Ireland’s Hidden HEARTLANDS

BRAND IDENTITY ESSENTIALS GUIDE

Glencar Lake, Co. Leitrim
ABOUT THIS GUIDE

This guide provides you with a quick overview of Ireland’s Hidden Heartlands Brand Identity and its relevant assets. It covers all the details you need to get started!
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BRAND PROPOSITION

Explore the lush green heartlands of Ireland’s natural rural beauty...

where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara Breifne Way.

An Sibín Riding Centre, Co. Clare
OUR BRANDMARK

Our brandmark consists of a symbol and logotype set within specific proportions and relationships. The brandmark should never be altered or recreated in any way. Whenever possible the full colour version of the brandmark should be used. Single colour versions may only be used in special circumstances. Please ensure you only use the master digital artworks supplied.
The Ireland’s Hidden Heartlands brandmark is available in four languages for regional usage. The same usage guidelines apply to the alternative language versions as they do to the English Version as featured in these guidelines.
BRANDMARK APPLICATION

MINIMUM CLEAR SPACE
When applying Ireland’s Hidden Heartlands brandmark, a clear area should always be maintained. The minimum distance is the ‘x’ height of the Ireland’s Hidden Heartlands characters illustrated below.

MINIMUM SIZE
When applying any version of the Ireland’s Hidden Heartlands brandmark it should not appear at a size of less than 30mm across, as indicated below. The logo size should always be specified by its width.
CORRECT/INCORRECT USAGE

Correct application of our brandmark is vital for consistent and meaningful communications. It is important that no alterations are made to the brand and the correct versions of the logo are used where applicable.

DON’T swap or change the order or proportion of the brandmark elements

DON’T remove any elements from the brandmark

DON’T change any colours within the brandmark

DON’T sit the brandmark on low contrast or clashing colours

DON’T stretch or squash the brandmark proportions

DON’T stack the brandmark in any situation

CORRECT unaltered brandmark
COLOUR PALETTE

Our colour palette takes inspiration from the vibrant green tones reflected in our landscape. We also take inspiration from the blues of our waterways for the accent blue colour.

When choosing colours outside of the primary colour palette please make sure colours are complimentary to the photography used or subject matter discussed.

Note: The brand colours should not be altered in any way from these guidelines. While reference Pantone colours are provided, the brandmark suite is provided in CMYK colour and will meet the majority of print requirements.
TYPOGRAPHY

Our fonts have been selected to reflect the warm and vibrant nature of Ireland’s Hidden Heartlands and should be used in all communications for consistency.

Primary Font:
Aller

Aller is a font family with a unique design and warm tone of voice, reflecting the regions relaxed rural lifestyle.

Secondary Font:
Neutra Text

Neutra Text is an elegant and contemporary sans-serif typeface, with a wide range of weights, perfect for supporting text.

HEADLINES
Sub-Heads

<table>
<thead>
<tr>
<th>Bold</th>
<th>ABCDEFGHIJKLMNOPQRSTU VWXYZ 123456%&amp;!</th>
</tr>
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<tr>
<td>Light</td>
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</table>

Body copy Headings
Body copy
Highlighted body copy

<table>
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</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
PHOTOGRAPHY

Our photography library contains a rich mix of beautiful landscapes, vibrant townscapes and numerous family activities that feature in our region.

For access to this library please visit: www.failteireland.ie/irelandshiddenheartlands
THANK YOU

For further information on Ireland’s Hidden Heartlands please visit:
www.failteireland.ie/IrelandsHiddenHeartlands