Dublin Brand Toolkit

Contents

What's in these guides

Please note, the images used in these guides are for demonstrative purposes only and should never be used for commercial purposes.

Introduction

The Dublin brand is about championing the personality of Dublin, translating its essence into a coherent and recognisable visual language that will help us promote Dublin as a whole.

It makes us distinctive, memorable, and different from other destinations, in the eyes of the potential visitor. It promises a unique kind of travel experience. It guides expectations of what travellers will see and do, and importantly, how they will feel when exploring Dublin.

Our brand distills Dublin's defining characteristics and personality into a simple and moving story about us, as a destination and as a people. It is a rallying cry that inspires all of Dublin's tourism industry to strengthen their resonance with travellers.

The brand is owned and realised by everyone in the tourism industry in Dublin. It will only be with all of your support in helping us to build a solid and inspiring brand that we will succeed in reaching our full potential as a tourism destination and help achieve growth in visitor revenue and volume as a world class European capital. That is the role of these guidelines: to maintain the distinctiveness of Dublin's voice, its look and feel, and at the same time giving you the power to help build on our brand with the richness of your own stories.

We are excited to share our Dublin Brand Toolkit with you and we will provide ongoing updates, resources and assets.

SECTION 01

The Dublin brand

Our brand proposition & how it applies to your business

Fáilte
Ireland

Dublin

Surprising by Nature

Dublin is the vibrant capital city bursting with a variety of surprising experiences—where city living thrives side by side with the natural outdoors.

This is the proposition our brand is built around.

Ours is a vibrant city, where culture and nature join forces in a range of diverse and exciting experiences explored at your leisure. Historic cathedrals and galleries sit proudly amid a thriving metropolitan food and drinks scene beloved for an authentic Guinness and outstanding seafood. Embraced at its edges by natural beauty, you can unwind in serene coastal villages, scale rugged mountains to admire sprawling city views, or dive straight in with wakeboarding, zip-lining, mountain biking and more.

Sound good? Well, the next few pages will help you weave this into your specific business or sector.

How does this apply to my business?

So what makes Dublin such a surprising city? Or, more specifically, what is it about your businesses that make it so?

In essence, it's the unexpected nature of the place; a city that doesn't always align with its own stereotype that makes it so surprising. Sometimes a large town, sometimes a small city, the true identity of Dublin's urban space has the ability to catch you off-guard—to surprise you—even if you're a local.

It's the way the city's historical soul sits side by side with its emerging modern culture, in striking contrast, but never at odds.

The raw creative expression in the street art that emblazons the sides of our buildings, and the famous expressionism of the world's best-known painters in our National Gallery.

The curious angles of the contemporary architecture happily sharing streets with Georgian townhouses, Dublin Castle and a post office that oversaw the birth of a nation.

You can find it on the waters of Killiney Bay, calmly overlooked by Dalkey island's Martello tower, or strolling with some fish and chips along the 200 year old harbour of Howth.

Or by mixing the underground of a resurgent Irish music scene with world-class performances at our National Concert Hall.

Discover it where 5-star restaurants lay hidden, or restore yourself with the same hearty meals eaten by those who built the city, unchanged and unapologetic.

Float with it by kayak up the Liffey and drink it up in a pub that's over 800 years old, all in the same day. Yes, the surprising nature of the city is everywhere, living through your businesses, and this is what we want to share with the world.
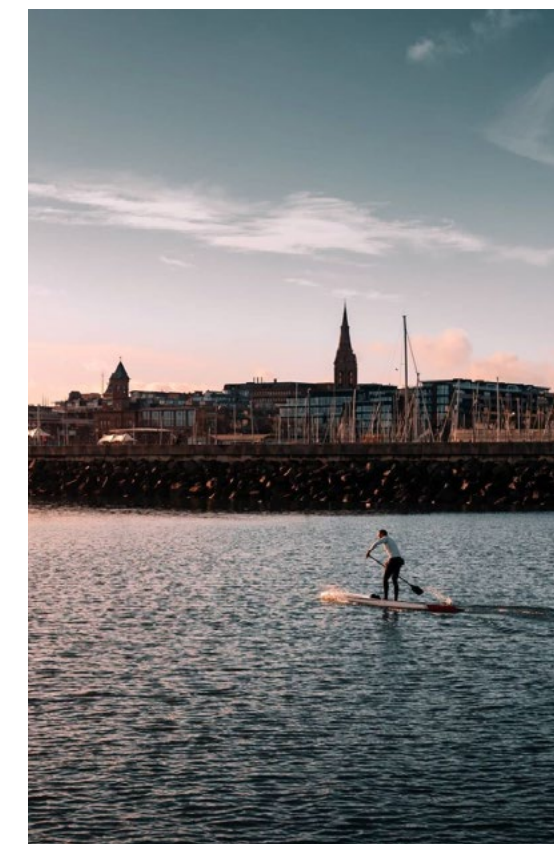
Experience & Explore

VISITOR ATTRACTIONS, TOURS AND ACTIVITIES

An ancient manuscript crafted by monks, the tomb of a Norman warlord, and a bar with panoramic views of the city from the clouds: Dublin is not short of unexpected activities to fill a visiting itinerary.

Wander through the historical campus of Trinity and soak up the heritage or saunter down to the Docklands and discover the Irish Emigration Museum, EPIC, in every sense. Go for a hike up into the mountains or brave a paddle out into the bay.

Listen to live music from the comfort of a snug or travel back in time and encounter the medieval city's rich past at Dublinia. Dublin has a vast array of experiences with so much to savour in the iconic city or just on the outskirts you won't know where to go next.

Sip & Savour

FOOD AND DRINK

Potatoes? Irish stew? How about Asian quail grilled with radish, mango and coriander from a 5-star restaurant? Dublin is the ultimate foodie destination.

With top-class restaurants serving their take on fresh local dishes, and a drinks culture that's famous the world over, there is an astonishing range of tastes ready to tingle your taste buds right across the county.

From enjoying a famous Teddy's ice cream just off Dún Laoghaire Pier, to a mouthwatering dining experience at Francesca's Restaurant at Brooks Hotel, there is no end to the variety of amazing flavours.

Snooze & Slumber

HOSPITALITY

Do you prefer your hotels steeped in history, or a touch more contemporary? A hotel that hosted the drafting of Ireland's first constitution, or one that has Netflix in the bedroom and a cocktail bar on the roof? Why not do both?

Dublin is filled with luxurious havens and exciting retreats where you can rest, relax and recharge at your own pace.

Whether you prefer to stay in the hub of the city or out in the lively coastal villages, you can find the perfect place to catch forty winks or hit the hay. Step out onto Stephen's Green amidst the city hustle, or rouse yourself to meander into Malahide Village for a stroll along the shore.

SECTION 02

Photography guide

A guide to choosing & capturing imagery

Please note, the images used in these guides are for demonstrative purposes only and should never be used for commercial purposes.

Sure, isn't Dublin only gorgeous?

Our photogenic city. True, it's not all blue skies and perfect symmetry, but therein lies the beauty, the unpredictability, it's unexpected nature.

It catches you off guard: a flash of the Pepper Canister Church as you pass Merrion Square, a glimpse down the exuberant vista of Dame Lane bursting with life, a stretch of rugged coastline as you emerge from a tunnel on the Dart.

The purpose of this section is to provide you with a helpful and easy way to select

and capture imagery that reflects both our city and our brand—and that differentiates us from typical tourism imagery.

This section can help you align your marketing efforts with that of our brand. If all our images share a common thread, a united and recognizable look and feel, we can build an immediate and impactful visual language to promote our city as a powerfully alluring destination.
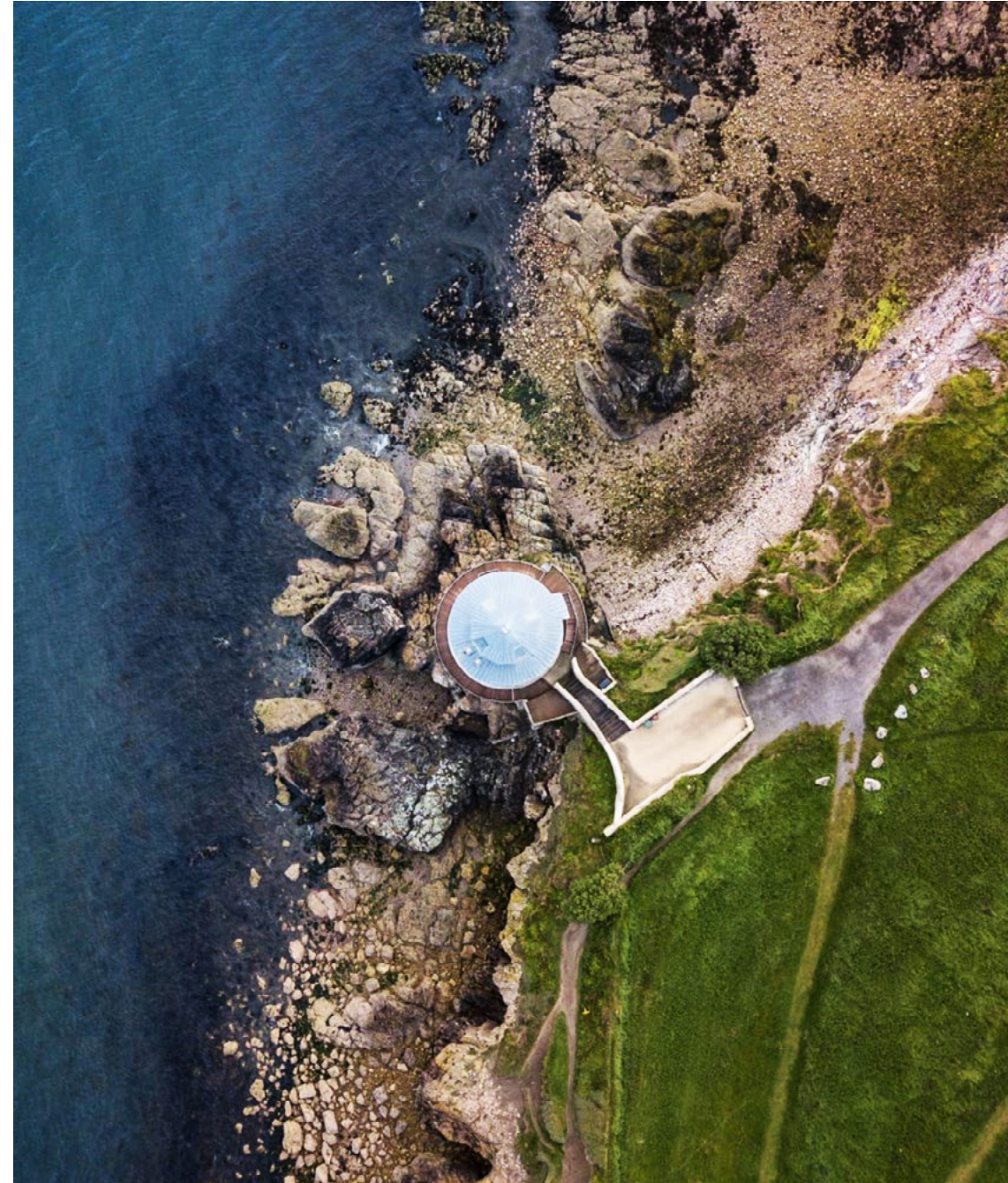
Pillar 01
A different point of view

Our images should always aim to evoke a sense of exploration. While clarity of the subject matter is crucial, try to showcase a more surprising point of view than what's expected. Explore all angles, find the one that's rarely been shown before.
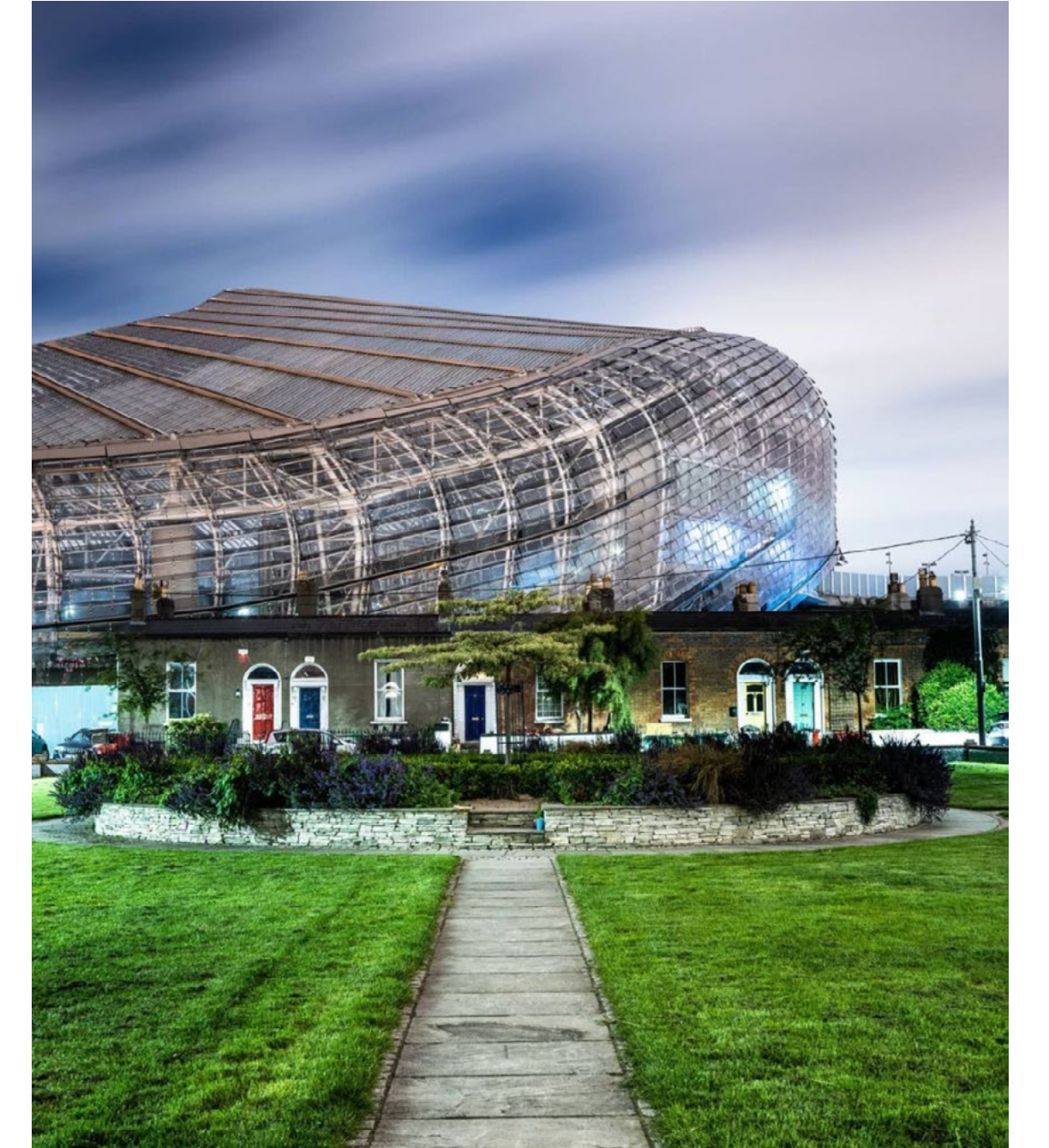
Pillar 02
Curious framing & reflections

To add a sense of intrigue and discovery to images, use the natural surroundings and local architecture to frame the scene. This must be done carefully, and only when appropriate.

Pillar 03
Dramatic lighting

Playing with light and shadow. Avoid 'fully lit' shots that flatten the dimensions of the image. Instead aim for dappled light or contrast to create more depth, texture and drama.

Pillar 04
Juxtaposition

Dublin's mix of landscapes, architectural styles and emerging modern identity means that there is rarely ever only one thing happening in a frame. Seek out these contrasts and unusual couplings. They are what makes Dublin distinct and unique.

Pillar 01
A different point of view

First and foremost, what is most important when choosing our imagery is clarity of the subject matter. There is no point in taking a beautiful photo of the underside of the Ha'penny Bridge if no tourist (or anyone else for that matter) will have a clue what it is!

However small adjustments to the angles and point of view of the camera can drastically improve the drama and effect of an image.

A small adjustment to the angle can accentuate scale, unearth interesting perspectives and help create more dynamic compositions, all of which will help draw the eye in.

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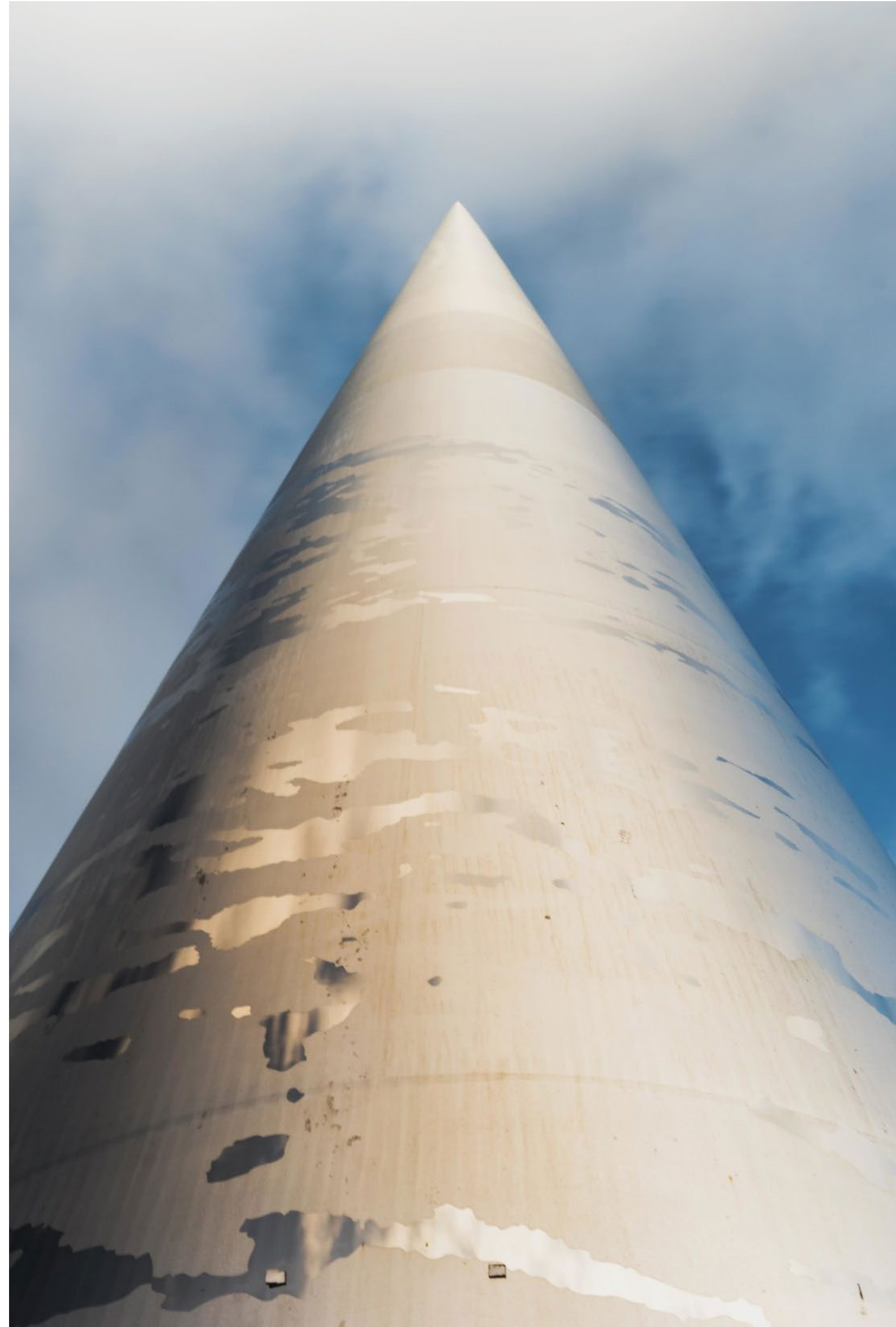
Pillar 02
Curious framing & reflections

Using the natural environment to frame an image can be a really simple and effective way of adding more dynamism and depth to a photo.

This does not mean you always need to find the perfect naturally formed shape for your subject to fit neatly into! But having a distinct difference between foreground and background can draw the viewer in much better than a flat image with everything on the same plane. Consider using a shallow depth of field, where the camera lens blurs the foreground slightly out of focus, giving your subject even more prominence.

Keep an eye out for special moments where reflections can be used to add even more dynamism to a photo. As we all know too well, the Dublin climate involves a lot of rain, so let's use that to our advantage! We're never short of a few puddles, and these can often create some intriguing reflections, particularly at night time.

Pillar 03
Dramatic lighting

We want to bring depth and dimension to all of our photos, and a really simple way to achieve that is by striving to use dramatic lighting.

Picture a room that is lit with an overhead fluorescent light, designed to flood it entirely with even light. Compare that to a room with carefully placed lamps and spot lights that produce a pattern of focused highlights. Our imagery wants to be in the second room! We want to try and capture light that gives depth, texture and drama.

The Dublin sky is our best asset for this pillar, often creating a dramatic backdrop to which we can set our compositions. It is particularly effective at dawn and dusk where it can give beautiful, natural, muted hues as well as dramatic, low, cross-lighting.

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Pillar 04
Juxtaposition

One of the visual traits that makes Dublin truly distinctive is its mix of architectural styles and contrasting landscapes that all exist in such close proximity to one another. They can create some truly surprising moments (even for locals) where a casual glance up a side street can sometimes present you with something strange and beautiful.

Seek out these contrasts and unusual couplings and champion them! They are what makes Dublin distinct and unique, and can create memorable and lasting photography when discovered.

SECTION 03

Tone of voice

A guide to writing messaging & communications

The gift of the gab

**We all know the voice of Dublin.
It lives in our living rooms chinwagging over cups of tea, in our taxis waxing lyrical about what's wrong with the world, and in our pubs just talking for the pure enjoyment of it.**

When writing copy for your marketing communications, it is important that the essence of this voice rings clear. The following pages give some simple principles that will help guide your messaging to ensure it truly reflects our brand and our city.

Fáilte Ireland

All our language, phrasing and communicating should speak in one unified voice, that can be defined by these three brackets.

Charmingly informal

Like a friendly local giving advice on the bus, we speak in the confidently relaxed voice of one who knows the inside story.

Playfully lighthearted

Blending wit and wisdom; a distinctly Irish trait. Our voice speaks with a twinkle in the eye, and the occasional cheeky wink.

Enticingly epic

Like a master storyteller, our voice commands the room. It creates intrigue, and speaks with an air of mystery.

Fáilte
Ireland

Tone of Voice
Some Do's & Don'ts

Here are some practical examples of how our messaging can be used to better reflect our tone of voice, and create more distinctive messaging.

Each of these examples showcase how small tweaks to our phrasing and messaging can add an exciting and personal touch to our communications.

Our voice is **charmingly informal**

Instead of saying:

Start your journey here

Avoid formal, or stiff phrasing that lacks personality or warmth.

Try saying:

Let's get ya' going

Use more conversational tones, and where possible speak as a collective eg. Let <u>us</u> show you around.

Avoid phrases like:

It's great for the 'craic'

While we want to sound relaxed and informal, be careful of using terms that are either hard to understand, "twee" or stereotypical.

What we're not:

× Cold
× Formal
× Impersonal
× Clichéd

× Stereotypical
× "Twee"
× Quaint
× Sentimental

Fáilte
Ireland

Tone of Voice
Some Do's & Don'ts

Here are some practical examples of how our messaging can be used to better reflect our tone of voice, and create more distinctive messaging.

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Our voice is **playfully lighthearted**

Instead of saying:

Explore Medieval Dublin
Visit Dublin's Viking museum today

Avoid generic, lifeless messaging. Always strive to speak with personal pronouns, ie. "you", "us", "your", "we".

Try saying:

Fancy yourself a conqueror?
Storm the gates of our Viking museum

Inject some personality into the messaging, be creative with verbs, and try to play with the subject matter at hand.

Avoid phrases like:

No better spot
for a hangover

Our messaging should never be offensive, or polarising, and should avoid being whacky or silly in its lightheartedness.

What we're not:

× Generic
× Lifeless
× Boring
× Inappropriate

× Whacky
× Childish
× Silly
× Forced

Fáilte Ireland

Tone of Voice
Some Do's & Don'ts

Here are some practical examples of how our messaging can be used to better reflect our tone of voice, and create more distinctive messaging.

Each of these examples showcase how small tweaks to our phrasing and messaging can add an exciting and personal touch to our communications.

Our voice is **enticingly epic**

Instead of saying:

Visit the James Joyce Tower & Museum

Leading with a straightforward "Call to Action" can serve a purpose, however it paints a far less captivating picture.

Try saying:

Explore a fortress of literature
Visit the James Joyce Tower & Museum

Entice with a heading that intrigues, and move the more straightforward "Call to Action" into a subheading.

Avoid phrases like:

Europe's most majestic city park

Our messaging should avoid hyperbole and over-exaggeration. It should also always be clear and easy to understand, with a balance being struck between clarity of information and engaging language.

What we're not:

× Hard to understand
× Dull
× Complicated
× Hyperbolic

× Unclear
× Confusing
× Obscure

SECTION 04

Our stories

The tales we love to tell

What's the story?

We want to help your business thrive and get people excited about all that Dublin has to offer. An extremely effective way to do that—and one that comes naturally to most Dubs— is by telling a good story.

By taking the local penchant for narrative, and giving it a taste of our 'Surprising by Nature' proposition, you'll be ready to show off the hidden gems at the bedrock of your business.

What is its history? What did the street it lives on look like 100 years ago? What is unique about the community? We can showcase the very nature of this city within the context of your business by telling tales and crafting your story. Juxtapose people's expectations with legends that are out of the ordinary, facts that they didn't know, or tales they weren't expecting.

Let's engage our visitors by letting them in on the secrets of the city. I'm sure you know a few...

An example:
A tale from the Docklands

This is an example of a hero story, written for the Dublin Docklands using the Dublin brand tone of voice. Packed full of surprising and unexpected nuggets of information, it is carefully crafted to engage, inform and entice a visitor to a specific aspect of the community.

So, where would I use these stories?
Once the story has been written, it can support your communications in any number of ways.

Why not do a feature on the back of your drinks menu, telling the tale of your whiskey? Or bring the history of your hotel to life through a video hosted on your website? Or maybe your story is better broken up and drip-fed through a series of social media posts, or featured as a special section of a local walking tour. The possibilities are endless.

These stories can help enrich your business communications and help better sell the city as a whole. So ask yourself: what is your business's story? What tale would you like to tell?

Dockland's Sounds

Set the scene: ground your story in history

Use epic, descriptive language that draws the visitor in

It may have started with the ripple of water, the shouts of Vikings, the clash of Anglo-Norman swords, the clamour of dockyard trade. But in modern times the Dublin Docklands sound and beat have morphed into music that touches the soul.

Bold, impactful sentences

It's said that "all of Dublin stopped" when Luke Kelly died. The Dubliners' frontman with the intense and passionate voice was born and raised in the Docklands. The Dubliners have been called Ireland's first urban folk group, and Kelly "a troubadour of the downtrodden". And there's no doubt his Docklands roots gave him an affinity with radical causes. The connection lives on through an extraordinary piece of art by the Royal Canal—an 8ft sculpture of Kelly's head, his halo of red hair intricately replicated by hundreds of copper strands. And another giant face hovers over the docks: the Dubliners' founder Ronnie Drew is commemorated with a huge portrait on one of the port cranes.

Dot the story with things to see, experience and explore

A punchy sign-off: a strong finish to end your story

Music history is made around here.

Some inspiration

This page features a selection of interesting facts about Dublin that can be used as thought-starters or jumping off points to help inspire your own stories. The facts shown here are just the tip of the iceberg.

- Dublin is over 1,000 years old and was originally a Viking settlement.

- A UNESCO City of Literature, home to the Book of Kells, birthplace of James Joyce and home to four Nobel Prize winners: William Butler Yeats, George Bernard Shaw, Samuel Beckett and Seamus Heaney, Dublin is truly an inspirational city with a literary tradition that dates back over a thousand years.

- Ten million glasses of Guinness—the famous 'black pint' from Dublin—are produced daily all over the world.

- The Choir School in St. Patrick's Cathedral was founded in 1432, sixty years before Columbus discovered America.

- The phrase 'chancing your arm' originated in St. Patrick's Cathedral, Dublin, where you had to put your hand into a hole to open the Medieval Chapter House door.

- The Irish Parliament voted itself out of existence in 1801 (when the British and Irish Governments were united in London)—the only recorded parliament in history to do so.

- The remains of St. Valentine are contained in Whitefriar Street Carmelite Church, on Aungier Street in Dublin.

- George Bernard Shaw bequeathed the royalties of his play 'Pygmalion'—better known world-wide as the musical My Fair Lady —to the National Gallery of Ireland. He is also the only person in the world to have a Nobel Prize and an Oscar, both of which he received for Pygmalion.

- The first chapter of Ulysses by James Joyce is set in the Martello Tower in Sandycove, now open to the public as the James Joyce Museum.

- Handel first publicly performed Messiah in Dublin on April 13th 1742—in a music hall on Fishamble Street with 26 boys and 5 men from St Patrick's Cathedral and Christ Church Cathedral choirs taking part in the production. He nearly didn't have enough musicians to pull it off because the dean of St. Patrick's Cathedral in Dublin (the famed author of Gulliver's Travels, Jonathan Swift) at first refused to allow his choristers to perform music set to sacred text in a secular setting of a public music hall. Lucky for Handel he later relented. The chair Handel sat on when he first played the Messiah is on display in The Writers Museum in Dublin.

- Kavanagh's pub in Glasnevin (also known as the Gravediggers) has been run by the same family since 1833. The pub gains its nickname from its location next to Glasnevin graveyard, where the gravediggers used to knock on the back wall of the pub to ask for a pint which would then be served through a hole in the wall linking the pub and the graveyard.

- Abraham "Bram" Stoker who wrote the famous novel Dracula, was born in 1847 in Clontarf, a suburb of Dublin. The title of the book is said to come from the Irish words droch-fhoula (pronounced "droc-ola") which means "bad blood".

- Dublin has two different names in the Irish Language. Dublin is derived from the Old Irish Gaelic " Dubh Linn", which has its literal meaning "Black Pool". The Dubh Linn was used by the Vikings to moor their trade ships. Dublin is also called "Baile Atha Cliath" in Gaelic, meaning "town of the hurdled ford and dates back to the 9th century.

- In December 1759, Arthur Guinness signed a 9,000 year lease at a rent of £45 for the Guinness Brewery

- Dublin has five Georgian Squares: Parnell, Mountjoy, Merrion, Fitzwilliam and St Stephens Green.

- Dublin has a total of 14 Martello Towers dotting its coastline. They were originally built to withstand a Napoleonic invasion which actually never happened!

- The Dean of St Patricks Cathedral was Jonathan Swift, author of Gulliver's Travels.

- Dublin's O'Connell Bridge was originally made of rope and could only carry one man and a donkey at a time. It was replaced with a wooden structure in 1801. The current concrete bridge was built in 1863 and it is the only traffic bridge in Europe which is wider than it is long.

- Croke Park's Hill 16 was constructed from the rubble left in Sackville Street (now O'Connell Street) after the 1916 Rising. Croke Park is the 4th largest sports stadium in Europe with a capacity of 82,500!

- Dublin's Ha'Penny Bridge is thus called because pedestrians had to pay a half penny toll to walk over it.

- Malahide Castle is said to be haunted by eight different ghosts. On the morning of the Battle of the Boyne in 1690, 14 members of the Talbot family breakfasted together in the Great Hall. All 14 were dead by nightfall!

- The Temple Bar area is so called because it housed the first Jewish temple built in Ireland. The word 'bar' refers to the refusal of Catholics to allow the Jewish community to enter any of the adjoining commercial premises.

Fáilte
Ireland

SECTION 05

Using the brand

Our templates, and how to apply the Dublin brand to your own business communications

Click here to request access to the full suite of Dublin logos and all of our digital and print templates

TEMPLATES AVAILABLE TO DOWNLOAD

Digital: Instagram carousel post | Facebook post | Twitter post | Email newsletter

Print: A4 poster | Window decal

First things first, which logo should I use?

You may have noticed at this stage that there are two versions of the Dublin brand logo, one with the tagline *"Surprising by Nature"* which we call our Master logo, and one without the tagline, our Reduced logo. So which should you be using?

Very simply, it comes down to a matter of size. Once our Master logo gets reduced any smaller than 50mm/141px in height, the tagline becomes illegible and blurry, so we use our Reduced logo.

Similarly, once the Reduced logo gets scaled smaller than 25mm/72px the shading on the letters becomes blurry, so we use the monotone version.

There is a more in-depth breakdown of the logos and their colour variants in the Design Toolkit section of these guides.

Master logo
For all applications where there is space for the logo to have room and the tagline to be legible.

Use the Negative (white) version of this on images and coloured backgrounds.

Minimum size
50mm/ 141px

Reduced logo Full colour
A version with no tagline for applications where space is tight and legibility compromised.

Use the Negative (white) version of this on images and coloured backgrounds.

Minimum size
25mm/ 72px

Reduced logo Monotone
A simplified, single colour version that works at very small sizes such as some digital applications.

Use the Negative (white) version of this on images and coloured backgrounds.

SECTION 05 *Using the brand*

Digital templates

Click here to request access to the full suite of Dublin logos and all of our digital and print templates

Digital template
Instagram carousel

Why try and squeeze a great story into one single image when you can tell it across several?

Our editable Instagram template allows you to break up a story into a mix of text and imagery, that can be reordered, swapped around and added to as best fits your needs.

Use our brand colour palette in the Design Toolkit section of these guides to play with the backgrounds of each panel and see which best suits the tones of your photography.

This template is editable using Adobe Photoshop.

Consider leading with an intriguing statement or interesting fact.

Pick a colour from within our palette that complements the tone of your photography.

9:41 PM

Instagram

visit.howth
Howth Harbour, Dublin

Did you know?

Howth harbour was once used by author Erskine Childers to smuggle guns and supplies to the Irish volunteers in 1914.

Liked by **paulacampbell25** and others
There's so much more than meets the eye to our beautiful little harbour, which dates all the way back to 1807!
#loveDublin #Howth #visithowth

Read the full story at
VisitHowth.ie

Dublin
Surprising by Nature

visitdublin.com

If appropriate, mixing in historical photos can be a nice way to add depth to your story.

Sign off with your business's logo and a call to action to drive them to your website.

The Dublin Master logo and website can appear lower down in the secondary position.

Don't forget your hashtags! Always include the #loveDublin as well as any others that will improve your posts visibility.
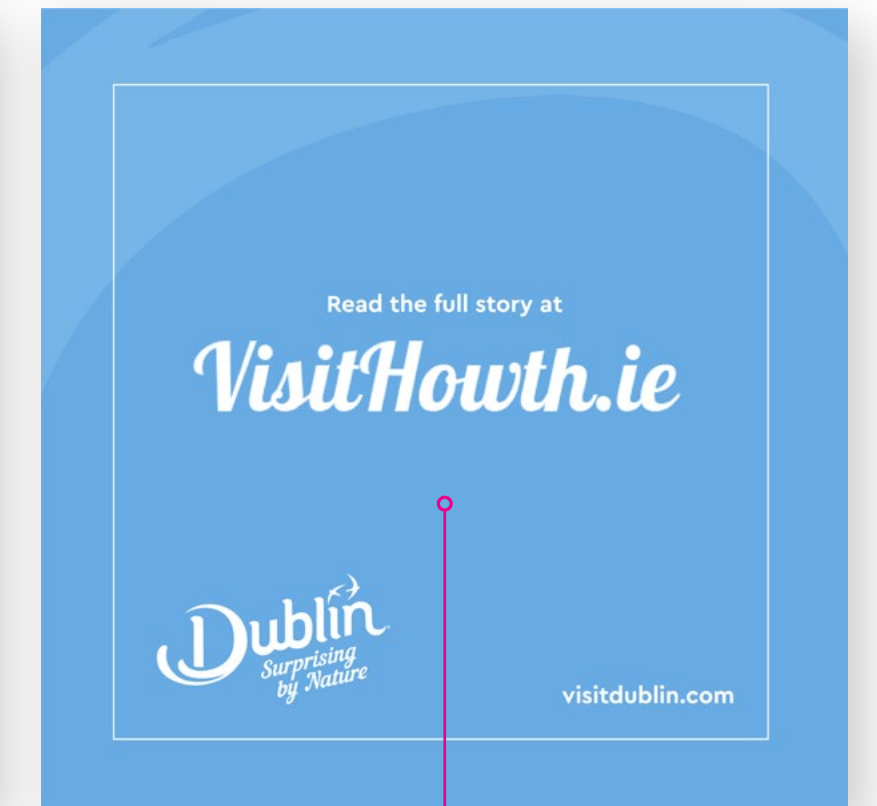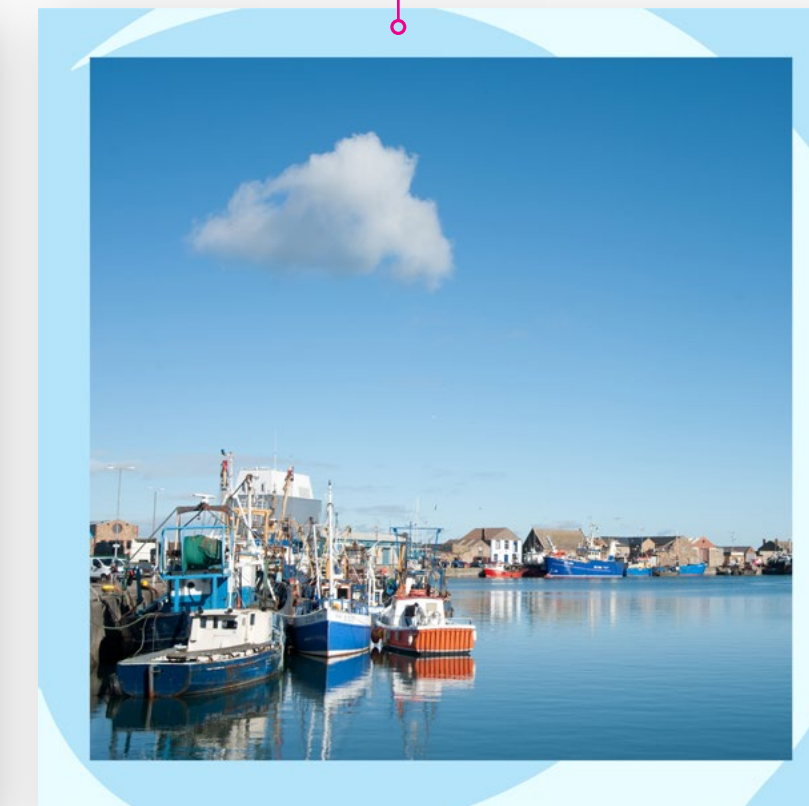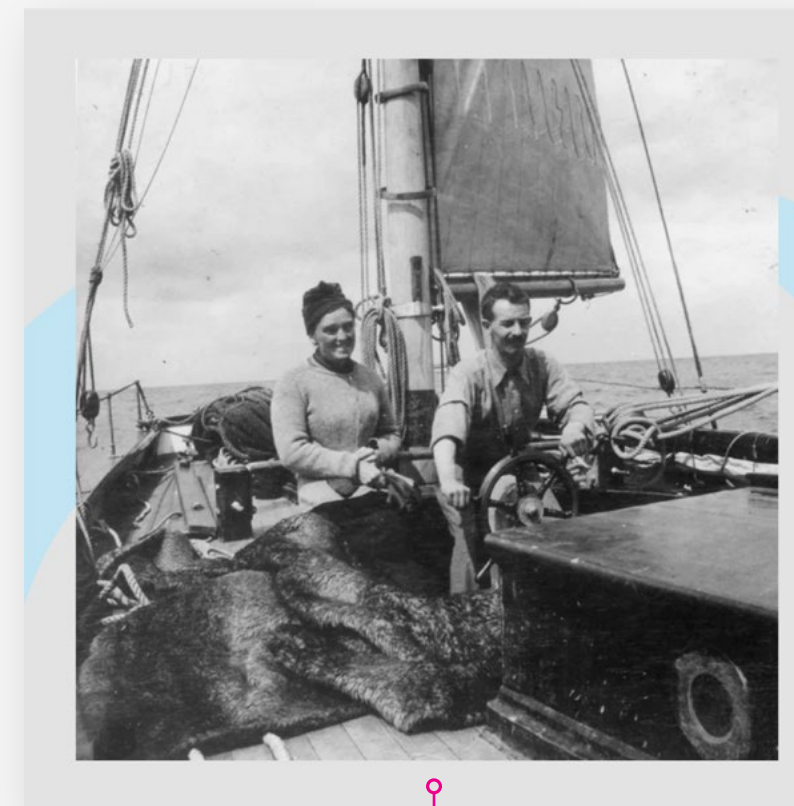
Digital template
Facebook post

As part of the brand toolkit an image overlay template for Facebook posts is available. This will add a subtle pop of colour to your imagery, and, if desired, an opportunity to brand the image with your logo and the Dublin Master logo.

This template is editable using Adobe Photoshop.

Background image
Choose a nice high resolution image to use as the background for this template.

Be conscious that your image ideally needs clear space on the right hand side to allow clarity and legibility of the logos.

Colour overlay
Pick a colour from within our palette that complements the tone of your photography.

Your logo
This space is for either your business's logo or a short message appropriate to your post.

Dublin Master logo
This template uses the Negative version of the Dublin Master logo.

9:41 PM

6:22 PM

The Little Museum of Dublin

Home   Posts   Videos   Photos   Community

The Little Museum of Dublin
@littlemuseumdub · 🌐

Take a peek inside the social, cultural and political history of Dublin. You might be surprised what you'll find! #LoveDublin

The Little MUSEUM of DUBLIN

Dublin
Surprising by Nature

👍 12   5 Shares 🟡 ▾

👍 Like   💬 Comment   ↪ Share

ⓘ Learn More

Digital template
Twitter post

Similar to the previous page, a Twitter image overlay template is available from the toolkit, which can help elevate your posts using the Dublin brand.

The Twitter template leaves space for a messaging headline to be placed on the image in colour or white.

This template is editable using Adobe Photoshop.

Colour overlay
Pick a colour from within our palette that complements the tone of your photography.

Messaging
Short and sweet, an impactful headline with lots of personality.

Logo lockup
For more on creating a logo lockup, see the Design Toolkit section of these guides.

Background image
Choose an impactful background image that will stand out on someone's feed.

Digital template
Mailchimp newsletter

As part of the digital toolkit, we have created an editable Mailchimp newsletter template which can help elevate your email marketing using the Dublin brand.

All content in the template is entirely editable so you can swap in your own logos, messaging, imagery and videos as best suits the needs of your newsletter.

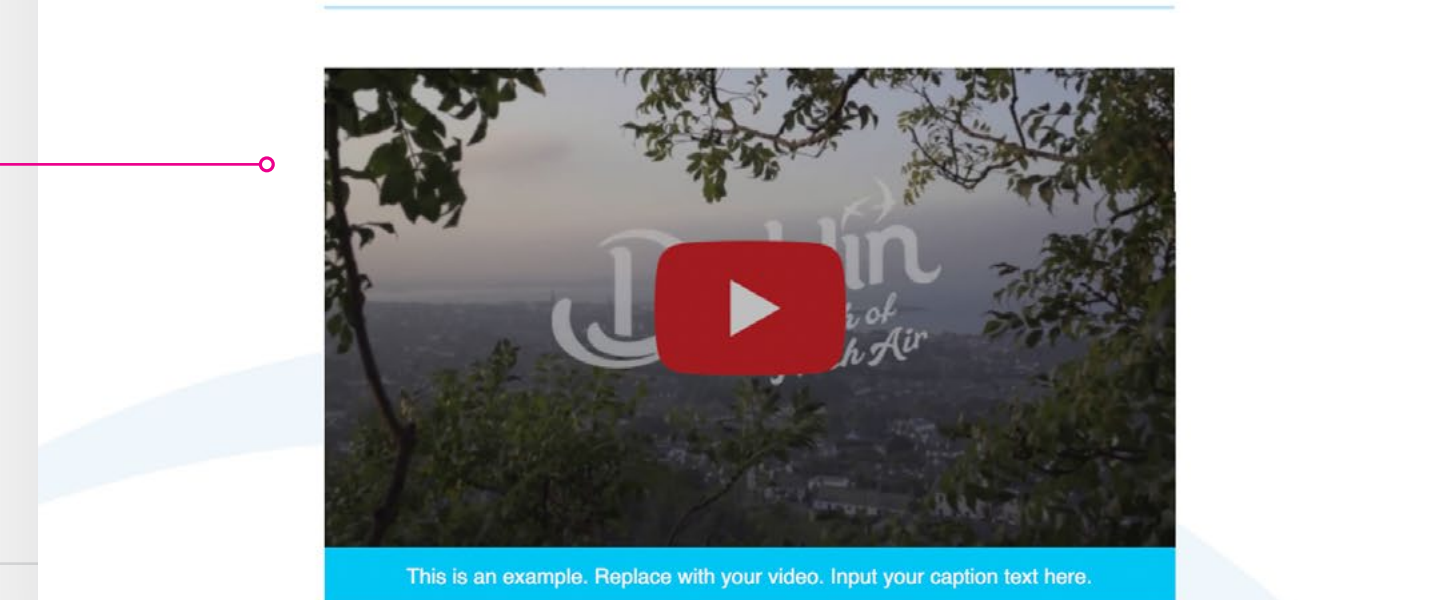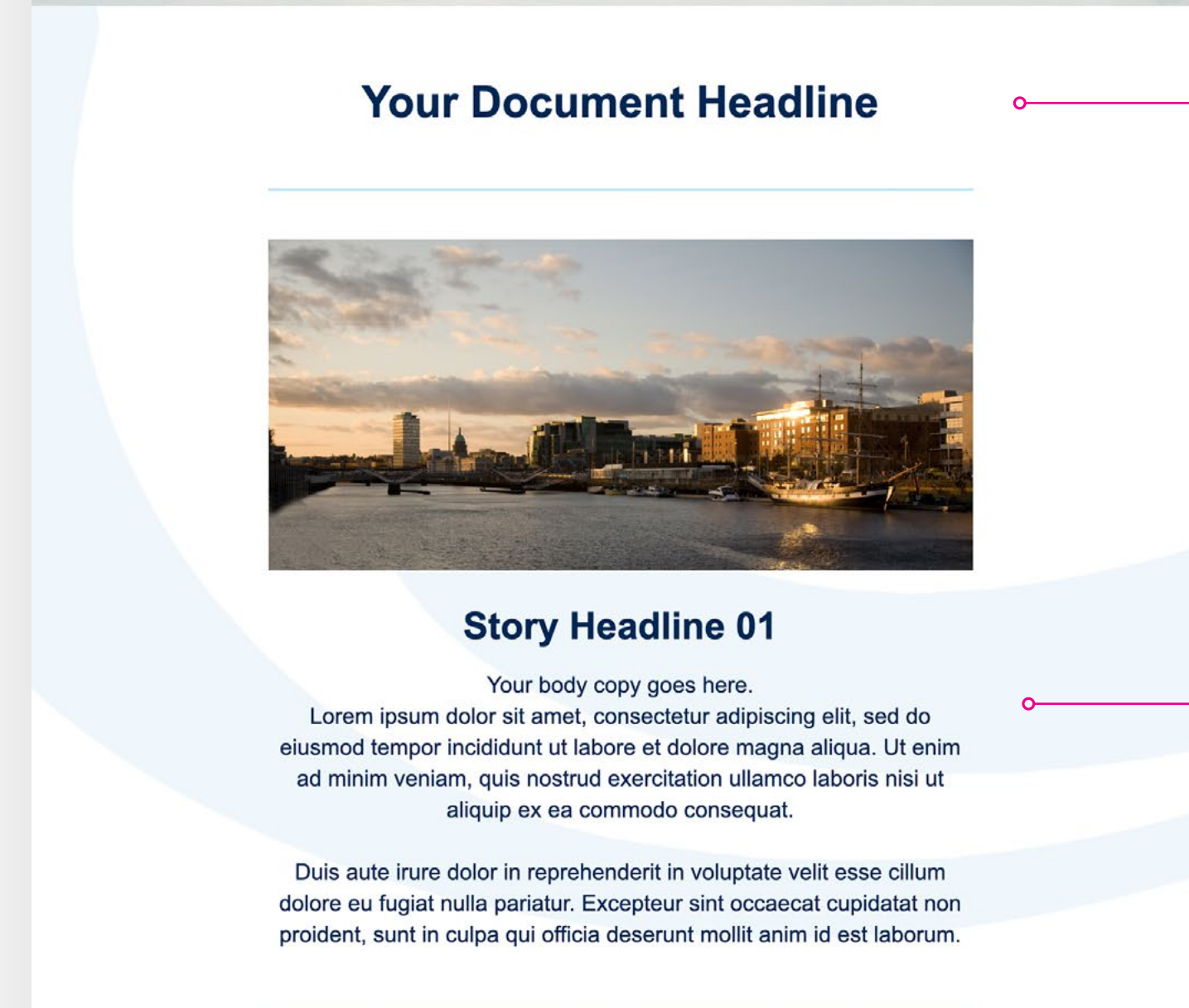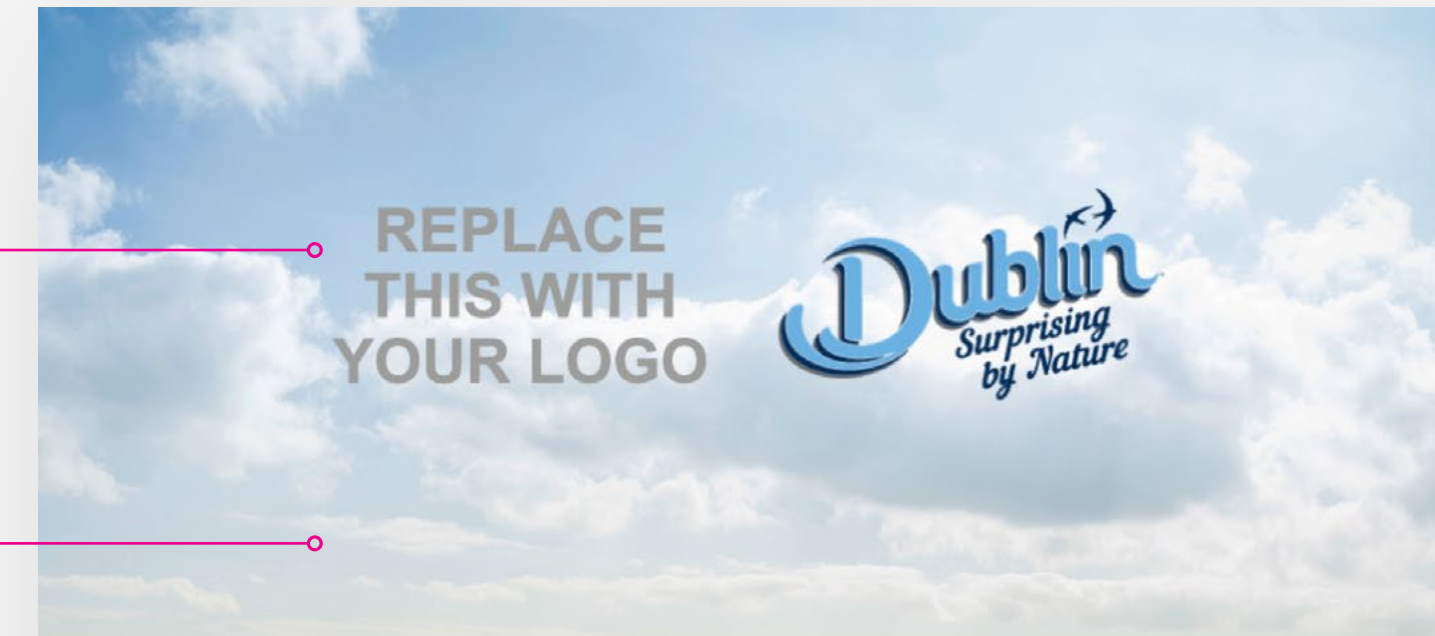You will need to create a free Mailchimp account to use this template.

Logo placement
Place your logo alongside the Dublin Master logo, following the guides in our Design Tookit.

Header image
The background image can be replaced with an image that suits the theme of your newsletter, but be concious of giving the logos room to be clear and legible

Video content
You can link a video to the newsletter from Vimeo and YouTube.

REPLACE THIS WITH YOUR LOGO

Your Document Headline

Story Headline 01

Your body copy goes here.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This is an example. Replace with your video. Input your caption text here.

Headline
Using the Dublin brand's tone of voice, write a headline that is short and engaging for the reader.

Content
This is up to you! But consider using our tone of voice section as a guide, and our Stories section for some inspiration.

Next page for more

Digital template
Mailchimp newsletter

(Continued)

Imagery
Using the Dublin brand's imagery guide, carefully choose an impactful and engaging image that would interest your customers.

Teasers
Consider using shorter teaser intros that can drive people to your website.

Social links
Live links to all relevant social media. These will have to be updated in Mailchimp.

632

"Enter a quote or review here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna dolor sit aliqua."

– Type name here

Story Headline 02

Your body copy goes here.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Story Headline 03
Your body copy goes here.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Links can go here »

Story Headline 04
Your body copy goes here.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Links can go here »

Find out more at **www.thisisanexample.com**
Or email us mail@thisisanexample.com

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

Quotes & reviews
Consider using a pulled quote or customer reviews which highlight the features and benefits of your business.

Preferences, website link & unsubscribing
Here your customers can customize their preferences and subscription status. These elements can all be updated and linked appropriately through Mailchimp.

SECTION 05 *Using the brand*

Print templates

Click here to request access to the full suite of Dublin logos and all of our digital and print templates
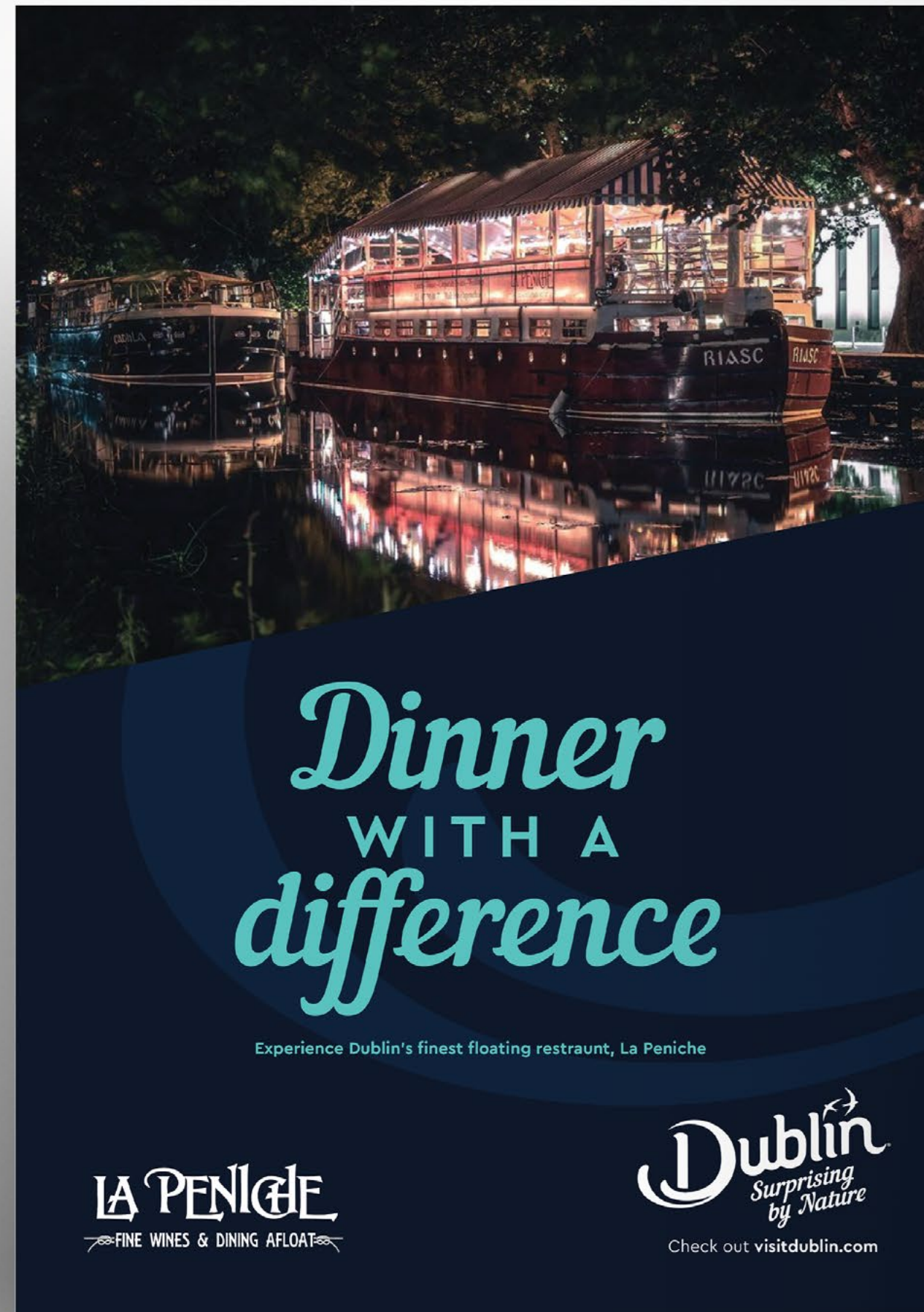
Print template
A4 Poster

As part of the toolkit, we have provided some A4 poster templates that can be used to promote your business and its amazing offerings.

These templates use the Dublin branding (colours, tone of voice, typography) but are all about championing your business and its offering.

The templates provided have been done using example businesses.

This template is editable using Adobe InDesign.

Dinner
WITH A
difference

Experience Dublin's finest floating restraunt, La Peniche

LA PENICHE
FINE WINES & DINING AFLOAT

Dublin
Surprising by Nature

Check out **visitdublin.com**

A coast
THAT NEEDS
exploring

Explore the waters of the Dublin coastline with Kayaking.ie

Kayaking.ie

Dublin
Surprising by Nature

Check out **visitdublin.com**

Print template
A4 Poster

The posters provided are all entirely editable with Adobe software, and are designed in a way that allows them to be easily adapted and updated by each business as needed.

Hero image
Using the Dublin brand's imagery guide, carefully choose an impactful and engaging image that champions your business and allures your customer.

Colour
There are 4 coloured templates to choose from within the toolkit. Select your image first, and then see which colour best suits the tones of the photo.

Your logo
Your logo sits on the bottom left, with equal weighting to the Dublin master logo. Consider whether a call to action or website link is necessary, and also whether a negative (all white) version of your mark would work best against the background colour.

Headline
Using the Dublin brand's tone of voice and typography, an enticing and personable headline can be created that is specific to your offering.

Sub-heading
Short and sweet: a simple, yet descriptive one-line description of the offering.

Dublin master logo + CTA
The Dublin logo with accompanying call to action, driving people to the site.

WHERE
legends lie

Tread softly among the historic tombs at Christ Church Cathedral

Christ Church Cathedral Dublin

Dublin
Surprising by Nature
Check out **visitdublin.com**

Window decal

To further promote the brand we have provided a printable vinyl decal that can be used on windows or walls. It is provided as a vector artwork that can be scaled to whatever size fits best.

I'd prefer to use my own brand

That's absolutely fine. The Dublin brand is intended to supplement and strengthen your business communications, not to over-power them.

It is only by championing *your* brand and *your* business as best as we possibly can that we can achieve the overarching goal of promoting our fabulous city to the wider world.

So if you would prefer to use your own branding instead of our provided templates, we have created 2 options of application for you to choose from.

Option 1
Co-branding

Using your own business's brand design, but considering the Dublin brand's imagery guide and tone of voice in the creative.

The Dublin master logo is applied with equal weighting to your business's logo.

YOUR
LOGO

Where this might be applicable:

County Council website headers
Promotional videos | Partnerships

Option 2
Association

Using your own business's brand as the sole source for design.

The Dublin reduced logo is applied at a smaller size alongside any other partnerships or associations needed on the creative.

YOUR
LOGO

Where this might be applicable:

Websites | Brochures | Banners
Posters | Promotional communications

Examples
Website header

The example shown here uses a co-branding lockup (the dividing white line) with the Fingal County Council logo given equal weighting to the Dublin master logo.

Note the use of dramatic lighting in the image in line with our photography guide.
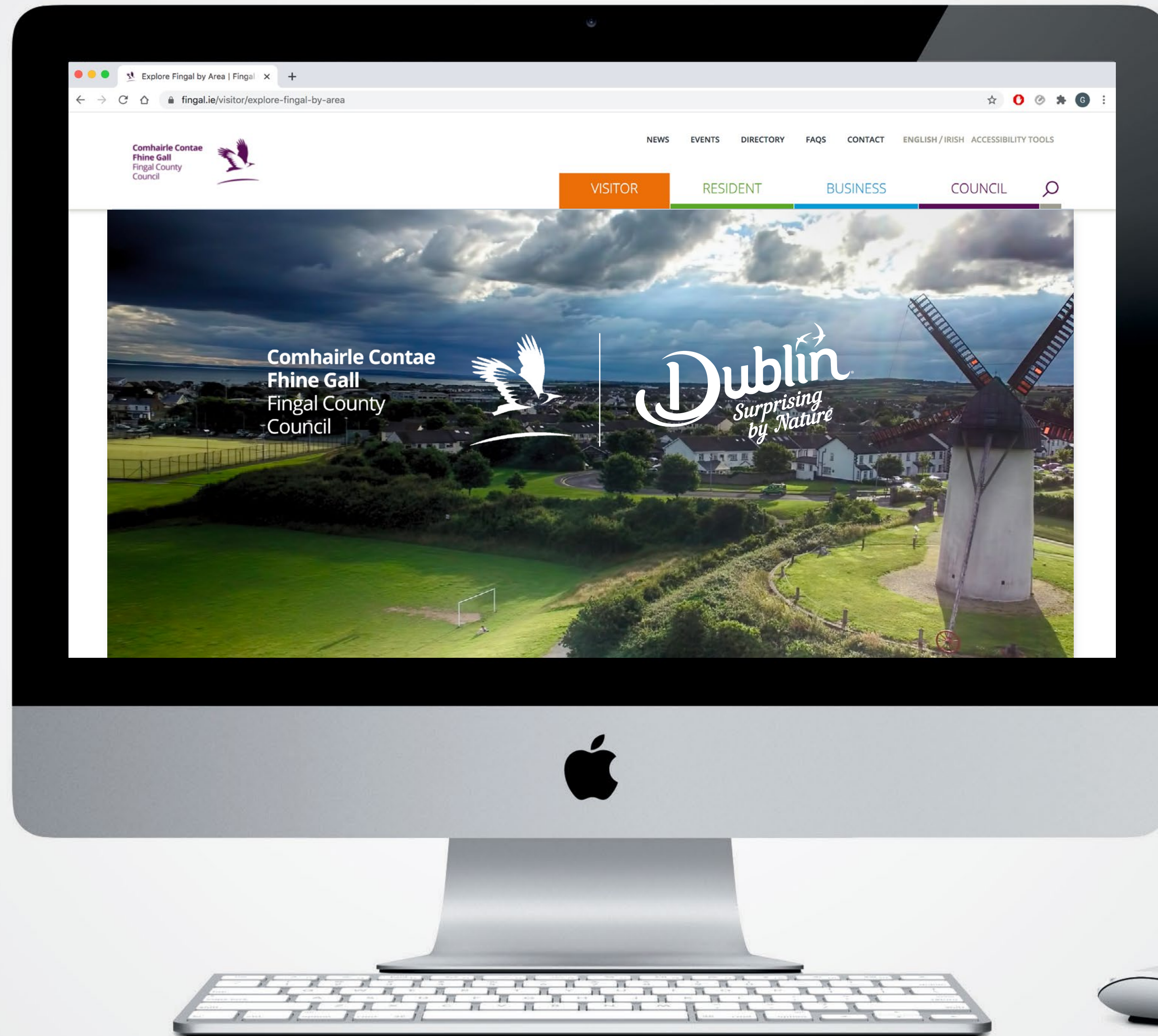
Examples
Web ad

In this web ad, the host business's brand colour and aesthetic is being used, with the Dublin Master logo being given equal weighting.
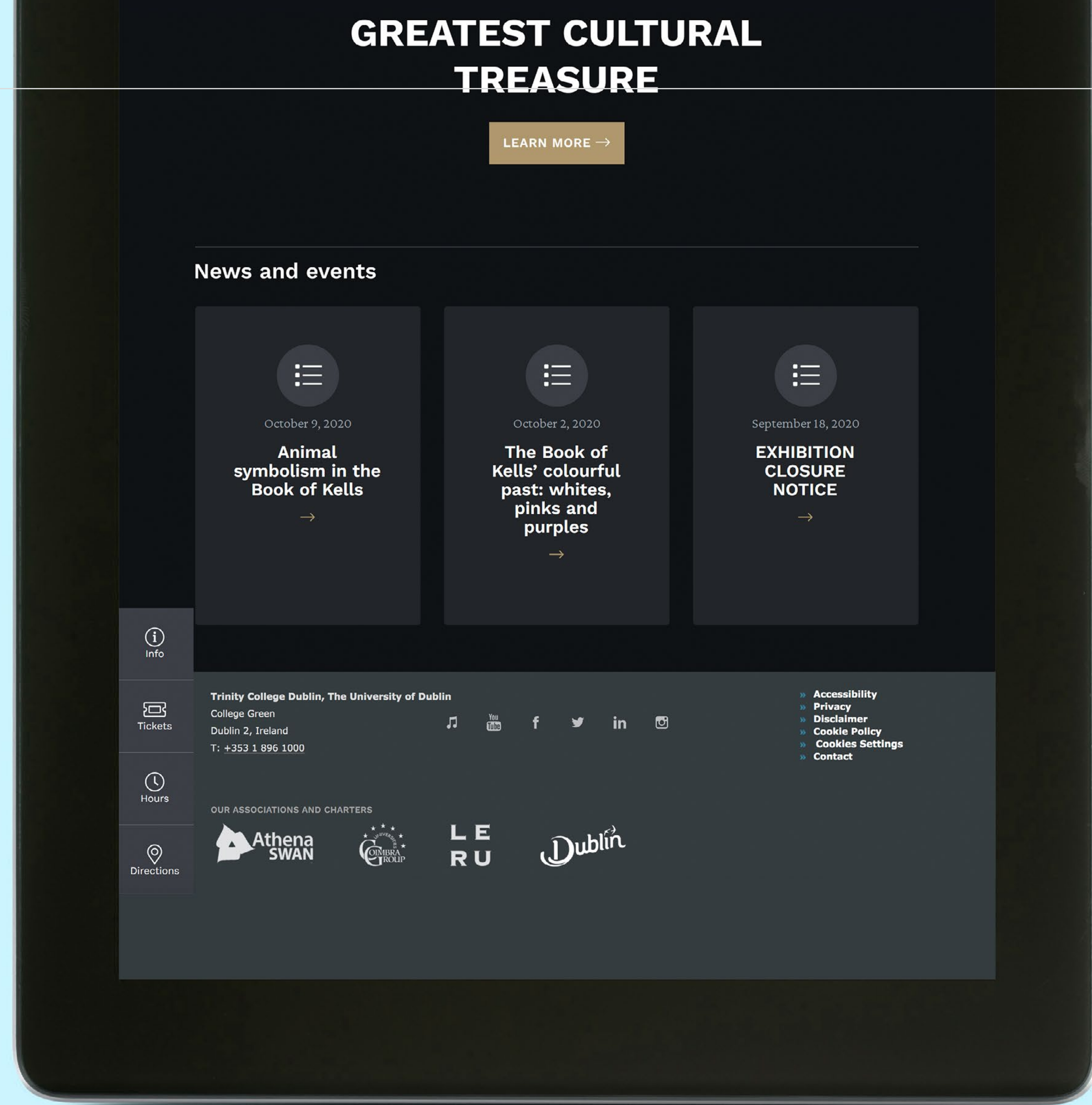
Using the Negative version of the logo avoids any colour clashes or poor contrast.
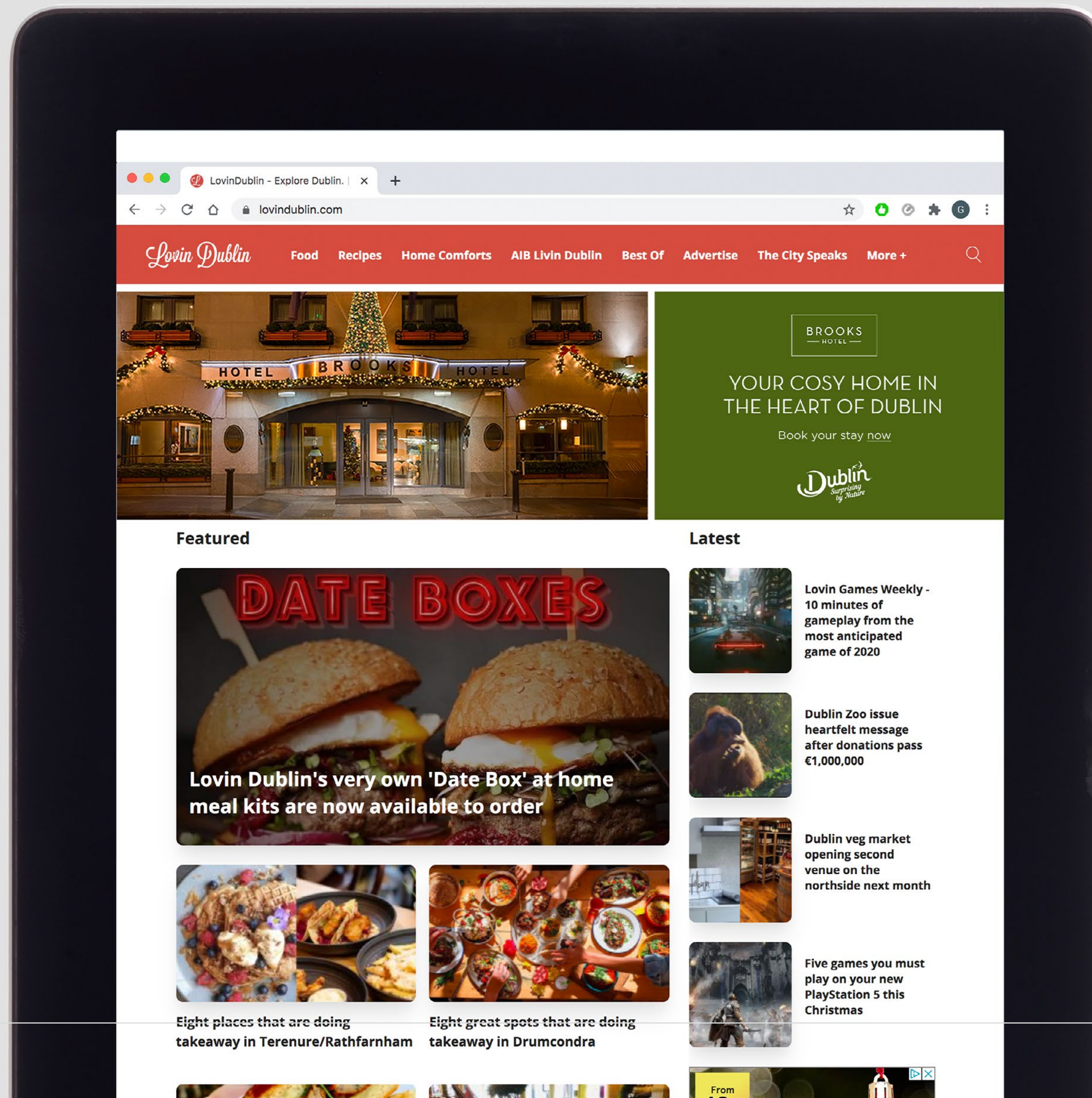
Examples
Web footer

Note the use of the Reduced negative logo in this instance, due to the dark background and very small display sizes of the footer.

This ensures the logo can remain clear and legible.

Examples
Website footer

In this instance, the associations displayed are on white, and at a larger scale to the previous page. In this case, the Reduced logo in full colour is used.
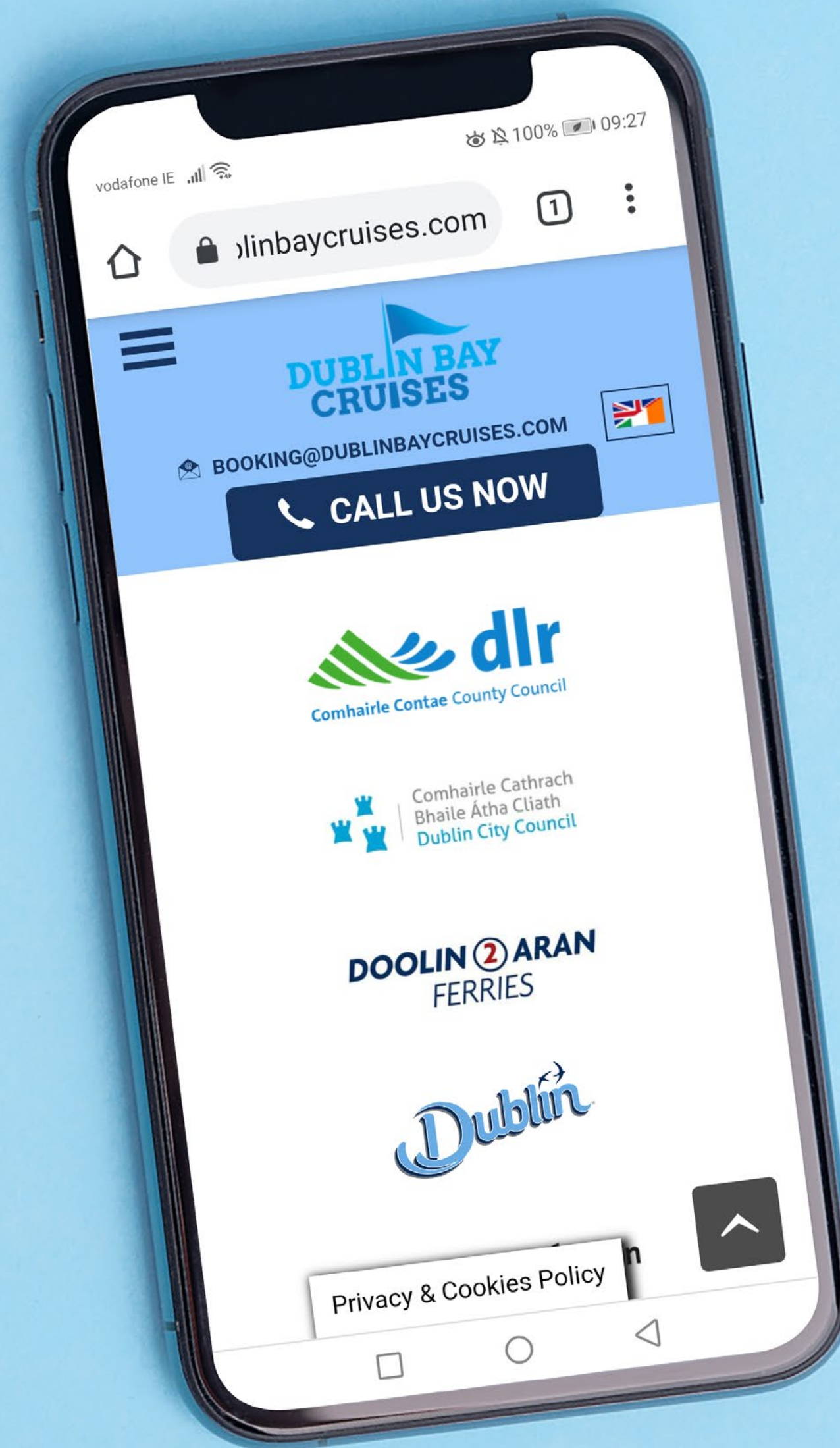
Examples
A3 Poster

This example poster uses the host's (Dublinia) brand design and aesthetic. The dramatic image aligns with our photography guide, and small touches like the use of language in the call to action ("Book your conquest now") ties back to the Dublin tone of voice.

The host business's logo takes the primary position, with the Dublin Master logo scaled down to a smaller size in the bottom corner.

Examples
6 Sheet

Similar to the previous page, the Dublin Master logo sits in the bottom right, scaled to the same size as any other associated brands.

Note in this example, the use of perspective in the image and the epic tone of the language used, in line with our photography guide and brand tone of voice.

Fáilte
Ireland

SECTION 06

Design toolkit

Our logos, colour & typography

Master logo

This is our Master logo and should ideally be the first choice for all communications.

It is in full colour, and comprises of the hand-scripted word "Dublin", accented with illustrations of flying swifts. It is accompanied by our brand tagline, "Surprising by Nature".

It should never be altered or changed, and when being applied must always follow the simple principles outlined here to ensure consistency, legibility and visibility.

When rescaling the logo, please scale its width and height proportionally for the appropriate application.

Master logo
Full colour

Master logo
Variations

There are three versions of the master logo, each designed to specifically cover particular situations and outputs.

Master Logo Full colour
This should be a our go-to logo, but requires a white or very light background to ensure it's legibility.

Master logo Negative
This is a simplified white version of the logo. It should be used on dark or coloured backgrounds, or for placement on imagery.

Master logo Monotone
This is a simplified navy version of the logo. It is useful for print situations where the detailing of the full colour logo becomes unclear.

Master logo
Full colour

Master logo
Negative

Master logo
Monotone

Master logo
Clear space & minimum size

Breathing room is important. To ensure the logo is never over-crowded on layouts and legible at all times, it is important to follow the guides shown on this page. These rules apply to all versions of the logo.

Clear Space
The clear space is determined by the size of the logo's letter "i". This means that elements in a layout such as text, images etc. must never enter the zone marked by the pink lines in the example on the right. This rule is applicable to the logo regardless of it's scale.

Minimum Size
To ensure legibility, the Master logo should never be reproduced at a size less than 50mm/ 141px high.

For instances where a smaller logo is required, the Reduced logo should be used.

Clear space

** This space must always be kept clear **

Minimum size

50mm/
141px

Co-Branding
Creating a lockup

In some situations such as website headers or end-screens on promotional videos, a co-branded lockup is the best way to display two logos alongside each other.

It simply consists of both logos scaled so they have equal weighting, and a grey (or white) divider line separating the two.

When creating a co-branded lockup, please follow the specifications detailed on the right hand side to ensure consistency across all partnerships.

The height of partnering logo should always match the height of the Dublin logo.

The divider line has a weight of 1 point, coloured with 20% black, and uses rounded caps.
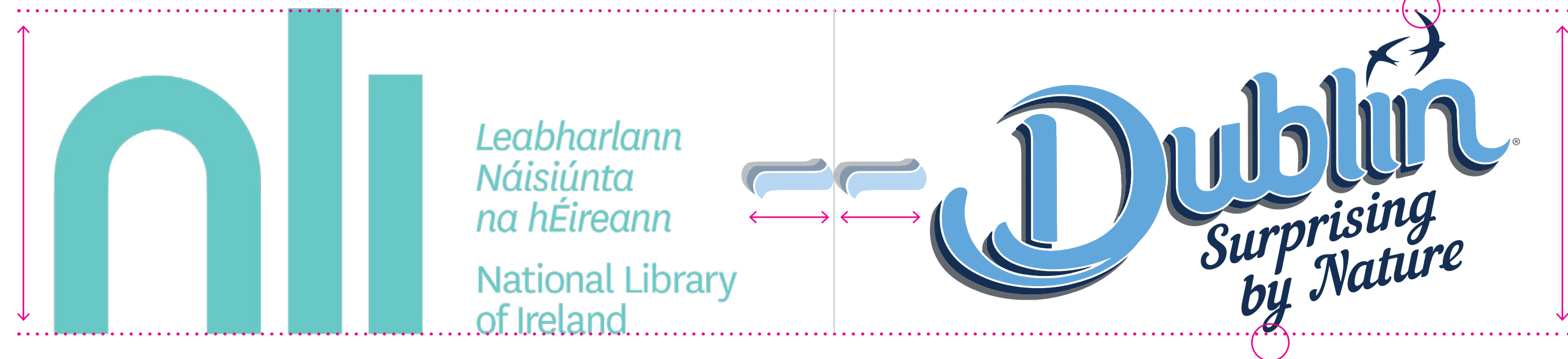
The spacing between the divider should always be equal to the letter "i" from the Dublin logo on both sides.

The height of the Dublin logo is measured from the tip of the top swallow to the bottom of the letter "y".

Reduced logo

This is our Reduced logo in full colour. This version of the logo does not include our tagline.

It should only be used in instances where the Dublin logo needs to be displayed at a small size, or among a group of other partnerships.

We do this because at smaller sizes, (think of viewing a web footer on your phone screen) the legibility of the tagline becomes compromised.

It should never be altered or changed, and when being applied must always follow the simple principles outlined here to ensure consistency, legibility and visibility.

When rescaling the logo, please scale its width and height proportionally for the appropriate application.

Reduced logo
Full colour

Reduced Logo
Variations

As with the Master logo, it has three colour variants, and the same rules of usage apply.

Reduced logo
Full colour

Reduced logo
Negative

Reduced logo
Monotone

Fáilte
Ireland

Reduced logo
Clear space &
minimum size

To ensure the logo is never over-crowded on layouts and legible at all times, it is important to follow the guides shown on this page. These rules apply to all versions of the logo.

Clear Space
The clear space is determined by the size of the logo's letter "i". This means that elements in a layout such as text, images etc. must never enter the zone marked by the pink lines in the example on the right. This rule is applicable to the logo regardless of it's scale.

Minimum Size
The Full colour Reduced logo should not be scaled any smaller than 25mm/72px. For requirements smaller than this, the Monotone or Negative versions should be used.

Clear space

** This space must always be kept clear **

**Minimum size for
the Full colour version**

25mm/
72px

**The Monotone or Negative version should
be used for very small applications**

Association

In instances where the Dublin logo needs to be displayed among a group of other partnerships at a reduced size, we use the Reduced logo.

We do this because at smaller sizes, (think of viewing a web footer on your phone screen) the legibility of the tagline becomes compromised, and the Master logo can appear blurry as a result.

When creating an associated strip like this, please follow the specifications detailed on the right hand side to ensure consistency across all partnerships.

Web footer
Note the use of the Negative Reduced logo, and it's height and spacing in relation to the neighbouring co branded logos.

Incorrect usage

Here are some watch-outs for you to avoid when placing our logo on applications.

× **Don't** place the logo over busy images

× **Don't** place the full colour logo over dark or strongly coloured backgrounds

× **Don't** change the logo's colours

× **Don't** alter the logo's proportions.

× **Don't** stretch or squeeze the logo

× **Don't** rotate the logo

× **Don't** add extraneous effects to the logo such as drop-shadows or glow effects

✗ Logo placed over busy image

✓ Full colour logo on light, spacious image

✓ Negative logo on dark image

✗ Full colour logo on similarly toned background

✗ Full colour logo on dark coloured background

✓ Full colour logo on light coloured background

✗ Don't alter or adjust the colour of the logo

✗ Don't stretch the proportions of the logo

✗ Don't add extraneous effects

Colour palette

Dublin is a colourful city with a colourful personality and our palette should reflect as much. From the inky violets of a night in the city, to the turquoise greens of our Irish sea, the choice of colour is broad.

There is no hierarchy or right and wrong when choosing which colour to use in your application, but consider which colours best complement the tones of your image.

Please ensure the correct values are replicated exactly, and not recreated, changed, or altered from what is provided in the artwork.

PMS 295 C
CMYK 100.69.8.54
RGB 0.40.85
002855

PMS 284 C
CMYK 59.17.0.0
RGB 108.172.228
6CACE4

PMS 305 C
CMYK 63.0.0.0
RGB 50.197.244
32C5F4

PMS 290 C
CMYK 27.0.0.0
RGB 180.227.250
B4E3FA

PMS 2695 C
CMYK 89.100.0.58
RGB 46.26.71
2E1A47

PMS 2587 C
CMYK 61.83.0.0
RGB 130.70.175
8246AF

PMS 272 C
CMYK 61.55.0.0
RGB 116.116.193
7474C1

PMS 212 C
CMYK 0.78.02.0
RGB 240.78.152
F04E98

PMS 3285 C
CMYK 92.14.67.70
RGB 2.70.56
024638

PMS 3285 C
CMYK 100.0.57.1
RGB 00.150.129
009681

PMS 3265 C
CMYK 75.0.43.0
RGB 00.199.177
00C7B1

PMS 3255 C
CMYK 58.0.30.0
RGB 44.213.196
2CD5C4

PMS 032 C
CMYK 0.90.76.0
RGB 239.51.64
EF3340

PMS 178 C
CMYK 0.75.57.0
RGB 255.88.93
FF585D

PMS 1235 C
CMYK 0.25.94.0
RGB 255.184.28
FFB81C

PMS 7507 C
CMYK 0.12.39.0
RGB 252.210.153
FCD299

PMS 7477 C
CMYK 85.39.29.52
RGB 36.76.90
244C5A

PMS 5425 C
CMYK 52.25.13.04
RGB 122.153.172
7A99AC

CMYK 0.0.0.14
RGB 222.223.224
DEDFE0

CMYK 0.0.0.7
RGB 237.237.238
EDEDEE

Colour
High contrast for text

To ensure that our communications can be easily accessed and understood by all our audiences, all of our digital communications and digital platforms should aim for AA or AAA accessibility standards. This measures the contrast ratio between two colours; a high contrast allows for good legibility, a low contrast makes it difficult to read.

Text displayed on our digital applications should always meet a minimum of AA standard.

Large text
Large text is defined as 18 point or 14 point bold or larger. 14 point is typically 18.66px and 18 point is typically 24px.

Fonts that are 18 point or 14 point bold or larger should have a contrast ratio of 3.00:1 or higher with it's background.

Small text
Fonts smaller than 18 point or 14 point bold (typically 18.66px) should have a contrast ratio of 4.50:1 or higher with it's background (measured out to 2 decimal places).

Example of **high contrast** for large and small text

18pt

14pt

Contrast Ratio
10.67:1
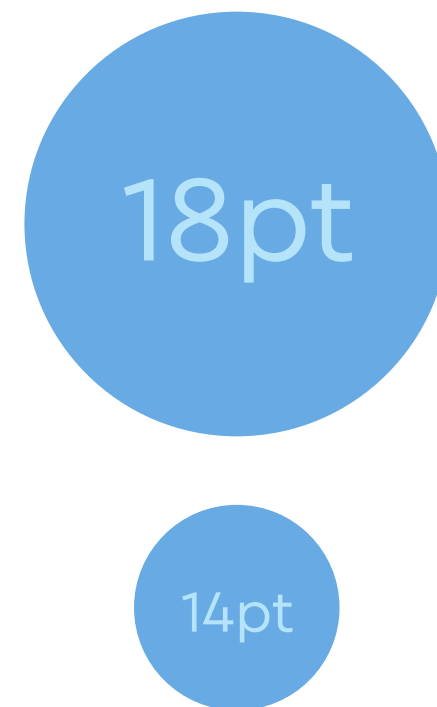
Large text
WCAG AA: **Pass** ✓
WCAG AAA: **Pass** ✓

Small text
WCAG AA: **Pass** ✓
WCAG AAA: **Pass** ✓

Example of **low contrast** for large and small text

18pt

14pt

Contrast Ratio
1.76:1

Large text
WCAG AA: **Fail** ✗
WCAG AAA: **Fail** ✗

Small text
WCAG AA: **Fail** ✗
WCAG AAA: **Fail** ✗

Fáilte
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Typography
Our fonts

Our typography is another important part of how we visually portray our brand's personality. It consists of two primary fonts which work in unison together, and a secondary default font for use on Microsoft programmes.

Nautilus Pompilius
A playful, scripted font with a hand-drawn feel, this forms the basis for the Dublin logo, as well as titles and headings when appropriate.

It should only be used for short lines and punchy headings, never for blocks of text or paragraphs. It is available to download at **fontsquirrel.com.**

Cera Pro
A geometric, friendly sans serif, this is used in all other instances, including body copy and subheadings.

It comes in a range of weights that can be applied in varying ways to create hierarchy and emphasis. It is available to purchase at **typemates.com.**

Arial
For all secondary and desktop uses Arial is our standard typeface. Arial is used for business correspondence, MS Word documents and PowerPoint presentations. It is widely available on most desktop computers.

Nautilus Pompilius

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Used for:
- Headings
- Short, punchy phrases
- Accents & emphasis

Cera Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Medium Regular *Italic* Light

Used for:
- Subheadings
- Body copy
- Small print

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Regular *Italic*

Used for:
- Microsoft documents

Fáilte
Ireland

Typography
Typesetting

Our two brand fonts, Nautilus Pompilius and Cera Pro, can be used in harmony to create visually impactful headlines that help our tone of voice sing.

Blending the two fonts as exemplified on the right hand side will not work in every situation, however on communications where there is room for it to breathe it can be very effective.

1. Write your headline using the tone of voice section of these guides. Try to keep it short and sweet. Somewhere between 4–7 words is the ideal. Remember that the headline should draw the customer in. The supporting line can give more specific detail.

2. See which words could be emphasised with Nautilus. Generally the verb, nouns or adjectives of the sentence are what you want to accentuate (eg. **Take a walk** on the **Wild Side**). This should be minimum 2, maximum 5 words that are set and scaled larger.

3. The remaining words (generally words like "on", "to", "the", "and" etc.) should be set using Cera Pro bold, in all caps with a widened tracking.

4. Lastly add your support line which should be practical and informative.

Tour
ON THE
tides

Paddle through our city centre with **citykayaking.com**

Nautilus Pompilius
Only select a minimum of 2 or maximum of 5 words that are set and scaled larger in the headline.

Cera Pro Bold
Set in ALL CAPS, with the tracking (the space between the letters) widened to 200.

Cera Pro Regular & Bold
Cera Pro is used for all supporting copy lines. The example here shows how we can use the range of weights to create emphasis for websites or business names.

Fáilte
Ireland

Our sub brands

For specialised instances specific sub brands have been created.

These sub brands sit under the umbrella of the Master brand. This means that all typography, colour palettes, tone of voice and imagery must still refer to the Master brand guidelines.

Never create your own sub brand or variate from provided artwork.

Sub brands
Overview

In certain specialised instances such as the Dublin Coastal Trail, we create sub brands that are specific to that area.

These sub brands sit under the umbrella of the Master brand. This means that all typography, colour palettes, tone of voice and imagery must still refer to the master brand guidelines.

Never create your own sub brand or variate from provided artwork.

This is our Master Brand
It features our Master logo, and is the umbrella that all other sub brands sit under.
It can be applied to all relevant industries and businesses in the wider Dublin area, as a badge of authenticity.
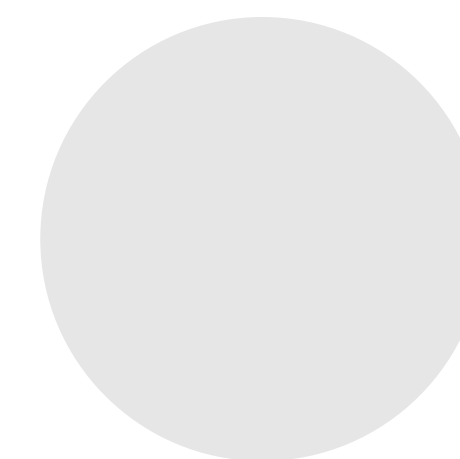
This one of our sub brands
It is specific to businesses along the Dublin coast line, based loosely on the Dart line. For more detail, see the next page.

Future sub brand
Over time these will be filled with more sub brands.

Future sub brand
Over time these will be filled with more sub brands.

Sub brands
Dublin Coastal Trail

The Dublin Coastal Trail is one of our sub brands. It features a variant logo, but applies the same rules of typography, colour, imagery and tone of voice as the Master brand.

It is applicable to industries and businesses located specifically along the coastline.

For more information on the Coastal Trail click here.

SECTION 07

Product areas

How the brand proposition can be
focused to specific areas of the city

Welcome to the neighbourhood

From the centuries old markets of the Liberties to the contemporary glass structures of the Grand Canal docklands, Dublin's range of neighbourhoods and districts is wide and varied. Each has its own distinct character and identity that is unique to its locale and the people that inhabit it. The variety on offer is one of the true joys of this city.

This next section will take a look at how our brand proposition can be framed within the context of these distinctly different communities. What will surprise and delight a visitor in the bustling neighbourhood of Phibsborough is not the same as what will engage them in the seaside village of Dalkey, but the goal is always the same.

Surprise them; engage them; tell them authentic stories that they weren't expecting to hear so they can get to know the true nature of each district.

Product areas
Building on the proposition

Over time specific product areas will be created and developed out as we character map different regions of the city. We refer to these as Destination and Experience Development Plans.

Each area (or DEDP) will have its own distinct approach on how the Dublin brand proposition can be appropriately focused to best frame its offerings.

These product areas are all built on the foundation of the Dublin brand proposition, but each will have its own slant, and feature stories and additional assets that are unique to their location.

Some of the examples shown here are still under development as of January 2021, and will be added to as they are completed.

Dublin's product areas

Dublin Docklands Freedom in the City

Toolkit available
Contact Fáilte Ireland for more

Future product areas

Under development

Future product areas

Under development

Future product areas

Under development

The Dublin Brand Proposition

Dublin is the vibrant capital city bursting with a variety of surprising experiences— where city living thrives side by side with the natural outdoors.

Fáilte
Ireland

A Case Study:
Dublin Docklands

This is a snapshot of how the Dublin brand proposition can be applied and framed within the context of a specific location in the city: the Docklands.

It shows an example of a hero story, packed full of surprising and unexpected nuggets of information that can help engage and entice visitors. These stories, when properly crafted, can form the bedrock for a wealth of communication opportunities.

The City's Soul

An example of a hero story about the Dublin Docklands

It's a story of constant change. Of ingenuity and pioneers. And it's where Dublin city was made.

Almost three centuries ago, a daring project to tame the tides saw the building of the longest sea wall in the world. South Bull Wall still stretches into the middle of Dublin Bay today. The walk out there is breathtaking. The engineering feat is awe-inspiring. And the impact has been profound. For without the Wall, there would be no port, no Docks. And without its Docklands, there would be no modern Dublin.

Dublin Docklands has been changing and evolving ever since this land was reclaimed from the marshes at the tidal mouth of the River Liffey. When the Grand Canal Docks were built in 1796, they were cutting edge – and the largest docks in the world. They put Dublin Docklands at the heart of a network that stretched through Ireland and out across the world, its energy and spirit fuelled by its global reach.

And that's still the case today.

Because these days you will find the European HQs of tech and financial sector giants sitting alongside the wharves and warehouses, and alongside the communities who have lived and worked here for generations. Tens of thousands of new workers add to the industrious buzz that's long been hard-wired into this part of the city.

Nothing stands still here. The Docklands are constantly moving, night and day, as bridges swing open, ships arrive, cranes dance, tides turn, spaces are repurposed and the skyline is transformed.

Concert-goers crowd into bars and restaurants around the 3Arena – formerly a massive cast-iron warehouse, now Ireland's premier live music venue. Windsurfers and paddle-boarders skim across the 18th century docks. International delegates arrive at the world's first carbon-neutral constructed convention centre – its tilted glass atrium giving panoramic views across the water.

Historic landmarks like the elegant dome of The Custom House, the red and white stripes of the twin Poolbeg Chimneys and the huge façade of Boland's Mill have been joined by striking contemporary designs by world-famous architects, such as Libeskind's Bord Gáis Energy Theatre with its dramatic curtain of glass, and Calatrava's soaring Samuel Beckett Bridge.

There's drama on a smaller scale too. At night the illuminated cabin of resurrected Crane 292 hovers in the sky more than 100 feet above us, a forest of 8-metre-high red poles light up across the Grand Canal Square and on the North Wall Quay a 1km walkway of small glass cobbles — lit from below and each containing tiny metal and copper fish — leads us towards the sea, where this story began.

In this part of Dublin you'll start to feel the energy of the city's engine room, the buzz of international trade, the warmth of locals rooted in port life, and the clean salt air of Dublin Bay. Even better, you may just find you've left the tourist trail behind and discovered the city's soul.

Thank you

If you have any further queries regarding the Dublin Brand Toolkit, please contact:

visualidentity@FailteIreland.ie

Fáilte Ireland