



- BRAND BOOK -

INTRODUCTION

These guidelines have elements to assist in applying the Clare Tourism brand. The guides apply to the logo, typeface, colours and additional elements which combine to create a unique and powerful representation of the brand. In all instances please adhere to the guides and rules to ensure consistency of use for all brand elements.

For further information and advice please contact:

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Discover the soul of Ireland by visiting Co. Clare in the heart of the west coast. You'll find a warmth and depth that will touch your heart and invigorate your soul. With the Cliffs of Moher and the striking Burren landscape, Co. Clare has an exciting array of outdoor activities, summer festivals and events to keep any visitor happy. Come for the music, take in the scenery, enjoy the food, breathe the fresh air and feel alive!

ABOUT

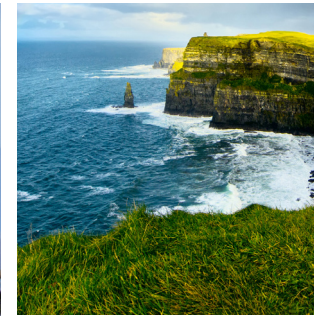


The key characteristics of the brand are Strong, Engaging Vibrant & True. The key brand qualities are the Landscape & Location, The People and The Music. The colour palette is rich, warm, crisp, lively and bold, with natural links to Co. Clare's landscape. The visual identity is strong and meaningful, while also capturing the essence and vibrancy of Co. Clare.

The illustrated 'C' represents the magical flow of the county, while the icons themselves portray the key assets of what Co. Clare has to offer. The icons and graphic elements are naturally intertwined giving the identity movement and contrast.

The typography is strong with the use of all uppercase representing the strength of the people and the land. The typography is also welcoming and friendly due to it's rounded edges. The heart icon in the 'R' represents the warmth and friendliness of Co. Clare. The heart icon is also used within the 'C' itself.

When you come to Co. Clare you will find a warmth and depth that will touch your heart and invigorate your soul.



BRAND LANGUAGE

NATURAL

SOUL

BEAUTY

VIBRANT

WARMTH

MAGICAL

INVIGORATING

ROMANTIC

AUTHENTIC

WILD

RUGGED

CONTRASTING

Primary Logo

(i)



Logo format (i) is how the logo should appear wherever possible.

The logo for Clare Tourism is an important graphic icon which will help reinforce both brand recognition and also your brand values.

The logo should never be used within a sentence, instead it should be in one of the brand fonts.

It is essential that the logo and brand identity are used consistently and coherently throughout their application as any deviation from this will weaken your brand.

THE LOGO

Secondary Logo Version



This version is the secondary version of the Clare Tourism logo and should be used where there are restricted proportions that will not allow for use of the primary logo such as website headers and footers, adverts and publications.

Primary Logo tagline options



Secondary Logo tagline options



LEGIBILITY & USAGE



30mm

The minimum size the logo should be used at is 30mm. Any less than this will reduce the clarity and impact of the brand. To retain clarity you should avoid putting other elements too close to the logo.



Keep an exclusion zone of at least 10mm (as indicated above) around the logo. For printed material, signage and anything where you need to use the logo on a large scale, use the .eps file supplied which will give the best clarity and finish.

PLEASE NOTE:

- Never alter the angle of the logo elements
- Never retype the logo using another font
- Never squash the logo
- Never stretch the logo
- Never add a border to the logo
- Never add effects to the logo



Never alter the angle of the logo elements



Never retype the logo using another font



Never squash the logo



Never stretch the logo



Never add a border to the logo



Never add effects to the logo

THE LOGO REVERSED



HOW TO USE YOUR LOGO

In times when your logo needs to appear reversed it must adhere to the following guidelines.

Correct: The logo must appear in white when on a different brand colour such as the black or the blue mineral colour.



HOW NOT USE YOUR LOGO

Incorrect: Careful consideration must be taken when reversing colours. This is an example of colour reversal that makes legibility difficult and is not respectful of the overall brand style.



These are Clare Tourism core house fonts that should be used at all times in accordance to the specifications presented here.

Cabrito Semi*Primary Typeface - Headings***AaBbCc**

ABCDEFGHIJKLMNO
abcdefghijklmno
0123456789

- Norm ExBold
- Cond Bold
- Norm Demi Ital

BEBAS**SECONDARY TYPEFACE - HEADER****AABBCC**

ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO
0123456789

Gotham

Body Copy

AaBbCc

ABCDEFGHIJKLMNO
abcdefghijklmno
0123456789

- Book / Book Ital
- Medium / Medium Ital
- Bold / Bold Ital

Lato

Web Alternate

AaBbCc

ABCDEFGHIJKLMNO
abcdefghijklmno
0123456789

Helvetica

Web Alternate

AaBbCc

ABCDEFGHIJKLMNO
abcdefghijklmno
0123456789

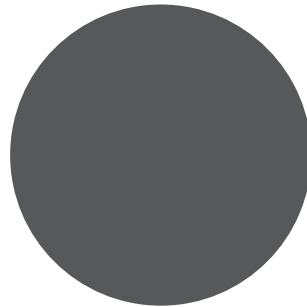
COLOUR

Clare Tourism brand has its own distinctive set of colours, which are defined in the palette shown. The Pantone reference should be used for fine colour matching in applications such as print or signage. CMYK is for use with standard print processes.

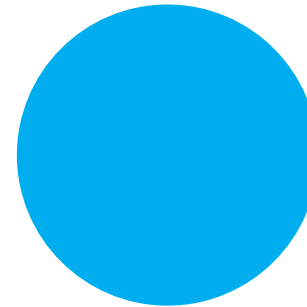
A set of complimentary colours have been developed to support the main brand. They should be used to add depth and variety. Minimal colour usage is often the most graphically effective.

Undisciplined colour usage and tonally inappropriate combinations will dilute the impact of our identity. Therefore you should only use colours from our palette. There must always be good contrast between text and the background colour.

MAIN BRAND COLOURS

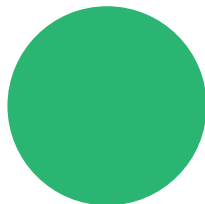


Charcoal
C00 / M00 / Y00 / K85
Pantone 445

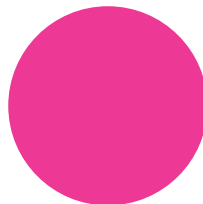


Cyan Blue
C100 / M00 / Y00 / K00
Pantone 2995

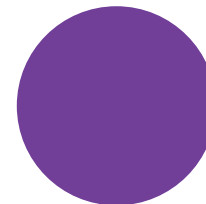
COMPLEMENTARY COLOURS



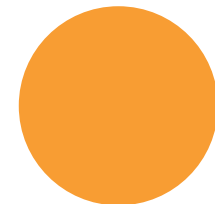
Green Grass
C75 / M00 / Y75 / K00



Flush Pink
C00 / M90 / Y00 / K00



Purple Flower
C67 / M90 / Y00 / K00



Sunset Orange
C00 / M45 / Y90 / K00

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CLARE
COUNTY OF CULTURE