



Fáilte Ireland
National Tourism Development Authority

Dublin®
A Breath of Fresh Air

VISIBILITY TOOLKIT





Dublin[®]

*A Breath of
Fresh Air*



CONTENTS

INTRODUCTION

BRANDING YOUR ENVIRONMENT

INTEGRATING THE BRAND IN PRINT

INTEGRATING THE BRAND ONLINE

INTEGRATING THE BRAND IN VIDEO

THE BRAND IN ACTION

RESOURCES FOR YOUR BUSINESS

CONTACT US



#LOVEDUBLIN



INTRODUCTION

As a result of the Grow Dublin Taskforce, established by Fáilte Ireland, a new brand, capturing Dublin city and county's unique appeal for visitors was developed and launched at the end of 2015.

In order for the brand to grow in stature and influence, it is critically important that tourism businesses in Dublin city and county embrace the brand, present it consistently and deliver on its promise.

The brand is designed to breathe a breath of fresh air into Dublin marketing and communications. This means exciting the visitor with new and stimulating experiences, from the rich culture of a vibrant city centre to the freedom and adventure you'll find among the mountains, seascapes and lively coastal towns. The objective is to convey the message that Dublin is wonderfully different to any other city and breathes new life into whoever visits.

The Dublin brand is for all Dublin businesses to use and this toolkit has been developed by Fáilte Ireland to make it easy for you to integrate the Dublin brand into your own marketing communications. A lot of thought has gone into providing examples to inspire you and making the guidelines as simple and easy to use as possible. Their purpose is to help you produce communications material that is consistent in look and feel and ensures we present Dublin in an engaging and motivating way.

We hope that you will find the brand toolkit useful, and if you have any questions, please do not hesitate to contact us on Dublin@failteireland.ie.



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BRANDING YOUR ENVIRONMENT

Here is some inspiration on how you can incorporate the brand identity into your business's environment.

INTERIOR WALL DECAL STICKER



WINDOW DECAL STICKERS



FLOOR DECAL
IN HOSTELS
OR TOURISM
OFFICES



SCREENSAVER IN
A HOSTEL OR
TOURIST OFFICE
THAT ENCOURAGES
PEOPLE TO FIND
OUT MORE





PROMOTIONAL SIGNAGE
THAT CAN BE PLACED
AT EVENTS OR AT AN
INFORMATION STAND



A PROMOTIONAL PIECE
CAN TURN AN EVERYDAY
OBJECT INTO SOMETHING
NEW AND EXCITING

INTEGRATING THE BRAND IN PRINT

DUAL BRANDING PRINT

When designing your point of sale and print collateral, please consider using an image from www.irelandscontentpool.com. There is a vast range of images to choose from here covering urban, sea and mountain scapes.



MAKE A SPLASH IN DUBLIN CITY

See Dublin in a surprising new way on the Viking Splash Tour. Learn about the city's rich heritage and let our Viking guide show you the exciting sites and scenes of the vibrant capital.

Visit vikingsplash.com



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SEE DUBLIN'S WILD SIDE

Drop by some of Dublin's most surprising residents at their home in Dublin Zoo.

visit www.dublinzoo.ie

DUBLIN
ZOO


It would be best if the image could fill two thirds of the layout. Here are examples for reference that incorporate the image, lock-up and the brand essence in the copy.




TAKE A STROLL THROUGH HISTORY

Enjoy Trinity's vibrant yet historic campus. Stroll through the centuries as you take in the charming Campanile, iconic Book of Kells and cutting-edge Science Gallery. A contemporary centre of learning, steeped in Dublin's history and charm.


Visit www.tcd.ie



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin



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TREASURE DUBLIN'S RICH HISTORY

The treasures of the National Museum of Ireland offer an enriching experience during your Dublin trip. Refresh your knowledge of history with artefacts from 7000BC to the present day in the beautiful architectural surrounds of our seven galleries.

Visit www.museum.ie

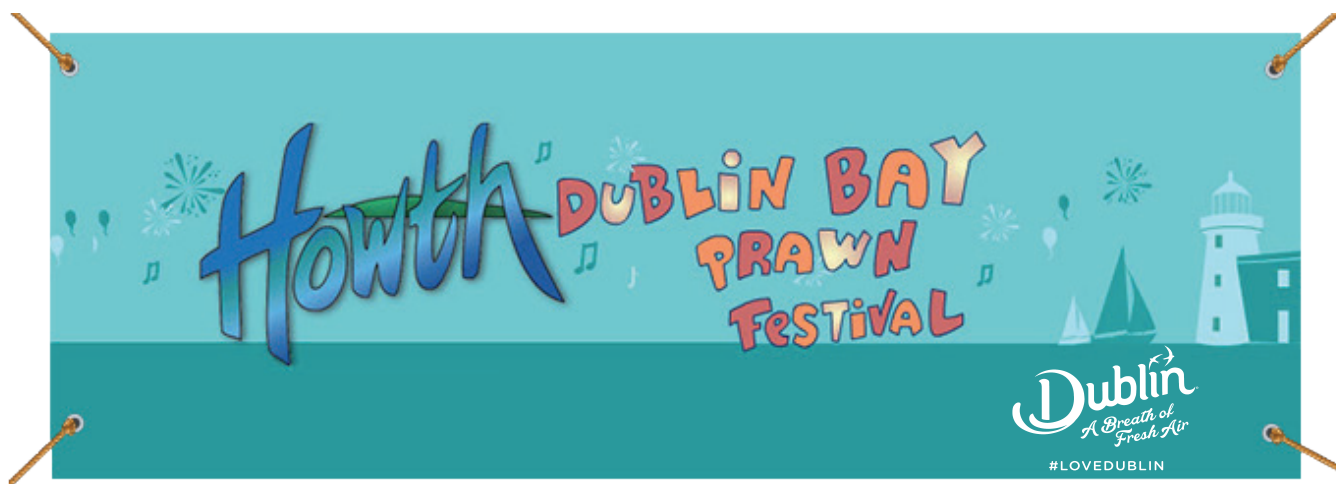
museum
National Museum of Ireland
Ard-Mhúsaem na hÉireann



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EVENT BANNERS

If you are creating event banners, here is an example of how you can integrate the Dublin brand and the event brand.



EVENT DISPLAY FLAGS

The brand can be incorporated into flags, event banners, bunting and tear drops that can be used throughout events. An example of this can be seen below.

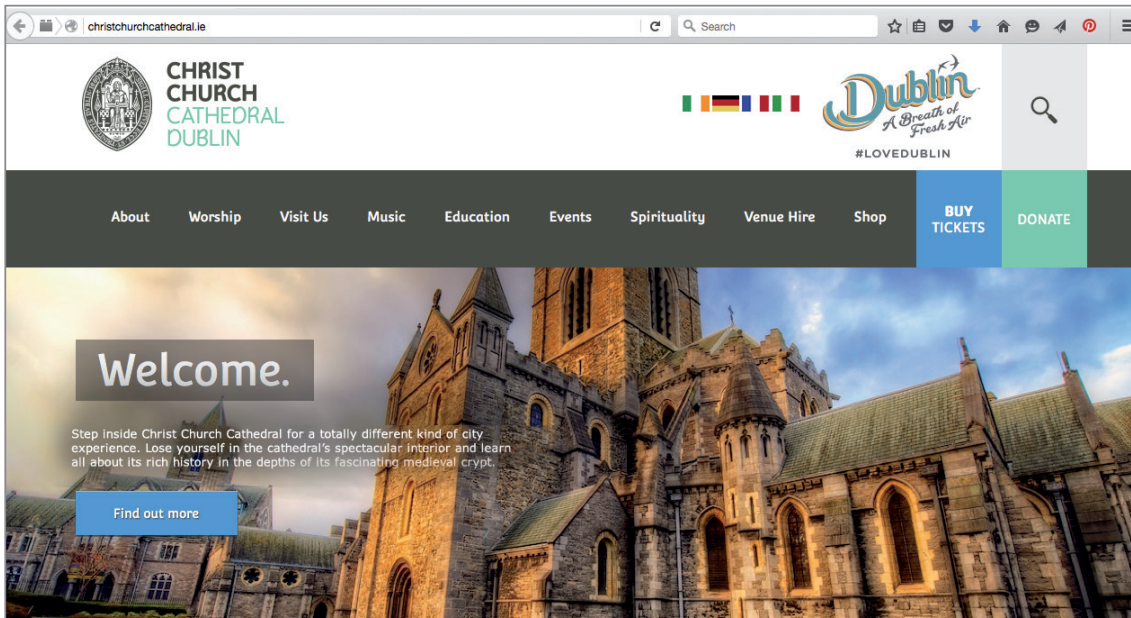


INTEGRATING THE BRAND ONLINE

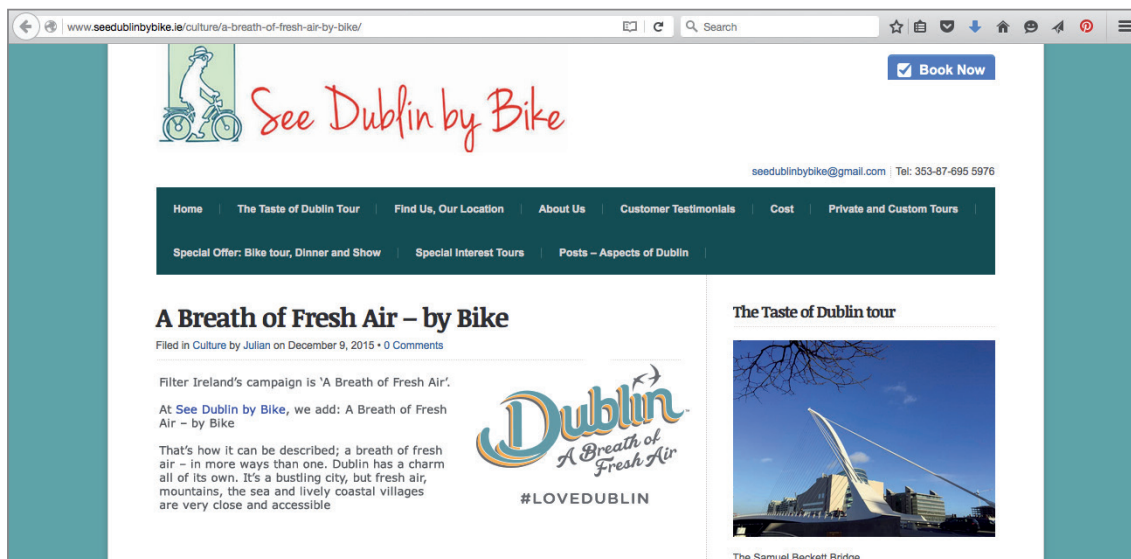
WEBSITE

Here are two examples of how you might use the brand lock-up on your website and bring the brand essence to life through copy. You can work it into the body of the page or where you think it will work best with the content. Please choose the colour that stands out best.

LOCK-UP IN THE HEADER



LOCK-UP ON WEBSITE PAGE



SOCIAL

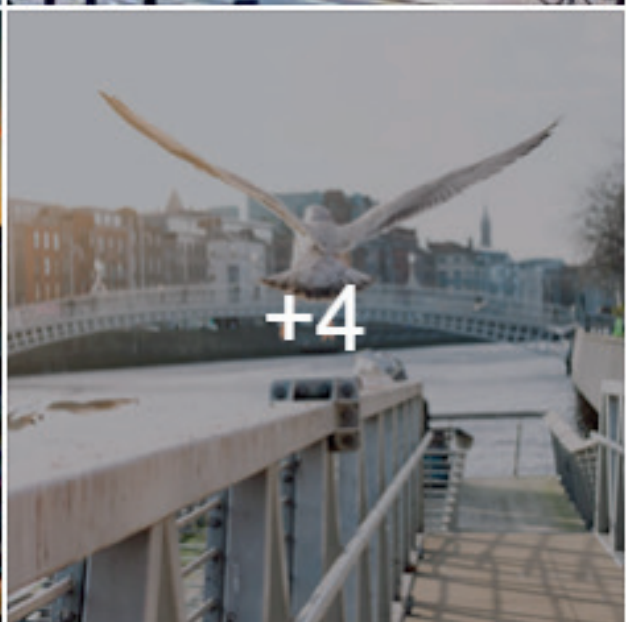
Here you can see an example of the brand and **#lovedublin** being used prominently in a social post. Both the image and the content of your post should bring the brand to life and should be vibrant, surprising and exciting.



Visit Dublin added 7 new photos to the album **Dublin as seen by you...** — with **Lisa Dublin** and 2 others in **Dublin, Ireland**.

Published by Failte Ireland [?] · 8 March at 11:23 ·

In the life of Dublin, as seen by you...doesn't Dublin look beautiful?



+4

INTEGRATING THE BRAND IN VIDEO

VIDEO OPENING & CLOSING FRAME

If you are creating a piece of video content, please try to incorporate the identity on the opening frame along with your own branding. On the opening frame, please use the monotone or full colour identity lock-up if possible. You can use the end frame in the second example if you need to end the piece with 'Dublin. A Breath of Fresh Air.'



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THE BRAND IN ACTION

Here are some examples of advertising creative from our London and Dublin campaigns, October 2015.



RESOURCES FOR YOUR BUSINESS

The Content Pool is a resource in Fáilte Ireland's website that hosts thousands of quality images and video clips that are free for you to use. Just register on www.irelandscontentpool.com, search for the type of image you want and download. You can even set up your own collections for quicker access to images that you want to use. It's that easy.



IMAGE CONTENT

Here are the two examples of how to place the monotone and colour lock-up over an image. This would work well on a social media post. Please use similar placement to examples shown.



CONTACT THE DUBLIN TEAM

If you have any queries about the brand or wish to request the artwork you can reach us at Dublin@failteireland.ie or contact any member of the team directly on;

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For further information and links to the Content Playbook, which contains imagery and videos that are free for you to use, please log on to www.failteireland.ie/dublin







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