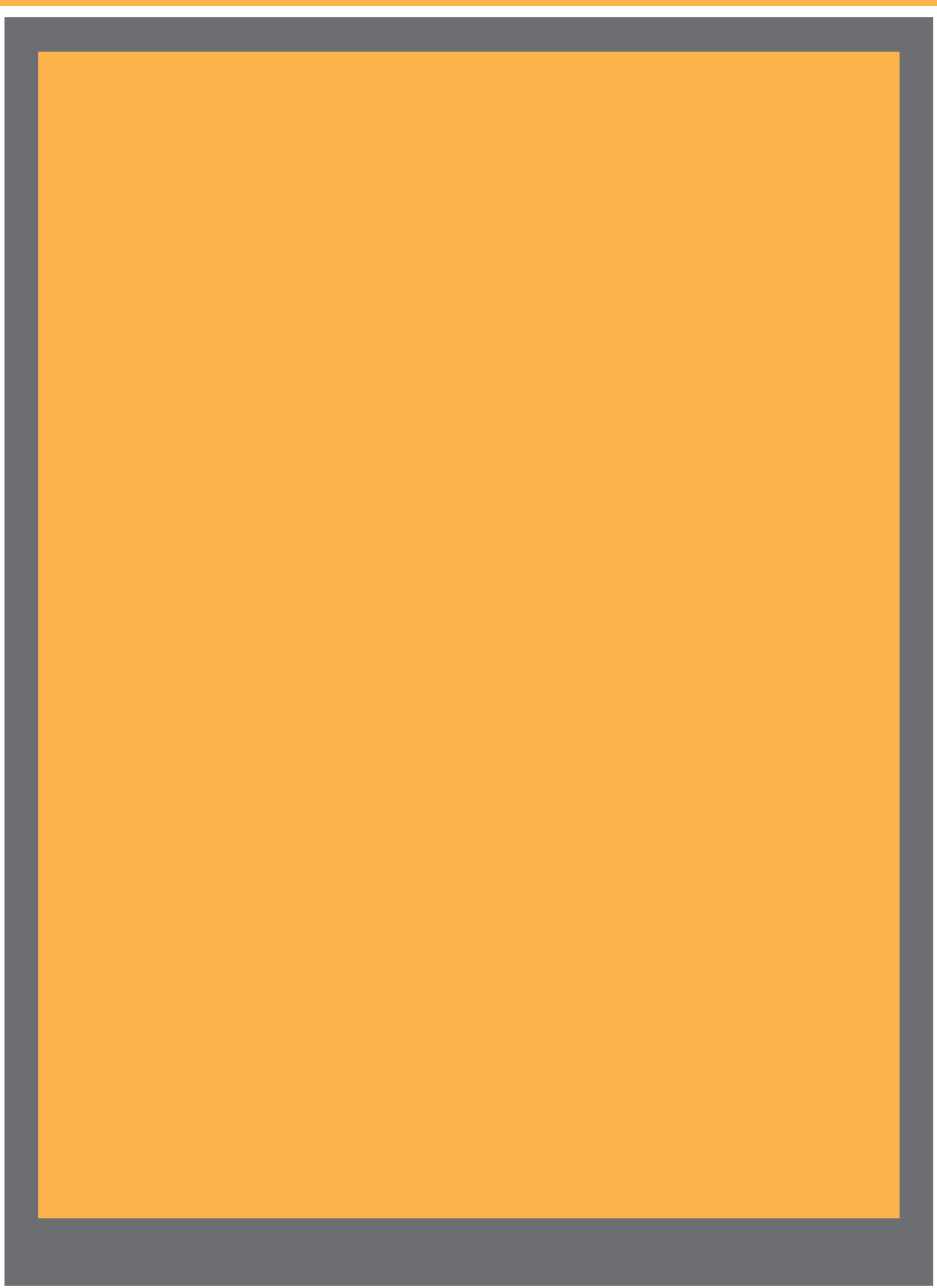




BRAND GUIDELINES



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# 1. Overview

The Dublin brand is a new expression of a rare auld thing. Conceived and carefully crafted in Dublin, our brand identity is distinctive, colloquial, upbeat and contemporary in tone.

We were inspired by the old, the new, and one Dublin resident in particular, the Swift, in creating a logo that truly represents a city that is 'A Breath of Fresh Air'.

These brand guidelines were created to give you a clear set of instructions as to how to use our logo both in print and digitally. Our brand was made with love, and we'd really love it if you kept it that way.

If you have any questions or artwork issues, please contact the Marketing Department in Failte Ireland, Dublin on [emailXXX@FailteIreland](mailto:emailXXX@FailteIreland). We'd be delighted to help you.



## 2. Logo Composition

The Dublin brand identity or logo is composed of 3 elements:

- the "Dublin" type
- the illustration of the Swifts
- the tagline - "A Breath of Fresh Air"

The logo has been uniquely created and these elements must not be altered in any way. The logo must always be reproduced from the relevant master artwork.



2.1

**CLEARANCE ZONE**

The clearance zone, as shown above, has been created to maintain the integrity of the logo and to provide adequate breathing space in implementation.



2.2

**REVERSE IDENTITY**

If you need to apply the logo in reverse, please use the above version. This uses stone, black and cool grey from our unique colour palette – see page 8 for correct values.



25mm



2.3

**MONOTONE IDENTITY**

The above version of the logo is for limited use only i.e. only when the original colour logo cannot be used. If in doubt, please contact us for further clarification on correct usage.

2.4

**MINIMUM SIZE**

The Dublin logo and tagline must always be clearly legible.

Print: the logo should never appear below the minimum width of 25mm. Please see above best practice example (in relation to other logos).

Digital: the logo should never appear smaller than the minimum width of 120 pixels.



**DON'T**

Change the proportion of any of the elements



**DON'T**

Change the colours



**DON'T**

Change the fonts



**DON'T**

Apply any effects to the logo



**DON'T**

Alter the angle of the logo



**DON'T**

Place the full colour logo on a visually busy background

2.5

**INCORRECT USAGE**

We want to ensure that our brand is applied consistently across all materials. Incorrect usage compromises our brand integrity. Please follow the above guidelines very carefully. You can't go wrong if you keep the files as they were supplied.

**IN PRINT**

**DIGITAL**

Gotham Light Title Case

Source Sans Pro Light Title Case

GOTHAM LIGHT ALL-CAPS

SOURCE SANS PRO LIGHT TITLE CASE

Gotham Book Title Case

Source Sans Pro Reg Title Case

GOTHAM BOOK ALL-CAPS

SOURCE SANS PRO REG ALL-CAPS

**GOTHAM REGULAR ALL-CAPS**

**SOURCE SANS BOLD ALL-CAPS**

3. Typography

**PRINT**

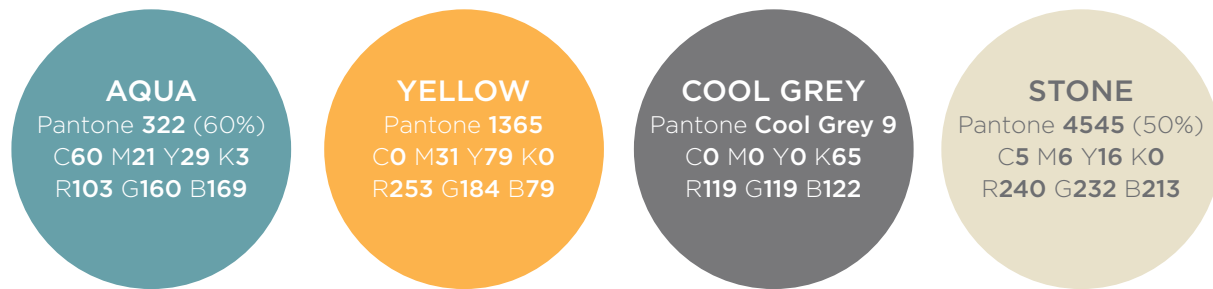
We recommend that you use the Gotham Light font family for all printed communications e.g. advertising and marketing body copy, presentations etc.

**DIGITAL**

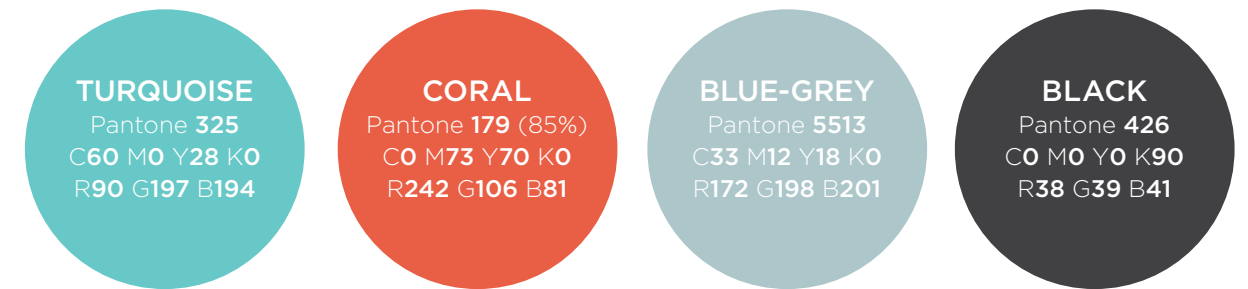
For digital communications e.g. website etc, we recommend Source Sans Pro font family.

Please note: If the above fonts are not available, and only in exceptional circumstances, please use Arial font family.

PRIMARY PALETTE



SECONDARY PALETTE



## 4. Colour

### PRIMARY PALETTE

Our primary colour palette is aqua, yellow, cool grey and stone.

### SECONDARY PALETTE

Our secondary colour palette is turquoise, coral, blue-grey and black.

Both palettes have been chosen to complement one another. CMYK, RGB and Pantone references can be found in each swatch.

NB: do not alter the colours in any way. Please refer to incorrect usage on page 6.

| Format                    | Application      | Logo use | Recommended                     |
|---------------------------|------------------|----------|---------------------------------|
| Text Document             | MS Word or Excel | Digital  | .jpg (RGB)                      |
| Presentation              | Powerpoint       | Digital  | .jpg (RGB)                      |
| Online                    | Website          | Digital  | .png<br>(24, with transparency) |
| Graphic Design/<br>Layout | Adobe InDesign   | Print    | .eps or .ai (CMYK)              |

## 5. File Formats

Please refer to the guide above to select the correct version of the logo to use in print or digitally.

Print: we recommend that you use .eps or .ai version of the logo.

Digital: we recommend that you use .jpeg or .png

## 6. Brand Dublin Tone of Voice

Whenever language is used it should reflect the core of Dublin's new positioning. In keeping with the city's informality and openness, it should be **colloquial**. Never officious or formal, it should instead be free and loose and friendly; the voice of your good-humoured friend and not your stern old headmaster. While it can be a little bit cheeky it should never be anything but courteous, respectful and well within the bounds of good taste. Our tone of voice should aim to be **distinctive**. We want our communications to stand out from the crowd (for all the right reasons) and never get into 'tourism-speak'. We should be true to Dublin and not confusable with other cities. The language and stance should also be **contemporary**. Dublin is a moving, evolving city and while it is a place with a rich history it is youthful and always in touch with the spirit of the times. Finally, language around Dublin should be **upbeat**. We want to sound like a holiday destination, not a museum or a boot-camp. Dublin is confident enough to be light-hearted and people may even expect a little wink and a smile.

**THE VOICE OF YOUR  
GOOD-HUMOURED  
FRIEND AND NOT  
YOUR STERN OLD  
HEADMASTER**

- Colloquial
- Distinctive
- Contemporary
- Upbeat





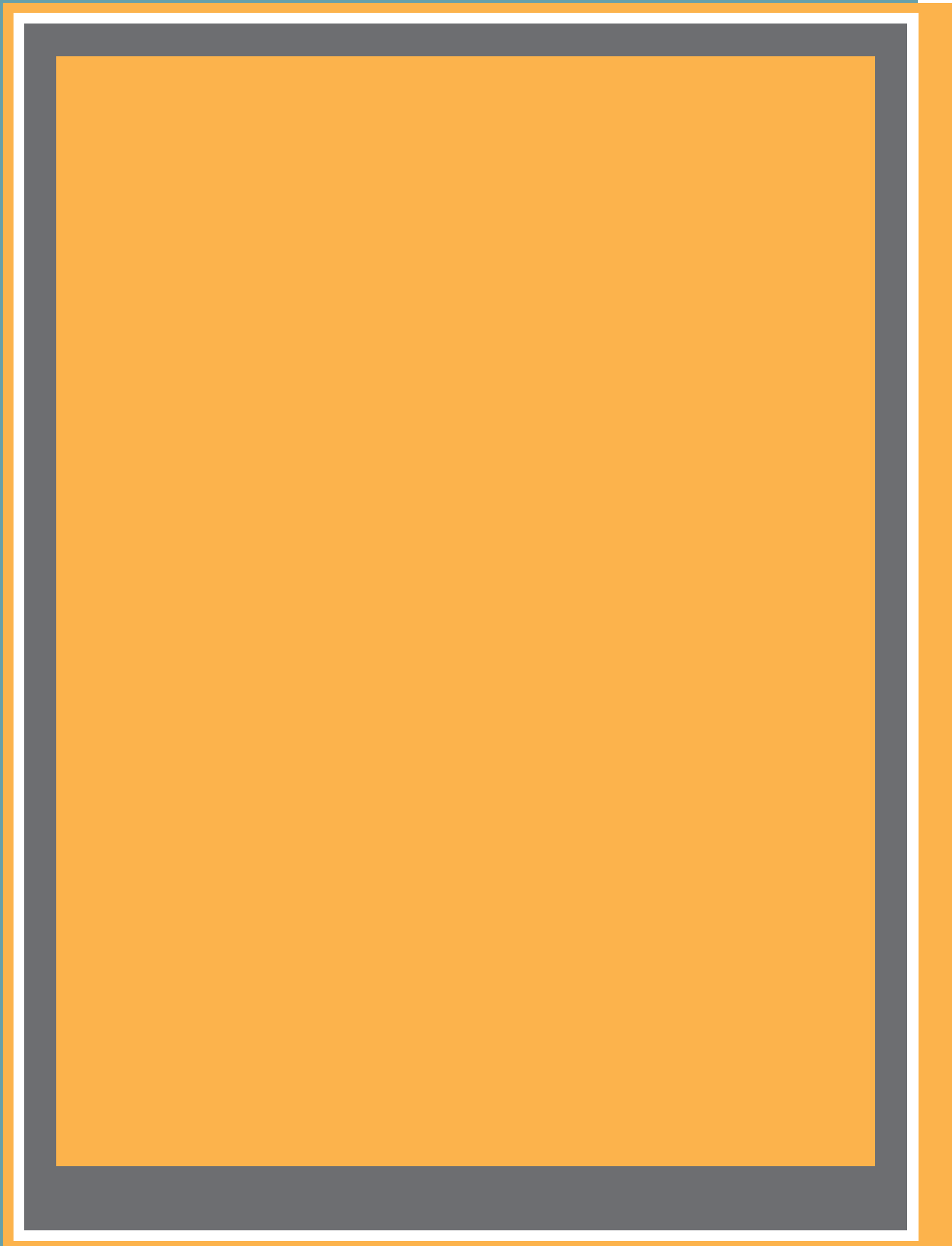
## 7. Merchandising

Above are examples of logo positioning on merchandising and promotional items. Please ensure that logo minimum size is adhered to.

The style of our logo is classic-contemporary, therefore all materials used should reflect these brand values.

White is the preferred background for the logo in this instance, however, we also have a secondary colour palette on page 9 which may suit other items.

NB: Do not reproduce any merchandise without written consent from Failte Ireland.



**THINK & SON**

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