

Brand Guidelines

V.2.

P

PHOTO
MUSEUM
IRELAND

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Photo Museum Ireland is the national centre for contemporary photography in Ireland. We showcase the best of contemporary Irish and international photography. We are dedicated to developing a dynamic photographic culture, supporting artists in the production and promotion of their work. Our education programmes encourage engagement among wide and diverse audiences. Established in 1978 by John Osman, Photo Museum Ireland is a not-for-profit organisation, proud to be supported by the Arts Council and Dublin City Council.

Values

**Our values guide how
we work and inform
our vision and mission.**

- Supporting Artists
- Commitment to Excellence
- Inclusion and Respect for Diversity
- Deep Engagement
- Ethics, Integrity and Transparency

Vision and mission

Our vision is of photography enriching the lives of people in Ireland through increasing the enjoyment of great art and by reflecting all of Irish life.

Our mission is to develop a dynamic photographic culture in Ireland by supporting Irish photographic artists and by encouraging active engagement with photography and lens based art among wide and diverse audiences.

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IRELAND **P**

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To ensure that the logo retains impact it must always appear legibly on a clear background. The safe area is shown here →





It is necessary for the logo to have a minimum recommended size. In printed collateral Gallery of Photography Ireland logo should not be used smaller than 10mm high.



When used on its own, **P** mark should not be used smaller than 16 mm high.



Animated logo mark is created to emphasise dynamic, and ever changing programme and work by the Photo Museum Ireland.

Colfax is a refined oval sans serif. The conventionally round or semi-oval characters are made of subtle straight sides and near perfect circles – a kind of implied geometry, neither measured nor automated.

Light

Medium

Bold

Black

Light

abcdefghijklmnopqrstuvwxyz

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Medium

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Bold

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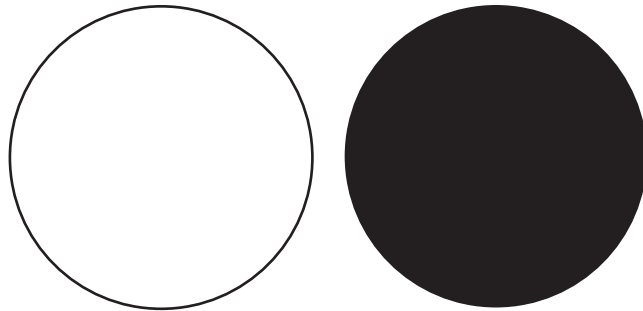
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Black

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Core Colours

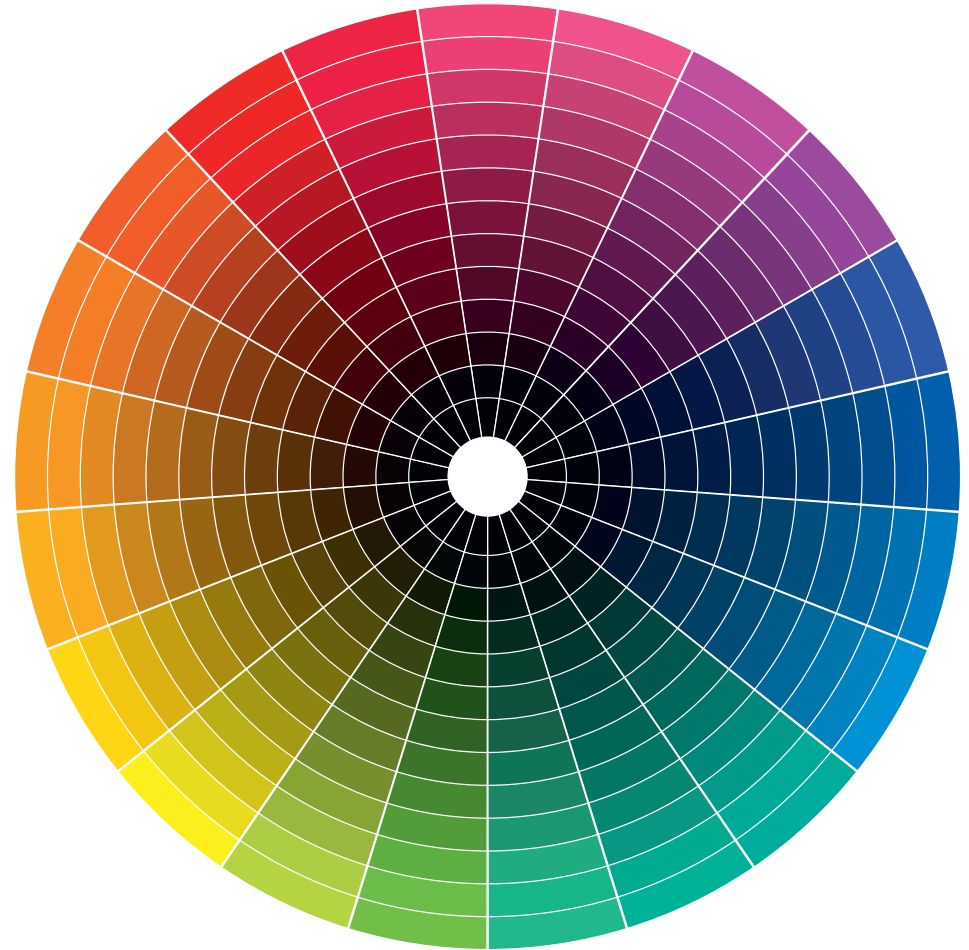


Black and White — primary colours should be used for all internal Gallery communications.

Black and White — should be used as primary colours for collaborative projects with artists and other organisations, in which instance a secondary accent colour can be used.

Secondary Colours

A secondary colour should be used as accent colour only. It should never be used in large flat areas/backgrounds. The accent colour should be chosen from the original artwork , or to emphasise the tone of voice, keeping in mind that this colour has high contrast and strong visibility when used with primary colours.



V1



V2



V1

Logo mark **P** is used in a large format, placed on a black background.

V2

If Cards are created to represent a particular show or exhibition, use an image within the frame.



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MUSEUM
IRELAND

Photo Museum Ireland CLG
Registered in Ireland
No. 159866
Registered Charity
RCN 20206237 CHY 22855

**Meeting House Square,
Temple Bar, Dublin 2, Ireland**
D02X406

T: +3531 671 4654
E: info@photomuseumireland.ie
photomuseumireland.ie



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Registered Charity
RCN 20206237 CHY 22855

**Meeting House Square,
Temple Bar, Dublin 2, Ireland**
D02X406


Directors
William Fagan (Chair), Audrey Brennan,
Tom Burke, Orla Fitzpatrick, Luke O'Leary,
Dragana Jurisic, Stephanie McBride,
Yetti Redmond



Exhibition
upstairs

Admission
is free,
donations
welcome

— thank you



Exhibition Upstairs

No

- large bags
- food or drink
- photography

Admission free

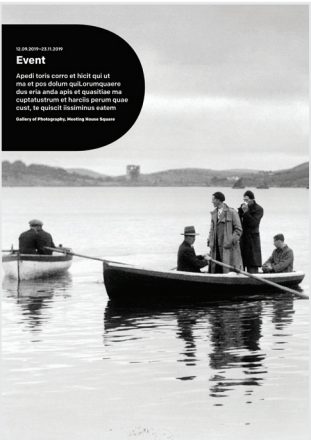
Donations welcome



14.09.2020 - 14.10.2020

Event

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Gallery of Photography, Meeting House Square



14.09.2020 - 14.10.2020

Event

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Gallery of Photography, Meeting House Square

Gallery
closed as we
install next
exhibition!

Bookshop
open!

12.09.2020 - 12.10.2020

Gallery of Photography, Meeting House Square

P

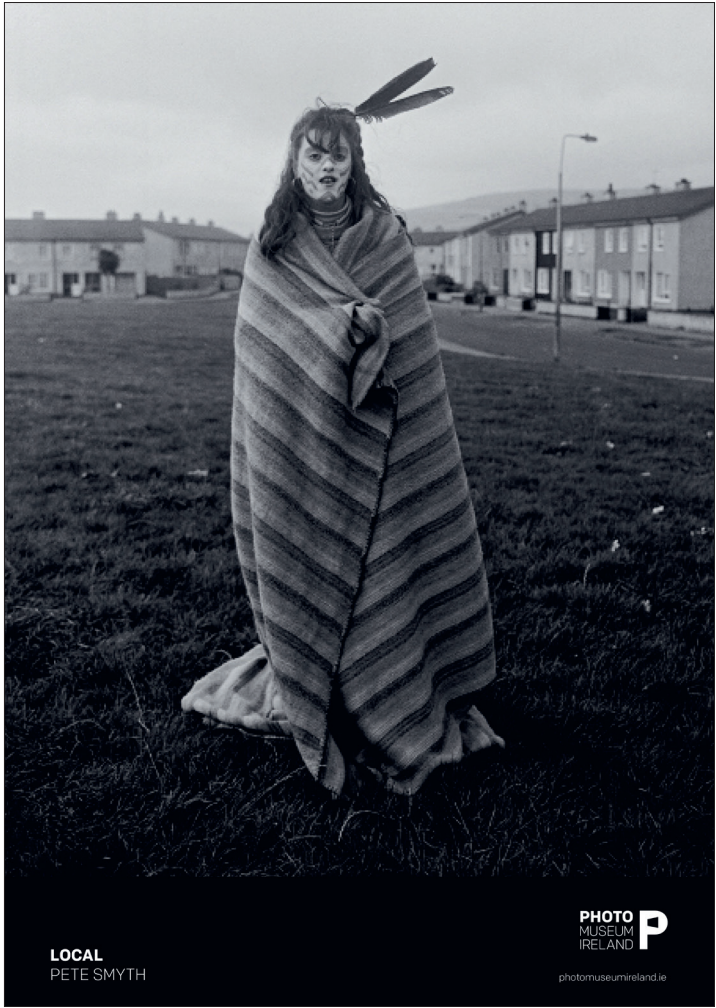
29.07.
18.30 - 20.00pm

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P

29.07.
18.30 - 20.00pm

Event title
Tagline



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PHOTO

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IRELAND

A

MODERN

EYE

Helen Hooker

O'Malley's Ireland

A Modern Eye is a collaborative project between Photo Museum Ireland and the National Library of Ireland. It uncovers the work of American artist, Helen Hooker O'Malley to give a fascinating insight into a modern, independent woman's creative vision of post-Independence Ireland.

Photo Museum Ireland

June 20 – September 1, 2019

National Photographic Archive

June 20 – November 2, 2019

nli

national library of ireland

national library of ireland

arts council

visual arts

Photo Museum Ireland, Meeting House Square, Temple Bar, Dublin, Ireland

Exhibitions Events Workshops Darkrooms Digital Studio Bookshop

Open 7 days T. +3531-6714654 photomuseumireland.ie



Tell us about you

— please circle

Did you enjoy the exhibition?

Very Poor Poor Average Good Excellent

Where are you from

Ireland UK EU N. America Other

Gender: are you:

Female Male Non-binary

What is your age group?

0–14 15–20 20–45 45–70 70+

Visits to this gallery? Are you a..

First time Occasional Regular

Any comments?



PHOTOMUSEUMIRELAND.IE
Pete Smyth, Flying without wings

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Pete Smyth, Flying without wings

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Opening hours**Gallery & Bookshop**

Tuesday to Saturday 11.00 – 18.00 Admission free
 Sunday 13.00 – 18.00 Admission free
 Monday by appointment only

Contact details

T: +353 1 – 671 4654
 E: info@photomuseumireland.ie
 photomuseumireland.ie

Where we are

Gallery of Photography is on Meeting House Square – a pedestrianised public square in Temple Bar, a two-minute walk from the Olympia Theatre on Dame Street and the Millennium Bridge on the River Liffey. We are wheelchair accessible.



Nearest DART: Tara Street Station
 Nearest bus stops: Dame Street, Fleet street & Wellington Quay
 Nearest Luas stops: Jarvis (Red Line), St. Trinity (Green Line)
 Nearest parking: Fleet Street

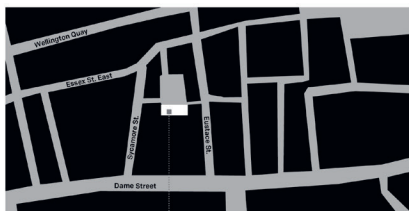


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Gallery Of Photography Ireland is supported by the Arts Council, Dublin City Council and by private donations.

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 gift voucher

**Use your Gift Voucher
 to take part in any of
 the range of activities
 the Photo Museum
 Ireland offers:**

Photography Training Courses Use your evenings or weekends to learn photography! We run small-group courses at introductory and advanced levels. Call us or visit photomuseumireland.ie for details of all our courses.

Need upskilling in a particular area? From black-and-white fine printing to digital manipulation, we can arrange a specially tailored One-to-One training session with an expert in your chosen area.

Museum Membership Programme Become a Member of the Gallery and receive invites to exhibition openings. Gallery Membership benefits include: discount on books; photography training courses and access to our Artist's Digital Studio and Darkroom production facilities.

Explore the magic of black-and-white printing in our fully serviced Darkrooms, available for hire to Members.

Scan and print to exhibition standard in our state-of-the-art Artist's Digital Studio, available for hire to Members.

Get inspired in the Museum Bookshop where you can purchase books from the 5,000 titles we stock!

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To:

From:

To the value of:

Gift card number:

Date of issue:

Issued by:



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Meeting House Square,
Temple Bar, Dublin,
Ireland

T. +3531-4716454
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Temple Bar, Dublin,
Ireland



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A Modern Eye
Helen Hooker O'Malley

12.03.2020

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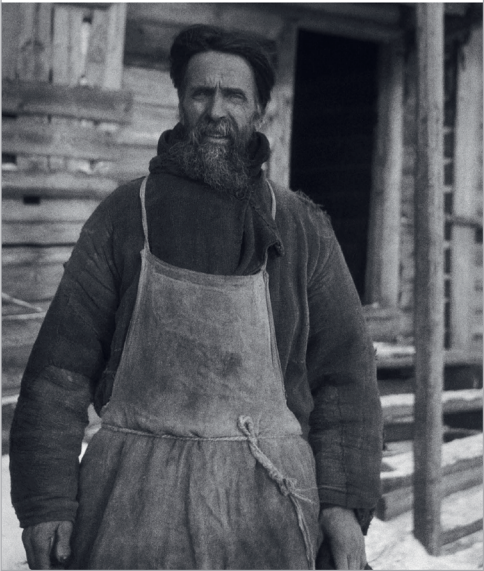
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Reeling House, Spang, Temple Bar, Dublin, Ireland T. +3531-6714264 photo@museumireland.ie

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Quiet at the Back

— by Mandy O'Neill

Dear friends,

Gallery of Photography is delighted to invite you and a guest to the official launch of Quiet at The Back, a new exhibition by Irish photographer [Mandy O'Neill](#).

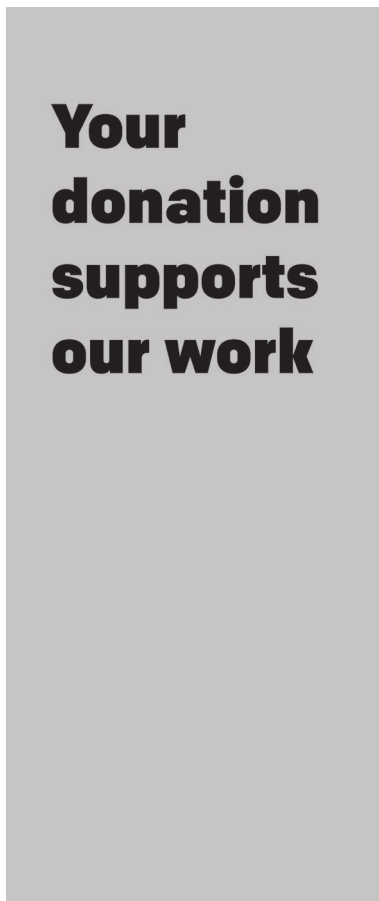
5pm Thursday 12th September

Elvis Has Left The Building - in conversation with artist Mandy O'Neill and curator and educator Valerie Connor.

6pm Thursday 12th September

Exhibition officially opens to the public. Refreshments will be served.





Thank you

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