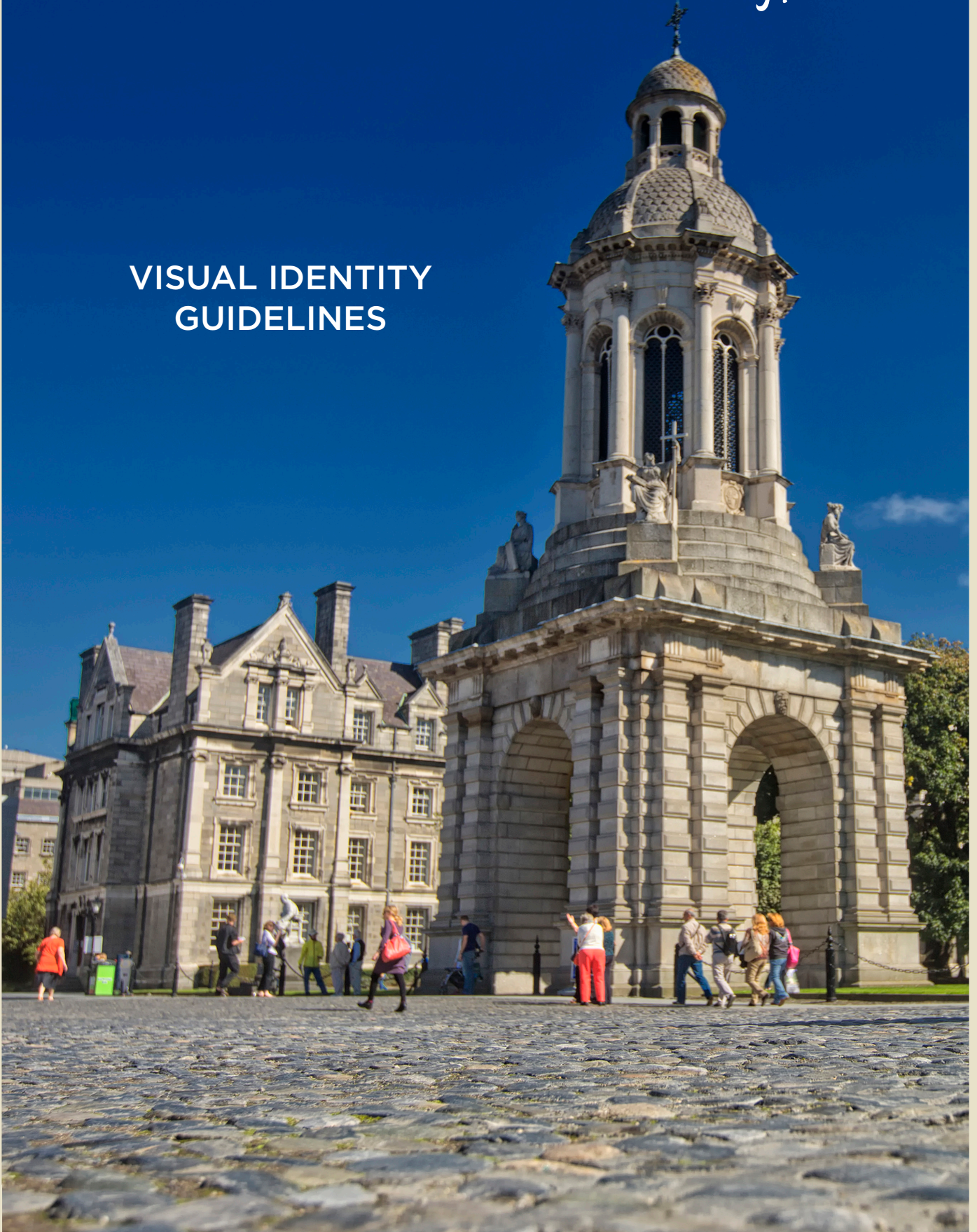




Fáilte Ireland
National Tourism Development Authority

Dublin®
A Breath of Fresh Air

VISUAL IDENTITY GUIDELINES



Dublin[®]

A Breath of Fresh Air



BRAND USAGE GUIDELINES

***'Dublin. A Breath of Fresh Air'* - Brand Usage Guidelines**

While *'Dublin. A Breath of Fresh Air'* is a registered trademark of the National Tourism Development Authority (Fáilte Ireland), for the brand to grow in stature and influence it is critically important that tourism businesses in Dublin city and county take ownership of the brand, present it consistently and deliver on its promise.

What does 'A Breath of Fresh Air' mean?

A breath of fresh air means new and exciting experiences! From the urban cool and rich culture of the vibrant city centre, to the freedom and adventure you will find among the mountains, seas and lively coastal towns, Dublin is wonderfully different to any other city and breathes life into whoever visits.

How to use the brand in content copy

There are occasions when *'Dublin. A Breath of Fresh Air'* will have to be referred to in copy. When using the brand in this context it should be written in italics as follows including quotes and full stop;

'Dublin. A Breath of Fresh Air'

Incorrect use of punctuation for the brand;

Dublin, A Breath of Fresh Air

Dublin: A Breath of Fresh Air

Dublin - A Breath of Fresh Air

A Breath of Fresh Air



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BRINGING THE BRAND TO LIFE THROUGH WORDS

TONE OF VOICE

When writing copy to be used in your marketing communications, it should reflect the core of Dublin's brand and echo the city's informality and openness. It should be **friendly** and colloquial, never officious and formal.

While it can be a little bit cheeky, it should never be anything but **respectful** and well within the bounds of good taste. Our tone of voice should aim to be distinctive and contemporary and never get into 'tourism-speak'.

Finally, the language should be upbeat. Dublin is confident enough to be **light-hearted** and people may even expect a little **wink** and a smile.

Language should be:

Colloquial
Distinctive
Contemporary
Upbeat

When writing your content copy use descriptive words that will reflect the brand in your marketing communications, such as:

Vibrant Refreshing
Charming **Surprising**
Enriching Contemporary
Exciting

Here are some examples of copy bringing the brand to life:

*Dublinia brings you on an **exciting** journey into the city's past. Meet Vikings face-to-face and discover Dublin's **rich** medieval history.*

*Gallagher's Boxty House takes traditional Irish food and gives it a **surprising** twist, creating a contemporary dining experience.*

*Visit Dublin's **charming** coast and experience the freshest seafood it has to offer at the Dublin Bay Prawn Festival.*

*Barnacles Hostel is the perfect spot for anyone who wants to stay right in the heart of Dublin's **vibrant** city.*



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BRINGING THE BRAND TO LIFE THROUGH USE OF THE LOGO

LOGO

Consider how the *'Dublin. A Breath of Fresh Air'* logo could be successfully integrated into your marketing communications reflecting the wider Dublin story.

There are two versions of the *'Dublin. A Breath of Fresh Air'* logo; one which incorporates the url and **#lovedublin** and one with **#lovedublin** only. These versions should be used as a lock-up in your communications but it is important that the identity lock-up does not compete for space but should complement your own brand.

IDENTITY LOCK-UP

A logo lock-up contains multiple elements that are locked to one another to form a single identity. These lock-ups should be used in a way that complements your communications.

FULL COLOUR LOCK-UP

ONLY



#LOVEDUBLIN

URL AND #



VISITDUBLIN.COM

#LOVEDUBLIN

MONOTONE LOCK-UP



#LOVEDUBLIN



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#LOVEDUBLIN



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LOGO COMPOSITION



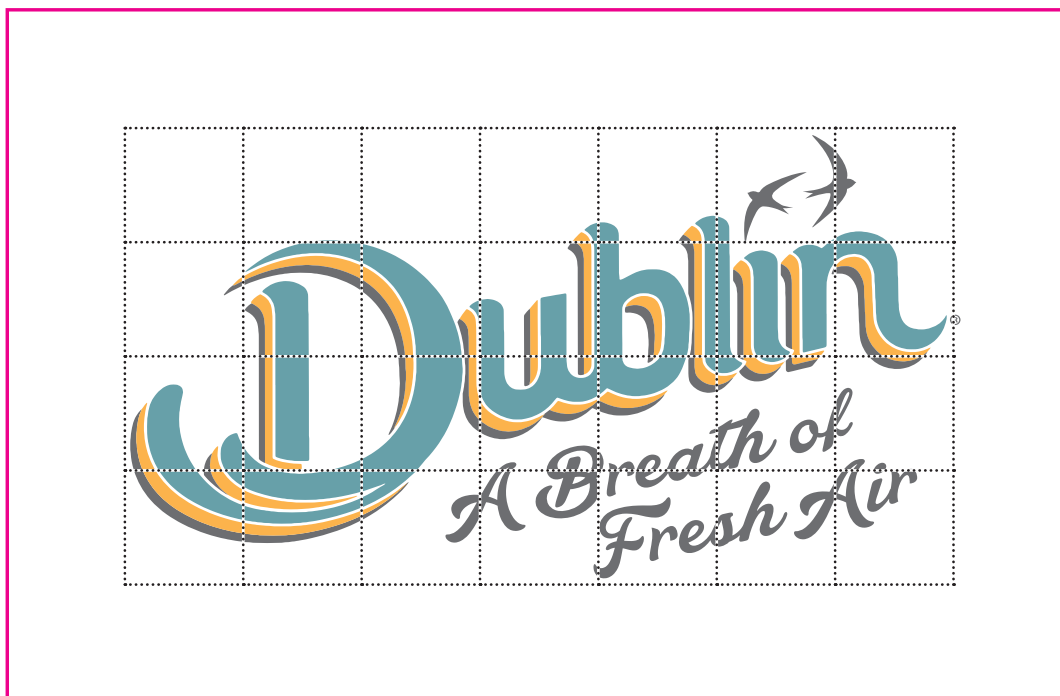
The Dublin brand identity or logo is composed of the following:

- the “Dublin” type
- the illustration of the Swifts
- the tagline - “A Breath of Fresh Air”
- A white or stone as a background for full colour logo.

Whenever possible, use the hashtag - **#LOVEDUBLIN** and/or url **visitdublin.com**

The logo has been uniquely created and these elements must not be altered in any way. The logo must always be reproduced from the relevant master artwork.

CLEARANCE ZONE



The clearance zone, as shown above, has been created to maintain the integrity of the logo and to provide adequate breathing space in implementation.

INCORRECT USAGE



DON'T

Change the proportion of any of the elements



DON'T

Change the colours



DON'T

Change the fonts



DON'T

Apply any effects to the logo



DON'T

Alter the angle of the logo



DON'T

Place the full colour logo on a visually busy background

We want to ensure that the Dublin brand is applied consistently across all materials. Incorrect usage compromises the brand integrity. Please follow the above guidelines very carefully.

TYPOGRAPHY

IN PRINT

Gotham Light Title Case

GOTHAM LIGHT ALL-CAPS

Gotham Book Title Case

GOTHAM BOOK ALL-CAPS

GOTHAM REGULAR ALL-CAPS

DIGITAL

Source Sans Pro Light Title Case

SOURCE SANS PRO LIGHT TITLE CASE

Source Sans Pro Reg Title Case

SOURCE SANS PRO REG ALL-CAPS

SOURCE SANS BOLD ALL-CAPS

PRINT

We recommend that you use the Gotham Light font family for all printed communications e.g. advertising and marketing body copy, presentations etc.

DIGITAL

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

COLOUR

PRIMARY COLOURS

DUBLIN SCRIPT

SHADOW

SHADE - SWALLOWS
- TAGLINE - CALL TO ACTION
- HASHTAG - WEBSITE

OPTIONAL
BACKGROUND
TO WHITE

AQUA

Pantone 322 (60%)
C60 M21 Y29 K3
R103 G160 B169

YELLOW

Pantone 1365
C0 M31 Y79 K0
R253 G184 B79

COOL GREY

Pantone Cool Grey 9
C0 M0 Y0 K65
R119 G119 B122

STONE

Pantone 4545 (50%)
C5 M6 Y16 K0
R240 G232 B213

Our primary colour palette is aqua, yellow, cool grey and stone.



FILE FORMAT

FORMAT	APPLICATION	LOGO USE	RECOMMENDED
Text Document	MS Word or Excel	Digital	.jpg (RGB)
Presentation	Powerpoint	Digital	.jpg (RGB)
Online	Website	Digital	.png (24, with transparency)
Graphic Design/ Layout	Adobe InDesign	Print	.eps or .ai (CMYK)

Please refer to the guide above to select the correct version of the logo to use in print or digitally.

PRINT

We recommend that you use .eps or .ai version of the logo.

DIGITAL

We recommend that you use .jpeg or .png.

General Usage Guidelines

- Brand may not be used in directional signage.
- Brand colours/pantones may not be altered or changed.
- Brand may not be used in commercial merchandising of any kind.
- Brand may not be used to promote unapproved/unregistered accommodation.
- Brand should not be placed on the outer front cover of any publications or report not produced by Fáilte Ireland.
- Brand should not be used to directly promote sale of alcohol, gambling or non-tourism related experiences.
- Qualifying industry partners may not claim copyright (©) when referencing the brand or in online/offline communications.
- If the brand is to be used on an OSI map, appropriate licence fees must have been paid.

- Minimum size

The Dublin logo and tagline must always be clearly legible.

Print: the logo should never appear below the minimum width of 25mm.

Digital: the logo should never appear smaller than the minimum width of 120 pixels.

- Use by Industry Partners

'*Dublin. A Breath of Fresh Air*' can be used by industry partners in print and digital marketing materials provided they follow these guidelines governing its use.

- Irish Tourism Providers

Irish tourism providers are businesses that cater for both the domestic and international visitors e.g. attractions, tours, activity providers, accommodation, restaurants etc. They must be located within Dublin city or county and when using the brand, the experience offered should reflect the essence of Dublin's brand and proposition. In the case of accommodation establishments, these must be approved/registered by Fáilte Ireland.

- Festival and Event Organisers

Festivals and events which reflect and celebrate the essence of Dublin's brand and proposition may be permitted to use the brand if this is evidenced in their programme and marketing.

- Tour Operators

Irish incoming tour operators and overseas tour operators and agencies that are fully bonded and offer a programme which reflects the essence of Dublin's brand and proposition may be permitted to use the brand.

- Online Travel Agencies

Online travel agencies that are fully bonded and offer a programme which reflects the essence of Dublin's brand and proposition may be permitted to use the brand.

By confirming adherence to the brand usage guidelines, industry partners affirm that their business is in compliance with all relevant regulatory authorities. For further information or to request brand artwork please contact dublin@failteireland.ie



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CONTACT THE DUBLIN TEAM

If you have any queries about the brand or wish to request the artwork you can reach us at Dublin@failteireland.ie or contact any member of the team directly on;

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Nicola Fitzgerald	01 884 7267	nicola.fitzgerald@failteireland.ie

For further information and links to the Content Playbook which contains imagery and videos that are free for you to use, please log onto www.failteireland.ie/dublin





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