



Ireland's Hidden **HEARTLANDS**

Brand Toolkit

Version One | August 2023



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INTRODUCTION

An overview of the brand, why it is important and where it is located

01

FIRST THINGS FIRST

The brand and why it is important

The Ireland's Hidden Heartlands brand is about championing this region's personality, translating its essence into a coherent and recognisable visual language that will help us promote the region as a whole.

It is what makes us distinctive, memorable, and different from other destinations, in the eyes of the potential visitor. It promises a kind of travel experience that with all its attributes, is unique to this region. It guides expectations of what travellers will see and do and, importantly, how they will feel when exploring Ireland's Hidden Heartlands.

The brand distills Ireland's Hidden Heartlands' defining characteristics and personality into a simple and moving story about us, as a destination and as a people. It is an incentive that inspires the region's tourism industry to strengthen their resonance with travellers.

The brand is owned and realised by everyone in the tourism industry in Ireland's Hidden Heartlands. 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. That is the role of these guidelines: to maintain the distinctiveness of the region's voice, its look and feel, and at the same time giving you the power to help build on the brand with the richness of your own stories.

We are excited to share our Ireland's Hidden Heartlands' Brand Toolkit with you and we will provide ongoing updates, resources and assets to further strengthen the brand.

UNDERSTANDING THE BRAND HIERARCHY

Which logo to use in your communications?



DiscoverIreland



IRELAND'S HIDDEN HEARTLANDS

The regional brand experience
This is consumer facing

✓ Use as and when you wish

Ireland's Hidden Heartlands was created for tourism businesses like yours in the region. The logo is readily available for all tourism businesses in the region to use.

By working together and using the brand more, we can build brand awareness and have a greater impact. If awareness of the region and what is on offer is increased, more and more people will visit and spend more time here, which will in turn benefit everyone collectively.

KEEP DISCOVERING

The domestic creative platform
This is consumer facing

✓ Use from time to time – corresponding with national campaigns

Keep Discovering is the creative platform for domestic Fáilte Ireland marketing campaigns.

Businesses are encouraged to leverage the Keep Discovering Campaign when the national campaign is live, typically in the summer or shoulder seasons. Leveraging these campaigns mean a business will join a huge national marketing campaign and benefit by association.

Unsure how to use this brand alongside your own or with the Ireland's Hidden Heartlands? View the Keep Discovering toolkits, packed with marketing assets to help, [here](#).

DISCOVER IRELAND

The consumer facing brand
This is consumer facing

✗ Don't use

Discover Ireland is Fáilte Ireland's consumer facing brand. It is a communications platform for all consumer campaigns – [discoverireland.ie](#). This logo is for Fáilte Irelands use only.

If not already listed, we encourage all businesses to **list their business on DiscoverIreland.ie**. This affords them the opportunity to showcase their business to new audiences and drive more bookings.

Unsure where to begin? Watch how to create the perfect listing [here](#).

FÁILTE IRELAND

The corporate brand
This is never consumer facing

✗ Don't use

Fáilte Ireland is a corporate brand for the Fáilte Ireland organisation's use only. It represents the Tourism Development Authority and should not be used by tourism businesses in any part of the country.

In some special circumstances where Fáilte Ireland has funded a project, this logo may appear, but these are exceptional circumstances and only where special permission is granted.

WHERE WE ARE

Full Counties

- Cavan
- Westmeath
- Offaly
- Roscommon
- Longford
- Leitrim

Partial Counties

- **East Galway**
Border is from Limerick to Tuam Motorway M17/M18
- **East Clare**
Border is from Limerick to Galway Motorway M18
- **West Tipperary**
Area of Municipal District from Nenagh and part of Municipal District of Templemore
- **North Cork**
Ballyhoura
- **East Limerick**
Ballyhoura



THE BRAND

An overview of what makes us stand out, and most importantly how this applies to your business

02



Ireland's Hidden HEARTLANDS

Explore the green heartlands of Ireland's natural rural beauty, where activity and relaxation are centred around rural communities and their lifestyles, and can be discovered across a latticework of land and water trails, showcased by the iconic River Shannon, the region's peatlands, and the Beara Breifne Way.

This is the proposition the brand is built upon.

The Hidden Heartlands is a place where the journey matters more than the destination. It is filled with authentic warmth, coming from its people, their communities and its scenic surroundings. Underpinned by an ethos of sustainability, this region is a place for visitors to truly reset and recharge, in their own time. A destination that is simultaneously exciting and fresh, but also calm and tranquil. A place filled with meaningful experiences which allow people to be active in nature, active with nature or just be present as they meander and explore. Listen to the organic sounds of nature and the hum of local life, while cruising down scenic waterways, exploring enticing nature trails and savouring unforgettable cuisine in the heart of the country.

The next few pages will outline what the brand's key characteristics mean in practice and demonstrate how to bring them to life in your communications.

A NATURAL RHYTHM

Being active in nature and with nature

Nature is everywhere, it all around us, but in Ireland's Hidden Heartlands, it is expansive and it seems more tangible than is it elsewhere.

The fresh, silvery waters of the River Shannon split a landscape of thick forest, fertile bog, and rolling drumlins to create an immersive playground for visitors. Feel the ground beneath your feet as you trek through the many misty trails. Listen to the rich, organic soundtrack as you wander through deep forests that stretch beyond your view. Unwind as you pedal or paddle past local landscapes and lifestyles that draw you in.

It is an easily accessible destination in the heart of the country, but it feels like a world away. Here, tourists can really allow themselves to escape, clear their heads, connect with nature and have genuine interactions that rejuvenate their soul. Let's leverage this idea to make them feel like, even though they may arrive here as a stranger, they will leave as a local, more in tune with their surroundings and themselves.



ALL IN GOOD TIME

Making the most of it

Allowing yourself time to experience something, is allowing yourself time to experience more. Whether someone is here for a weekend or just a week, here, life is embraced at a much more personal pace.

Formed by glacial erosion, this region is used to leisurely, gradual change and knows it is something to be embraced. However, while one visitor might enjoy a slow, serene and tranquil adventure another will savour a dynamic, energetic and activity packed experience and we have it all. Get lost in thought while staring into a fire pit watching the sparks flicker against the dusky sky. Move slowly through a forest, inhaling deeply and sensing the noises, colours and swell of nature around. Glide your hand through the cool, refreshing river water before taking off downstream breathing in the crisp, fresh air as you go.

In an increasingly impatient world, it is rare to discover a destination where life can go as fast or as slow as you want but here, we provide experiences that give people a chance to relax, switch off and genuinely re-centre themselves. Let's champion this idea in our communications.

GOING BEYOND

Sustainable by nature

In Ireland's Hidden Heartlands, as the name suggests, our offering is largely based around the natural environment and its distinctiveness. As such, how we foster and sustain the environment beyond our lifetime is central to our ongoing success.

The principles of regenerative and sustainable tourism flow through our region and are at the heart of what we do and what we plan to do. Visitors can embrace this way of thinking as they are warmed by solar rays while glamping underneath the stars surrounded by trees. Sip on craft beer created in the heart of our region and savour cuisine made passionately with locally sourced ingredients.

Let's look to the future together, embracing these principles to the fullest and showcasing how we do it to the world. Bringing together community and culture for our visitors, but most importantly embracing and acknowledging our collective impact and how we can nurture positive change.



Ireland's Hidden Heartlands

AND YOUR BUSINESS

A practical guide

So what makes Ireland's Hidden Heartlands so inviting? Or, more specifically, what is it about your businesses that make it so?

When creating and promoting your own product story, consider incorporating the following attributes which are what make the Hidden Heartlands special.

It is the natural beauty of the place; a region that is brimming with diverse land and water trails which are steeped in rich history. Here, the rhythm of nature seems to stir from within the landscape. From the sounds of water gently lapping against the hull of a cruiser at dusk, to the soft stillness in the air amongst the trees.

It's the ability to be immersed in nature while kayaking on the Shannon, mountain biking along plush forest trails, to then zip lining through the wilderness high above the forest floor. The fact that a simple bicycle ride through rehabilitated peatlands can lead to a magical fairy grotto, striking sculptures and land that played home to human settlements for millennia. That same trip can also excite

anglers, fascinate wildlife enthusiasts and satisfy the foodies searching for delicious home-grown organic treats.

It is the gentle culture of the region that is truly refreshing, with a seemingly different concept of time. There is time to 'take time', allowing the visitor to connect with the region's landscape, cuisine and communities. Fabulous tales of the otherworld co-exist alongside accurately documented history; a hidden archaeological landscape just ten minutes up the road from an imposing landed estate – with its palladian mansion and walled garden. The region's timeless love for song and dance, history and traditions permeates everyday life.

It is a real awareness of the area itself and the resulting drive among the community to protect their landscape and its surroundings.

Yes, the inviting nature of this region is everywhere, living through your businesses and their surroundings, and this is what we want to leverage and share with the world.

Visitor Attractions, Tours & Activities

PLACES TO UNEARTH

From castles steeped in history, to serene lakes and even an adventure playground: Ireland's Hidden Heartlands may be understated in their nature, but there is nothing subtle about the amount of experiences available throughout.

Paddle, stroll, pedal or play through the many trails, tranquil paths and waterways that weave their way through this destination. Soak up the heritage in a historic castle or saunter a minute's walk down the road to the oldest pub in the Ireland for the perfect pint. Chill out while cruising down the Shannon or brave a splash out into the deep.

Whether we are talking to people who want to escape or simply explore, with so many hidden gems never more than a few minutes away, Ireland's Hidden Heartlands is alive and set for adventure.

Food & Drink

SECRETS TO SAVOUR

Craft beer straight from a brewery, or an extraordinary slow-distilled gin? Handmade truffles with natural ingredients? Filled with rich tastes and textures, Ireland's Hidden Heartlands is the ultimate destination for foodies of every flavour.

Brimming with fresh, locally sourced ingredients that supply an endless variety of top-class restaurants and local cafes, this destination is packed with mouthwatering tastes around every corner. This variety of foods and dishes is combined with an appetite to sustainably source the ingredients. Here, there is a clear connection from the food on your plate to the people behind its journey there, which make it taste all the richer.

With everything from fine dining and delicious casual bites to adventures built around food aplenty, we have a distinct platform ready to connect with travellers and bring them to Ireland's Hidden Heartlands.

Hospitality

DOZE WITH DELIGHT

Glamping on the banks of a river, or an experience with a touch more luxury? A hideaway under the stars, or an imaginative spa retreat in a private oasis? Why not somewhere with both?

Ireland's Hidden Heartlands is filled with sanctuaries and fascinating places to rest, switch off and reset in your own time.

Whether someone prefers to stay alongside the locals in a lively village, in a luxurious cabin with a hot tub on the doorstep, or out in the wilderness under the stars, here, we have the perfect place to sleep, snooze or slumber so lets spread the word.

VISITOR MOTIVATIONS

A framework for guiding your marketing decisions.

03

Who we are talking to

The Ireland's Hidden Heartlands' Visitor

Consumers are so much more than just demographics and can have multiple reasons for taking a domestic trip in Ireland.

Research shows us that people have different motivations for where and why they go on holiday, and these can change depending on where they are going and who they are travelling with.

Motivations tap into the emotional structures and needs that subconsciously drive decision making. Understanding these deep emotional needs can help you shape travel experiences to appeal to your potential market. Importantly, all travel allows a moment of 'reset' – an experience outside of daily life.

Fáilte Ireland has developed a new framework in order to help us – and you – understand why Irish people travel in Ireland, and what they want to experience. This will help you to be more effective in your product development and marketing, and maximise growth opportunities.

Of the seven key motivations that influence why and where domestic visitors go on holiday, those that predominate for Ireland's Hidden Heartlands are **Bonding**, **Time Out**, **Exploration** and **Social Energy**.

Not all motivations will be relevant to every aspect of a holiday but, once you identify which of the motivations relate best to your tourism product, you can apply our framework to inform your marketing decisions: i.e. to whom, where and how you sell your visitor experiences.

We already know that **families** and **couples** are important demographics for Ireland's Hidden Heartlands. So how can you apply the motivation framework to these groups? Over the next few pages we provide you with some tips to help you shape your product and how to market it, in order to tap into the motivations of those likely to visit Ireland's Hidden Heartlands.



Full details of the Fáilte Ireland Motivational Framework are available [here](#) or scan below.



BONDING

Bonding is about creating lasting family moments and memories. It's an opportunity to nurture and strengthen relationships. Children's needs are central.

"Reset by nurturing and strengthening relationships with those closest to me"

In the case of families, **bonding**, through spending time together and creating long lasting memories in an environment that is both fun and safe for children, is a strong motivation. If you have identified bonding and families as a key market, you should look to ensure that marketing materials illustrate families having fun in a safe environment and that the experience on the ground caters for families – with a wide range of activities that can be enjoyed together.

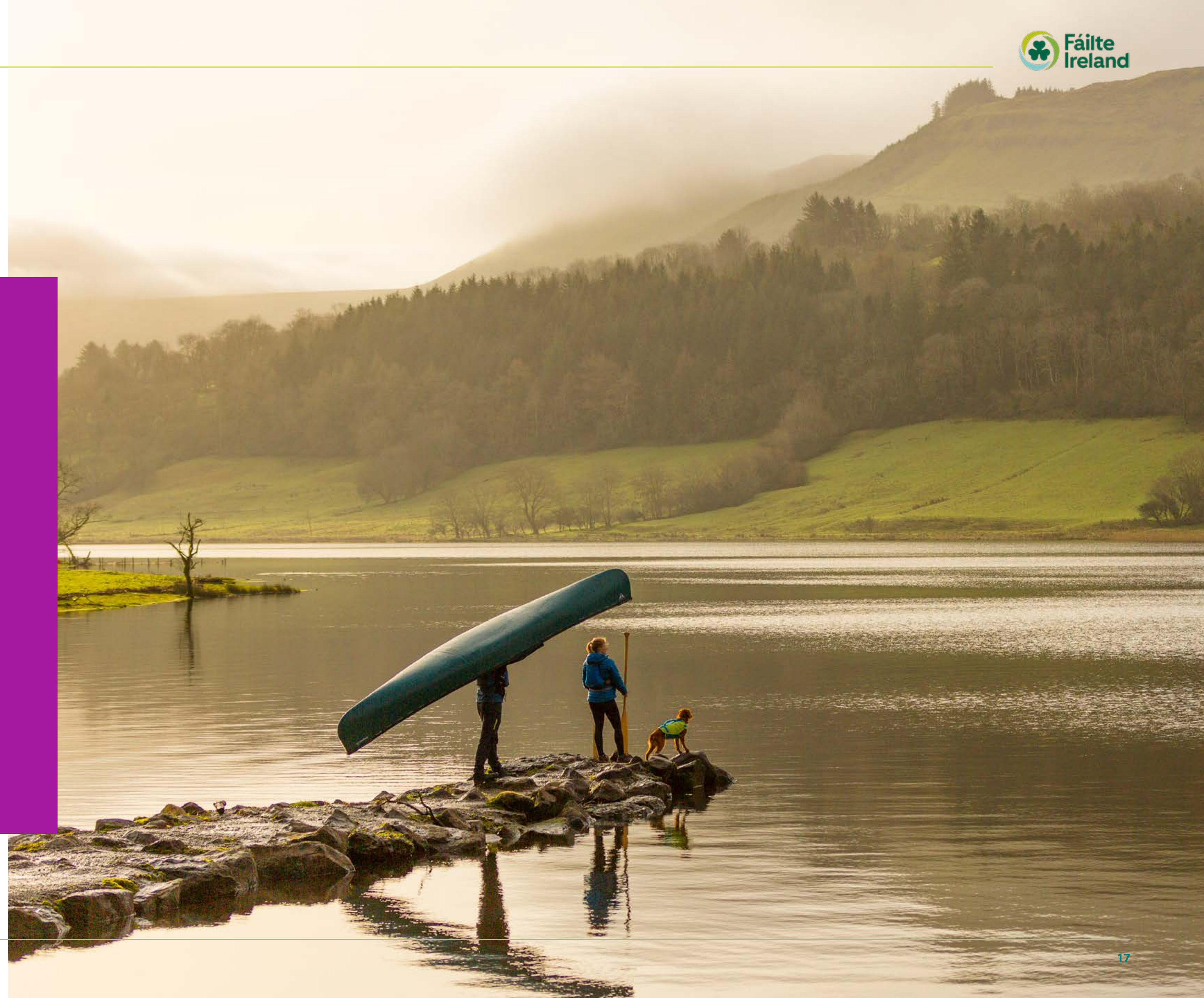


TIME OUT

Time Out is about cherishing time with partners and significant others. It's a time to unwind, disconnect from daily life, and an opportunity to treat oneself.

"Reset by unwinding and treasuring special moments together"

Trips motivated by the desire to have some time out tend to be quick getaways, and so are shorter than other trips. They are taken by couples from all age groups. If you offer a time out experience, make your product appealing to couples by offering short breaks, emphasising how easily accessible you are (which is not difficult for businesses in the Heartlands being in the middle of Ireland!).



EXPLORATION

Exploration is about seeking out the new or unfamiliar, and finding hidden gems. Its heartland is discovery, whether that is landscapes, places or attractions.

"Reset by exploring new or unfamiliar places and cultural activities"

Exploration trips tend to be longer than others and are enjoyed by more mature, unconstrained adults, particularly those travelling as couples. These visitors seek to engage in a breadth of place-based activities and attractions in which to immerse themselves. Appeal to visitors who wish to explore by showcasing how your product or activity offers a unique opportunity to uncover hidden gems that illuminate the rich heritage and culture of the area.



SOCIAL ENERGY

Social Energy is about immersing oneself in the vibrancy and atmosphere created by being around people. It's about maximising experiences, whether heading out in the evening to soak in the atmosphere and nightlife or experiencing a big public event.

"Reset by embracing vibrant and fun experiences"

Positive social energy is sought in a variety of places, from being out and about during the evening, to relishing and participating in lively festivals or music events. Enjoying local food and drink is high on the agenda, and quieter time during the day can be spent exploring local history and culture. To appeal to this motivation, emphasise unconstrained adult couples – young and old – enjoying local traditions and culture, in your promotional language and imagery.



PHOTOGRAPHY

A guide to choosing and capturing imagery.

Amongst some of the country's finest water and land trails, lie the green heartlands of rural Ireland. The irregular fields and quirky villages make the landscape mesmerising and intriguing and the ideal photography subject.

The purpose of this section is to provide you with a helpful and easy way to select and capture imagery that reflects both our region and the brand—and that helps to differentiate us from typical tourism imagery and makes us distinct.

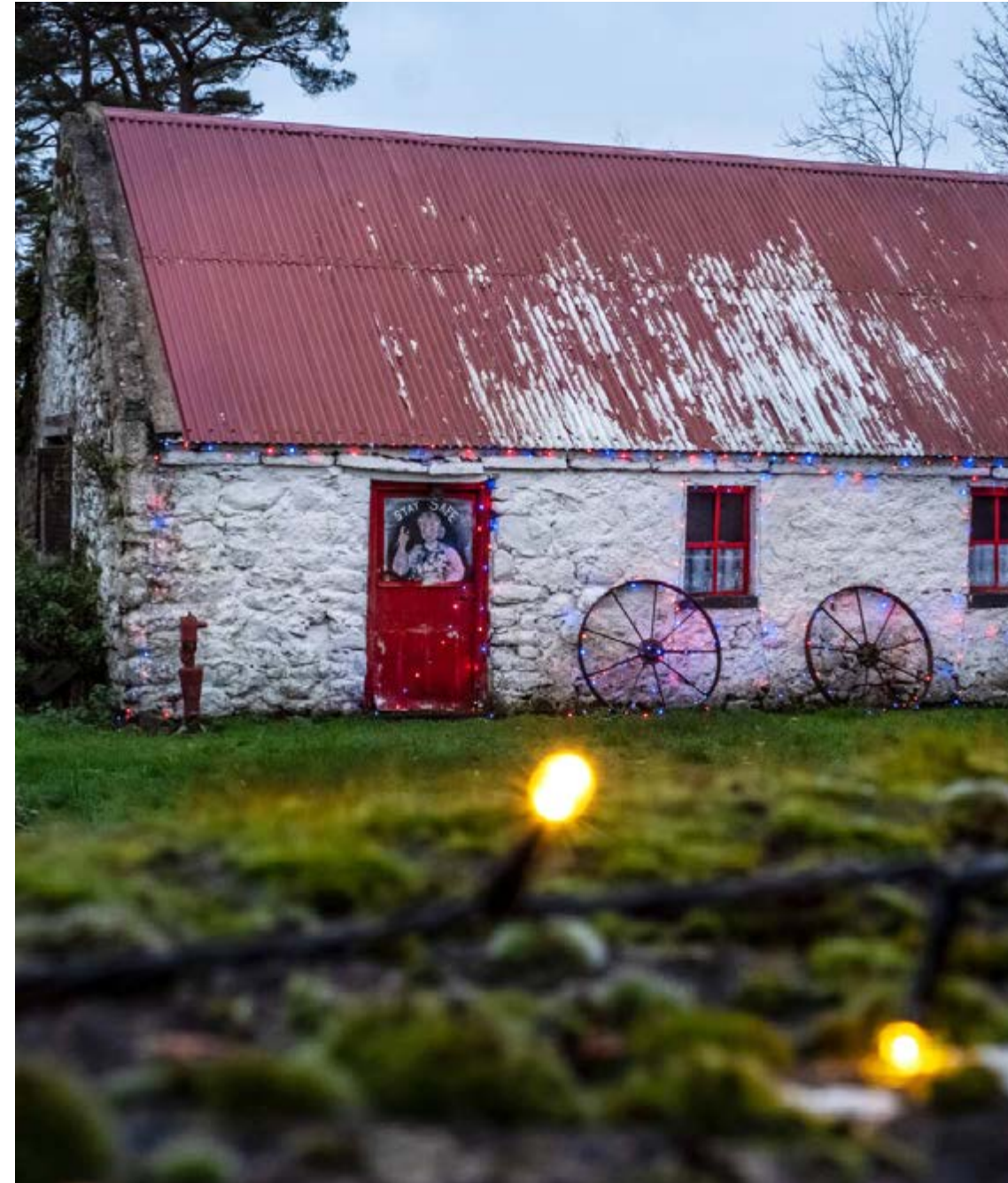
Please Note: Imagery is available to download and use from our Content Pool which can be accessed [here](#). Simply create a free account and look through what is available!

This section can help you align your marketing efforts with that of this brand by aligning imagery choices with four central pillars as detailed and explained in this section. If all our images share a common thread, a united and recognisable look and feel, we can build an immediate and impactful visual language to promote our region as a must visit destination.



Pillar Two
Authentic perspectives

Our region has a sense of establishment, with layers of history intertwined with its lush, natural surroundings. Use these natural backdrops and traditional scenes to highlight our cultural richness. Play with the depth of field to bring this to life. This must be done carefully, and only when appropriate.

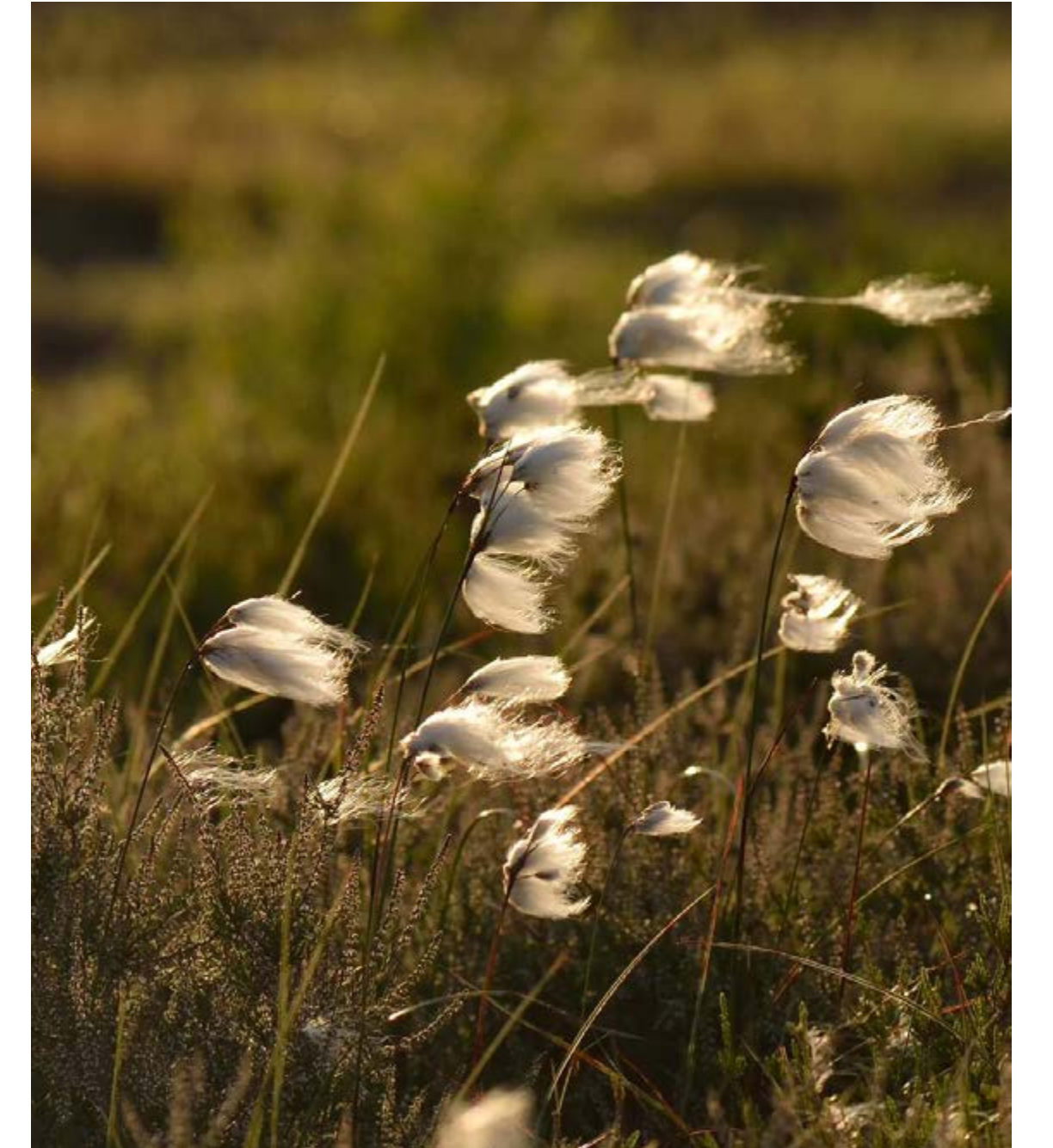


Pillar Three
Genuinely comforting

Warm, hazy lighting adds both texture and depth to our images while creating our distinctly adventurous but quiet tone. Dappled lighting through our luscious, natural surroundings also highlights our characteristic appearance. Avoid harsh or overly bright lighting.

Pillar Four
Pause to ponder

Our images should always aim to evoke a sense of calm. Focusing on the small yet significant details bring that sense of relaxation to life. While clarity of the subject matter is important, try to highlight some subtle aspects of your subject, rather than always the full picture.



Pillar One
Playfully energetic

Our region is lively and full of activities and that sense of movement and people being active should be communicated through our imagery. Our images should be dynamic – from hair flowing in a summer breeze to water splashing under a kayak's oar.

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

Pillar One **Playfully energetic**

In Ireland's Hidden Heartlands, we are both active in nature and active with nature. From hair blowing in the wind to water flowing down the Shannon, there is always something in motion.

A small bit of static movement can bring that dynamic sense of action to life through our imagery. This does not mean our imagery should be chaotic, but a small sense of movement here and there, can bring energy and some joy to an otherwise still frame.



Pillar Two **Authentic perspectives**

In Ireland's Hidden Heartlands, we have rich content abound with both beautiful natural landscapes and historic surroundings.

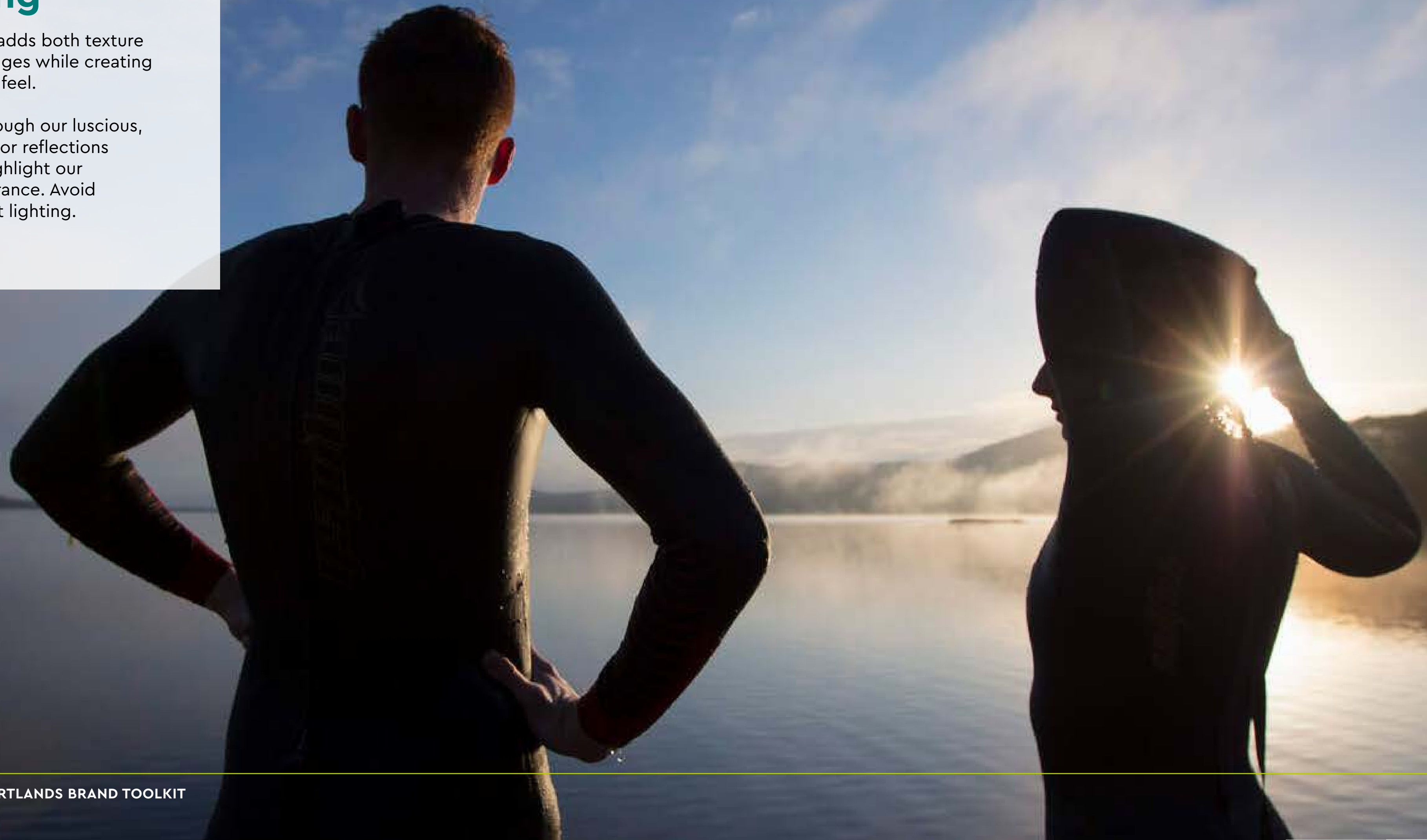
While subject matter is really important in our imagery, a sense of layers and depth can highlight the unique mixed attributes of our region and bring a sense of intrigue to our imagery.

Pillar Three

Genuinely comforting

Warm, hazy lighting adds both texture and depth to our images while creating our distinct look and feel.

Dappled lighting through our luscious, natural surroundings or reflections on the water help highlight our characteristic appearance. Avoid harsh or overly bright lighting.



Pillar Two
**Pause to
ponder**

Highlighting small yet significant details within a distinctive scene, helps to create a beautiful shot alongside a clear sense of place.



TONE OF VOICE

A guide to writing effective
messaging & communications

05

All of our language, phrasing and communication should speak in one unified voice, that is defined by these three brackets below.

Temptingly curious

We talk in an enigmatic, enchanting way to create intrigue. We want visitors to feel like they're discovering hidden treasure and always leave them wanting to hear just a bit more.

Honestly refreshing

Taking inspiration from the calm, unspoiled landscapes of Ireland's Hidden Heartlands, our voice must be soft, real and conversational. Let's strive to form a bond with readers and listeners – earning their trust and developing a sense of companionship.

Reassuringly relaxed

We don't need to rush or shout. Our tone of voice should reflect the calm, serene subject matter. Confident and knowledgeable in equal measure, we must always take our time and communicate with a feeling of quiet pride.

Tone of Voice

Some Dos & Don'ts

- **Temptingly curious**

- Honestly refreshing
- Reassuringly relaxed

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

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

Our voice is temptingly curious

Instead of saying:

Take a walk

Avoid simple direct language that is not descriptive

Our voice is always

Soft, inviting, meaningful and suggestive

Try saying:

Amble on an adventure

Use soft, open-ended language and phrases that encourage exploration

Our voice is never

Whacky, fast, lifeless or dreary

Tone of Voice

Some Dos & Don'ts

- Temptingly curious
- **Honestly refreshing**
- Reassuringly relaxed

Our voice is **honestly refreshing**

Instead of saying:

**Experience
wild swimming**

Use language that is clear and descriptive but not boring

Our voice is always

Vivid, fresh and purposeful

Try saying:

**Splash around
the Shannon**

Using alliteration (repeating the starting letter of two words close together) where appropriate, can bring another layer into our language

Our voice is never

Dull, uninspiring, predictable or verbose

Tone of Voice

Some Dos & Don'ts

- Temptingly curious
- Honestly refreshing
- **Reassuringly relaxed**

Our voice is **reassuringly relaxed**

Instead of saying:

Grab some dinner

Avoid fast-paced descriptions that appear prescriptive and hurried

Our voice is always

Relaxed, charming, sincere, and expressive

Try saying:

Savour every single bite

Our language is never rushed, it is relaxed and encourages you to take your time

Our voice is never

Speedy, ordinary, forced or boring

USING THE BRAND

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

[Download IHH Logo Suite & Templates](#)

What's included in this download

Full Logo Suite

Digital Templates:

- Social Frames
- Instagram Carousel
- Mailchimp Template

Digital Assets:

- Social Posts
- Cover Images

Print Templates:

- A4 Poster Templates
- Window Decal



DIGITAL ASSETS & TEMPLATES

[Download IHH Logo Suite, Assets & Templates](#)

Digital assets GIFs

Our GIFs allow you to use the Ireland's Hidden Heartlands brand to leverage your own posts and social content.

They can add more energy and life to your posts and enhance your content. Simply search on GIPHY for Ireland's Hidden Heartlands and get creative!



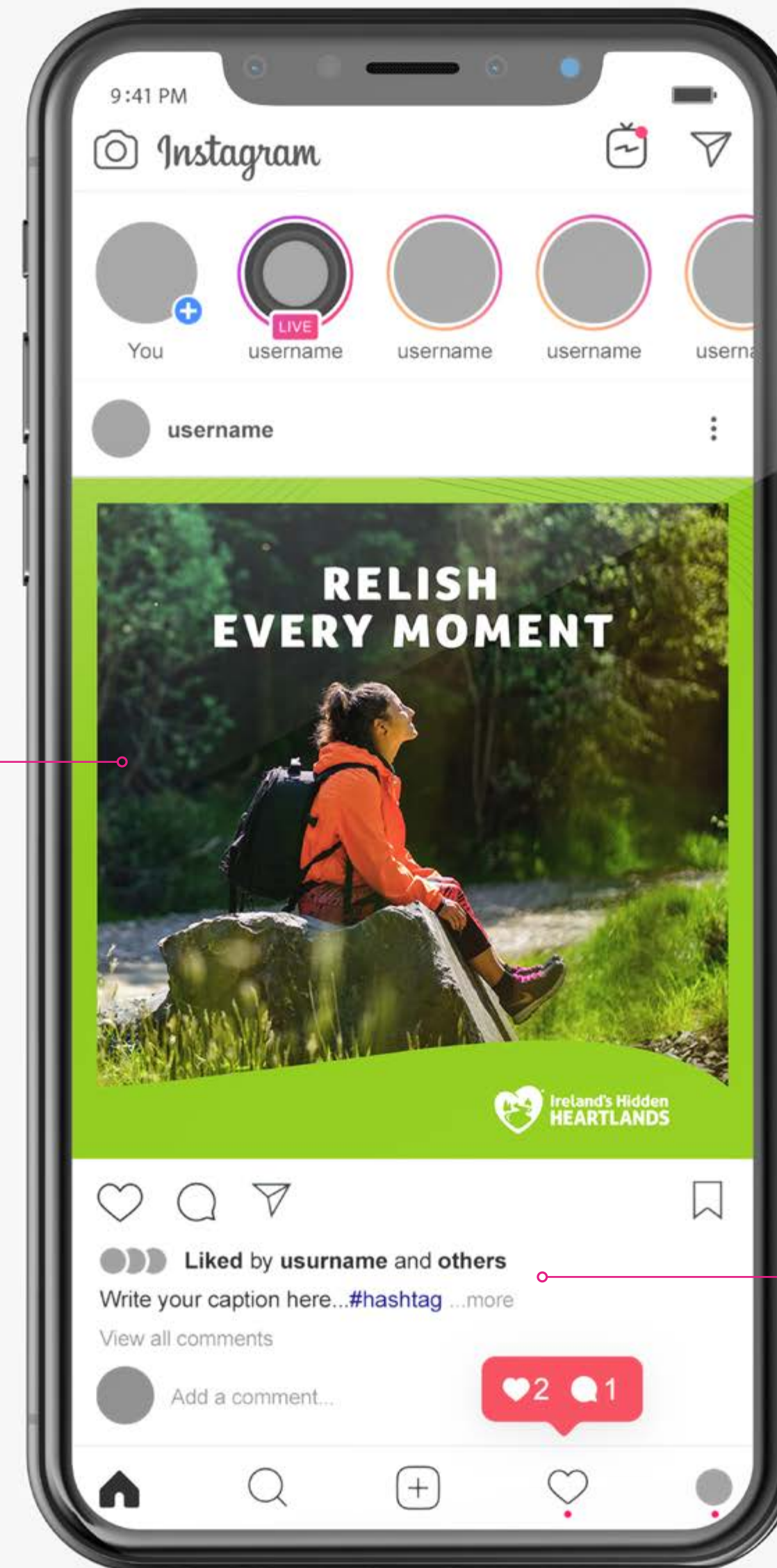
Have fun but make sure your GIF is placed in a quiet area within your image. Keep things simple to encourage people to engage with your content and allow your imagery to be the hero!

Digital assets Social posts

Our social posts allow you to post ready-made content directly to your channels. Choose from a range of curated images to promote your business with the Ireland's Hidden Heartlands Brand.

Get Social Posts

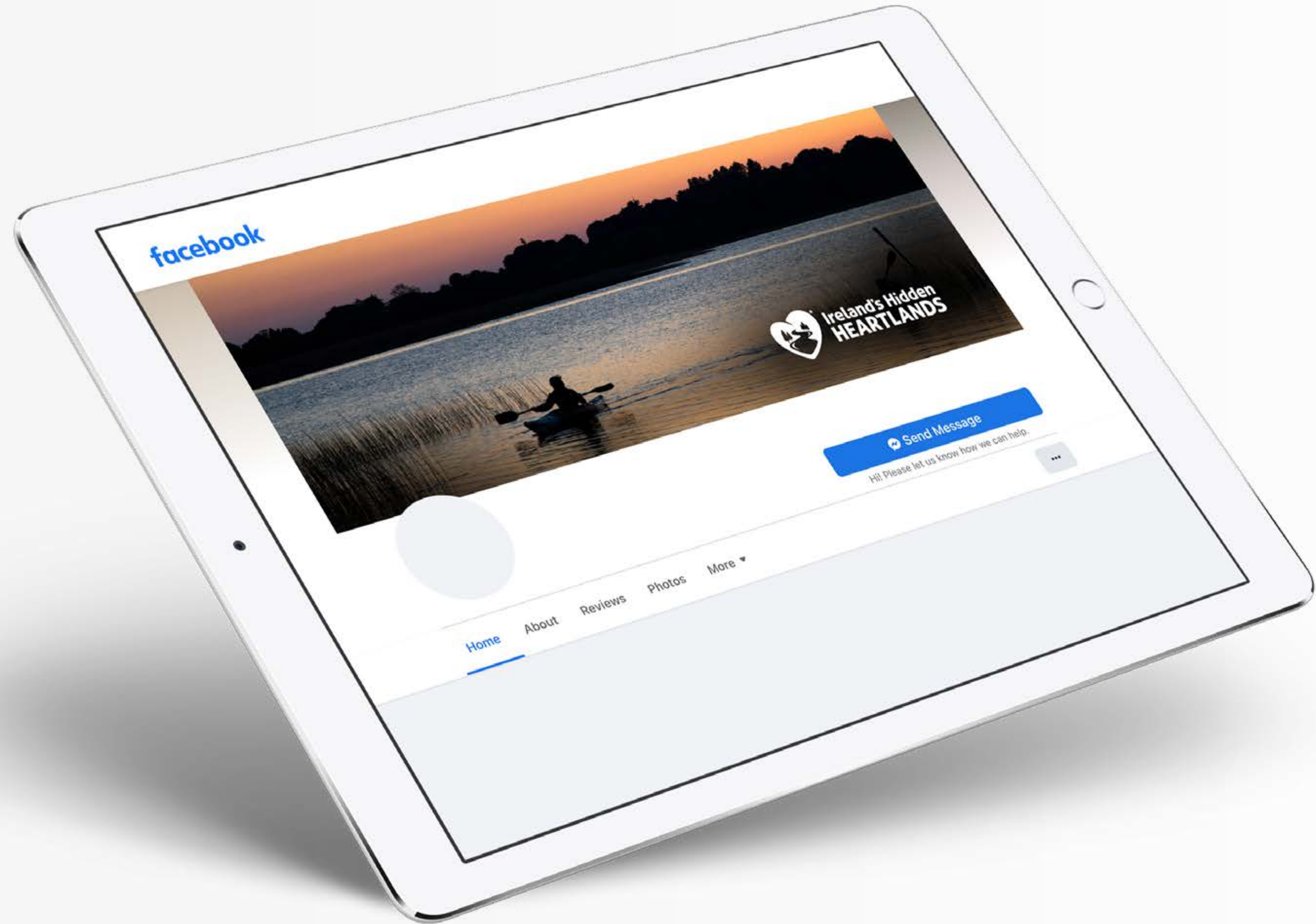
Pick an image that relates to your offerings.



Don't forget your hashtags!
Always include the #irelandshiddenheartlands as well as any others that will improve your posts visibility.

Digital assets Cover images

Choose from a range of curated images which use the Ireland's Hidden Heartlands logo and imagery to brighten up your social channels.



[Get Facebook Images](#)

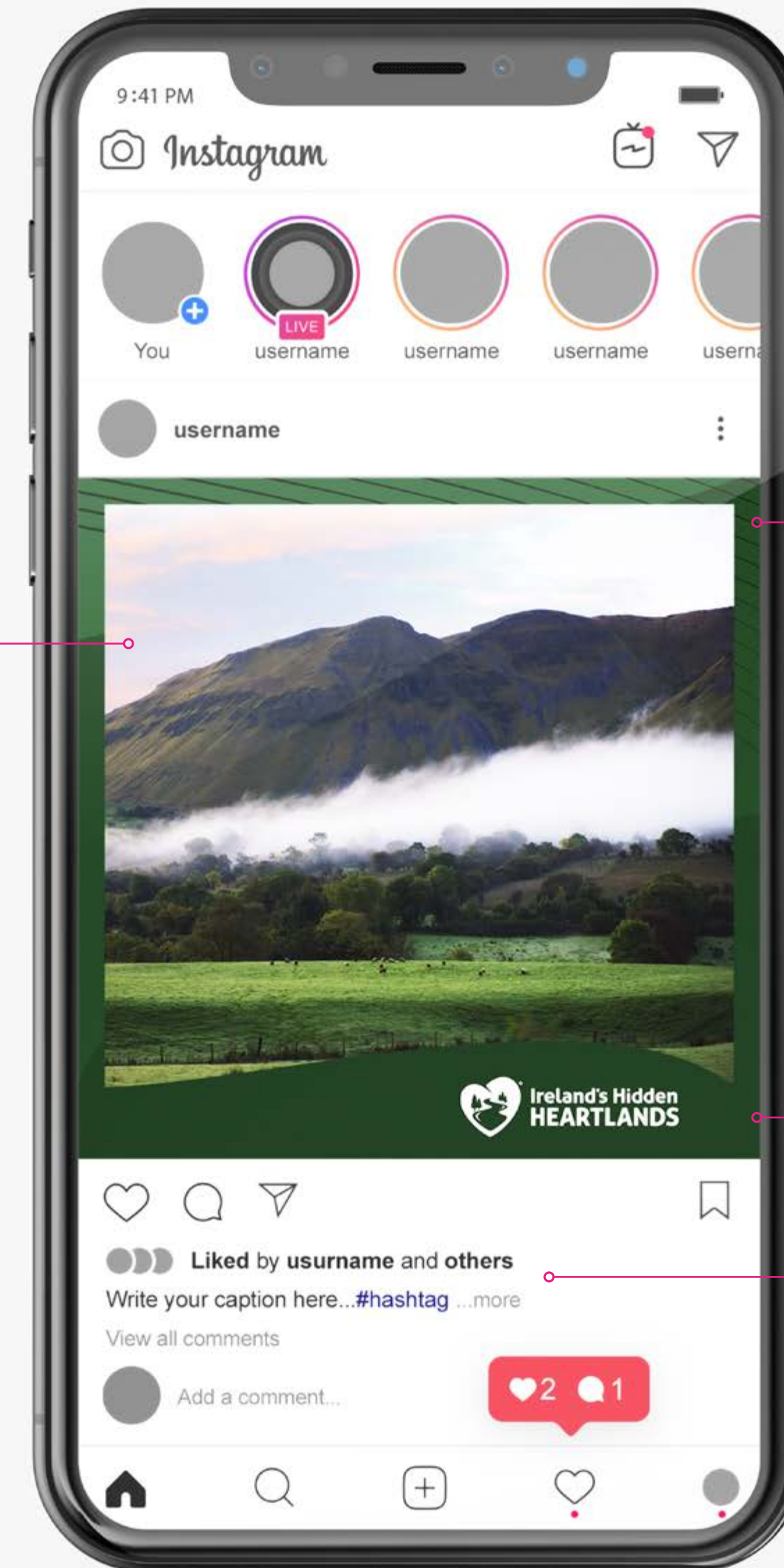
[Get Twitter Images](#)

Digital template Social frames

Our social frames allow you to use the Ireland's Hidden Heartlands brand to leverage your own imagery.

Simply combine your own imagery with a coloured frame, which complements the colours in your chosen image.

Our frames are supplied in a range of colours for a range of different social applications.



Pick an image that follows one or more of our photography pillars.

Pick a frame that complements the tone of your photography.

Our templates have layers of colours incorporated in them to allow our logo to still be legible when shown in white!

Don't forget your hashtags! Always include the #irelandshiddenheartlands as well as any others that will improve your posts visibility.

Get Social Story Frames

Get Social Post Frames

Digital template Instagram carousel

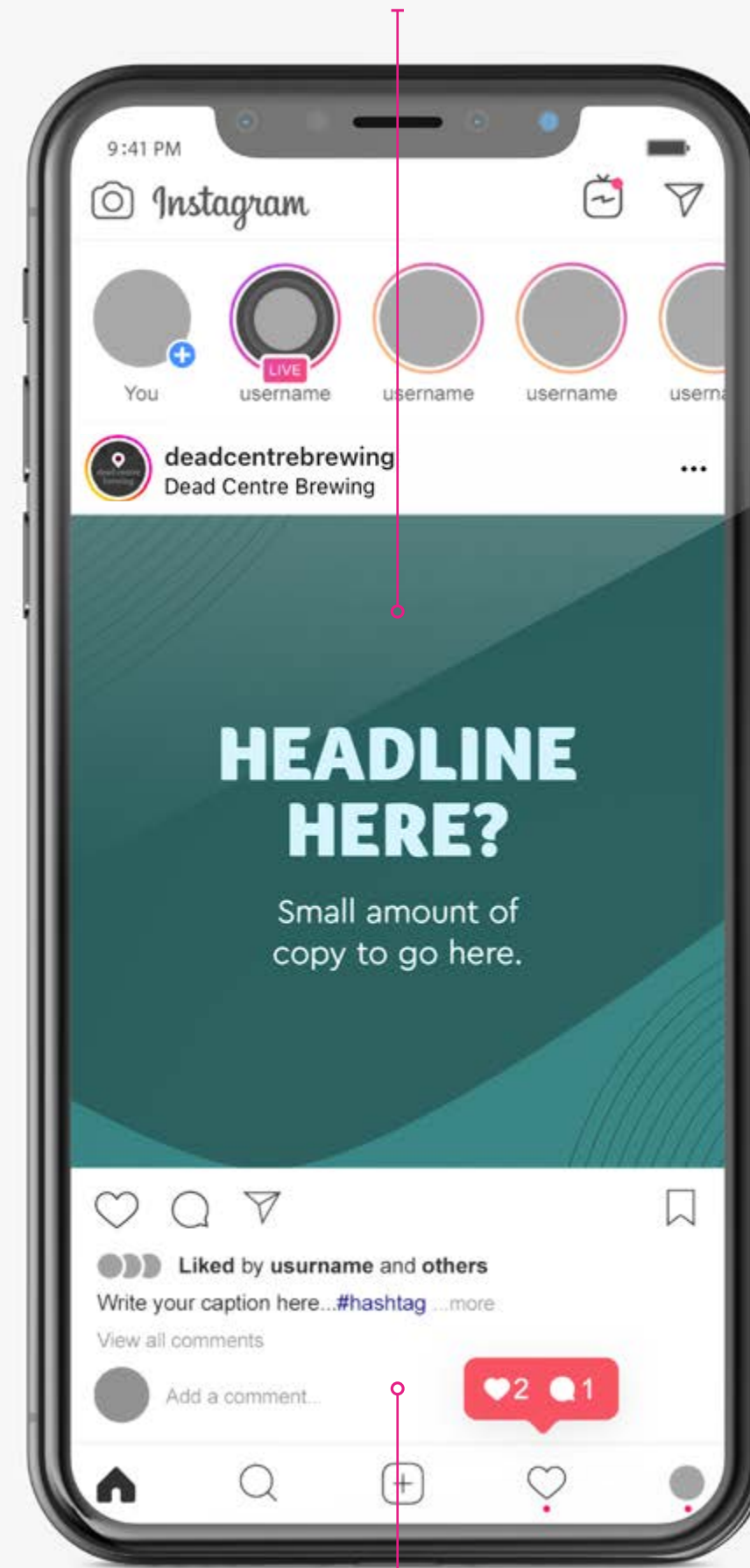
Why try and squeeze a great story into one single image when you can tell it across several?

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 the brand colour palette (see pages 56–58) in this toolkit to play with the backgrounds and see which colour best suits the tones of your photography.

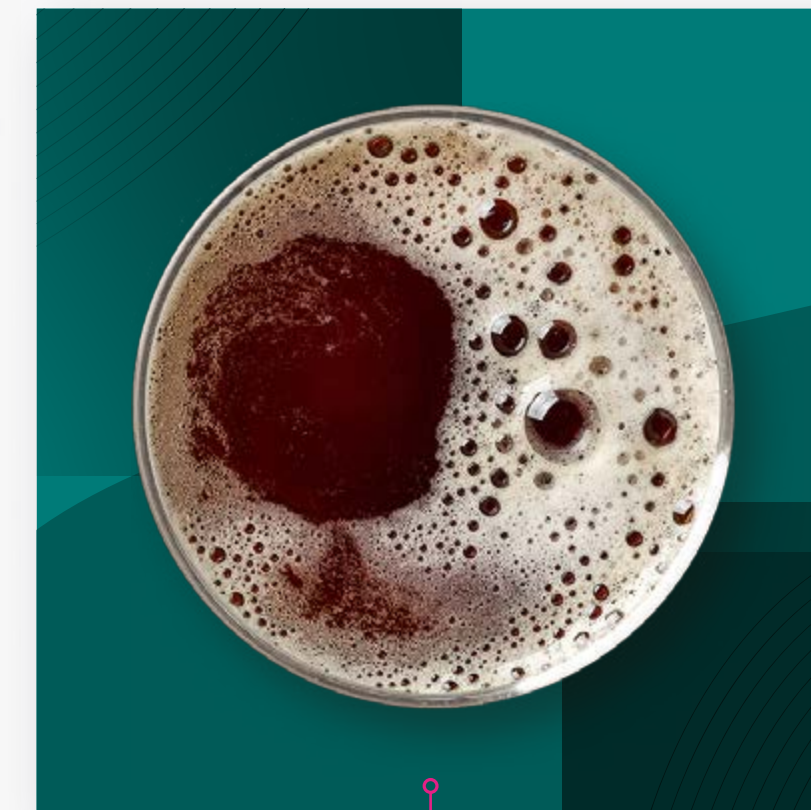
This template is editable using Adobe Illustrator.

Consider leading with an intriguing statement or interesting fact.

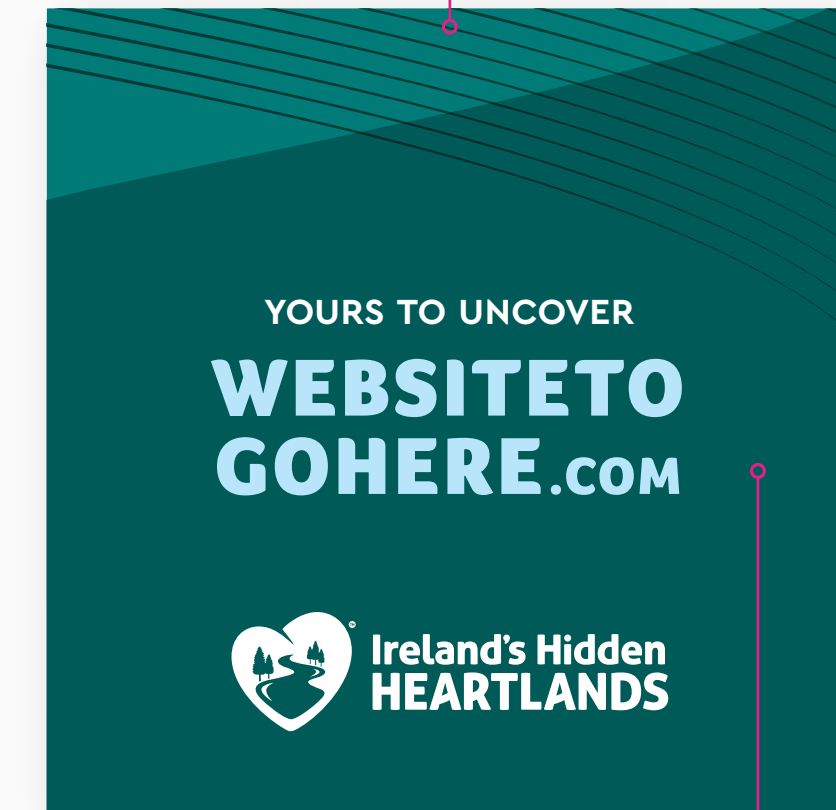


Don't forget your hashtags! Always include the #irelandshiddenheartlands as well as any others that will improve your posts visibility.

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



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



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

The Ireland's Hidden Heartlands master logo can appear lower down in the hierarchy, as shown here.

[Get Carousel Template](#)

Digital template Mailchimp

As part of the digital toolkit, we have created an editable Mailchimp newsletter template which can help elevate your email marketing using the IHH 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 in order to use this template.

Logo placement
Place your logo alongside the IHH logo, following the guides in our Design Toolkit.

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

Colours
Be mindful of our colour palette when modifying the template.



Your Newsletter Headline



Story One Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Deque his rebus satis multa in nostris de re publica libris sunt dicta a Laelio. Quid, si etiam iucunda memoria est praeteritorum malorum.

Duo Reges: constructio interrete. Idemne, quod iucunde. Verum hoc loco sumo verbis his eandem certe vim voluptatis Epicurum nosse quam ceteros quid autem habent admirationis, cum prope accesseris.

At coluit ipse amicitias. Itaque eos id agere, ut a se dolores debilitates.

[Learn more](#)

Headline
Using the IHH 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 photography section for some inspiration.

[Get Mailchimp Template](#)

PRINT TEMPLATES

[Download IHH Logo Suite & Templates](#)

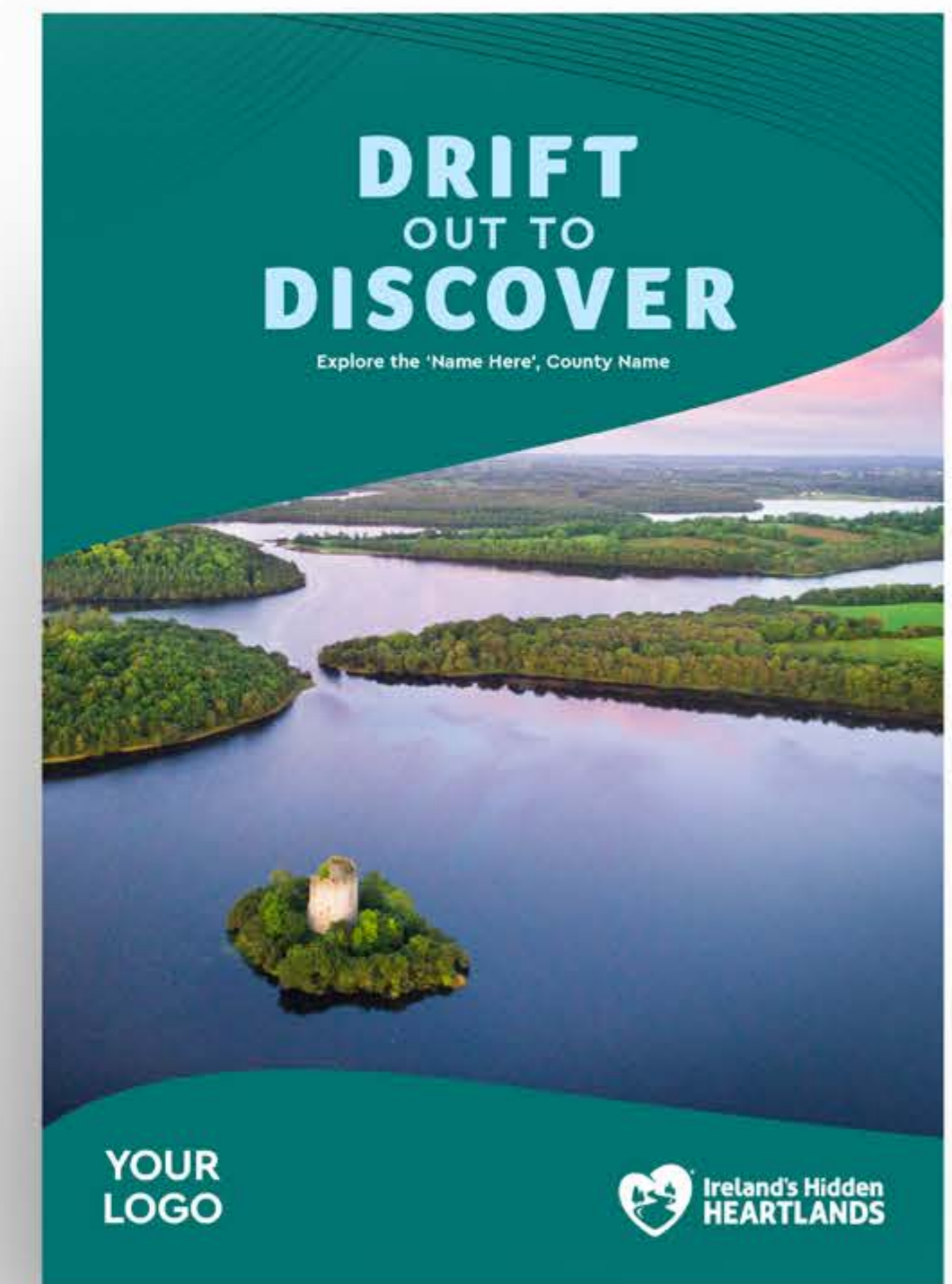
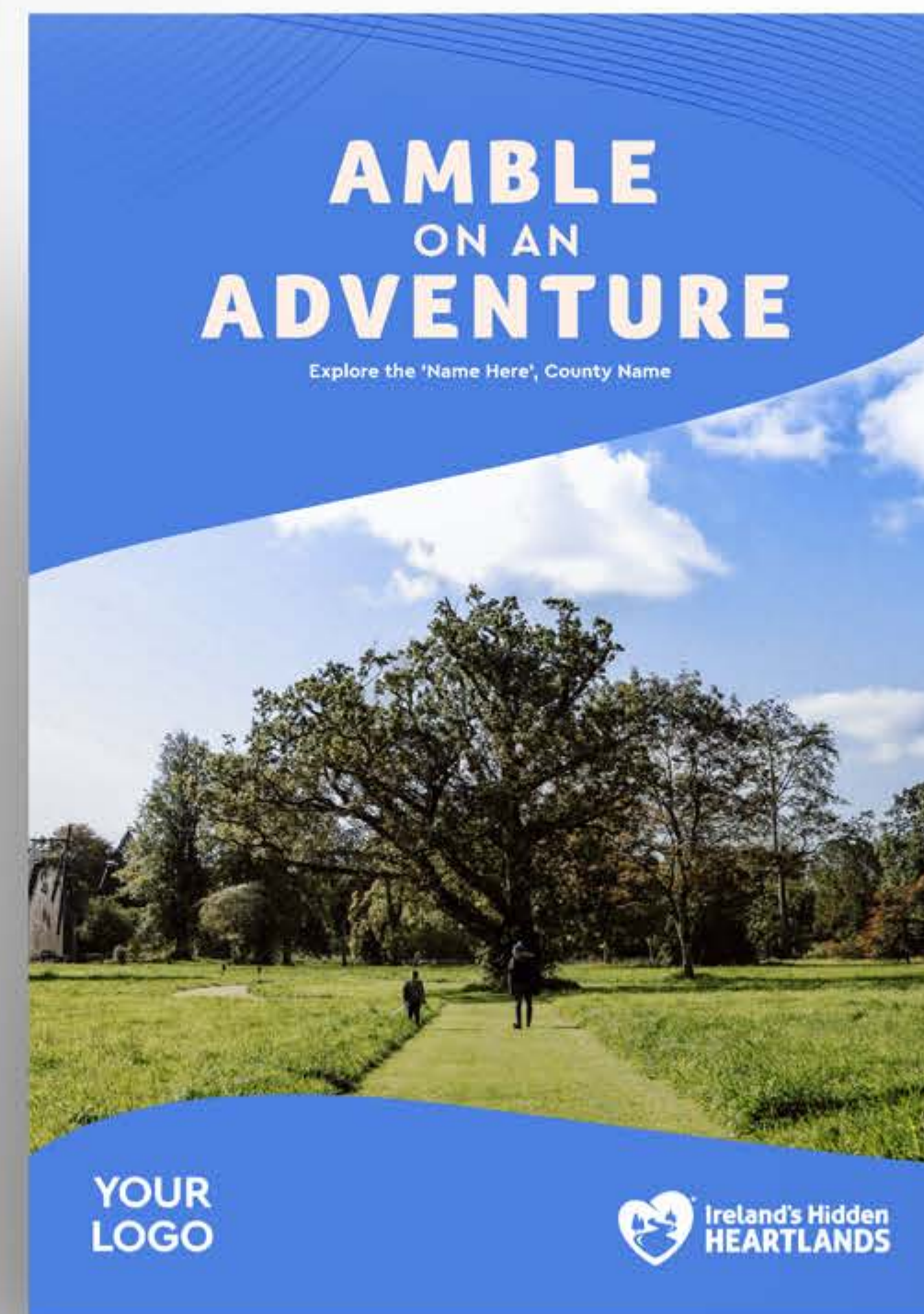
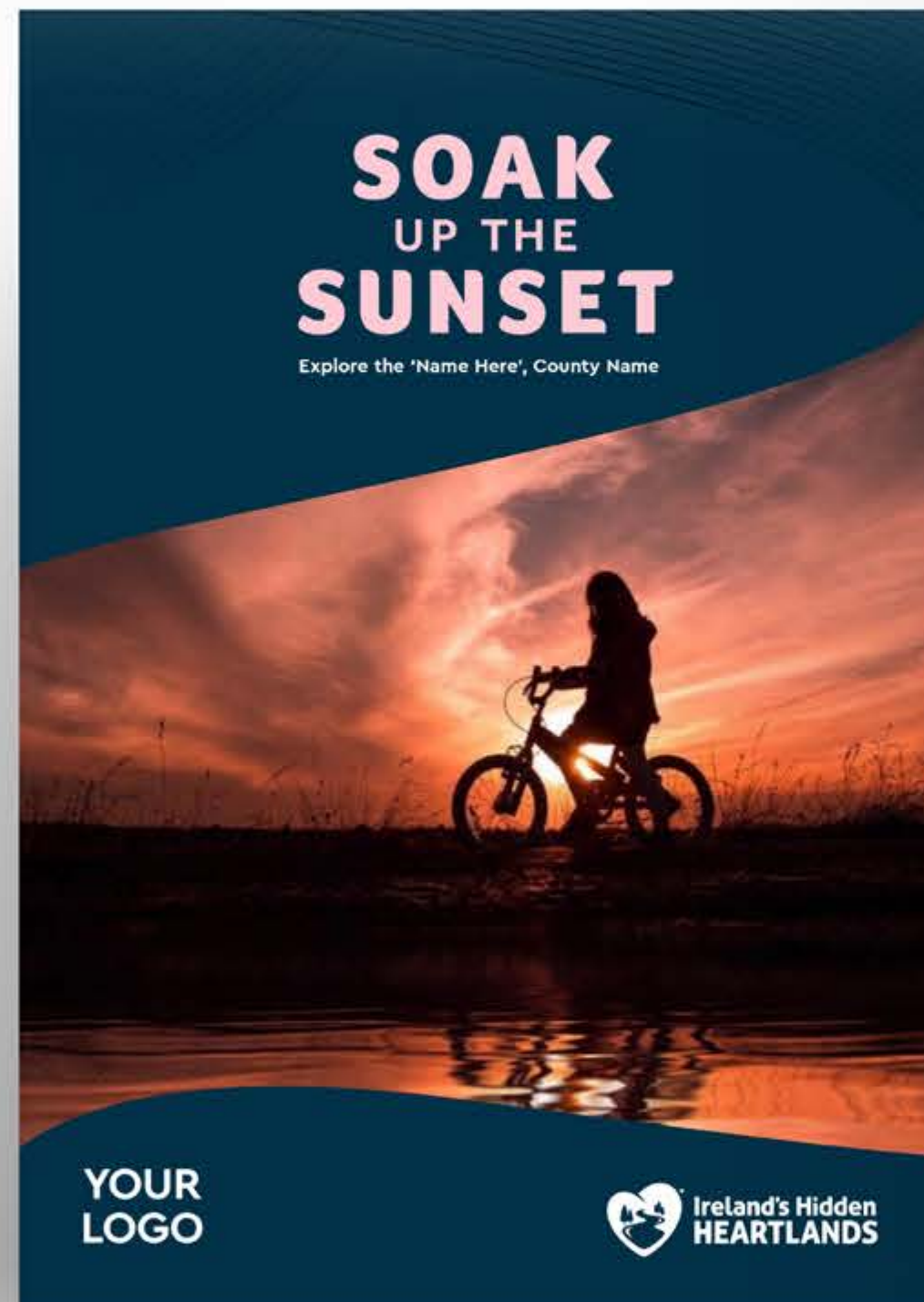
Print template A4 poster

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

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

The templates provided have been created using example businesses.

This template is editable using Adobe Illustrator.



[Get Poster Example](#)

[Get Editable Ai Template](#)

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.

Texture Colours

Our bespoke pattern adds another layer to our templates, they are included in each of the template files. They are designed to enrich the background colour by using the same colour tone – do not mix and match!

Sub-heading

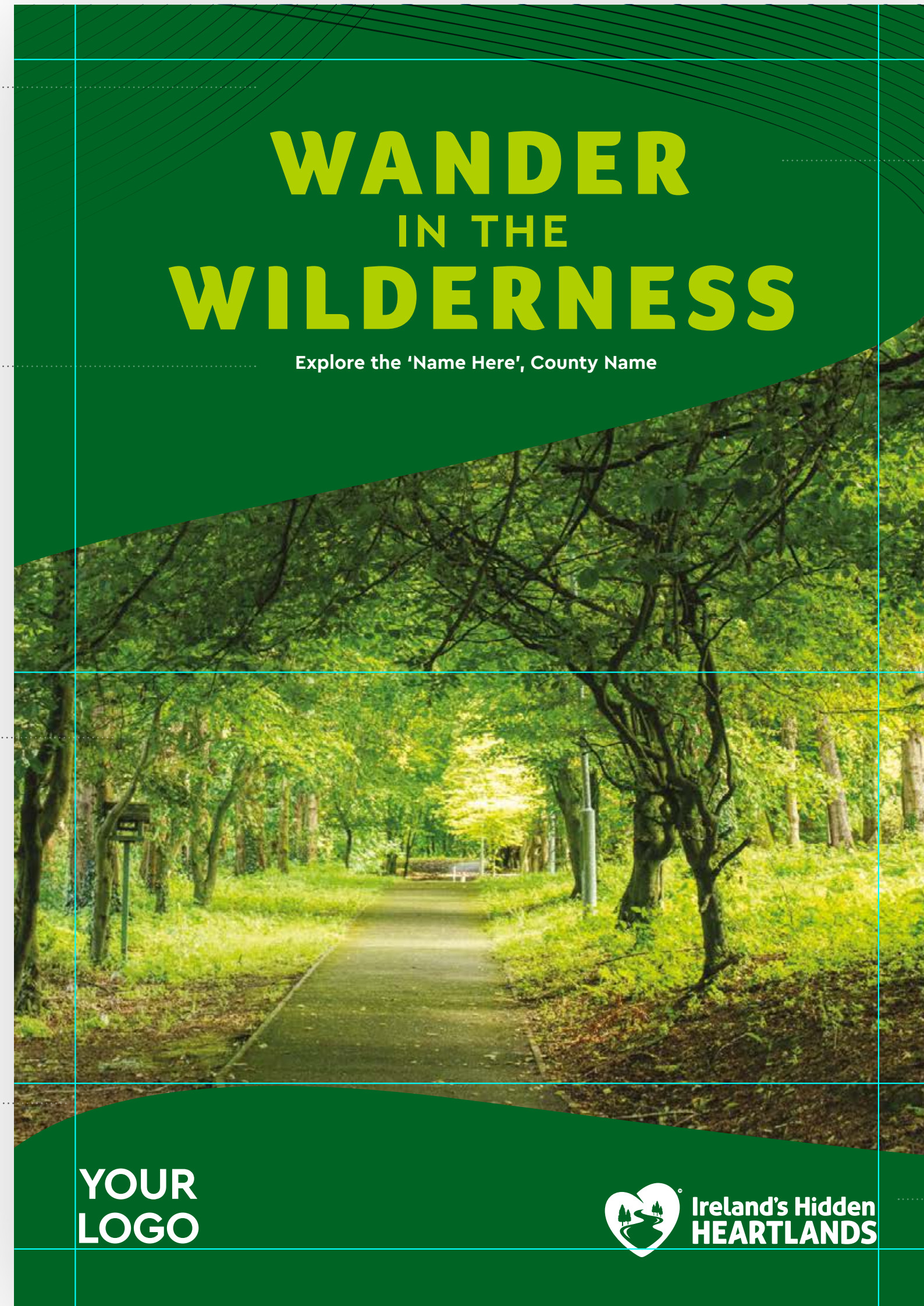
Short and sweet: a simple, yet descriptive one-line description of the offering.

Colour

Select your image first, and then see which colour from the brand palette best suits the tones of the photo.

Your logo + CTA

Your logo sits on the bottom left, with equal weighting to the Ireland's Hidden Heartlands 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 Ireland's Hidden Heartlands brand's tone of voice and typography, an enticing and personable headline can be created that is specific to your offering.

Hero image

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

Ireland's Hidden Heartlands logo

The Ireland's Hidden Heartlands logo should sit here as a sign off.

[Get Poster Example](#)

[Get Editable Ai Template](#)

Print template 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.



[Get Ai Decal File](#)

[Get EPS Decal File](#)

[Get PDF Decal File](#)

I'D PREFER TO USE MY OWN BRAND

That's absolutely fine. The Ireland's Hidden Heartlands brand is intended to supplement and strengthen your business communications, not to overpower 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 this amazing region to the wider world.

So if you would prefer to use your own branding instead of our provided templates, we have created two ways of doing this that are detailed on the next page.

Option 1 Co-branding

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

The Ireland's Hidden Heartlands master logo is applied with equal weighting to your business's logo. A divider line can be used to keep clear distinction and clear space between the brands.

**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 Ireland's Hidden Heartlands 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

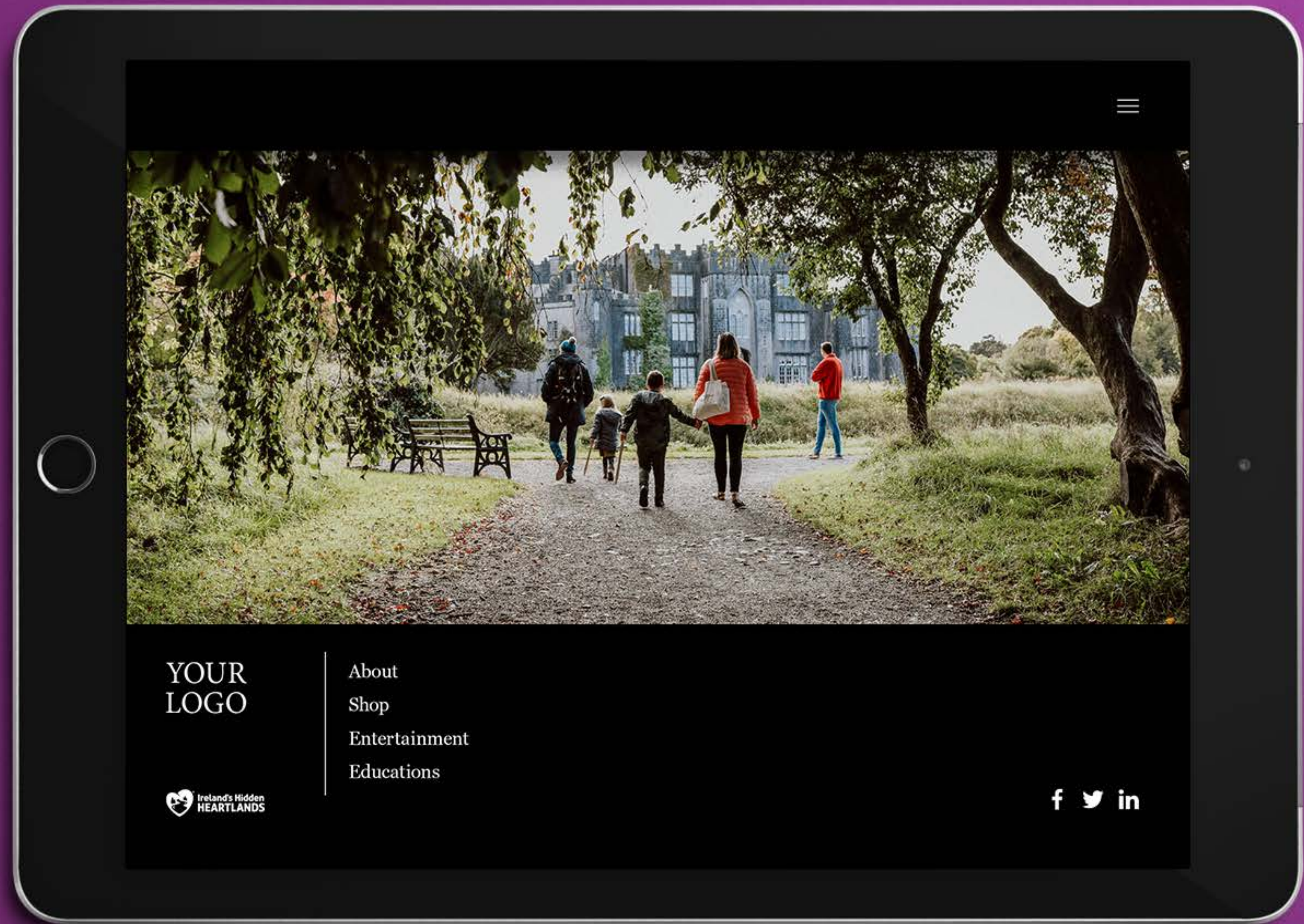
Examples Website header

The example shown here uses a co-branding lockup (the dividing white line) with the brand logo given equal weighting to the Ireland's Hidden Heartlands master logo.



Examples Website footer

Note the use of the negative logo in this instance, due to the dark background. 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 master logo in full colour is used.

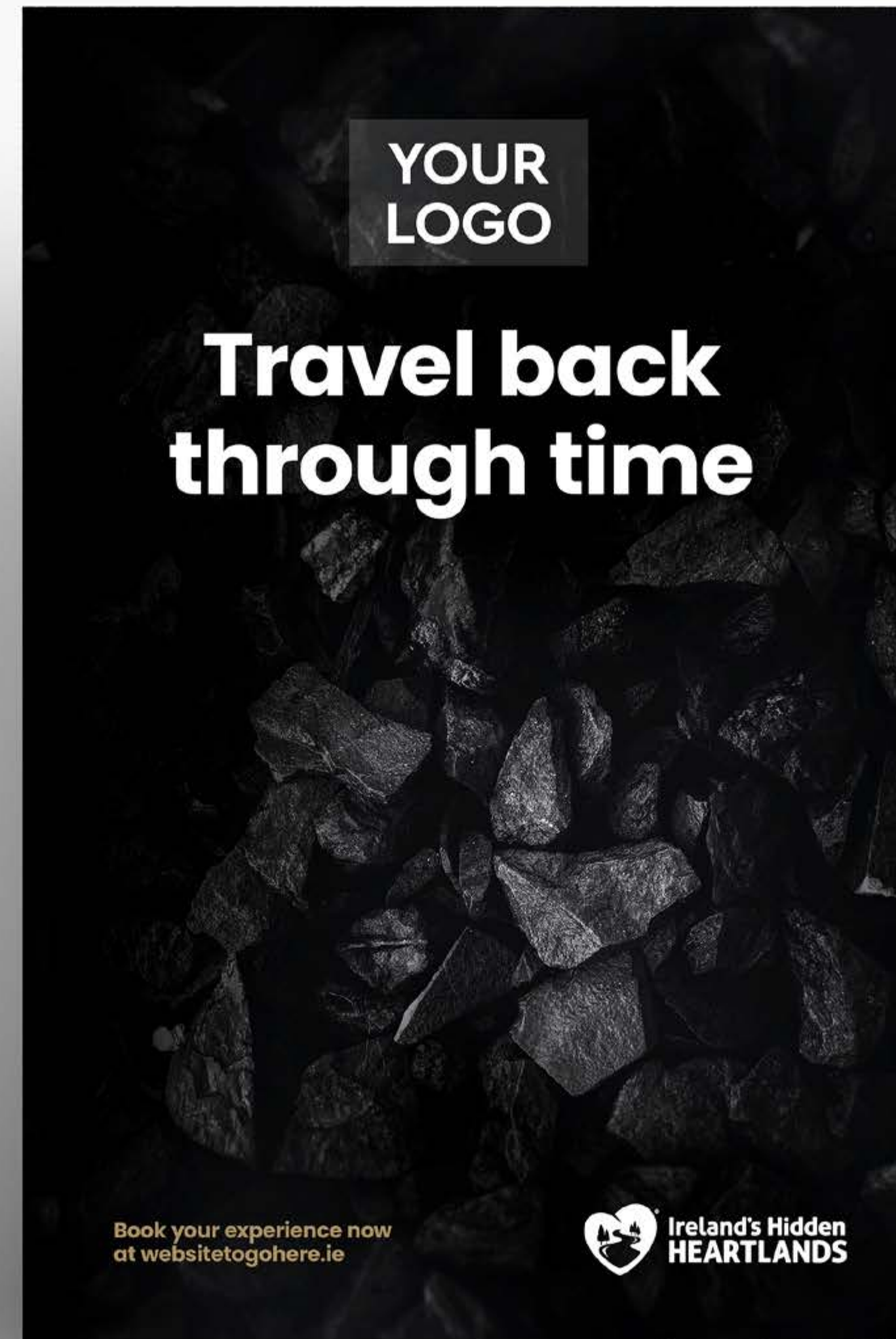


Examples

A3 Poster

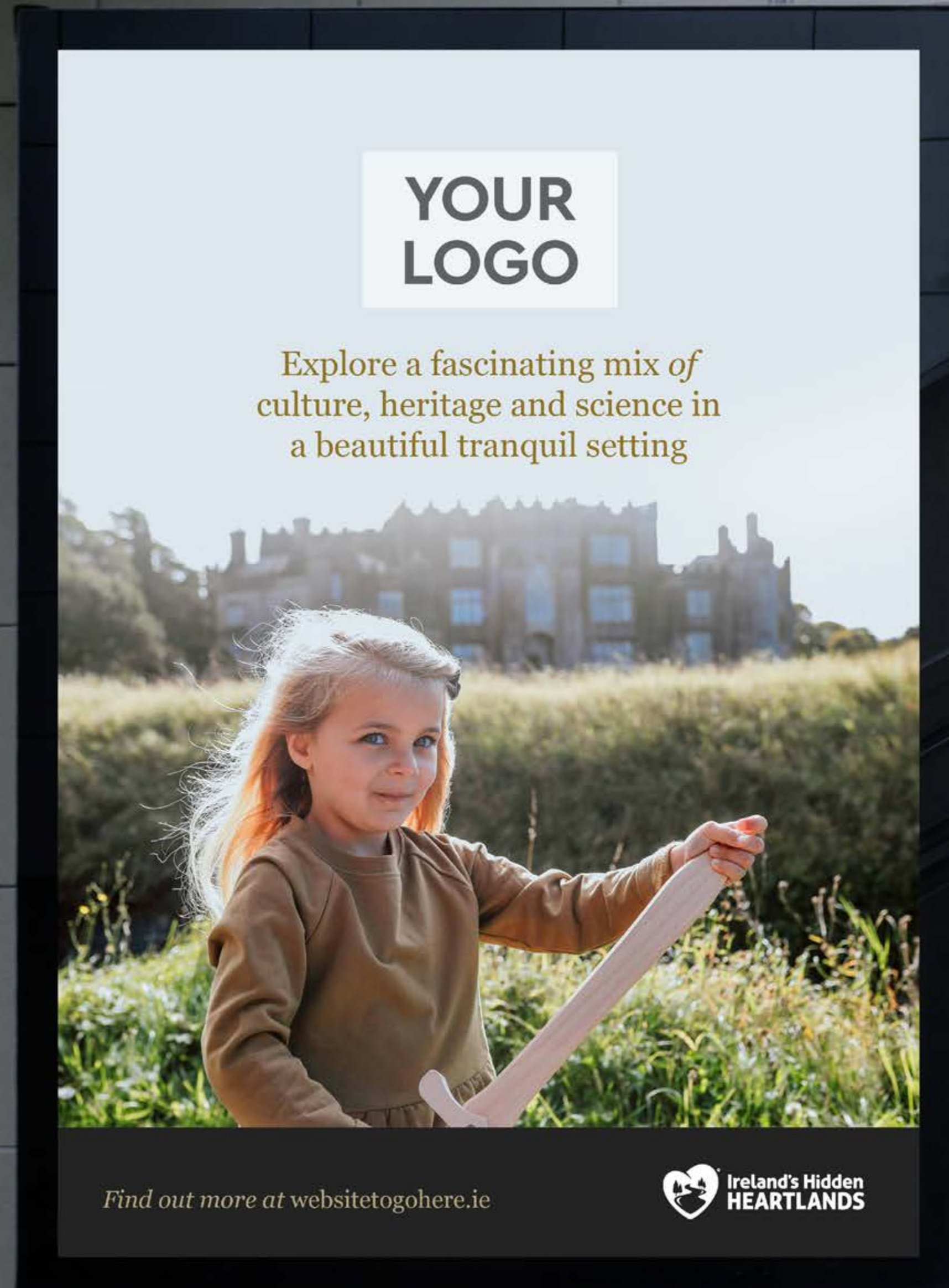
This example poster uses the host's brand design and aesthetic. The image aligns with our photography guide, and small touches like the use of language in the headline ("Travel back through time") ties back in with the Ireland's Hidden Heartlands tone of voice.

The host business's logo takes the primary position, with the Ireland's Hidden Heartlands master logo scaled down to a smaller size in the bottom corner.



Examples 6 Sheet

Similar to the previous page, the Ireland's Hidden Heartlands master logo sits in the bottom right, scaled down, allowing the host's brand to take the primary position.



DESIGN TOOLKIT

Our logos, colour & typography

A large, light blue graphic of the number "07". The "0" is a thick, rounded ring, and the "7" is a thick, slanted numeral.

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 heart symbol with trees and stream inside and the Ireland's Hidden Heartlands type.

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



**Ireland's Hidden
HEARTLANDS**

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 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 black and white version of the logo. It should only be used when it is not possible to use the master positive or negative logo.

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 "H". 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 30mm in width.

Clear space



Minimum size



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.

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



**Ireland's Hidden
HEARTLANDS**

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



The spacing between the divider should always be at least the same as the height of two letter "H" from the IHH logo.

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

If in doubt always place our full colour logo on light, bright backgrounds and make sure the reversed version (in white) only appears on dark, deep coloured backgrounds.



✘ Logo placed over busy image



✔ Full colour logo on light, spacious image



✔ Negative logo on dark background



✘ 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

Primary colour palette

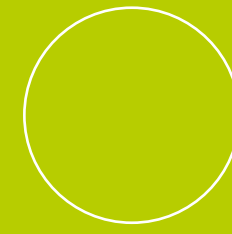
Ireland's Hidden Heartlands is a lush and vibrant region with a colourful personality and our palette should reflect as much. From the deep blues of our lakes, to the lush greens of our forests, the choice of colour in this region is broad.

There is no hierarchy or right and wrong when choosing which colour to use in your application, but do 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.

Colour Combinations

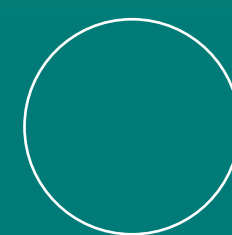
For background colours – stick to the darker tones within our palette. For text always consider legibility and readability. Don't place light coloured text on a light background – let's make everything easy to read and engage with and make the brand look its best at all times!



MOSS LIME

CORE GRADIENT TWO TONE GRADIENT

OUR GRADIENT SHOULD ALWAYS
BE PRINTED IN CMYK



EVERGREEN TEAL



SOFT SKY BLUE

PANTONE 290
C25 M0 Y0 K0
R185 G229 B251
#B9E5FB



EVERGREEN TEAL

PANTONE 562
C100 M40 Y60 K0
R0 G123 B120
#007B78



FOREST GREEN

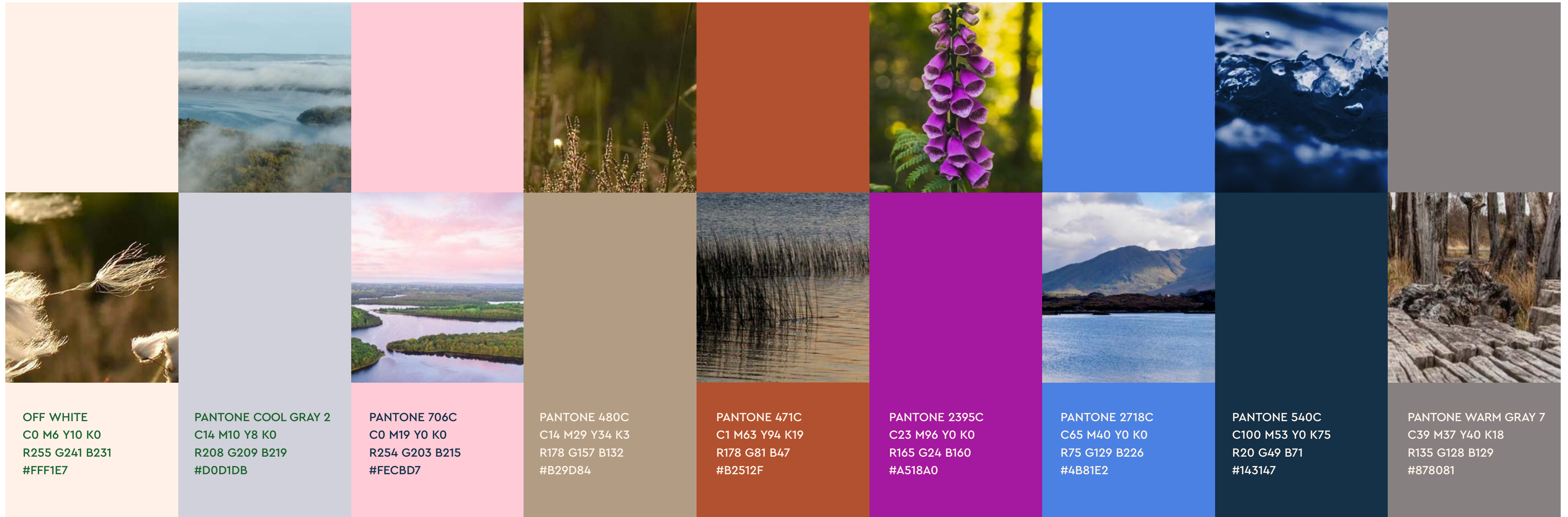
PANTONE 349
C87 M35 Y100 K30
R25 G100 B51
#196433



MOSS LIME

PANTONE 583
C37 M0 Y100 K0
R173 G209 B54
#ADD136

Secondary colour palette



These colours are lighter in tone so more legible when used on a dark background as an accent.

These colours are stronger in tone, so more suitable for a background colour when text is required and to reverse the logo out of.

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

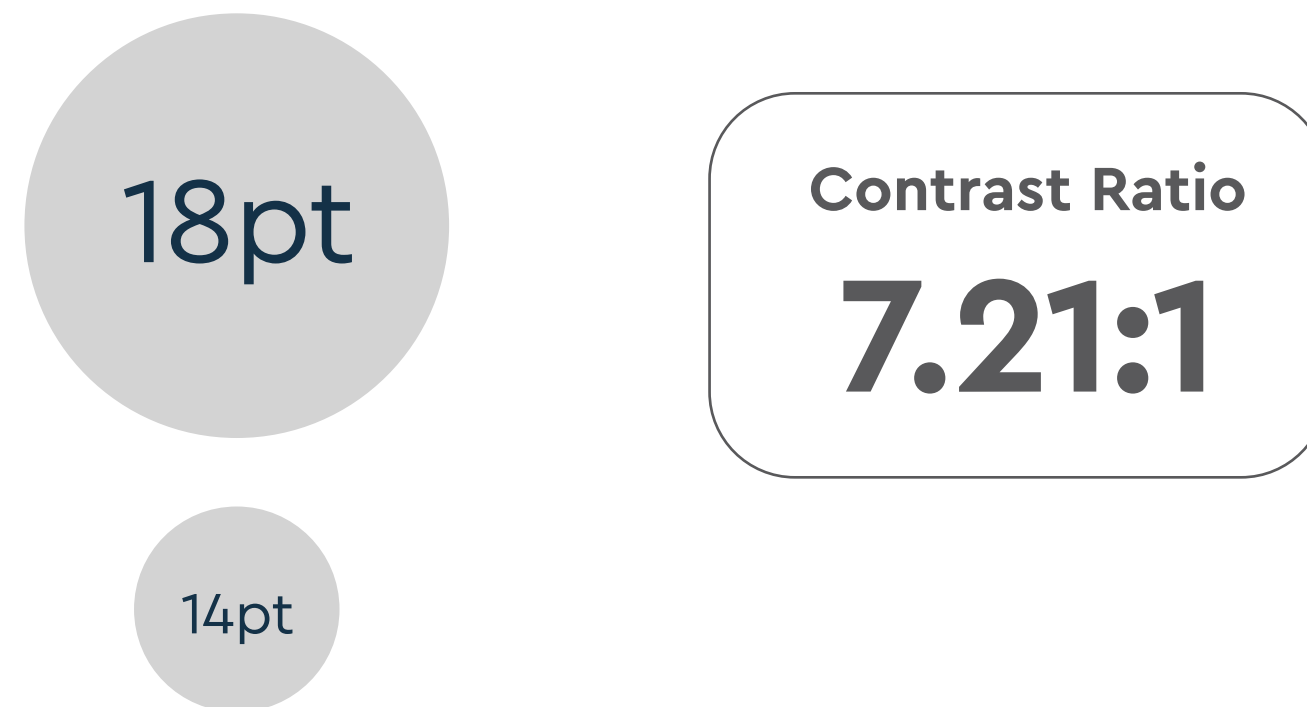
Large text is defined as 18 point or 14 point bold or larger. 14 point is typically 18.66px and 18 point is typically 24px.

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



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



Large text

WCAG AA: **Fail** ✗

WCAG AAA: **Fail** ✗

Small text

WCAG AA: **Fail** ✗

WCAG AAA: **Fail** ✗

Typography

Our fonts

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

Foca Black

Foco's friendly, humanist curves deliver a typeface that is easily recognisable. It has subtle, soft edges that flow. Some are sharper, meandering off in slightly unexpected ways. It should only be used for short lines and punchy headings, never for blocks of text or paragraphs. It is available through creative cloud at fonts.adobe.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 as it is widely available on most desktop computers.

Foca Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ÁßŮúýŕŦðæµθΘµϐKöëÿèÈÉÿω

كومل د نب دش ار خيش لانا نم ةي بي حرت ةلاس ر

Used for:

- Headings
- Short, punchy phrases
- Accents & emphasis

It has a large range of glyphs so it is able to be translated into a number of European languages. For Arabic translations, we would recommend a similar weight in an Arabic font.

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

Typography

Typesetting

Our two brand fonts, Foco Black 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 shown here 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 Foco Black. Generally the verb, nouns or adjectives of the sentence are what you want to accentuate (e.g. **Amble** on an **Adventure**). 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.

SOAK
UP THE
SUNSET

Glide through 'Name Here',
County Name Here

Learn more at [websiteaddress.ie](#)

Foco Black

Only select a minimum of 2 or maximum of 5 words that are set and scaled larger in the headline. Set in ALL CAPS, with the tracking (the space between the letters) widened to 100.

Cera Pro Bold

Also set in ALL CAPS, with the tracking widened to 100.

Cera Pro Bold & Regular

Cera Pro is used for all supporting copy lines. The example here shows how we can use the range of weights and colours to create emphasis for locations, websites or business names depending on the application.

THANK YOU

If you have any queries regarding the IHH Brand Toolkit,
please contact: visualidentity@failteireland.ie

