



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

3rd Party Brand Usage Guidelines





The Wild Atlantic Way on Ireland's west coast leads you through one of the world's most dramatic coastal landscapes, a landscape on the edge of Europe that has shaped the development of its people, communities and settlements, a landscape that has inspired its own particular language, literature, art, song and dance. It's a place of many natural features - seascapes, sea-life, cliffs, mountains, glens, loughs, trails and pathways. It's a place to experience nature at its wildest, a place to explore the history of the Gaels and their religion; a place to experience great events, great food and drink, great music and the craic.



Statement of use

These guidelines have been established to help you understand usage of the Wild Atlantic Way brand. The Wild Atlantic Way is a registered trademark and may be used by qualifying industry partners in marketing materials provided they follow the guidelines governing its use. For further information about use of the Wild Atlantic Way name and trademark please contact: waw@failteireland.ie

Qualifying Industry Partners

Qualifying industry partners take the following format:-

A. Irish Tourism Providers

Approved Irish tourism businesses located along the route of the Wild Atlantic Way or on the seaward side of the route. Businesses located on the inland side of the route will only be considered eligible to use the brand if they are within very close proximity of the route and they can demonstrate that they offer a true Wild Atlantic Way experience.

The further a business is away from the Atlantic, from views of the Atlantic, or from a Wild Atlantic experience, the more 'off-brand' they become. In order for the reputation of the Wild Atlantic Way to take hold in the crucial formative years of the project, it is very important that the brand is limited to those businesses that can best represent a Wild Atlantic experience for visitors.

A Wild Atlantic Way experience is one which:

- Embraces the wild and rugged nature of their location;*
- Focuses on where the land meets the sea along the Atlantic coast; and*
- Tells the story of how the Atlantic has shaped and influenced their product or offering.*

Businesses must be able to demonstrate how they have structured their offering, their story, and their internal and external communications in order to embody the above experiences and hence qualify for use of the Wild Atlantic Way brand. It must stay true to the brand in terms of being rugged, unspoilt, intriguing, challenging, adventurous, resilient and independent. Irish Tourism Providers are businesses that cater for both the domestic and international visitor e.g. attractions, activity providers, accommodation, restaurants etc.

*In the case of **accommodation** establishments, these must be approved by Fáilte Ireland and must be located directly on the Wild Atlantic Way route (see pages 24-28), on the seaward side of the route, or within very close proximity of the route on the inland side. In order to use the logo they must clearly demonstrate that they are catering for those visiting the Wild Atlantic Way and are providing programmes which include a Wild Atlantic Way experience e.g. a boat trip.*



Statement of use cont.

Irish Tourism Providers with queries on the above qualification criteria can e-mail waw@failteireland.ie.

B. Festival and Event Organisers

Festival and events which celebrate and embrace the wild coastal landscapes and seascapes of the Atlantic or give the visitor an opportunity to experience the culture of the area along the Wild Atlantic Way. This needs to be evidenced in their programming and marketing to qualify for use of the Wild Atlantic Way brand.

C. Incoming Tour Operators

Irish incoming tour operators that are fully bonded and programme a dedicated Wild Atlantic Way tour that includes a substantial portion of the official Wild Atlantic Way route and programmes offerings that stay true to the brand values and attributes (see p.10) of the Wild Atlantic Way, may qualify for use of the brand. Accommodation providers listed in these programmes must be Fáilte Ireland approved. For further information please contact: waw@failteireland.ie

D. Overseas Tour Operators

Overseas tour operators and agencies that are fully bonded and programme a dedicated Wild Atlantic Way tour that includes a substantial portion of the official Wild Atlantic Way route and programmes offerings that stay true to the brand values and attributes (see p.10) of the Wild Atlantic Way, may qualify for use of the brand. Accommodation providers listed in these programmes must be Fáilte Ireland approved. For further information please contact: waw@failteireland.ie

E. On-line Travel Agencies

Online travel agencies that are fully bonded and programme a dedicated 'Wild Atlantic Way tour that follows the official route of the Wild Atlantic Way, and programmes offerings that stay true to brand of the Wild Atlantic Way in their wildness and ruggedness may qualify for use of the brand. Accommodation providers listed in these programmes must be Fáilte Ireland approved. For further information please contact: waw@failteireland.ie

Agreement

In using the Wild Atlantic Way brand the tourism business agrees to abide by the directions and boundaries detailed in this Wild Atlantic Way Brand Toolkit.



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CONTENTS

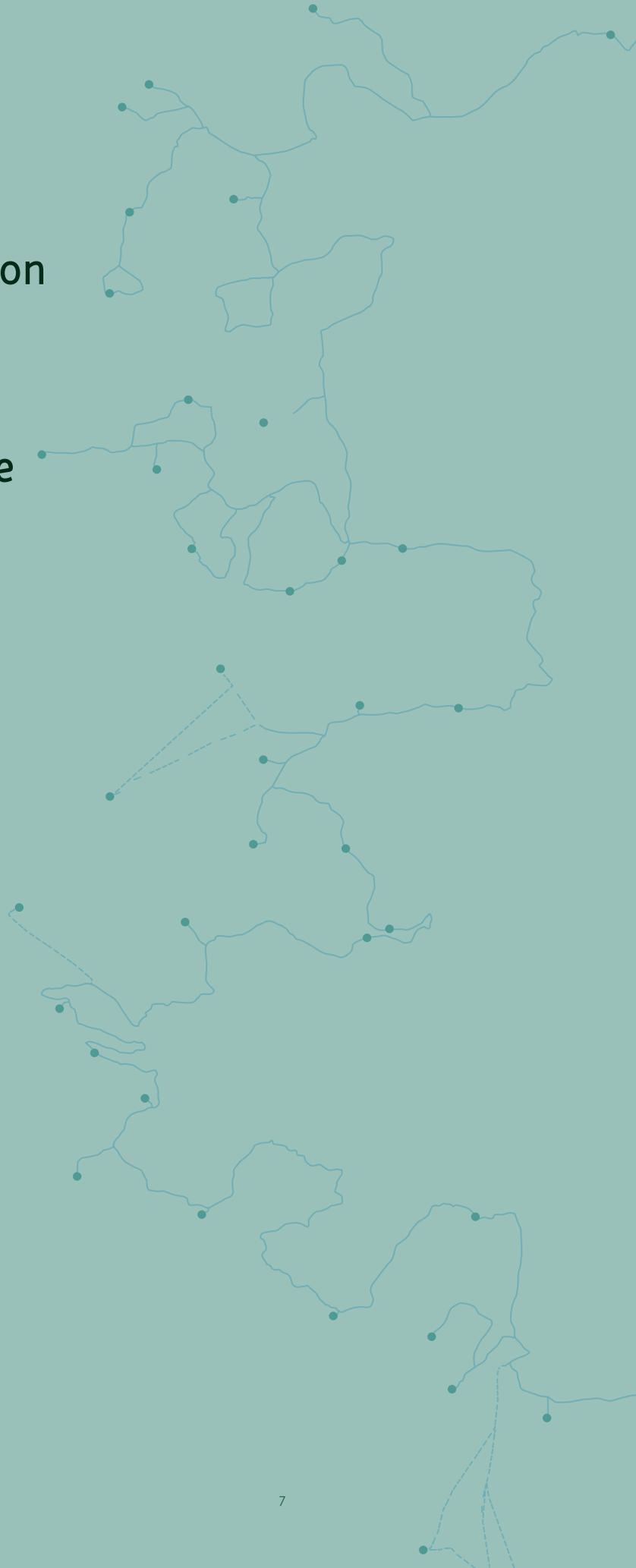
01 Brand Proposition

02 Logotype

03 Colours

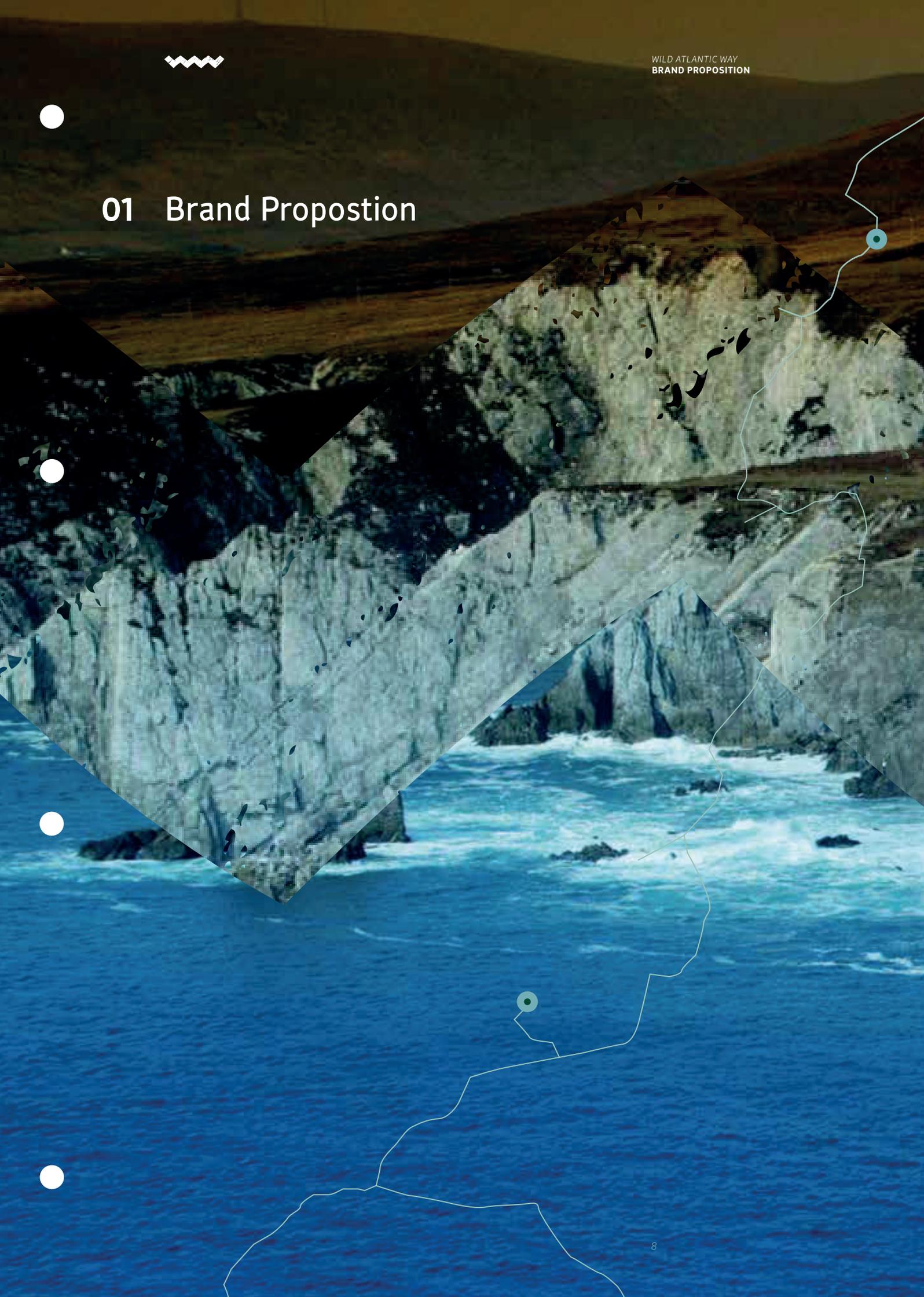
04 Image Language

05 Routes





01 Brand Propostion





Language

WILD
NATURAL
RUGGED
CHALLENGING
INDEPENDENT
EXCITING

Seeing and exploring the wild landscape and seascape
Exploring the settlements along the way
Experiencing and participating in events
Exploring the culture of the people
Driving the roads on the edge of the wild seascapes

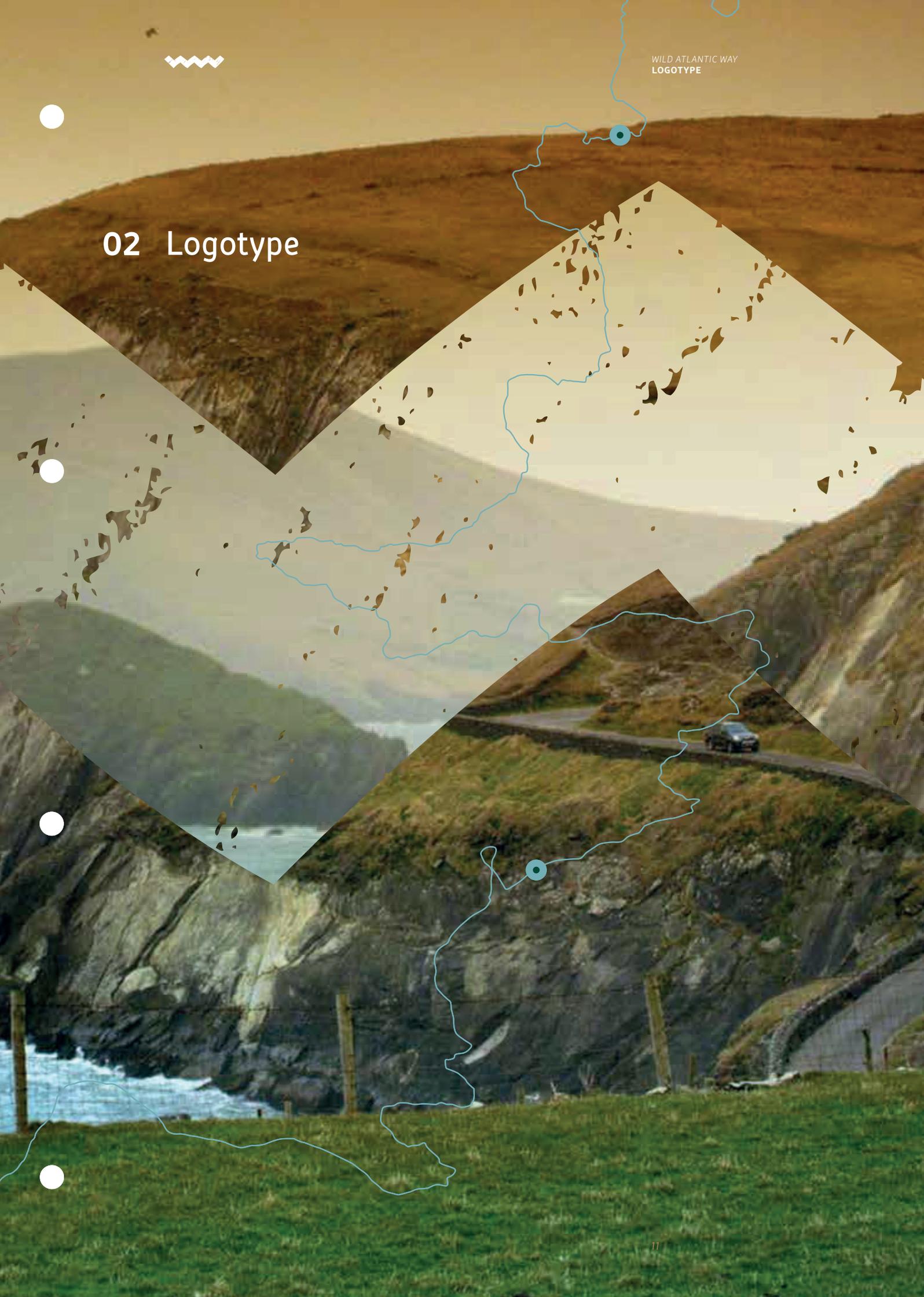


Brand Pyramid





02 Logotype





Logotype



Black

WILD ATLANTIC WAY
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Minimum size



White on black



Logotype – *Irish & colour*



Colour
Pantone:
3155C
560c

12.5mm



Minimum size



White on black



Logotype



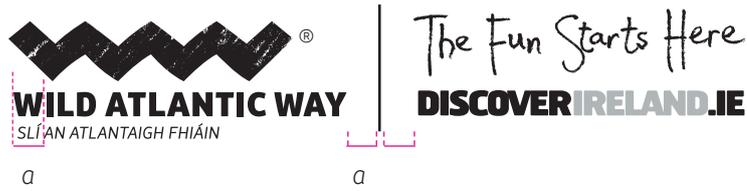
Incorrect usage

The logo cannot be stretched, squeezed, used in several colours or be outlined.

The original make up of the mark and text must never be altered.

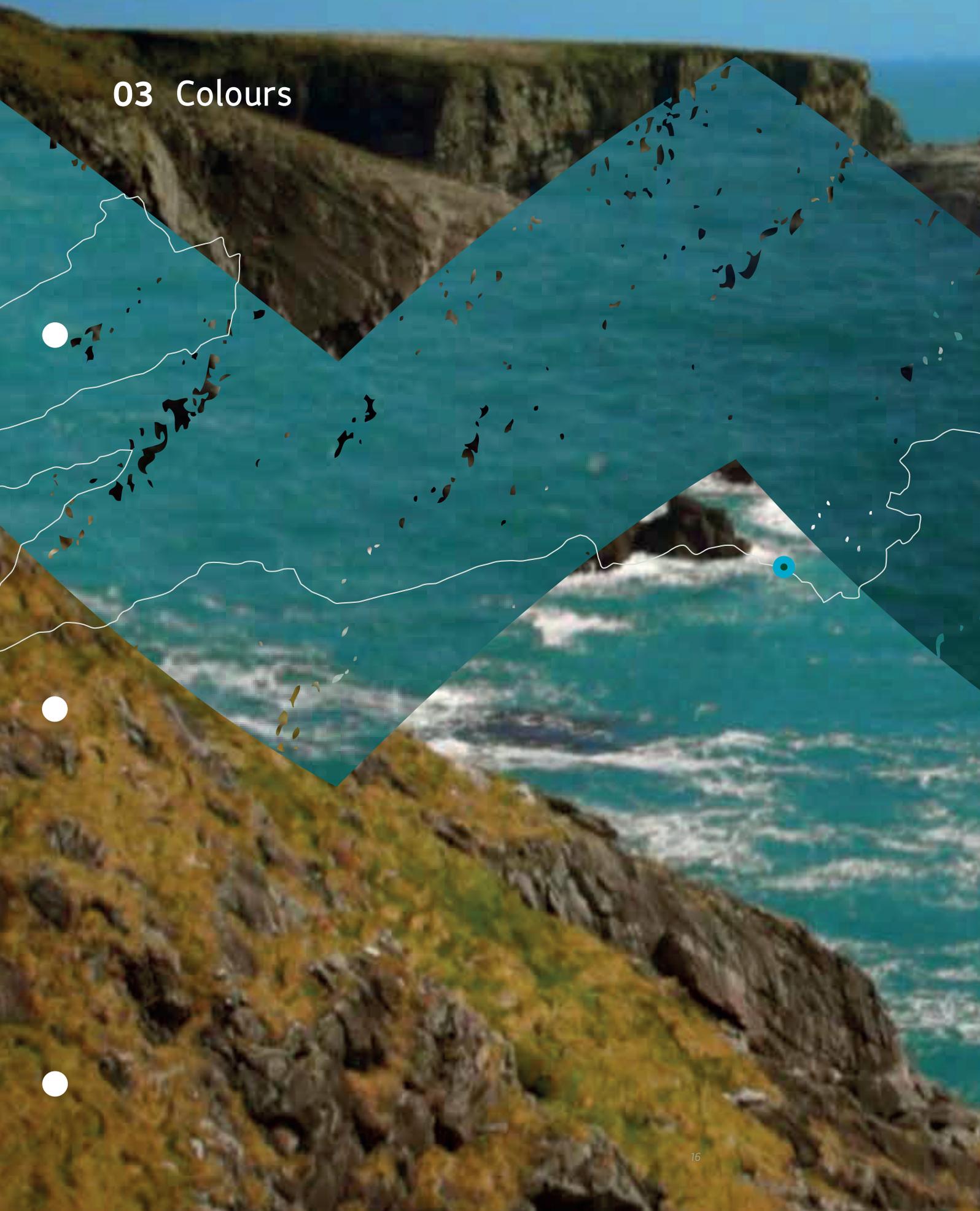


Logotype





03 Colours





Colours



Colour Description

The colours are taken from the landscapes and seascapes of the Wild Atlantic Way.

The colours for the Wild Atlantic Way are as infinite as the landscape they are taken from.

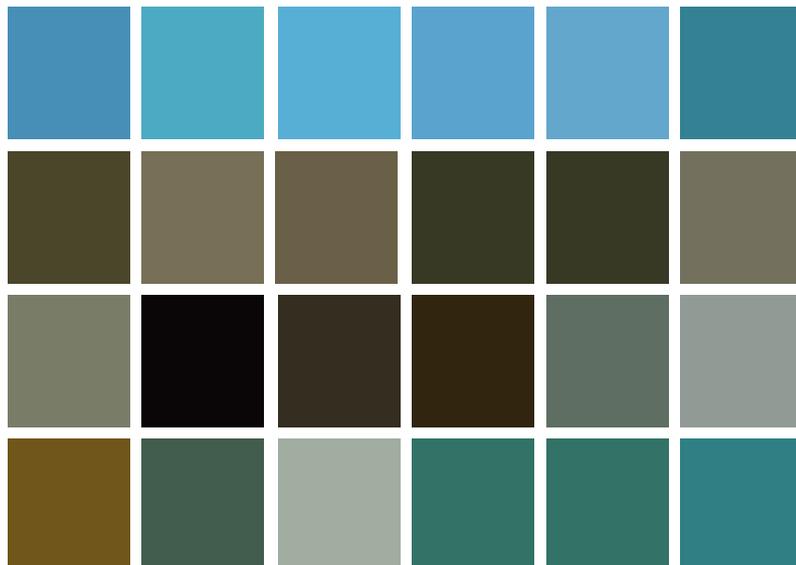
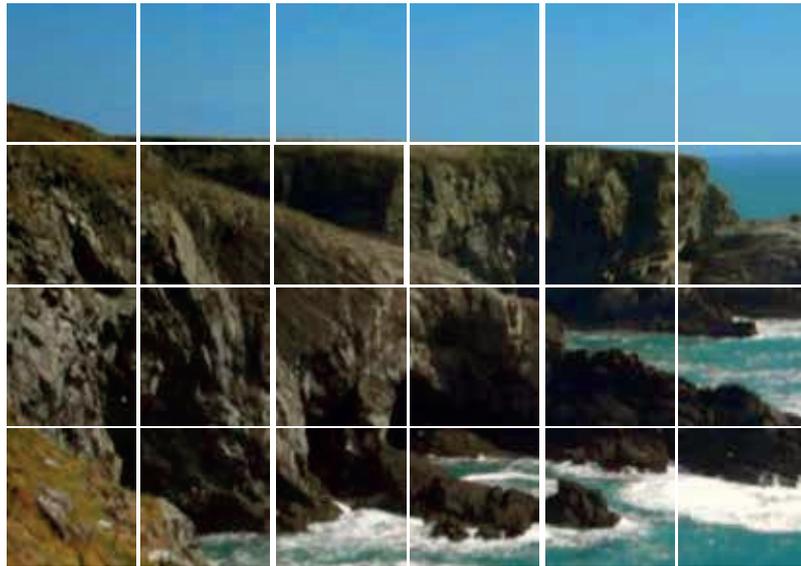




Colours

Primary palette

PANTONE 560	PANTONE 3155	PANTONE 5665	PANTONE 5493
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04 Image Language





Image Language

WILD
NATURAL
RUGGED
EXCITING

All images used should be true to the brand of the Wild Atlantic Way and reflect the brand essence and values and the language of the brand.

The above should be reflected in the photography used on any materials.

The Wild Atlantic Way requires quality beautiful photography.

Images may be a mix of Macro, Micro, People Portraits and Crafts reflecting the wild landscape and seascapes, settlements along the way, events and culture of the area.

Please avoid standard stock library images.



Image language

Photographic style – Macro





Image language

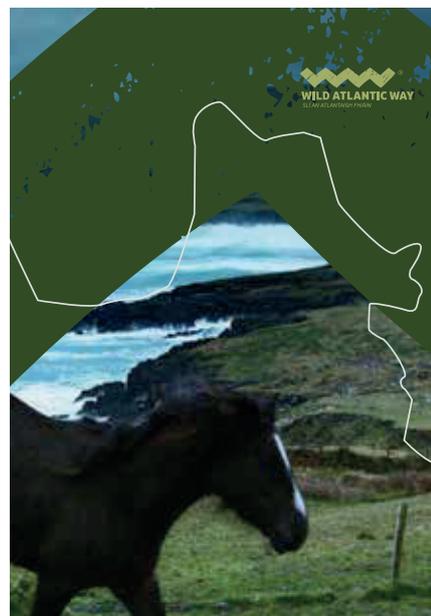
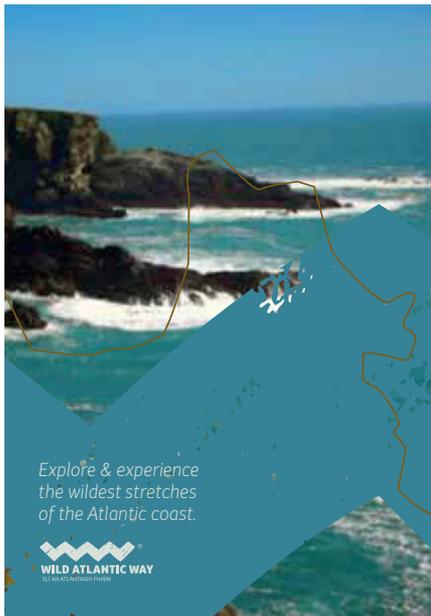
Photographic style – Micro

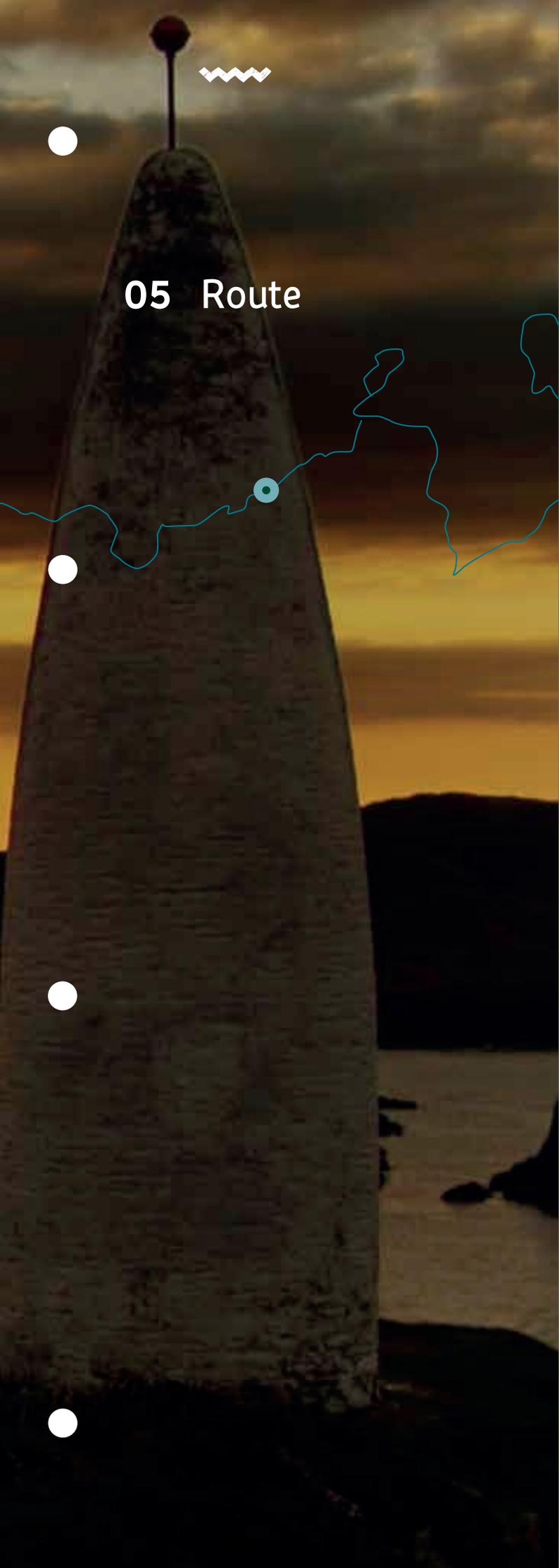




Image language

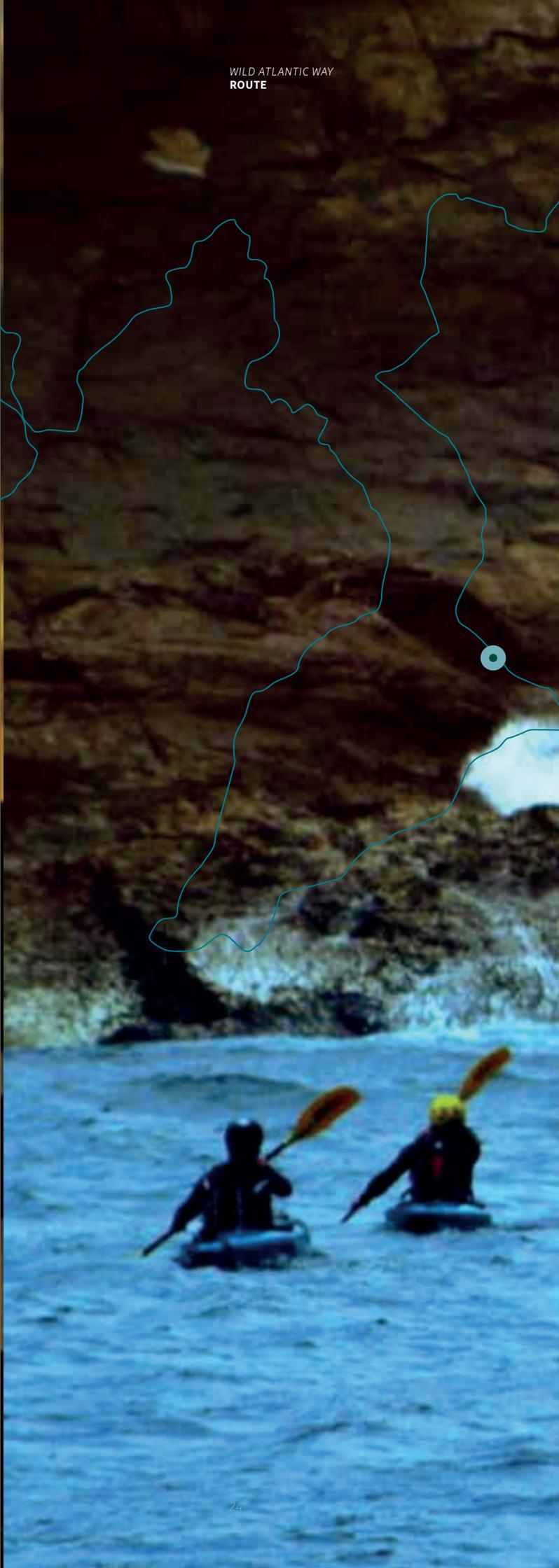
Examples





05 Route

WILD ATLANTIC WAY
ROUTE





Master Route





Route – Donegal, Leitrim & Sligo





Route – Mayo & Galway





Route – Clare & Limerick





Route – Kerry & Cork





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FOR FURTHER INFORMATION
on the Wild Atlantic Way please
email waw@failteireland.ie