

BRAND IDENTITY GUIDELINES

CONTENTS

1. OUR BRAND

Introduction 3
Our Proposition & Essence 4
Brand Values, Personality & Tone of Voice 5

2. OUR BRAND IDENTITY

Our Logo 7
Our Colour Palette 8
Endorsement Applications 9
Logo Application 10
Co-Branding 12
Graphic Application 13
Typography 14
Photography Style 15

3. OUR BRAND APPLICATIONS

Brand Applications 16
Website 17
Social 19
Outdoor Campaign: Poster Display 20
Outdoor Campaign: Civic Street Banners 23
Contact 24

This booklet details the Dublin brand identity components to embrace for managing the brand identity proposition and bringing it to life. It provides brand and visual identity usage guidelines for agencies, stakeholders and industry to use in their communications.

WELCOME TO DUBLIN

THE WORLD LIVES HERE

The Dublin place brand is a strong, all-encompassing identity that represents the whole region.

Through using the Dublin Place Brand, we will build and market Dublin's competitive identity, highlight our distinctiveness and inspire local and international audiences.

The Dublin Place Brand can be used by anyone who is involved in the positive promotion of Dublin as a place to live, work, invest & study. If the Dublin Place Brand is used consistently and in a unified way, we will create a recognisable brand that will become synonymous with our city and region.

If you would like to use the Dublin brand assets online, offline, or in any other medium please ask for permission from us first.

The Dublin brand is a registered trademark and is protected by trademark and other intellectual property laws.

Please contact us for logo artworks or guidance on using the brand at:
tim.graham@dublincity.ie



DUBLIN IS A SPRINGBOARD

A FUSION OF IDEAS, CREATIVITY AND PEOPLE...

Dublin is a compact place where things get done – yet the mountains are just a stone's throw away. The city is a place full of characters which leads to a deep emotional connection with the city.

Dublin is packed full of creativity at every level of society, which means it is fertile soil for whatever one wants to achieve and create.

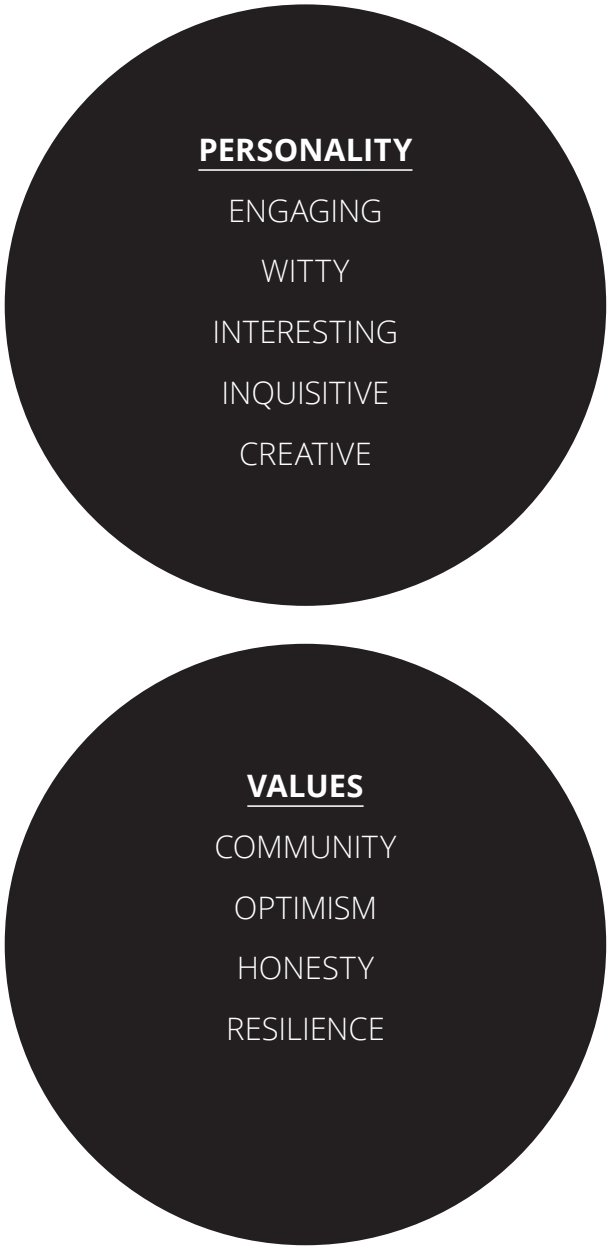


BRAND VALUES, PERSONALITY & TONE OF VOICE

– OUR PERSONALITY

Who we are – our personality – shapes the way we express ourselves.

The following pages outline our personality traits and tone-of-voice as well as examples of how we might express ourselves through messaging and on-line content.



BRAND VALUES, PERSONALITY & TONE OF VOICE

1. WE'RE TUNED INTO MODERN DUBLIN LIFE AND WE KNOW HOW TO GET THE MOST OUT OF THIS GREAT CITY.

We're on the pulse of contemporary living, close to our residents and visitors. We're in the thick of it and we enjoy it ourselves. We don't talk in an abstract or theoretical way. Our tone of voice suggests the voice of experience – it's real and concrete – because we've been there.

2. WE'RE A VOICE FOR DUBLIN, ITS AMENITIES AND RESOURCES.

There is something irrepressibly Dublin about our tone of voice: we are inclusive, friendly, amenable – and ideally all these qualities are infused with that famous 'Dublin wit': a broad description for a dry sense of humour that encompasses everything from Oscar Wilde to the 'Tart in the Cart' christening of the Molly Malone statue.

3. WE'RE INVITING

We're friendly and straight - talking. We make people feel at home – even when they're not. We are personable and we have opinions. Where appropriate, these opinions might be strong ones that we voice in a fun way.

4. WE'RE UP-FRONT, STRAIGHT-TALKING AND DOWN-TO-EARTH

We use clear, everyday words, and avoid clichés. We level with people, and speak to them directly. We are not standoffish or corporate. When we can be, we are colloquial. We speak the way people do – warm, friendly and informal. But we don't go overboard with slang. We're not too hip or down with the kids. We are inclusive, not exclusive.

5. WE ARE CONFIDENT, BUT NEVER COCKY.

We are authoritative, but not arrogant or condescending. Our city is great and so is our website but we're not smug about it. And we do want you to enjoy our site.

6. WE KNOW A LOT ABOUT VARIOUS GOVERNMENT DEPARTMENTS AND LOCAL AUTHORITIES.

But we are not governmental or legalistic. Neither are we formal or bossy or given to jargon.

OUR LOGO

– THIS IS THE DUBLIN LOGO

Our logo represents the fusion of ideas, creativity and people that make up Dublin as a place.

The logo has been designed to be open and flexible, giving the user freedom to experiment and play.

It is important however that care is taken – the logo should always be used with care and featured prominently in all communications.



OUR COLOUR PALETTE

– OUR MASTER PALETTE

The Dublin brand master colours are Black and White. It is important that these colours are reproduced accurately and consistently across all print and digital communications.

Pantone:	Black
CMYK:	0 | 0 | 0 | 100
RGB:	0 | 0 | 0
HEX:	#2D2926

Pantone:	White
CMYK:	0 | 0 | 0 | 0
RGB:	255 | 255 | 255
HEX:	#ffffff

ENDORSEMENT APPLICATIONS

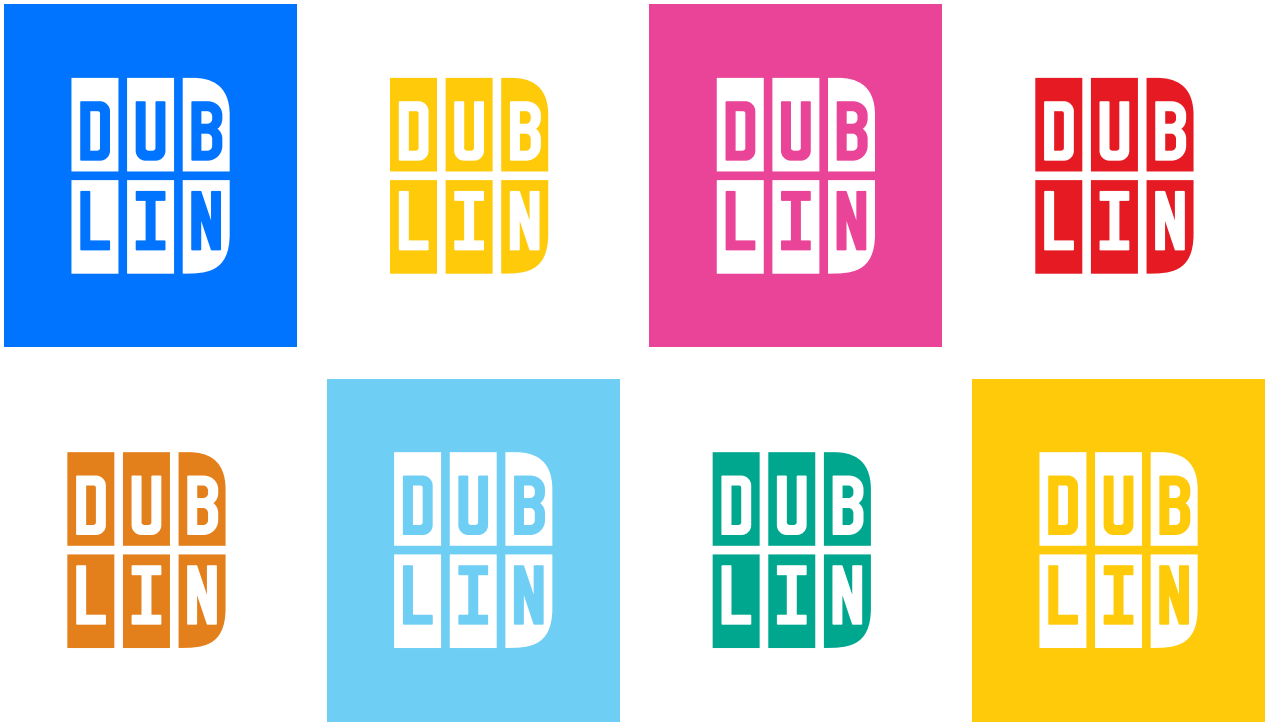
– A COLOURFUL CITY

Our master colours are Black and White, however we encourage Dublin businesses, Institutions, events and initiatives to collaborate with the Dublin brand through colour, experimentation and play.

It is important however to ensure the logo is handled with respect and featured prominently in all communications.

NOTE

Please request permission to change the logo colour.





Pride



St. Patrick's Day



GAA

LOGO APPLICATION

– CLEAR SPACE

It is important that our logo always appears in a confident and considered manner. To ensure this, a clear space area around the logo has been defined.

When applying any version of the logo a minimum clear area should always be maintained. The minimum distance is the 'x' width of the logo segment as illustrated on the right.



– MINIMUM SIZE FOR PRINT AND DIGITAL COMMUNICATIONS

When applying the logo in print it should not appear at a size of less than 10mm across, as indicated on the right. The logo size should always be specified by its width.

When applying the logo to digital communications it should not appear smaller than 120px wide as indicated on the right.

Minimum Size for Print



Minimum Size for Digital



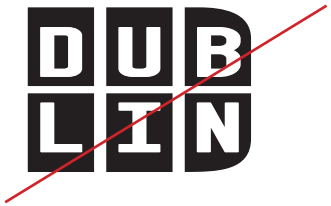
LOGO APPLICATION

– INCORRECT USAGE

Our goal is to maintain consistency for clear and effective communication throughout the Dublin brand. Therefore it is imperitive that the logo and branding not be altered in any of the ways specified here.

The examples shown here apply to all aspects of the brand identity.

Please use master digital artworks when applying any version of the Dublin brand logo.



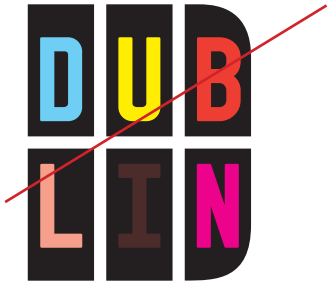
Do not distort or alter either the vertical or horizontal axis of the logo. It should be scaled proportionally.



Do not add a gradient or deviate away from solid colour.



Do not mix and match colour. Stick to one solid colour, unless for special use and with written approval eg. Pride Dublin.



The lettering should take on the colour of the background it sits on. Do not add colouring to the letters.



Do not change the proportion of the logos elements within the logo.



Do not alter the white grid spacing as it should always remain the same.

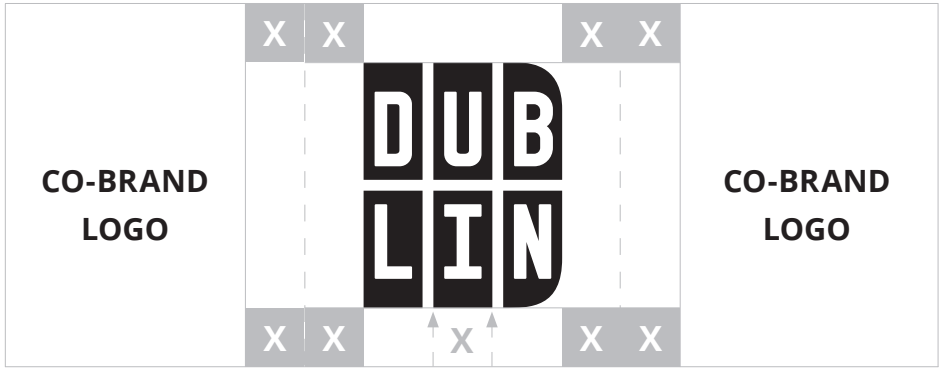
CO-BRANDING

– CO-BRANDED LOGO LOCKUP

Events and publications may be sponsored by a wide range of bodies, each of which will require its brand identity to appear on all types of marketing collateral.

On these co-branded applications, the preferred placement of the Dublin logo is illustrated on the right. Please ensure the specified clear space is provided.

Co-Branding



Example: Co-Branded Event Banner



GRAPHIC APPLICATION

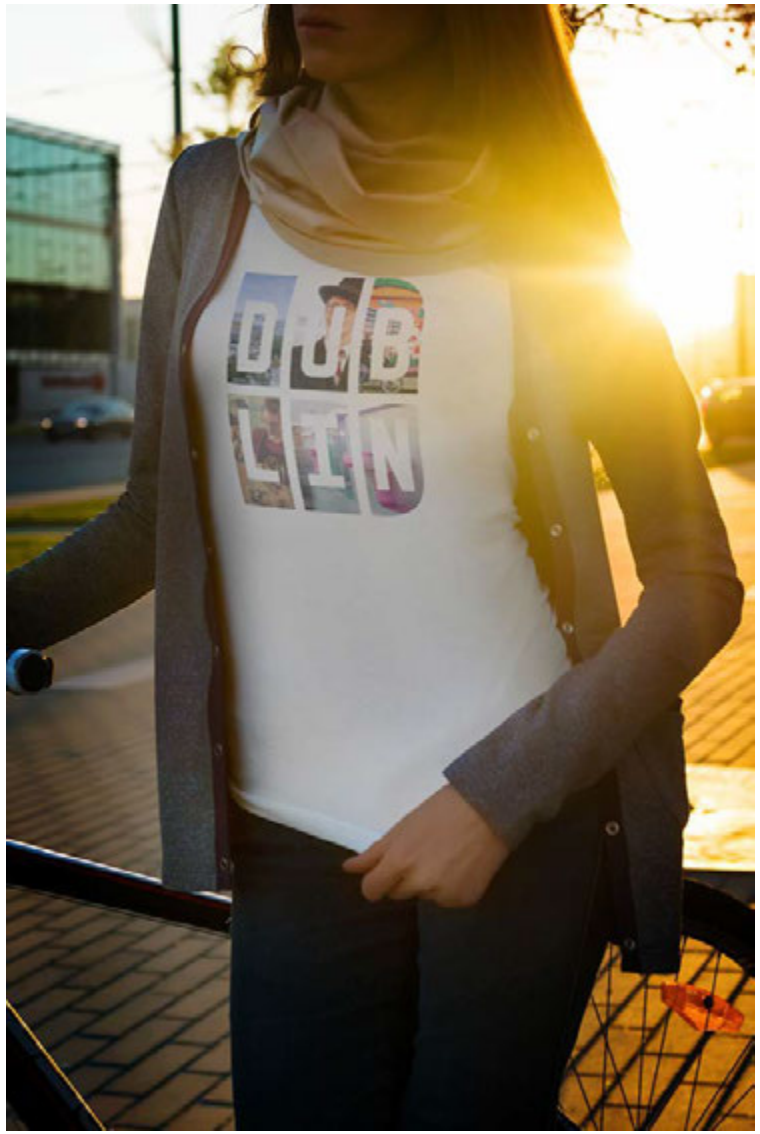
– A VIEW TO DUBLIN

Graphic application of the Dublin logo should only be used for Dublin brand promotional materials and merchandise such as t-shirts, social media adverts and video.

It should never replace the master logo on primary communications such as the website or outdoor ad campaigns.

It should never be used as an endorsement on third party collateral.





TYPOGRAPHY

– OUR BRAND FONT

Open Sans is our brand font. Clear, confident and friendly, Open Sans provides visual expression to our unique personality and tone of voice.

Open Sans is available in 5 weights, Light, Regular, Semi Bold, Bold with italics, and is available to download from typekit.com & Google Fonts.

OPEN SANS IS OUR HEADLINE TYPEFACE &

It is also our body copy typeface.

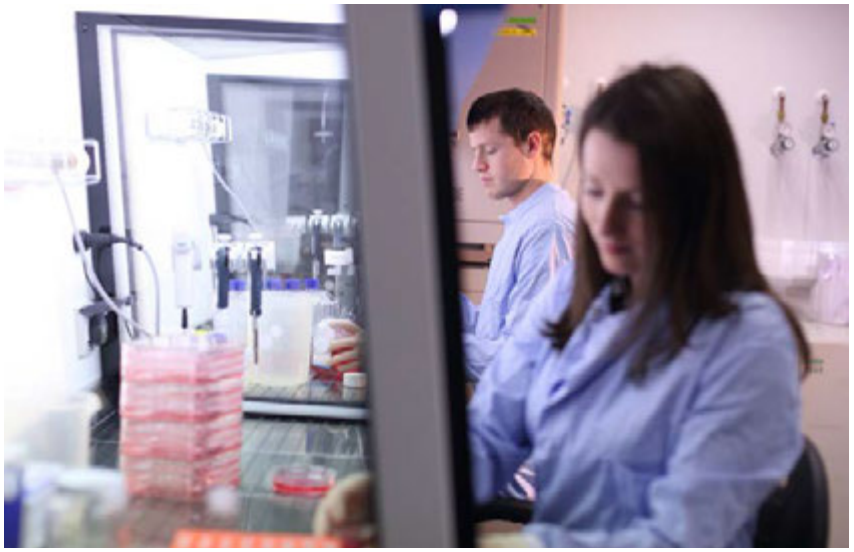
ABCDEFGHIJKLMNOPQRSTU*VWXYZ*

abcdefghijklmnopqrstu*vwxyz* **1234567890**€&@?!/+(.,:;)

PHOTOGRAPHY STYLE

Photography plays an important part in the Dublin brand.

When choosing images, they should be engaging, exciting and full of character. They should act as view points that pertain to the different elements that make up Dublin; government, business, industry, food & drink, arts & culture, science, technology and agriculture.







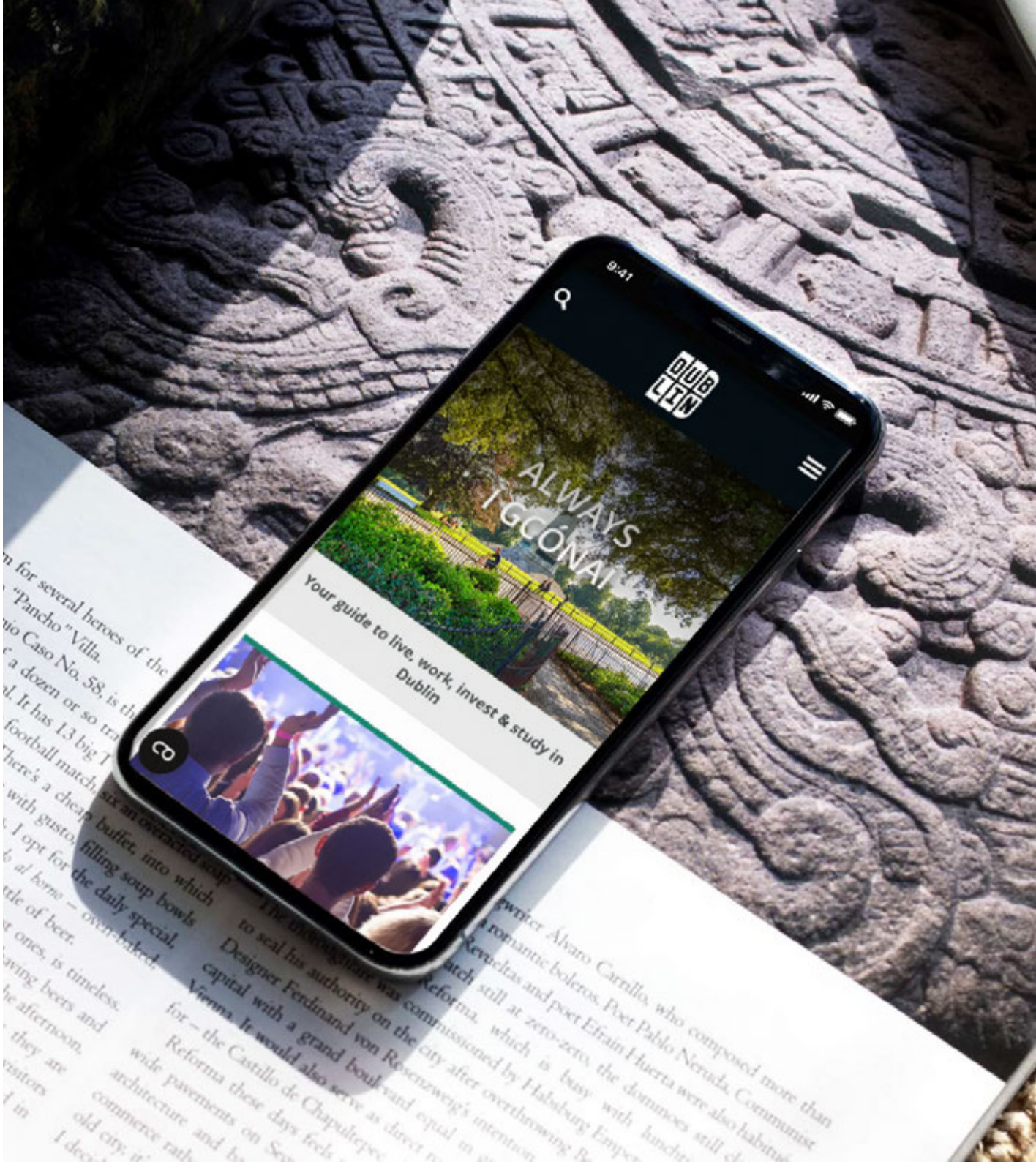




BRAND APPLICATIONS

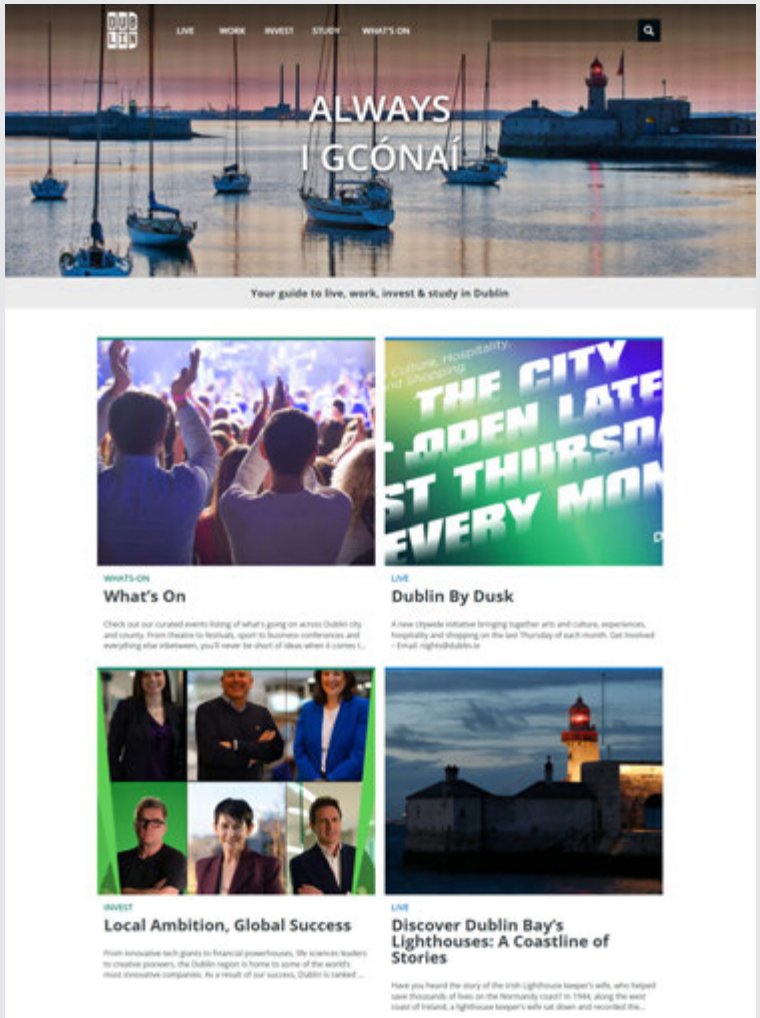
Our brand applications cover a wide range of online, print and merchandise materials promoting Dublin as a place to live, work and learn to visitors both nationally and internationally.

The following pages illustrate best practice when rolling out the Dublin brand identity.

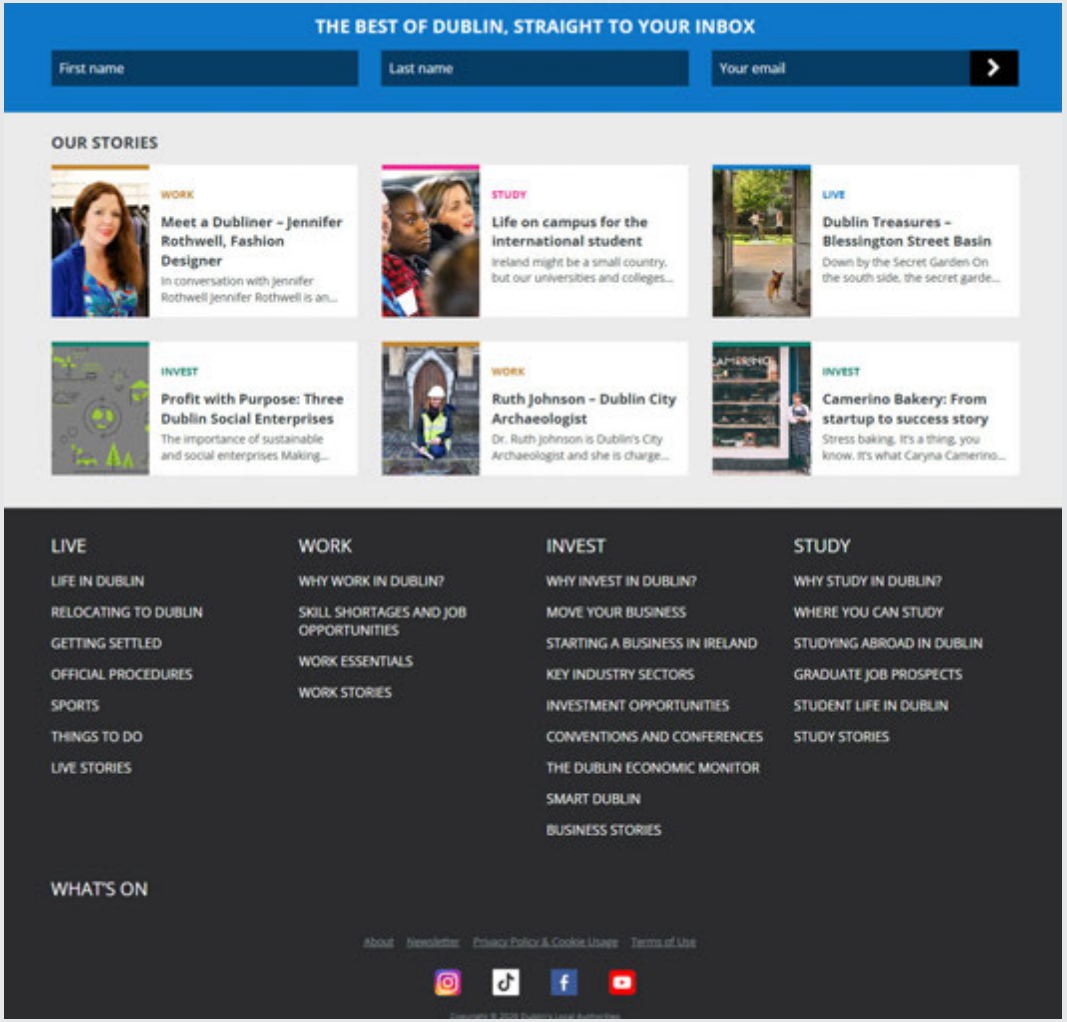


WEBSITE

Homepage



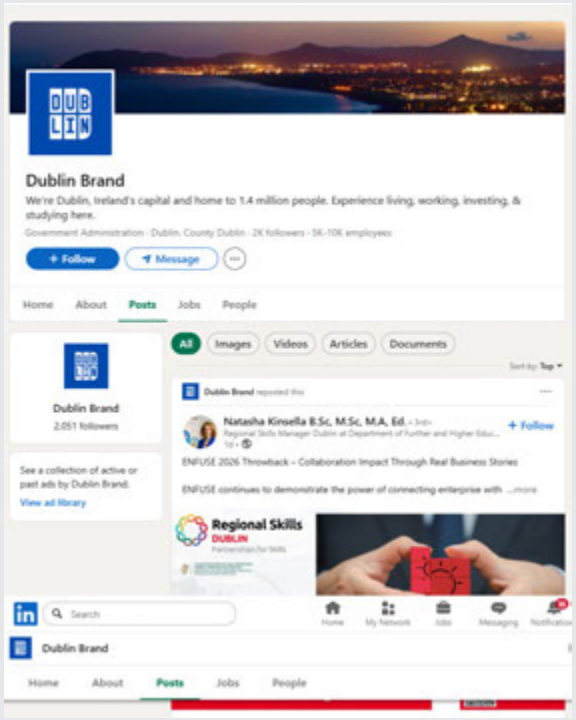
Homepage Footer




LIVE
WORK
INVEST
STUDY
WHAT'S ON
INVEST
With a strong, open economy, strategic location and unrivalled incentives for investment, it's no wonder that Dublin is consistently ranked as one of the best places in the world for doing business. The opportunities and lifestyle that it provides attracts homegrown and international talent to this diverse and energetic city.
MacBook Pro

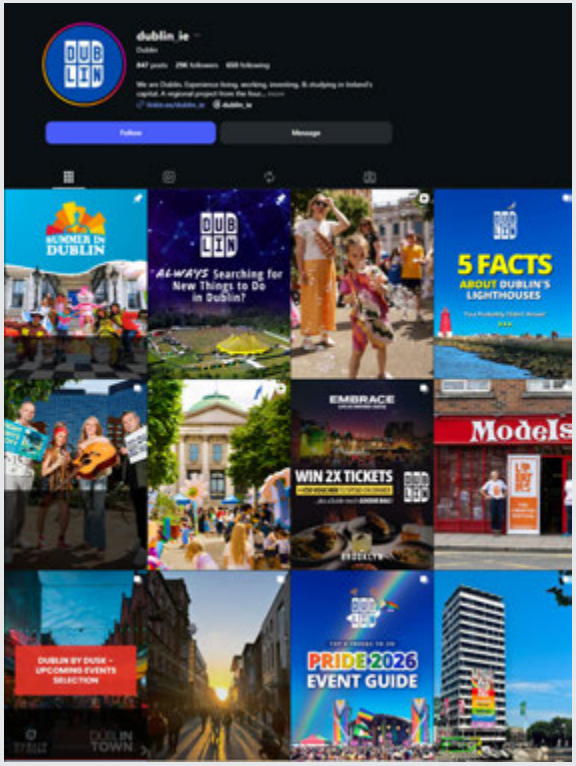
SOCIAL

LinkedIn



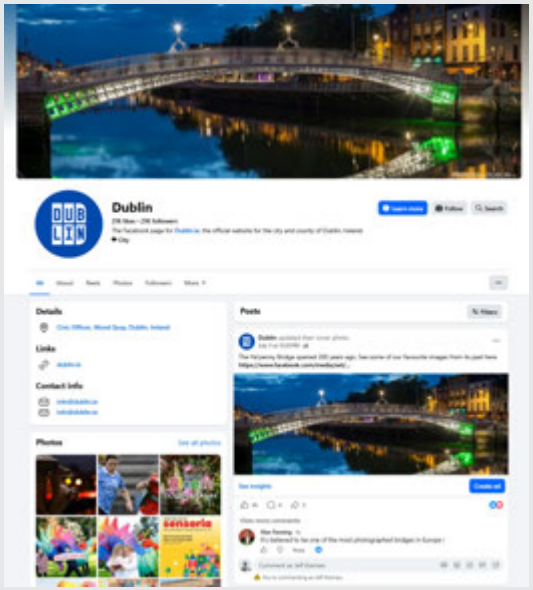
DUBLIN BRAND

Instagram



DUBLIN_IE

Facebook



DUBLINONLINE

OUTDOOR CAMPAIGN: POSTER DISPLAY

– DESIGN NOTE

When positioning the logo on Dublin collateral it is important that it sits with prominence on any application.

Where possible, it is preferable that the logo sits large and bold at the centre of the composition over an image, colour or graphic.



OUTDOOR CAMPAIGN: POSTER DISPLAY

Digi Panel





6 Sheet





OUTDOOR CAMPAIGN: POSTER DISPLAY

Metropole













OUTDOOR CAMPAIGN:
BUS SHELTERS





CONTACT

If you have any questions or require access to our Dublin place brand artworks please contact:

Tim Graham
Stakeholder Engagement Manager
tim.graham@dublincity.ie




DUB
LIN
THANK YOU