



LEAGUE OF IRELAND CLUB STYLE GUIDE

DECEMBER 2022



LEAGUE OF IRELAND COLOURS

There are 4 main colours for the League of Ireland identity as well as black, white and grey..

For the League of Ireland as a whole a bright vivid green is used. Each Division then has its own colour;

Blue - Men's Premier Division

Purple - Women's Premier Division

Orange - Men's First Division

These colours should never be swapped or used for different Divisions or for the League

When creating graphics designs the colours combine with black and white. They can also be used as a tint to create visual dynamism and interest. Please see earlier examples in this book or the "League of Ireland Brand book" for inspiration

LEAGUE OF IRELAND - GUIDELINES

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LEAGUE OF IRELAND GREEN

PMS: 802

RGB: 124, 255, 0

CMYK: 60, 0, 90, 0



LEAGUE OF IRELAND MEN'S PREMIER DIVISION BLUE

PMS: 2199

RGB: 0, 214, 243

CMYK: 77, 0, 16, 0



LEAGUE OF IRELAND MEN'S FIRST DIVISION ORANGE

PMS: 137

RGB: 255, 164, 0

CMYK: 0, 40, 100, 0



LEAGUE OF IRELAND GREY

PMS: 426

RGB: 35, 35, 35

CMYK: 75, 75, 75, 75



LEAGUE OF IRELAND WOMEN'S PREMIER DIVISION PURPLE

PMS: Purple C

RGB: 245, 0, 255

CMYK: 35, 90, 0, 0



LEAGUE OF IRELAND MEN'S PREMIER DIVISION LOGO #1

This is the primary lockup of the main "LOI MEN'S PREMIER DIVISION" logo and should be the preferred choice where possible.

A clearance the width of the "IR" from the word "Ireland" should be respected around the logo lock-up.

It is available in 3 colour ways; RGB, PMS 2199 and CMYK.

221009_SSE LOI MENS PREM_LOGO 1_RGB.eps

221009_SSE LOI MENS PREM_LOGO 1_PMS.eps

221009_SSE LOI MENS PREM_LOGO 1_CMYK.eps





LEAGUE OF IRELAND MEN'S PREMIER DIVISION LOGOS

There are 4 versions of the "LOI MEN'S PREMIER DIVISION" logo that can be used to fit different formats and uses. There are portrait and horizontal options with and without holding shapes

The normal logos should only be used on black backgrounds.
The logos with holding shapes are to be used when the logo needs to appear on a non-black background.

They are available in 3 colour ways; RGB, PMS 2199 and CMYK for each logo in eps format and as a png file.

221009_SSE LOI MENS PREM_LOGO 1_RGB.eps
221009_SSE LOI MENS PREM_LOGO 1_PMS.eps
221009_SSE LOI MENS PREM_LOGO 1_CMYK.eps

221009_SSE LOI MENS PREM_LOGO 2_RGB.eps
221009_SSE LOI MENS PREM_LOGO 2_PMS.eps
221009_SSE LOI MENS PREM_LOGO 2_CMYK.eps

221009_SSE LOI MENS PREM_LOGO 1_HoldShape_RGB.eps
221009_SSE LOI MENS PREM_LOGO 1_HoldShape_PMS.eps
221009_SSE LOI MENS PREM_LOGO 1_HoldShape_CMYK.eps

221009_SSE LOI MENS PREM_LOGO 2_HoldShape_RGB.eps
221009_SSE LOI MENS PREM_LOGO 2_HoldShape_PMS.eps
221009_SSE LOI MENS PREM_LOGO 2_HoldShape_CMYK.eps

221009_SSE LOI MENS PREM_LOGO 1_RGB.png
221009_SSE LOI MENS PREM_LOGO 2_RGB.png
221009_SSE LOI MENS PREM_LOGO 1_HoldShape_RGB.png
221009_SSE LOI MENS PREM_LOGO 2_HoldShape_RGB.png

LEAGUE OF IRELAND - GUIDELINES

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LEAGUE OF IRELAND WOMEN'S PREMIER DIVISION LOGOS

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221009_SSE LOI WOMENS PREM_LOGO 1_PMS.eps
221009_SSE LOI WOMENS PREM_LOGO 1_CMYK.eps

221009_SSE LOI WOMENS PREM_LOGO 1_HoldShape_RGB.eps
221009_SSE LOI WOMENS PREM_LOGO 1_HoldShape_PMS.eps
221009_SSE LOI WOMENS PREM_LOGO 1_HoldShape_CMYK.eps

221009_SSE LOI WOMENS PREM_LOGO 1_RGB.png
221009_SSE LOI WOMENS PREM_LOGO 2_RGB.png
221009_SSE LOI WOMENS PREM_LOGO 1_HoldShape_RGB.png
221009_SSE LOI WOMENS PREM_LOGO 2_HoldShape_RGB.png

221009_SSE LOI WOMENS PREM_LOGO 2_RGB.eps
221009_SSE LOI WOMENS PREM_LOGO 2_PMS.eps
221009_SSE LOI WOMENS PREM_LOGO 2_CMYK.eps

221009_SSE LOI WOMENS PREM_LOGO 2_HoldShape_RGB.eps
221009_SSE LOI WOMENS PREM_LOGO 2_HoldShape_PMS.eps
221009_SSE LOI WOMENS PREM_LOGO 2_HoldShape_CMYK.eps

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LEAGUE OF IRELAND
WOMEN'S PREMIER DIVISION



LEAGUE OF IRELAND
WOMEN'S PREMIER DIVISION



LEAGUE OF IRELAND
WOMEN'S PREMIER DIVISION



LEAGUE OF IRELAND
WOMEN'S PREMIER DIVISION





LEAGUE OF IRELAND MEN'S FIRST DIVISION LOGOS

There are 4 versions of the "LOI WOMEN'S PREMIER DIVISION" logo that can be used to fit different formats and uses. There are portrait and horizontal options with and without holding shapes

The normal logos should only be used on black backgrounds.
The logos withholding shapes are to be used when the logo needs to appear on a non-black background.

They are available in 3 colour ways; RGB, PMS 2199 and CMYK for each logo in eps format and as a png file.

221009_SSE LOI MENS FIRST_LOGO 1_RGB.eps
221009_SSE LOI MENS FIRST_LOGO 1_PMS.eps
221009_SSE LOI MENS FIRST_LOGO 1_CMYK.eps

221009_SSE LOI MENS FIRST_LOGO 1_HoldShape_RGB.eps
221009_SSE LOI MENS FIRST_LOGO 1_HoldShape_PMS.eps
221009_SSE LOI MENS FIRST_LOGO 1_HoldShape_CMYK.eps

221009_SSE LOI MENS FIRST_LOGO 1_RGB.png
221009_SSE LOI MENS FIRST_LOGO 2_RGB.png
221009_SSE LOI MENS FIRST_LOGO 1_HoldShape_RGB.png
221009_SSE LOI MENS FIRST_LOGO 2_HoldShape_RGB.png

221009_SSE LOI MENS FIRST_LOGO 2_RGB.eps
221009_SSE LOI MENS FIRST_LOGO 2_PMS.eps
221009_SSE LOI MENS FIRST_LOGO 2_CMYK.eps

221009_SSE LOI MENS FIRST_LOGO 2_HoldShape_RGB.eps
221009_SSE LOI MENS FIRST_LOGO 2_HoldShape_PMS.eps
221009_SSE LOI MENS FIRST_LOGO 2_HoldShape_CMYK.eps

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LEAGUE OF IRELAND
MEN'S FIRST DIVISION



LEAGUE OF IRELAND
MEN'S FIRST DIVISION



LEAGUE OF IRELAND
MEN'S FIRST DIVISION





MEN'S PREMIER DIVISION SOCIAL MEDIA POST ENDORSERS

There are 4 social media templates across 2 different designs for clubs to put League of Ireland branded endorsers across the bottom of their own club led communications. They are set up to work on Instagram and Instagram Stories.

They come in a RGB Illustrator format and as a png.

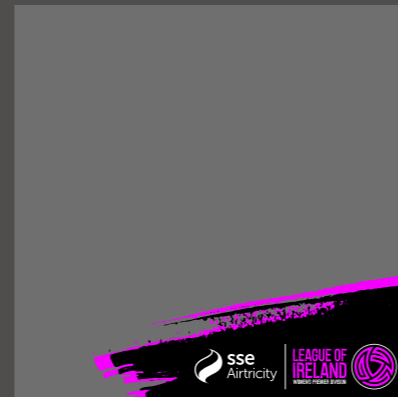




WOMEN'S PREMIER DIVISION SOCIAL MEDIA POST ENDORSERS

There are 4 social media templates across 2 different designs for clubs to put League of Ireland branded endorsers across the bottom of their own club led communications. They are set up to work on Instagram and Instagram Stories.

They come in a RGB Illustrator format and as a png.





MEN'S FIRST DIVISION SOCIAL MEDIA POST ENDORSERS

There are 4 social media templates across 2 different designs for clubs to put League of Ireland branded endorsers across the bottom of their own club led communications. They are set up to work on Instagram and Instagram Stories.

They come in a RGB Illustrator format and as a png.



THANK YOU