

Wild Atlantic Way Brand Toolkit

Contents

What is in this toolkit.

Brand Overview Introduction / Where we are	Page 3
The Wild Atlantic Way Brand Brand proposition / Key brand characteristics / How this applies to your business	Page 7
Our Visitors	Page 16
Photography	Page 21
Tone of Voice	Page 25
Using the Brand Digital assets & templates / Print templates / Using my own brand	Page 31
Design Toolkit Logos / Colour / Typography	Page 51
Gateway Cities Treatment	Page 62
Terms & Conditions	Page 64

If you have any further queries regarding the Wild Atlantic Way Brand Toolkit, please contact: waw@failteireland.ie

Portmagee, Co. Kerry

Brand Overview

An overview of the brand, why it is important and where we are located.

Introduction

The Wild Atlantic Way Brand and why it is important.

The Wild Atlantic Way on Ireland's west coast leads you through one of the world's most dramatic coastal landscapes, a landscape on the edge of Europe that has shaped the development of its people, communities and settlements, a landscape that has inspired its own particular language, literature, art, song and dance.

The Wild Atlantic Way brand is about owning this personality, translating its essence into a coherent and recognisable visual language that will help us promote the region as a whole.

The brand distills Wild Atlantic Way's defining characteristics and personality into a simple and moving story about us, as a destination and as a people. It is an incentive that inspires the region's tourism industry to strengthen their resonance with visitors. It is what makes it distinctive, memorable, and different from other destinations, in the eyes of the potential visitor. It promises a kind of travel experience that with all its attributes, is unique to this region. It guides

expectations of what visitors will see and do, and importantly, how they will feel when exploring the Wild Atlantic Way.

The role of this toolkit is to maintain the distinctiveness of the region's voice, its look and feel, and at the same time giving you the power to help build on the brand with the richness of your own.

We are excited to share our Wild Atlantic Way brand toolkit with you and we will provide ongoing updates, resources and assets to further strengthen the brand.

The Brand Hierarchy

Which brand to use in your communications?



WILD ATLANTIC WAY
The regional brand experience.
This is consumer facing.

✔ **Use as needed within the guidelines of use**

The Wild Atlantic Way trademark may be used by qualifying industry partners in print and digital marketing materials provided they follow the guidelines governing its use.



FIND YOURSELF ON A SHORT BREAK
The domestic creative platform.
This is consumer facing.

✔ **Share in the impact of this national campaign**

Find Yourself on a Short Break is Fáilte Ireland's domestic marketing campaign, designed to drive demand for more short breaks in Ireland by tapping into the universal need for rejuvenation and reset.

To get involved, use one of our Wild Atlantic Way regional campaign logos. Using the logo is an easy way to align your activity with this national campaign, helping you tap into greater reach and stronger visibility.

Access the regional campaign logos for Wild Atlantic Way and learn more about the domestic campaign [here](#).

Download WAW Regional Logo Suite [here](#).



DISCOVER IRELAND
The consumer facing brand.
This is consumer facing.

✘ **Don't use**

Discover Ireland is Fáilte Ireland's consumer facing brand. It is a communications platform for all consumer campaigns – [discoverireland.ie](#). This brand is for Fáilte Irelands use only.

If not already listed, we encourage all businesses to **list their business on DiscoverIreland.ie**. This affords them the opportunity to showcase their business to new audiences and drive more bookings.

Unsure where to begin? Watch how to create the perfect listing [here](#).

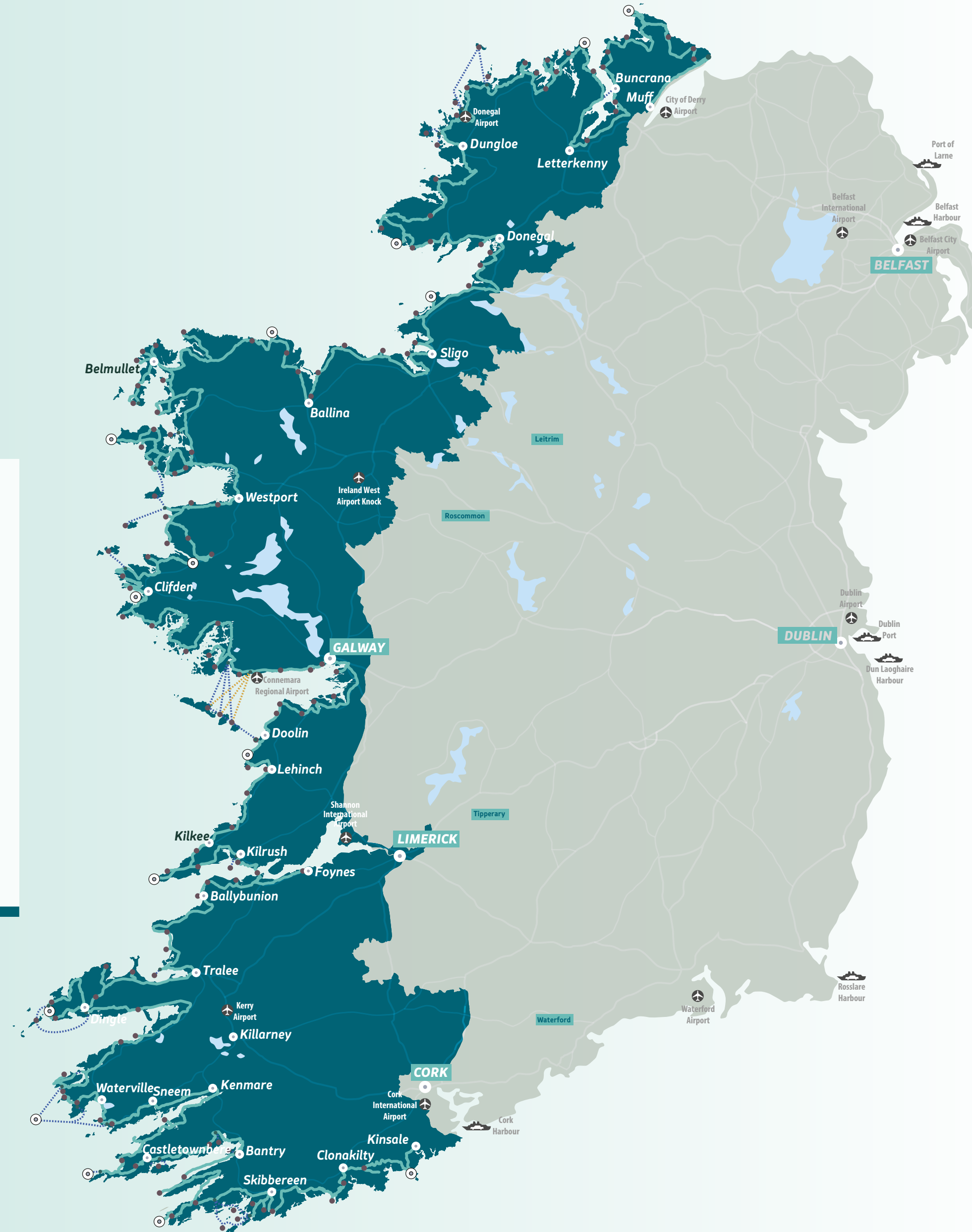


FÁILTE IRELAND
The corporate brand.
This is never consumer facing.

✘ **Don't use**

Fáilte Ireland is a corporate brand that is for the Fáilte Ireland organisation's use only. It represents the Tourism Development Authority and should not be used by tourism businesses in any part of the country.

In some special circumstances where Fáilte Ireland have funded a project, this brand may appear, but these are exceptional circumstances and only where special permission is granted.




Wild Atlantic Way


Ferry Route to Island


Flight Route to Island


Signature Discovery Point


Discovery Point


Road (Motorways / National Road)


City / Town

Note: Not all of the route is fully accessible by coach traffic. For a suggested coach route, please see [here](#).

Where we are

An overview of the Wild Atlantic Way and the wider region.

Full Counties
Donegal, Sligo, Mayo & Kerry

Partial Counties
North Leitrim
Upper half of the Manorhamilton Municipal District

West Limerick incl. Limerick City
Border is the Tuam to Limerick Motorway (M18)

West Galway
Border is the Tuam to Limerick Motorway (M17/M18)

Cork excl. Cork City, Ballincollig & Blarney, East Cork & the Ballyhoura Mountains
Border is the M8 Motorway to south of Mitchelstown and the Ballyhoura Mountains

West Clare
Border is the Tuam to Limerick Motorway (M18)

Mullaghmore Head, Co. Sligo

The Wild Atlantic Way Brand

What is the Wild Atlantic Way brand, and most importantly, how can you use it to promote your business?

This is the proposition our brand is built upon:

The Wild Atlantic Way on Ireland's Western Coast off the Western Edge of Europe captivates you with its wild landscape that continuously shapes its living history; and engages you with its vibrant & creative communities, whose stories and culture stimulates you, so you are freed up to relax, enjoy and leave feeling refreshed, renewed and uplifted.



The Wild Atlantic Way, shaped by its unrivalled surroundings, stretches across Ireland's western seaboard. Alongside the wild, unyielding Atlantic waves, the world's longest defined coastal touring route is scattered with vast unspoilt beaches, soaring cliffs, and a way of life forever inspired by the sea. The landscapes are steeped in history with Discovery Points spread along the Way and fresh, exciting experiences at every turn. It is packed with rich narratives from the tallest tales to epic sagas that yearn to be heard first-hand. Visitors can almost hear the hush of language across the landscape the deeper into this experience they go. From the people to the places along the Way, the wild, rugged geography, both on and offshore, shapes the whole experience.

The next few pages will now outline what our brand's key characteristics mean in practice – the people, the adventure and the language. It will demonstrate how to bring these characteristics to life in your communications.



Bundoran, Co. Donegal

The People

Experience the warmth from friendly local smiles, listen to laughter travel through the swirling winds, and hear captivating stories from near and far. People that travel through or visit the Wild Atlantic Way, time and again, say that what defines this extraordinary place, is actually the people that live there.

Sure we have epic landscapes, surreal surroundings and fantastic experiences, but it is the personalities of the people that live here that truly make the place what it is. Their natural warmth, playful humour and poetic language draw visitors in every year from both near and far.

The Wild Atlantic Way is much more than just an experience, it is a different way of life, inspired and enriched by the many faces and personalities that are lucky enough to call it home.

The Adventure

Embark on a journey of discovery, to untamed landscapes and untapped adventures where all kinds of thrills await. The Wild Atlantic Way is situated along the wildest, most captivating, coastal driving route in the world.

Reignite your passion for life while catching waves off the coast or immerse yourself in ancient history with a trip to the ruins of a sixth century monastic settlement on the stunning Sceilg Mhichíl. Traverse the sands on a Connemara pony, lose yourself in the lush flora and sub-tropical shrubs of Garinish Island or as night falls, let the magic of the midnight sky captivate you during as you gaze up at the stars.

Untold wonders are ready and waiting all along the Wild Atlantic Way and this breathtaking coastal route will leave you with a lasting impression long after the adventure fades into the horizon.

Cliffs of Moher, Co. Clare



Rouse's Bar, Co Mayo



The Language

The Wild Atlantic Way boasts some of Ireland's most distinctive cultural offerings, encompassing music, folklore, heritage, and of course the Irish language, which is at its core.

The term 'Gaeltacht' refers to areas that are rich with culture and traditions and most importantly, where the Irish language (Gaeilge) is still spoken daily in the community. Almost 20% of the Wild Atlantic Way is based in Gaeltacht regions, across Donegal, Mayo, Galway, Kerry and Cork, and on many of the offshore islands. It is also home to Ireland's only bilingual City, Gaillimh (Galway) which further strengthens the link between the brand and the Irish language, embodying the authenticity of the communities and landscapes it represents.

How this Applies to Your Business

Whether you are a small restaurant, a boutique hotel or a surf school, the Wild Atlantic Way brand toolkit can offer you different levels of support. From ready-made social assets to customisable templates, we have everything you need to get started using the brand.

So what is it that makes the Wild Atlantic Way so attractive? Or, more specifically, what is it about your business that make it so?

The Wild Atlantic Way is more than just a journey, it is all about the people, the surroundings and the many destinations along the Way. It is a place of many natural features – seascapes, sea life, cliffs, mountains, glens, loughs, trails and pathways. It's a place to experience nature at its wildest, a place

to explore the history of Irish people and their religion; a place to experience great events, great food and drink, great music and 'the craic'.

Yes, the awe-inspiring nature of this region is everywhere, living through your business and its surroundings, and this is what we want to leverage and share with the world.

Attractions, Tours & Activities

Experience

Plunge into icy waters that take your breath away, spot a bright-eyed puffin glide overhead or stroll across dramatic headlands on the edge of Europe. The Wild Atlantic Way is more than just a touring route, it is a series of destinations brimming with experiences, each more captivating than the last.

Visit a picture-perfect town and soak up the culture or take a trip out to the many coastal islands by boat, or even by cable car. Rock climb across scenic sea stacks beyond the moody landscapes, or surf seamlessly along a big wave and feel the force of the ocean below.

Whether you are talking to visitors on their global trip of a lifetime or a short weekend getaway, urge them all to embrace the sea, the sky, the breeze and a different type of wildness. They will leave feeling refreshed with salt in their hair and sand between their toes.

Puffin, Sceilg Mhichíl (Skellig Michael), Co. Kerry



Fresh Oysters, Co. Clare



Food & Drink

Taste

Shuck oysters fresh from the sea, enjoy the ultimate Irish Coffee or savour a smoky Irish whiskey. With fresh food, from both land and the sea in abundance, the Wild Atlantic Way is brimming with rich, inviting flavours and truly has something for everyone.

Enjoy edible wild plants and flowers foraged directly from local landscapes or catch and cook your own seafood supper while learning the tricks of the trade. Taste years of heritage and craft in every bite of artisan smoked fish caught just offshore, or be nourished by food farmed regeneratively.

With rich and varied flavour experiences from modern restaurants in Cork, cosy cafés in Galway to the gastro pubs in Sligo. Passionate chefs and farmers have made the Wild Atlantic Way a must for any foodie and this is a great angle to leverage within your communications.

Hospitality

Stay

Settle in for the night in a luxurious lodge beside the ocean or snuggle up in crisp white bed linen in an epic yurt. Choosing where to stay along the Wild Atlantic Way is almost an experience in itself, with the sheer variety of quality places to stay.

Submerge yourself in an alfresco seaweed bath while soaking up panoramic sea views or get closer to nature and awake to the unmistakable sounds of the dawn chorus. Sleep in a beautifully restored lighthouse keepers' cottage watching the light's beam sweep across the peninsula as darkness falls, or feel at home in a family run resort brimming with local organic produce from their gardens.

The Wild Atlantic Way has the perfect place to get some rest before your next adventure whether you prefer a decadent hotel, a cosy cabin, or something much wilder. The wide variety and quality of accommodation available along the Way is something that should be championed for our visitors.

Teach Solais Fhanáda (Fanad Lighthouse), Co. Donegal



Our Visitors

A guide to who our core audience is and what they are all looking for.

Galway City, Co. Galway

Our Core Audience & Your Business

The Wild Atlantic Way Visitor

Fáilte Ireland has developed a research-led **Motivations Framework** which is a tool we use to understand why people travel, their desired experience, as well as potential growth opportunities. Research shows us that **visitor motivations** are the **primary driver of destination choice** and understanding these motivations helps us to make better, more informed decisions.

As a business you can decipher which are your key motivations and use the accompanying research and data to support your decision making.

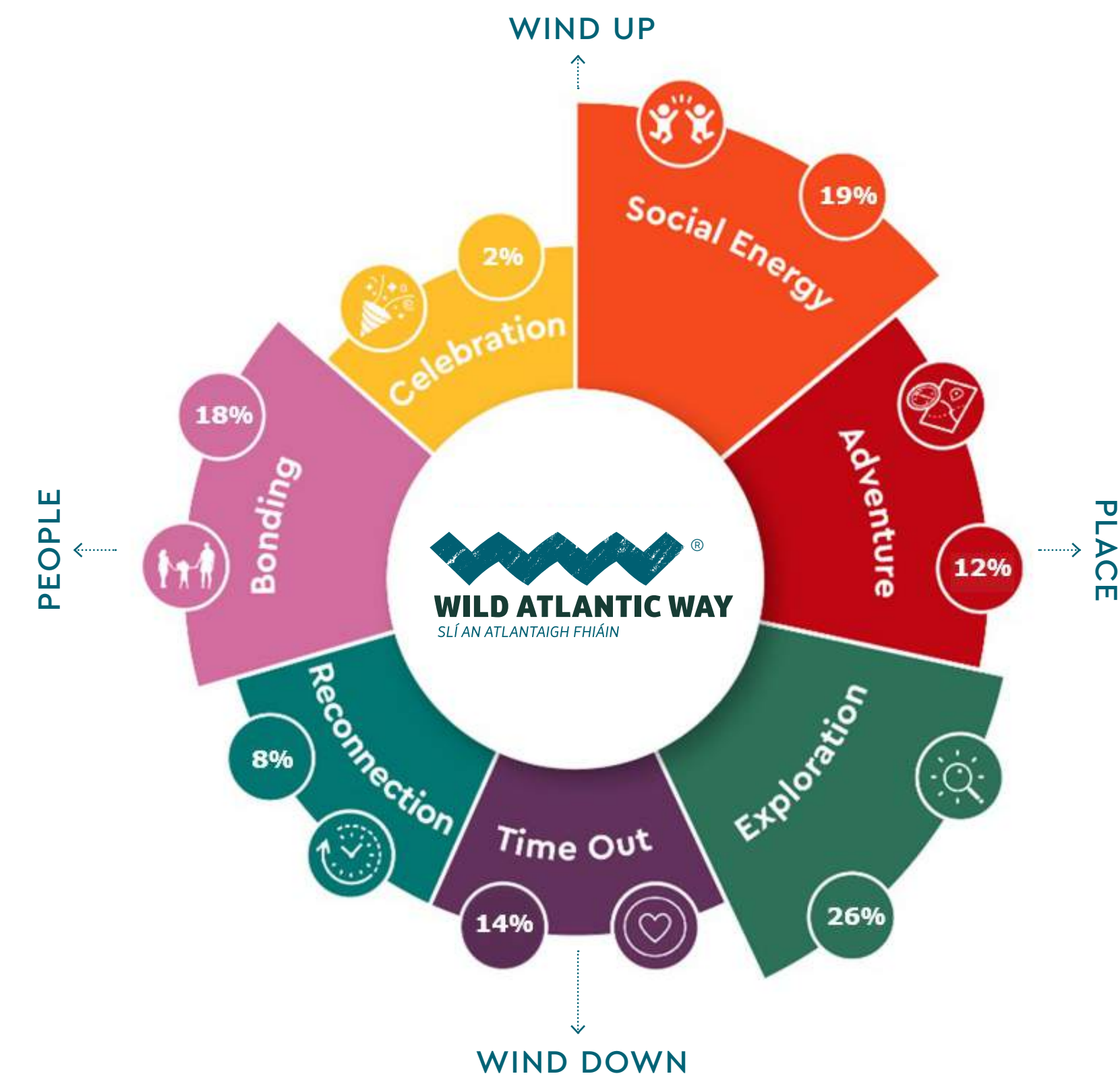
The Wild Atlantic Way is predominantly driven by the **Exploration** motivation and has a further opportunity to grow **Social Energy** and **Bonding** as motivations that fit well with both the brand and the region.

Exploration is a desire to experience and explore places, landscapes, and culture, of which the Wild Atlantic Way has in abundance. Alongside this, **Social Energy**, embracing vibrant and fun experiences, and **Bonding**, nurturing and strengthening relationships, are very relevant.

How to Use the Framework in Your Business

Ask of your business the following questions.

- 1: What are your business objectives?
- 2: Who are your current visitors?
What's their demographic profile?
What data do you have on this?
What other potential visitors could you have?
- 3: What drives these visitors?
Why do they come to your business?
What are their motivations?
- 4: How does this fit with your offering?
- 5: What is your customer value proposition?
- 6: How do these motivations come to life in your marketing communications, customer value proposition and product offering?



Full details of the Fáilte Ireland Motivational Framework are available [here](#).

Using the Visitor Motivations

Exploration

A desire to explore new or unfamiliar places and cultural activities



In communications, bring the **history** of Ireland to life through sharing stories of different people and places making the **connection** between the traveller's identity and Irish history.

Create experiences that enhance cultural knowledge and facilitate **connection with heritage**, history and identity. Offer a variety of activities and attractions for a more **immersive experience** and enhanced overall engagement. Provide the opportunity to **learn a new skill** or craft in an authentic way like a foraged cooking experience or pottery making.



Attract younger **unconstrained adults** by leveraging new technologies that allow for a more memorable experience and allow visitors to experience it in a fresh, distinct and creative way.

Highlight **people and places** that represent Ireland's art and rich heritage from museums to contemporary street artists. Focus on local attractions and partner with individuals that have direct ties or expertise with the destination.



Using the Visitor Motivations

Social Energy

A yearning to embrace vibrant and fun experiences

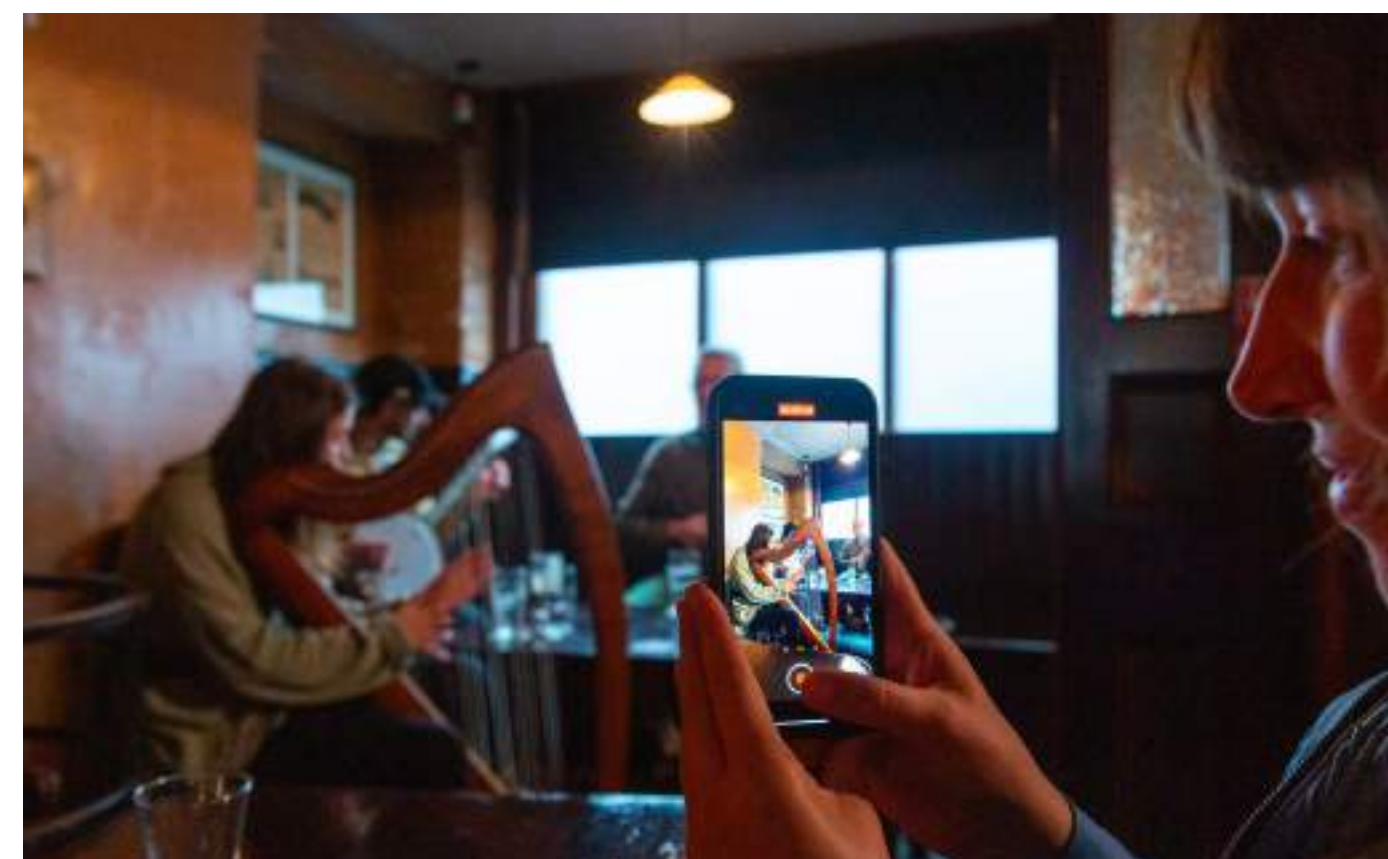
Create experiences that bring people of all ages together and encourage **experimentation, vibrancy and play**. Provide a variety of experiences that encourage **social connection** from daytime excursions to lively festivals and music events. Encourage seizing the 'now' and living in the moment in a carefree, upbeat way.



In communications, go beyond the pure offering and accentuate the emotional benefits of **creativity, fun, and play**. Connect moments of joy to the Wild Atlantic Way's cultural offering. Encourage group and family bookings to make it easy for visitors to experience and travel together.



Add elements of **surprise and unexpectedness** to more traditional experiences such as making art immersive, creating novel dining experiences and bringing things to life in vibrant, novel ways.



Using the Visitor Motivations

Bonding

Nurturing and strengthening relationships with those closest to me



Put **special family moments** at the heart of the experience and facilitate both having fun and opportunities to nurture and strengthen **family bonds**. Create packages that include a range of activities or attractions (outdoor in particular) for the whole family with a focus on creating memories.

Highlight accommodation suitable for **all the family**, both young and old. The choice of location can be habitual for this motivation so emphasise elements of nostalgia or incentivise repeat visits. Create family and relationship rituals around travel and special places.



Highlight experiences that showcase the magic of nature in a fun, enchanting way, while also giving opportunity for learning, entertaining the whole family. Emphasise places with convenient access to a variety of activities specifically for kids e.g. surf lessons, beach trekking, national parks, beaches, etc.



Create mystical, magical experiences that **excite everyone**. For families, travel decisions revolve around the needs of children and so they will prioritise different things, from experiences being easy and convenient, to elements of safety and security.



Photography

A guide to best practice imagery selection and usage for the brand.

The purpose of this section is to provide you with a helpful and easy way to select and capture imagery that reflects both the region and the brand. This helps differentiate us from typical tourism imagery and makes us distinct.

Connemara, Co. Galway

Please note, the images used in this toolkit are for demonstrative purposes only and should never be used for commercial purposes.

Pillar One: Macro

Genuinely Epic

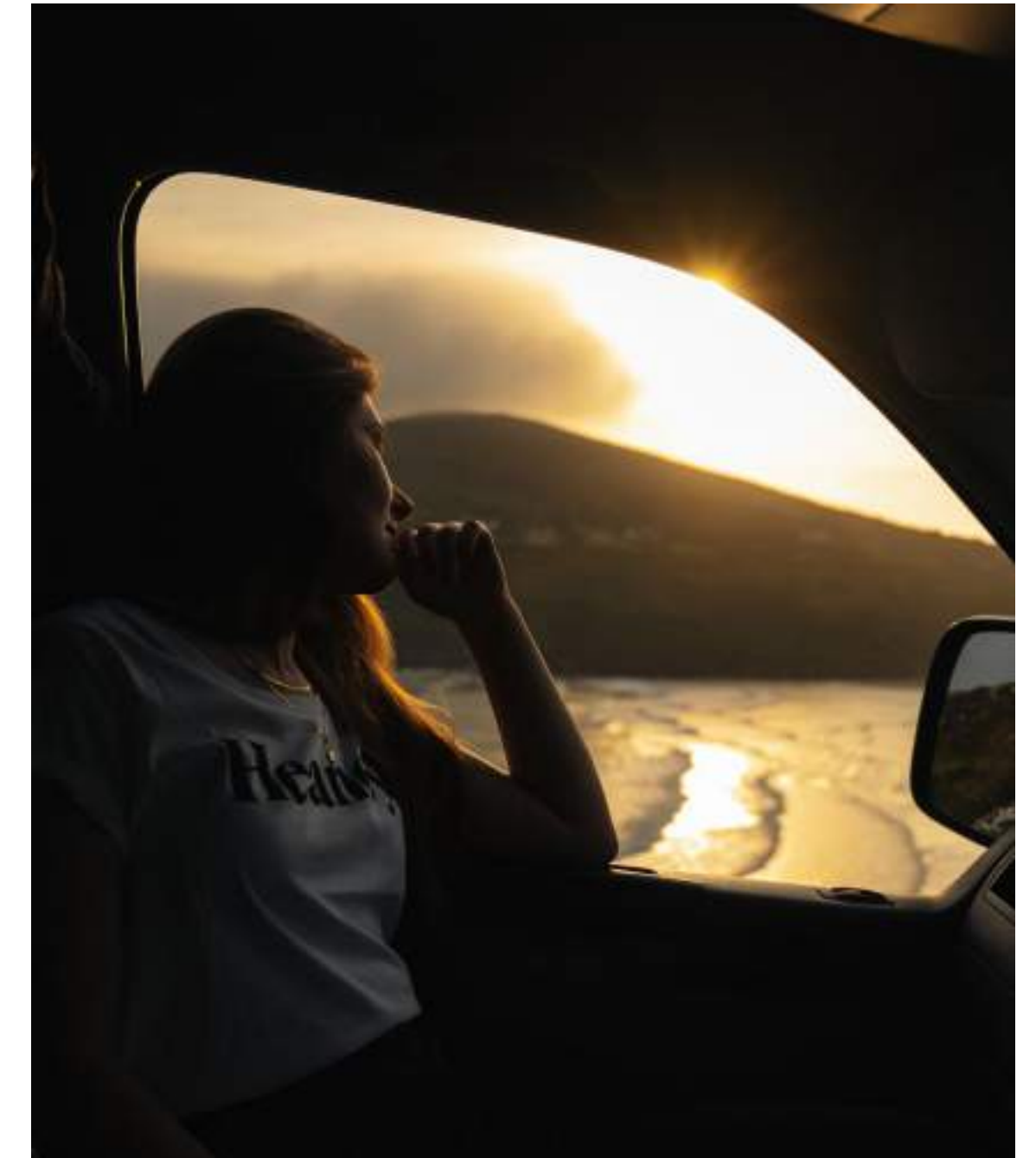
There is nothing quiet or muted about the Wild Atlantic Way with its crashing waves, swirling winds and breathtaking views. Our images should really reflect our sense of wildness and allow the epic natural backdrops to take centre stage.



Pillar Two: Micro

Little Moments

Across the Wild Atlantic Way, the small details, however different in scale, are just as breathtaking. Our imagery celebrates the small moments, from rich culture to thrilling adventures, to the people of the Wild Atlantic Way themselves.



Pillar One: Macro

Genuinely Epic

Not every point here is required for every image you select or capture, but we encourage you to employ as many as you can so our imagery has a united and recognisable look and feel.

- Dramatic lighting, at both ends of the scale, adds to the atmosphere. Dawn or dusk can create beautiful, organic natural hues.
- Use dark and light mood- filled photography with less pin-sharp focus for more of a dream like quality.
- People in scenic hero shots can provide context and demonstrate the experience.
- Using contrast, of both colour, and texture, enhances the region's natural, earthy surroundings and brings our wildness to the fore.
- Use scale and considered compositions to evoke our epic aura.
- A shallow depth of field allows for a more immersive shot with a real sense of the exact moment in time.



Pillar Two: Micro

Little Moments

Our images should ultimately hero our unique spirit and sense of adventure, and highlight the sheer breadth of offerings along the Way.

- Pay attention to small details – highlighting a potter's hands in action brings a real depth of narrative to an otherwise static image.
- Feature imperfectly beautiful still life scenes that bring our rugged personality to life.
- Rather than brightly lit standard portraits, try back lighting or side lighting a subject, to bring in more mystery and intrigue.
- Nature is the main attraction. Our wild surroundings are a huge draw for visitors, so allow the hero in our imagery to be rugged flora and fauna details.
- Featuring contrasting textures allows the real, agile moments in time to be more tangible.
- Authenticity is central to our imagery – feature moments of genuine human interaction with real-life compositions.



Tone of Voice

A guide to best practice language, tone and usage for the brand.

The tone of voice is an expression of the brand personality. We express this personality every time we communicate so it is important we consider how we speak and what we say.

This section is a guide to messaging and communications for various applications.

All our language, phrasing, and communication should speak in one unified voice, that is defined below.

Warmly Familiar

Like how you would greet an old friend, how we speak has a distinct sense of warmth and familiarity to it.

The tempo of our voice also has an innate, warming charm, which echoes the rhythm of eccentric accents that evolve and change along the Way.

Passionately Independent

Like the people that live and work along this wild, mighty coast, our voice is brimming with passion. Generations of storytellers come from all walks of life in this unique place, but from bohemian makers to avid producers, you can almost feel the love through our collective voice.

Wildly Brave

Our voice is honest, courageous, and unashamedly so, reflecting the wild, rugged landscapes around us.

We speak genuine truths over fearless waves out in the sea or alongside a drink in the cosy local. We know who and what we are and aren't afraid to tell people.

Tone of Voice

Some Guidelines

- **Warmly Familiar**

- Passionately Independent
- Wildly Brave

Here are some practical examples of how our messaging can be used to better reflect our tone of voice, and create more distinctive messaging.

Each of these examples showcase how small tweaks to our phrasing and messaging can add a more 'Wild Atlantic Way' touch to our communications.

Our voice is warmly familiar

Instead of saying:

Stop off here for a pint.

Try saying:

Come inside and enjoy a drink beside the crackling open fire.

What we mean

- Inclusive, welcoming, engaging, chatty, relatable, down-to-earth.

What we don't mean

- Using overly colloquial language.

How does 'warmly familiar' sound?

- Use playful, friendly, open language.
- Try and include local cues to make how we sound more personable.

Tone of Voice

Some Guidelines

- Warmly Familiar
- **Passionately Independent**
- Wildly Brave

Our voice is **passionately independent**

Instead of saying:

Drive through the route,
taking in key locations.

Try saying:

Uncover mystical landscapes,
each with its own tale to tell.

What we mean

- Visionary, confident, creative, enthusiastic, accomplished.

What we don't mean

- Arrogant, over-promising or not welcoming.

How does 'passionately independent' sound?

- Use strong, imaginative language.
- Avoid the language sounding forced, keep it natural.

Tone of Voice

Some Guidelines

- Warmly Familiar
- Passionately Independent
- **Wildly Brave**

Our voice is **wildly brave**

Instead of saying:

Explore the cliff walk trail.

Try saying:

Hear the waves crash
beneath the soaring cliffs.

What we mean

- Honest, descriptive, colourful, fresh and full of narrative.

What we don't mean

- Speaking in an overly confident, unfriendly tone.

How does 'passionately independent' sound?

- Use epic, illustrative language.
- Avoid too overly descriptive, long-winded sentences.

Different types of copy require different things,
but they should all relate to each other in tone
and sound like the Wild Atlantic Way.

For headlines and titles, we are

Epic
Exciting
...with a
Sense of Scale

For long copy, we are

Imaginative
Engaging
Chatty
Down-to-earth
Human
Relatable

For short copy (social posts,
captions, bullets), we are

Friendly
Personable

Using the Brand

Our templates, and how to apply the Wild Atlantic Way brand to your own business communications.

The brand is available to qualifying tourism businesses within the geography of the Wild Atlantic Way route, for use within the agreed terms and conditions.

Digital Assets & Templates

*Click below to request access to the full suite
of Wild Atlantic Way assets and templates.*

[Download WAW Assets & Templates](#)

Digital Assets

GIFs

Our GIFs allow you to use the Wild Atlantic Way brand to leverage your own posts and social content.

They can add more energy and life to your posts and enhance your content. Simply search on GIPHY for the Wild Atlantic Way and get creative!



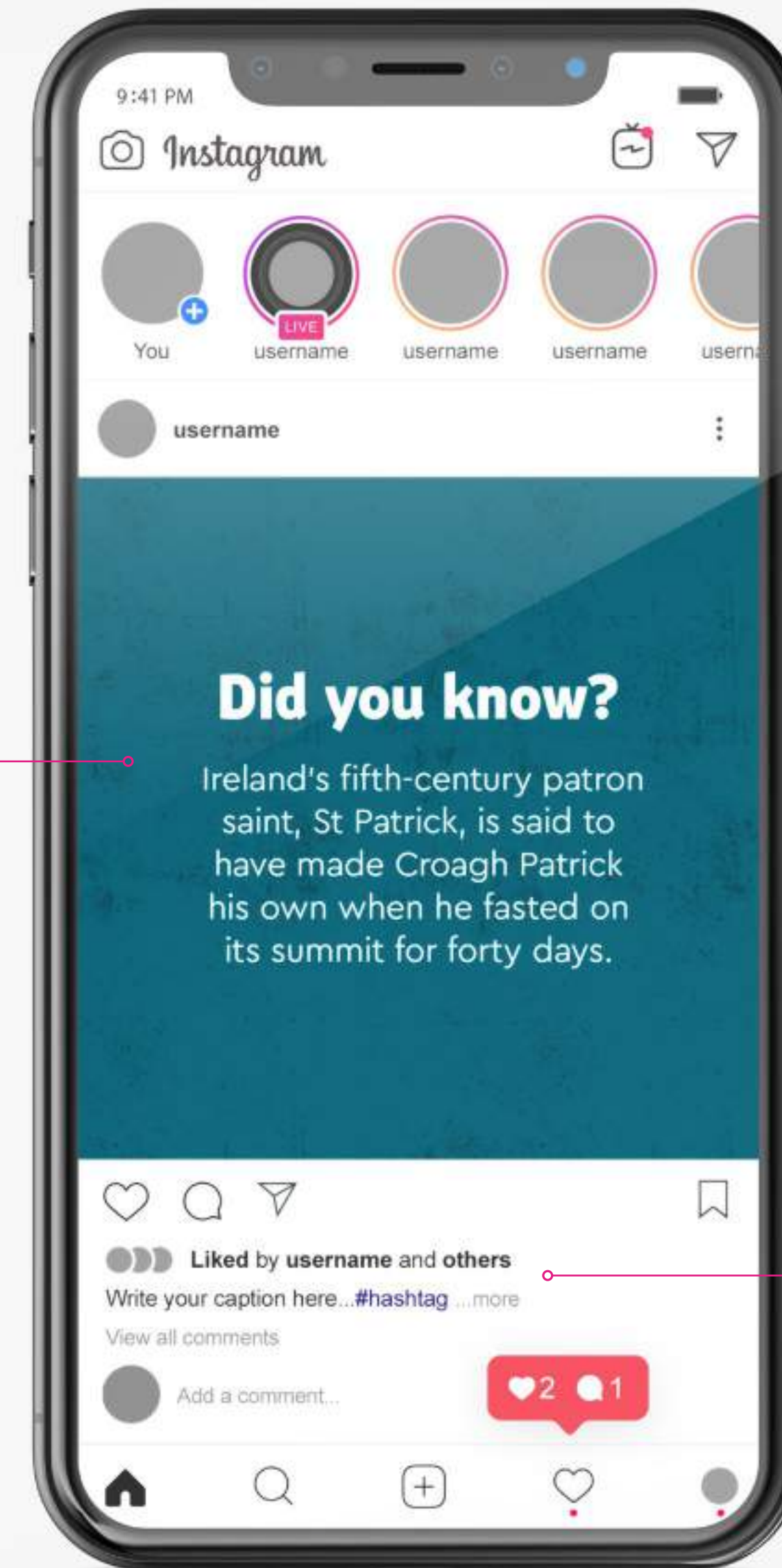
Have fun but make sure your GIF is placed in a quiet area within your image. Keep things simple to encourage people to engage with your content and allow your imagery to be the hero!

Digital Assets

Social Posts

Our social posts allow you to post content directly to your channels. Choose from a range of curated images to promote your business with the Wild Atlantic Way Brand.

Pick an image that relates to your offerings.

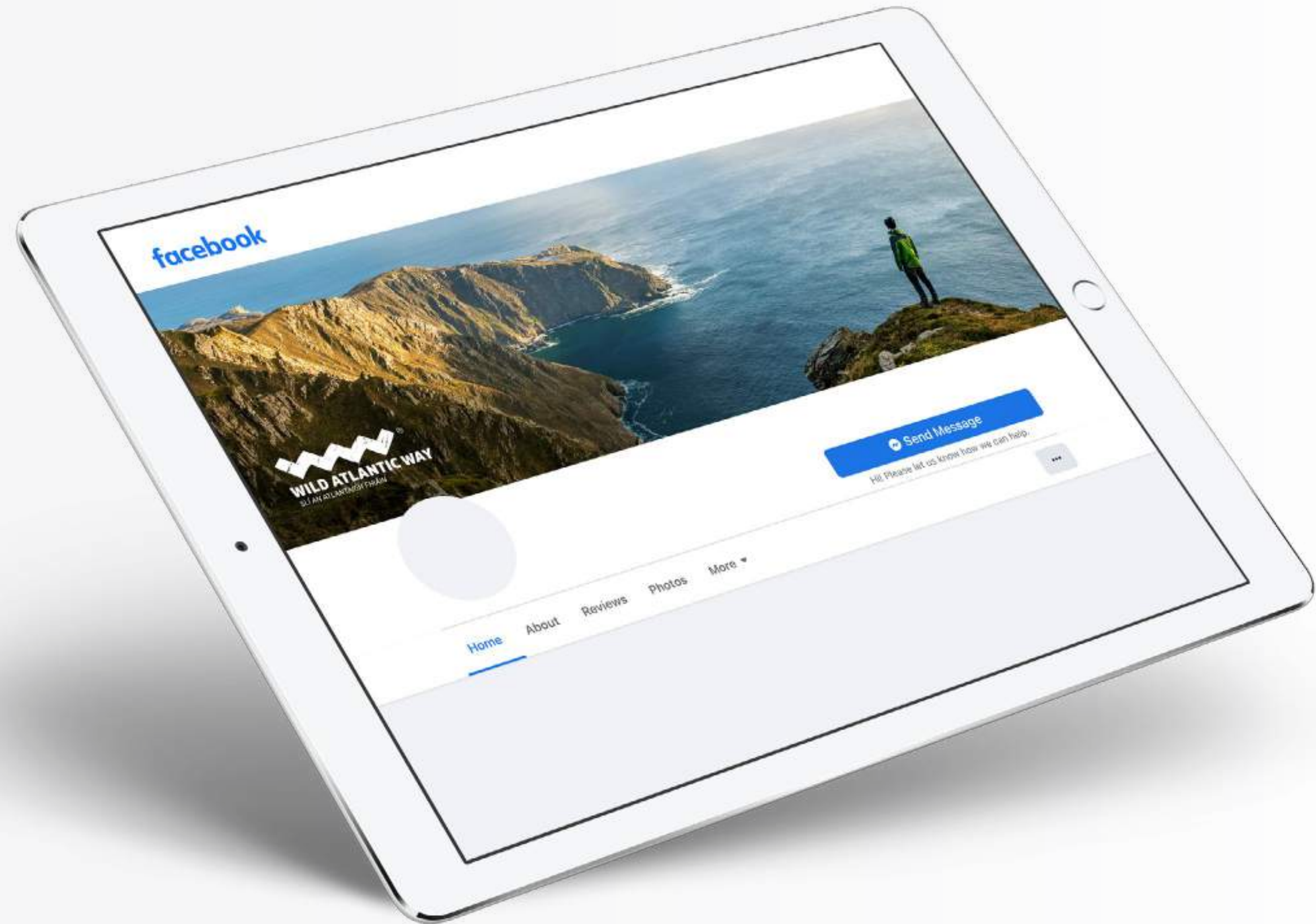


Don't forget your hashtags! Always include the #wildatlanticway as well as any others that will improve your posts visibility.

Digital Assets

Cover Images

Choose from a range of curated images which use the Wild Atlantic Way brand and imagery for your social channels.



Digital Template

Social Frames

Our social frames allow you to use the Wild Atlantic Way brand to leverage your own imagery.

Simply combine your own imagery with a coloured frame, which complements the colours in your chosen image.

Our frames are supplied in a range of colours for a range of different social applications.



SQUARE POST SIZE



STORY SIZE

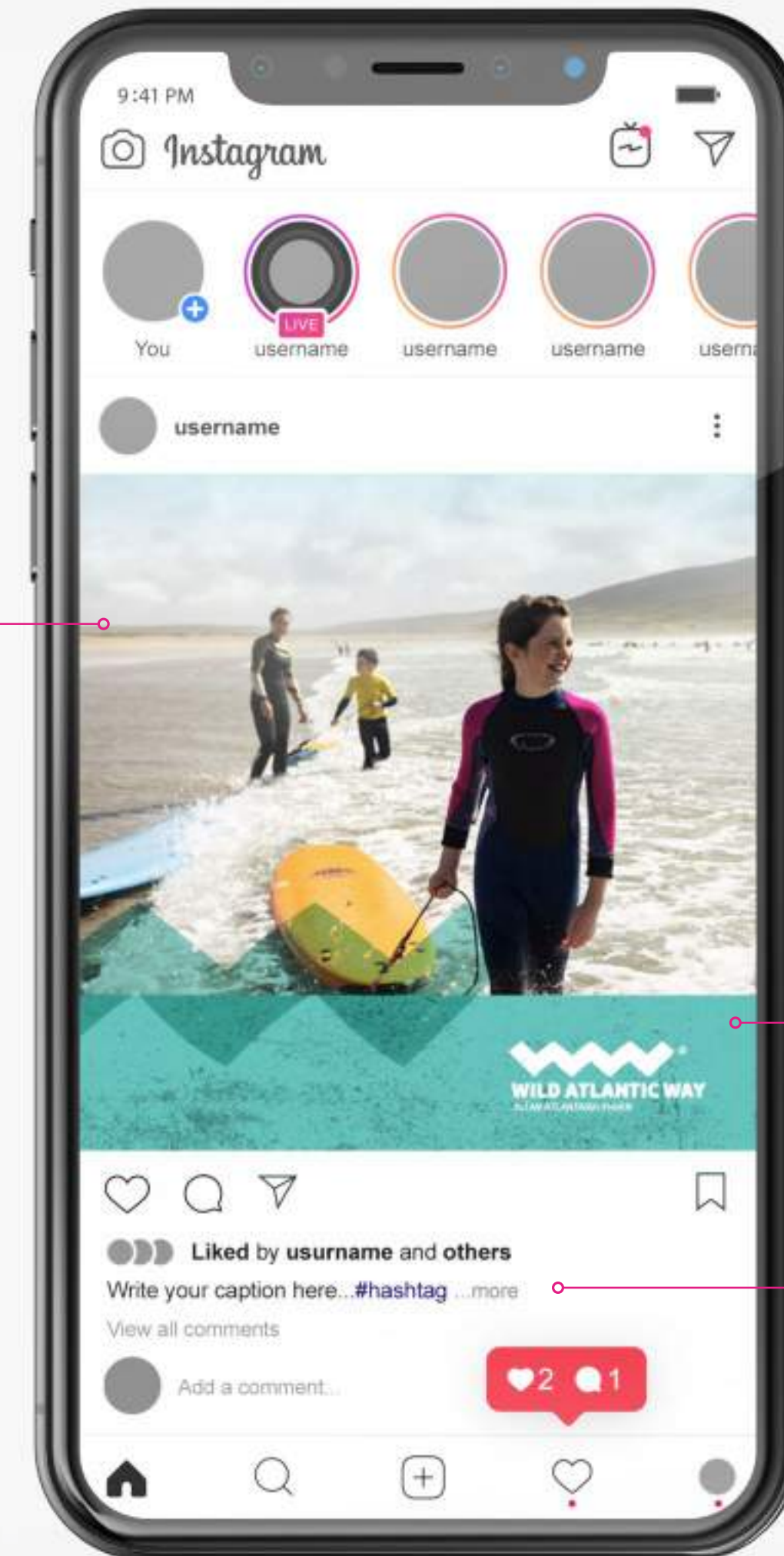


SQUARE POST SIZE

Digital Template Social Frames

The frames provided are all entirely editable with Adobe software, and are designed in a way that allows them to be easily adapted and updated by you as needed.

Pick an image that follows one or more of our photography pillars.



Pick a frame that complements the tone of your photography.

Don't forget your hashtags! Always include #wildatlanticway and any others that will improve your posts visibility.

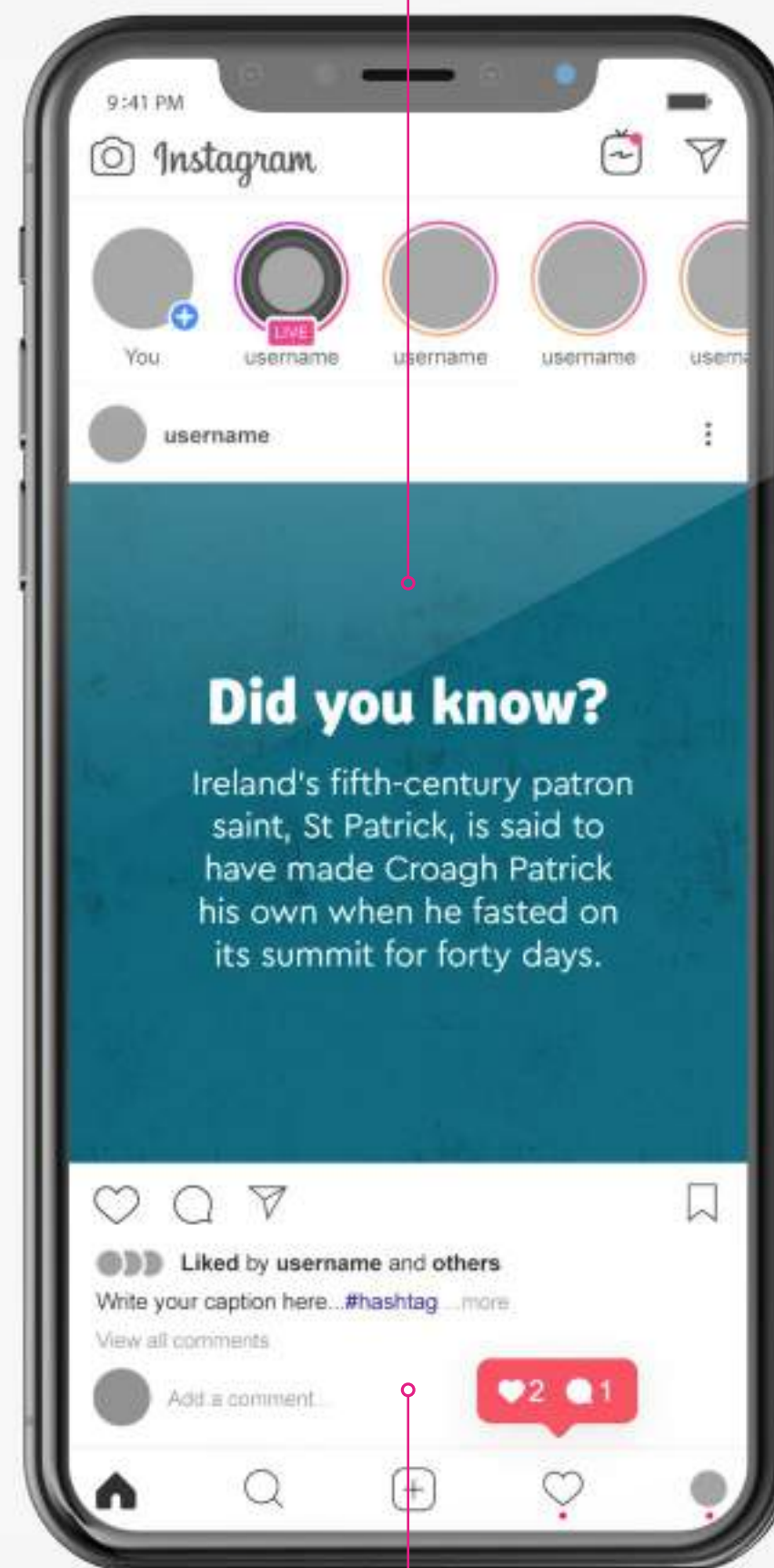
Digital Template Instagram Carousel

Why try and squeeze a great story into one single image when you can tell it across several?

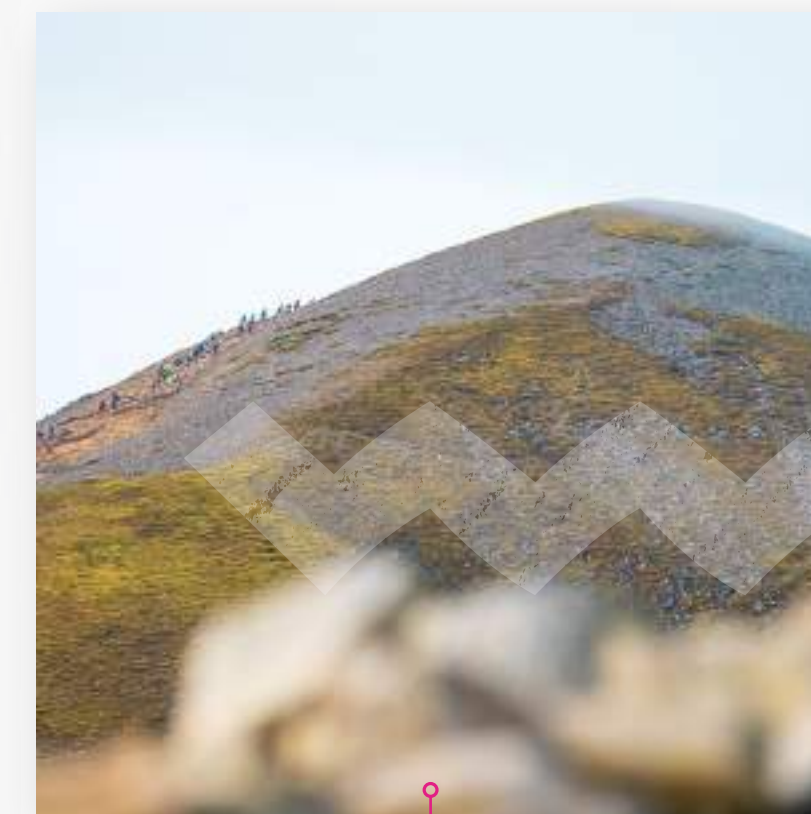
Our editable Instagram template allows you to break up a story into a mix of text and imagery, that can be reordered, swapped around and added to as best fits your needs.

Use our brand colour palette in the Design Toolkit section of this toolkit to play with the backgrounds of each panel and see which best suits the tones of your photography.

Consider leading with an intriguing statement or interesting fact.



Don't forget your hashtags! Always include the #wildatlanticway as well as any others that will improve your posts visibility.



If appropriate, mixing in photos can be a nice way to add depth to your story.

Pick a colour from within our palette that complements the tone of your photography.



Be sure to use your business's brand or name and a call to action to drive them to your website.

The Wild Atlantic Way Master brand can appear lower down in the hierarchy.

Digital Template

Mailchimp

As part of the digital toolkit, we have created an editable Mailchimp newsletter template which can help elevate your email marketing using the Wild Atlantic Way brand.

All content in the template is entirely editable so you can swap in your own brands, messaging, imagery and videos as best suits the needs of your newsletter.

You will need to create a free Mailchimp account in order to use this template.

Get Mailchimp Template



Brand placement
Place your brand alongside the Wild Atlantic Way trademarked brand, following the guides in our Design Toolkit.

Header image
The background image can be replaced with an image that suits the theme of your newsletter, but be conscious of giving the brands room to be clear and legible.

Your Newsletter Headline



Headline
Using the Wild Atlantic Way brand's tone of voice, write a headline that is short and engaging for the reader.

Story One Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Deque his rebus satis multa in nostris de re publica libris sunt dicta a Laelio. Quid, si etiam iucunda memoria est praeteritorum malorum.

Duo Reges: constructio interrete. Idemne, quod iucunde. Verum hoc loco sumo verbis his eandem certe vim voluptatis Epicurum nosse quam ceteros quid autem habent admirationis, cum prope accesseris.

At coluit ipse amicitias. Itaque eos id agere, ut a se dolores debilitates.

Learn more

Content
This is up to you but consider using our tone of voices section as a guide, and our photography section for some inspiration.

Colours
Be mindful of our colour palette when modifying the template.



Print Assets & Templates

*Click below to request access to the full suite
of Wild Atlantic Way assets and templates.*

Download Templates

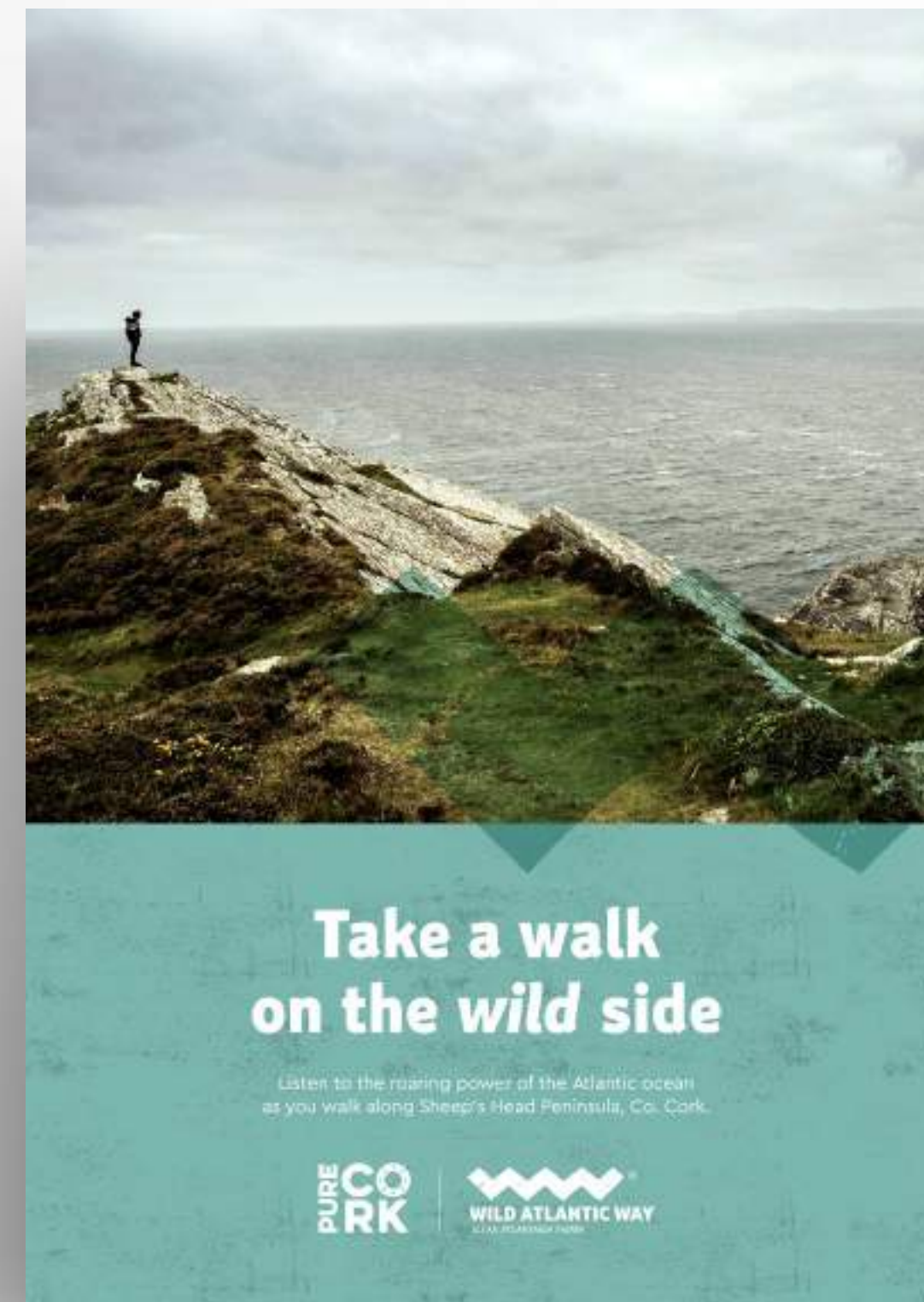
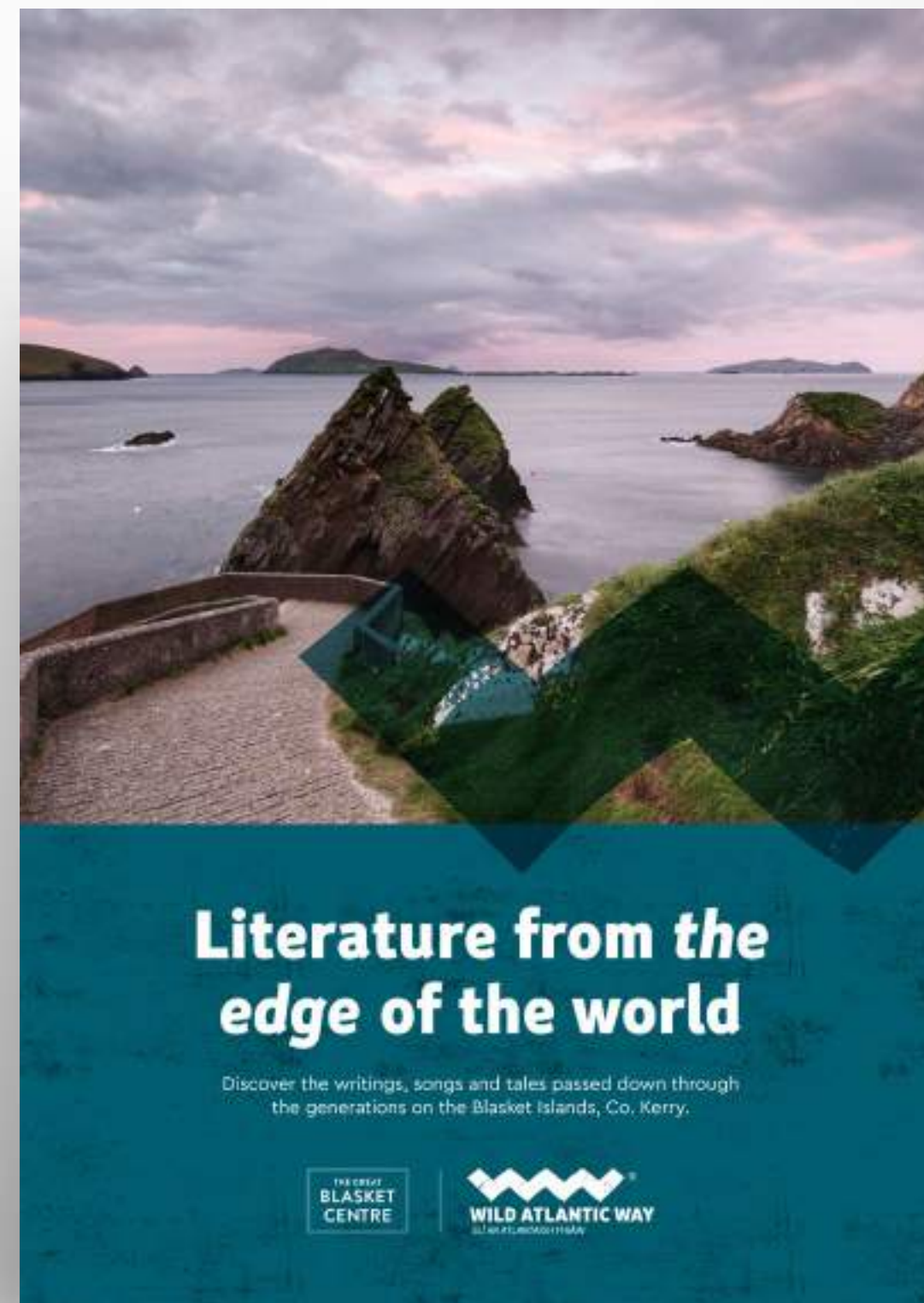
Print Template

A4 Poster

As part of this toolkit, we have provided some A4 poster templates that can be used to promote your business and its amazing offerings.

These templates use the Wild Atlantic Way branding (colours, tone of voice, typography) but are all about championing your business and its offering.

The templates provided have been created using example businesses.



Print Template

A4 Poster

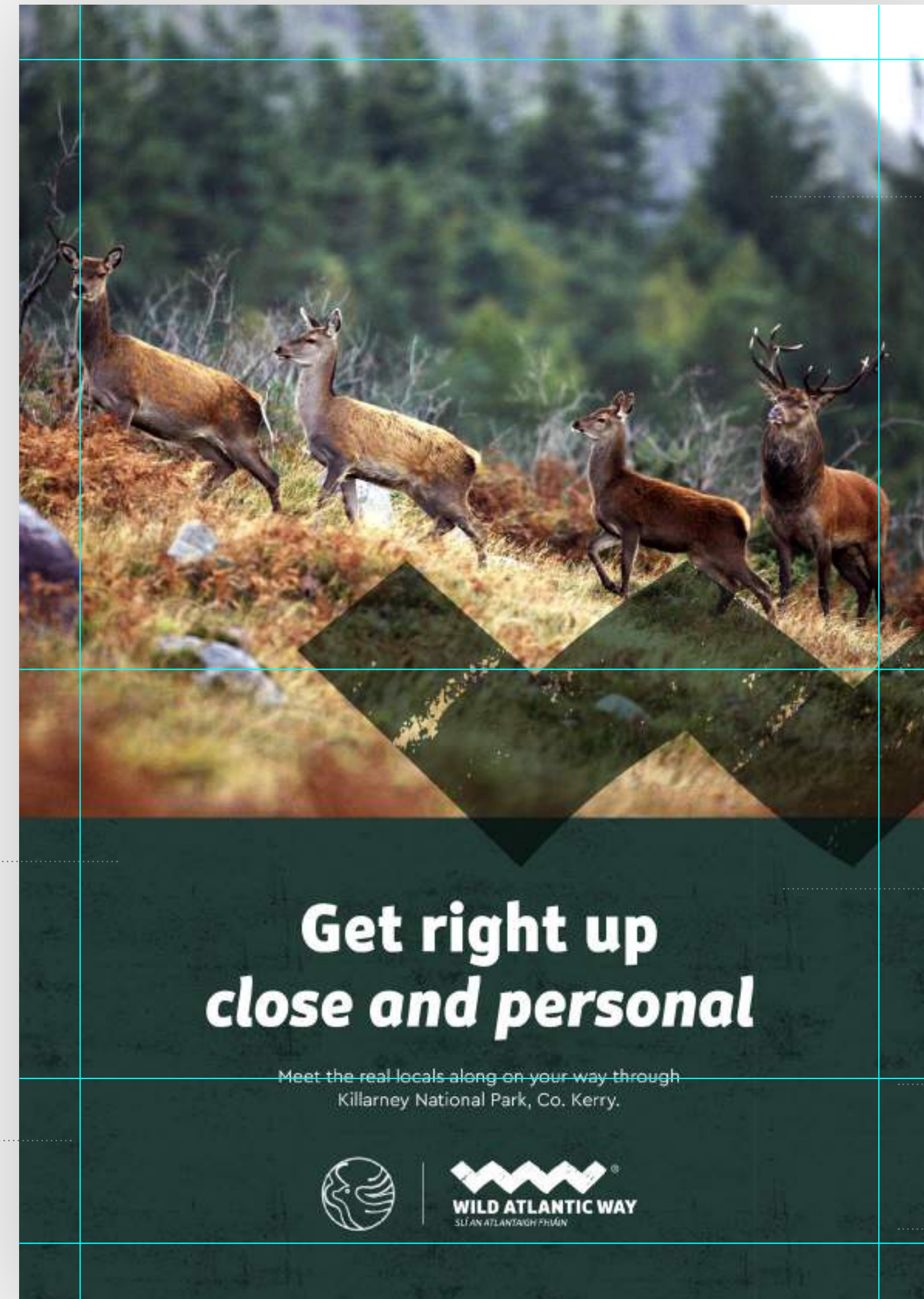
The posters provided are all editable with Adobe Illustrator, and are designed to be easily adapted and updated as needed.

Colour

Select your image first, and then see which colour from our brand palette best suits the tones of the photo.

Your brand + CTA

Your brand sits in the middle at the bottom, with equal weighting to the Wild Atlantic Way brand. Consider whether a call to action or website link would be beneficial.



Hero image

Using the Wild Atlantic Way brand's imagery guide, carefully choose an impactful and engaging image that champions your business and entices your visitor.

Headline

Using the Wild Atlantic Way brand's tone of voice and typography, an enticing and personable headline can be created that is specific to your offering.

Sub-heading

Short and sweet: a simple, yet descriptive one-line description of the offering.

Wild Atlantic Way brand

The Wild Atlantic Way brand should sit here as a sign off.

As Gaeilge A4 Poster

An example of how a poster looks as Gaeilge.



I'd prefer to use my own brand

That's absolutely fine. The Wild Atlantic Way brand is intended to supplement and strengthen your business communications, not to over-power them.

It is only by championing your brand and your business as best as we can, that we can achieve the overarching goal of promoting this amazing region to the wider world.

So if you would prefer to use your own branding instead of our provided templates, we have created two options of application for you to choose from.

Option 1

Co-branding

Using your own business's brand design, but considering the Wild Atlantic Way brand's imagery and tone of voice guidelines in the creative.

The Wild Atlantic Way trademarked brand is applied with equal weighting to your business's brand. A divider line can be used to keep clear distinction and clear space between the brands.

**YOUR
LOGO**



Where this might be applicable:

Local Authority website headers
Promotional videos | Partnerships

Option 2

Association

Using your own business's brand as the sole source for design.

The Wild Atlantic Way trademarked brand is applied at a smaller size alongside any other partnerships or associations needed on the creative.

**YOUR
LOGO**



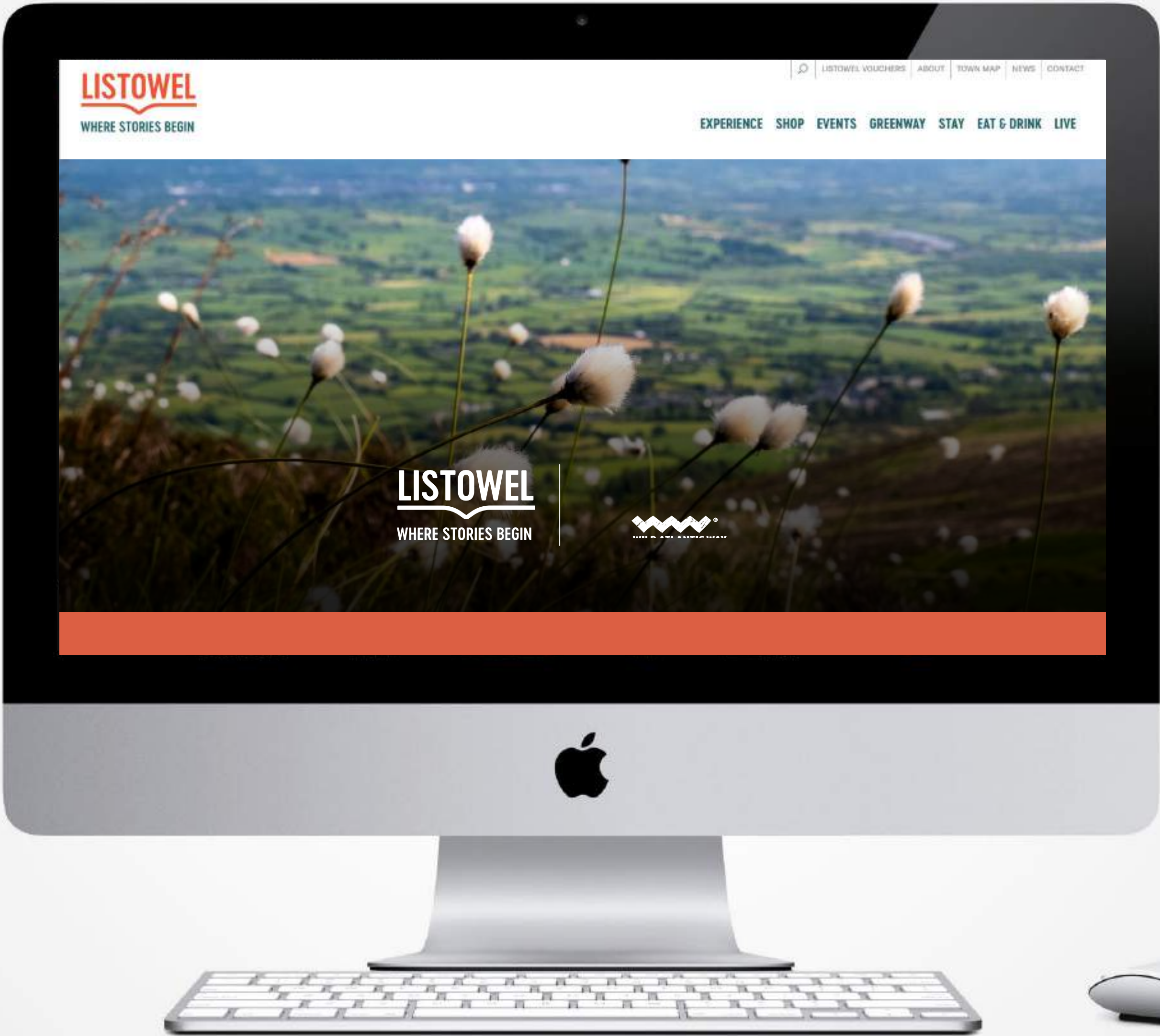
Where this might be applicable:

Websites | Brochures | Banners
Posters | Promotional communications

Examples

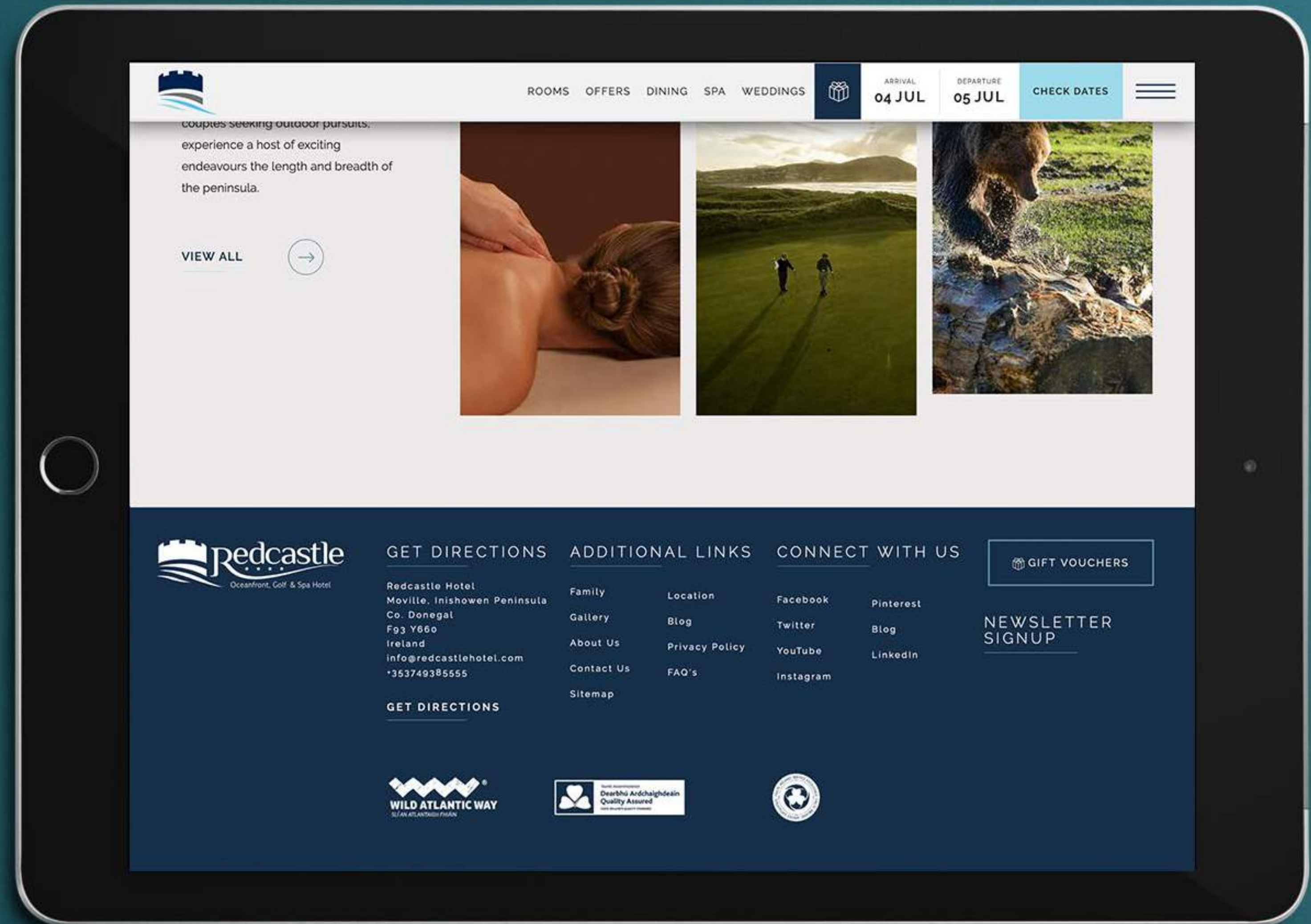
Website Header

The example shown here uses a co-branding lockup (the dividing white line) with the host brand given equal weighting to the Wild Atlantic Way trademarked brand.



Examples Website Footer

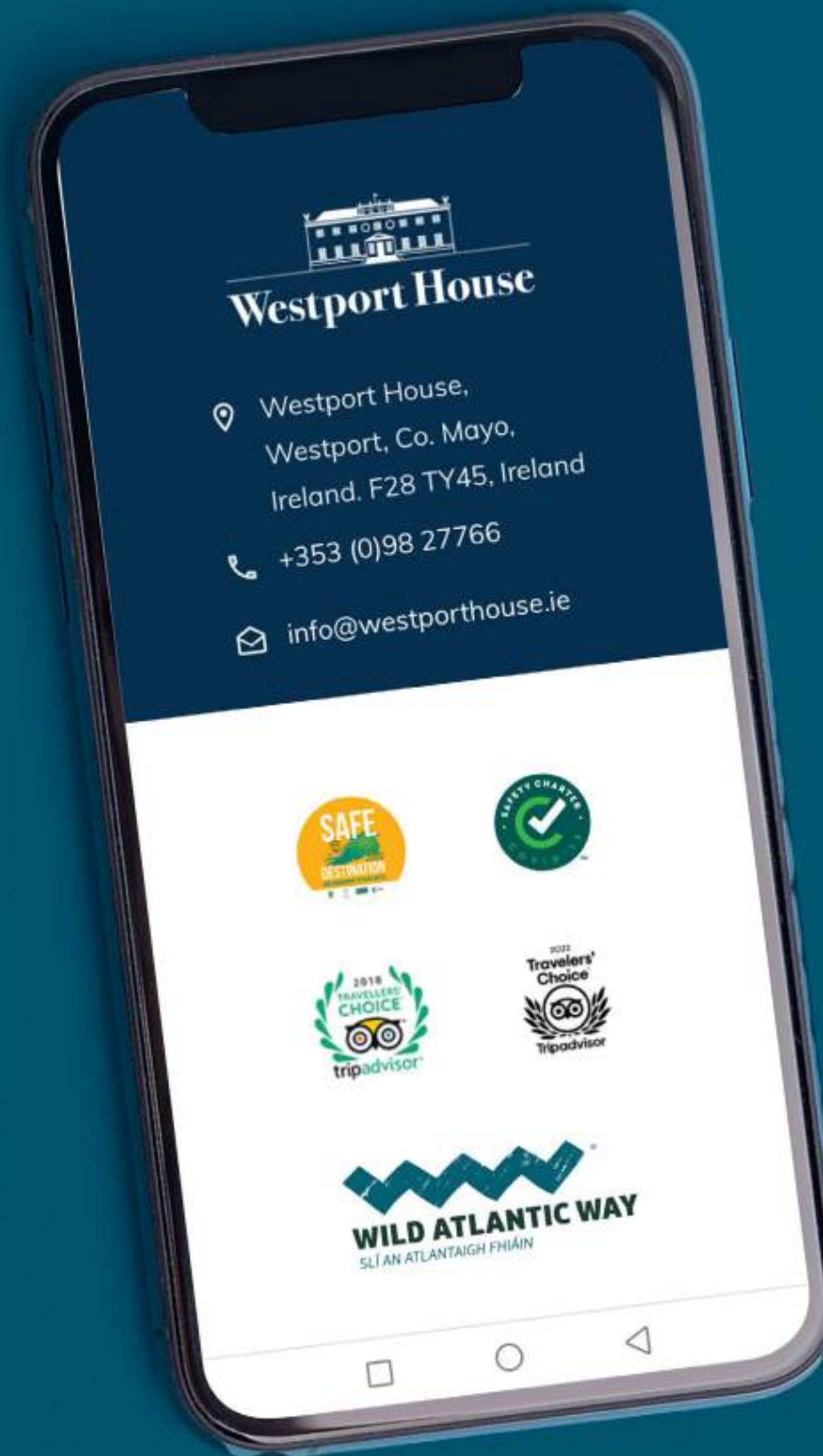
Note the use of the negative trademarked brand in this instance, due to the dark background. This ensures the brand can remain clear and legible.



Examples

Website Footer

In this instance, the associations displayed are at a larger scale to the previous page and the trademarked brand in full colour is used.



Examples

A3 Poster

This example poster uses the host's (Hazel Mountain Chocolate) brand design and aesthetic. The image aligns with our photography guidelines, and small touches like the use of language in the headline ties back in with the Wild Atlantic Way's tone of voice.

The host business's brand takes the primary position, with the Wild Atlantic Way's trademarked brand scaled down to a smaller size in the bottom corner.



Examples 6 Sheet

Similar to the previous page, the Wild Atlantic Way's trademarked brand sits in a less prominent position here, allowing the host's brand to take the primary position.



Design Toolkit

*An overview of our brand,
colour and typography.*

Master Trademarked Brand

This is our master brand, it is trademarked and the full colour version should ideally be the first choice for all communications.

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.

When rescaling the brand, please scale its width and height proportionally for the appropriate application.

Master Trademarked Brand
Full Colour



Master Trademarked Brand Variations

There are three versions of the master trademarked brand, each designed to specifically address particular situations and different outputs.

Master Trademarked Brand Full Colour

This should be a our go-to brand, but requires a white or very light background to ensure it's legibility.

Master Trademarked Brand Negative

This is a simplified white version of the brand. It should be used on dark or coloured backgrounds, or for placement on imagery.

Master Trademarked Brand Monotone

This is a black and white version of the brand. It should only be used when it is not possible to use the full colour or negative version.

Master Trademarked Brand
Full Colour



Master Trademarked Brand
Negative



Master Trademarked Brand
Black & White



Master Trademarked Brand

Clear Space and Minimum Size

Breathing room is important. To ensure the brand is never over-crowded on layouts and legible at all times, it is important to follow the guidelines shown on this page. These rules apply to all versions of the brand.

Clear Space

The clear space is determined by the size of the brand's letter "W". This means that elements in a layout such as text, images etc. must never enter the zone marked by the pink lines in the example on the right. This rule is applicable to the brand regardless of it's scale.

Minimum Size

To ensure legibility, the master trademarked brand should never be reproduced at a size less than 9mm high.

Clear Space



Minimum Size



Co-Branding

Creating a Lockup

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 partnering brand should always match the height of the Wild Atlantic Way trademarked brand.



The spacing between should always be at least the same as the width of three letter "W"s from the Wild Atlantic Way trademarked brand.

Incorrect Usage

Here are some watch-outs for you to avoid when placing our brand on applications.

- × **Don't** place the brand over busy images
- × **Don't** place the full colour brand over dark or strongly coloured backgrounds
- × **Don't** change the brand's colours
- × **Don't** alter the brand's proportions
- × **Don't** stretch or squeeze the brand
- × **Don't** rotate the brand
- × **Don't** add extraneous effects to the brand such as drop-shadows or glow effects
- × **Don't** break the trademark down into its component parts

If in doubt always place our full colour brand on light bright backgrounds and make sure the reversed version (in white) only appears on dark, deep coloured backgrounds that provide contrast.



✓ Full colour brand as supplied on a bright, light background



✓ Full colour brand as supplied on a bright, light area of an image with clear space



✓ Negative brand as supplied on a dark image



✗ Do not alter, edit or centre any component part(s) of the brand



✗ Full colour brand on dark coloured background



✗ Brand placed over busy image



✗ Don't alter or adjust the colour of the brand



✗ Don't stretch the proportions of the brand



✗ Don't add drop shadows or extraneous effects

Primary Colour Palette

The Wild Atlantic Way palette is rugged, rich and wild, inspired by our landscapes both on and offshore.

There is no hierarchy or right and wrong when choosing which colour to use in your application, but do consider which colours best complement the tones of your design and image choice. Always be mindful of legibility and readability – refrain from placing light coloured text on a light background which won't be clear.

Please ensure the correct colour values are replicated exactly, and not recreated, changed, or altered from what is provided here in the guidelines.



DEEP SEA TEAL

PANTONE 3155
C100 M0 Y25 K47
R0 G99 B117
#006375



AQUA

PANTONE 563
C58 M0 Y31 K0
R106 G188 B182
#6ABCB6



COOL SKIES

PANTONE 5665
C24 M11 Y19 K0
R186 G196 B186
#BAC4BA



WILD GREEN

PANTONE 560
C86 M30 Y65 K75
R28 G60 B52
#1C3C34



Secondary Colour Palette

							
							
WARM WOOD PANTONE 7515C C9 M43 Y53 K10 R197 G139 B111 #C58B6F	PASTEL SKY PANTONE 324C C34 M0 Y10 K0 R156 G220 B231 #9CDCE7	WILD MAUVE PANTONE 524C C11 M21 Y0 K0 R212 G194 B227 #D4C2E3	ORGANIC GREEN PANTONE 5763C C41 M23 Y69 K31 R116 G124 B81 #747C51	WARM STONE PANTONE 408C C35 M36 Y32 K10 R151 G140 B143 #978C8F	PURPLE MIST PANTONE 4111C C42 M63 Y28 K24 R123 G86 B111 #7B566F	SEAWEED PANTONE 4224C C64 M42 Y69 K60 R61 G72 B58 #3D483A	DUSKY HORIZONS PANTONE 4161C C80 M47 Y31 K48 R48 G76 B93 #304C5D

Colour Combinations

To ensure that our communications can be easily accessed and understood by all our audiences, all of our digital communications and digital platforms should aim for AA or AAA accessibility standards. This measures the contrast ratio between two colours; a high contrast allows for good legibility, a low contrast makes it difficult to read.

Text displayed on our digital applications should always meet a minimum of AA standard.

Large text

Large text is defined as 18 point or 14 point bold or larger. 14 point is typically 18.66px and 18 point is typically 24px.

Fonts that are 18 point or 14 point bold or larger should have a contrast ratio of 3.00:1 or higher with it's background.

Small text

Fonts smaller than 18 point or 14 point bold (typically 18.66px) should have a contrast ratio of 4.50:1 or higher with it's background (measured out to 2 decimal places).

Example of **high contrast** for large and small text



Contrast Ratio
12.03:1

Large text

WCAG AA: **Pass** ✓

WCAG AAA: **Pass** ✓

Small text

WCAG AA: **Pass** ✓

WCAG AAA: **Pass** ✓

Example of **low contrast** for large and small text



Contrast Ratio
1.74:1

Large text

WCAG AA: **Fail** ✗

WCAG AAA: **Fail** ✗

Small text

WCAG AA: **Fail** ✗

WCAG AAA: **Fail** ✗

Typography

Our Fonts

Our typography is another important part of how we visually portray our brand's personality. It consists of two primary fonts which work in unison together, and a secondary default font for use on Microsoft programmes.

Orga

Orga is an Irish typeface designed and made by Irish type designers. It is a friendly sans-serif, with subtle quirks that give it a distinctive and fresh personality. Clean narrow curves give Orga highly legible and flexible sensibilities, rendering it suitable for both text and display. It is available to purchase at youworkforthem.com.

Cera Pro

A geometric, friendly sans serif, this is used in all other instances, including body copy and subheadings. It comes in a range of weights that can be applied in varying ways to create hierarchy and emphasis. It is available to purchase at typemates.com.

Arial

For all secondary and desktop uses Arial is our standard typeface. Arial is used for business correspondence, MS Word documents and PowerPoint presentations as it is widely available on most desktop computers.

Orga

A

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

For headings and subheadings.

ABCDEF
GHIJKL
MNOPQ
RSTUV
WXYZ

abcdefghijklmn
opqrstuvwxyz

Black
Bold
Medium
Regular
Light

0123456789#€%&*()?!

Cera Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

For body copy and small print.

ABCDEFG

Black | Bold | Medium
Regular | Light

Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

For internal documents only when it is not possible to our brand fonts.

ABCDEFG

Black | Bold | Regular | *Light*

Typography

Typesetting

Our two brand fonts, Orga and Cera Pro, can be used in harmony to create visually impactful headlines that help our tone of voice come to life.

Write your headline using the tone of voice section of these guides. Try to keep it short and sweet. Somewhere between 4–7 words is the ideal. Remember that the headline should draw the customer in. The supporting line can give more specific detail.

Literature from *the edge* of the world

Discover the writings, songs and tales
passed down through the generations
on the Blasket Islands, Co. Kerry

Learn more at **websitetogohere.com**

◦ **Orga Black & Black Italic**
Set in sentence case with
italics used for emphasis

◦ **Cera Pro Bold & Regular**
Cera Pro is used for all
supporting copy lines. The
example here shows how we
can use the range of weights
and colours to create emphasis
for locations, websites or
business names depending
on the application.

Gateway Cities

For specialised instances specific sub brands have been created for gateway cities to the Wild Atlantic Way.

King John's Castle, Limerick Gateway City

Gateway City Treatment

In certain specialised instances such as in Limerick City, we create sub brands that are specific to that area. The aim is to develop Limerick as a compelling visitor destination and base for exploring the Wild Atlantic Way.

These sub brands sit under the umbrella of the master trademarked brand. This means that all typography, colour palettes, tone of voice and imagery must still refer to the Wild Atlantic Way brand guidelines.

Never create your own sub brand or variate from provided artwork.



This is our Trademarked Brand

It features our master trademarked brand and is the umbrella that all other sub brands sit under. It can be applied to all relevant industries and businesses in the wider Wild Atlantic Way area, as a badge of authenticity.



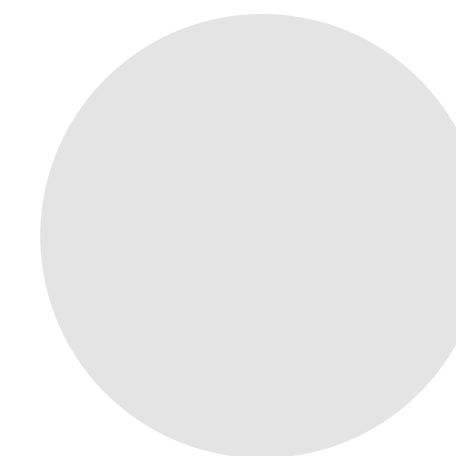
This one of our gateway city brands

It is specific to businesses in the county of Limerick within the proximity of the Wild Atlantic Way.



Future gateway city

Over time these will be filled with future gateway cities.



Future gateway city

Over time these will be filled with future gateway cities.

Terms & Conditions

The Wild Atlantic Way logo/brand is a **registered trademark** of the National Tourism Development Authority (Fáilte Ireland). The Wild Atlantic Way trademark may be used by qualifying industry partners in print and digital marketing materials provided they follow the guidelines governing its use.

Under the terms & conditions of use of the trademark a Qualifying Industry Partner must be one of the following:

1. Irish Tourism Provider within the geographic catchment of the Wild Atlantic Way. In the case of accommodation, properties must either be registered with, or approved by, Fáilte Ireland.

2. Festival and Event Organiser whose event falls within the geographic catchment of the Wild Atlantic Way.
3. Incoming Tour Operator
4. Overseas Tour Operator
5. On-line Travel Agency

In each case the business owner/manager must personally apply for and agree to the T&Cs of use of the trademark as we do not supply the TM artwork to third parties, representatives, designers, etc.

The Wild Atlantic Way trademark may not be used in signage, packaging or merchandising of any kind, including clothing and uniforms, nor to promote unapproved or unregistered accommodation.

The Wild Atlantic Way trademark is available in black, white or colour. The trademark artwork as supplied must not be altered in any way, should only be used in its entirety, and not broken down into its component parts.

Given the substantial investment in registering and promoting both the trademark logo/brand and the term WILD ATLANTIC WAY, and the extensive use made by Fáilte Ireland of the trademark over the past few years, Fáilte Ireland has a significant reputation, goodwill and brand recognition accrued both in Ireland and internationally, especially in the US.

Thank you

If you have any further queries regarding the Wild Atlantic Way Brand Toolkit, please contact: waw@failteireland.ie

