

Gaeltacht na hÉireann Brand Guidelines

October 2018



Gaeltacht na hÉireann

The Gaeltacht is a vibrant and creative region unique in its language, history, culture, people and landscape. The region has an organic identity that instinctively lends itself to creating its own brand. With so much great activity originating in this very special region, Údarás na Gaeltachta has developed a unique identifier that can be used to promote this excellence to the wider world.

The brand reflects the Gaeltacht, a region rich in terms of culture, language, education, enterprise, community spirit and natural beauty. The 'Gaeltacht na hÉireann' logo is a visual device that will help those in the region to tell their story and raise awareness nationally and internationally under a unified identity.

Usage

The brand is for everyone to use; Údarás na Gaeltachta client companies, other businesses located in the Gaeltacht, community organisations, the tourism sector, the arts and other sectors.

The vision is that the logo will be used on products, services and promotional materials and will be available to companies/organisations located within the Gaeltacht for use on their branded communications also. Businesses/organisations can use the logo on marketing material, online & offline mediums, signage, on buildings, on packaging, on products and on uniforms.

It's an inclusive brand. If your business/organisation is located in the Gaeltacht, you can use the brand. (The logo cannot be used to promote tobacco, illegal substances, the sex industry or gambling.)

Logo

Every element of the logo plays a role in the story of Gaeltacht na hÉireann:

- The font for the 'Gaeltacht' element is hand-drawn and as such unique and creative, like the region itself. It is also contemporary and reflecting the Gaeltacht region in modern Ireland.
- The font for the 'na hÉireann' element is more traditional and representative of the rich heritage of the region.
- The three circles represent the 3 strands of this brand – enterprise, community and language & culture.

Values of the Brand

- Provenance
- Quality
- Community
- Gaeilge (Irish language)
- Pride
- Culture

Celebrate the Irish Language

By using the logo you agree to feature where practical, the Irish language in signage at your place of business, in any online and offline marketing material, signage, products, packaging and when interacting with customers.



A Quick Guide to using the Gaeltacht na hÉireann logo

This summary has been prepared to assist businesses and organisations in how to use the Gaeltacht na hÉireann logo in various environments so as to ensure that the Brand continues to grow and develop in a manner which will benefit everyone but which will not result in the dilution of or damage to the Brand.

The logo may be used by eligible businesses/organisations on printed & digital marketing materials including websites and social media, online & offline mediums, signage, on buildings, on packaging, on products and on uniforms.

The approved artwork is only available from Údarás na Gaeltachta and can be downloaded from the official website - www.udaras.ie.

By using the artwork, you agree to the terms, conditions and guidelines of use and to adhere to the Brand Guidelines.

Terms, conditions and guidelines may change at any time. Please refer to www.udaras.ie for latest version.

Contact email address: eolas@udaras.ie

The logo must be used in its entirety and never broken down into its component parts.

The correct logo must include:

- The 'Circles'
- The word 'Gaeltacht' - in supplied custom font format
- The words 'na hÉireann' - in supplied custom font format (Fonts is not available separately to download)
- Complete logo file as supplied.

The 'Gaeltacht na hÉireann' artwork is available in:

- Greyscale formats for Black & White backgrounds
- Four colours on black background
- Four colours on white background.

The Formats are available via our Media Kit which include:

- Jpeg formats for use on web and social media platforms
- EPS format for use on printed applications.

The logo may not be used:

- in merchandise of any kind, including clothing for sale without prior written consent (it can however be used on uniforms that are not intended for re-sale).
- to promote tobacco, illegal substances, the sex industry or gambling.



Terms and Conditions Agreement of Use

Agreement for Use of 'Gaeltacht na hÉireann' Logo

The **Gaeltacht na hÉireann** brand has been developed and is owned by Údarás na Gaeltachta*. This brand is for everyone located in the Gaeltacht to use. It reflects the vibrancy, enterprise, cultural richness and unique language and heritage of the Gaeltacht regions. By using the **Gaeltacht na hÉireann** logo, you support what the brand reflects and agree to the following terms & conditions:

1. **Only a Business/Organisation located in the Gaeltacht may use the 'Gaeltacht na hÉireann' Logo**
2. **Celebrate the Irish Language**
Údarás na Gaeltachta clients and community organisations have a specific responsibility regarding use of the Irish language because of the nature of their activity and/or agreements with Údarás. For all other Gaeltacht-based businesses/organisations, by using the logo you agree to feature where practical, the Irish language in signage at your place of business, on products and packaging, in any online and offline marketing material and when interacting with customers.
3. The logo cannot be used to promote tobacco, illegal substances, the sex industry or gambling.
4. In using the logo you agree to comply with the brand guidelines as outlined herein or at www.udaras.ie

The right to use this logo may be withdrawn if these terms & conditions are breached. Terms, conditions and guidelines may change at any time. Please refer to www.udaras.ie for latest version.

* the right of Údarás na Gaeltachta to be identified as originator of this logo is asserted in accordance with the Copyright and Related Rights Act (2000)

When to use which logo?

A suite of three logo variations has been developed. This guide will enable you to choose the correct version based on audience and application.

Gaeltacht na hÉireann



Gaeltacht Bilingual



Gaeltacht na hÉireann
(for smaller spaces)



When to use

This is the core logo and the version to be used across all regional and national branded touch-points. The Gaeltacht na hÉireann logo is suitable for use on printed & digital marketing materials including websites and social media pages, online & offline mediums, signage, on buildings, on packaging, on products and on uniforms.

The bilingual version of the logo is for use on branded touch-points that are being used for international marketing and for packaging that is intended for export.

This is a custom alternative logo for use in exceptional circumstances when the preferred full circle version is to be placed in a smaller area (15mm or less), or in conjunction with a group of other logos in a horizontal line where all other alternatives have been exhausted.

File Formats Available

JPEG/EPS

JPEG/EPS

JPEG/EPS

(Preferred) Full Circle Version

YES

YES

NO

Available inverted for use on dark backgrounds

YES

YES

NO



Gaeiltacht Hero Font (Custom Crafted)

Caities Regular
Base font of main logo

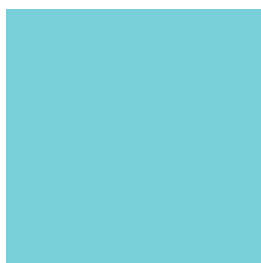
abcdefghijklmnopqrstuvwxyz

1234567890

Gaeiltacht



Gaeltacht na hÉireann Brand Colours



Pale Blue
C48 M15 Y0 K100
R124 G207 B217
HEX: 7ccfd9



Pale Green
C53 M2 Y63 K0
R126 G193 B133
HEX: 7dc185



Teal
C75 M42 Y45 K12
R72 G116 B123
HEX: 47747a



Blue Green Gradient
C48 M15 Y0 K100
R124 G207 B217
HEX: 7ccfd9



Warm Grey
C75 M70 Y65 K50
R53 G52 B55
HEX: 343436

Pale Green
C53 M2 Y63 K0
R126 G193 B133
HEX: 7dc185



Full Logo - 4 colour option 1



15mm minimum width





Full Logo - 4 colour option 2



15mm minimum width



Full Logo - 4 colour option 1 - On Dark Background



15mm minimum width



Full Logo - 4 colour option 2 - On Dark Background



15mm minimum width





Full Logo - B&W option 1 - On Light Background



15mm minimum width



Custom variations of the logo are available by special request, please contact www.udaras.ie for more information



Full Logo - B&W option 2 - On Light Background



15mm minimum width



Full Logo - B&W option 1 - On Dark Background



15mm minimum width



Full Logo - B&W option 2 - On Dark Background



15mm minimum width



The Opportunity

'Gaeltacht na hÉireann' Brand Guidelines October 2018

For Business

- Demonstrates the broad range of high quality products and services that are created in the Gaeltacht.
- A mark of quality to help in marketing & sales activity
- Builds on the Gaeltacht's reputation – on a national and international stage

For Language & Culture

- To nurture and sustain Gaeltacht pride & sense of identity
- To strengthen the Irish Language as a community language
 - To share the Gaeltacht's unique culture & creativity worldwide

For Community

- Strengthens recognition of the Gaeltacht region
- Entices the Diaspora home to work or to visit
- A unified identity to reflect the strengths of the Gaeltacht

Gaeltacht
na hÉireann

The 'Gaeltacht na hÉireann' brand was developed so as to maximise the benefit of the natural features of the Gaeltacht and to realise the region's best possible potential in terms of the development of resources and employment and to attract mobile investment.



Údarás na Gaeltachta

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