

What to remember if you wish to or are using the Wild Atlantic Way trademarked logo



The Official Wild Atlantic Way trade mark logo

This summary has been prepared to assist qualifying tourism businesses to use the logo in a way which is in keeping with the Wild Atlantic Way Brand so as to ensure that the Brand continues to grow and develop in a manner which will benefit all but which will not result in the dilution of or damage to the Brand.

This does not replace the brand guidelines.

- The trade mark may be used by qualifying tourism businesses in printed & digital marketing materials including websites and social media pages. Please note that in relation to social media pages the trade mark logo may be used within posts but not as a profile or header image.
- The trade mark artwork is only available from Fáilte Ireland. Please email waw@failteireland.ie to check

your eligibility for use. If eligible you must agree to the terms and conditions of use and Brand Guidelines prior to receiving the artwork. Obtaining the artwork from any other source is not permitted.

- Always reference pages 12-15 of the Brand Guidelines to ensure correct usage in relation to pantones, positioning & dimensions.

- **The correct trade mark logo must include**
 - ▶ The chevron
 - ▶ The words 'WILD ATLANTIC WAY' - please note the font used is privately owned and not free to use
 - ▶ The correct Irish translation
 - ▶ The © symbol, as above.

Incorrect Logos



- The trade mark artwork is available in black, white and colour (as above). The pantones / colours of the artwork supplied must not be changed / altered in any way.
- The trade mark must be used in its entirety and never broken down into its component parts.
- **The trade mark logo may not be used**
 - ▶ in merchandising of any kind, including clothing for sale
 - ▶ to promote alcohol, tobacco, the sex industry, gambling or unregistered / unapproved accommodation
 - ▶ in signage, including building and vehicular signage.

- Wild Atlantic Way trade mark and term may not be used to promote a single town or county. The Wild Atlantic Way exists only in its entirety and must not be broken down, other than into the zones developed by Fáilte Ireland.
- The words WILD ATLANTIC WAY are well known as indicating Fáilte Ireland and this tourist initiative. Fáilte Ireland has very significant unregistered or Common Law rights in the words WILD ATLANTIC WAY

and does not permit use of the term in either business or product name(s). Fáilte Ireland does not object to the use of either 'Wild Atlantic' or 'Atlantic Way'.

- The development of alternative brands / logos which include the term 'Wild Atlantic Way' and / or similar component parts to any part of the trade mark so as to constitute an infringement of our trademark, is not permitted.

- It is important to understand that a breach of the Brand Guidelines may have serious legal implications.

- The above is not an exhaustive list and is subject to change. Up-to-date details are available by emailing waw@failteireland.ie.

If in doubt contact waw@failteireland.ie.