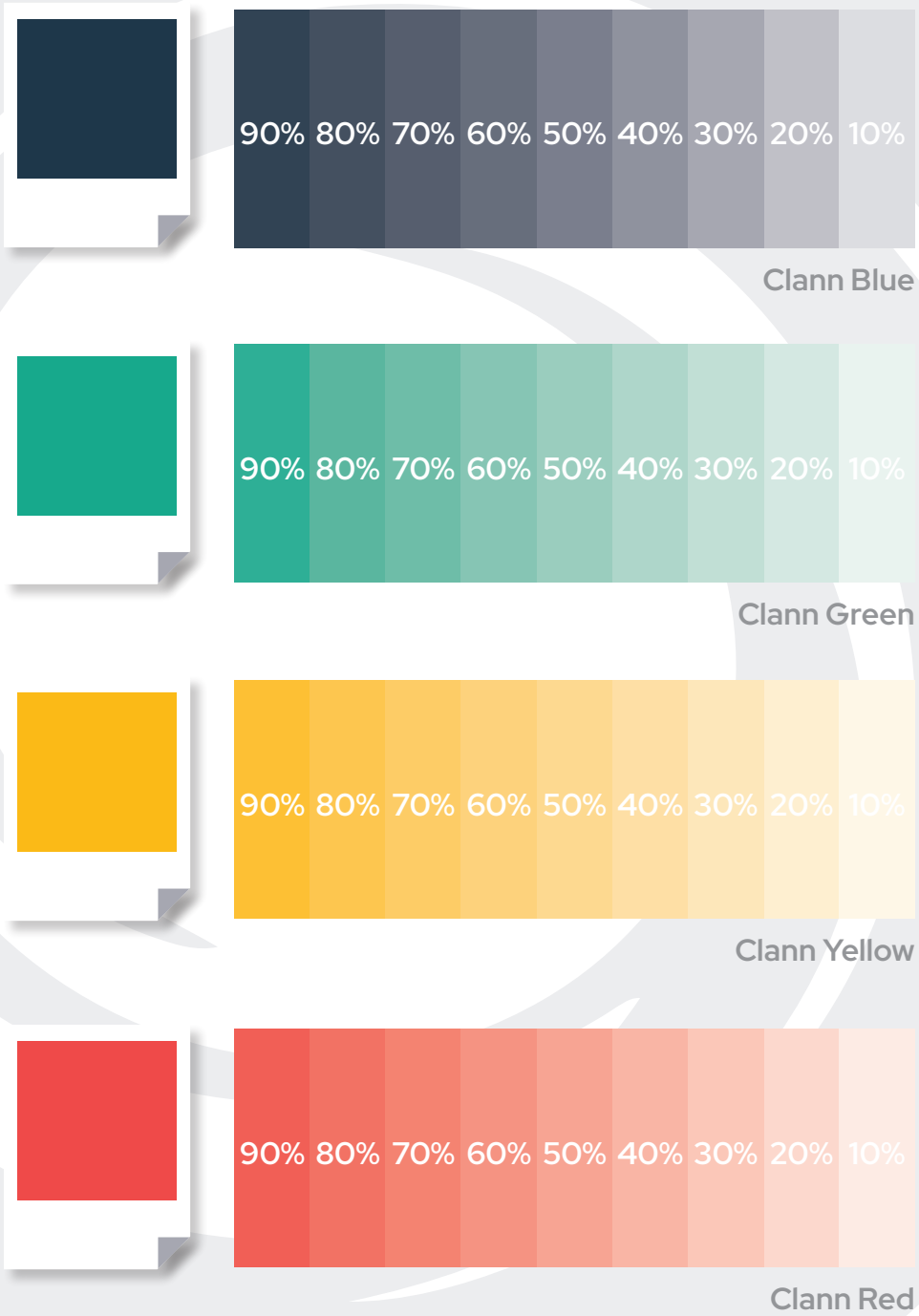
Clann Red

Pantone: 1787c
CMYK: C 0%, M 86%, Y 72%, K 0%
RGB: R 54, G 71, B 81
HEX: #E73D3F

93% Black

50% Black

10% Black



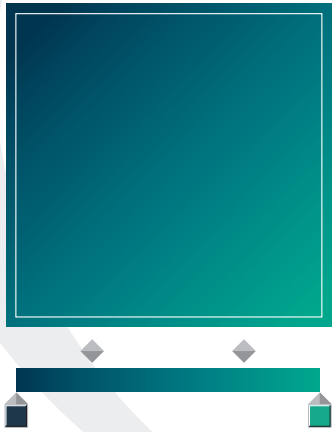
2.2
Colour Tints

The tints shown are for illustrative purposes only. When using tints of the Clann Credo brand colours, always make sure text remains clear, legible and accessible. Avoid placing text on colours or tints that reduce contrast or make the message harder to read. Clarity should always come first, so our communications feel open, confident and easy to understand.

2.3
Colour Gradients

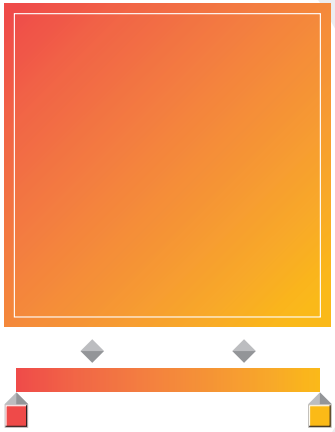
We use gradient panels when we want to create more depth, movement and visual interest than a flat, solid colour The three gradient versions we use are Clann Blue, Clann Green and Clann Orange.

The lighter colour should always run in a linear direction from top-right to bottom-left at a -45° angle. We never use circular gradients. Diamond gradients may be used where they add energy and visual impact Gradients should always feel clear, confident and purposeful. Make sure any text placed on a gradient remains fully legible.



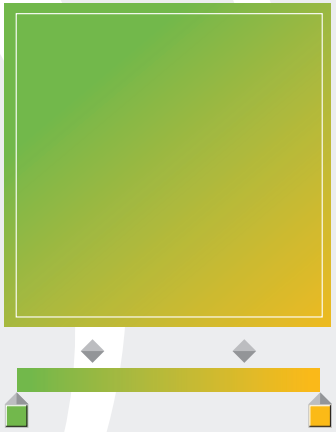
Clann Blue Gradient

3 Colour Linear
Angle – 45°



Clann Orange Gradient

3 Colour Linear
Angle – 45°



Clann Green Gradient

3 Colour Linear
Angle – 45°

03

Typeface Selection

Clann Credo™

Red Hat Display Regular

abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+

Red Hat Display Bold

abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+

Red Hat Display Black

abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+

3.1

Heading Typeface
Red Hat Display

Red Hat comes in all forms of weights and cuts to give great variation to both web and print layouts. We use bold, extra bold or black for headlines.

04

Overlays & Shapes

Clann Credo™



Clann Credo Blue Swirl Lockup



Clann Credo Orange Swirl Lockup



Clann Credo Green Swirl Lockup

4.1

Brand Holders

Our brand holders use the Clann Credo swirl to add depth, movement and colour to our communications. They can be used as flat colour overlays or with gradient fills to frame content, highlight key messages and bring energy to photography. Use only the approved Clann Credo brand colours. Always make sure text remains clear, legible and easy to read. The result should feel confident, spirited and empowering — helping Clann Credo show up with clarity and momentum.

Financing Community Ambition

Financing Community Ambition

Financing Community Ambition

Financing Community Ambition

4.2

Financing Community Ambition

The growing stem and leaves represent progress, possibility and community projects taking root. The line running through the words reflects Clann Credo's role in connecting ambition with action – providing fair, flexible social finance that helps communities move forward. This graphic can be used to communicate growth, confidence and momentum, while keeping the focus firmly on the people and projects shaping stronger communities.



4.3

Watermark Swirls

The Clann Credo swirl can be used as a subtle watermark to add depth, movement and texture to our brand communications. Used lightly in the background, it creates a sense of energy and momentum without overpowering the message. It helps bring visual interest to flat layouts, while reinforcing the idea of communities moving forward with confidence and purpose Watermark swirls should always feel soft, supportive and secondary. Use approved brand colours and tints only, and make sure any text placed over them remains clear and fully legible.

Clann Credo™

OUR LENDING.
OUR SERVICES.
YOUR IMPACT.

Clann Credo
Irish Social Finance Centre,
10 Grattan Crescent, Inchicore,
Dublin D08 R240

+353 1 400 2100
clanncredo.ie

© Copyright 2026 Clann Credo. All Rights Reserved. Design by Horrible Brands. CHY No. 13308 Company No. 253147 Reg Charity No. 20041076. Clann Credo accelerates positive community action by making fair and flexible impact lending accessible to every community in Ireland.

Design by Horrible Brands

Financing Community Ambition