



WILD ATLANTIC WAY
SLÍ FHIÁIN AN ATLANTAIGH

Third-party Interpretive Design Toolkit



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Introduction

All along the Wild Atlantic Way, close to 200 discovery and embarkation points have been identified – special locations, each with a unique story to tell. Through words and imagery, a series of interpretive installations reveal to the visitor the heart and soul of the Wild Atlantic Way; inspiring them with stories, characters and sites that have helped to shape the heritage and culture of Ireland’s west coast.

THIRD-PARTY INTERPRETIVE PANELS

Third-party interpretive panels can enhance the Wild Atlantic Way interpretive experience. The graphic design of third-party panels should complement and not attempt to replicate official Wild Atlantic Way panels. This document will help you develop your complimentary design.

APPROVAL

When developing third-party panels intended to complement the Wild Atlantic Way interpretive experience feedback and approval should be sought from Fáilte Ireland.



What is interpretation?

Well-planned interpretation creates the active, engaged and authentic interaction with heritage sites that our audience want and expect. Our visitors need easy access, both physical and intellectual, to our culture and heritage and they need interpretation to make that visit worthwhile, meaningful and memorable.

INTERPRETATION AND BUILDING MEMORABLE EXPERIENCES

Bringing the past to life so that it resonates with visitors, and gets them thinking and talking is the role of interpretation. It is a communication process that links factual information to the immediate, first hand experience of the place and to the contemporary lives of visitors.

It sheds light on the present and gives meaning to the past. It links us to the stories of the generations who were here before us. These are the rewards that heritage sites can offer visitors, and interpretation delivers them.

Visitors who are drawn to heritage want to know something about why that place matters, what has happened there and how that relates to them. They visit because second hand accounts, or reading books and websites are not the same as 'being there'.

Well-planned interpretation makes the experience of 'being there' richer and more relevant. It welcomes modern visitors into the rich heritage of your site and helps them appreciate its treasures. It engages visitors in activities and gives information that provokes their emotions, imagination and understanding. It sheds light on Irish culture, past and present, and provokes questions and dialogue.

Interpreting heritage sites well will enhance visitor satisfaction levels and build memorable experiences that they will want to talk about.

Interpretation can be 'the voice of the place'. It can incorporate human-interest stories, local folklore, dialect and accent.

*Extracted from:
Sharing Our Stories – Using interpretation
to improve the visitors' experience at heritage sites
Fáilte Ireland, 2012.*



Third-party interpretive panels

When developing third-party panels intended to complement the Wild Atlantic Way interpretive experience the following guidelines should be followed:

DO

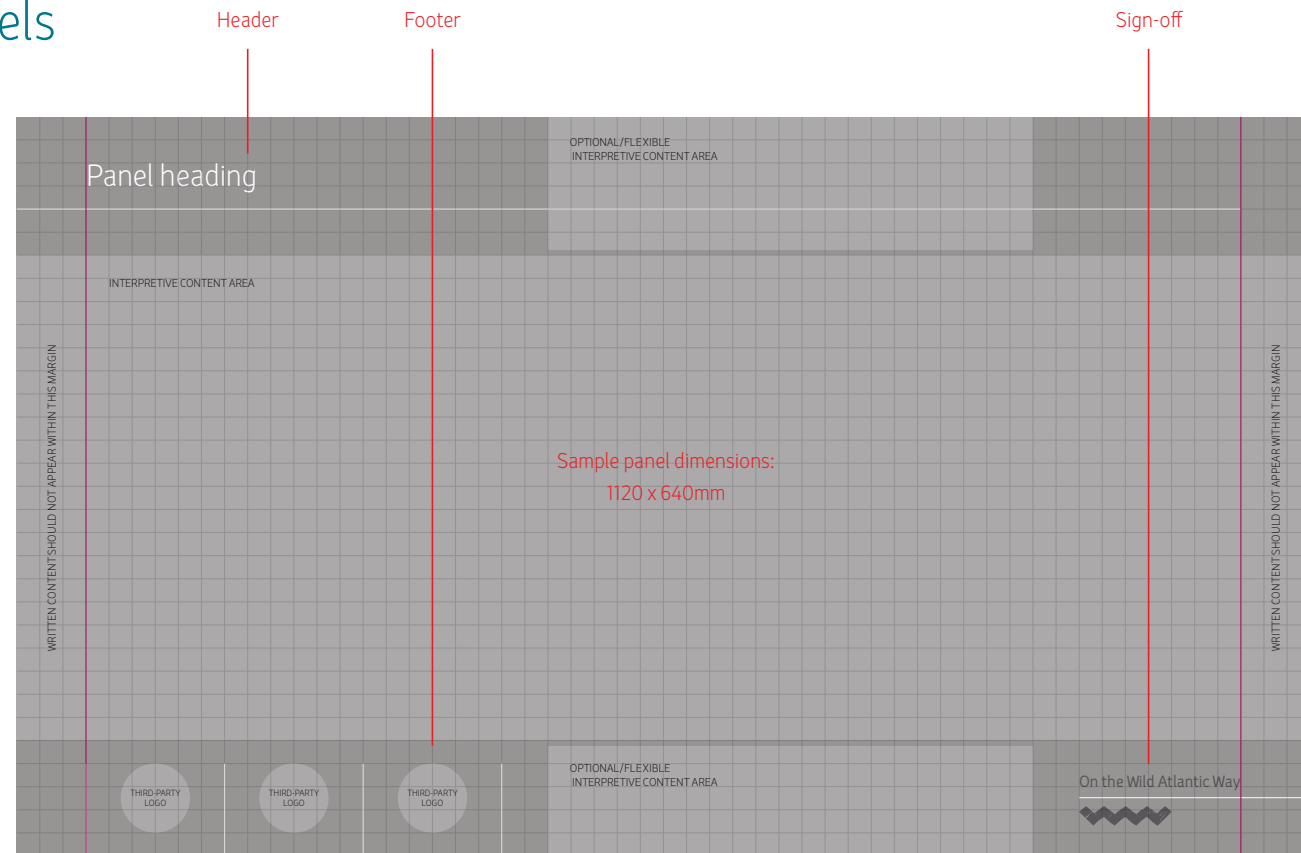
- Use approved third-party panel digital artwork file to suit your requirement (available upon request)
- Base your design layout on the common 20mm² grid and use margins indicated
- Use the Wild Atlantic Way sign-off and font

DON'T

- Exceed the size of official Wild Atlantic Way panels at the same location
- Locate third-party panels within 20 metres of official Wild Atlantic Way panels
- Use the same stories, images or background colour as Wild Atlantic Way panels at the same location
- Use the Wild Atlantic Way map style
- Attempt to mimic official Wild Atlantic Way interpretive panels in any other way

APPROVAL

Feedback and approval should be sought from Fáilte Ireland.





Third-party interpretive hardware

When developing third-party interpretive hardware intended to complement the Wild Atlantic Way interpretive experience the following guidelines should be followed:

DO

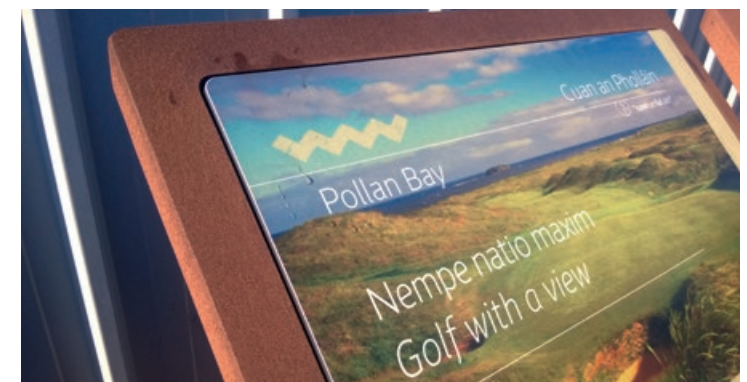
- Ensure third-party interpretive hardware looks distinctly different from official Wild Atlantic Way hardware
- Use material appropriate to the panel's location
- Locate the panel with care
- Specify the finish, material and colour which complements adjacent permanent signage

DON'T

- Exceed the size of official Wild Atlantic Way hardware at the same location
- Locate third-party hardware within 20 metres of official Wild Atlantic Way hardware
- Specify COR-TEN® material
- Frame the graphic panel in the same way as official Wild Atlantic Way hardware
- Attempt to mimic official Wild Atlantic Way hardware in any other way

APPROVAL

Feedback and approval should be sought from Fáilte Ireland.



Do not attempt to mimic official Wild Atlantic Way hardware



Dual languages

IRISH

Headline style

Body text style. Ebit, ommissima volorec eperestrum, officidendit diciet quia none sita eceaque pratur, od quam as assit dolore cori tecto blatat estio. Nam fugia nulles aud icte site il ea volorempori blaborr ovitate nias sequas aut volupit iatem. Nam officillat fugit dolor inum unt omnimpe.

Sub-heading style

Body text style. Tior aut alignatest, si aut lit, voluptii et quaes porporio. Et audit, aut occus dolor audit, solla explit odit omnim rfereria.

Ficat verepero totatur, consequere rempore sci sum et ut latem porias et et quibus rest rum experor epe ribu saperer atquis qui ius eatius solore excea qui in cum apiet harum ulpari lit ver cips apient ullaut quam erum quat resti illabor antetur minteateat perae.

Ut eserum eos incim nesti am, odipsunto que essitas eostis reperferit et lacepudae. Ut ea suscium cuptae latur, qui ut molo mint ut ut remqui odis experup tincilla ad que dollace prestem alicis dit ulparum quae volorbibus, sit, commolud od eat harit molorrovid quias adi.

ENGLISH

Headline style

Body text style. *Ebit, ommissima volorec eperestrum, officidendit diciet quia none sita eceaque pratur, od quam as assit dolore cori tecto blatat estio. Nam fugia nulles aud icte site il ea volorempori blaborr ovitate nias sequas aut volupit iatem. Nam officillat fugit dolor inum unt omnimpe.*

Sub-heading style

Body text style. *Tior aut alignatest, si aut lit, voluptii et quaes porporio. Et audit, aut occus dolor audit, solla explit odit omnim rfereria.*

Ficat verepero totatur, consequere rempore sci sum et ut latem porias et et quibus rest rum experor epe ribu saperer atquis qui ius eatius solore excea qui in cum apiet harum ulpari lit ver cips apient ullaut quam erum quat resti illabor antetur minteateat perae.

Ut eserum eos incim nesti am, odipsunto que essitas eostis reperferit et lacepudae. Ut ea suscium cuptae latur, qui ut molo mint ut ut remqui odis experup tincilla ad que dollace prestem alicis dit ulparum quae volorbibus, sit, commolud od eat harit molorrovid quias adi.

You are legally required to present written content in both Irish and English – with each language given equal emphasis – on all interpretive panels.

Irish must always come first, before the English version. That means that the Irish should appear either above the English or to the left of the English.

Each language must also be differentiated by type style. Irish in normal style and English in italics.

REGIONAL VARIATIONS

Where appropriate, Irish text should incorporate relevant regional dialect differences.

THE ONLY EXCEPTIONS

It is permissible for text that appears on maps, at the scale being used, to appear in English only. There is also no need to translate an associated web address.

TYPOGRAPHY

Please see the next page for further typographic details.



Typography

Orga

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The typeface used across all Wild Atlantic Way graphic design material is called Orga. Highly legible and with a distinct character, it has been developed by Irish type designers. Its subtly unconventional style plays a vital part in the unique graphic identity of the Wild Atlantic Way.

DIFFERENTIATING IRISH AND ENGLISH TEXT

An important role of the typography is to help the overseas visitor identify the difference between the native Irish text and the English version.

Irish text must always be presented in the normal styles, i.e. Light or Regular.

Irish text must always be presented in the italic styles, i.e. Light Italic or Regular Italic.

WHICH TYPEFACE TO USE?

For place names, main headings and pull-quotes:
– Light and Light Italic

For body text, sub-headings, map annotations, URL, phonetics, captions:
– Regular and Regular Italic

For other map details and caption headings:
– Bold

Orga can be purchased
from www.typegroup.ie



Imagery

Imagery plays a vitally important role in bringing to life the stories told along the Wild Atlantic Way. High quality images can reveal to the visitor a specific aspects of a location; show them a view at its best or something that is out of sight; or represent sights and events that occurred at times other than that particular moment.

A diverse range of images may be used. Sometimes it will be appropriate to use heritage images that provide a glimpse into a forgotten past; at other times illustration may show the visitor something that simply cannot otherwise be seen – sea life or an episode from times past.

Where appropriate, you may use images of contemporary life, or of local people, that will help the visitor relate to the life and culture of that area.

IMAGE CAPTIONS

In order for images to be understood by all and connect well with other narrative, it is essential that they are accompanied by short, descriptive, dual language captions. Please refer to page 5 for more information on typographic styling.



Imagery – Modern

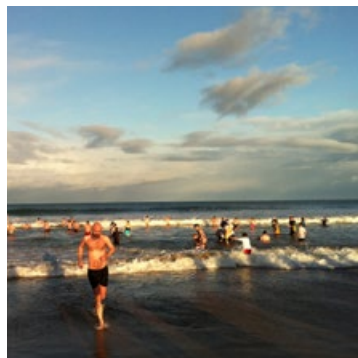


Modern day imagery can show the visitor a particular view at its best or an event that occurs at a particular location at another time of the year. It might represent contemporary life and the people of the area.

Great care and consideration should be given, however, to ensure that any images used will not become out of date or obsolete within the life span of the interpretive panel (approximately ten years).

If people are featured, we must ensure that the appropriate permissions have been granted for the use of that image.

Images should be licensed for use from the supplier which may be a museum, heritage organisation, image library or private individual. It is essential that you seek a legally correct licensing agreement and give appropriate attribution/credit.





Imagery – Heritage



The use of heritage images provide a fascinating insight into days gone by. They can be highly evocative and capture special moments in the life and history of a particular location.

SPECIAL TECHNIQUES

On occasion, it may help the overall design of a panel if the designer applies a treatment or effect to an image. This is perfectly acceptable but care should be taken to ensure no loss of clarity occurs.

Images should be licensed for use from the supplier which may be a museum, heritage organisation, image library or private individual. It is essential that you seek a legally correct licensing agreement and give appropriate attribution/credit.





Imagery – Landscape



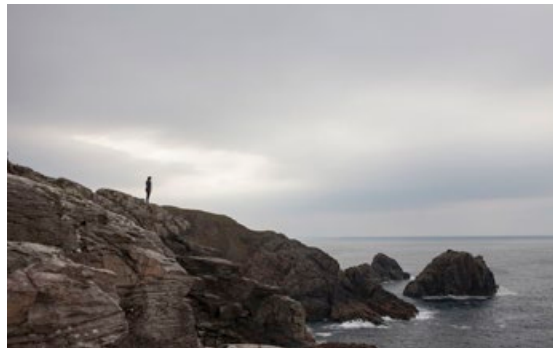
As the name suggests, the Wild Atlantic Way provides the visitor with many opportunities to experience Ireland's west coast at its most dramatic.

Nowhere is this more pronounced than in the land and seascapes the visitor will encounter.

High quality landscape photography can show a particular location at its best. That may not be when the sun is shining but when the wind is howling and the rain is driving in from the sea.

A range of high quality landscape photography is available to be used from irelandscontentpool.com

Images can also be used from other sources and should be licensed from the supplier which may be a museum, heritage organisation, image library or private individual. It is essential that you seek a legally correct licensing agreement and give appropriate attribution/credit.





Imagery – Art



An artistic impression of a scene or aspect of a location's culture or heritage can provide a highly evocative and representative image. A piece of art may tell a story better than words or represent a specific episode in history particularly well.

When the artist is also from the area of interest, then the relevance of an artwork can be even greater.

Images should be licensed for use from the supplier which may be a museum, heritage organisation, image library or private individual. It is essential that you seek a legally correct licensing agreement and give appropriate attribution/credit.





Imagery – Illustration



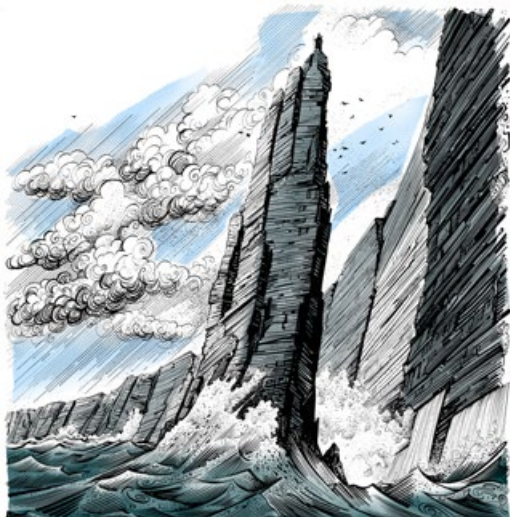
At times, the story we want to tell about a particular location cannot be represented through photography. We may want to illustrate a scene from the past or a moment from nature that cannot otherwise be captured.

At these times, illustration can be used to great effect – bringing a narrative or area of interest to life.

These are great opportunities to commission high quality, original artwork. Care should be taken when commissioning such work to ensure that the work is of a suitably high standard and that it enhances the narrative effectively and accurately.

CONSISTENCY

Wherever possible, the same illustrator(s) should be commissioned as consistency of style will add to the Wild Atlantic Way's overall graphic identity.





Contact details

To request a digital template for third-party interpretive panels or for help and advice on using this toolkit, please contact:

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Republic of Ireland

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