BRAND GUIDELINES

2017

MEET IN
IRELAND

CONTENTS

MEET IN
IRELAND

INTRODUCTION

INTRODUCTION

As a team, Meet in Ireland is defined by our supportive, welcoming and energetic approach to clients. As the first point of contact for many global business tourism operators, we're responsible for presenting Ireland as a world-class destination for meetings, incentive travel and conferences.

As we continue to grow in size and reach while representing Irish convention bureaux on the international stage, it's essential that the Fáilte Ireland Business Tourism and Events team and its partners present the brand consistently and articulately.

The Meet in Ireland Brand Guidelines are designed to define the look and feel of our brand, and help you successfully represent it across all your communications. Using this set of tools, we can build a unified business tourism proposition for Ireland, achieve greater international recognition of our brand, and ensure we continue to attract meetings, incentives and conferences.

This is a living brand; it's also your brand. Its true potential can only be reached if the entire Meet in Ireland team embraces it, and uses it consistently when communicating with the world.

MEET IN
IRELAND

with running water in the bathroom.

OUR BRAND

MEET IN
IRELAND

OUR BRAND

The Meet in Ireland brand is designed to market and promote Ireland as a world-class destination for meetings, incentives and conferences.

We're passionate about connecting with potential clients to showcase Ireland as an invigorating and immersive location; by using our brand effectively, we can demonstrate that delegates from around the world will feel engaged, energised, and, ultimately, inspired to excel by their visit here.

Our brand is not designed to be used to exclusively promote Dublin as a business tourism destination, as this falls under the remit of the Dublin Convention Bureau. Meet in Ireland should also not be used to promote sporting or cultural events in Ireland, as this scope of work belongs to Event Ireland.

BRAND POSITIONING STATEMENT

Ireland's immersive landscape, welcoming people, and innovative culture ensure that meetings, incentives and conferences held in Ireland are invigorating and immersive, inviting delegates to **engage**, **energise** and **excel**.

MEET IN IRELAND

REASONS TO BELIEVE

IMMERSIVE LANDSCAPE: Ireland contains a wealth of experiences, just waiting to be discovered by delegates. The Wild Atlantic Way is a coastal trail that neatly packages stunning scenery, exciting activities and local operators and beckons to those looking for adventure. For those eager to peel back the layers of time, Ireland's Ancient East is an opportunity to experience thousands of years of history in a compact area. Ireland's vibrant capital city, Dublin, is bursting with a range of unique experiences, an urban hub thriving alongside the great outdoors. With stunning views and surprising delights, Ireland's landscape forms a truly impressive backdrop for any meetings, incentives, conferences and events (MICE).

IRISH WELCOME: In 2016, Dublin was voted the world's third friendliest city on earth by Condé Nast Traveler, with Galway coming in at number six. Voters cited friendly locals, live music and charming vibes as some of the most impressive qualities and it's all true: Irish people are warm, welcoming, and never afraid to share a witty story or joke. Ireland is frequently named one of the world's friendliest countries in the world, and our expert Meet in Ireland team takes the famous Irish Welcome a step further - by going above and beyond to make sure every MICE is a resounding success.

CULTURE OF INNOVATION: Ireland has a long history as a haven for creativity and innovation, and what began centuries ago with scholars and writers continues today with a vibrant arts scene and world-famous tech community. Many of the largest global tech and pharma innovators are based here, and Dublin's Tech Quarter has been transformed with the development of great places to eat and socialise. Delegates from around the world are guaranteed to feel energised and inspired as they tap into Ireland's unique culture of innovation.

MEET IN IRELAND

ENGAGE

Meetings, incentives and conferences in Ireland are inspiring and immersive making developing connections, new perspectives, and rich communal exchange effortless for delegates.

ENERGISE

By experiencing the welcoming and exciting atmosphere of Ireland, teams and delegates will feel motivated and invigorated. This energy will drive them to embrace new challenges and tackle them using creative thinking.

EXCEL

The Meet in Ireland team leaves no stone unturned to ensure that every event is a resounding success and that all clients and delegates can relax and enjoy the experience. We're passionate about enabling visitors to feel awakened, exhilarated and inspired to achieve more.

TONE OF VOICE

Here at Meet in Ireland, our tone of voice should always be engaging. Our style is energising and reflects Ireland's friendly character, so use conversational language that takes a personal, yet expert, approach.

By using light and lively language, Meet in Ireland can reinforce a sense of positive reassurance within our potential clients. Our tone is sophisticated (after all, we excel in the business tourism global marketplace) but a sincere friendliness means our voice remains authentically Irish.

The Meet in Ireland team includes MICE suppliers across Ireland, and our tone should reflect a broad pool of expertise. Throughout our communications, our audience should find us:

▶   approachable
▶   informative
▶   hard-working
▶   pro-active
▶   easy to contact
▶   professional
▶   straightforward

Meet in Ireland is a hard-working team, but our tone is never serious and stuffy. Use language that's easy to understand, warm and enthusiastic (while remaining professional) to help clients feel relaxed, inspired and supported. Keep all messages concise and upbeat, a simplicity that is echoed in the wider Meet in Ireland planning process.

Finally, our tone of voice is always enthusiastic and genuine, to highlight our creativity, passion and sense of innovation. A useful way to think of our voice is to compare what it is to what it isn't. Meet in Ireland's voice is:

▶   personable but not casual
▶   informal but not silly
▶   competent but not overbearing
▶   tenacious but not bossy
▶   enthusiastic but not pushy
▶   confident but not arrogant

VISUAL GUIDELINES

MEET IN
IRELAND

PRINT TYPOGRAPHY

Typography is an integral part of any brand. Printed communications work best when the typography is consistent; that's how we can reinforce the impact of the Meet in Ireland brand.

ITC Lubalin Graph Std is used for headings, subheadings and key messaging.

Bliss is suitable for general usage.

Arial is the secondary typeface and is used in instances where neither ITC Lubalin Graph Std or Bliss are available.

Primary Typeface 1

ITC Lubalin Graph Std Demi

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

ITC Lubalin Graph Std Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

Primary Typeface 2

Bliss Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

Bliss Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

Secondary Typeface: Arial

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

MEET IN
IRELAND

WEB TYPOGRAPHY

Raleway in regular and bold is used for all web typography.

Raleway Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxwz

0123456789

Raleway Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxwz**

0123456789

PRIMARY COLOUR PALETTE

The primary colour palette consists of two shades of green, one light and one dark, and grey. Each shade is reflective of Tourism Ireland's international Ireland brand.

The grey should be used sparingly so that it remains prominent as the colour associated with the Meet in Ireland brand font.

Pantone 417 C

C: 33 M: 23 Y: 34 K: 66

R: 109 G: 111 B: 100

HTML: 6D6F64

Pantone 347 C

C: 96 M: 0 Y: 99 K: 0

R: 0 G: 155 B: 72

HTML: 009B48

Pantone 369 C

C: 73 M: 0 Y: 100 K: 0

R: 88 G: 166 B: 24

HTML: 58A618

MEET IN
IRELAND

SECONDARY COLOUR PALETTE

The secondary palette consists of six bright colours. These are designed to add vibrancy when combined with the primary colour palette.

Pantone 513 C
C: 58 M:100 Y: 0 K: 0
R: 142 G: 37 B: 141
HTML: 8E258D
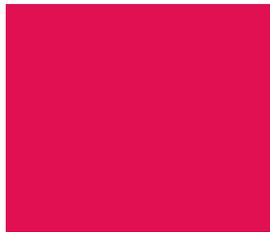
Pantone 1935 C
C: 0 M: 100 Y: 51 K: 6
R: 195 G: 0 B: 69
HTML: C30045
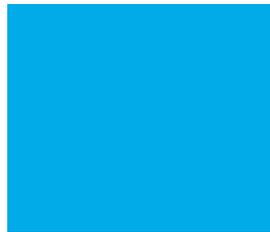
Pantone 299 C
C: 86 M: 8 Y: 0 K: 0
R: 0 G: 161 B: 222
HTML: 00A1DE

Pantone 382 C
C: 36 M: 0 Y: 100 K: 0
R: 190 G: 214 B: 0
HTML: BED600
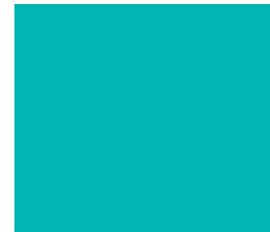
Pantone 3262 C
C: 81 M: 0 Y: 36 K: 0
R: 0 G: 192 B: 181
HTML: 00C0B5
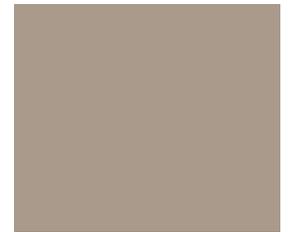
Pantone 7530 C
C: 10 M: 18 Y: 25 K: 30
R: 170 G: 156 B: 143
HTML: AA9C8F

MEET IN
IRELAND

ACCEPTABLE USE OF THE LOGO

When using the Meet in Ireland logo, please ensure that you only use the master digital artwork supplied. You can find all our logos today on www.irelandscontentpool.com.

Full colour logo

White logo reversed out of Meet in Ireland dark green

White logo reversed out of Meet in Ireland light green

25mm

Minimum logo size is 25mm in width. In instances where a smaller size is required, try to maintain maximum legibility.

When placing the logo on an image, always ensure that there is good contrast between the background and logo, so that the logo is clearly visible.

White logo reversed out of an image

INCORRECT USE OF THE LOGO

As the logo is one of the most recognisable aspects of our brand, we must make sure its appearance stays consistent. Below are some examples of what not to do with the Meet in Ireland logo.

Do not change the colour of the logo

Do not use the logo on a background that makes it difficult to see

Do not change the angle of the logo

Do not use the logo on a background where there is poor contrast between the background and the logo

Do not skew the logo

Do not scale the logo inappropriately

VISUAL GUIDE FOR CO-BRANDING WITH FÁILTE IRELAND

The Meet in Ireland logo is weighted equally with the Fáilte Ireland logo.

When co-branding, the Meet in Ireland icon is used as a tool to measure the required minimum distance between logos.

When stacked the logos should be aligned to the right. The "D" in Meet in Ireland logo should align with the "d" in the Fáilte Ireland logo.

Horizontal Co-branding:
The Meet in Ireland icon is used to measure the distance between the 2 logos.

Stacked Co-branding:
Both logos should be right aligned. The Meet in Ireland icon is used to measure the distance between the 2 logos.

PHOTOGRAPHY

When selecting imagery, use bright and energetic photographs that obviously feature Irish locations and scenes. Focus on action-based imagery that showcases the many MICE activities available all over Ireland. When multiple images are used, please present a mix of wow destination shots (scenic and urban), business tourism offering images (specific to Ireland) and include images with and without people. When featuring images with people, feature healthy and vibrant looking men and women between the ages of 30-50.

PHOTOGRAPHY: WHAT TO AVOID

When selecting imagery, don't use staged, overly stylized or dated photography. Keep images bright and natural. Also, don't feature generic meeting images such as boardrooms or flipcharts.

OUR BRAND IN ACTION

Here are a selection of examples of how the Business Tourism and Events team in Fáilte Ireland are using the brand in the real world today.
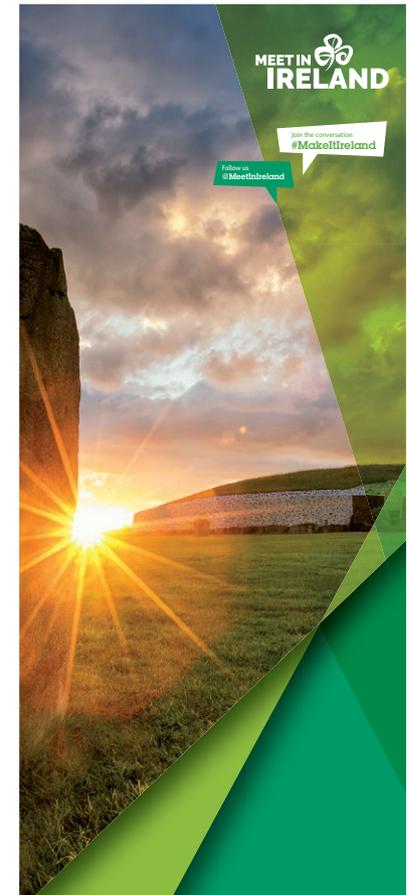
RESOURCES FOR YOUR BUSINESS

Free images and video clips are available for use on Fáilte Ireland's website, free of charge. All you need to do is register on **www.irelandscontentpool.com**, then search and download the image or video clip you need to make your communications stand out. You can even set up your own collections for quicker access to images that you want to use - it's that easy.

Master digital artworks

A selection of sample artwork files are available on the Content Pool for you to download and use. These will provide you with a base structure to aid your design process. You will find them here: **www.irelandscontentpool.com**

Contact the Meet in Ireland team

If you have any questions about the Meet in Ireland Brand Guidelines, you can reach the Meet in Ireland team at **info@meetinireland.com** or contact any of the team members directly on **+353 1 884 7134**