

Ireland Home of Halloween



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Brand Identity Guidelines

01

Brand Overview

Introduction

The ‘Ireland Home of Halloween’ brand and why it’s important.

In Ireland, Halloween **isn’t just a day but a season**, where ancient traditions entwine with contemporary celebrations in ways both exhilarating and profound. At this time of year, **the island of Ireland transforms with the season**, coming alive with traditions, celebrations and an inescapable atmosphere of intrigue, mischief and merriment.

This toolkit is your introduction to the ‘Ireland Home of Halloween’ brand. The words and visual world that will help make the island of Ireland ubiquitous with Halloween, build recognition with domestic and international audiences, and connect festivities across the island across the whole month of October.

We are excited to be sharing the ‘Ireland Home of Halloween’ brand toolkit with you and can’t wait to see all the wonderful ways it is brought to life throughout the season.



Reasons to Believe

01.

Authentic Celtic Tradition

Ireland is the birthplace of Halloween, with roots in the ancient Celtic festival of Samhain. Celebrations connect visitors to traditions and stories dating back over 2000 years, offering an unmatched authenticity.

02.

A Season of Festivities

The island of Ireland comes alive during the Halloween season with a vibrant calendar of immersive **events and celebrations**, big and small.

Púca Festival reimagines Samhain traditions with fires, feasting and fun; Derry is home to Europe’s largest Halloween celebration; while multiple Halloween towns and communities across the Island play their part in mischief-making with their own unique and thrilling stories and offerings.

03.

A Storied Island

The island of Ireland is an ancient nation built upon a foundation of myths, legends and stories of old.

From historical sites and regions like Tlachtga (Hill of Ward), and Navan Fort, to the people and communities that keep Ireland’s storytelling culture alive, visitors can experience this storied island in broad and immersive ways.

Ireland Home of Halloween Brand Positioning

Alive with
Otherworldly
Tradition

On the island of Ireland Halloween isn't just a night, it's a season – an awakening of ancient spirits and timeless tales. Here, the air grows heavy with mystery, the landscapes shift into something more, and the line between the living and the other world dissolves.

This is the birthplace of Halloween, where the traditions of Samhain echo through the centuries. Bonfires once lit to guide spirits now illuminate vibrant festivals. Ancient grounds become stages for storytelling, and every shadowed corner holds a secret waiting to be discovered.

For visitors, it's an invitation to step into the extraordinary. To wander misty forests and haunted castles. To taste flavours inspired by the season's richness. To celebrate in a way that's both deeply rooted and utterly alive.

For partners and businesses of all scales, it's a call to craft moments that embody this transformation. To create stories that carry Ireland's authenticity around the world, celebrating Halloween as it was always meant to be.

Because this is more than a celebration. It's Ireland's gift to the world. A legacy of wonder. A season of connection. A tradition that is alive and otherworldly.

Brand Positioning

Alive.

Alive with energy and spirit, Halloween in Ireland brings ancient traditions to life by merging them with modern-day celebrations that are fun, vibrant and truly unique.

Otherwordly.

The island transforms into a realm where the boundaries between worlds dissolve, mysteries unravel, and the imagined become manifest, creating an unforgettable experience like nowhere else in the world.

Tradition

Halloween on the island of Ireland is deeply rooted in tradition. Whether it's bringing ancient origins to the fore or creating new and modern ones. Stories and heritage intertwine to create a celebration that is both timeless and profound.

Alive with
Otherworldly
Tradition

Defining Otherworldly

What we mean

- **A sense of heightened imagination, delivered through storytelling, spectacle, activities and spaces** *to intrigue visitors and show them a side of Halloween that they may not know*
- **Things that feel a little strange, surreal, and eerie** *to show that Halloween is a time when ancient and modern traditions entwine in ways that make the world feel mysterious*
- **Things that are mythical or connected to the island of Ireland’s folklore** *to land the origin story in the Home of Halloween*
- **Sparkling a sense of awe** *to anticipate the unforgettable feeling of this unique and authentic experience*

What we don’t mean

- **Things designed to frighten** – *e.g. extreme horror, paranormal or the occult – we want to attract and delight visitors en masse, and not risk putting them off*
- **Having spiritual or religious connotations** – *we are respectful of visitors’ faiths and beliefs*
- **Magic** – *this is not unique or ownable in the space*
- **Extra-terrestrial** – *we might be otherworldly, but we are always of this world*

02

Tone of Voice

Tone of Voice

The creative direction for how we speak. Examples of how to utilise the tone of voice are presented later in Brand Messaging section

We are Enigmatic

Our enigmatic tone keeps people guessing. Through careful words and measured pacing, we create an air of intimacy that draws people closer, as if gathering around a bonfire to listen to stories.

We are Intriguing

We weave fascination into every phrase, capturing attention with unexpected twists and playful turns of thought. Our intriguing tone tempts curiosity and rewards a closer look, inviting people to linger, listen, and lean in just a little closer.

We are Mischievous

We are clever, cheeky and a little rebellious, imbuing natural Irish wit with welcome seasonal playfulness, delivered with a smile. While we are keen to tease, our tone is never rude or cruel. It's delivered with warmth and generosity, inviting people to make mischief with us.

03

Brand Messaging

Key Themes

Stemming from the positioning statement, these themes will shape the brand messaging in a way that build's awareness for Ireland as the Home of Halloween and drives the desired audience behaviour.

01. Build authority
as the Home of Halloween

It's not enough to say we're the home; we need to make people feel it. Let's legitimise our claim by alluding to Ireland's Halloween history, building intrigue around how the ancient traditions of Samhain are experienced in modern celebrations today.

02. Capture Ireland's
Halloween Spirit

Show the world that there's nothing quite like Halloween in Ireland, capturing the mischievous mood, **enigmatic tone** and promise of transformation that are signature to our **superior experience**.

03. Encourage visitors to
immerse themselves

We don't want our visitors to be a watchful audience but **active participants in making it extraordinary**. Through evocative communications, let's excite them with a taste of what's to come, tempting them to become fully immersed in our **celebrations** and play their part in making Ireland's Halloween a world-class spectacle.

Alive with Otherworldly Tradition

Origins of Halloween

Some examples of the origin stories of the traditions of Halloween that are still celebrated today, useful to support our key themes from the previous page. We've provided these examples as inspiration for how ancient traditions can be reinterpreted for celebrations on the island of Ireland today.

For example, perhaps you might decorate with turnips, instead of pumpkins. Food service companies could consider serving dishes featuring fruits and nuts, a nod to the origins of 'trick or treat'. Using natural materials like twigs, dried leaves, wool, straw for visual merchandising will set Ireland's Halloween apart from the more conventional decorations.

- 
- Halloween originates in the ancient Irish and Celtic tradition of Samhain, which is the old Irish for 'summer's end'. Samhain marks the end of the old Celtic Year and the beginning of the New Year.
 - The ancient Celts believed that this was a time of transition, when that veil between our world and the next thinned, and all manner of spirits including all who had passed since the last Oíche Shamhna (Night of Samhain) walked among us.
 - With the coming of Christianity, the festival was incorporated into the Christian calendar as a time of remembrance for the holy souls, so the Samhain festival of the ancestors retained its relevance. The customs of Samhain that didn't fit into Christianity survived as Halloween. Irish immigrants carried the Halloween tradition to North America in the 19th century.
 - One of these traditions, the jack-o'-lantern originally carved from turnips (and other root vegetables, such as potatoes and beets) and placed on windows and doorsteps to ward off unwanted visitors and mischievous spirits, evolved to carving pumpkins which were more accessible and abundant in North America.
 - The tradition of wearing costumes and masks at Samhain developed to deceive these same unfriendly spirits and faeries lest they recognised you and called you to the otherworld before your time. Nervous living folk would attempt to appease the wandering spirit with gifts of fruit and nuts, which may be the origin of the ubiquitous trick or treating.
 - Samhain was the last great gathering before winter when clans came from all over Ireland to celebrate, trade and connect. It was a time for fires, feasting, remembering what had passed, a time of reckoning, rebirth and preparing for the New Year ahead. The harvest was in, the animals were in shelter and there was an abundance of nuts and berries. But alongside that feeling of plenty, was an awareness that winter was coming, and that food would be scarce.

Messaging Guide

Aims

The Halloween Brand

Succinct, repeatable messaging stating who we are and what we stand for

Ireland Home of Halloween.

Suggested CTA

- Builds awareness for Ireland as the Home of Halloween
- Catchy alliteration sticks in the mind

Brand Messaging: Secondary

Additional messages to use across the campaign

Halloween, the way it was meant to be.

Suggested CTA

- Build authority as the Home of Halloween
- Speaks to ancient origins and a legacy of tradition
- Weaves in brand elements of storytelling and transformation
- Builds intrigue around both the history and celebrations
- For domestic audiences, it alludes to a different side of Ireland they may not know

The season where nothing is as it seems.

Suggested CTA

- Capture Ireland’s Halloween Spirit
- Mischievous and intriguing, setting the tone for the celebrations
- Successfully captures the scale of our celebrations
- Lands storytelling and transformation
- Promises something new, giving domestic audiences a reason to participate

Brand messaging: Calls To Action

Additional messages to use across the campaign

Come, revel in the mischief.

Suggested CTA

- Encourage visitors
- Invites visitors to be one of us
- Encourages participation
- Builds hype, and creates a sense of anticipation

Messaging Framework

Brand Partners

Sample Messaging

Festivals

Social media post:
Step into Ireland's Halloween. A night where fire lights the dark, music stirs, ancient spirits walk among us and nothing stays the same.

Festival merchandise:
Lanterns, masks, and keepsakes inspired by Samhain.
The season of change, where every piece tells a story of transformation.

Businesses

Social media post:
Spirits whisper, mischief awakens. Ireland's ancient secrets play at Halloween. Dare to step beyond the ordinary and experience Samhain with {service/product}.

Alternative:
Experience Samhain through {insert service/product} – boundaries blur and the otherworld plays by your rules.

Window signage/in-store promotion:
Enter the in-between of Samhain. Try spiced lattes that echo with old enchantments, or cocktails that the spirits favour. Something ancient stirs, will you dare to answer?

Limited edition product description:
Unmask the past with our Samhain Collection: treats, tales, and treasures from the island of Ireland’s otherworld.

Local Tourism Businesses

Social media post:
Discover the island of Ireland, Halloween's home. Every misty trail hides a secret, every tale has a twist, and where nothing is as it seems.

Alternative:
Discover the island of Ireland, Halloween's home. Secrets on every trail, twists in every tale, and where nothing is as it seems.

Tour promotion:
Explore the island of Ireland. Where ancient landmarks, faerie rings, and living stories blur the line between myth and truth.
Join our guided tours and see with every step, nothing is as it seems.

Guest experience:
This Halloween, settle in for a stay where folklore flickers by firelight, meals echo ancient rites, and warmth hides a world not quite as it seems.

Tourism Bodies

Campaign messaging:
Ireland Home of Halloween. Experience Samhain: stories, festivals, celebrations where nothing is as it seems.

Travel guide promotions:
Journey to the birthplace of Halloween, where ancient festivals and historic sites blur the line between past and present.

Shorter Copy:

- A place where ancient stories linger.
- A land where shadows whisper and spirits roam.
- A night where the veil is thinnest and the stories keep you guessing.
- Where the hills hide secrets and the mist holds memories.
- Ireland: Find Halloween as it was meant to be.
- Mist, myths, and a hint of mischief
- Step into stories older than stone.
- The spirits are stirring Are you coming?

Global marketing:
The island of Ireland: where Halloween’s ancient roots twist through a modern celebration. Discover the true spirit of Samhain in a season shaped by stories, shadows, and transformation. Nothing is quite as it seems.

04

How To Use The Brand

Our Branding

How to use the brand in your communications.

The Official Brand
for the Season

The Ireland Home of Halloween brand is designed to support your business communications and sit alongside them, so we’ve provided some co-branding guidance on the following pages



The ‘Ireland Home of Halloween’ brand has been created as the official brand to be used throughout the season, uniting Halloween festivities and initiatives across the island of Ireland.

It is designed to be used across all Halloween promotional materials, communications, venues, spaces and merchandise, within the guidelines of use.

It can be used by everyone, including partners, businesses, organisations and individuals participating in Halloween seasonal activity. It must not be used for commercial purposes (e.g. merchandise) without written permissions.*

* e.g. the brand should not appear on clothing, stationery or similar merchandise to be sold independent of tourism promotional purposes

How To Use Our Branding



Halloween Festival Brands

- ✔ Use this if you're participating in the Púca or Derry Halloween festivals.
- Púca Festival and Derry Halloween remain the leading brands, Ireland Home of Halloween is used as supporting brand.

Affiliated partners, businesses, events and individuals should use this branding across promotional materials and update it to include the Home of Halloween logo. They may also include relevant additional partner logos, depending on the type of communication, according to usage guidelines.



Island of Ireland Tourism Bodies

- ✔ Use this if you're already participating in our national and international marketing campaigns.
- Home of Halloween becomes the primary brand, supported by Tourism Body Brands.

Partners who are already leveraging or participating in these campaigns are encouraged to use co-branded assets across the Halloween seasonal period. This is a mandatory requirement for Tourism Ireland, Fáilte Ireland, Tourism Northern Ireland and all international marketing.



Experience Brands

- ✔ Use this approach when using an experience brand logo.
- Home of Halloween becomes the primary brand, supported by Experience Brands.

Partners who are already leveraging or are affiliated with an agency brand are encouraged to use co-branded assets across the Halloween seasonal period. They may also include relevant additional partner logos, depending on the type of communication, according to usage guidelines.



Additional Partners*

- ✔ Key partners and stakeholders to use this where co-branding is needed.
- Home of Halloween becomes the primary brand, supported by partner branding.

Key partners looking to publish Home of Halloween materials are encouraged to use co-branded assets across the Halloween seasonal period, according to the usage guidelines.

* Any and all additional partners spanning across travel, government & rep bodies, media partners, event partners and other corporate sponsors.

05

Design Toolkit

Creative Concept: Transformation

Halloween is all about the shifting and blurring of lines. Summer to winter. The spirit and the real world. Human to costumed spirit. Celebrating the harvest. From ancient past to present day, transformation is the energy of Halloween. Intriguing, mischievous, exciting, always evolving. There's always something new to discover and have fun with.

Taking inspiration from our folklore and stories dating back through the ages of Samhain, we've created a character for our Home of Halloween campaign 'The Spirit of Samhain'. A hand-crafted, shadowy, mischievous, own-able icon. The Host of Halloween.

Halloween in Ireland has always been about transformation and traditional characters.

Master Logo

This is our master logo, this is the first choice for most communication. It should never be altered or changed, and when being applied must always follow the simple principles outlined here to ensure consistency, legibility and visibility.

Master Logo



Clear Space



Minimum Size 9mm



Logo Variations

The Ireland Home of Halloween's brand identity includes a suite of logo variations, all for use in specific circumstances that allow for our brand to stay flexible yet consistent, no matter the dimensions of the space our logo needs to inhabit.

Typographic Logo –

For use in purely typographic layouts.



Tall Logo –

Only for use in extreme tall layouts or when co-branded with a tall logo



Stamp Logo –

Only for use in limited applications where viewer is already familiar with our brand.



DO NOT use as replacement for any other logo.

Logo Misuse

Here are some examples of misuse for you to avoid when placing our logo on various applications.

Don't alter the logo in any way



Don't rotate the logo



Don't mismatch colours within the logo



Don't stretch or distort the logo



Don't apply any effects to the logo



Don't place logo over busy images



Don't frame or box the logo



Don't place other elements within logo clear space



Don't overlay wrong coloured logo onto backgrounds



Typography

Fenul’s design is inspired by an anatomy book, specifically the chapter on bones. You can easily spot their characteristic thinner centres and heavier ends. This serif typeface follows the same construction principles and also incorporates striking variations in weight and width.

In order to insure functionality and legibility, we employ a secondary typeface ‘DM Sans’, specifically to be used as body text, which allows our brand to be both distinct and functional.

These bone inspired characters lean directly into our Halloween theming, crooked characters that give our brand a distinctly own-able and unique look.

Display Typeface

Fenul Standard
Displaay
Foundry

Aa
abcdefghijklmnopqrstuvwxyz
0123456789

Body Text Typeface

DM Sans
Colophon,
Google Fonts

Aa
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate Display Typeface

Should ONLY be used for when licensing our main display typeface is not possible.

Hedvig Letters Serif
Kanon Foundry,
Google Fonts

Aa
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Weighting

Fenul Standard Medium Headlines Sub-Headers -5% Kerning

Fear Dearg

Fenul Standard Semibold Headlines Sub-headers -2% Kerning

Morrigan

Fenul Standard Bold Headlines Sub-headers -1% Kerning

Boann

DM Sans Regular Body Text 0% Kerning

Turnip

Hedvig Letters Regular Alternate Display -4% Kerning

Samhain

Despite having 8 different weights, we only use 3 specific weights for Fenul standard. this is to insure consistency amongst produced material.

DM Sans must only be used in the ‘Regular’ weighting, and only for body text.

Colour Palette

Our colour scheme is primarily monochromatic. Demonstrating the theme of transformation from light and colourful summer, to cold and dark winter. This transition is the true origin of Halloween. We then intersperse this monochromatic world with both Moss Green and luminous Ghoul Green, to catch attention, and portray a link to the contemporary as well as our history.

Midnight	Hex 161616 RGB 22, 22, 22	CMYK 78, 68, 61, 86
Daylight	Hex EEEEEEE RGB 238, 238, 238	CMYK 8, 5, 7, 0
Moss Green	Hex 1F4D3D RGB 31, 77, 61	Pantone 554 C CMYK 91, 40, 75, 45
Ghoul Green	Hex 88EF45 RGB 136, 239, 69	Pantone 7488 C CMYK 51, 0, 92, 0
Shadow	Hex B5B5B5 RGB 181, 181, 181	CMYK 32, 24, 25, 4

Revel in the mischief

On the island of Ireland, every place has a story to tell – a truth that is never more strongly felt than Halloween. Its ancient landscapes and historical sights give Halloween a sense of place; castles, ancient ruins, iconic cultural landmarks and rural and agricultural references will become the new signifiers of Halloween – and Ireland as its home.

The island of Ireland’s Halloween unites people, places and settings in mischief, play and transformation – because this is the season where nothing, and no one, is as it seems...

Fewer Tricks, More Tradition

Why visit a haunted house when you can visit a haunted homeland?

Ireland’s Halloween unites people, places and settings in mischief, play and transformation.



IRELAND HOME of HALLOWEEN

Alive with Otherworldly Tradition



Accessibility

Colour Misuse

When using our colour palette, the correct use of foreground and background text colours must be used in order to meet WCAG accessibility rules. Green ticks are approved colour combinations, and red crosses do not meet accessibility requirements and must be avoided.

Midnight

✓ Ireland Home of Halloween

Daylight

✓ Ireland Home of Halloween

Ghoul Green

✗ Ireland Home of Halloween

Moss Green

✓ Ireland Home of Halloween

Shadow

Daylight

✓ Ireland Home of Halloween

Midnight

✓ Ireland Home of Halloween

Moss Green

✗ Ireland Home of Halloween

Ghoul Green

✓ Ireland Home of Halloween

Shadow

Shadow

✓ Ireland Home of Halloween

Midnight

✓ Ireland Home of Halloween

Moss Green

✗ Ireland Home of Halloween

Ghoul Green

✓ Ireland Home of Halloween

Daylight

Ghoul Green

✓ Ireland Home of Halloween

Midnight

✓ Ireland Home of Halloween

Moss Green

✗ Ireland Home of Halloween

Daylight

✗ Ireland Home of Halloween

Shadow

Moss Green

✓ Ireland Home of Halloween

Daylight

✓ Ireland Home of Halloween

Ghoul Green

✗ Ireland Home of Halloween

Midnight

✗ Ireland Home of Halloween

Shadow

Branding Examples

These are various examples of how our brand lives visually on a wide variety of different brand applications, from layouts, banners and merchandise.

When applying to any from of application we always keep a sense of craft and design sophistication, which allows the brand to stay elegant.



Co-Branding

In some situations such as website headers or end-screens on promotional videos, a co-branded lockup is the best way to display two brands alongside each other. It simply consists of both brands scaled so they have equal weighting. When creating a co-branded lockup, please follow the specifications detailed to the right here to ensure consistency across all partnerships.



The height of the partnering brand should always match the height of the Ireland Home of Halloween logo.



Co-Branding Layout Examples

Co-Branded

For use when our brand needs to appear in partnership with an event.



Ireland Home of Halloween Brand World

For use when our brand needs to appear front and centre.



Other Brand World

For use when we appear on another brands material.



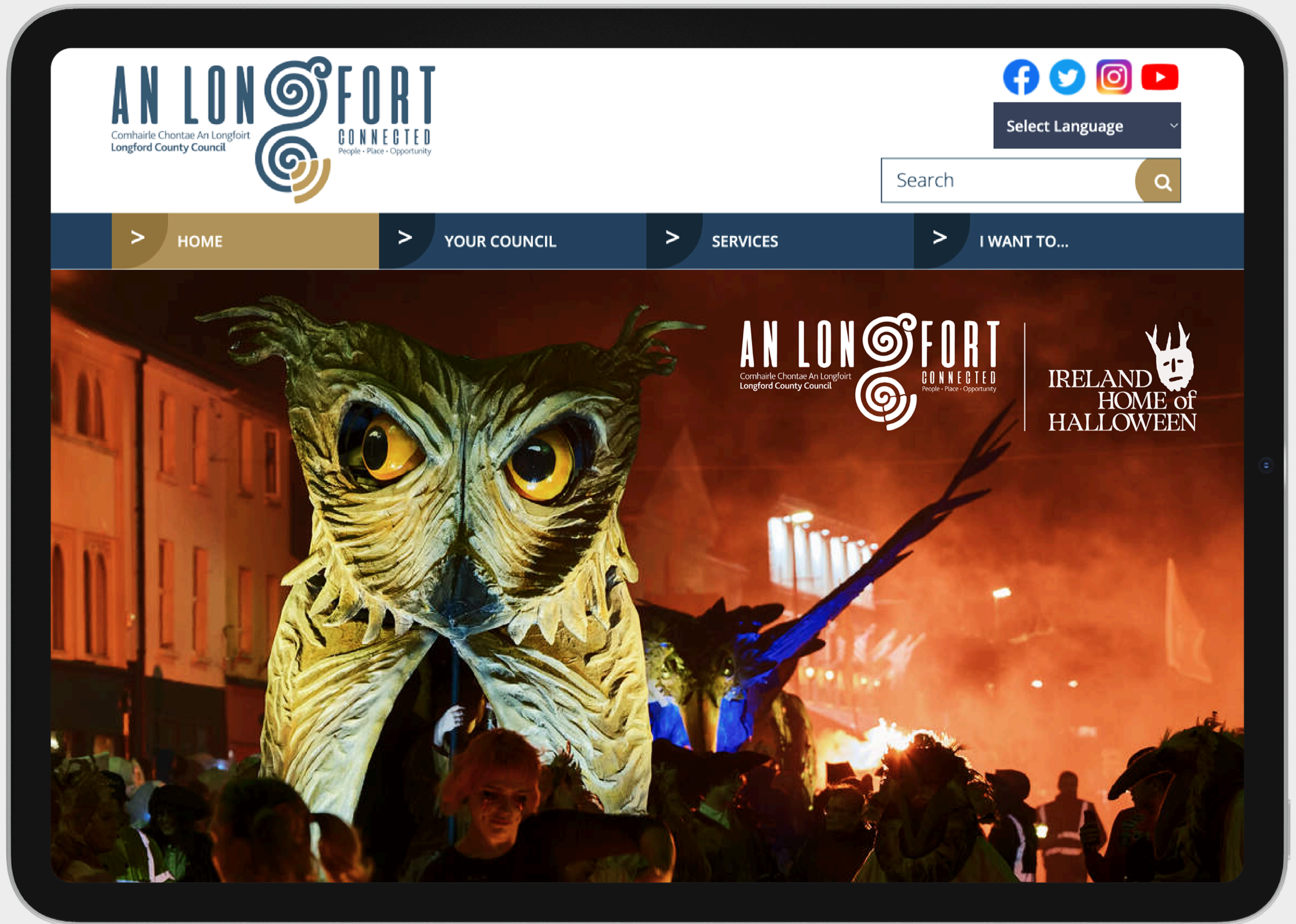
Co-Branding In Your Brand World

A1 Poster
In other brand world



Co-Branding In Your Brand World

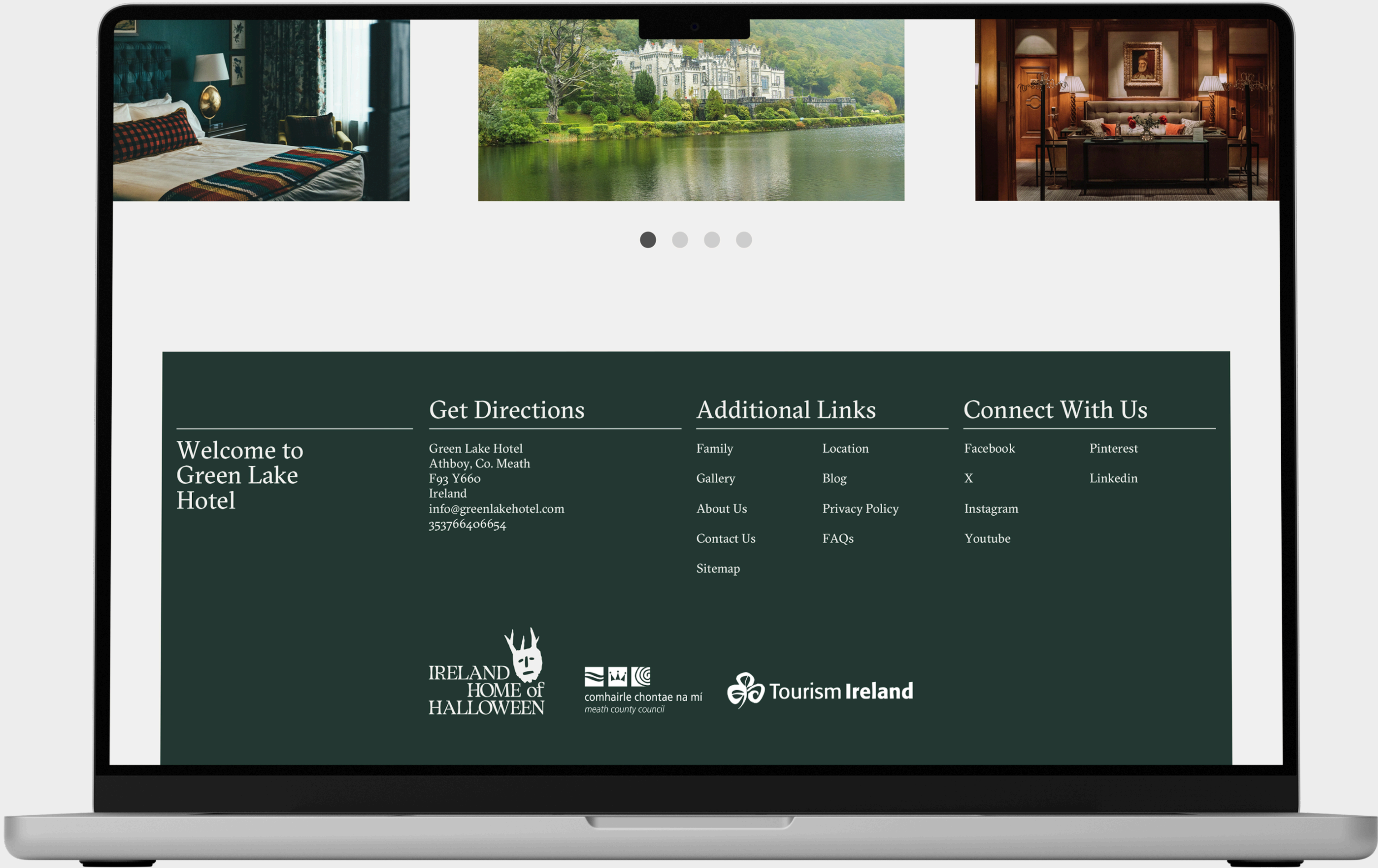
Website Header
Co-Branded



Here are two examples of branded lockups. The first of which is a website header with the town of Longfort. Here we are using a co-branded lockup, where the host is given equal yet prominent weighting to our Home of Halloween logo.

The second is a website footer for Green Lake Hotel. Where there is no co-branding, and we take a backseat sitting minimised with other partner logos. In this instance our brand is still legible and recognisable.

Website Footer (Sample)
Other Brand World



Our Brand World

These posters are an example of how our type, mask logo, and colours can be used across our Ireland Home of Halloween brand world. Which is restrained, yet full of eerie energy.

Representing the spirit world and the real world. Human to costumed spirit. It’s this energy that is carried through to all Halloween festivities to this day.

Ever changing. Ever intriguing. Ever exciting. There’s something new to discover and have fun with. It evolves every year.

A1 Posters
In our brand world



Social Templates

1. Social Story
9x16



Our social frames allow you to use the Home of Halloween brand to leverage your own imagery. Simply combine your own imagery with a frame that compliments the colours within the photography. Our frames are supplied in a range of colours for a range of different social applications.

2. Social Post
1x1



FESTIVALS – Social Post Copy

Step into Ireland's festivities this Halloween where fire lights the dark, music stirs the air, and ancient spirits walk beside us. It's where masks reveal more than they hide and nothing stays the same.

BUSINESS – Social Post Copy

Spirits whisper and mischief awakens as Ireland’s ancient secrets come out to play. This Halloween, dare to step beyond the ordinary. Experience Samhain through {insert service/product} — where boundaries blur, masks slip, and the otherworld plays by your rules.

Hosts of Halloween Suite of Characters

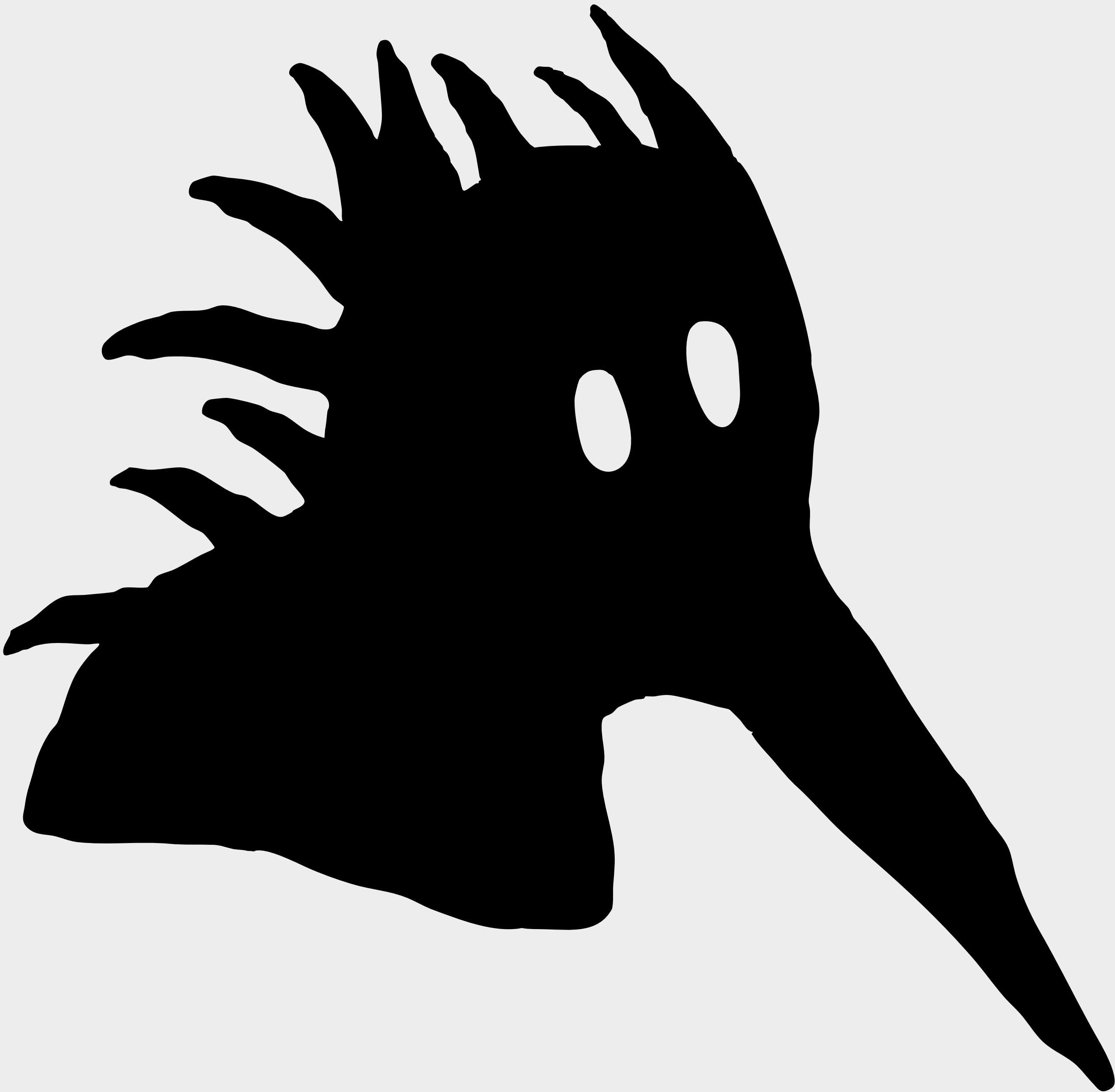
The Hero ‘Host’. The Spirit of Samhain.
Used across all touch points.

The Secondary 'Hosts'
The Morrigan, Boann, The Turnip

- Do’s & Dont’s**
- They should always be used together as a family, not individually in a way that would detract from ‘The Spirit’, our hero icon used in the lock-up.
 - Can be used in a row as a graphic device, for example shop window borders.
 - Can be used as icons to link to further storytelling. For example, in a social post, each one could reveal a secret of the Home of Halloween, from costume making to turnip carving.



The Spirit of Samhain



The Morrigan



The Boann



The Turnip

Thank You

