



**Circular No: 13 /2019**

**From: LEADER Policy & Operations Unit**

**To: All LAGs and Implementing Partners**

**Date Issued: 06 August 2019**

**Subject: Project Ireland 2040 Logo for LEADER projects**

As you are aware the LEADER 2014 – 2020 programme is part of Project Ireland 2040 and therefore there is a requirement to use the **Project Ireland 2040 logo** in addition to the other logos as set out in Section 22 of the LEADER 2014 – 2020 Operating Rules.

**Project 2040 Logo**



**Background**

An integral part of the Project Ireland 2040 Communications Strategy is the logo and branding which was developed to reflect the overarching importance of Project Ireland 2040 as the Government's overall integrated investment and development strategy. The Government has instructed that all communications relating to investment under the plan should reflect same. All Departments, Agencies and other bodies involved in the implementation of Project Ireland 2040 measures are therefore requested to strictly adhere to the relevant branding guidelines.

**Requirements**

It is a requirement for all measures or projects being implemented under Project Ireland 2040 to display the Project Ireland 2040 logo on all signage for both completed projects and those under construction.

The brand identity should also be present on all written reports, consultation documents, websites, social media, advertisements and publicity material. The identity should also be positioned at all public engagements including launches, fund announcements, press briefings and photo-calls.



Please find attached to this Circular png and .eps (hi-res) versions of the Project Ireland 2040 logo that can be used.

## **Stationary**

LAGs are advised that existing stationary should be exhausted, prior to the use of the new logo.

## **Queries on this new Logo**

For any queries on this new logo and Style Guideline requirements please contact the Department's Communications Support at [communications@drctd.gov.ie](mailto:communications@drctd.gov.ie) or telephone (076) 100 6855.

## **LEADER Policy & Operations Unit**

