

# Dublin

BRAND IDENTITY ESSENTIALS GUIDE

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Dublin Castle, Co. Dublin



## WELCOME

This guide provides you with a quick overview of the Dublin brand identity and its relevant assets. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen.

This guide requires strict dedication to standards and is provided to keep the brand focused and unique and covers all the details you need to get started!



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## BRAND PROPOSITION

Dublin living thrives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences.

## OUR BRANDMARK

The Dublin brandmark consists of the logomark, illustrations of the swifts and tagline – all of which are set within specific proportions and should never be recreated or altered in any way. There are two versions of the Dublin brandmark. The primary version consists of the

Dublin logotype and illustration of the swifts. This version should be used in all cases except when advised otherwise. The secondary version of the Dublin brandmark consists of the Dublin logotype, illustration of the swifts and the tagline “Surprising by Nature”.



### Dublin Master Logo (without tagline)

The Dublin master logo has various applications (with and without the tagline) and the following pages outline when each should be used. Regardless of the application, the master logo should always be used in all forms of communication including advertising, stationery, business cards, flyers, collateral, posters, PowerPoints and banners.



### Dublin Master Logo with tagline

When the tagline appears with the master logo, the two elements together are called the logo and tagline lock-up. This means that they are locked into a specific relationship to one another and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo's graphic integrity. The tagline lock-up is appropriate for various advertising, marketing and promotional materials (external, internal, print and digital communications).

## OUR BRANDMARK

The brandmark is created using our three primary colours – navy blue, blue and grey. Negative versions of the brandmark exist for special circumstances only, and when possible the full colour logo should be used. Negative versions should only be

used on low contrast imagery as well as single colour printing. Examples of brand application is outlined in more detail on pages 12/13 of this document. Please ensure you use the correct colour version and file format when using the Dublin brandmark on communications.



## THE TAGLINE

The Surprising by Nature tagline is a message that conveys our personality. Our tagline is an expression of our brand—a short, memorable phrase that is the essence of a vibrant city side by side with nature. The brandmark is recreated in a number of language variations with

the tagline translated in over six languages. These variations can be found on page 8 of this document. The different language variations of the brandmark can be downloaded at [www.failteireland.ie/Dublin](http://www.failteireland.ie/Dublin)

Generally speaking, the tagline should not be used as a headline (except in some broad pieces) or the title of a publication.

Use the logo with the tagline to convey an emotional response and set us apart from other city destinations.



Use the logo by itself to identify the brandmark on websites, stationery packages, signage, etc.

The tagline is an optional element. When deciding whether to use the logo with or without a tagline, consider the purpose, space available and longevity.

## LANGUAGE VARIATIONS

The Dublin brandmark is available in six languages for regional usage. These include English, Italian, French, German, Dutch and Spanish. The same usage guidelines apply to the alternative language versions as they do to the English version as featured in these

guidelines. The different language variations of the Dublin brandmark can be downloaded here: [www.failteireland.ie/Dublin](http://www.failteireland.ie/Dublin)



ENGLISH



GERMAN



FRENCH



ITALIAN



DUTCH



SPANISH



## COMPOSITION

The Dublin brandmark consists of the logomark, tagline and illustrative elements which are set within specific proportions outlined below and should never be altered in any way. The logo must always be reproduced from the relevant master artwork.

The Dublin brandmark is composed of the following:

- the “Dublin” type
- the illustration of the Swifts
- the tagline - “Surprising by Nature”
- A white background for full colour logo



Primary logo



Logo with tagline

## CLEARANCE SPACE

The clearance zone, as shown below, has been created to maintain the integrity of the brandmark and to provide adequate breathing space in implementation. The minimum distance is the 'x' height of the letter "i" in the Dublin logotype as illustrated below.



Primary Logo

## MINIMUM SIZE

The Dublin brandmark must always be clearly legible. When applying any version of the Dublin brandmark it should not appear at a size of less than 25mm across, as indicated below. The logo size should always be specified by its width and not its height.



Logo with tagline



## CORRECT USAGE

Correct usage of our brandmark is vital for consistent and meaningful communications. It is important that no alterations are made to the brandmark and the correct versions of the logo are used where applicable. We want to ensure that the Dublin brand is applied

consistently across all materials. Incorrect usage compromises the brand integrity. Please follow the below guidelines very carefully. To download the full suite of Dublin brandmarks please go to:

[www.failteireland.ie/Dublin](http://www.failteireland.ie/Dublin)



CORRECT unaltered brandmark



CORRECT unaltered brandmark



DON'T add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.



DON'T place the logo on busy photography.



DON'T change the logo colours.



DON'T change logo's orientation.



DON'T scale the logo unproportionately.



DON'T attempt to recreate the logo.

## BRANDMARK APPLICATION

Where applicable the full colour version of the Dublin brandmark must be used at all times. For maximum standout, the mono negative version of the Dublin's brandmark should always be used when a busy or compromising image sits behind it. Attention should be given to ensure there is

a clear contrast to its white features and that all details are easily distinguishable. The brandmark should always be applied in its brand colours with enough clear space and should never be combined with another logo in order to create a new lock-up.



### Correct Usage

The correct negative version of the brandmark has been placed in an area of colour that provides sufficient contrast allowing its features to be easily distinguishable.



### Incorrect Usage

The full colour positive version of the brandmark has been used, making it blend into the background image. The brandmark has been used on a highly detailed background, 'camouflaging' the details and impeding its legibility.



### Correct Usage

The correct mono version of the brandmark has been applied on this image. The brandmark works in this situation as it provides sufficient contrast allowing its features to be easily distinguishable.



## BRANDMARK APPLICATION

Please refer to the guide below to select the correct version of the logo to use in print or digital communications. The primary master logo should be used in all cases except for email signatures. There is a file type guide on page 16 of this document. This outlines which

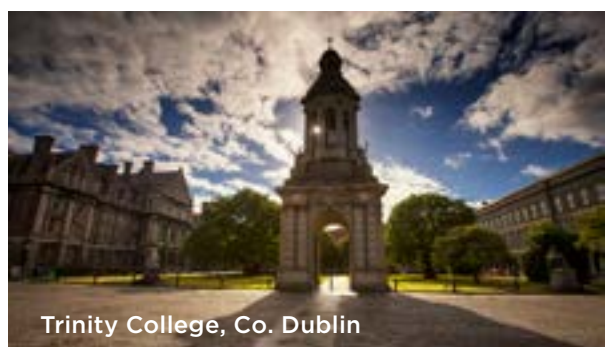
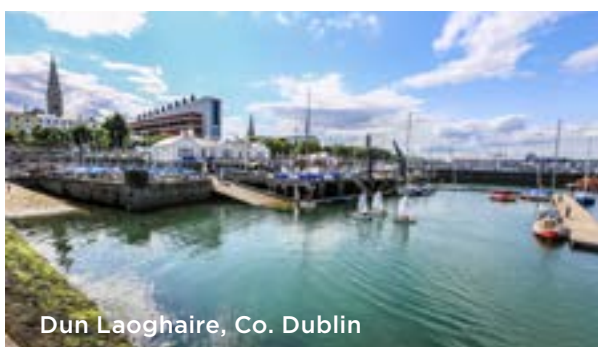
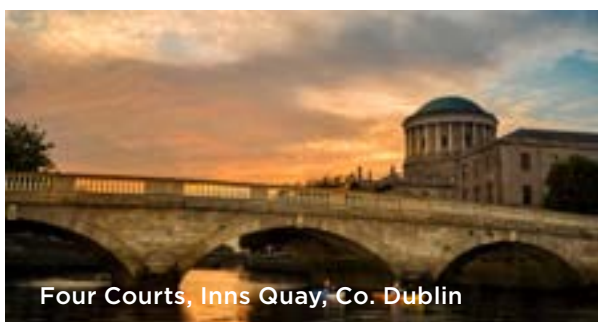
file type to choose when applying the logo to various applications.

FILE TYPE	MASTER LOGO	LOGO WITH TAGLINE
Stationery & Business Cards	X	
Administrative Print & Forms	X	
Presentation Materials	X	X
Internal Communications	X	X
Marketing Communications	X	X

## PHOTOGRAPHY

Our photography library contains a rich mix of beautiful and vibrant city images and coastal landscapes in the region of Dublin. For access to this library please visit:

[www.irelandscontentpool.com](http://www.irelandscontentpool.com)



## TYPOGRAPHY

Our fonts have been selected to reflect the warm and vibrant nature of the Dublin brand and should be used in all communications for consistency. For print we recommend that you use the Gotham Light font family for all communications e.g. advertising

and marketing body copy, presentations etc. For digital communications e.g. website etc, we recommend Source Sans Pro font family. Please note: If the below fonts are not available, and only in exceptional circumstances, please use Arial font family.

### TYPOGRAPHY - PRINT

#### GOTHAM

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

### TYPOGRAPHY - DIGITAL

#### SOURCE SANS PRO

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

Semi-bold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

Bold ABCFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456%&!

## FILE TYPE

Please refer to the guide below to select the correct version of the logo to use in print or digital communications. For printed materials we recommend that you use .eps or .ai versions of the logo. For digital communications we recommend that you use .jpeg or .png.

FORMAT	APPLICATION	LOGO USE	RECOMMENDED
Text Document	MS Word/Excel	Digital	jpeg (RGB)
Presentation	Powerpoint	Digital	jpeg (RGB)
Online	Website	Digital	png
Graphic Design/ Layout	Adobe InDesign	Digital	eps






## COLOUR PALETTE



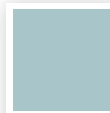
The Dublin brand colour palette consists of navy blue, blue and grey. The logo is always produced in these colours and should never be reproduced in any other colours. When applying the brand alongside other colours please choose colours that are

complimentary to the photography used or subject matter discussed. The tagline is always produced in navy blue in all language variations and should never be reproduced in a different colour.

### PRIMARY PALETTE

		
<b>PANTONE 295 C</b>	<b>PANTONE 284 C</b>	<b>PANTONE COOL GREY 9 C</b>
C 100 M 69 Y 08 K 54	C 59 M 17 Y 00 K 00	C 30 M 22 Y 17 K 57
R 00 G 40 B 85	R 108 G 172 B 228	R 117 G 120 B 123

### SECONDARY PALETTE

		
<b>PANTONE 325 C</b>	<b>PANTONE 179 C</b>	<b>PANTONE 5513 C</b>
C 60 M 00 Y 28 K 00	C 00 M 73 Y 70 K 00	C 33 M 12 Y 18 K 00
R 90 G 197 B 194	R 242 G 106 B 81	R 172 G 198 B 201





THANK YOU

For further information on  
the Dublin Brand please visit:  
[www.failteireland.ie/dublin](http://www.failteireland.ie/dublin)

Four Courts. Inns Quay, Co. Dublin