



# Brand Toolkit

A guide for the delivery of world-class food and drink experiences

JULY 2019 | VERSION 1





## INTRODUCTION

**The Taste the Island story brings together everything that is unique and special about the quality of our food and drink across the island of Ireland.**

It's an annual celebration that runs from September to November. It helps people discover authentic experiences they will remember and cherish, from the natural beauty of locally inspired dishes in restaurants, cafés, and pubs; to visits to distillers and brewers; food trails and food festivals; and hands-on experiences like practicing traditional skills, exploring the wild hedgerows, and countryside foraging.

Taste the Island is exciting. It's full of surprises and energy, interweaving the food and drink traditions of the country with a fresh approach. When you use the Taste the Island logo for your business, visitors will know that they will have a world-class food and drink experience when they visit you.



## USING THE BRAND

You can help celebrate Ireland's food and drink by using the brand across your communications.

### OUR LOGO

This is the Taste the Island logo, which communicates 'a celebration of Ireland's food and drink'.

The typography is warm, organic and playful to help communicate food cues. The underlines help to ground the logo, but also communicate the land and the sea – where food and drink is caught, gathered, planted, grown, prepared and produced. Both the Shamrock and the hexagon are recognisable symbols of the island of Ireland.

### SIZE AND SCALE

To ensure our logo is clearly visible in all applications, surround the logo with sufficient space, free of type, graphics and other elements that might cause visual clutter – to maximise the recognition and impact of our logo. Our primary logo must never be used below 20mm for print or 130px in width for digital applications.

### ASSETS

To view the logo and for details on how to download it visit: <http://www.failteireland.ie/Supports/taste-the-island/Taste-the-Island-Toolkit.aspx>

### PRIMARY LOGO



### CLEAR SPACE



### SIZING



## DATES AND TAGLINES

The logo can exist with different additional pieces of communication depending on what is required for the application.

### FULL COLOUR WITH DATE AND TAGLINE



A Celebration of  
Ireland's Food & Drink  
6 SEP – 30 NOV 2019

### WITH TAGLINE



A Celebration  
of Ireland's  
Food & Drink

### WITH DATE



6 SEP  
30 NOV  
2019

### SINGLE COLOUR WITH DATE AND TAGLINE



A Celebration of  
Ireland's Food & Drink  
6 SEP – 30 NOV 2019

### WITH TAGLINE



A Celebration  
of Ireland's  
Food & Drink

### WITH DATE



6 SEP  
30 NOV  
2019

### MONO WITH DATE AND TAGLINE



A Celebration of  
Ireland's Food & Drink  
6 SEP – 30 NOV 2019

### WITH TAGLINE



A Celebration  
of Ireland's  
Food & Drink

### WITH DATE



6 SEP  
30 NOV  
2019



### USAGE ON COLOUR AND IMAGE

The default colour for the logo is the primary green. It can exist as a white or black logo to help with stand-out on coloured backgrounds.

When the logo needs to be used on an image, darkening the background can help with contrast. The most important thing for legibility of the logo is contrast.

### ON COLOUR WITH DATE AND TAGLINE



### WITH TAGLINE



### WITH DATE



### COLOUR ON IMAGE WITH DATE AND TAGLINE



### WITH TAGLINE



### WITH DATE



### MONO ON IMAGE WITH DATE AND TAGLINE



### WITH TAGLINE



### WITH DATE





### CO-BRANDING PARTNERSHIPS

Taste the Island has a number of partnerships and sponsorship agreements.

To identify these initiatives, a co-branded lock-up needs to be created to ensure both brands receive exposure.

- A simple keyline should always be placed between the two logos. The keyline has the same height as the Taste the Island logo. At a logo height of 20mm the line weight is 2pt. The line weight scales proportionally with the lock-up.
- Taglines are set in Cera Pro in bold mid green, all upper case or sentence case. They should run to the right of the lock-up.
- Partner logos should never be of a greater height than the Taste the Island logo.



**A Celebration  
of Ireland's  
Food & Drink**



**EXAMPLE APPLICATIONS**

To get the best out of the logo and it's support for your business please adhere to the guidelines.





## OUR TONE OF VOICE

### Letting everyone know that you're involved

#### BEFORE YOU START

It's important to know your audience. Think about who you're writing for, who your customers are. Are they people who love exploring a new food and cultural experience, families with small children, mature couples, young friends on a holiday together, Irish or International visitors? Maybe your customers are a combination of these groups. Make sure you're telling them something that relates to them. In clear language that they will understand.

#### TONE OF VOICE

What do visitors say about Ireland? It's a friendly place where people are warm, open and genuine. People are at the heart of what we do. And so is the fresh, green countryside and our rugged, dramatic coastline.

So when you're writing for your website or social media, make sure your tone of voice reflects this. Your unique voice, whether it comes through your website, your social media conversations, in print or in person, is a powerful way to let people know about the Taste the Island story.





## A FEW THINGS TO BEAR IN MIND

### LANGUAGE

#### WARMTH

Say things in a warm way. Be friendly, alive, engaging, and real. Think of what you might say if you were chatting to someone and telling them about a great Irish experience. Make it sound like you are talking to them personally.

#### SIMPLICITY

Don't use complicated words. Keep what you say interesting and informative without any preaching, lecturing or judgement. Write as you speak. And be clear.

#### LOCAL AND TRUE TO LIFE

Keep your conversation refreshingly down to earth. Yes, we may have moved on a bit in Ireland since *The Quiet Man*, but in our hearts, we're still an island of people who have not forgotten the importance of tradition.

#### BE NICE

Be positive and uplifting, we're celebrating what is great about the island of Ireland and we want everyone to be in on the celebration with us.

#### SAY THANK YOU

Don't forget to create a welcoming feel in everything you do, so forms and other data input functions should be friendly, and remember to say thank you.



## DO'S AND DON'TS

### DO

- Be chatty. Write the way you speak.
- Tell people about the interesting parts of your business, a trip to a local supplier, name them, show pictures of them, and their produce.
- Let people know where you are. Visitors will have heard about Dublin, Ireland's Ancient East, Ireland's Hidden Heartlands, the Wild Atlantic Way, and Northern Ireland, so wherever you are, bring it into your story.
- Use 'we' rather than 'I', 'we love it when...' 'we love to...' Include other people in your business.
- Use words like: fresh, wild, local, sustainable, organic, exciting, hidden, discovery, celebration.
- Check your spelling and grammar, but don't panic if you find a mistake at a later stage. If you find it immediately, you can delete and repost, if not, don't sweat it, it happens.
- Be generous and be social. Support other businesses in the Taste the Island programme by sharing and commenting on their posts.
- If there's a complaint or problem, address it immediately and politely. Take it offline.

### DON'T

- We're not talking about ye olde Ireland, so avoid clichéd references.
- Do not use phrases that are too colloquial and may not be understood, and avoid too much text and social speak.
- Formal words sound formal, not like a one to one chat, so avoid words like: partake, strategic, initiative.
- Don't be constantly selling. Have a conversation. If you want to communicate an offer, make sure you have plenty of interesting things to say before and after you post it.
- Stay away from politics or anything controversial. Don't get into spats. Keep focused on your business, food, drink, tradition and culture.
- Don't feed the trolls. If someone is unfairly rude to you online, just ignore it. It will go away quicker that way.

## A FEW EXAMPLES

### SOCIAL POSTS

If you haven't signed up already, open a Facebook, Instagram and Twitter account for your business. This gives you an opportunity to show the people behind your business and keep your story fresh. Use *#TastethelIsland* hashtag on your posts.

If you buy produce direct from a farm, show it in your pictures. Update the day's specials on a chalk board, and post a picture of it each day. If you are using pictures of people, be sure you have their permission.

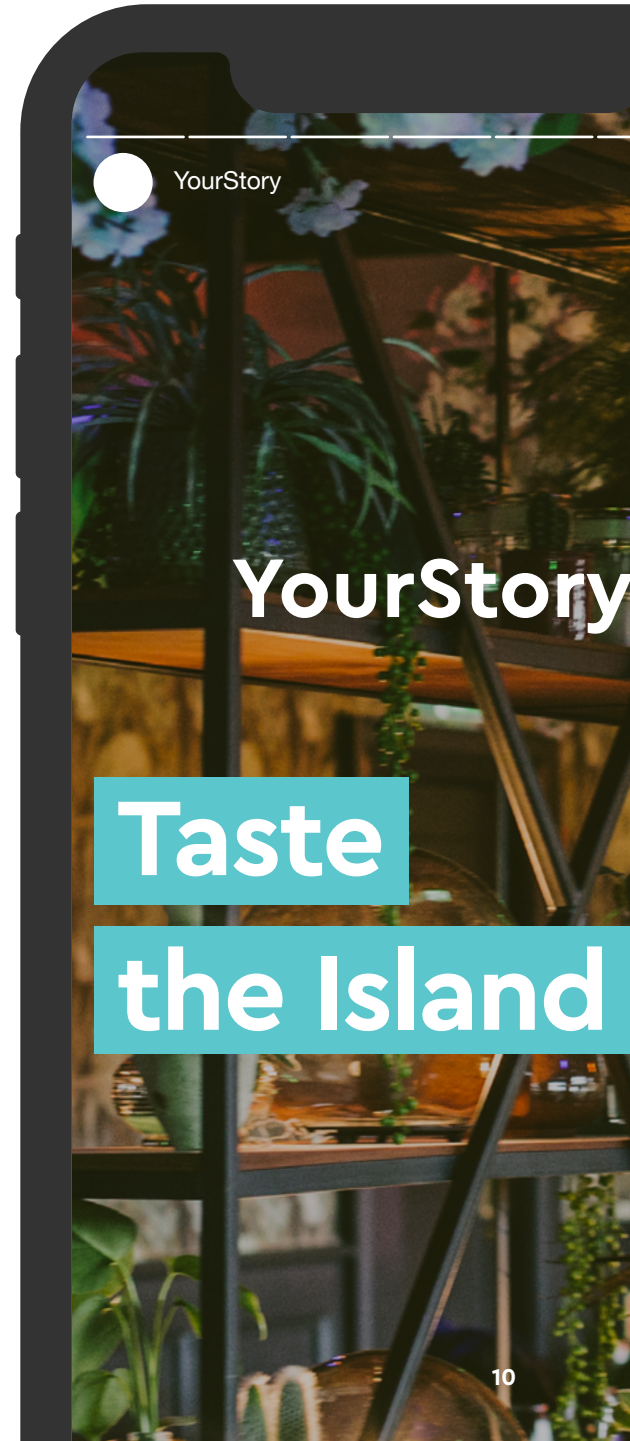
Take good photos. Your photos should be interesting, clear, and attention grabbing. Practice by playing around with Instagram's array of filters to adjust your photos, but keep the picture looking real. Increasing the concentration of colour and contrast may be all you need to do. And make sure the pictures you post have a similar look. If you use different filters in each post, it will look disjointed.



### INSTAGRAM STORIES

Instagram stories are designed to be fleeting, they last 24 hours, after that, they disappear from your stories feed. They are about what you are doing right now, so great for showing a line-up of ingredients, then posting an update as you are cooking, and posting again later, showing the finished dish. Use a mix of video and still images. Do not use too much text on your images. And tag one or two of the pictures in your story with *#TastethelIsland*

It may seem like a bit of time commitment to post stories, but the advantage is, you can save these posts in the highlights section of your Instagram feed. It's well worth focusing on a few different stories which highlight your involvement in the Taste the Island initiative which can then be saved as highlights. Check out videos on YouTube to learn how to post stories if you're not doing it already. Or ask someone who knows how to use Instagram to give you a tutorial.

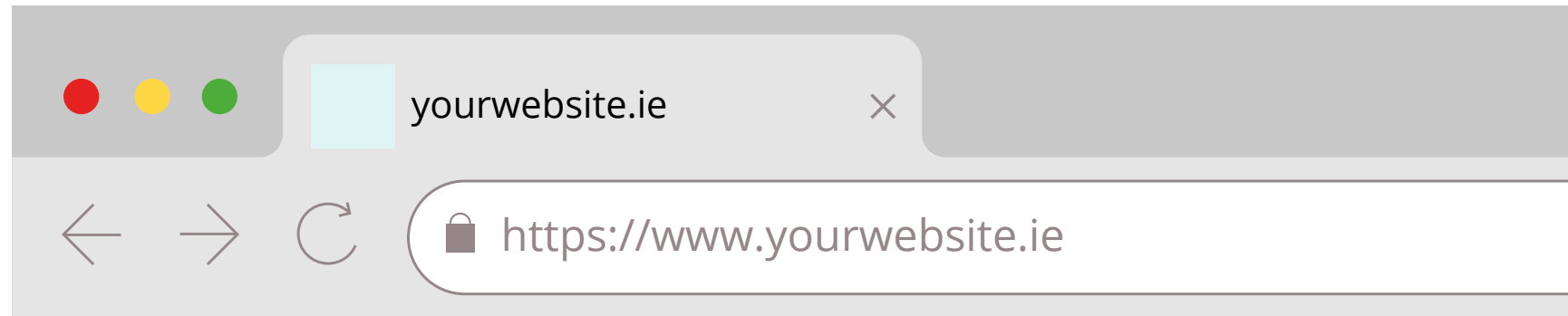




## WEBSITE

Use the Taste the Island logo on your home page, and, if possible, write a bit about how your business is involved. If not possible, clearly link to the relevant page to show how you're offering a uniquely Irish experience in food. Get somebody to read over the text before you post it. It's always good to have a fresh pair of eyes check for typos or inaccuracies

Here is an example to help you get started on the wording for your website:



**At \_\_\_\_\_, we're part of The Taste the Island story. For us, it's important to keep our food as local as possible. We use seasonal ingredients, because we love how nature changes the palate of what we eat as the months go by. We have beautiful green fields, pastures and seas close by, and we love to support local growers, small farmers and local fishermen. When we're planning menus, our dishes are built using these quality ingredients. This means you'll be getting a true Taste the Island experience when you eat here.**

# MENU

## Starters.....12

- Organic Clare Island salmon with Burren greens and soda bread
- Killary Harbour mussels in Craigies cider
- Clonakilty black pudding with Castletownbere scallops
- Turf-baked beetroot with St Tola goat's cheese

## Main course.....15

- Cod gently cooked in Glenilen butter and Atlantic Irish seaweed
- Irish stew of Achill Island lamb with barley, dumplings and local potatoes
- Whole roasted Friendly Farmer chicken with roast potatoes and vegetables, for four people
- Skeaghanore duck with West Cork vegetables and sautéed potatoes, for two people
- Rack of Comeragh Mountain lamb with Mossfield Organic Dauphinoise potatoes
- Pasture fed dry-aged steak with McNally's Farm vegetables
- Irish barley risotto with local baby vegetables

## Dessert & cheese.....9

- Con Traas apple crumble with Flahavan's oat topping
- Pat's bread and butter pudding with Glenisk organic cream custard
- Young Buck blue cheese with Highbank Orchard Apple Syrup

### MENU

Tell people how your dishes allow them to Taste the Island. Dishes will use local, seasonal food. Avoid imported farmed fish (sea bass and sea bream for instance) and imported vegetables like Peruvian asparagus.

The Taste the Island dishes do not need to be complicated. Think of what Ireland represents – a green island with lush pastures, lakes, rivers and the crashing waves of a cool fresh sea. That means the quality of our meat, fish and vegetables should be allowed to shine. Keep it simple. Look for inspiration from traditional recipes and keep your dishes anchored in the locality and landscape. If your meat is from the local butcher or farmer, mention them by name.

Most importantly, the dishes on your menu should feel authentic. Forget flowery phrases like 'tastings of' and 'a medley of'. Include a list of suppliers on your menu, or on the back of the menu, and briefly indicate where the ingredients are from if relevant. Don't be too wordy, it will sound forced and overwrought. It's worth doing a tiny bit of research by asking some well-known customers and friends what they think. And if you have local craft beer, cider, gin or whiskey on your drinks list, be sure to highlight where they come from.



## OVER TO YOU

### Here's a few ways to engage more closely with Fáilte Ireland and Tourism Ireland and get your plans out there and into the world...

#### GET LISTED

If you are delivering an experience to visitors, make sure we know about it! Be sure to get listed across our consumer sites or if you are already listed find out how you can make the most of your listing here: [www.failteireland.ie/get-listed](http://www.failteireland.ie/get-listed)

#### BE PART OF THE TASTE THE ISLAND PROGRAMME

If you'd like to be included on our Taste the Island event and promotions calendar, simply fill in our experience and event form here: [www.failteirelandevents.ie](http://www.failteirelandevents.ie)

#### GET REGISTERED

If you want to be informed of and receive information on trade events, enterprise supports and funding opportunities register on our trade portal: [www.tradeportal.failteireland.ie](http://www.tradeportal.failteireland.ie)

#### TOURISM IRELAND INDUSTRY OPPORTUNITIES

Submit details of your Taste the Island experiences and events to 'Have you got a story to tell?' and upload experiential offers at: [www.tourismirelandindustryopportunities.com](http://www.tourismirelandindustryopportunities.com)

#### GET SOCIAL

Join in the conversation on Facebook, Twitter and Instagram and share your updates using [#TastetheIsland](https://twitter.com/TastetheIsland). From chats to photographs and videos, find all the latest news on our website and social channels.

#### GET UPLOADING AND DOWNLOADING

Pay a visit to Ireland's content pool, a centralised online library of free promotional images, video copy and other marketing assets. Download the content to improve your digital presence and upload your own quality imagery and video for feature across promotions. [www.irelandscontentpool.com](http://www.irelandscontentpool.com)

#### KEEP UPDATED

As Taste the Island evolves, so too will the updates. Keep an eye on [www.failteireland.ie/tastetheisland](http://www.failteireland.ie/tastetheisland) for project information.

#### TALK TO US ABOUT BUSINESS SUPPORTS

There are plenty of training supports available to businesses who want to improve and grow in tourism. Swing by [www.failteireland.ie/supports](http://www.failteireland.ie/supports) for more information.

#### CONTACT THE TEAM AT:

[tastetheisland@failteireland.ie](mailto:tastetheisland@failteireland.ie)







## Contact Us

If you have any further queries regarding these guides, please contact the relevant department as follows:

<b>Fáilte Ireland</b>	<a href="mailto:tastetheisland@failteireland.ie">tastetheisland@failteireland.ie</a>
<b>Tourism Ireland</b>	<a href="mailto:SDee@tourismireland.com">SDee@tourismireland.com</a>
<b>Tourism Northern Ireland</b>	<a href="http://tourismni.com">tourismni.com</a>

