



Brand Guidelines

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CONCEPT

The South Dublin County “Dublin’s Outdoors” brand and logo has taken its inspiration from the incredible views and natural resources of the county.

The logo was inspired by the topography of the Dublin mountains and the waterways of the Dodder and Liffey. These vistas are clearly visible from anywhere in the county and are its strongest asset.

The colour palette is taken directly from the flora and fauna seen on the peaks of the surrounding mountains and the crystal-clear waterways.

We have also taken into consideration that the “Dublin’s Outdoors” brand and logo may be showcased alongside the “Dublin - A Breath Of Fresh Air” campaign and the existing South Dublin County Council logo. To this end, we have ensured that the colour palette of both brands complement each other and the logos don’t clash, when presented alongside each other.



CORE VALUES AND POSITIONING STATEMENT

FREEDOM

TRANQUILITY

NATURE

FRESHNESS

ADVENTURE

The mountains and waterways of South Dublin County are within minutes of the centre of Dublin and provide exhilarating and relaxing opportunities to be as active as you want or simply absorb the views.

It is easy to enjoy the outdoor recreational activities, stories and food, whether in the mountains, along the rivers or canal, or in the small towns and villages.

MASTER LOGO

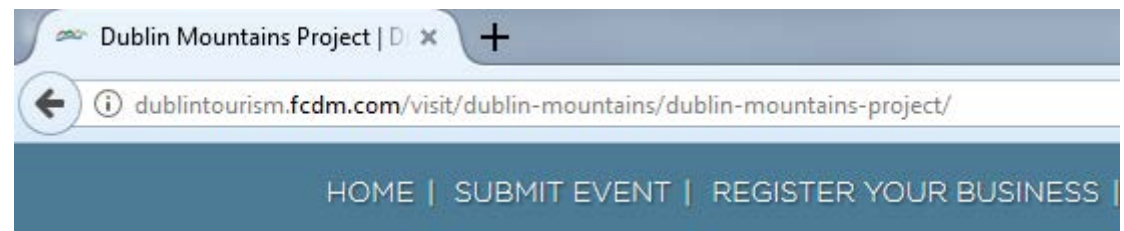
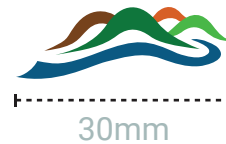
The Dublin's Outdoors (D.O.) logo has been designed to reproduce at a minimum width of 30mm.

At sizes larger than 30mm the strap line "Dublin's Outdoors" is incorporated.

On the web the minimum size of the logo is 200 pixels in width.

A 32px x 32px Favicon logo has been provided in the assets folder for the address bar on your web page should you need it.

There is no maximum reproduction size of the logo.



LOGO USAGE

For all versions an area of free space must be kept around the "D.O." Logo.

Half the height of the logo should be cleared on each side.



The logo should be placed against a white or light coloured background. Avoid placing the logo against dark or similar coloured backgrounds.



Avoid skewing, rotating or changing the aspect ratio of the logo.



If the logo is being placed against a photo ensure the free space is kept and the background colours do not compete with the logo (see touch-points for an example of how to place the logo against a photo).

COLOUR PALETTE

Primary Palette



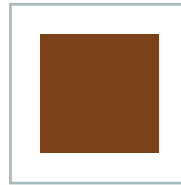
C = 96% R = 15
M = 60% G = 79
Y = 25% B = 114
K = 16%

0F4F72



C = 11% R = 214
M = 76% G = 95
Y = 100% B = 39
K = 2%

D65F27



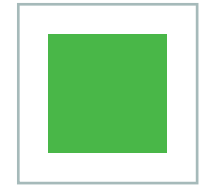
C = 36% R = 118
M = 72% G = 66
Y = 100% B = 27
K = 38%

76421B



C = 88% R = 16
M = 29% G = 117
Y = 100% B = 59
K = 19%

10753B



C = 71% R = 75
M = 0% G = 183
Y = 100% B = 72
K = 0%

4BB748

TYPEFACE

Gotham

Gotham is a family of widely used geometric sans-serif digital typeface. Gotham's letter forms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century, and are especially popular throughout New York City. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

Its clean lines, versatility and geometric structure make it a highly popular typeface for advertisement, signage and campaign material due to its clear legibility even at distance.

The font used is "Gotham" black.

Gotham Black

Dublin's Outdoors



Full Colour



Greyscale



White

LOGO IN USE

